

## Module 4



## LU 14 - Providing information to customers with access requirements

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# Accessibility information

## Key issues

- Allow tourists with specific access requirements to make informed choices
- Provide information that corresponds to individual access requirements
- Deliver information in a simple and clear way.
- Make sure information is verified and up-to-date
- Information must be accessible - in formats that meet users' communication requirements





# Why do people buy?

1. Basic needs, like food and shelter.
2. Convenience.
3. Replacement.
4. Prestige or aspiration.
5. Emotional vacuum.
6. Lower prices.
7. Great value.
8. Name recognition.
9. Fad or innovation.
10. Compulsory purchase.
11. Ego stroking.
12. Niche identity.
13. Peer pressure.
14. For a good cause.
15. Reciprocity or guilt.
16. Empathy.
17. Addiction.
18. Fear.
19. Indulgence.
20. Empowerment.





Visitors respond to more than the “simple facts”. The accessibility information you provide tells something about you, the provider.

- Empathy: Does the provider have a positive attitude towards me ?
- Specialist knowledge: Do they really understand my needs?
- Trust: Can I be sure what they say is true?
- Empowerment: Will their product/service let me do what I want?



**Put yourself in  
THEIR  
shoes**





# Diversity of users' abilities

- **Learning difficulties and other cognitive limitations**
  - Language, Text difficulty, Easy-Reading, Pictograms
- **Deafness and hearing limitations**
  - Face-to-face communication, lip-reading, sign languages, telephone, hearing loop, text alternatives
- **Blindness and visual limitations**
  - Colour contrast, colour blindness, size and shape of images and fonts, Braille
- **Mobility limitations**
  - Range of movement, use of assistive technologies, presentation of information within view and within reach
- **Dexterity limitations**
  - Handling information material, using communication devices, assistive technologies





How **Accessible** is Your Information?

How **Useful** is Your Information?





# Information for people with specific access requirements

1

**Easy to find**  
in a specific  
'Access  
Information'  
section as well  
as throughout  
the website

2

**Accessible**  
with information  
in a number  
of accessible  
formats

3

**Reliable**  
with an  
indication of  
who or what  
organisation is  
providing the  
information

4

**Accurate**  
so there are  
no nasty  
surprises on  
arrival

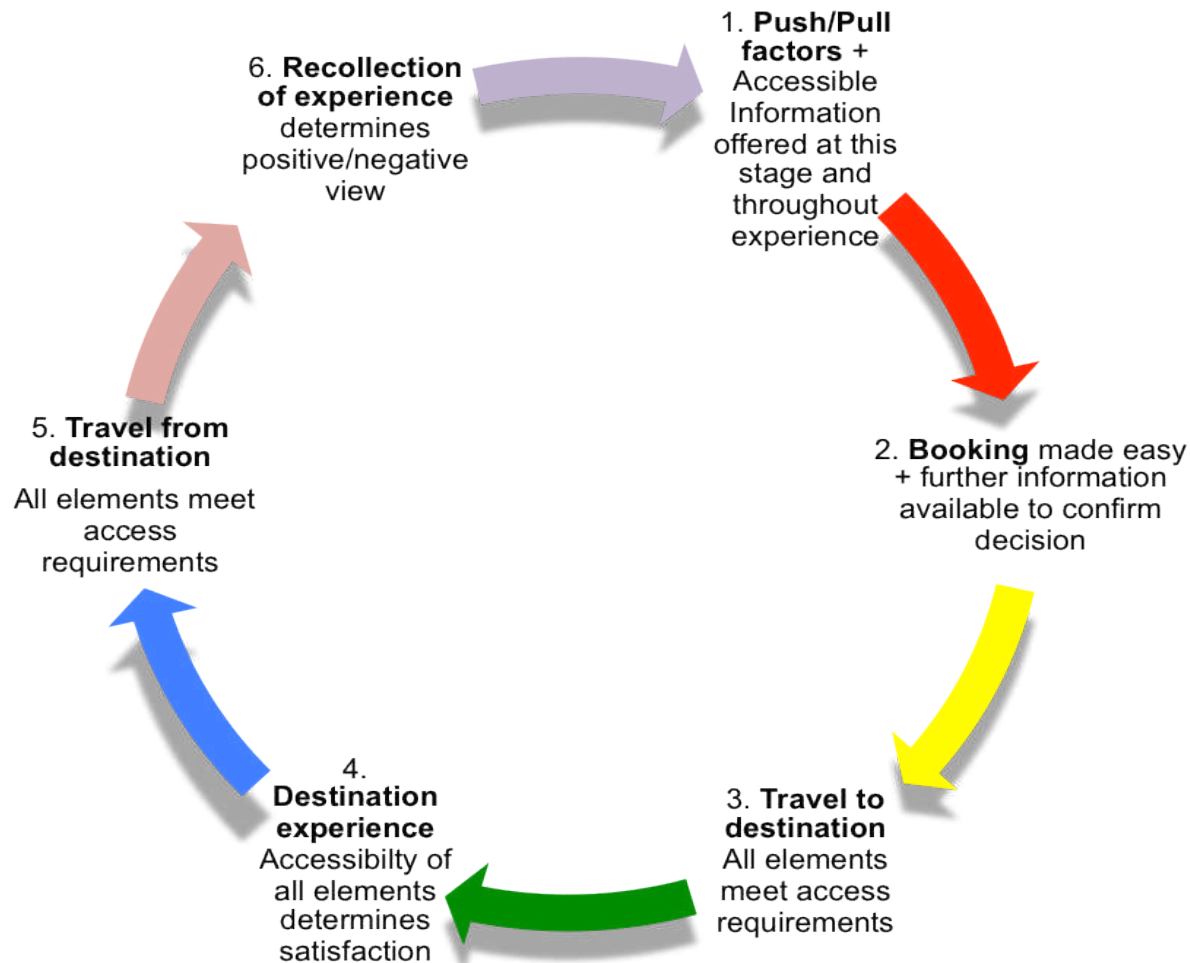
5

**Up to date**  
with a clear  
indication which  
season/year the data  
refers to and when  
the information was  
last updated



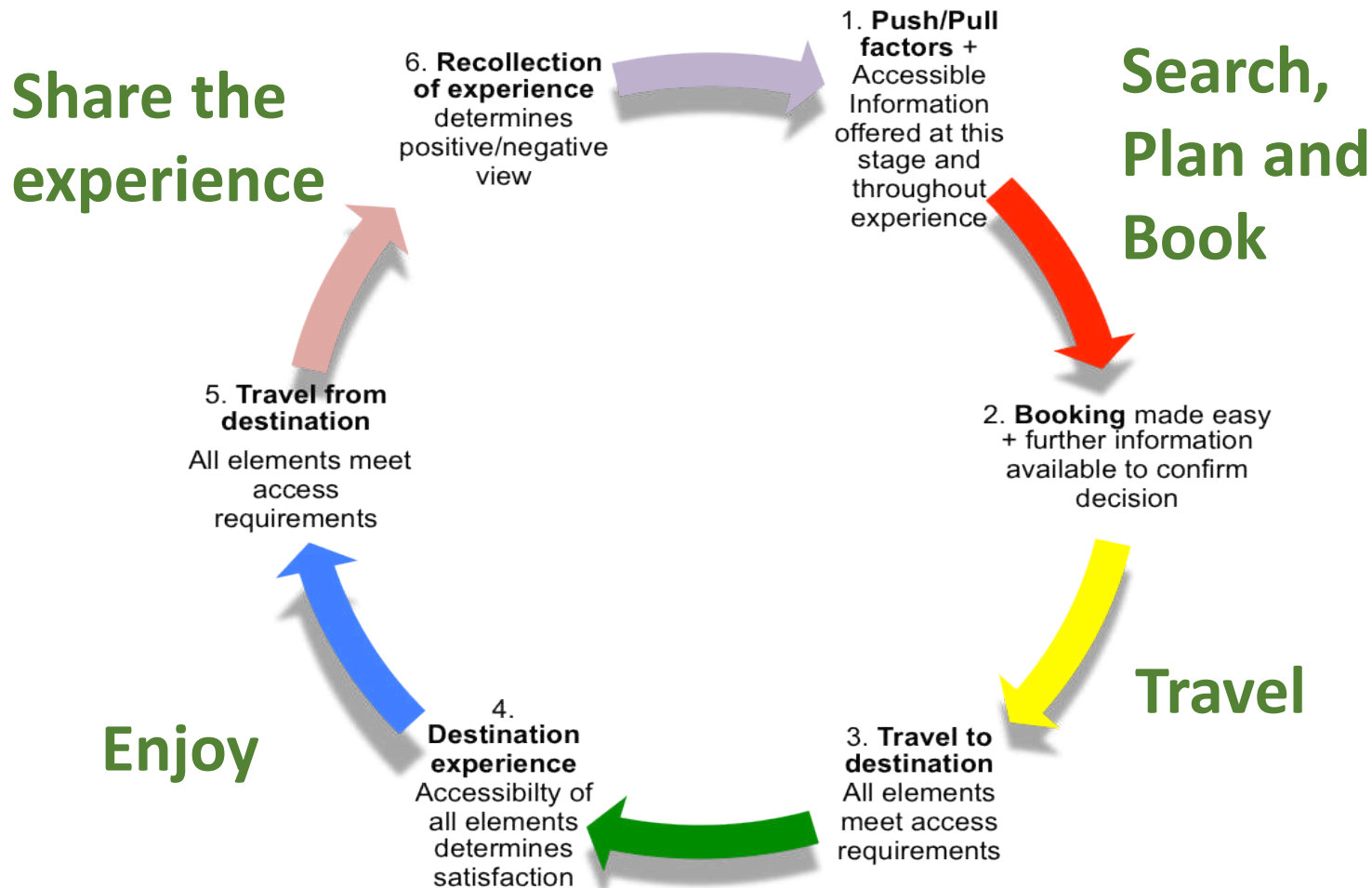


## Information throughout the Visitor Journey





## Information throughout the Visitor Journey





# Google «5 stages of travel» (2011, 2013)

Travellers seek information as they move through five key stages of travel.

- **Dreaming:** 68% of business travellers watch travel-related online videos. Among them, 68% are thinking about a trip.
- **Planning:** The average traveller visits ~22 travel related sites during 9.5 research sessions prior to booking. 85% of leisure travellers consider the internet their main source of travel planning.
- **Booking:** 37% of leisure travellers report that the internet prompted them to book, up from 28% two years ago. 53% of travellers plan to increase comparison shopping this year.
- **Experiencing:** 70% of business travellers check into their flights/hotel with their mobile device. Almost 1 in 4 hotel queries come from a mobile phone. Over 50% of travellers use mobile phone or device for travel-related information.
- **Sharing:** About 1 in 3 business travellers have posted reviews online of places they've been.





# Shaping the dream

- Create videos enabling viewers to experience a virtual vacation.
- Use a friendly, conversational blog to share insights on your region.
- Write articles that highlight authentic experiences and people in your area.
- Use checklists with helpful tips on local conditions, what to bring, or what to expect.
- Distribute and repurpose content on Facebook, Twitter, and other social media sites, or as sponsored content on popular travel websites.
- Create an e-newsletter that you send to past visitors or prospects.





# Travel planning

- Create a narrative about the venue, from arrival to enjoying the facilities
- Describe key accessibility features and barriers objectively.
- Show the accessibility features with images / video
- Provide links to nearby attractions or venues that are also accessible.
- Make sure that visitors can contact you via the website, email, telephone
- Make sure that your telephone receptionist and staff have the correct accessibility information at their fingertips.
- Gather analytics from your communications and website to see which information people look for and use the most.





# Information Formats

**Information “push” – using apps, emails, text messages...**

Websites – provide a wealth of information, IF they are accessible!

Apps – travel apps specific to the destination or tourism themes

Brochures and other printed information

Videos – destination websites, YouTube, travel bloggers, (vlogs), etc.

Audio – podcasts, audio-guides...

**Interactive**

Booking online or by telephone / email.

Face-to-face





# Online accessibility information – Process

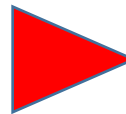
1. Include access as part of every promotion, whether it about events, special offers or things to do.
2. Gather objective and reliable accessibility information about venues, accommodation, attractions, transport and other tourism services, using an accredited accessibility audit partner where possible
3. Publish accessibility information routinely in mainstream marketing.
4. Create an easily identifiable button or section on your Home Page for "Accessible Tourism" information. (Do not hide it).
5. Include user-generated content such as testimonials, photos showing people of diverse ages and abilities enjoying the services you offer.
6. Include access as part of every promotion, whether it about events, special offers or things to do.





# General Principles: information form and content

- **Step A - Perception:** Customers use their eyes, ears or sense of touch to perceive content.



**Consider users' abilities and impairments**

- **Step B - Discoverability:** Customers find the information they want.

- **Step C - Understanding:** Customers interpret and understand how to use the content.

- **Step D - Use:** Customers decide how to use and act on the content that is presented.



**Consider: layout, style and content of the information**





## Online accessibility information: Barcelona Turisme

The screenshot shows the Barcelona Turisme website with a focus on accessibility. The header includes the site name, navigation links (Visit Barcelona, Tickets, Professionals, Barcelona Convention Bureau, About us), and social media icons. The main navigation bar features a search box and links for Home, Accessibility, and Contact us. Below this are four main menu items: WHAT TO VISIT, TRANSPORTS, OTHER SERVICES, and WHERE TO SLEEP. A prominent video player shows a couple looking at a museum exhibit, with a play button overlay. To the right of the video is a welcome message for disabled people, highlighting accessible museums, hotels, beaches, and tours. The page is organized into three columns: 'PICTOGRAMS USED' with icons for visual, hearing, motor, and cognitive impairments; 'WHAT'S ON THIS WEBSITE' with sections for 'What to Visit' (search engine for accessible places), 'Transport' (accessible transport facilities), and 'Other services' (tourist information and adapted sports); and 'More...' with a search engine for accessible hotels and a contact form.

BarcelonaTurisme Visit Barcelona Tickets Professionals Barcelona Convention Bureau About us

BarcelonaTurisme Barcelona, for accessible tourism

Type your search here Search Home Accessibility Contact us Català · Castellano · English · Français

WHAT TO VISIT TRANSPORTS OTHER SERVICES WHERE TO SLEEP

Barcelona, an accessible experience YouTube FAQ

**Welcome to Turisme de Barcelona's website for disabled people.**

Museums adapted for the blind and partially sighted, hotels without barriers, accessible beaches and sign-language tours... are some of the options available. Whether you're a visitor or looking for accessible ways to discover your city, you've come to the right place. We invite you to navigate our wide choice of suggestions!

**PICTOGRAMS USED**

By type of impairment

- VISUAL (blind or visually impaired)
- HEARING (deaf or hearing-impaired)
- MOTOR (PRMs or wheelchair users)
- COGNITIVE (people with learning difficulties and intellectual impairment)

[More pictograms](#)

**WHAT'S ON THIS WEBSITE**

**What to Visit**

A search engine for [accessible places of interest](#) for each type of disability. [Museums](#), [parks](#), [beaches](#), [unique buildings](#), [monuments](#) and [World Heritage sites](#).

**Transport**

Lists accessible transport facilities as well as obstacles, to help you get to Barcelona and get around the city, either by [metro](#), [bus](#), [tram](#) or the [Barcelona Bus Turístic](#).

**Other services**

Here you'll find [tourist information offices](#), options for [visits and tours](#) or [adapted sports](#), as well as specialised [travel agencies](#) or [orthopaedic shops](#).








**More...**

Search engine for [Accessible hotels in Barcelona](#), and [activities](#) for everyone... Use the [Contact](#) form to send us your comments!





## Online accessibility information: Barcelona Turisme

PICTOGRAMS USED	WHAT'S ON THIS WEBSITE	
By type of impairment	<b>What to Visit</b>	<b>Transport</b>
 VISUAL (blind or visually impaired)	 <p>A search engine for <u>accessible places of interest</u> for each type of disability. <u>Museums</u>, <u>parks</u>, <u>beaches</u>, <u>unique buildings</u>, <u>monuments</u> and <u>World Heritage sites</u>.</p>	 <p>Lists accessible transport facilities as well as obstacles, to help you get to Barcelona and get around the city, either by <u>metro</u> , <u>bus</u>, <u>tram</u> or the <u>Barcelona Bus Turístic</u>.</p>
 HEARING (deaf or hearing-impaired)	<b>Other services</b>	<b>More...</b>
 MOTOR (PRMs or wheelchair users)	 <p>Here you'll find <u>tourist information offices</u>, options for <u>visits and tours</u> or <u>adapted sports</u>, as well as specialised <u>travel agencies</u> or <u>orthopaedic shops</u>.</p>	 <p>Search engine for <u>Accessible hotels in Barcelona</u>, and <u>activities</u> for everyone... Use the <u>Contact form</u> to send us your comments!</p>
<u>More pictograms</u>		

<http://www.barcelona-access.cat/?idioma=3>





## Visitor Attraction Search Facility: Barcelona Turisme

Home
 Accessibility
 Contact us
 Català · Castellano · **English** · Français

WHAT TO VISIT

TRANSPORTS

OTHER SERVICES

WHERE TO SLEEP

•• Barcelona, an accessible experience
 

••

FAQ

**You are here:** What to visit

---

Barcelona offers a wide range of interesting options all year round and opens its doors to everyone. Make the most of the sunshine to go for a stroll and take a dip in the sea on one of the city's accessible beaches. Experience Gaudí's nature with your hands, add a sign-language tour or an audiodescribed show to your plans... Do you need any more ideas? You'll find them with the **SEARCH FACILITY** or on the **SUMMARY** for accessible places of interest!

### ACCESSIBLE VISITOR ATTRACTION SEARCH FACILITY

Type of impairment

Visual  Hearing  Motor  Cognitive

Key word

Type of visitor attraction

✓ Select what you are looking for

- Attractions & leisure
- Streets, squares & neighbourhoods
- Unique buildings
- Churches
- Markets
- Monuments and sculptures
- Museums & exhibition centres
- Parks
- World Heritage
- Beaches

Zone

### SUMMARY OF ACCESSIBLE POINTS OF INTEREST

Type of visitor attraction				
<a href="#">Attractions &amp; leisure (24)</a>	11	5	17	2
<a href="#">Beaches (8)</a>	-	-	8	-





## Visitor Attraction Search Facility: Barcelona Turisme

Barcelona offers a wide range of interesting options all year round and opens its doors to everyone. Make the most of the sunshine to go for a stroll and take a dip in the sea on one of the city's accessible beaches. Experience Gaudi's nature with your hands, add a sign-language tour or an audiodescribed show to your plans... Do you need any more ideas? You'll find them with the **SEARCH FACILITY** or on the **SUMMARY** for accessible places of interest!

### ACCESSIBLE VISITOR ATTRACTION SEARCH FACILITY

Type of impairment: Visual  Hearing  Motor  Cognitive

Key word:

Type of visitor attraction:

Zone:

[Submit](#)

### PLACES OF INTEREST SELECTED

[All \(187\)](#)

[Attractions & leisure \(24\)](#)

[Beaches \(8\)](#)

[Churches \(10\)](#)

[Markets \(9\)](#)

[Monuments and sculptures \(25\)](#)

[Museums & exhibition centres \(42\)](#)

[Parks \(20\)](#)

[Streets, squares & neighbourhoods \(25\)](#)

[Unique buildings \(58\)](#)

### LA CIUTAT DEL TEATRE

**Index:** [General details](#) | [Accessibility details](#) | [Send your comment about this information \(will not be published\)](#) | [Back to list](#)



One of Barcelona's key venues for the performing arts, the Ciutat del Teatre on Montjuic Hill brings together a series of theatre spaces which host all kinds of performances. A visit to the buildings and venues that comprise this city of theatre provides an insight into Barcelona's cultural vibrancy.





## Visitor Attraction Search Facility: Barcelona Turisme



Deaf and hearing-impaired ticket-holders can obtain a copy of the text of some performances at the Teatre Grec (usually those offering audio-description).

There is an induction loop in the Sala Fabià Puigserver at the Teatre Lliure; the Sala Maria Aurèlia Capmany at the Mercat de les Flors; and some seating areas at the Teatre Grec (please request these seats when you purchase your tickets).

The performances at these venues, and at the BTM-Barcelona Teatre Musical, are usually captioned. Ask which language the captions are in when you purchase your tickets.



**Teatre Grec:** has reserved seats for wheelchair users, on the back row of the amphitheatre. These tickets can only be purchased through the Telentrada automated ticket services (902 10 12 12) and at the Tiquet Rambles box office, and offer a 50% discount, which does not apply to companions. Please notify the box office agent at the time of purchase that you require the discount. During the Grec Summer Festival, ticket-holders can use the lifts for wheelchair users which allow access to the Teatre Grec gardens.

The other theatres in this area (**Teatre Lliure**, **Mercat de les Flors**, **Barcelona Teatre Musical** and **Institut del Teatre**) are adapted for people with reduced mobility.

Last update: 30/09/2019

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Send your comment about this information (will not be published)

Send your comment about this information (will not be published)

Name

E-mail

Comment

Write the result of the calculation "3 + 8"

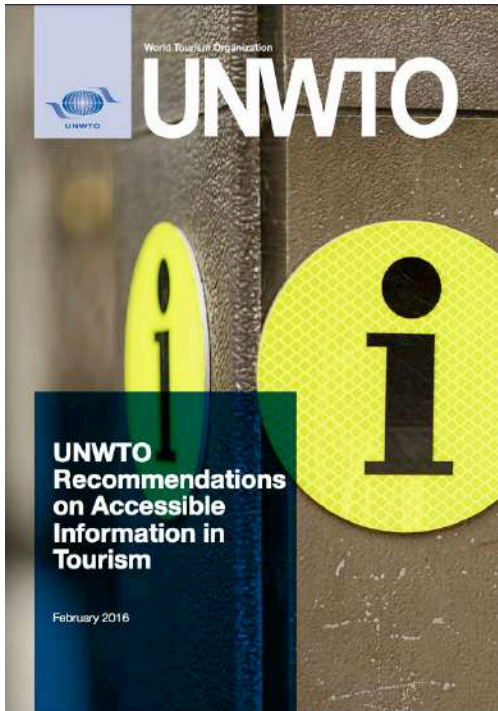
Send

<http://www.barcelona-access.cat/?idioma=3>





# Key Resources



UNWTO Recommendations on Accessible Information in Tourism



Irish National Disability Authority  
Universal Design Toolkit





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