



Module 4 Learning Unit 14

Providing information to customers with access requirements



Games Without Barriers

Co-funded by the Erasmus+ Programme of the European Union G.A. n. 2019-1-IT01- KA202-007450
CUP code G95G19000500006

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M4 LU14 Providing information to customers with access requirements

This learning unit focuses on how tourism providers can provide accessibility information to customers with access requirements.

Tourists with access requirements need very specific, factual information about the accessibility conditions that they will encounter at the venue.

Therefore, it is important to ensure that the appropriate accessibility information is available and that it is delivered in a simple and clear way. It should also be verified by a specialist in accessibility and up-to-date. It is essential to pay attention to the format of the information to ensure that the information itself is accessible to people with different communication requirements.

Considering why people buy travel products and services, there may be many reasons but, in particular, customers with access requirements are motivated to find products and services that offer them adequate accessibility, in a safe and inclusive manner.

When setting out to inform the customer about accessibility, the tourism provider must “put oneself in their shoes”. That means, consider firstly what the customers already know about their own access requirements. The better you understand your customers’ needs the better you will be able to inform them about the accessibility issues that concern them.

Users’ abilities and impairments set certain requirements for how information is delivered to them and which information they need. Tourism providers need to consider the different limitations and requirements that relate to the various disabilities, impairments or health and other conditions presented by visitors.

In information channels such as websites there are five critical factors to think about; information should be 1) easy to find 2) it should be accessible, 3) it should be reliable, 4) accurate and 5) up-to-date.

Remembering the Visitor Journey (described in previous modules), providers should consider the importance of accessibility of information at all the stages of that journey: searching, planning and booking, accessing information on the move during travel, when staying at the destination and enjoying the experiences, and then having the opportunity to share information about the experiences with others after coming home again.

The Learning Unit goes on to consider an analysis of user data by Google which refers to their “Five stages of travel”, corresponding closely to the Visitor Journey.

There are four important steps or general principles in designing the form of information and the content. Step A. Perception, Step B. Discoverability, Step C. Understanding and Step D. Use of information. Information providers must develop content which corresponds to users’ perceptual abilities and allows them to discover the information and understand it correctly. They should choose the layout, style and content of the information allowing customers to decide how to use and act on the content that is presented.





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The learning unit presents, as an example, the accessibility information provided by Barcelona Turisme showing their specialist website for Accessible Tourism.

The website gives a comprehensive overview of the city's provisions in relation to What to visit, Transport, Where to sleep and Other services. The website uses pictograms signifying information for users with visual, hearing, motor or cognitive impairments. A sub-section site contains a Visitor Attraction Search facility which allows users to select specific kinds of attractions and view a list of accessibility features for each one. The information presented goes into a lot of detail for the different user groups concerned. One example of an accessible venue is an open-air theatre. For each visitor attraction the Barcelona Turisme web page provides a Visitor Feedback form that can be used to send comments to the website, allowing users to provide information, for example on any accessibility issues or problems they encounter.

Further information on how to provide information to customers with access requirements is shown in two key resources: 1) The UNWTO recommendations on accessible information in tourism; and 2). the Irish National Disability Authority Toolkit on Customer Engagement in Tourism.

