



Fundación ONCE



European Standardisation of Accessible Tourism Services

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Overview



1. Introduction – the Problem
2. Study of Tourism Standards
 - Approach
 - Main results of surveys and themes
 - Conclusions and recommendations
3. Proposal for development of EU guidelines and standards for tourism services





Introduction

- The Problem:
 - For travellers
 - Travel for people with disabilities is unpredictable, difficult or impossible
 - Quality of Infrastructure, Transport, Services, and Information varies widely both within and between EU Member States
 - Lack of standards increases uncertainty, reduces travel options and allows a lack of accountability to prevail.





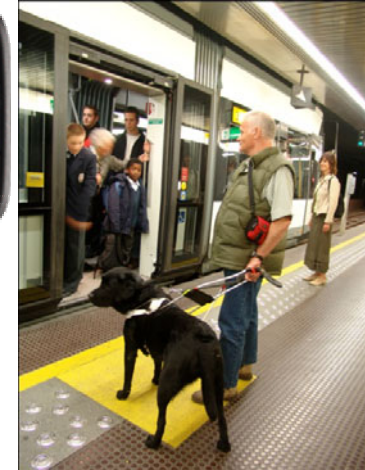
Introduction

- The Problem:
 - For the tourism industry
 - Accessible tourism market is relatively unknown and seems difficult to attract with existing channels.
 - Visitors' needs and requirements are unknown or misunderstood. Therefore they are avoided.
 - Investment costs are misunderstood, exaggerated
 - Access is seen as a "problem" rather than a "golden opportunity"





Tourism Services



Tourism Services

Accessible... throughout the entire chain



- **Information** - search, bookings, Websites, mobile...



- **Transport** - vehicles, terminals, transfers, assistance...



- **Infrastructure** - attractions, accommodation restaurants, streets, beaches...

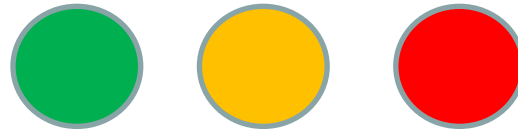


- **Services** - hospitality, guiding, excursions, special menus, activities, tech-aids, assistance...



Labels for Accessible Tourism

...just a few!



Short introduction (the problem)

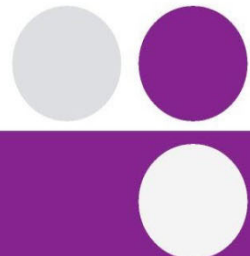


- Lack of common EU-Technical Standards and Legislation on Accessibility in built environment or in Tourism Services.
- Competing national standards in a single European market place
- Challenge for disabled travellers!
How to find reliable information on the quality of access in tourism services and infrastructure!



Study of Tourism Standards

- Approach
 - Desk research: Inventory and Analysis
 - Study of existing Laws, Standards, Guidelines
 - Surveys
 - Visitors with disabilities
 - Destination and tourist attractions managers
 - Accommodation providers
 - Airport managers
 - Tourism and accessibility experts





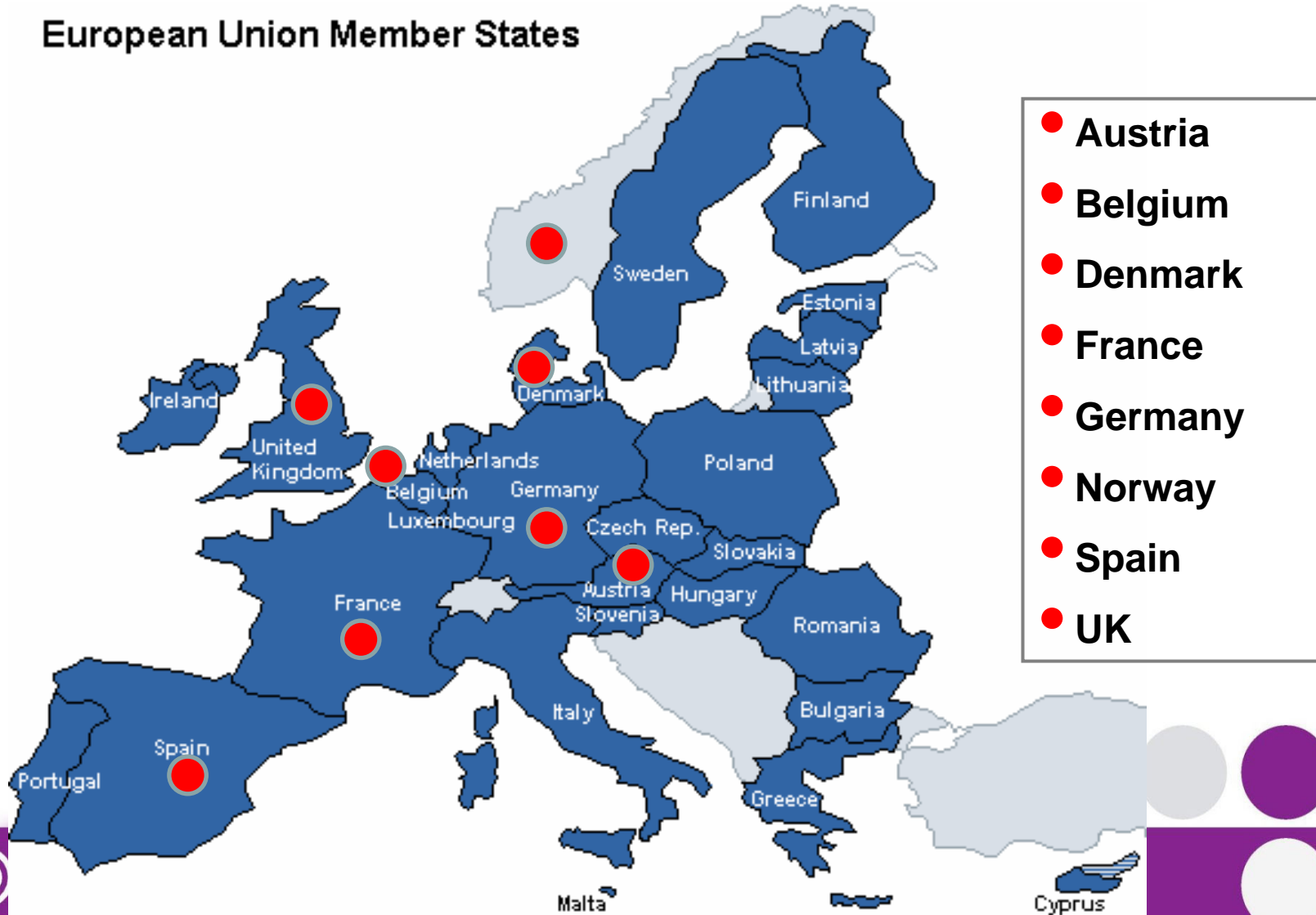
Aims of the Study

- Presentation of which Standards exist and what they contain and how effective they are, judged by:
 - Tourism providers
 - Experts
 - Visitors with disabilities and mobility problems.
- How Standards for tourism accessibility in different European countries might be reconciled
- To propose ways to arrive at a common Approach and set of Technical Standards



Sample of European Countries

European Union Member States





Sections of Report

- **Section 1:** Design of the Study
- **Section 2:** Requirements of Tourism Market and Accessibility-development Strategies, Norms, requirements and laws of different EU-countries
- **Section 3:** Presentation of Access Standards at international, European and National level individually and in comparative tables
- **Section 4:** Results of questionnaire surveys
- **Section 5:** Conclusions and Recommendations

Results

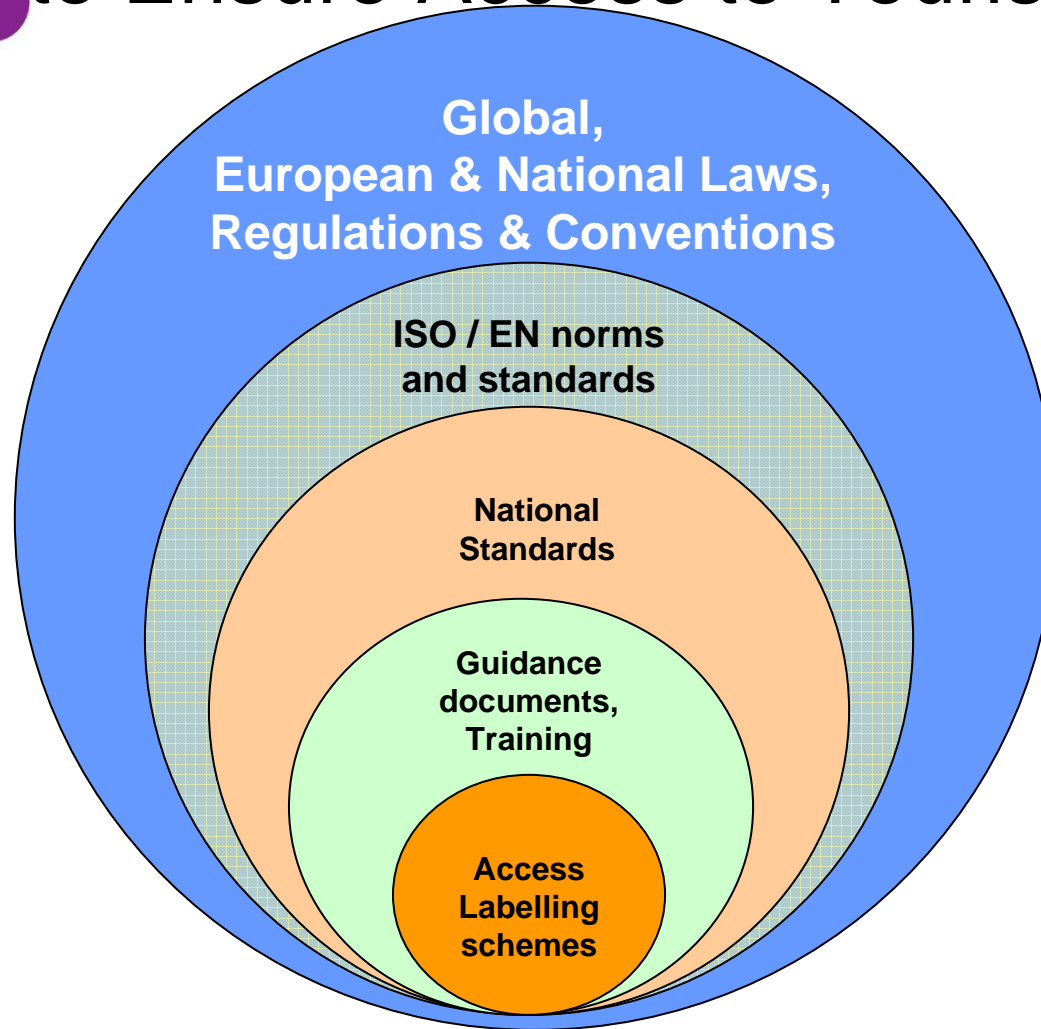


- Standards overview
 - A Catalogue of Legislation, Standards and Guidelines
- Survey results:
 - Visitors with disabilities
 - Destination and tourist attractions managers
 - Accommodation providers
 - Airport managers
 - Tourism and accessibility experts
- Discussion and Recommendations
- Proposal for CEN Workshop Agreement Accessible Transport and Tourism Services (Access-T-Services)



Continuum of Measures

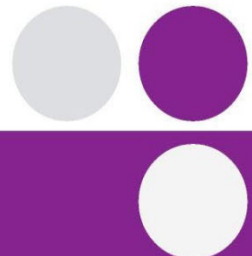
to Ensure Access to Tourism





Main Findings

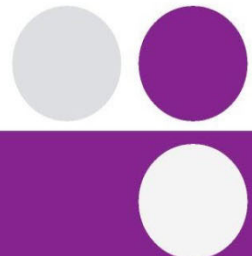
1. Access Standards are very varied in the *types of “beneficiaries” (disability groups) they address:*
 - three main types of disabilities (e.g. motor-, visual-, and hearing impaired),
 - others include up to seven or more types of functional impairments and age-related difficulties.





Main Findings

2. Access Standards aim at *a variety of professional groups or industry sectors*:
- architects, designers,
 - tourism destination managers,
 - accommodation proprietors,
 - owners of visitor attractions and restaurants,
 - travel businesses, transport providers
 - and others.





Main Findings

3. Most Standards focus on **technical specifications** and few on **service** and **quality management**.



Technical
specifications



Service
& Quality



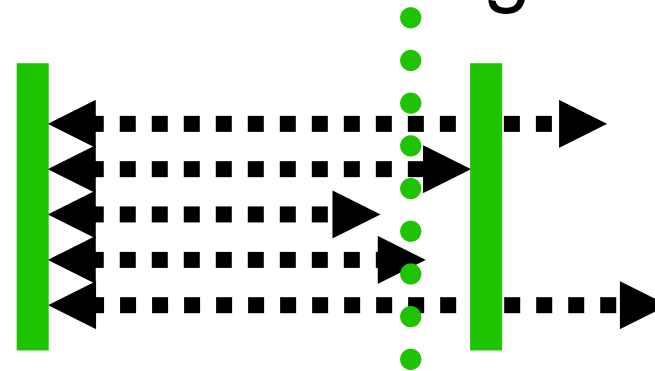


Main Findings

4. Access Standards *show considerable variation by countries*

... in the functional requirements they prescribe and

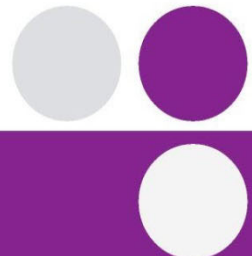
... in the dimensional and design requirements.





Main Findings

5. In summary, there is no uniformity and little consistency in Access Standards for tourism in these countries, regarding:
- their target groups,
 - their intended users,
 - their scope and
 - their technical specifications.





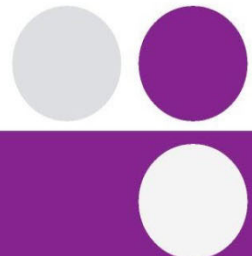
Main Findings

Also...

6. *Specific Standards on Tourism*

Accessibility are, after all, relatively rare.

- Most access standards are not specifically created for or with the tourism sector
- There are particular gaps, especially regarding **accessible services and management of access.**



Sample Surveys



	Visitors with access needs (4.1)	Accommodation providers (4.2)	Airport managers (4.3)	Destination & Attraction managers (4.4)	Access Experts (4.5)
English speaking participants (from Belgium, Denmark, Norway and United Kingdom and other EU countries)	41	2	0	2	8
German speaking participants (from Germany and Austria)	13	9	10	27	0
French speaking participants (from France)	11	1	1	2	3
Spanish speaking participants (from Spain)	26	10	1*	2	0
TOTAL	91	22	12	33	11

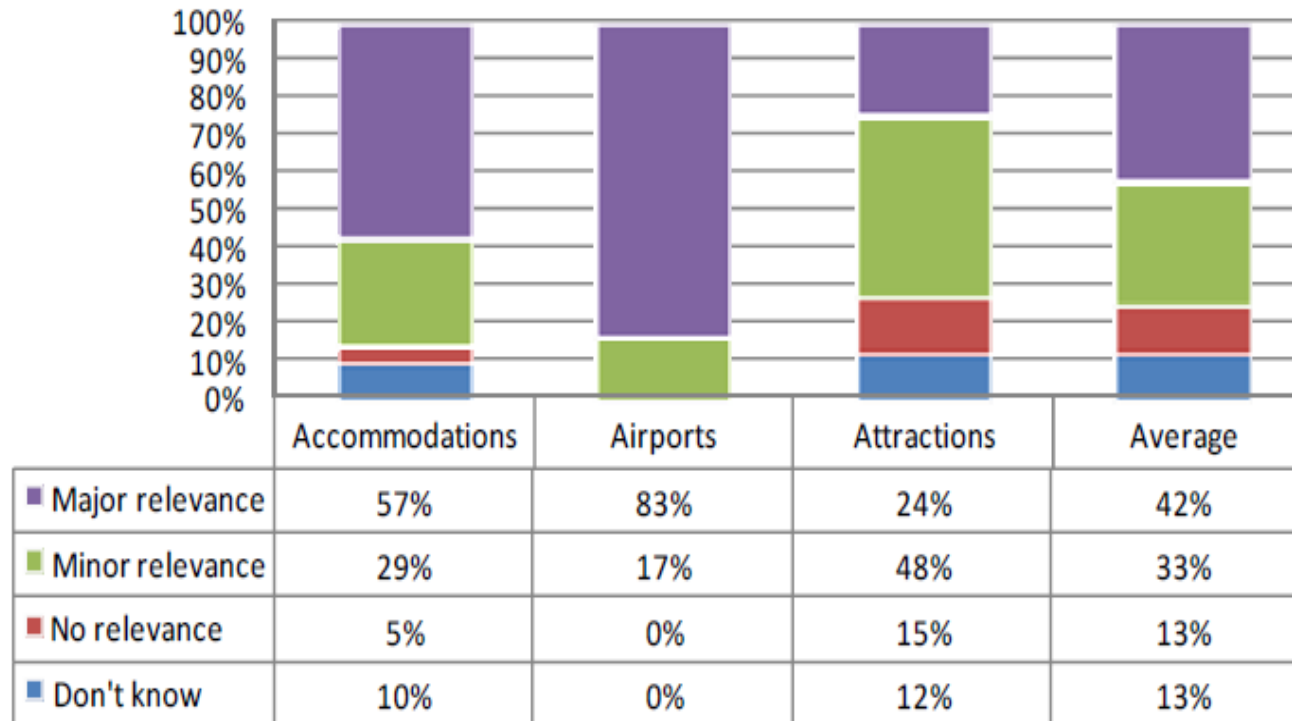
* AENA – the organisation managing 47 Spanish airports.





Do Laws Improve Access Compliance?

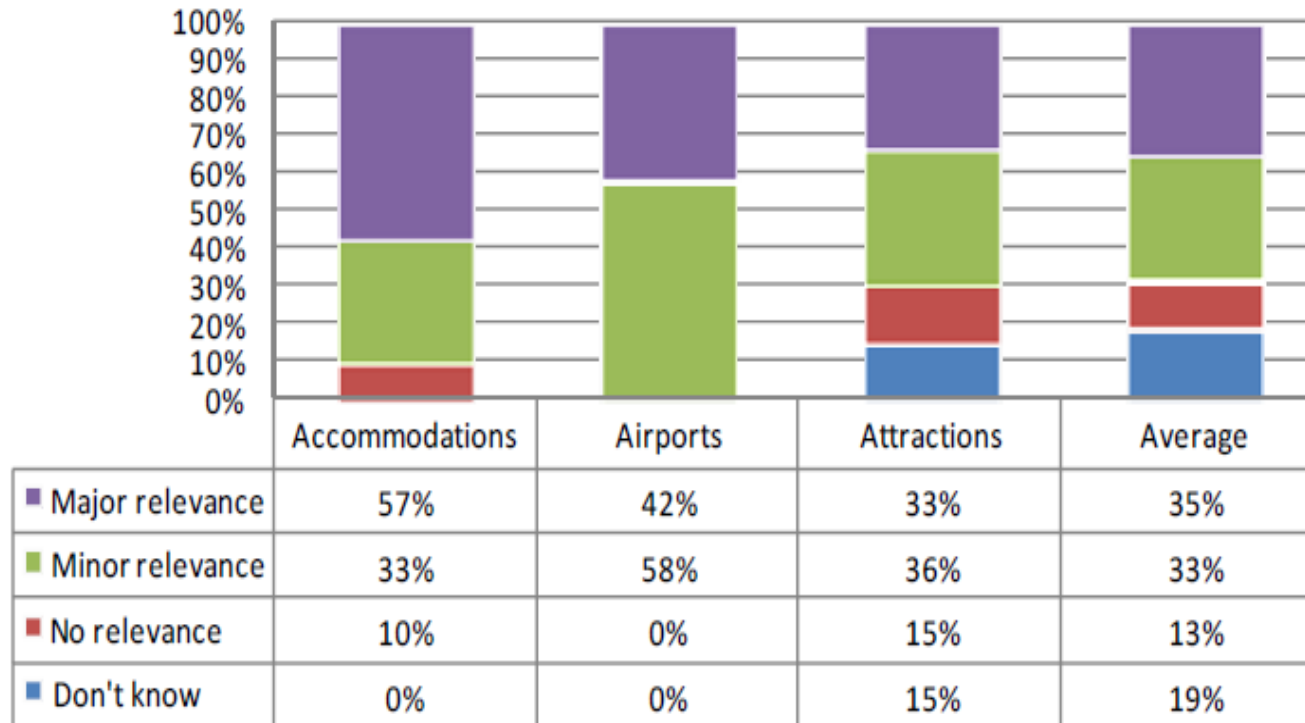
➤ How relevant is it for you to comply with international accessibility or non-discrimination laws?



Why do companies improve access?



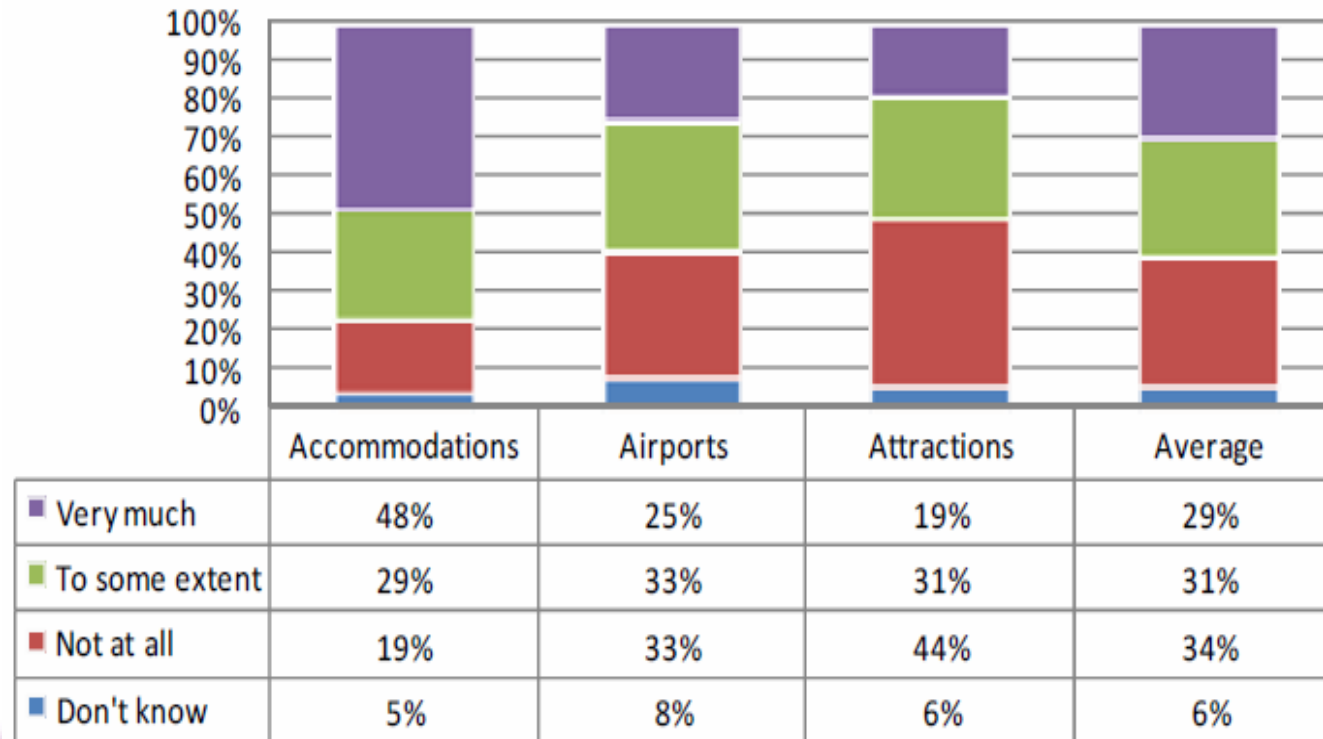
- Relevance of meeting consumer demand or increasing market share...



Labelling schemes & access



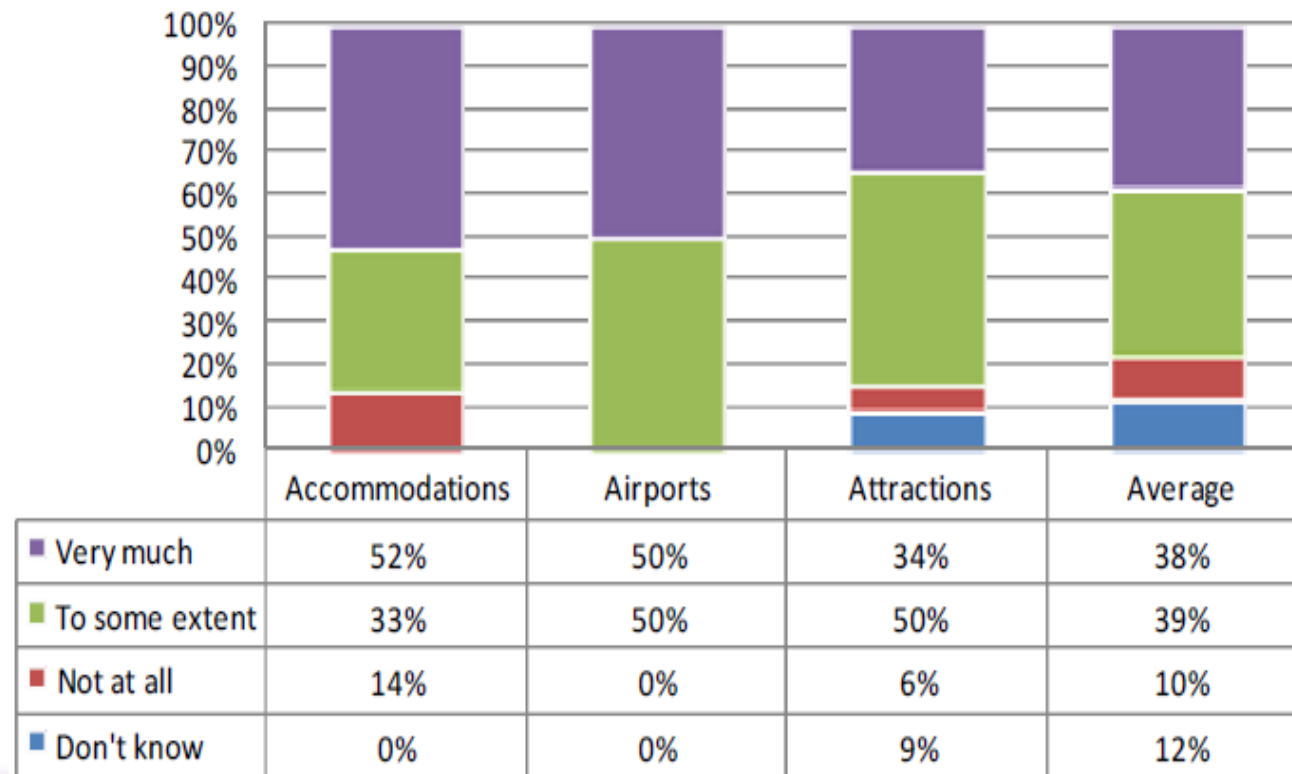
➤ How much would the availability of an **access labelling scheme** encourage you to improve accessibility of business?





Do Standards Improve Access?

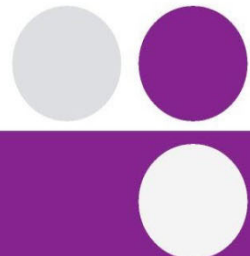
➤ How much does the existence of National Access Standards encourage you to improve accessibility of your business?





Experts Agree

- Tourism provisions should support **independent accessibility**, for those who generally prefer to travel without assistance;
- **Reliable assistance** from well-trained personnel should be available for those who need it;
- Accessible solutions should be **available in all mainstream** tourism offers;
- **Adapted solutions should be available** for persons with very severe disabilities;
- **Universal design should be applied** in tourism facilities, services, transport and information to ensure inclusion of all visitors.
- **Standards** can support legislation, and good Standards can also reduce the need for legislation.



Experts and Visitors Agree



- **Access legislation + appropriate enforcement measures** can have a great impact on improving access to tourism.
- Example: UK. Mandatory Requirements and growing demand have stimulated technical guidance, Standards and Advisory Documents on how to deliver good accessibility.
- Example: Spain and France. Implementing Access Standards (procedures and requirements) and dealing with customers with access needs, companies achieved a valuable know-how of their own product, service and environment and are more flexible to react to them: **Enterprises become Access Experts!**



Survey of Visitors



- The Study shows that some disabled visitors know about some of the labels, norms and standards in their own country but very few about labels and norms in other countries.
- Disabled visitors probably do not know their **rights**, when travelling abroad.
- Need for information and campaigns.
- **Better informed customers will demand better access.**



Conclusions and ● ● ● Recommendations

For any future standards work,
*Access Standards must be written with
active participation of the tourism
industry and users!*

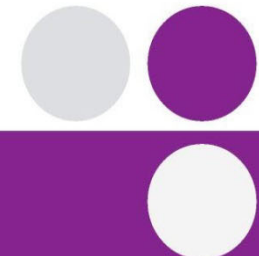


Options for preparing



better standards

- To use one or other exemplary National Standard as a “model” for other countries to follow.
- To use one or more National Standards as basis for a new common European Standard.
- To make a complete re-design to develop new European Standard.
- To aim for an ISO - International Standard for disabled access to tourism.





Key Areas

- Laws and regulations are not sufficient to ensure adequate standards of accessibility.
 - Key areas of tourism:
 - Access to information,
 - Access to transport,
 - Access to infrastructure and facilities
 - Staff training and service, with an emphasis on access and access management .
- 

Marketing Accessibility



Work is needed at pan-European level :

- To improve consumer information
- To give better, guaranteed levels of service for all visitors

Customers and businesses are looking for quality labels that are clear and commonly recognised.

- Labels should be clarified and simplified to have an impact for travellers and businesses in the EU..

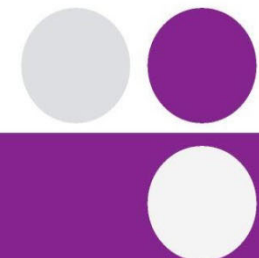




Focus of Standards

- Reliable **Information**
- Accessible **Transport**
- Quality **Infrastructure**
- Good **Service**
- **Staff Training**
- **Accessibility Management**

....in the tourism industry.



Understanding

● ● ● Access Standards

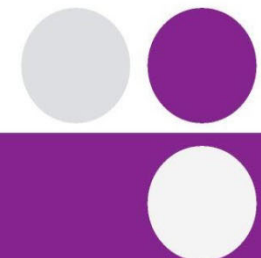
- Accessibility should be seen **not** as something imposed from outside but coming **from within the standards** of an organisation or enterprise;
- Standards must be **used and understood** by managers and staff if they are to work;
- Using standards will ensure that **businesses function better**: effectively, efficiently, profitably;
- Standards can give customers added **safety, convenience, comfort and security....**
... and **enjoyment!**



Recommendations

- 1. All Accessibility Standards must respect the UN Disability Convention***

- 2. Improve dialogue and collaboration between organisations which represent disabled people and people with access needs and the tourism industry.***

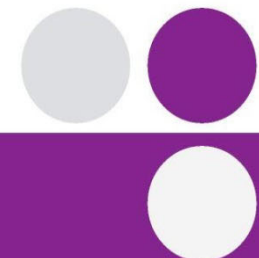




Recommendations

3. Full involvement of disabled people and people with access needs in standardisation.

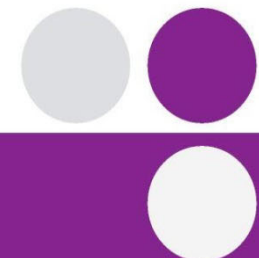
4. Improve Cross-border cooperation between National Standards Organisations





Recommendations

- 5. Decision-makers, funding bodies and industry should encourage wider stakeholder networking in support of accessible tourism measures, in all European countries, for mutual benefit.***
- 6. Improved visitor statistics from national and regional tourist boards***

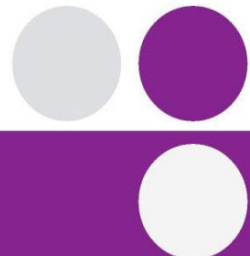




Recommendations

Future studies and follow-up

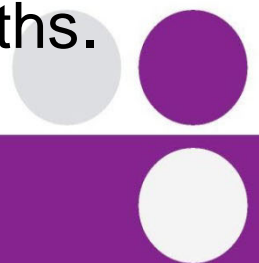
- This was a pilot study! It has collected a wide range of documents and other resources on accessibility in tourism and related legislation, Standards and practices in European countries.
- References are on a dedicated website at:
<http://studyoftourismstandards.wordpress.com/>
- Further studies are needed.



Next Steps



- ENAT proposal for **CEN Workshop Agreement (CWA)** about development of **access tourism service standards**:
 - All Stakeholders are invited to join in...
 - National Standards Body runs the CWA Secretariat
 - Identify good practices, needs & solutions
 - To produce a Consensus Guidance Document
 - Assess the need for possible Standards
 - Deliver Guidance document within 18 months.



Next Steps



- **CEN Workshop Agreement (CWA)**
 - Led by Europe but can involve partners from all countries
 - Keep informed through F.ONCE and ENAT
 - Encourage businesses, cities, public sector, NGOs to take part
 - Contribute your good practices



Aiming to start in early 2011





Further information

- Publication in December, 2010



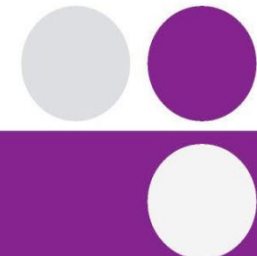
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www.fundaciononce.es

ENAT

www.accessibletourism.org

Español / English





Thankyou

