



Games Without Barriers
Game-based learning in initial VET for Accessible Tourism

Document Identification Sheet

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Abstract (for dissemination)	
<p>The present document is part of the “Trainers' Learning Kit on Accessible Tourism” and contains the PPT presentations delivered during the synchronous online sessions of the Opening Joint staff training event. There are 16 presentations, one for each Learning Unit in which the training path is articulated.</p> <p>The PPT presentations are also available for consultation and download in the Training section of the project website within the “Online teachers training”: https://www.gameswithoutbarriers.eu/training/online-teachers-training/</p>	
Keywords: learning modules and units, accessible tourism / tourism for all - its history and the business case, the access requirements of tourists and customer care, accessibility assessment, information and communication	



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References & Applicable Documents

Document Title	Reference (File name)	Category*
GWB Signed Grant Agreement and its amendment	(On file)	C
GAMES WITHOUT BARRIERS Workplan rev_03/04/2020	WORKPLAN.pdf	C
Trainers' Learning Kit on Accessible Tourism - Training Path and Online Supporting Material	GWB_IO1_TrainingPath	R

(*) Category: R = Report, C = Contract

IO1 - Trainers' Learning Kit on Accessible Tourism

PPT Presentations of Learning Modules/Units

Games Without Barriers
Tourism Training

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Learning Modules

Learning Modules

1. Accessible Tourism/Tourism for All, its history and the business case
2. The access requirements of tourists and customer care
3. Accessibility assessment
4. Information and communication

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Learning Units of Module 1

Accessible Tourism/Tourism for All, its history and the business case

- LU 1. Tourism Trends and Megatrends
- LU 2. Accessible Tourism History and Business Case
- LU 3. Design for All – Universal Design
- LU 4. Accessible Tourism in the Legislative and Policy Framework

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Module 1

LU 1 - Tourism Trends and Megatrends

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M1 LU1 - Tourism Trends and Megatrends

LU Objectives:

1. To present the state of art of tourism with projection for the next years
2. To introduce Accessible Tourism
3. To present megatrends affecting tourism sector in general and Accessible Tourism in particular

Source: UNWTO

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M1 LU1 - Tourism Trends and Megatrends

International Tourism Arrivals 1950-2019 (millions)

Year	Arrivals (millions)
1950	25
1960	69
1970	166
1980	277
1990	435
2000	669
2012	1,000
2016	1,235
2019	1,458

Source: UNWTO

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International tourist flows

International tourist arrivals (var. %)

Year	Var. %
2008	1.9
2009	-8.0
2010	5.1
2011	6.7
2012	4.8
2013	4.7
2014	5.1
2015	4.1
2016	4.8
2017	3.8
2018	7.2
2019	3.8

Source: UNWTO Tourism Barometer, January 2020

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WHY TOURISM MATTERS

TOURISM IS MUCH MORE THAN YOU IMAGINE

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Impact of COVID-19 on tourism flows

International Tourist Arrivals (% change)

Region	2020	2020* (January-June)
World	-65	+5
Europe	-86	+4
Asia and the Pacific	-72	+4
Americas	-55	+2
Africa	-57	+5
Middle East	-57	+2

Source: World Tourism Organization (UNWTO) © * Provisional data

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Impact of COVID-19 on tourism flows

International tourist arrivals in 2020: YTD results and scenarios (y-o-y monthly change, %)

Source: UNWTO
* Actual data through June reflects estimates for countries which have not reported monthly results. Dotted line (line) corresponds to UNWTO estimates for July and August 2020.

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Impact of COVID-19 on tourism flows

International tourist arrivals: Future scenarios (millions)

Source: UNWTO

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Tourism still presents many **barriers**: physical and communication barriers but also cultural barriers, and in terms of access to information **COVID-19 has raised them up**

Accessible Tourism for All aims at removing these barriers

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Accessible Tourism / Tourism for ALL

Tourism products and services that allow "customers with specific access requirements" to enjoy their holiday and leisure time in a satisfying way, without obstacles or difficulties and, therefore, in conditions of autonomy, safety and comfort.

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Customers with specific access requirements

Who are they?

Persons with disabilities

But also

Older people

Around **703 million** in the world (8.5% of the world population) are expected to become nearly **1.5 billion** in 2050.

HOW MANY?
About **1 billion** people with disabilities worldwide (15% of the world population)
fonte: WHO, World report on disability

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Persons with disabilities

Persons with disabilities are not just those in wheelchairs

There are different types of disabilities related to different types of impairments: physical, sensory, cognitive or different mental health condition. Each of them has different characteristics and needs. It is necessary to know at least their main aspects and the related needs.

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Seniors

Older people, although they are not people with disabilities, very often have similar difficulties in carrying out their daily activities and share their accessibility needs.

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Tourists with specific access requirements do not represent a separate group, segment or target

As any other tourist, they travel for business, cultural reasons, or to practice sports, look for relaxing and calm holidays or maybe seek fun and exciting experiences. There are those who travel in groups and those who prefer to organize the trip alone, those who can spend more and those who prefer cheaper products, and so on.

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MEGATRENDS transforming tourism

- Demographic changes and emerging markets
- Sustainability
- Travel mobility
- New technologies

Implications for tourism sector in general and for Accessible Tourism in particular

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World population growth and ageing

World population¹

7.4 billion
2010

9.7 billion
2050

Population – age composition²

2015 2040

0-14
15-29
30-44 Generation Z
45-59 Millennials
60+

2 000 1 000 0 1 000 2 000
million

Source: OECD, Tourism Paper No. 2018/02, p. 14

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Ageing population in Europe

POPULATION STRUCTURE BY MAJOR AGE GROUPS, EU-28 (% OF TOTAL POPULATION)

Year	0-14 years	15-64 years	65-79 years	80+ years
2018	15.6	64.7	14.2	5.6
2020	15.5	64.2	14.5	5.8
2030	14.6	61.6	16.7	7.1
2040	14.3	58.8	17.9	9.0
2050	14.4	57.1	17.5	11.0
2060	14.3	56.6	17.1	12.0
2070	14.2	56.6	16.6	12.6
2080	14.3	55.6	17.2	12.9

Source: Eurostat

The proportion of older people in the EU (aged ≥ 65 years) stands at 20,3% and is expected to increase sharply in the coming decades.

30,1% in 2080

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Ageing population

- The older people are increasingly more inclined to pursue leisure-oriented experiences compared to past generations
- Most of them are active, “youthful”
- They have more economic certainty, more free time and the ability to plan their trip at any time of the year.

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Infrastructure and support services need to be tailored to accommodate their increasing demand, their needs and preferences. **Accessibility (both physical access and information provision) is likely to be an area of particular concern for older tourists.**

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Emerging markets

An increasingly large proportion of tourist originating from emerging markets

DEVELOPMENT CHINESE OUTBOUND TOURISM 2000-2030

India is among the fastest growing outbound travel markets

Its young population base continues to expand, resulting in a 25% year-on-year growth in the leisure travel segment.

29% LEISURE TRAVELERS

41% GROWTH

30% YEARLY TRIP

The tourism sector will need to adapt to these trends and adopt innovative approaches to accommodate new demands and specific needs and preferences of these emerging markets, according to their characteristics, behaviour and tastes.

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Sustainable Tourism

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Sustainable tourism growth

- Greater focus on sustainable management of tourist destinations
- Search for environmental and cultural “values” in the destination
- Growth of ecotourism and nature experiences
- Growing demand for responsible, ethical, inclusive tourism, that looks for contacts with local cultures and contributes to the economic and socio-cultural well-being of host communities

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Sustainable tourism growth

Development of **slow tourism** focused on doing away with the stress and speed of traveling, searching for authenticity, discovery of lesser known places, relationship with local communities.



SLOW TOURISM ↔ **ACCESSIBLE TOURISM**

Slow travel, amongst others, concerns a **slower pace** and more attention for cultural elements during activities. Accessible tourism often requires enough time to explore a place on a slower pace and with more attention to cultural details.

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Sustainable tourism growth

Search for experiential tourism

Possibility of involvement also of tourists with specific access requirements, through tactile experiences, sensory pathways, ...



Development of niche and "**one to one**" types of tourism that allow to satisfy specific needs and customized requests, also related to accessibility.

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Travel mobility

The quality of travel mobility will be a key factor for the success and growth of the tourism sector.



Travel mobility has an impact on tourism in two main respects:

1. International transport and freedom to move
2. **Mobility as an element of quality and sustainability of the tourism experience**

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Mobility as an element of quality and sustainability of the tourism experience

New forms of mobility at the destination

- Increasingly efficient, articulated and smart inter-modality systems
- Environmentally sustainable forms of mobility with the emergence of electric transport (car, bike ...)
- Development of digital platforms and system providing information including those about accessibility, making it easier and simpler for travellers with specific access requirements to plan their trip





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Impact of new technologies on tourism consumption behaviour

Technological innovation is reshaping the way people work, communicate, choose and buy travel in the tourism sector.



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M1 LU1 - Tourism Trends and Megatrends

Impact of new technologies on tourism consumption behaviour

Main drivers of change:

- New digital business models for enterprises and destinations with the development of specialized **peer to peer** platforms that drive the creation of new **marketplaces**
- Automation of company and intercompany production processes

The process of digital transformation of online sales opens up new opportunities for SMEs to easily reach target markets and interact directly with customers, **customizing their offer to their specific requirements**

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Impact of new technologies on tourism consumption behaviour

Main drivers of change:


- **Big data and open data to elevate business intelligence capability**

Possibility for destinations and tourism companies to effectively profile the desired demand targets by understanding their needs, desires and purchasing processes



- **Artificial intelligence**

Improvement of customer care by automating operations previously performed manually: e.g. robots and chatbots based on language recognition technology that can communicate with guests and provide continuous, personalized assistance.



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Impact of new technologies on tourism consumption behaviour

Main drivers of change:


- **Social media, review, web reputation as communication tools between tourists, destinations and businesses**

Tourists become testimonials who share their own judgements on tourism attractions and services determining the web reputation of destinations and companies and providing in-depth analysis/information useful for those who have specific needs.



- **Virtual and Augmented Reality**

New frontiers in the construction of contents for communication and the development of attraction factors. VR and AR offer the potential to create substitute experiences that may be particularly beneficial for people with access needs.



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Module 1

LU 2 - Accessible Tourism History and Business Case




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M1 LU2 – Accessible Tourism/Tourism for All, its history and the business case

LU Objectives:

1. To present the birth and development of Accessible Tourism / Tourism for All in Europe
2. To show the market size of Tourism for All and its current and potential economic impact
3. To highlight the close correlation between accessibility and quality of the tourism offer


Source: UNWTO

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Brief history of Accessible Tourism / Tourism for ALL


Rights of people with disabilities



Focus on people with disabilities

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Accessible Tourism / Tourism for All



Tourists come in all shapes and sizes
Let them in!

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Brief history of Accessible Tourism / Tourism for ALL

Attention to disability issues (and to Accessible Tourism) began in the 1980s:

- 1981 "The International Year of Disabled People" proclaimed by the United Nations General Assembly
- 1983 The "Decade of the Disabled" begins (1983-1992)
- **1988 Creation, in the UK, of the Tourism for All working group and publication, in 1989 at the end of a conference, of the "Tourism for All" report aimed at tourism operators**

the DG Enterprise & Industry of the European Commission publishes two documents:

- Accessible Europe – A guidebook for disabled tourists
- Making Europe more accessible to disabled tourists

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- 1992 Adoption by the United Nations General Assembly of the resolution "Standard Rules on the Equalization of Opportunities for Persons with Disabilities"
- 1993 Conference "Tourism for All in Europe – Tourism 2000" and presentation of the report produced by Touche Ross "Profiting from opportunities – a new market for tourism"
- 1995 Declaration of Barcelona during the European Congress "The City and the Disabled"
- 2002 Madrid Declaration about Discrimination
Council of EU Resolution on the future of European tourism
- 2003 European Year of People with Disabilities "Nothing About Us Without Us!"
- Disability Action Plan (2004-2010)

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Market size in the EU

Demand and economic impact

Results of the study "Economic impact and travel patterns of accessible tourism in Europe" Financed by EU (DG Enterprise & Industry) and carried out in 2014 by

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Demand

Main findings

138,6 millions of persons with specific access requirements in the UE in 2011 (around 1/3 of total population) of which:
35,9% people with disability aged 15 - 64
64,1% older people (aged ≥ 65)

In 2012, 783 millions trips within EU by Europeans with specific access requirements and 17,6 millions trips by tourists with specific access requirements coming from 11 key markets outside Europe

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Economic impact

Global impact (direct, indirect and induced)

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Global impact (direct, indirect and induced)

Key findings

In 2012 the tourist demand of Europeans with specific access requirements generated within the EU:
786 billion Turnover (352 direct and 434 indirect and induced)
356 (150+206) billion GDP, equal to 2.6% of total EU GDP
8.7 (4.2+4.5) million employees, equal to 4.2% of total EU employment

To this impact, the one generated by tourism demand from non-European countries must be added. Considering the 11 key markets, in 2012 the demand of tourists with specific access requirements generated: 34 billion turnover, 17 billion GDP and 538 thousand employees.

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Accompanying persons

People with specific access requirements in Europe travel with an average of 1.9 accompanying persons:
People with disabilities with 2.2 accompanying persons
Older people with 1.6 accompanying persons

Consequently, the assessment of the real economic contribution of accessible tourism should also take into account the multiplier effect generated by accompanying persons.

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Market size in the EU

Current and potential supply

Results of the study "Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe" financed by EU (DG Enterprise & Industry) and carried out in 2014 by :

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Potential market

Current offer and growth potential

313,286 tour operators with accessible services in the EU in 2012 (only 9.2% of the total).
Estimated gap of 27.8% between the current offer and the demand for accessible tourist services.

More than **3 million tourism businesses** in Europe unprepared to provide adequate services for the accessible tourism market.
An additional 1.2 million capable and prepared businesses will be needed by 2020 to meet demand forecasts.

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Suppliers' Perceptions of Barriers Inhibiting Accessible Tourism Services

Barrier	Percentage
High investments and/or additional costs	63%
Lack of financing	58%
Lack of knowledge and skills in disability issues and requirements	57%
Lack of guidelines and standards of accessibility	39%
Marketing barriers and problems of attracting tourists with accessibility requirements	28%
Accessibility requirements are too complex to implement	26%
Negative attitudes of staff or other customers	22%
Hiring or training staff in accessibility needs	21%
Legal requirements	16%
Lack of time	15%

Source: Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe

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Problems

For public and private enterprises

- Customer needs are not known or often misinterpreted
- Investment costs are poorly valued and often exaggerated

Accessibility is very often seen as a "problem" rather than a "business opportunity".

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Potential market

BUSINESS OPPORTUNITY

"Autumn 2003 was the first time I came to the office with my rehab dog Ada.
The aim was for Scandic to attract more guests – everyone's money was equally valid."
Magnus Berglund, Scandic Hotels Accessibility Ambassador
<https://www.youtube.com/watch?v=y78Yf1003es>

- Highly positive feedback in terms of customer satisfaction
- 15.000 more nights sold in Sweden in 2005.
- Substantial increases in turnover every year in all countries
- Much of the investment repaid in less than a year

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Accessibility = Business Opportunity

Seniors and people with disabilities (permanent or temporary) represent a very significant market

If supply meets demand, it happens:

- increase in tourist flows and expenditure
- possibility to deseasonalise
- average longer stays
- competitive advantage
- better overall image

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Accessibility = Quality

Spreading the culture of accessibility

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Improvement not only of the tourist offer aimed at people with specific access requirements but also of the offer for all other visitors

ACCESSIBILITY

Quality element of the tourist offer

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Tourism service chain

Attention to accessibility must address all links of the tourism service chain

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M1 LU2 – Accessible Tourism/Tourism for All, its history and the business case

If one of the links in the chain breaks (is not accessible) the whole holiday is at risk

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M1 LU2 – Accessible Tourism/Tourism for All, its history and the business case

Quality factors of tourism for all

- ✓ Knowledge of the needs of the target customers
- ✓ Employees qualified to understand and respond to specific requests when welcoming and relate with customer with specific access requirements
- ✓ Absence of obstacles to the fruition (barriers), i.e. presence of tourism facilities complying with the accessibility requirements indicated in the legislation
- ✓ Specific, reliable, verified and updated information on the facilities characteristics

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Module 1

LU 3 - Design for All-Universal Design

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M1 LU3 – Design for All-Universal Design

LU Objectives


1. To explain the Design for All-Universal Design approach in relation to accessibility
2. To show that when a service, a building or a facility is designed to be accessible for the widest range of people with differing access requirements, it is not more expensive than other design solutions.
3. To explain that something which is made accessible to people with disabilities and other people with specific access requirements will be useful for many more.

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M1 LU3 – Design for All-Universal Design

Design for all-Definition


Design for All means designing, developing and marketing **mainstream products, services, systems and environments** to be accessible and usable by as broad a range of users as possible.



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M1 LU3 – Design for All-Universal Design

Universal Design Definition



'Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. The intent of the universal design concept is to simplify life for everyone. The universal design concept targets all people of all ages, sizes and abilities'.

(Center for Universal Design, Raleigh, NC, USA)


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M1 LU3 – Design for All-Universal Design

Universal Design Definition

Revisiting the definition:

- A process that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.
- Making things easier to use, healthier and friendlier (Steinfeld and Maisel (2012))
- Considering many human factors.



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M1 LU3 – Design for All-Universal Design

The Concept of Universal Design(UD)

- Universal Design (UD), originated in the USA.
- It is a **design approach**, reflecting a way of understanding and responding to people's various needs: **"We are all the same, but also so very different!"**
- **It is a holistic approach** which supports the functionality of a building, product or service and provides independence for people
- It is not a list of particular solutions, measurements, or products.
- **Universal Design** is the way to reach the solution for creating comfortable, sustainable, inclusive and safe environments, products and services for ALL.
- The UD approach is the key to ensuring good access for everyone, including people with disabilities!

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UD-Common sense?




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M1 LU3 – Design for All-Universal Design

The Concept of Universal Design(UD)

- The UD approach is the key to removing barriers and ensuring good access for everyone!



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M1 LU3 – Design for All-Universal Design

The 7 Principles of Universal Design

- **Equitable Use:**
The design is useful and marketable to people with diverse abilities.



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The 7 Principles of Universal Design

- 2. **Flexibility in Use**
The design accommodates a wide range of individual preferences and abilities



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The 7 Principles of Universal Design

- 3. **Simple and intuitive use**
Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.




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The 7 Principles of Universal Design

- 4. **Perceptible Information**
The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.



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The 7 Principles of Universal Design

- 5. **Tolerance for Error**
The design minimizes hazards and the adverse consequences of accidental or unintended actions.



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The 7 Principles of Universal Design

- 6. **Low Physical Effort**
The design can be used efficiently and comfortably and with a minimum of fatigue.




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The 7 Principles of Universal Design

7. Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility



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M1 LU3 – Design for All-Universal Design

The Goals of Universal Design

- **Body fit**
Accommodating a wide a range of body sizes and abilities
- **Comfort**
Keeping demands within desirable limits of body function
- **Awareness**
Ensuring that critical information for use is easily perceived
- **Understanding**
Making methods of operation and use intuitive, clear and unambiguous
- **Wellness**
Contributing to health promotion, avoidance of disease, and prevention of injury

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The Goals of Universal Design

- **Social integration**
Treating all groups with dignity and respect
- **Personalisation**
Incorporating opportunities for choice and the expression of individual preferences
- **Cultural Appropriateness**
Respecting and reinforcing cultural values and the social environment context of any design

(Centre for Inclusive Design and Environmental Access- www.ap.buffalo.edu/idea)

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M1 LU3 – Design for All-Universal Design

Universal Design in Tourism

- Sustainability
 - Economic
 - Environmental
 - Social
- Quality
- Comfort
- Safety
- Inclusion
- Equality
- Independence
- Growth
 - Wider market
 - Diversity of visitors
 - New products
 - More jobs
 - Higher value

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Universal Design for the whole Tourism chain

Customer Engagement in Tourism Services

- "Universal Design for Customer Engagement Toolkit" provides comprehensive best practice guidance on achieving better customer communication (Centre of Excellence in UD-Ireland)
- In 2013, Irish Standard (I.S.) 373:2013 'Universal Design for customer engagement in tourism services' was published by NSAI, the National standards Authority of Ireland.
- **The Standard**
- [I.S. 373 "Universal Design for Customer Engagement in Tourism Services"](#)



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Universal Design for the whole Tourism chain

Customer Engagement in Tourism Services

- **The Toolkits**
- Business Objectives and Overview
- Written Communication
- Face-to-Face, Telephone & Video Communication
- Electronic & Web Based Communication
- **Case Studies**

Better Tourism though Universal Design



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M1 LU3 – Design for All-Universal Design

The consequences of **not** following UD principles

- Lower quality of services for the wider range of visitors
- Exclusion of some visitors from tourism experiences and offers,
- Reduced Return on Investment
- Not sustainable environments, services and solutions
- Hindered growth, requiring adaptations, re-design, re-building and additional expense.

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M1 LU3 – Design for All-Universal Design

A gap in design education

Legislation and standards are not enough and cannot be well understood or applied without the adequate educational background. Education and training are the most important tools to achieve this goal. Architects, planners and designers of products and services are not taught about Universal Design and the importance of accessibility

- Where design education for architects and planners actually addresses accessibility it is often a separate issue. Teaching refers mainly to legal obligations for the accessibility of disabled persons.
- UD approach is not included in the curriculum of the students in the tourism field education (hospitality sector, chefs, travel agents etc)
- There is no common understanding of human needs - "functional requirements"
- It is not enough to know **what to do** but to understand the reasons **why**.

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Do we follow a Design for All/UD approach?

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Do we follow a Design for All/UD approach?

- Some bad examples

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Do we follow a Design for All/UD approach?

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Do we follow a Design for All/UD approach?

- Some good examples

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Module 1

LU 4 - Accessible Tourism in the Legislative and Policy Framework

Games Without Barriers
Tourism Training

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M1 LU4 - Accessible Tourism in the Legislative and Policy Framework

LU Objectives:

1. present the framework within which accessible tourism has been granted as a right for citizens and how it has been developed through the years.

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M1 LU4 - Accessible Tourism in the Legislative and Policy Framework

UN treaties and policies → National laws and policies → EU laws and policies

National laws and policies ↔ Tourism ↔ Disability Rights

Tourism ↔ Disability Rights

Accessible Tourism!!

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United Nations Convention on the Rights of People with Disabilities (2006)

Aims to “**promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity**”.

Article 30 requires : “Equal access to participation in cultural life, including leisure, tourism and sport”

Convention ratified by 182 States parties (updated 10/2020).
Optional Protocol Ratifications/Accessions by 96 States parties
<https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities.html>

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Implementation up to 2020 In EU

15 Member States reviewed or under review by UN Disability Convention Committee
In 4 Member States the Convention inspired disability strategies/action plans
Some Member States have initiatives to improve public attitudes towards people with disabilities

Tracking progress
Challenges remain monitoring CRPD implementation - These include:

- Creating a solid legal basis for the organisation in charge of monitoring
- Insufficient funding and staff
- Lack of independence
- Fully involving people with disabilities and giving them a voice

Source <https://fra.europa.eu/en/publications-and-resources/infographics/putting-uns-disability-convention-practice#infographics-body>

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Accessible Tourism EU Chronology 2009-2020

- 2009, Lisbon treaty (a. 195 - EU has power of driving tourism activities)
- 2010, Communication: Europe, the world's No 1 tourist destination
- 2011, 'Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe' (MEP CARLO FIDANZA) EP
- 2012/2013, Preparatory Action on 'Tourism and Accessibility for All'
- 2013/2015, EC Mapping Studies of 1. Training/Skills Requirements, 2. Economic Impact and Travel Patterns and, 3. Supply of Accessible Tourism Services in Europe.
- 2013/2015 Open Calls: projects fostering accessible itineraries, entrepreneurship, management and skills – 19 funded projects

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Lisbon treaty (ratified 2009)



Article 19 (on disability)
The Council with the consent of the European Parliament "may take appropriate action to combat discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation"

Article 195 (on tourism)
The Union shall complement the action of Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector.

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Europe world's No1 Tourism destination...accessible?


- 2010, Communication: Europe, the world's No 1 tourist destination
- 2011, 'Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe' (MEP CARLO FIDANZA) EP (importance of accessibility in the chain)

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Preparatory action

- 2012-2013
Preparatory Action on 'Tourism and Accessibility for All'



- 2013/15
EC Mapping Studies of

1. Training/Skills Requirements
2. Economic Impact and Travel Patterns
3. Supply of Accessible Tourism Services in Europe.

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Public consultations (2013)

- December 2013
Opinion from the tourism sector on

- **European Tourism of the Future**
- **Regulatory and Administrative Framework on EU Tourism**

Outcomes:

- standardisation
- Strengthening the cooperation between institutional and private actors for an integrated accessibility
- Knowledge and training on accessibility at staff and managerial levels

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Projects

- 2013/2015 Open Calls: projects fostering accessible itineraries, entrepreneurship, management and skills – 19 funded projects





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Since 2016



Since 2018



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Transport and Tourism for persons with disabilities and persons with reduced mobility (2018)

Transport and Tourism

- Standardisation
- Use of common tools to analyze data
- Availability of Data Accessible
- Tourism Market in Eurostat statistics
- Research of communication channels for training and supporting SMEs
- Artificial intelligence driven services

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EUROPEAN ACCESSIBILITY ACT (2019)

Passenger transport services (except urban, suburban and regional services for which only the elements under point 5 apply):

- Websites
- Mobile apps
- Electronic ticketing
- Real-time travel information
- Interactive self-services terminals except those installed as integrated parts of vehicles

Tourism sector is not taken into account (strong opposition from tourism suppliers' sector)

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2013 Recommendations on Accessible Tourism

“Adopted by UNWTO General Assembly Resolution A/RES/637(XX) of August 2013”

Recommendations developed with the support of

- **ONCE Foundation** for social and economic inclusion of people with disabilities
- **European Network for Accessible Tourism (ENAT)**

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UNWTO “Tourism for All” Brochure for World Tourism Day, Bangkok, 2016

Developed with the support of

ONCE Foundation for social and economic inclusion of people with disabilities

ENAT

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2016 UNWTO Manuals on Accessible Tourism for All: Principles, Tools and Good Practices

Developed with the support of

ACS Foundation
ONCE Foundation for social and economic inclusion of people with disabilities
European Network for Accessible Tourism (ENAT)

- provide stakeholders with a useful tool to understand the needs of the tourism sector in terms of accessibility
- the competitive advantages of tourism for all
- methods for its implementation.

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Accessibility as a tool for reaching the UN Sustainable Development Goals

A new initiative by UNWTO, ILO, ENAT and partners

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Standardisation

ISO DIS 21902 (ongoing)
Tourism and related services – Accessible tourism for all Requirements and recommendations.

CEN-CENELEC JTC 11 Mandate M/420 * prEN_17210 (ongoing)
European Standard on Accessibility of the Built Environment

*European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC)

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European Pillar of Social Rights

European PILLAR of Social Rights (2017, EP – EC – European Council)
17 - Inclusion of people with disabilities

“People with disabilities have the right to income support that ensures living in dignity, services that enable them to participate in the labour market and in society, and a work environment adapted to their needs”.

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ILO Global Business and Disability Network

New initiative, 2020: Decent Work for persons with disabilities in the tourism sector

Valueable ©

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2.1.5 Accelerating the shift to sustainable and smart mobility

Achieving sustainable transport means putting users first and providing them with more affordable, accessible, healthier and cleaner alternatives to their current mobility habits. The Commission will adopt a strategy for sustainable and smart mobility in 2020 that will address this challenge and tackle all emission sources.

EU Green Deal (November 2019)
Sustainable Europe Investment Plan
European Green Deal Investment Plan (14.01.2020)

Disability = Absent
Tourism = Absent

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Commission proposal for **Horizon Europe** Framework Programme for Research and Innovation (2021-2027)

New European Framework Programme

Disability Strategy 2021-2030

Letter to Ms Von der Leyen

Tourism Manifesto

EESC - Lobbying for inclusion of disability funds – issues – objectives

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M1 LU4 - Accessible Tourism in the Legislative and Policy Framework

And then COVID-19....

UNWTO (August 2020)

- **Travel Planning and Protocols:** Including steps to guarantee seamless travel, and for making relevant information available and accessible to all
- **Transportation:** Including the importance of upskilling employees, adjusting protocols for passengers with disabilities/access requirements at airports and stations, as well as the provision and hygienic upkeep of mobility equipment
- **Accommodation, Bars and Restaurants:** Focusing on accessibility to cater for different needs of clients, guaranteeing social distancing, and enhanced hygiene procedures in all tourism-related establishments
- **Tourist Activities:** Including recommendations to help destinations and attractions adapt existing protocols by taking into account accessibility issues related to queuing, health and safety measures, and new venue capacities

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M1 LU 4 - Accessible Tourism in the Legislative and Policy Framework

**And then COVID-19....
ETC (October 2020)**

"The coming months could present a unique opportunity for NTOs to assume a new, refreshed role, leading the transition of the tourism sector:

- To a low-carbon economy
- To community-based renewal of destinations, and;
- In adjusting to shifting consumer values in a post-COVID-19 world"

- Greater concern about personal wellbeing
- Air quality
- Man-made environmental impacts.
- Strong preference towards domestic travel
- Spending time in open spaces and undertaking active holidays, such as hiking and cycling.

Many European NTOs have expressed their hope that these new tourist behaviour' patterns will become more permanent.

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Learning Units of Module 2

The access requirements of tourists and customer care

- LU 5. International Classification of Functioning, Disability and Health (ICF)
- LU 6. The main access requirements of people with different disabilities and other groups of tourists
- LU 7. The design of an accessible built environment for all users
- LU 8. Communication with people with disabilities and other access requirements; accessible tourism etiquette
- LU 9. Customer care
- LU 10. Handling unforeseen situations

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Module 2

LU 5 - International Classification of Functioning, Disability and Health

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GWB M2 LU5 - International Classification of Functioning, Disability and Health

Objectives of the LU

- Principles of the ICF
- possibilities to improve the environmental context supporting inclusion of everyone

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GWB M2 LU5 - International Classification of Functioning, Disability and Health

Disability

« Disability is characterized as the outcome or result of a complex **relationship** between an individual's **health** condition and **personal** factors, and of the **external factors** that represent the circumstances in which the individual lives ».

Source ICF (WHO, 2001)
<https://www.who.int/classifications/icf/en/>

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GWB M2 LU5 - International Classification of Functioning, Disability and Health

ICF

- published in **2001**
- realized by WHO
- provides an international, standardized and unified language
- reference model for the description of health, disability and environmental factors
- changes the paradigm of disability, which is now the result of a correlation between persons health, characteristics and the environment
- gives tools to « action » for policy makers in different fields (social policies, transport...tourism)

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GWB M2 LU5 - International Classification of Functioning, Disability and Health

ICF (2001) and ICIDH (1980)

The ICF is the result of a long revision process on the

ICIDH (International Classification of Impairments, Disabilities and Handicaps, 1980)

of which it represents an **evolution and complement.**

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GWB M2 LU5 - International Classification of Functioning, Disability and Health

ICIDH (1980)

Impairment: loss or abnormality of a psychological, anatomical, physiological structure or function.

↓

Disability: any limitation or loss (resulting from impairment) of the ability to perform an activity in the manner or extent considered normal for a human being.

↓

Handicap: the condition of disadvantage resulting from an impairment or a disability which in a certain subject limits or prevents the fulfillment of the normal role for that subject in relation to age, gender and socio-cultural factors.

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A new model

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Medical Model

The medical model views disability as a feature of the person, directly caused by disease, trauma, or other health condition which requires medical care provided in the form of individual treatment by professionals.

Impairments > Disabilities > Handicaps

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Social Model

The social model sees disability as totally a socially created problem and not at all an attribute of the individual.
On the social model disability demands a political response.
« Society disables impairments »

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Biopsychological Model

- Provides a coherent view of different perspectives of health: biological, individual and social
- Moves the concept of disability away from solely being a consequence of diseases to a recognition of the interaction of health and functioning and environmental and personal factors

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Biopsychosocial model of Functioning, Disability and Health

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A **health condition** is an umbrella term for disease, disorder, injury or trauma. Health conditions are coded using the ICD-10.
Impairments are problems in body functions or structure as significant deviation or loss.
Activity limitations are difficulties an individual may have in executing activities.

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Participation restrictions are problems an individual may experience in involvement in life situations.
Environmental factors make up the physical, social and attitudinal environment in which people live and conduct their life. Environments may **facilitate** functioning or be a **barrier** to functioning.
Personal factors are the particular background of a particular life and living, and comprise features of the individual that are not part of a health condition or health state.

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Case Study: Gina

- After an accident I became paraplegic.
- I have a problem in my lower extremity and stiffness in my muscles.
- I cannot walk, I cannot stand up, but I started practicing wheelchair basket.
- It is difficult for me to go around shopping as many streets are not accessible, I have an adapted car which makes me easy to go to work.
- I am a very optimistic person, I started a new fulfilling life and met new friends.

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Continuity vs. Dichotomy

Different levels of disability
Ex. visual impairments...

An overall level of functioning may be established by combining multiple domains.

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Biopsychosocial model of ICF vs previous models

Human functioning - **not** merely disability

Universal model – **not** minoritarian

Integrated model - **not** only medical or social

Interactive model – **not** progressive/linear

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Biopsychosocial model of ICF vs. previous models

- Equality (of factors) - **not** etiological causality
- Includes context - **not** just the person
- Cultural applicability - **not** only western concepts
- Operational - **not** guided by theory alone
- It covers entire life - **not** only adulthood



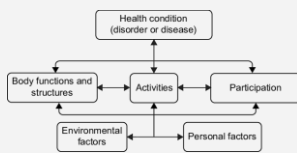
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Human functioning (not only disability)

- **Body functions** vs. impairment
- **Body structures**
- **Activity** vs. limitation of activity
- **Participation** vs. handicap



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Case Study: Cécile (EXERCISE)

- Health...
- Body Functions...
- Activities...
- Participation..environmental factors
- Personal factors...



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Conclusions

- the **environmental context** has a fundamental role in facilitating or, vice versa, hindering participation in the social, economic and working life of each individual.
- **Accessibility** to places, spaces and equipment therefore represents the means by which to allow and guarantee everyone participation in life activities in an active and autonomous way.



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Module 2

LU 6 - The main access requirements of people with different disabilities and other groups of tourists

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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

LU Objectives

- Learn Requirements related to tourists with different disabilities and/or other specific access requirements.
- Learn Methods to overcome barriers to participation.

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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Recap on ICF

Before and after ICF



Impairment: any loss or abnormality of physiological, psychological or anatomical structure or function

AFTER ICF: concept revised

Disability: any restriction or lack of ability to perform an activity in a manner or within the range considered normal for a human being.

AFTER ICF: Activity limitation

Handicap: a disadvantage for a given individual that limits or prevents the fulfilment of a role that is normal

After ICF: Participation limitation



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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Recap on ICF

With ICF:



FUNCTIONING: umbrella term encompassing all body functions activities and participation

DISABILITY: umbrella term for impairments, activity limitations and participation restriction

IMPAIRMENT: only seen as problem in body functions or structures, one of the aspects of disability

Handicap is SUBSTITUTED BY THE TERM **PARTICIPATION RESTRICTION**, one of the aspects of disability



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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Abilities of people change from childhood to old age and can vary considerably whatever their age.

People can experience restrictions to their activities because of a mix of possible impairments, health conditions and personal and environmental factors.

Combination of impairments can impose significant limitations, as is often the case in ageing.

Children can also have specific access requirements or impairments.



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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Categories of people with disabilities

People with disabilities may have one or more of the following impairments:

- Physical impairments
- Motor impairments
- Voice and speech function impairments
- Sensory Impairments
- Cognitive impairments
- Immunological system dysfunctions
- Mental ill-health conditions



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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Motor impairments

Motor impairment is the partial or total loss of physical abilities including

- Balance
- Walking
- holding and manipulating objects
- pushing, pulling, lifting and reaching.

Many activities involve more than one of these abilities.

Access needs of visitors with motor impairments are related mostly to the **built environment** which should be designed free of barriers and according to Universal Design principles in order to enable all users to move in safety and comfort, to use the facilities and participate in activities.

This group is quite differentiated by the type of their impairment.



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People with difficulties/limitations in walking, balance and limited strength

- For some people, walking on the level or **up or down gradients/stairs** is difficult.
- Some people may have a **limited range of motion**, other may not be able to move on foot independently.
- People with poor balance, with reduced stamina and/or coordination are typically **older people** but also children may be in the same condition.
- People with walking difficulties may not be able to walk a long way or even stand up for long time, **becoming tired quickly**, moving slowly etc. More likely to slip or fall down.



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People with difficulties/limitations in walking, balance and limited strength

- may need frequent seating along a route, where they can stop to rest, regain strength or catch their breath.
- may use supporting walking aids such as mechanical or electric wheelchair, crutches, walker/rollator, walking canes, therefore needing more spaces and level access.
- may not be able to manage steps and may need ramps or lifts.
- may only manage short distances.



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People with difficulties/limitations in walking, balance and limited strength

- may need handrails on both sides of a ramp or staircase for support.
- have difficulties in walking on uneven or loose surfaces.
- may need non-slip floor surfaces.
- may need to rent or borrow walking aids, wheelchairs or scooters available in specific venues.
- may need another person to support them to walk.



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People with difficulties in handling objects

Motor difficulties/impairments are not only related to legs but also to arms, hands and fingers movements.

These impairments can prevent people from manipulating or grasping objects and from doing combined movements or turn the wrist, lift objects etc.

These people may also have difficulty in holding objects, carrying bags and other items or turning handles to open doors, using taps etc.



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People with a limited reach range

The reach range depends on the

- height of the person,
 - their ability to use their arms and balance,
 - their strength and/or mobility of their upper body while seated.
-
- It is particularly important to have things within easy reach for those with more severe limitations in mobility.
 - Telephones, desks and counters, electrical and other service controls, taps, door handles, window catches, and furniture should be positioned at suitable heights to be easily reached by all users



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People with a limited reach range

For people using wheelchair, the reach range is limited depending on the seated position.

- The design of desks, tables, counters or sinks should allow for easy approach and use
- adequate space for manoeuvring
- suitable height and space for their legs under a sink or table-top.



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Sensory impairments

- Impairment in one or more senses – vision, hearing, touch, taste and smell - reduces a person's ability to perceive, understand and act in various situations.
- people who lose one of the senses later in life may find their activities severely restricted, whilst those who have been blind or deaf since birth may have learned skills that help them to communicate, orientate themselves and carry out their daily activities in an independent manner and find their way.



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Sensory impairments

- People with sensory impairments often cannot travel independently and many have another person - a companion, helper or assistant to help them, especially when travelling and when coming to unfamiliar surroundings for the first time.
- People with sensory impairments may use specialised assistive technologies to help them communicate with other people, read or interpret visual or auditory messages, orientate themselves and move around.



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Vision impairments

People with vision impairments may be blind or partially sighted.

- People with vision impairments can be **exposed to dangers**, including injuring themselves by walking off paths, tripping on steps, bumping into unmarked objects or hurting themselves on hot surfaces or sharp objects and edges.
- If the problem of vision is combined with balance problems the individual is exposed to higher risks, including colliding with objects, slipping and falling.



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Vision impairments

- Visitors with vision impairment (not only blind person) may use a **cane** to detect obstacles on a route.
- Some may use a **guide dog** (service animal) to assist them in way-finding, negotiating road crossings and warning them of dangers.
- Their access needs will vary according to the person's level of sight and will be related mainly to the **access to information, safety of movement and orientation** in an unknown environment.



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People with vision impairments:

- may need more verbal information and more detailed description, with greater accuracy.
- prefer environments and services which are less complex.
- would need audio messages to inform about the facilities, evacuation procedures etc.
- would need adequate tactile and/or audible warnings, wherever there may be a hazard for them.



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People with vision impairments:

- Blind people may find useful information in Braille or raised text .
- may need assistance when entering and leaving different means of transport, such as boats and motor vehicles.
- may be helped by sounds, such as splashing from water fountains or changes of walking surfaces, and smells from fragrant plants can provide cues for orientation, when moving through a building or in outdoor spaces.



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Hearing impairments

- Invisible at a first glance. They include partial hearing loss or complete deafness. The strength, pitch and intensity of sound that can be perceived vary from person to person.
- Access needs related particularly to the communication and access to information.
- People who are born with a hearing impairment or deafness communicate mostly using **sign language**.
- Sign languages vary from country to country, important to know for interpretation purposes.
- People born with a hearing impairment may have difficulty in writing and speaking because of the difficulty they have experienced in acquiring language.



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Hearing impairments

- Most people acquire hearing impairment later in life. This means they are unlikely to be proficient at sign language.
- They make themselves understood mostly in a signed form of their native language or in writing.
- They have often maintained their ability to speak so they are capable of communicating with hearing people relatively well.
- Some individuals are able to lip-read.
- Some people use a hearing aid.



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Hearing impairments

- Verbal announcements given by public address systems may not be heard .
- Verbal communication is difficult in noisy environments
- The acoustic qualities of rooms will affect the ability to understand language.
- Good overhead lighting is important to lip-reading.



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Hearing impairments

- Hearing loop systems which provide amplified sound directly to a person's hearing aid can be useful in reception areas and ticket sales points to improve verbal communication
- Some people may prefer to see ideograms (pictograms) and drawings to understand and communicate.
- Evacuation procedures should be provided with light signalling that can indicate different important signals (smoke detectors, fire alarms etc.), not only audio devices.



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Speech impairments

- Lack of ability to speak or dysarthria. This may imply difficulties when **holding a conversation** with others.
- People may be **misunderstood**, and this may lead to the danger of not being able to alert service personnel or another individual when needing help or when there is a danger.
- Some people use **sign language** to speak or **assistive devices** to enhance or supplement their speech, either with a keyboard or another communication device.
- **Pictograms** may also serve as a medium of communication for those who lack speech.
- Having **paper and pencil** handy can help to overcome communication problems, in many situations.



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Reduced sense of touch

- People who may have nerve damage, paralysis or missing limbs. Problems in sensing any kind of objects that they have to interact with.
- Some may not be able to feel anything with the **lower part of their body and legs**, others may also have a loss of feeling in the **hands and arms** and upper body.
- Lack of feeling can affect the ability to use a touch screen or other devices that need to be perceived partly by touch.
- Guests who lack the sense of touch or feeling may be at **risk of injury** from objects that are very sharp, very hot or very cold, as they do not react to them on contact.



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Reduced sense of smell and taste

- People experience similar problems linked to their lack of sensory perception.
- Main dangers are in failing to react to toxic chemicals, other dangerous airborne pollutants or smoke from a fire.



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Cognitive impairments and/or learning difficulties and Mental ill-health conditions

- People with problems in understanding, processing or using information
- People on the autism spectrum
- People with Asperger Syndrom
- People with dementia
- People with short-term memory loss
- People with dyslexia
- People who are first time users of a very complex, busy environment



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Cognitive impairments and/or learning difficulties and Mental ill-health conditions

- Difficulty to learn and understand as most people do.
- Difficulty to access information at the same speed or in the same way as others
- Difficulty to follow instructions
- Difficulty to understand where someone is
- Difficulty to identify people or to behave in an appropriate manner in a given setting.
- Dangers of disorientation – getting lost – and the possibility of isolating.
- Memory loss is a form of cognitive impairment. It can cause problems of acting inappropriately in a given situation.



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Cognitive impairments and/or learning difficulties and Mental ill-health conditions

- People with cognitive problems may need assistance and simplified, well-structured information to enable them to be safe and to enjoy a visit.
 - It is better to use signs, symbols and pictograms than rely on printed word.
 - 'Easy-to-Read' is a form of writing that has been developed to inform people with learning difficulties in a simpler way.
 - Not noisy environments and avoidance of strobe-flashing lights
- People who do not understand the local language may benefit from the above



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Other people with specific access requirements

- Older people
- Small children
- People of very large or small stature
- People who don't understand the local language
- People with long term health conditions:
(epilepsy, cardio-vascular conditions, allergies and hypersensitivities, food intolerance and special diets, asthma, etc.)



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Older people

- Seniors have a strong need to get detailed information about the destination, the transportation, the services provided and the surrounding area, including information about availability of health care.
- They can be afraid to move around alone in an unfamiliar environment.
- Older people may also have a chronic illness. An accessible environment is important to them.



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Small children

- Areas of motor traffic or mixed traffic (including bicycles) are a hazard for small children.
- Places with unguarded open water present a hazard for those who cannot swim.
- Places that are high up with no guarding, present falling hazards.
- Windows and balcony doors on upper floors without secure fastenings are dangerous.
- Children require adapted communication and visit programme.
- Children under the age of 7 will keep the attention for a short time.



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People of very large or small stature

- Different capabilities in terms of reach and often general mobility may be affected.
- Smaller people can have difficulties in negotiating levels or steps and seeing (due to other people standing in the way).
- Larger people may have difficulty in sitting or moving in confined spaces.
- Those who are grossly overweight may have difficulty in going up or down steps.
- Visitors may be exposed in emergency situations because of their lack of ability to move easily or quickly and are in particular danger in case of evacuations.



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Not understanding the local language

Difficulties to communicate and to understand

- Information
- Warnings
- Directions
- written instructions

This may also expose people to various dangers.



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People with long term health conditions

- People who have allergies (OR allergic reactions) or hypersensitivities
 - People with epilepsy
 - People with cardio-vascular conditions
 - People with diabetes
 - People with food intolerance
 - People with special dietary requirements
- etc



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People with long term health conditions

Allergies or hypersensitivities

Some people are highly sensitive to certain substances in the environment, in foodstuffs or by direct skin contact, which may all cause allergic reactions.

The type and degree of allergy varies between individuals and can range from mild irritation to poisoning with severe debilitating conditions and even death.

Allergic reactions may be due to plants, hair of animals, food, chemicals and materials such as nickel and latex.

Environmental allergens include dust (often associated with carpets), building materials, smoke and flowering plants.



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People with long-term health conditions

Allergies and hypersensitivities-food intolerance

- Allergic reactions can include running nose and eyes and breathing problems which in acute circumstances can restrict activities of a person.
- Their reactions may be similar to those of the person who is lacking in stamina.
- Where meals and drinks are included in a tour, it is necessary for visitors to inform the group leader and/or catering outlet if they have food allergies.



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Epilepsy

- Neurological disorder characterized by [epileptic seizures](#).
- Person can get hurt fainting, falling or hitting inappropriately any object.
- Need to **prevent the fall**, something which is not always possible.
- When the person regains consciousness, they can be confused, disoriented, have difficulty in speaking, or can be not lucid and not realize what happened.
- Need to avoid situations and places that may trigger the seizures (lack of sleep, tiredness, change of climate, stress, places with bright and flashing lights, etc.).



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M2 LU6 - The main access requirements of people with different disabilities and other groups of tourists

Persons with Reduced Mobility (PRMs)

The term "People with Reduced Mobility (PRMs)" it is used specifically in the passenger transport sectors: air/rail/ferry/bus and coach, but we do **not** use it generally, as it is not clear which groups it refers to.

The different "classes" of PRMs are defined according to IATA codes but even these are very general.



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Module 2

LU 7 - The design of an accessible built environment for all users

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M2 LU7 - The design of an accessible built environment for all users

LU Objectives:

1. To describe the main access barriers for different types of users.
2. To examine the methods to overcome those barriers either through adjustments to the built environment or by providing objective information in order to allow tourists to make an informed choice about the suitability of their potential destination
3. To show how to identify the key critical points of the tourist offer provided in relation to the requirements of each customer and use the concepts of Universal Design to plan and realise modifications.



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M2 LU7 - The design of an accessible built environment for all users

Why accessibility is important

Accessibility in the built environment is an essential and fundamental right for all members of society. Providing accessible places and spaces empowers people to enjoy the everyday activities and opportunities taking and enables them to participate safely, independently, conveniently, with confidence and with dignity.



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The accessible built environment

- Takes into account the diverse capabilities of human beings
- Is safer and more convenient for everyone
- Contributes to sustainability and is an investment in the future, since it takes account of changing lifestyles and life conditions
- Improves the quality of life
- Supports independence of users and participation



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The accessible built environment

Includes:

- Private and public buildings
- Movement to /inside/from - including emergency access and evacuation
- Public spaces and routes
- Parking
- Transport terminals - stations, ports, airports, etc.
- Buildings and environments for recreation and leisure; cultural, educational and sports facilities
- Building products and services (covered by the EU Construction Products Directive)
- Any technology products and services used in buildings, e.g. lifts, escalators, moving walkways



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M2 LU7 - The design of an accessible built environment for all users

New and existing buildings and environments

New design projects, buildings and environments can be accessible for all users, from the beginning by following building regulations and standards/guidelines for accessibility

Existing buildings and environments often require adaptations to make them accessible because they were designed at a time when access for all was not considered as a priority

There are different accessibility standards and/or guidelines and legislation in different EU member states

Just following legislation and standards is not always enough because they may consider only minimum requirements and professionals do not have specific knowledge and training to understand and apply standards appropriately in their designs

By applying a Universal Design approach the design of the built environment will be accessible and suitable for the widest range of users



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Accessibility-What is the problem?

Although there are many rules and regulations in EU states, the actual accessibility of buildings and the built environment is not yet satisfactory

There are many examples in the current built environment where completed buildings or spaces do not offer an appropriate level of accessibility

Whilst the existing building stock is where the majority of access barriers are found, new buildings and facilities continue to be built with less than satisfactory access for all users

Projects funded with public money (including EU funds) are not checked for accessibility in a consistent or sufficient way

Lack of accessibility is expensive to fix, wasteful of public funding and – fundamentally – it denies many EU citizens their rights to free movement and access to buildings and services

Inaccessible tourism buildings and facilities exclude many potential customers and reduce businesses' profitability



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Main Existing standards and Guidelines

- National Standards and Guidelines
- ISO 21542 Building construction- Accessibility and usability of the built environment (under revision)
- ISO TC/228 Tourism and related services (under development)
- EU M420/CEN-EN 17210-Accessibility and Usability of the built environment-Functional requirements (under development)



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Who are we designing for?

Very small and... very tall... Older people, who may be frail, or tire easily or have disabilities, due to old age. Families with small children



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Who are we designing for?

People with temporary impairments.. People with disabilities and people with long term illnesses : People with motor and/or sensory disabilities, People with cognitive impairments



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Who are we designing for?

People with injuries/temporary impairments, people with allergies, people carrying heavy luggage or other objects, tired people.

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Good design enables - bad design disables!

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Some of the common access barriers

- Lack of level access
- Steps at building entrances and inside the buildings

Big problem for people with motor disabilities and all those who temporarily or permanently cannot manage steps

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Some of the common access barriers

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Some of the common access barriers

Access barriers and potential hazards for users

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Some of the common access barriers

Access barriers and potential hazards for users

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Some of the common access barriers- mistakes in new projects

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Some of the common access barriers- mistakes in new projects

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Accessible entrances

Level access with automatic doors | Ramp access beside steps | Entrance with steps and alternative level entrance beside steps

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Doors should be wide and easy to operate

Wider doors benefit everyone: wheelchair users, people moving furniture | Push-button door-opener for heavy doors

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Public spaces – accessible for all

Plaza free of obstacles | Ramp access next to steps | Accessible route and seating

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Public spaces

Millennium Bridge, London
A footbridge designed to be used by everyone

Pedestrian crossing with level access, people with visual impairments, tactile routes

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Public transport







Train station platform
Platforms with tactile routes and level access to carriages

Tram station platform
Platforms with tactile routes and level access to carriages

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Designated parking spaces for persons with disabilities

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Access to natural environments







Accessible forest path and information board

Riverside cafe

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Dining: indoors and outdoors

Restaurants and cafes: Furniture arranged to allow free passageway

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Dining: Low self-service counters for all





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Dining: Suitable furniture for the diversity of visitors




Restaurants and cafes:
Tables with central leg and at suitable height allow easy reach people using a wheelchair

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Accessible hotel guest rooms



Charming spacious hotel guest rooms with colour contrast, suitable for everyone and in particular: for people using a wheelchair and enabling orientation in the room for people with visual impairments



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Accessible bathrooms




Roll-in shower, support handrails are suitable and safe for everyone



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Signage



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Signage



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Adapting existing buildings



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Adapting existing buildings



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Adapting existing environments

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Adapting existing environments

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Adapting existing environments

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Module 2

Games Without Barriers
Tourism Training

LU 8 - Communication with people with disabilities and other access requirements; accessible tourism etiquette

Games Without Barriers project Co-funded by the Erasmus+ Programme of the European Union
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M2 LU 8 - Communication with people with disabilities and other access requirements; accessible tourism etiquette

LU Objectives:

1. To present correct ways to communicate
2. To avoid pitfalls and embarrassing situations
3. To help service providers to be more confident in their interactions with the Customer

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M2 LU 8 - Communication with people with disabilities and other access requirements; accessible tourism etiquette

General considerations

A correct communication system in providing Tourism Services requires:

- A condition of equality between the two elements of the relationship (Customer and service provider)
- Human capacity for empathy and understanding
- In depth knowledge of every possible requirement of the Customer
- In depth knowledge of each component of the Tourism Service Chain:
 - of every element of the Tourism Journey planning and fruition
 - of every internal element of the service offered

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M2 LU 8 - Communication with people with disabilities and other access requirements; accessible tourism etiquette


Who are they?
A tourist with specific access needs is
“ **FIRST OF ALL** ” a **TOURIST!!!**
Someone wishing to go on holidays in a destination of
HIS CHOICE
for his next vacations.

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Who are they?
Customers with disabilities:

- Are NOT a segment of their own
- Have purchasing habits like all other tourists, even if


 measured through the «specific requirements» of each person being met

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Who are Service providers?
Any organisation public or private, manager or agent directly acting in the Tourism industry, in every element of the Tourism Service Chain, responsible for the smooth and qualitative delivery of its part of the service towards any Customer

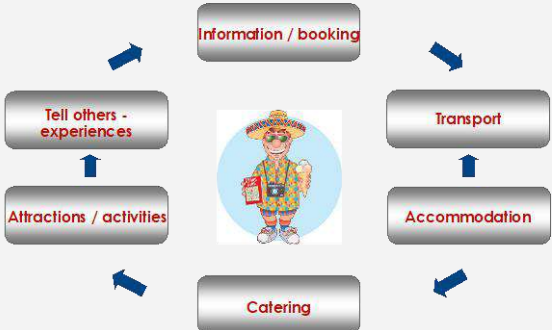
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The Tourism Service chain
It is important to recall the concept of the Tourism Service Chain and how the accessibility of each element can influence the Visitors' journey.
All the elements are connected by a logical thread, operational and behavioural, that makes them a whole.

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Each element has to guarantee to each other:
 integration
 accessibility
 expertise
 comfort
QUALITY



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How to provide and guarantee quality

- The different groups of requirements of Customers with disabilities have already been part of a specific Training unit.
- This Training Unit will examine to what extent those requirements influence the service provided and the related behaviours.



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People with reduced mobility - Service

- Provide assistance to carry baggage or heavy items
- Follow the customer's timing
- Provide help to sit down and get up and move for short distances, if the customer is able to manage these movements
- Provide information on the destination, the condition of usability of places they are going to visit and tools to overcome difficulties, the availability of technical aids



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People with reduced mobility - Service

- Make any effort to communicate without obstacles (e.g. a reception desk could be too high) and find alternatives (a desk, a sitting place)
- Avoid or reduce situations of discomfort or fatigue
- Offer your help and be prepared to follow the customer's instruction on how to help
- Be prepared to identify the obstacles and intervene
- Let the customer guide you in case of a manoeuvre
- Push the wheelchair gently and be careful
- Be discreet when helping



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People with visual impairments- Service

- Introduce yourself and stay close to the customer to be easily identified
- Always tell them if you move away
- Attract their attention by calling by the name or touch gently on the arm
- Provide audio information or, if written, in macro characters or in Braille
- Make yourself understood with the use of words as the guests cannot perceive facial expression or gestures



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People with visual impairments- Service

- Be ready to read the information aloud in a normal tone of voice (descriptions, menus, guides)
- If the customer asks to be guided offer your arm and go with him
- Describe the facility interiors precisely, the position of furniture, equipment, bathroom services etc. using spatial references (North/South, clock arrows) in relation to the customer's position
- Indicate if there are steps and if these are up or down
- If accompanied by a service animal, let the animal in at any time and in ALL areas of the facility



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Assistance animals

The best known is the Guide Dog, but other animals are being considered that can make up with allergies or phobias towards dogs by part of the users.



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Assistance animals

- The guide dog or assistant animal is a working animal, fully trained to behave calmly in any environment.
- It's important not to distract them by patting or giving food.
- Distractions can compromise their ability to support their handler and put them in danger.
- Assistance animals are allowed in all public spaces and on public transport. This right is protected by law.



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People with hearing impairments- Service

- Introduce yourself and explain your role
- When speaking stay in front of the customer, establish eye contact
- Do not have light behind you: this doesn't allow lip reading
- Lip reading is not easy when there are more than 2 people
- Do not speak too fast or too slow. Do not shout. Do not exaggerate your mouth movements. Use facial expressions and gestures
- Reduce noises in the room/area to a minimum



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People with hearing impairments- Service

- Use short sentences and clear words
- Repeat the sentence if necessary and make sure the information have been fully understood
- Do not cover your mouth or turn your face
- Choose a quiet area to communicate
- Prepare yourself to longer timings for the dialogue
- Have pen and paper ready at hand
- To demonstrate a mechanism, explain first and then show the functioning



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Sign Language

Sign language is a language in itself and is a NATIONAL language:

- LIS in Italy (Lingua italiana dei segni)
- ASL in the USA (American Sign Language)
- BSL in Britain(British Sign Language)
- LSE in Spain (Lengua de Signos Española)
- etc.

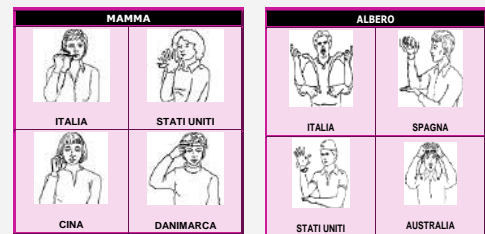


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Sign Language



MAMMA = MOTHER; ALBERO = TREE



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Myths on people with disabilities

- They always need our help!
- Are brave and courageous
- Wheelchair users are chronically ill
- Their lives are totally different than the lives of people without disabilities
- People who are blind acquire a «sixth sense»
- They are more comfortable with «their own kind»
- They are poor customers
- To be disabled makes you different inside
- ...and many more!



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Dangerous assumptions

Myths and stereotypes lead us to make wrong and dangerous assumptions which may:

1. Reduce or compromise the quality of the service provided
2. Generate Customers dissatisfaction
3. Create a bad image of the destination/service
4. Influence negatively business results



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Hints for a correct Communication

Consider you customer specific requirements and act accordingly:

1. Do not rise your voice with a hearing impaired person: it won't help!
2. Not every visual impaired person knows Braille: be prepared for alternatives!
3. Be prepared to make and repeat simple explanations for a person with a learning difficulty or a mental disability
4. Find a way to speak at eye level with a wheelchair user
5. Treat your customer with respect and dignity



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Suggestions to make communication easier

Do not PANIC

Relax!

Speak directly to me

Person first!!!!

Treat me as anybody else

Don't help at any cost

Don't make assumption on what I need

Ask ME first!



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Use of the language

- The use of a correct language and the correct words can help to create a situation of mutual understanding and a positive atmosphere.
- Remember you are dealing with a CUSTOMER
- Learn which are the expressions to avoid and consider the «person» first!



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Use of the language

- Avoid expressions like handicapped, invalid, crippled, victim, retarded, bound to... etc.
- Better use other terms such as "person with a disability" or with "specific needs" or "requirements" or "person with reduced mobility" or "disabled person"
- Don't feel uncomfortable about using common expressions such as "see you later" with a blind customer.



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Use of the language

pay attention to the “pseudo”
politically correct!
differently able



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Module 2

LU 9 – Customer care

Games Without Barriers
Tourism Training

Games Without Barriers project Co-funded by the Erasmus+ Programme of the European Union
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M2 LU 9 - Customer care

LU Objectives:

1. Analyse Customer care as a managerial tool to provide quality service to Customers
2. Rules and pillars of Customer Care
3. Identify the techniques of Problem solving to deal with complaints and criticalities



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M2 LU 9 - Customer care

What is Customer care?

- Customer care : how well customers are taken care of while they interact with the Company
- Customer service: the advice or assistance given to customers. The direct one-on-one interaction between a consumer making a purchase and a representative of the company that is selling it.
- Both leading to CUSTOMER SATISFACTION



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Customer satisfaction

- Reflects the liking of a company's business activities.
- Customers will mention a positive experience to an average of 9 people while a negative one will reach an average of 16.
- High levels of customer satisfaction (with pleasurable experiences) are strong predictors of customer retention, loyalty, and product repurchase.
- Knowing why customers enjoyed their experience helps the company recreate and reinforcing pleasurable experiences so that they might retain existing customers and add new customers.



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Customer relationship Management
CRM

The concept of CRM (Customer Relationship Management) may be defined as a **business strategy** which, based on a client-oriented business philosophy and company culture, aims at a customer relations management that would lead to **competitive advantage** and an increase in **profitability** for the enterprise



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A company strategy

- The Customer must be the center of any strategic decision of any tourist service provider
- Demographic and economic shifts coupled with advances in digital technologies are changing customers behaviour
- Companies are transforming their businesses into customer-centric, digitally enabled and connected enterprises capable of responding to customers needs.
- Understanding customers motivation and spending habits, the experiences that can make or break customer loyalty is the key to achieving growth

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A company strategy

In the case of tourists with disabilities the level of loyalty is higher, as it is more related to the presence of a supply effectively satisfying their requirements than a general freedom of choice

However, thanks to :

- internet, social media, peer-to-peer consultancy
- other more extensive sources of information

customers with disability have access to a lot more of information than in the past and, consequently, they have more buying power and their choices tend to be more diversified.

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5 Golden Rules of Customer Service

1. Customer service is everyone's job. Company's human resources total involvement
2. Ask questions and listen to the answers. Understand what your customer wants
3. Promise only what you can deliver. Know your product
4. Know how to apologize. Handle critical situations and complaints
5. Consider staff commitment and enthusiasm: train them and treat them well

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Customer care virtuous circle

Source: <https://commons.wikimedia.org/>

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How to measure Customer Satisfaction – CSI index

Customer Satisfaction Index (CSI) is an analytic tool designated to measure customer satisfaction with a product, service or a company.

It helps to find the reasons of customer's satisfaction or dissatisfaction and allows the Company to take adequate measures to modify the product if needed.

Knowledge of customer's satisfaction is a must to plan Marketing strategies and Communication campaigns.

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Managing complaints

Delivery a Service is likely to make some customers unhappy and then to receive a complaint.

Dealing with it in a positive and constructive manner will help to keep your customers and avoid that Customers will not complain to you but speak of the poor service received with others and never come back to your company.

Customers complaints give businesses valuable information about what and how they need to improve.

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How to handle Customers complaints

- Stay calm. It is not personal.
- Listen well
- Acknowledge the problem
- Get the facts
- Offer a solution.

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Problem solving

Problem Solving can be defined as the **art of solving the problems**, both in the case they are of personal and interpersonal nature or involving organizations (companies, bodies, communities etc.), through the use of **tactics and techniques** to obtain the highest efficiency and effectiveness (time and effort necessary)

It represent the ability to find solutions in every environment

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Problem solving

A common barrier to successful problem solving is the reliance on previous experiences, especially those that appear similar to the current one

The tendency to apply the same experience to every problem can lead to poor decisions

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Problem solving

In order to get out of a problem it is necessary to move the point of view to a higher level of thought

Move the center, change the point of view, through a basic tool: questions.

A good question to ask ourselves always is: **"How could I get out of this situation?"**

All the questions beginning with **"HOW COULD...?"** are very positive.

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Problem solving

Act according to the following scheme

Problem finding	realize that something uncomfortable is happening
Problem setting	define the problem
Problem analysis	divide the main problem in sub-problems
Problem solving	eliminate causes and answer to the questions arisen by the problem
Decision making	decide how to act on the basis of the answers obtained
Decision taking	act

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Problem solving

It is unrealistic to think of solving a problem in one shot.

In the search for solutions the problem can be split into sub-problems .

When these are solved independently, it will be easier to come to the solution of the original one.

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Problem solving

Therefore:
the problem is divided into sub-problems, each one having multiple objectives
once established subproblems, work is suspended on the problem and focused on the subproblem and on the related sub-objectives
when all the objectives have been achieved, work is resumed on the original problem.

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Problem solving

Exercise:
PREPARE A FRIED EGG

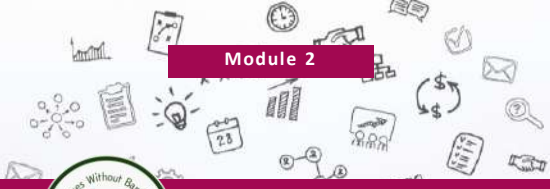
Subproblem 1....
Subobjective.....
○
○

Subproblem 2....
Subobjective.....
○
○




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Module 2



LU 10 – Handling unforeseen situations



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M2 LU 10 - Handling unforeseen situations

LU Objectives:

1. Identify possible critical situations which may happen in any service of the Tourism Service Chain
2. Learn how to react and to whom to refer to for the possible solutions
3. Make trainees aware of the interconnections among the various components of the Tourism provisions

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M2 LU 10 - Handling unforeseen situations

Everyone is involved

Many things may go wrong or create unforeseen situations which might cause problems to Customers, when travelling.

Travellers with specific access needs have additional possibilities that those events become challenges to their trip, leading to discomfort, danger and unsafety.

Both the travellers and the service providers are involved and cooperation between them is essential to solve the problems

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Everyone is involved

The basic concept is that

A SOLUTION MUST BE IDENTIFIED

A quality Tourism offer will never say: Sorry there is nothing we can do!

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The Tourism Service chain

It is important to recall the concept of the Tourism Service Chain and how the accessibility of each element can influence the Visitors' journey.

All the elements are connected by a logical thread, operational and behavioural, that makes them a whole.

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Each element has to guarantee to each other:

- integration
- accessibility
- expertise
- comfort
- QUALITY**

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The customer

Tourists with access needs normally plan well in advance their trips and have repeated contacts with all the agents (staff or websites) who can provide information and reassurance about the accessibility conditions of the destination as a whole and on the components of the trip (transport modes, accommodation, sightseeing, food, medical and technical support, emergencies etc.)

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Pre-requisites to quality and good service

The main assets of a tourism product are the human resources who provide the service. Managers and employees are all involved in assuring quality in any element of the tourism service chain.

In any element there might be situations which require a specific knowledge in order to prevent or correct major problems which may occur.

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Pre-requisites to quality and good service

Everyone working in the tourism sector and in every component of the Tourism Service Chain should:

- Be fully trained and aware of all the requirements of tourists with specific access needs and how these requirements influence the service they are providing
- Know the sequence of the Customer's journey (what is coming before and after), understand the interconnections among the various services and check that all required conditions are provided

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Pre-requisites to quality and good service

- Have the contacts of any service which might give support in emergencies (Hospitals, Police, equipment provisions, assistance etc.)
- and clarify the conditions for their interventions (Immediate response or within ...hours/days)
- Check with Customers if the envisaged solutions to emergencies are acceptable for them



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What to do if...

Booking the trip

Travel agent:

- be aware of the accessibility conditions of all the services included in the booking and of alternatives
- Secure that minimum times for requesting services are observed
- Provide contacts of all local agents
- Strongly suggest to the customer to subscribe a «cancellation insurance» and a «medical insurance»



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What to do if...

Booking the trip

Self made bookings:

- Booking sites must show the customer with access needs all the accessibility features of the elements that the buyer wishes to include in his booking
- Booking sites must identify the contact Dept./person responsible in case of uncorrect information
- Insurance must be strongly suggested as a means to prevent unforeseen problems
- Booking platforms should be accessible (WAI- W3C)



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Unforeseen situations

Some services are not accessible

The local reference of the Travel Agent must:

- Identify a different facility suitable for the Customer
- Identify a local service provider with appropriate offer
- Be prepared to cover cost differences
- Authorize refunds/compensation if the alternative is not acceptable



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Ground transport

Trains, buses, taxis, vans, tourist coaches are all means likely to be used by customers with access needs.

Operating Companies:

- must provide comfortable and accessible access to all of them to everyone
- must include all communication means to inform passengers during the trip (visual and vocal announcements, clear signposting)
- must train ground and travelling staff on assistance to customers with specific access needs and on how to deal with unexpected or emergency situation.



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Unforeseen situations

Some services cancelled, delayed, not usable

The Transport Companies must:

- Check the usability of alternatives
- Reprotect the passenger on the first available run
- Select another means of transport
- Be prepared to cover cost differences
- Authorize refunds/compensation if the alternative is not acceptable



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Accommodation

Hotel rooms are booked well in advance and the accessibility features should have been checked by both the travel agent and the customer himself. The facility must be used by the customers with access needs in all its internal services (breakfast, conference room, swimming pool, spa etc.) and equipment.

In peak periods the availability of rooms is reduced if not in a «sold out» situation.

The number of «accessible» rooms represents normally a small percentage of the total offer of each facility.



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Unforeseen situations

- The booked room has been sold to another customer and there is no more availability
- The lift is out of order
- It is not possible to use the hotel facilities since:
 1. The accessibility information provided by the hotel were not correct
 2. The customer requirements were not understood



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Unforeseen situations

What to do:

- Offer a superior accommodation in your facility free of charge and check its usability with the customer
- Check alternative hotels for their availability and CONFIRM accessibility features
- Be prepared to sustain the additional costs, if any
- Examine and have the alternatives approved by the customer



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Food requirement and intolerance

Some of the hidden disabilities include tourists with specific dietary requirements and/or food intolerance (Diabetes, celiac, etc.)

Make sure that menus contain the description of all ingredients of the dishes and the allergens.

In case of someone having a strong allergic reaction to food :

- Call a nurse/doctor
- Be ready to organise a transfer to the nearest hospital
- Check the validity conditions of any Health insurance
- Inform any contact person that the Customer had told you about



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Sightseeing

Visiting the tourist attractions of a destination is an essential part of any vacation. However some issues may become critical «on the spot» and solutions have to be identified without delay.

Every service provider involved in the organisation of the trip will be responsible for its specific competencies.



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Unforeseen situations

- The Tour Company doesn't show up
- The tourist coach is not accessible for mobility impaired persons
- Access to the monuments/museum/ archaeological area is difficult/ not possible
- A tourist is left behind in the group and there is no possibility to reach him (People with hearing impairments)
- The visiting path is too long and tiring



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Unforeseen situations

What to do

For problems related to access:

- All agents organising the visit **MUST** check the accessibility situation before including the sight/s in the Tour; identify alternatives and inform the Customer of the modified programme
- If the sight is a tourist **MUST**, identify alternative tools for the visit (Virtual reality, mock-ups etc.)
- Inform the Customer of the Tour path fatigue and identify together more comfortable alternatives
- Give prior instructions to the group on meeting points/procedures if they get lost



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Unforeseen situations

What to do

For problems related to no-shows and accessibility of the transport:

- Make sure that the Tour Agency will either send a substitute or be ready for refund.
- Have an accessible taxi available to allow tourists with mobility impairment to follow the coach and participate to the visit.



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Health problems

Tourists normally take with them all the medicines/drugs they might need during their trip.

In case of someone getting ill:

- Call a nurse/doctor
- Be ready to organise a transfer to the nearest hospital
- Check the validity conditions of any Health insurance
- Inform any contact person that the Customer had told you about



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Injuries and accidents

In case of injuries or accidents during the stay, in sightseeing trips etc.:

- Call a doctor or an Ambulance
- Keep the customer calm
- Do not try to treat him/her unless you have been trained for First aid procedures
- Check the validity conditions of any Health insurance



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Safety emergencies

In case of any emergency caused by fire, gas leaks, earthquakes, floods etc. which might require the Customer evacuation:

- Call immediately the Firemen or any other specific body deputed to people safety
- Keep the customer calm and instruct to wait for the «official» rescue team
- Do not perform any action to help them out of the facility as this might be against the law and lead to legal consequences



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Equipment and spare parts

Customers using assistive devices normally travel with their own equipment.

These are subject to some risks:

- Can be damaged in air transport or during the trip
- Can break during the use
- May run out of electric power
- May run out of spare parts



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Equipment and spare parts

What to do

Any agent of any element of the Tourism Service Chain who is notified of a technical problem with the Customer equipment must:

- Provide an in-house replacement, if available
- Have a list of mechanics who are specialised in assistive devices and spare parts
- Have a list of Companies who rent equipment for mobility and/or comfort of the person
- Check timings for repairs or delivery

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Service animals

Many tourists with access needs are helped by a service animal to perform their daily activities, to move around and maintain their independence.

Assistance animals are thus essential for their comfort and should be allowed to get in any place, indoor or outdoor, public or private.

This right is also granted by law.

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Service animals

Unforeseen situation

- Managers of tourist facilities ban the access to the service animal of their guests (Hotels, restaurants, bars, shopping areas, retail shops etc)
- Transport companies (Buses, trams, underground) do not accept them onboard their vehicles
- Museums or other cultural facilities forbid their entrance
- Other customers complain about the service animals presence

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Service animals

With some exceptions!

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Service animals

What to do

Customers:

- Complain to the facility management
- Call the Police
- File a complaint with the Tourism Offices of the area

Service providers (Hotel staff, tourist guides, bus drivers, ticket agents of museums, cinemas, sport facilities etc.):

- Give notification in advance to the facility manager
- Explain that the Law specifically authorize Service animals to get in
- Explain to other customers that a Service animal is not dangerous, is fully trained and will not cause any casualties

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Natural disasters or political unrest

Unexpected natural disasters or sudden political unrests, riots, demonstrations may cause a lot of stress to a customer with disabilities.

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Natural disasters or political unrest

What to do

Travel agents:

- Offer a change of the itinerary
- In emergency situations organise the return trip as soon as possible
- Check the conditions of any insurance of the customer being applicable
- Get in touch with the Embassy or Consulate of the customer for organizational support

Tourist office

- Provide continuous updated information on the situation and a risk evaluation
- Support the tourism service providers for the safety and well-being of the customer

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Stay connected

Possible problems

- No WIFI connection in the hotel
- Some instant messaging platforms are not accepted in the destination country
- Roaming costs are excessive

Actions

Customer:

- Check before leaving
- Identify alternatives
- Search for «Tourist offer phone cards»

Facility Manager/Owner:

Offer internal facilities (executive office) free of charge

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Group work

Identify:

- additional areas/situations which may create problems in the various elements of the tourism service chain
- possible solutions

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Learning Units of Module 3

Accessibility assessment

- LU 11. Accessibility Information Schemes**
- LU 12. Access statements and collection tools**
- LU 13. Developing an Access Statement, auditing techniques**

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Module 3

LU 11 – Accessibility Information Schemes

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M3 LU 11 - Accessibility Information Schemes

LU Objectives:

1. To present a range of Accessibility Information Schemes, examining their main differences and similarities.
2. To understand the complexity of gathering and presenting accessibility data
3. To learn how to critically assess the quality and purpose of Accessibility Information Schemes and prepare for auditing a tourism facility and/or service.

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M3 LU 11 - Accessibility Information Schemes

All flowers seek to attract pollinators



Many different blooms for different insects. But some are more successful than others!

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M3 LU 11 - Accessibility Information Schemes

What is an Accessibility Information Scheme?

- An information communication system that aims to assure the quality of tangible assets provided at tourist destinations.
- May be managed by public or private enterprises or NGOs
- Intends to fulfil the need for accessibility information of tourists with disabilities or persons with other access requirements.

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M3 LU 11 - Accessibility Information Schemes

Question: Is it accessible FOR ME?

Accessibility Information Schemes (AIS) aim to answer this question!
- because businesses cannot answer hundreds of phone calls and, even if they could, they might give wrong or incomplete information!

Key questions to consider when examining an AIS are:

- **Whose access requirements are covered?**
 - Is the accessibility information for only one type of user or many?
- **How can we trust the information?**
- **Who collects the information and how did they do it?**
- **Is the information reliable: up-to-date, accurate, relevant?**

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M3 LU 11 - Accessibility Information Schemes

So... who checks the information?

- Perhaps nobody? - Other than the one who provided it (self-assessed)!
- Public authorities
- An access consultant / expert auditor / accessibility membership scheme
- Disability organisations (NGOs)
- Publishers of guide books, professional travel writers, etc.
- Other tourists / visitors (Reviewers and/or crowd-sourcing)

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M3 LU 11 - Accessibility Information Schemes

Let's consider some examples...

- Hotels.com
- Booking.com
- TripAdvisor.com

«Mainstream» sites

- Euan's Guide
- Accessaloo
- Eating Out Venue Guide

«Specialised» sites

- Pantou (Access Statement) ENAT's own «Directory» site

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Hotels.com



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Accessaloo

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Accessaloo – images from mobile app

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M3 LU 11 - Accessibility Information Schemes

Eating Out – Venue Guide (for Celiacs)

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Pantou-The Accessible tourism Directory

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M3 LU12 - Access statements and collection tools

LU Objectives

1. To present the access statements and their importance in presenting the accessibility features of a service or a facility/venue.
2. To present different collection tools that are used to gather information in a correct way.

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M3 LU12 - Access statements and collection tools

What is an Access Statement?

An Access Statement is a document written by a service provider (or an appointed agent) describing the accessibility characteristics of a tourism service and/or facility, as objectively and factually as possible.

In some countries or regions the term "Access Guide" or "Accessibility Guide" is used. It means the same thing.

The Access Statement is used to inform potential customers or visitors about the accessibility of venue and/or service and it is particularly useful as a planning tool for visitors who have specific access requirements.

Based on an checklist describing/measuring the accessibility of a venue, property or service for individuals.

The accessibility requirements are related to all users with various disabilities and/or other access requirements, such as persons with mobility limitations and impairments, persons with hearing, visual or cognitive impairments, older people, families with young children and more.

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M3 LU12 - Access statements and collection tools

What is an Access Statement?

The accessibility information provided Access Statements is very important for users with specific access requirements. It enables them, their family and friends to make informed decisions about their visits in view of their requirements, ensuring a safer and a better quality visit and experience.

An Access Statement can be of two kinds:

1. Carried out by accessibility experts individually or through an Access scheme. The information provided through such Access statements is accurate and reliable.
2. Self-assessed. Self-assessed Access statements are provided by the tourism operators/owners of businesses who do not have specific knowledge on accessibility, but they can be very useful and accurate as much as possible, depending on the awareness and possible brief training of the owner or the personnel in charge.

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M3 LU12 - Access statements and collection tools

What is an Access Statement?

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M3 LU12 - Access statements and collection tools

Why an Access Statement?

Visitors with specific access requirements would like to know practical information about the venues which they intend to visit.

An Access Statement will help businesses to be more visible and attractive to visitors. It provides essential information for people with access requirements, allowing visitors to make informed decision, knowing whether a business is suitable for them.

It is a marketing opportunity for a business to reach a wider market. It gives a business competitive advantages:

- If accessibility information is not clearly available, visitors may not be sure that a venue is suitable for them and choose to go elsewhere.
- If visitors can be sure that your venue is suitable for them they will bring more visitors, their families and their friends.

Furthermore, an Access Statement can also be used by staff or businesses as a handy reference when dealing with visitors' enquiries. It also increases the level of staff awareness about the accessibility of the venue.

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Why to add photos?

A picture paints a thousand words. Photos are key to inform people with access requirements. For example, photos of the main entrance and bathroom are quite important. You only need to be able to upload photos from your computer as you create your guide. See examples the "The Photo and Measurement Guide".

Links to videos showcasing the business's accessibility, hosted on YouTube and Vimeo(if any) are also very useful as sources of information for all potential visitors and especially those with specific access requirements.

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M3 LU12 - Access statements and collection tools

How to fill in an Access Statement

Who collects the data?

- Self assessed: By venue manager or owner
- Audited: By a trained auditor/accessibility expert

Data collection tools:

- Access statement template with questions/checklist which have to be answered.
- Help text (if any) how to answer questions in the check list.
- Measurement and photo guide
- Tape measure
- Camera
- Notepad or tablet

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M3 LU12 - Access statements and collection tools

Example: Pantou Access Statement *Pantou*

The Pantou Access Statement template is produced by the ENAT accessibility experts as a self-assessment template, for those businesses which do not provide their accessibility information through an Access Scheme.

All suppliers must fill in:

Section 1. General information, including date of creation

- Where and how the accessibility information is published
- Services provided for each specific customer group
- Staff training

Sections 2 and 3. Physical environment checklist, used by suppliers who provide their services at a physical location, venue or building.

- The Pantou Team checks the Access Statement and may request additional information before it is published on the Supplier's Pantou Profile.

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Pantou Access Statement-Photo and Measurement Guide

Europeforall Photo and Measurement Guide

For use with the Self-Assessment Questionnaire for Hotel and Self-Catering Accommodation

<http://www.etcaats.eu/?i=etcaats.en.etcaatslibrary.1927>

The Photo Guide, provides advice on how to take photographs so that they will be helpful to customers who require additional accessibility information, when searching for a place to stay

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M3 LU12 - Access statements and collection tools

Pantou Access Statement-Photo and Measurement Guide

Measuring

It is important to take accurate measurements for inclusion in your Access Statement. Potential customers will need these measurements to make an informed choice on whether or not the venue is suitable to cater for their access requirements.

The Measuring tape

Measuring tapes are available in a variety of sizes. For indoor measurements, a three metre or five metre long tape should be sufficient. You may also use a laser measuring tape which is handy for measuring longer distances e.g length of corridors.

A longer tape or a laser tape may be required for some outdoor measurements, although long measurements can also be carried out satisfactorily in stages.

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Pantou Access Statement - Photo and Measurement Guide

Measuring

The ribbon will usually have a steel hook at its end. The hook can be used to hook over the object you are measuring (Method 1) or to abut it (Method 2), depending on which face you are measuring from. The hook slides back and forward very slightly to compensate for its own thickness depending on which method is being used.

You should record your measurements in cm or mm, according to the guidance of the checklist template. It is therefore important that the tape used has a metric scale on its ribbon.

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Pantou Access Statement-Photo and Measurement Guide

Reading and Recording measurements

You should record your measurements in centimetres or millimetres. It is therefore important that the tape used has a metric scale on its ribbon.

A metric scale is explained opposite. There are ten millimetres in one centimetre and one hundred centimetres in one metre. The primary markings on most metric tapes are centimetres. Centimetres are written as cm, millimetres as mm and metres as m.

Examples :

- You should record 10cm as 100mm
- You should record 55cm as 550mm
- You should record 100cm as 1000mm
- You should record 220cm as 2200mm

1mm increments
cm markings
100mm = 10cm = 0.1m

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M3 LU12 - Access statements and collection tools

Pantou Access Statement-Photo and Measurement Guide

Question Q07: Is the main entrance door manual, automatic, revolving with alternative side hung manual door or revolving with no alternative side hung manual door?
PHOTO: Take a picture of the main entrance door

Photo caption: (in G.)
Entrance door revolving with alternative entrance and automatic doors
Filename: (in G.)
Main entrance-revolving door-Q07_01.jpg
Main entrance-side-hung door-Q07_02.jpg
Main entrance-automatic door-Q07_03.jpg

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M3 LU12 - Access statements and collection tools

Pantou Access Statement-Photo and Measurement Guide

Q08-Q09: Is there a ramp? Is there a regular shower with three shower heads? Shower head of shower chair or one from bathroom the output inside the shower?
PHOTO: Show a general picture of the shower area, with floor, seats, handrails and shower seat (if any).

Photo caption: (in G.)
Shower in bathroom for wheelchair users
Filename: (in G.)
Shower-in-bathroom-for-wheelchair-users-Q08-Q09.jpg

Questions Q08 and Q09: Is there handrails for support beside the WC? Width of the raised floor space at the side of the WC?
PHOTO: Show a general picture of the W.C., which the two space in the side and height of the raised floor.

Photo caption: (in G.)
W.C. in bathroom for wheelchair users
Filename: (in G.)
WC-in-bathroom-for-wheelchair-users-Q08-Q09.jpg

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M3 LU12 - Access statements and collection tools

Pantou Access Statement-Photo and Measurement Guide

EXAMPLE
Measure the clear width of the door illustrated in the figure.
You should measure the clear space through the door opening, not the actual door width, nor the aperture width.
To do this, open the door to 90 degrees and measure from the door face to the door stop.
Disregard the door handle or other ironmongery

The clear width is 816mm = 81.6cm = 0.816m.
Round it down to the nearest 10mm, which gives 810mm = 81cm = 0.81m.
Record it as 810mm

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Pantou Access Statement-Photo and Measurement Guide

Question Q06: What is the width of the widest floor space at the side of the WC?
PHOTO: Show a general picture of the WC, which the two space in the side and height of the raised floor.

Question Q07: What is the height of the raised floor at the side of the WC?
PHOTO: Show a general picture of the WC, which the two space in the side and height of the raised floor.

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M3 LU12 - Access statements and collection tools

The Pantou Access Statement

Pantou The European Accessible Tourism Directory
Pantou Access Statement for Suppliers of Accessible Services

This Access Statement has been produced for Pantou, based on guidance from the European Network for Accessible Tourism – ENAT. It aims to give an accurate description of the accessibility of facilities and services that are offered to guests/visitors. Please contact us if you need further information about our services.

Access Statement for: **insert name of service or facility**

Prepared by: **Name Position**

Date: **Day / Month / Year**

Pantou Inc: <http://pantou.org/xxxxxx>

Website: <http://URL>

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The Pantou Access Statement

Section 1. General Information

1.1 Name, address and contact details

<Name (of establishment)>
Address: <Street Address>
<City>, <Postal code>, <Country>
Telephone: <Telephone>
Email: <Email>
Website: <http://.....>

1.2 General description of our services
* Briefly describe your services in the text box below

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The Pantou Access Statement-

1.3 Who we cater for *

★ Keep ONLY the phrases and sentences that apply to your venue, below. DELETE ALL PHRASES THAT DO NOT APPLY

We can provide accessible services for

- People with motor impairments
- People who use a wheelchair
- People of very large or small stature
- People who are deaf or have hearing impairments
- People without speech or with speech impairments
- People who are blind or have vision impairments
- People with learning difficulties, autism, other cognitive and developmental impairments
- People with allergy or asthma
- People with long-term health problems (e.g. respiratory and circulatory conditions or invisible disabilities)
- People who are frail, lacking in strength or stamina
- People who use any kind of technical assistive devices
- People with assistance dogs / guide dogs
- People requiring personal assistance (non-medical care/support)

Others... (please describe)...

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The Pantou Access Statement

1.4 Our access and customer service policies

★ Insert information about your access policies and customer service in the text box, below.

You may use one or more of the following sentences:

- Our personnel have received training in how to cater for visitors with disabilities or other access requirements. (Specify the type of training and certification, if any).
- We have signed the ENAT Code of Good Conduct (ref. <http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>)
- Customer service:
We offer our customers...

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The Pantou Access Statement

1.5 Where to find our information

★ Keep ONLY the phrases and sentences that apply to your venue, below. DELETE ALL PHRASES THAT DO NOT APPLY

We provide information about our venue/service:

- on our Website,
- as a downloadable document (e.g. WORD, PDF)
- in a mobile application,
- in printed formats, e.g. by letter, leaflet,
- by telephone
- by text telephone
- by fax
- by E-mail
- in Braille
- on CD-ROM or DVD

Add any details, below:

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The Pantou Access Statement

1.6 Booking/Reservations/Ticketing

★ If relevant, insert information about how customers/visitors can make reservations, book or buy tickets. Include, for example, links to booking websites and/or telephone numbers.

If not applicable, write: Not applicable in the box.

1.7 Opening Hours / Days of Operation

★ If relevant, insert information about opening hours. Insert information about days of the week/month/year you are open or closed.

If not applicable, write: Not applicable in the box.

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The Pantou Access Statement

► If you do not receive visitors or customers at your premises, you are now ready to save and submit your Access Statement.
► Before saving your document, please remove all the pages after this page
► Also, remove all the text marked in yellow.
► Make sure your document is tidy.
► Then save the Access Statement, including your company name in the file name, e.g. MyHotel_Form_A_Pantou_Access_Statement.docx

Send your completed Access Statement to: tourism@ewonx.co

Thankyou for your cooperation

Next Step:
If you offer your services at indoor or outdoor premises, please continue to Sections 2 and 3, below, to describe the accessibility of your facilities.

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The Pantou Access Statement

The following Sections, 2 and 3 should be filled in by those suppliers who provide their services in a specific venue, building or outdoor location, describing the physical access.

Section 2. Visiting us

This section will show the general location of your establishment and give information about the available public transport services and directions for drivers using private vehicles.

Map
If you have map, add the link and/or you may insert the image here.

Insert GPS coordinates in text format beneath the map, if possible.

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M3 LU12 - Access statements and collection tools

The Pantou Access Statement

2.1 How to reach us

★ Keep ONLY the phrases and sentences that apply to your venue, below.
DELETE ALL PHRASES THAT DO NOT APPLY

Fill in the information where there are gaps.
Then, add text in the box below, if you wish to add more details.

The approximate distance from _____ (indicate terminal/bus stop/etc.) to the venue is xxx metres/kilometres.

There is a drop-off point for passengers outside the venue.

You can reach us:

- by bus
- by train / tram / metro / underground
- by taxi
- by car
- by boat / ferry
- by our own transfer vehicle (minibus / van).

You may also add links to bus and train timetables in the box below.

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The Pantou Access Statement

Section 3. At the venue

This section refers to your customer service, physical access and other accessibility information.

You can use the "Measurement Guide" at:
https://www.gameswithoutbarriers.eu/Portals/0/Docs/Measurement_guide_v2.0-xxml_en.pdf
to help you measure the requested dimensions accurately.

3.1 Customer service and safety at the venue

★ Describe your customer services at the venue for people with specific access requirements.

(Aspects of customer service information that you may have described in Section 1.4 can be described in more detail, if necessary).

★ Keep ONLY the phrases and sentences that apply to your venue and add further information in the text box, below, as appropriate.
DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY

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The Pantou Access Statement

Assistance/guide dogs

- Assistance/guide dogs are not allowed on our premises.
- Assistance/guide dogs are allowed on our premises.
- We provide water bowls for assistance/guide dogs.
- We provide a toilet area for assistance/guide dogs.

Accessible Transfers

- We provide transfers with our own wheelchair accessible vehicle.
- We can arrange transfers with a wheelchair accessible vehicle.

Wheelchairs and other mobility equipment

- You can borrow a wheelchair at our premises.
- You can rent a wheelchair at our premises.
- You can borrow a portable seat at our premises.

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The Pantou Access Statement

For serviced accommodation Only applies to accommodation providers.

- We offer 24-hour reception call service.
- We offer 24-hour room service.
- Meals can be served in the guest room.
- We provide a vibrating alarm for guests with hearing impairments.
- We provide a vibrating pillow-pad for guests with hearing impairments.

Evacuation procedures

- We have evacuation procedures in case of emergency.
- Our staff are trained to assist people with disabilities in emergency evacuations.
- Evacuation routes are signposted.
- Evacuation plans are available to guests.

★ Describe other customer services, equipment, procedures, etc. in the text box

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M3 LU12 - Access statements and collection tools

The Pantou Access Statement

3.2 Parking

★ Describe the parking area, if any, and the route from car park to the main building entrance.

★ Keep ONLY the phrases and sentences that apply to your venue.
DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY

Insert numbers where you see xxx.

- We do not have a private parking area.
- We have a private parking area for our guests.
- There are xxx designated parking spaces for people with disabilities.
- There is public parking at xxx metres from our premises.
- There are xxx designated public parking spaces for people with disabilities.
- The approximate distance from the designated parking spaces to the venue entrance is xxx metres.
- The pavement surface of the route to the entrance is made of _____ (Write the material, e.g. tarmac, paving stones, cobblestones, etc.)
- The route to the entrance is _____ (e.g. flat or sloped, with level access).

In the text box you may add further details.

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M3 LU12 - Access statements and collection tools

The Pantou Access Statement

3.3 Main entrance

★ Describe the main entrance.

★ Keep ONLY the phrases and sentences that apply to your venue.
DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY

Insert numbers where you see xx or xxx.

- The main entrance has level access. (Level access means no step or threshold higher than 2 cm.)
- The main entrance has xx steps. (Insert number of steps).
- The steps at the main entrance have a handrail on one side.
- The steps at the main entrance have handrails on both sides.
- There are tactile and visual markings indicating the beginning and end of the steps.
- The main entrance can be reached by a ramp.
- The slope of the ramp is xx %. (Use the Measurement Guide to calculate the slope or use any available app for iPad or tablet).
- The ramp has a handrail on one side.
- The ramp has handrails on both sides.

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The Pantou Access Statement

- The clear width of the ramp is xxx cm.
- There are tactile and visual markings indicating the beginning and end of the ramp.
- The main entrance can be reached by a platform lift.
- The main entrance door is manual.
- The main entrance door is automatic.
- The main entrance door is sliding.
- The main entrance door is revolving door with additional side manual door.
- The main entrance door is revolving door without additional side manual door.
- The clear width of the door opening, when fully open is xxx cm.
- There are safety markings or labels on large glass doors or windows to avoid people walking into them by accident.
- The entrance is well lit.
- The entrance is covered/sheltered.
- There is a doorbell / call button for assistance.
- There is a sign indicating an alternative level-access entrance. **Keep this sentence only if the main entrance does not have level access and there is an alternative entrance with level access.**

In the text box you may add further details about the main entrance.

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The Pantou Access Statement

3.4 Alternative level-access entrance or alternative entrance reached by a lift

- Describe the alternative entrance if the MAIN ENTRANCE is not suitable for wheelchair users and the alternative entrance is accessible for them.

You may delete question 3.4 completely, if there is no alternative entrance for wheelchair users.

- Keep ONLY the phrases and sentences that apply to your venue. DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.

Insert numbers where you see xx or xxx.

- There is an alternative entrance that has level access.
- The alternative entrance can be reached by a ramp.
- The slope of the ramp is xx % (Use the Measurement Guide to calculate the slope or use any available app for iPac or table).
- The ramp has a handrail on one side.
- The ramp has handrails on both sides.
- The clear width of the ramp is xxx cm.
- There are tactile and visual markings indicating the beginning and end of the ramp.
- The alternative entrance is reached by a platform lift.

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The Pantou Access Statement

- The alternative entrance door is manual.
- The alternative entrance door is automatic.
- The alternative entrance door is sliding.
- The clear width of the door opening, when fully open is xxx cm.
- There are safety markings or labels on large glass doors or windows to avoid people walking into them by accident.
- The alternative entrance is well lit.
- The alternative entrance is covered/sheltered.
- There is a doorbell / call button for assistance.

In the text box you may add further details.

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3.5 Reception area / lobby / customer service area

- Describe the features of the Reception / lobby / customer service area.
- Keep ONLY the phrases and sentences that apply to your venue. DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.

Insert numbers where you see xx or xxx.

Please describe, referring to the issues below:

- Seating is provided for guests.
- The height of the counter is xxx cm.
- There is a lower counter suitable for wheelchair users and short people at height of xxx cm.
- There is a hearing loop at the reception desk for people with hearing aids.
- Free wifi is available.
- WiFi is available for payment.
- There is an Internet point for the use of guests.

In the text box you may describe, briefly, signage: e.g. if signage has clear, large letters, contrasting background, and if pictograms or Braille or tactile route markings are used to indicate toilets, restaurant, directions, etc.

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3.6 Moving around the venue

- Describe the access routes at the venue.
- Keep ONLY the phrases and sentences that apply to your venue. DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.
- Insert numbers where you see x, xx or xxx.

Corridors and access routes

- The corridors/access routes' minimum width is xxx cm.
- The floors of the corridors/access routes are: _____ Indicate e.g. carpet, wooden, tiled, ... as appropriate.

Lift

- The minimum width of corridors/access routes is xxx cm.
- There is a lift to all floors.
- The lift is reaching only floors: x, x, x, x, x (indicate which floor numbers, separated by commas).
- The clear opening width of the lift door when fully open is xxx cm.
- The internal floor dimensions of the lift cabin are: width xxx cm, x xxx cm, depth _____.
- The lift control buttons are at a height of xxx cm, above floor level.
- The lift control buttons are raised/tactile.
- The lift control buttons are marked in Braille.
- The lift stops are announced verbally.
- The lift stops are announced visually.

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The Pantou Access Statement

3.7 Public use toilets

- Describe the location or public-use toilets, if any.
- Keep ONLY the phrases and sentences that apply to your venue. DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.
- Insert numbers where you see xx, xx or xxx.

- There are public use toilets at our premises.
- There are no public use toilets.
- There are no public use toilets for people with disabilities.
- There are public use toilet(s) for people with disabilities.
- The toilet door clear width when fully open is xxx cm.
- There are support handrails beside the toilet (indicate they are on one or on both sides).
- The height of the toilet seat from the floor is xxx cm.
- The width of the floor space at the left side of the toilet is xxx cm.
- The width of the floor space at the right side of the toilet is xxx cm.
- The length of the floor space in front of the toilet is xxx cm.
- The height of the free space from the floor to the underside of the washbasin is xx cm.
- The toilet floor is: _____ Indicate tiled, marble, PVC, linoleum, wooden, ... as appropriate.
- There is a safety alarm in the toilet.
- Changing facilities for babies are available.

If the toilet for people with disabilities is kept locked, describe the arrangements for obtaining a key in the text box below.

If you have more than one public use toilet for people with disabilities, describe other toilet(s) in the text box below, with information and dimensions, as above.

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3.8 Café / dining / bar / refreshments facilities
This section applies to establishments, either indoors or outdoors, that serve food and drink, such as restaurants, cafeterias etc. and hotel breakfast, dining and bar areas.

- Describe the café, dining, bar or refreshment facility(ies)
- Keep ONLY the phrases and sentences that apply to your venue. **DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.**

Insert numbers where you see xx or xxx.

You can REPEAT this SECTION to describe more food and beverage facilities after completing the first set of questions.

3.8.1 _____ (Write, in the space, the name or location of the room or facility, e.g. Breakfast Room or Roof-top café).

- There is level access to the room.
- The door is manual.

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- The door is sliding.
- The door is automatic.
- The clear entrance width is xxx cm.
- Water service available.
- The facility is self-service.
- The minimum width of passage between tables and chairs is xxx cm.
- The height of self-service counters is xxx cm.
- There is a lower counter area or table for guests using a wheelchair and children at a height of xxx cm.
- We can provide high chairs for babies and small children.
- There are contrast markings on large glass windows or doors.
- Large print menus are available.
- Pictorial menus are available.
- Menus describe the ingredients of meals.
- Menus are available in x, x, x, x languages (indicate which languages, separated by commas).
- Our menu includes meals for people who require special diets.
- We provide meals for people who require special diets upon request.

List, in the text box below, the types of special diet meals you provide e.g. gluten-free, diabetic meals, vegetarian, vegan, lactose-free, halal, etc.

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You may REPEAT all sentences above to describe a second café/dining/bar/refreshment facility.

3.8.2 _____ (Write, in the space, the name of the room or facility, e.g. Breakfast Room).

Your answers and your text (2nd Café / dining / refreshments area 2)

You may REPEAT all sentences above to describe a third café/dining/bar/refreshment facility.

3.8.3 _____ (Write, in the space, the name of the room or facility, e.g. Breakfast Room).

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The Pantou Access Statement

3.9 Accommodation / Guest rooms

- Describe the accommodation / guest rooms - classified as being for guests with disabilities, if any.
- Keep ONLY the phrases and sentences that apply to your venue. **DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.**

Insert numbers where you see xx or xxx.

- We have xxx guest rooms.
- All our rooms are non-smoking.
- We have smoking and non-smoking rooms.

Guest rooms for people with disabilities

- All our guest rooms are suitable for people with disabilities.
- xxx guest rooms are suitable for people with disabilities.
- xxx guest rooms for people with disabilities are situated on the ground floor.
- All our guest rooms for people with disabilities have en-suite bathrooms.
- xxx guest rooms for people with disabilities have on-suite bathrooms.
- xxx guest rooms for people with disabilities have shared bathrooms.

Description of typical guest room for people with disabilities

- The clear opening width of the door is xxx cm.
- The room key is a traditional metal type.
- The room key is an electronic card type.
- There is a single bed.

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The Pantou Access Statement

3.10 Bathrooms / Shower rooms for guests with disabilities

- Describe the bathroom/shower room - classified as being for guests with disabilities, if any.
- Keep ONLY the phrases and sentences that apply to your venue. **DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.**

Insert numbers where you see xx or xxx.

- The bathroom is an "en-suite" bathroom.
- The bathroom is a shared bathroom.
- The clear opening width of the door is xxx cm.
- There is a bathtub with support handrails.
- There is a bathtub without support handrails.
- We provide a non-slip bathmat.
- There is a level access (roll-in) shower.
- There is a shower tray with a raised edge of xx cm.
- There is a shower tray with a raised edge of xx cm, in a cabin (with doors).
- The shower has support handrails.
- A fixed shower seat is provided.
- A movable shower seat is provided.
- The height of the shower head can be adjusted.
- The height of the shower head can be adjusted.
- The height of the toilet seat from the floor is xxx cm.
- The width of the floor space at the left side of the toilet is xxx cm.

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3.11 Kitchen / kitchenette
Applies to accommodation facilities providing a kitchen area or cooking facilities for visitors, such as rented apartments, hotels, youth hostels, etc.

3.12 Indoor facilities
One or more facilities can be described separately, e.g. exhibition space, picture gallery, lounge, retail area, also including indoor transport terminals, conference room, meeting room, cinema, theatre, concert and opera halls, sports venues, spa, swimming pool, etc.

- Describe the indoor facilities, if any.
- Keep ONLY the phrases and sentences that apply to your venue. **DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.**

Insert numbers where you see xx or xxx.

You can describe more indoor facilities after completing the first set of questions:

3.12.1 _____ (Write, in the space, the name of the room or facility, e.g. Meeting/conference room).

- There is level access to the facility.
- The door is manual.

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3.13 Outdoor facilities
One or more facilities can be described separately, e.g. garden, park, retail area, outdoor swimming pool, golf course, marina, fishing point, bird-watching hide, paths or trails, sites including outdoor transport (benches, sports sidings, open-air cinema, concert or festival venues, etc.

- Describe the outdoor facilities, if any
- Keep ONLY the phrases and sentences that apply to your venue. DELETE ALL HEADINGS AND PHRASES THAT DO NOT APPLY.

Insert numbers where you see xx or xxx.

You can describe more indoor facilities after completing the first set of questions.

3.13.1 Outdoor Facility 1 (Write, in the space, the name of the facility, e.g. Exhibition space)

Entrance

- There is level access.
- The main entrance has a clear opening width of xxx cm.

Ticket counter/ reception

- Counters at the reception/ticket area are at a height of xxx cm.
- We provide an induction loop for people with hearing impairments.

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Please add further information, in the text box below, for example:

- Describe information points and signage. (Where they are located, height, use of maps, text, images, tactile information, Braille)
- Indicate areas of the facility which cannot be reached by a level access route (not allowing access to wheelchair users and visitors with walking difficulties)
- Indicate obstacles that may be present in certain circulation routes (e.g. flights of steps or immovable objects that may prevent easy access)
- Outdoor routes that have tactile markings to assist blind visitors and people with low vision
- Give additional information about any features or special equipment to enable use of the facility by people with disabilities, small children or others
- Describe if there are dark or poorly lit areas that may cause inconvenience to people with visual impairments.

Your text (1st outdoor facility)

You may REPEAT all sentences above to describe a second indoor facility

3.13.2 Outdoor Facility 2 (Write, in the space, the name of the facility, e.g. Gardens)

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The Pantou Access Statement

Please do NOT remove the following text!
The Advisory Notice must be present on your Access Statement.

Advisory Notice:

The Pantou Access Statement, when completed by a supplier, is intended only as an advisory document and it cannot guarantee the level of accessibility that is stated by the said supplier. Neither Pantou, ENAT or the European Commission can be held responsible for any loss or damages that may result from the use of information that is contained in the Pantou Access Statement. Visitors are always advised to contact the establishment / company in advance of a visit or making a booking to verify the information that is given in the statement.

Now please make sure you have removed all text that is marked in yellow.

Remove any sentences that do not apply to your venue, as mentioned in each section.

Also delete any empty text boxes.

Save the Access Statement in WORD file format, including your company name in the File name, e.g.: MyHotel_Form_A_Pantou_Access_Statement.docx

Send your completed Access Statement to Pantou: tourism@enat.eu

Thank you for your cooperation.

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M3 LU12 - Access statements and collection tools

EXAMPLE Access Statement for: Agriturismo Le Sorgenti

Section 1. General Information

1.1 Name, address and contact details

Agriturismo Le Sorgenti
Address:
Loc. Pantano, 58017 Pitigliano, Italy
Telephone: + 39 340 7421391 + 39 328 4727640
Email: info@lesorgentiagriturismo.com
Website: <https://www.lesorgentiagriturismo.com/>

1.2 General description of our services

Accessible Hospitality – Private Country House with 2 apartments
One is adapted to wheelchairs users

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

1.3 Who we cater for *

We can provide accessible services for

- People with motor impairments
- People who use a wheelchair

1.4 Our access and customer service policies

We give to our clients detailed information about accessible sites and services available in our area (restaurant, museums, activities)

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

1.5 Where to find our information

We provide information about our venue/service:

- on our Website
- as a downloadable document (e.g. WORD, PDF)
- by telephone, by e mail

1.6 Booking/Reservations/Ticketing

Reservations by e mail

1.7 Opening Hours / Days of Operation

The property is open all the year. Arrivals should be communicated in advance in order to organize the check in. The owners live near the property.

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M3 LU12 - Access statements and collection tools

EXAMPLE Access Statement for: Agriturismo Le Sorgenti

Section 3. At the venue

3.1 Customer service and safety at the venue

Assistance/guide dogs

- Assistance/guide dogs are allowed on our premises.
- We provide water bowls for assistance/guide dogs.
- We provide a toilet area for assistance/guide dogs.

There is a lot of space outside, not a special area for dogs.

Accessible Transfers

- No transfers possible, clients need a own car or a rental car/van to arrive and to move around and to make shopping etc.

Wheelchairs and other mobility equipment

- You can borrow a wheelchair at our premises.
- You can rent a wheelchair at our premises.
- You can borrow a portable seat at our premises.

For serviced accommodation

- We offer 24-hour reception call service. In case of need clients can call the owner at the mobile numbers.

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

3.2 Parking

- We have a private parking area for our guests.
- There are 1 designated parking space for people with disabilities.
- The approximate distance from the designated parking spaces to the venue entrance is 1.5 metres
- The pavement surface of the route to the entrance is made of brick, porcelain and travertine (local stone)
- The route to the entrance is flat.

3.3 Main entrance ground floor apartment

- The main entrance has 1 step
- The main entrance can be reached by a ramp.
- The slope of the ramp is about 3%.
- The main entrance door is manual.
- The clear width of the door opening, when fully open is 110 cm.
- The entrance is covered/sheltered.

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

3.9 Accommodation / Guest rooms

- We have 1 guest room.
- All our rooms are non-smoking.
- We have smoking and non-smoking rooms.

Guest rooms for people with disabilities

- 2 guest rooms are suitable for people with disabilities
- 2 guest rooms for people with disabilities are situated on the ground floor.
- All our guest rooms for people with disabilities have en-suite bathrooms.
- 1 guest room for people with disabilities has en-suite bathrooms.

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

Description of typical guest room for people with disabilities

- The clear opening width of the door is 88 cm.
- The room key is a traditional metal type.
- There is a double bed (French size)
- The widest free floor space at the side of the bed is 25 cm.
- The height of the bed (measured from floor to top of mattress) is 60 cm.
- There is a lower wardrobe clothes rail reachable by wheelchair users and short people at a height of 150 cm.
- The floor is made by brick, porcelain and travertine (local stone)

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

3.10 Bathrooms / Shower rooms for guests with disabilities

- The bathroom is an "en-suite" bathroom
- The clear opening width of the door is 88 cm.
- There is a level access (roll-in) shower.
- The shower has 1 support handrail.
- A fixed shower seat is provided.
- A movable shower seat is provided.
- The height of the shower head is fixed at 53 cm.
- The height of the toilet seat from the floor is 52 cm.
- The width of the floor space at the left side of the toilet is more of 100 cm.
- The length of the floor space in front of the toilet is 58 cm.
- The toilet has 1 support handrail.
- The height of the free space from the floor to the underside of the washbasin is 70 cm.
- The bathroom floor is made by travertine stone (local stone)
- There is a safety alarm system in the bathroom. Yes, a string alarm

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EXAMPLE Access Statement for: Agriturismo Le Sorgenti

3.11 Kitchen / kitchenette

- The clear opening width of the door is 0 cm. There is no door in the kitchen, it's an open space with kitchen and living room
- The height of the work surface and top of sink from the floor is 87 cm.
- The height of the free space from the floor to the underside of the kitchen table is ___ cm.
- The sink and the cooktop can be used by wheelchair users

3.13 Outdoor facilities

3.13.1 Private Garden with barbecue

Pathways and access routes

- The surfaces of pathways and access routes are accessible to wheelchair users or visitors with walking difficulties

There is a big private garden with barbecue, the access to the garden has no slopes and is adapted to wheelchair users or people with walking difficulties
There is in summer a small swimming pool but it is not adapted to wheelchair users (no lift)

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EXAMPLE ENAT Quality Label Access Statement for: Maritime Hotel-Bantry, Ireland

Map
Link to: [Google Map, The Maritime Hotel](#)

GPS Coordinates: Lat: 51.6802° N, 9.4570° W

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EXAMPLE ENAT Quality Label Access Statement for: Maritime Hotel-Bantry, Ireland

Reception area / lobby

- The height of the counter is 104cm.
- There is a table and armchairs where wheelchair users and other customers may be checked in/out of the hotel if required.

Hotel Reception Area

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EXAMPLE ENAT Quality Label Access Statement for: Maritime Hotel-Bantry, Ireland

Accessible Guestroom (number 281)

Accessible guest rooms

- 4 guest rooms are accessible for customers using a wheelchair, with ensuite bathroom and roll-in shower.
- 2 accessible guest apartments have adjoining rooms.
- The accessible rooms are located on the 3rd and 4th floors.
- The clear opening width of the guestroom door is 76 cm (e.g. room 303) or 79 cm (e.g. room 307).
- The room has a lift target.
- The room key is an electronic card type.
- Single and double beds are available.
- Bed height to top of cover is 43cm.

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EXAMPLE ENAT Quality Label Access Statement for: Maritime Hotel-Bantry, Ireland

The Ocean Restaurant

- There is level access to the room.
- Access is via double manual doors from the Reception area or from the street entrance, via double manual doors.
- The clear entrance door width is 157cm (with both doors open).
- The facility is self-service (for breakfast) but waiter service is available on request.
- The minimum width of passage between tables and chairs is 95cm.
- The height of self-service buffet counter is 79cm.
- The tables are rectangular.
- Free height under the table for the knees is 75cm.

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EXAMPLE ENAT Quality Label Access Statement for: Maritime Hotel-Bantry, Ireland

- Our menu includes meals for people who require special diets.
- We can provide meals for people who require special diets upon request.
- We can provide meals for people who require special diets upon request.

The Ocean Restaurant and Breakfast Room

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Accessibility Guides

The official site to create and publish your guide

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Example Guides

Do you want to see what a completed Accessibility Guide looks like? Here are some examples of published guides.

- Self-catering Example**
An example of a self-catering unit.
[Download Self-catering Example Accessibility Guide](#)
- Restaurant Example**
An example of a restaurant.
[Download Restaurant Example Accessibility Guide](#)

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Visit Britain Accessibility Guide

Accessibility Guide for The Example Restaurant

Contact for accessibility enquiries: Joe Bloggs
jeb@jmail.com | 011 427 2718 | www.visitbritain.org

Guide last updated 22 May 2019

At a glance: Getting here, Arrival, Getting around inside, Getting around outside, Customer care support

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Welcome

Example restaurant, offering a variety of menu dishes with good quality local ingredients. Whether you are looking for a quiet table or a busy lunch or dinner restaurant will always provide a warm, friendly atmosphere and a very dining experience guaranteed.

Not a family-friendly restaurant catering for a variety of diets. Assistance dogs are welcome and extra seating can be provided. **SMOKY PUB RESTAURANT FOREST ROAD, BERRYLAND, A PART OF ITS OWN - SMOKY SIGNS**

Level Access

- Hearing
- Visual
- General

Level access

- The restaurant has level access.
- There is no access from the restaurant to the [Accessibility Guide](#).

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Level Access

Hearing

- The fire alarm has flashing lights.
- We have a hearing loop in the restaurant area and at reception.
- Some staff have disability awareness training.

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Level Access

General

- There is a public toilet for disabled visitors.
- Some staff have disability awareness training.
- We have emergency evacuation procedures for disabled visitors.


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Module 3

LU 13 - Developing an Access Statement, auditing techniques




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M3 LU13 - Developing an Access Statement, auditing techniques

LU Objective

To learn how to conduct an access audit of a tourism venue, in order to produce an access statement, using the Pantou data collection tool.



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M3 LU13 - Developing an Access Statement, auditing techniques

Elements of the Access Audit

1. Selection of a tourism venue
2. Accessibility checklist / Checking tool (paper-based or application)
3. Interview with the building/facility manager or owner and the person responsible for accessibility, (if any) to identify:
 - Management policy on accessibility
 - Areas to be audited
 - Customer services offered.
4. Key areas to be used as examples in the practical exercise:
 1. **Common features of buildings and facilities**, e.g. entrance, reception, public-use toilets, elements of horizontal and vertical circulation (such as corridors, lifts, stairs, ...)
 2. **Specific functional areas according to intended use** of the building or facility, e.g. Classrooms in an educational building, guestroom in a hotel, dining area in a restaurant)

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M3 LU13 - Developing an Access Statement, auditing techniques

Elements of the Access Audit (continued)

5. Measuring tools, e.g. tape measure, camera, etc.
6. Photo and Measurement Guide (studied beforehand)



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M3 LU13 - Developing an Access Statement, auditing techniques

On-site audit of physical access

In this exercise:

- The group is divided in smaller teams to measure and describe different areas of the building/facility, using the checklist
- Trainer supervises and guides teams when conducting measurements

Every building/venue is a different case and some features or access problems may not be captured by the checklist.

- Specific issues or unforeseen situations/obstacles during the audit are explained by the trainer
- If needed, guidance is given on additional measurements where obstacles or specific access difficulties are encountered, so as to help learners understand the problems and possible ways these can be overcome.

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M3 LU13 - Developing an Access Statement, auditing techniques

Completing the Access Statement

- Auditing teams will deliver their measurements and other data (text descriptions), following the checklist, to compile the Pantou Access Statement
- Photos are used to illustrate accessibility features and obstacles, if any, in order to enhance the information for users of the guide.
- Accessibility problems that have been identified should be briefly described and highlighted as comments in the relevant sections of the Access Statement, to ensure objective and reliable information that is helpful to the visitor.

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Learning Units of Module 4

Information and communication

LU 14. Providing information to customers with access requirements

LU 15. Best techniques for different media

LU 16. Marketing accessibility

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Module 4

LU 14 - Providing information to customers with access requirements

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M4 LU14 - Providing information to Customers with Access Requirements

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

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M4 LU14 - Providing information to Customers with Access 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.

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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

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M4 LU14 - Providing information to Customers with Access Requirements

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

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M4 LU14 - Providing information to Customers with Access Requirements

How **Accessible** is Your Information?

How **Useful** is Your Information?

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M4 LU14 - Providing information to Customers with Access Requirements

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

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Information throughout the Visitor Journey

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Information throughout the Visitor Journey

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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.

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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.

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M4 LU14 - Providing information to Customers with Access Requirements

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.

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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

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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.

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M4 LU14 - Providing information to Customers with Access Requirements

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. **Consider: layout, style and content of the information**
- **Step D - Use:** Customers decide how to use and act on the content that is presented.

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Online accessibility information: Barcelona Turisme

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Online accessibility information: Barcelona Turisme

PICTODRAWNS 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)

WHAT'S ON THIS WEBSITE

What to visit
A search engine for accessible places of interest for each type of disability. Museums, parks, restaurants, access business, measurements, etc. <http://www.barcelona-access.cat/>

Transport
Links accessible transport facilities as well as obstacles, to help you get to Girona and get around the city, either by metro, bus, tram or the Barcelona Bus Turistic.

Other services
Have you'll find useful information, offers, options for your audience or disabled users, as well as specialised travel agencies or artefacted shops.

More...
Search engine for Accessible Barcelona, with facilities for everyone. Use the Contact form to send us your comments!

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

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Visitor Attraction Search Facility: Barcelona Turisme

M4 LU14 - Providing information to Customers with Access Requirements

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Visitor Attraction Search Facility: Barcelona Turisme

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

M4 LU14 - Providing information to Customers with Access Requirements

Key Resources

UNWTO Recommendations on Accessible Information in Tourism

Irish National Disability Authority Universal Design Toolkit

Module 4

Games Without Barriers Tourism Training

LU 15 - Best Techniques for Different Media

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M4 LU 15 - Best Techniques for Different Media

LU Objectives:

1. To analyse how to make information accessible, understandable and usable by as many visitors as possible.
2. How to design accessible information in different formats and deliver it through different information channels

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M4 LU 15 - Best Techniques for Different Media

Universal Design for Customer Engagement in Tourism Services

Irish Standard presents guidance for the use of Universal Designs to improve the engagement between tourism services providers and their customers, in:

- 1) Electronic based communications
- 2) Written communications
- 3) Telephone communications
- 4) Face-to-face communications

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Universal Design for Customer Engagement in Tourism Services - Toolkits for Tourism Businesses

The Centre for Excellence in Universal Design publishes requirements and guidance for tourism service providers, in the provision of tourism products communications and tourism services communications

UD Toolkit

<http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services/>

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Universal Design for Customer Engagement in Tourism Services-Toolkits for Tourism Businesses

Toolkits for 1. Written Communication, 2. Face-to Face, Telephone and Video Communication, and 3. Electronic and Web-based Communication.

<http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services/>

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Universal Design – Customer Face-to-Face Communication

Jurys Inn video: <http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services/>

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Universal Design – Written Communication for Customers

Clewyb Hotel video: <http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services/>

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Communications: Winning more customers

- 52% of customers purchase more from a business as a result of a good customer experience.
- 58% of customers are more likely to tell others about their customer service experiences today than they were five years ago.
- 24% of customers will continue to use service providers for two or more years after good experiences.

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Toolkits

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Electronic and web-based communications

Having an accessible website makes good business sense. It is also a legal obligation for online business transactions (from 2020)

Accessible sites are:

- More visible to search engines
- 50% faster to navigate and
- Offer savings through reduced maintenance costs

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M4 LU 15 - Best Techniques for Different Media

10 Essential Tips for Web Content

1. **Page Title:** Is your page title distinctive and descriptive?
2. **Information Structure:** Is your content broken into logical segments?
Relevant Explanation: [Provide Structure](#)
3. **Headings:** Are there descriptive headings marking content segments?
4. **Semantic Markup:** Are headings styled using semantic markup, e.g., Heading 1, Heading 2, etc.?
5. **Legibility:** Does the text on the page have enough contrast?
6. **Readability:** Is the visual display clean and uncluttered, and easy to read?

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10 Essential Tips for Web Content

7. **Language:** Is the text written for easy and quick comprehension?
8. **Links:** Are the links easy to find, and are they descriptive?
9. **Image Alternatives:** Do all meaningful images have a suitably descriptive text alternative?
10. **Media Alternatives:** Does media have captions for audio and descriptions for information provided visually?

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Examples of tips for web content

Provide Alternative Text for images
The image on the left shows an image that has no Alternative Text.

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Examples of tips for web content

Define unfamiliar acronyms
Where your customer may be unfamiliar with an acronym, spell it out the first time it is used, followed by the acronym in brackets.

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Examples of tips for web content

Avoid large blocks of text as it can be difficult to read and digest.

Use spacing and images to break up long blocks of text. The selected images should support and add to the text.

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M4 LU 15 - Best Techniques for Different Media

Writing for the Web

- Be personal and use active verbs.
- Avoid technical language, Latin and French expressions and unfamiliar acronyms and abbreviations.
- Where applicable, provide important information in different languages.
- Present content so that customers can absorb and understand the content quickly. Help customers to scan text by:
 - Presenting key conclusions at the start.
 - Presenting information in order of importance.
 - Presenting detailed or background information.
- Providing links to related or background information.
- Keep content clear and concise.
- Use the full business name on each page.
- Use a house style.
- Use Alt text to convey the same content as the images or media.
- Use good quality, relevant images that add to or support your text content.

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M4 LU 15 - Best Techniques for Different Media

Face-to-face, telephone and Video Communication

Verbal communication

- Use plain language
- Think about what you are saying
- Speak clearly
- Speak slowly – take your time
- Keep your message simple – one thing at a time
- Listen and respond to the customer
- Don't finish your customer's sentences

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Face-to-face, telephone and Video Communication

Be patient. Don't finish your customer's sentences. Don't interrupt your customer while they are speaking. Patience will do them to finish.

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Face-to-face, telephone and Video Communication

If you don't understand what was said, politely ask your customer to repeat the information.

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Face-to-face, telephone and Video Communication

Find a way of communicating that works for your customer.

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Face-to-face, telephone and Video Communication

Keep background noise and distractions to a minimum

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Written information

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Document design

Use clear and easy-to-read font

Easy to read fonts	Difficult to read fonts
Arial	<i>Brush Script</i>
Gills Sans MT	Impact
Ubuntu	<i>Magneto</i>
Myriad Pro	<i>Mistral</i>

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Clear and easy-to-read font

font style affects how easy it is to read
This example shows how much easier it is to read clear and simple font in bigger size compared to highly stylised or ornate fonts.

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Bold or bigger sized font to emphasise text

PEOPLE RECOGNISE THE SHAPE OF FAMILIAR WORDS, RATHER THAN READING EACH INDIVIDUAL LETTER.		Avoid using BLOCK CAPITALS to emphasise important information.
People recognise the shape of familiar words, rather than reading each individual letter.		Avoid using italics to emphasise important information.
People recognise the shape of familiar words, rather than reading each individual letter.		Avoid using underlining to emphasise important information.
People recognise the shape of familiar words, rather than reading each individual letter.		Use bold to emphasise important information.

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M4 LU 15 - Best Techniques for Different Media

Design of Forms

Clear and uncluttered formatting
Information should be easy for your customers to find. Use a consistent layout and clear formatting using headings.

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Design of Forms

Ensure good contrast between text and background colours. Avoid using low contrast or text on a patterned background, as this makes it harder for the customer to read.

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M4 LU 15 - Best Techniques for Different Media

Design of Forms

A well-structured layout makes a form easier to read and complete: it is easier for customers to complete forms without assistance by providing a logical, well-structured format, which clearly identifies where information should be filled in and which fields are mandatory.

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M4 LU 15 - Best Techniques for Different Media

Design of Forms

Avoid using BLOCK CAPITALS. A mixture of upper and lower case letters should be used.

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Use of Pictograms

Use symbols in place of text where the symbol is universally recognised.

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M4 LU 15 - Best Techniques for Different Media

Tourism Design Communication

All communication should be easy to access, use and understand to the greatest extent possible by all customers.

Development of face-to-face, telephone and video communication should be guided by the following four steps that are common to how we all process information:

- Step A: Perceive
- Step B: Discover
- Step C: Understand
- Step D: Use

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Module 4

LU 16 – Marketing Accessibility

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M4 LU 16 – Marketing Accessibility

LU Objectives:

1. To show how the tourism industry can promote accessibility and attract the inclusive tourism market.
2. To explain how guests search for accessibility, the communication channels and what prompts them to book.
3. To present some good communication strategies and practices by tourism destinations and businesses around Europe.

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M4 LU16 - Marketing accessibility

It is particularly important for people with access requirements that the information is:

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M4 LU16 - Marketing accessibility

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M4 LU16 - Marketing accessibility

Key Marketing Tools

- A. Your Access Statement / Accessibility Guide
- B. An accessible website
- C. Social media
- D. Apps
- E. Bloggers and travel review channels
- F. Specialised listings, agencies and operators

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M4 LU16 - Marketing accessibility

A. Access Statement / Accessibility Guide

An Access Statement is a summary of what is on offer and is not a judgement on your accessibility.

The Statement should be accurate and factual.

For example, never say 'we are accessible', as this means different things to different people.

Audit your business and describe what you have.

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M4 LU16 - Marketing accessibility

. Access Statement / Accessibility Guide

Examples

- VisitEngland | VisitScotland | Ailbe
- VisitEngland / VisitScotland Accessibility Guides
<https://www.accessibilityguides.org/example-guides>
- Pantou
Pantou Access Statement (example)
https://www.thebrehon.com/files/hotel/downloads/The_Brehon_Access_Guide_May_2019_compressed.pdf

These marketing tools are dealt with in previous Learning Units

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B. An accessible website: www.edenproject.com

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Eden Project website (footer)

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Eden project website: online Access Guide

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Eden project website: online Access Guide

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Eden project website: online Access Guide

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C. Social Media Channels

- Spread the word about the company:**
Social media users projected to increase to almost 3.1 billion in 2021. Most popular social media platforms: Instagram, Twitter, and Facebook have significantly impacted the way people travel. 87% of millennials are looking at Facebook for travel inspiration.
- Attract new customers:**
People discover and buy new products in-app. 43% of social media users have purchased a product after liking it on Pinterest, Facebook or Twitter. For travel companies, this is an opportunity to encourage their social media followers to become customers and grow their revenue.
- Increase customer satisfaction:**
Social media platforms are a communication tool, faster than email or phone. 63% of people use social media for customer support & service enquiries.

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Social Media: Which channels for travel?

	Instagram	1 billion monthly users (Jan 2020)
	Twitter	330 million monthly users (Jan 2020)
	Facebook	2.38 billion monthly users (Jan 2020)
	Pinterest	335 million monthly users (Jan 2020)
	YouTube	2 Billion monthly active users (Jan 2020)

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Social Media: Who is using – and for what?

	Instagram	Six in ten online adults have Instagram accounts. 75% of US businesses will be on Instagram in 2020 (est). Instagram explore page viewed by 200 million accounts daily.
	Twitter	34% of Twitter users are females and 66% are males. 85% of SMEs use Twitter to provide customer service.
	Facebook	96% of users access Facebook via mobile devices. 62% of online Seniors aged 65+ are on Facebook and 72% are between age 50-64. Europe has 387 million Facebook users.
	Pinterest	There are over 175 billion ideas on Pinterest. 90% of Pinners described Pinterest as filled with positivity. 72% of Pinners use Pinterest to decide what to buy offline.

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Social Media: YouTube

- Second largest search engine on the Internet (after Google)
- 80% of YouTube users come from outside the US.
- 35+ and 55+ age groups are the fastest growing YouTube demographics.
- Widely used for travel marketing – destinations, businesses
- Travel hack videos (packing tips etc.)
- Accessible travel hacks (for wheelchair users and others)
- 75% of adults turn to YouTube for nostalgia rather than tutorials or current events.

Videos from destinations on YouTube

- E.g. 360 videos from www.VisitEurope.com
<https://www.youtube.com/channel/UC1Sm0FecV7DGn5gn0FLw3lg>

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D. Accessibility Apps: Example - Tur4All

<https://www.tur4all.es/>

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Accessibility Apps: Tur4All

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Accessibility Apps: Tur4All

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Accessibility Apps: Tur4All

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Accessibility Apps: Tur4All

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E. Travel Bloggers

<http://martynsibley.com/>

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Travel Bloggers

<http://jayonlife.com/>

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Premier Inn Manchester Bury | Wheelchair Accessible Hotel in Manchester

<https://www.simplyemma.co.uk/>

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E. Specialised listings, agencies and operators

Example of Tui <https://www.tui.co.uk/holidays/accessible-holidays>

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Example of Tui <https://www.tui.co.uk/holidays/accessible-holidays>

OUR CLARITY

ACCESSIBLE FACILITIES

A WIDE RANGE OF CHOICES

PEACE OF MIND

FREQUENTLY ASKED QUESTIONS

How can I ask TUI about accessibility?

Are adapted rooms available?

Are the complete toilets accessible?

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Last tips : When writing for the Web

Ask yourself these 3 questions:

1. Who is this for?
2. What do they want?
3. What do you want?

Know what your readers will know
Are they looking for facts or...
Attract their attention?
Buy your product?
Sign up for your service?
Contact sales or make a booking?

When you know these things...
- Then you can market your product to fit that specific person!

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Learning Modules and Units

References

Refer to the supporting documentation and handouts to deepen the analysis of the topics described in the Power Point Presentations:
<https://www.gameswithoutbarriers.eu/documents/>

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