

Accessible
centre **EU**



EUROPEAN ACCESSIBILITY RESOURCE CENTRE

Working together to build a more accessible
European Union for persons with disabilities

Accessible
centre **EU**



"Accessibility of Tourism for People with Disabilities in Lithuania"

16 November 2016

Accessible
centre **EU**



Tourism for All : opportunities and quality of the offer

Annagrazia Laura President of ENAT
Lithuania 16° November 2023 - Online

Who we are

- **Non-profit association - Established in 2008**

The mission of the European Network for Accessible Tourism is:

“to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world”

Accessible Tourism is:

Universally designed Tourism for All”

- Making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children... and many more.
- Equal opportunity to enjoy tourism experiences

Accessibility ensures Comfort, Safety, Sustainability

Accessible Tourism is:

- Self-determination
- Inclusion
- Better quality of life
- Possibility of an informed choice
- A universal right



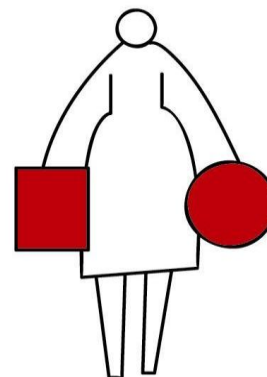
Tourism for All



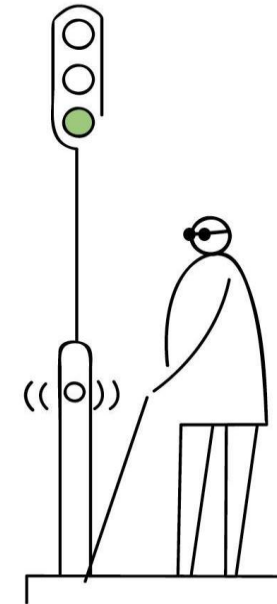
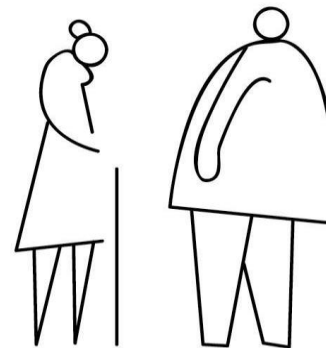
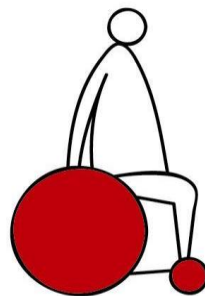
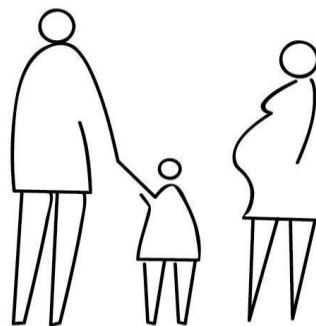
Accessible Tourism and Leisure “Open to Everyone”



Tourists come in
all shapes
and **sizes**



Let them in!



Accessible Tourism and Leisure “Open to Everyone”



Access needs of all visitors

- ✓ **Mobility requirements**
- ✓ **Visual impairments**
- ✓ **Hearing impairments**
- ✓ **Learning Difficulties**
- ✓ **Different stature**
- ✓ **With a service animal**
- ✓ **Asthma-Allergy**
- ✓ **Long-term illness**
- ✓ **Temporary impairment**
- ✓ **Pregnant women**
- ✓ **Tired, stressed**
- ✓ **Not understanding the language**
- ✓ **And more...**

Not forgetting...

- **70-80% of disabilities are invisible!**
- Visitors with a temporary disability
- Visitors with a long-term health condition
- Visitors who are frail, with age-related health problems



positivelivingwithms.com



Accessible Tourism is... not “special”... but

Part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals



Accessibility – Good for business



Investing in accessibility...

- Addresses the rising demand for good access and inclusion, due to demographic change
- Opens up a wider market
- Improves quality, comfort and safety
- Sets your business apart from the rest

“Seniors” are 65% of the Accessible Tourism Market



- 1 in 5 persons in European Union are over 60
- They want to travel and enjoy life
- Seniors from Europe take 6 to 7 trips a year
- They have most discretionary income
- They are more active, “youthful”
- They take most overseas trips
- They travel throughout the year

Travel companions – the “multiplier effect”



On average: People with access requirements travel with 1.9 companions

- People with disabilities have +2.2 companions
- Older people +1.6 companions

AND they...

- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year

(EC Study 2014)

European Accessible Tourism

Market figures*



- In 2012, Accessible Tourism in Europe generated €400 billion in revenues per annum; expected to grow annually by 1% per annum
- Accessible Tourism accounted for 3% of total EU GDP
- It supported 9 million jobs

- **But: only 9% of EU tourism providers promote themselves as “accessible”**
 - ❖ Market demand for accessible tourism could rise 44% per year if appropriate services were put in place
 - ❖ Improvements in access could raise the economic contribution of Accessible Tourism by 25%
 - ❖ And improved accessibility could attract up to 75% more international travellers

*** (European Commission Studies by GFK, University of Surrey and ENAT, 2015)**

What Customers need and want?

Accessible Tourism



Information



Customer
Service



Facilities



Transport



Built
Environment

Information



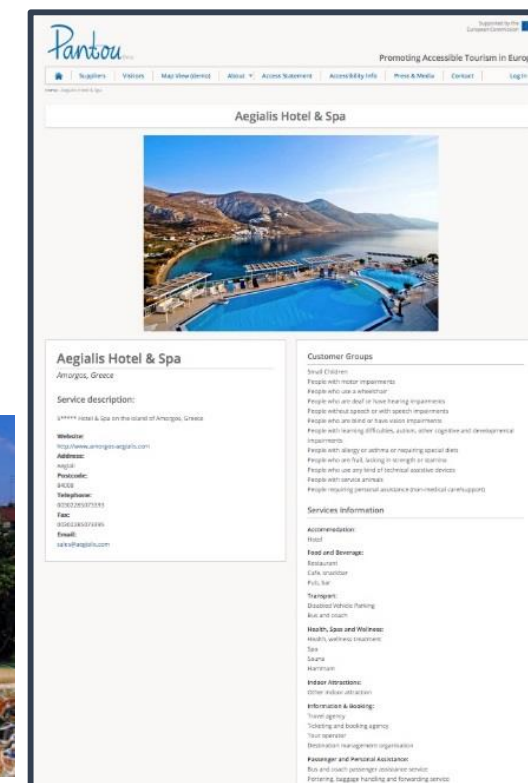
Information “MUST”

When you need good accessibility...
... where do you look?

Visitors’ choices are limited
by a lack of

- Accessible infrastructure
- Accessible transport
- Accessible services

• But most of all by:
the lack of reliable information!

Pantou Promoting Accessible Tourism in Europe

Suppliers Vision Map View Details About Access Services Accessibility Info Photo & Media Contact Login

Aegialis Hotel & Spa

Amorgos, Greece

Service description:

4**** Hotel & Spa on the island of Amorgos, Greece

Website:
<http://www.amorgos.aegialis.com>

Address:
Amorgos
84200
Amorgos
0035220370153
Fax: 0035220370206
Email: info@amorgos.aegialis.com

Customer Groups

- People with motor impairments
- People who use a wheelchair
- People who are blind or have hearing impairments
- People without speech or with speech impairments
- People who are blind or have vision impairments
- People with hearing difficulties, cochlear, other cognitive and developmental impairments
- People with allergy or asthma or requiring special diets
- People who are HIV, seeking to be taught or receive
- People who use any kind of technical assistive devices
- People with various ailments
- People requiring personal assistance/pre-medical care/support

Services Information

Accommodation:
Hotel

Food and Beverage:
Restaurant
Cafe, snack bar
Pub, bar
Bar/nightclub
Disability-friendly parking
Bus and coach

Health, Spa and Wellness:
Health, wellness, spas/sauna
Spa
Sauna
Aurarium

Other Attractions:
Other indoor attractions
Information & Booking:
Tour operator
Ticketing and booking agency
Tour operator
Destination management organization

Passenger and Personal Assistance:
Bus and coach passenger assistance services
Portering, luggage handling and forwarding services

Marketing/Information

“Accurate information gives you the power of choice which we don’t have at the moment”



Source: http://www.capability-scotland.org.uk/media/163174/visitscotland_report__final_.pdf


Information: Key Criteria for those with Access Requirements

1. Easy to find
2. In accessible formats
3. Reliable
4. Accurate
5. Up to date




Accessibility Guide

- An Accessibility Guide is completed by the business using an online template. It is not a statement as to whether or not the business is accessible, it is a descriptive journey around a business offering additional information which would not otherwise be available.
- It can help communicate a business's facilities and services to disabled people and other customers who want specific accessibility information, such as older travellers and families with young children.
- Detailing the accessibility of a venue in an Accessibility Guide will enable these people, their family and friends to make informed decisions as to where to stay and visit which meets their individual requirements.



Accessibility Guide for The Example Restaurant
test@gmail.com , 0131 472 2218, www.visitscotland.org

Contact for accessibility enquiries: Joe Bloggs



Welcome

Family-run restaurant, offering a mix of italian dishes with good quality scottish ingredients. Whether you are looking for a quiet coffee or a two-course lunch or dinner our restaurant will always provide you with a relaxing, enjoyable atmosphere and quality dinning experience guaranteed.

We are a family-friendly restaurant catering for a variety of diets. Assistance dogs are welcome and water bowels can be provided.

Watch the video: [VisitScotland Advert 2016 | Scotland. A Spirit of its Own - Spirit Lights](#)

At a Glance

♿ Level Access

- There is level access from the main entrance to:
 - Dining Table
 - Accessible Toilet
 - test

👂 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.

👁 Visual

- Glass doors and full-height windows have contrast markings.
- The walls and the doors have high colour contrast.
- Some parts of the venue have low lighting.
- The menu is in large print.
- We have information in large print.

📍 General

- There is at least 1 public toilet for disabled visitors.
- Some staff have disability awareness training.

Getting here

A Street Somewhere
Edinburgh
Midlothian
Eh6 6JH

🚌 Travel by public transport

- You can get to The Example Restaurant by bus.
- The nearest bus is on Ocean Drive. The bus stop is 0.1 miles / 0.2 km from The Example Restaurant .
- There are a selection of buses which connect us to the city centre for example, No 22, 11, 34.

🚗 Travel by taxi

- You can get a taxi with Central Taxis by calling 0131 229 2468. The taxi company has a wheelchair accessible vehicle.

Register of Accessible Tourism Suppliers

European Accessible Tourism Directory

Register of suppliers with accessible services

Levels of service guaranteed by international national / regional access schemes.

Pantou is the Greek word for "everywhere"

www.pantou.org



Pantou

Customer Service



This Photo by Unknown Author is licensed under [CC BY](https://creativecommons.org/licenses/by/4.0/)

See the
customer
not the
disability



Ask Customers

How can I help you?

- Before travelling (Website, chat bot)
- During the stay(Customer care training, Distance Learning)
- Handling critical situations(Problem solving skills)
- What could we do better? (CSI)
- Tell customers what action has been taken in response to their feedback (reinforces listening)



USE OF THE LANGUAGE AND BEHAVIOUR

LIST OF WORDS AND RECOMMENDED ALTERNATIVES

**When referring
to people with
disability in
general**

Terms to avoid	Recommended alternatives
afflicted by _____	people with disability (women with disability, children with disability, etc)
crippled by _____	
diffability	
differently abled	
handicap(ed)	
handicapable	
person with a disability	
people with disabilities	
specially abled	
special needs	
suffers from _____	
the disabled	
victim of _____	
with different abilities	
confined to a wheelchair	wheelchair user
wheelchair-bound	person who uses a wheelchair

**When referring
to someone
who uses a
wheelchair**



Accessible Tourism ...what can we do?

Let's look at the situation...

For visitors

For businesses

For destinations

For policy makers

The Problem... for Visitors



- **Travel** for people with access requirements is unpredictable, difficult or sometimes even impossible
- **Lack of choice and information** about accessibility
- **Quality of infrastructure, transport, services, and information** varies widely from place to place
- **Access standards vary:** increases uncertainty, reduces travel options and allows a lack of accountability.

The Problem... for the Tourism Industry



- **The accessible tourism market** is seen as a **small, “niche” market** (“these are not our customers”)
- **Visitors’ needs** and requirements are unknown or misunderstood. Therefore the market is avoided.
- **Investment costs** are misunderstood – (“it will be expensive”)
- **Access** is seen mainly as a “problem” rather than a “golden opportunity”
- **A “social” project** rather than a good business sense.

The Problem... for “The Destination” - Tourism Authorities and Public Sector



- **Visitors’ needs** and requirements are framed in terms of disability legislation alone – not the wider market
- **Investment costs** are misunderstood and often exaggerated
- **Access** is seen in terms of “compliance” where businesses resist change ... rather than a “golden opportunity”.
- **Political leadership** needed to see accessibility as a quality factor in tourism development
- **Reaching out** to the accessible tourism market through all channels:
 - Accessible websites promoting accessible offers!

Accessible Tourism ...what can we do?

1. Improve skills
2. Improve the offer
3. Improve communication and information



Resources for Accessible Tourism development

2013 -UNWTO Recommendations on Accessible Tourism for All

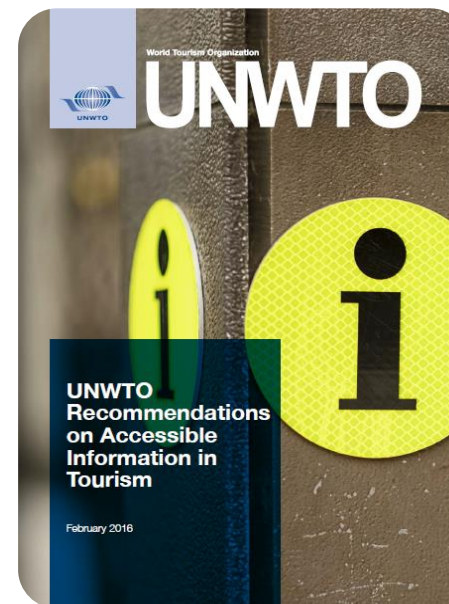
2016 -UNWTO Recommendations on Accessible Information in Tourism



- **Removing barriers throughout the value chain for a better quality of life for ALL**

Underpinning elements:

- **Universal Design & adequate staff training**



Institutional support



**TOURISM
FOR SDGS**

a platform developed by



**Accessibility as a Tool to
realize the Sustainable
Development Goals (SDG)
of the United Nations.**



United Nations

Department of
Economic and
Social Affairs

Disability and Development Report

Realizing the Sustainable
Development Goals by,
for and with persons
with disabilities

2018

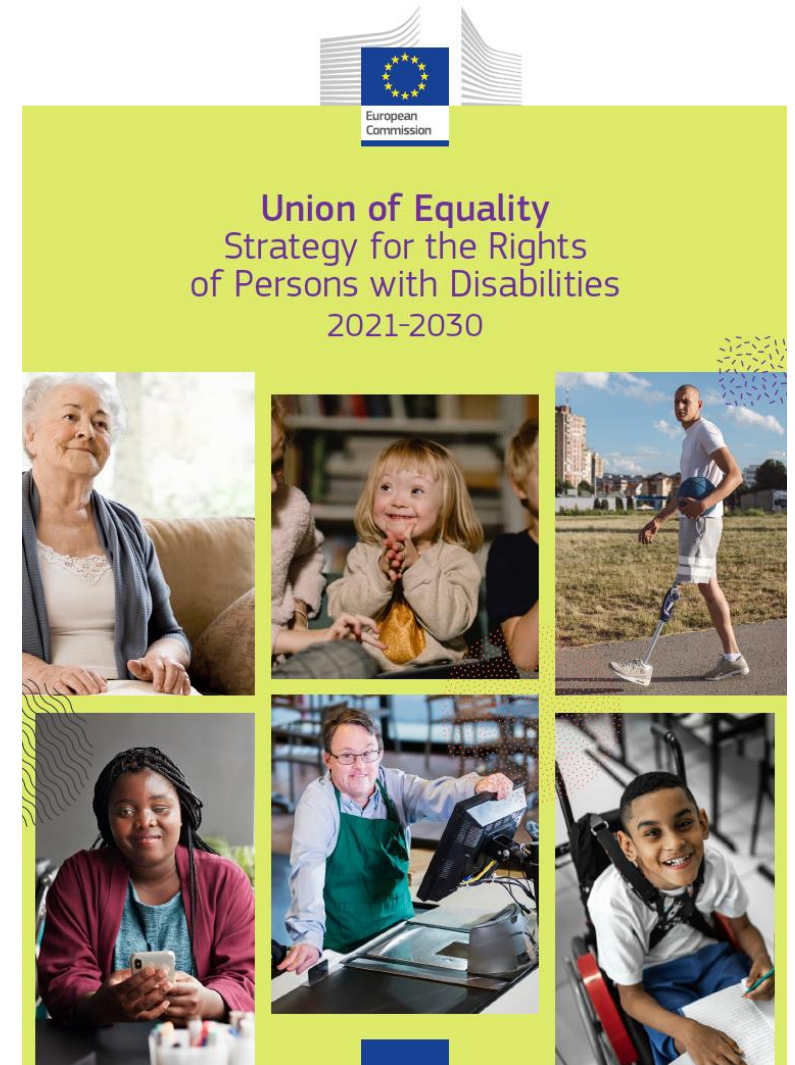


Institutional support

Disability Strategy 2021-2030

2. Accessibility - Accessibility to the built and virtual environments, **is an enabler of rights** and a prerequisite for the full participation of people with disabilities

5.5. Accessible and inclusive art and culture, sport, leisure, recreational activities, and tourism **are essential** for full participation in society.



Global and European Standards



ISO DIS 21902 (Published)

Tourism and related services – Accessible tourism for all
Requirements and recommendations.

ISO/TC 59/SC 16/WG 4 (running)

Accessibility of immovable cultural heritage — General
principles and methodology for interventions



CEN-CENELEC JTC 11 Mandate M/420

EN_17210 (in corso)

European Standard on Accessibility of the Built
Environment



Trends and Megatrends influencing Tourism

Development of slow tourism:

- 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**

Accessible tourism often requires enough time to explore a place on a slower pace and with more attention to cultural details.

Trends and Megatrends influencing Tourism

Improvement of customer care through automated operations previously performed manually: e.g. robots and chatbots based on language recognition technology that can communicate with customers and provide continuous, personalised assistance



Impact of new technologies in the 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



Impact of new technologies in the tourism consumption behaviour

Virtual and Augmented Reality offer the potential to create substitute experiences that may be particularly beneficial for people with specific access requirements.



METaverse

The Metaverse is a virtual world in which one immerses oneself and performs any activity

- **The metaverse will integrate the travel industry**
- **It will be possible to inspect hotel rooms, cultural heritage and other spaces to obtain many accessibility information before booking**
- **People with disabilities will have new interests, breaking down limitations and inequalities in a world, the Metaverse, where the watchwords are equal opportunities and inclusion.**



New models of inclusion and development

- The regenerative tourist destination has the task of bringing together tour operators and communities to build its offer together
- A thriving tourist destination is a place where guests and community are able to "give more" to each other generating more well-being (economic, environmental, social)
- A community that chooses its own way of welcoming will be more welcoming, inclusive and accessible



Tools for improvement : TRAINING

European Federation of Tourist Guides Associations



<https://www.t-guide.eu/>



“T-Guide” Course

Professional Development Course for Tourist Guides on **How to prepare and carry out guided tours for visitors with intellectual disabilities or learning difficulties**

- Jointly accredited by FEG and T-Guide since 2015
- Over 60 qualified “T-Guides” in 10 EU countries

Tools for improvement : TRAINING

- the production and dissemination of manuals, videos and online courses for staff awareness-raising and training



<https://www.gameswithoutbarriers.eu/>



Tools for improvement : TRAINING

Running Project

Digital Competencies and Tools for Enhanced VET on Tourism and Accessibility



Funded by
the European Union

Project Coordinator:



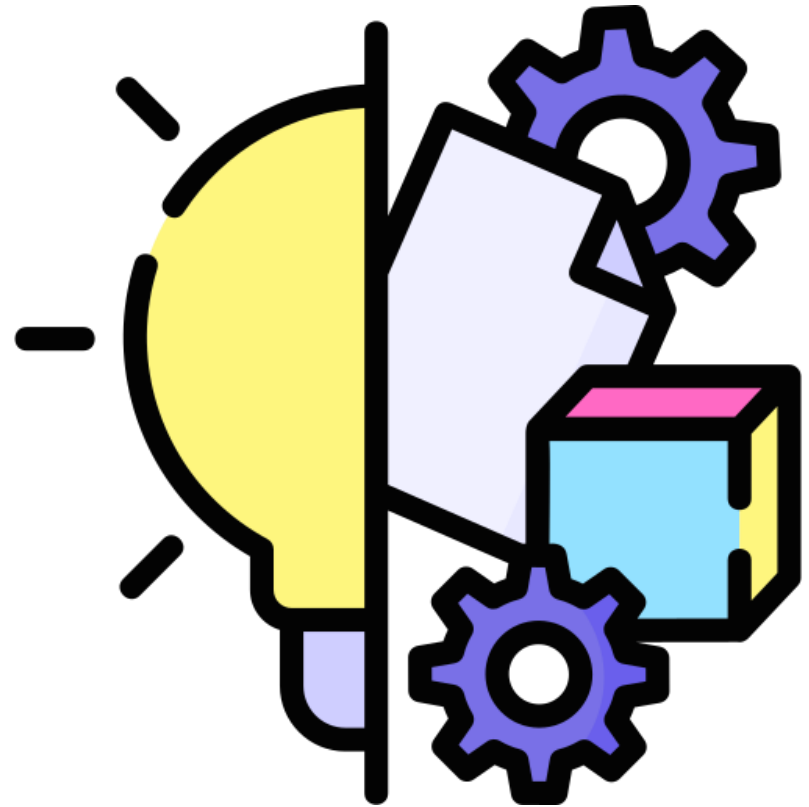
PANEVĖŽIO
MOKYMO CENTRAS





Funded by
the European Union

DIVETOUR project has as a priority objective the **creation and testing of innovative methodologies and tools** for training and for the labor market, that will involve all those who, from different points of view, deal with tourism and, in particular with **accessible tourism**.





Funded by
the European Union

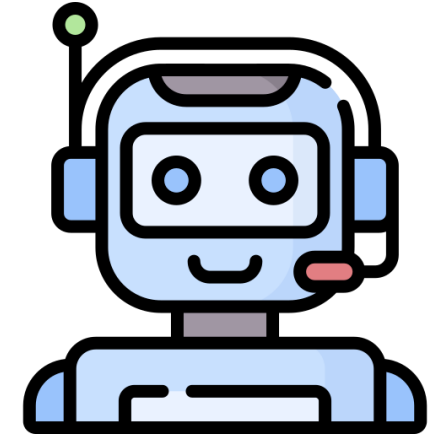
DIVETOUR is...



1. An online platform - Open Learning Community: a space for dialogue and confrontation among VET sector, companies and experts.



2. A game-based app to foster awareness among young people on the responsible and economic relevance of accessible tourism and to learn about the opportunities and challenges of accessible tourism.



3. A conversation simulator (chatbot) for tourism sector operators: to interact with users through digital devices only and to improve the quality of information and communication on questions related to accessibility.

Accessible Tourism: How to proceed?

1. Develop National and Regional policies and action plans, in cooperation with tourism actors and stakeholders
2. Engage with International Networks
3. Improve skills (training & education)
4. Improve the offer (infrastructure and activities)
5. Improve communication and information (to businesses & visitors)



➤ **Accessibility from start to finish....**

...Ensuring an inclusive experience for All

... Leaving no-one behind

Leaving no-one behind!



Thank you for your attention!

Annagrazia Laura

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