



# **Mapping of Skills and Training Needs to Improve Accessibility in Tourism Services in Europe**

*Case Study 19. Barrier-Free Destinations, Germany*

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**Case study**  
**Barrier-Free Destinations, Germany**

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## Executive Summary

In 2008 the BMWI (Federal Ministry of Economics and Technology) carried out a study on the topic of “Barrier-free Tourism for All in Germany – Success factors and measures for quality improvement“. One of the outcomes of this study was a call for the development of an additional project entitled the “Development of accessible facilities and services within the meaning of Tourism for All in Germany”.

Since 2011, Deutschen Seminar für Tourismus (DSFT) Berlin, user organisations and the tourism industry, in collaboration with the NatKo (National Coordination Office for Tourism for All) have been developing labelling standards for accessible facilities and services, as well as awareness training. The project "Tourism for All" (2011 - 2013) is being promoted as a measure under the National Action Plan of the Federal Government to implement the UN Convention on the Rights of People with Disabilities.

The main objective of the project is to provide reliable Information for travellers with disabilities within Germany across the entire Tourism service chain by providing a uniform labelling and certification scheme and training/awareness in the area of ‘Tourism for All’.

This case study presents the training and skills development components of what can be characterised as a ‘holistic approach’ to creating accessible tourism destinations in Germany.

In particular it addresses the training element of the “Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany" a Federal Ministry funded for Economy and Technology Cooperation Project of the German Department of Tourism (DSFT) Berlin eV and the National Coordination Office for Tourism for All Association (NatKo) carried out between September 2011 and December 2013.

The project has delivered a national training programme that has been developed by all of the key stakeholders in the area of accessibility and tourism. The project is sustainable and will continue long into the future. The training is targeted at future auditors of the Tourism for All accessibility label and SMEs as well as companies and participation organisations of the access scheme.

## **1.0 INTRODUCTION**

Tourism plays a key role in the German Economy. By the end of the 2012:

- International visitors had made a total of 68.8 million overnight stays in Germany – an increase of 8.1 per cent (the third year in a row that Germany have achieved an increase). Since 1992 the number of overnight stays in Germany made annually by international visitors has increased by 80%, growth in real terms of 30.6 million.
- Germany was the second most popular destination for European travellers. Germany has made up further ground on Spain, which holds on to the top spot, and the gap between Germany and their competitors France and Italy, in third and fourth place respectively, had increased again by the end of 2012.
- According to the Federal Statistical Office, Germany had almost 42 million people in gainful employment. Tourism makes a significant contribution to these figures: the industry employs 2.9 million people mostly in small and medium sized enterprises. If Germany also takes into account ancillary services such as services at airports and deliveries by bakeries to restaurants, then tourism plays a part in 12% of all jobs in our country.
- Germany was the number one worldwide cultural travel destination for Europeans for the first time in 2012. In 2012, across all European countries, a total of 45.8 million trips were made to Germany, 7.3% more than in the previous year.
- According to figures from Commerzbank, revenues from inbound tourism, rose by 5.5 per cent to €29.4 billion.

According to the German National Tourist Board (GNTB) Annual report in 2012<sup>1</sup> “Tourism also offers work and training opportunities that are tied to a specific location. Germany’s inbound tourism industry is a key provider of impetus for our thriving economy. Despite a generally weak level of economic growth across Europe, more people in Germany are working than ever before. In the fourth quarter of 2012, according to the Federal Statistical Office, Germany had almost 42 million people in gainful employment. This is the highest level since reunification”.

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<sup>1</sup> <http://www.germany.travel/de/index.html>

As well as benefiting the economy, tourism also promotes a positive and friendly image of the country. To gain a clearer picture of how Germany is perceived around the world, the GNTB in 2012 drew on the results of the Anholt GfK Roper Nation Brands Index (NBI) and the Travel & Tourism Competitiveness Index, published by the World Economic Forum.

A medium-term analysis of the NBI confirms that the brand image of Germany in this comparison of 50 countries is firmly established as a world leader in this area. For three years in a row Germany has finished in second place behind the USA in the NBI rankings<sup>2</sup> for the last three years.

### **German National Tourist Board**

The GNTB has been working internationally to promote Germany as a travel destination for more than 60 years. It communicates the diverse appeal of the country to a worldwide market, thereby promoting a strong and attractive brand – 'Destination Germany'. The GNTB also plays an important role in the promotion of Germany as a travel destination on the international market. Its activities include the development of new marketing strategies and concepts based on specific themes, events and attractions and also bringing together and optimising the diverse marketing activities of partners in the German travel industry. It takes an active role in the form of far-ranging sales activities in new growth markets. In this respect, the GNTB relies on its close collaboration with the German travel industry, partners from commerce and trade associations.

The German National Tourist Board (GNTB) in their annual Report 2012 highlight that “The basic tourism themes of ‘Towns, cities and culture’, ‘Business travel’ and ‘Health & wellness’ ensure consistency is maintained in the GNTB’s international marketing. Annual themes and sideline PR campaigns marking special occasions help to establish a multifaceted and diverse image”. In line with this strategy one of the themes for 2013 is Barrier free travel. The GNTB highlight in the annual report that:

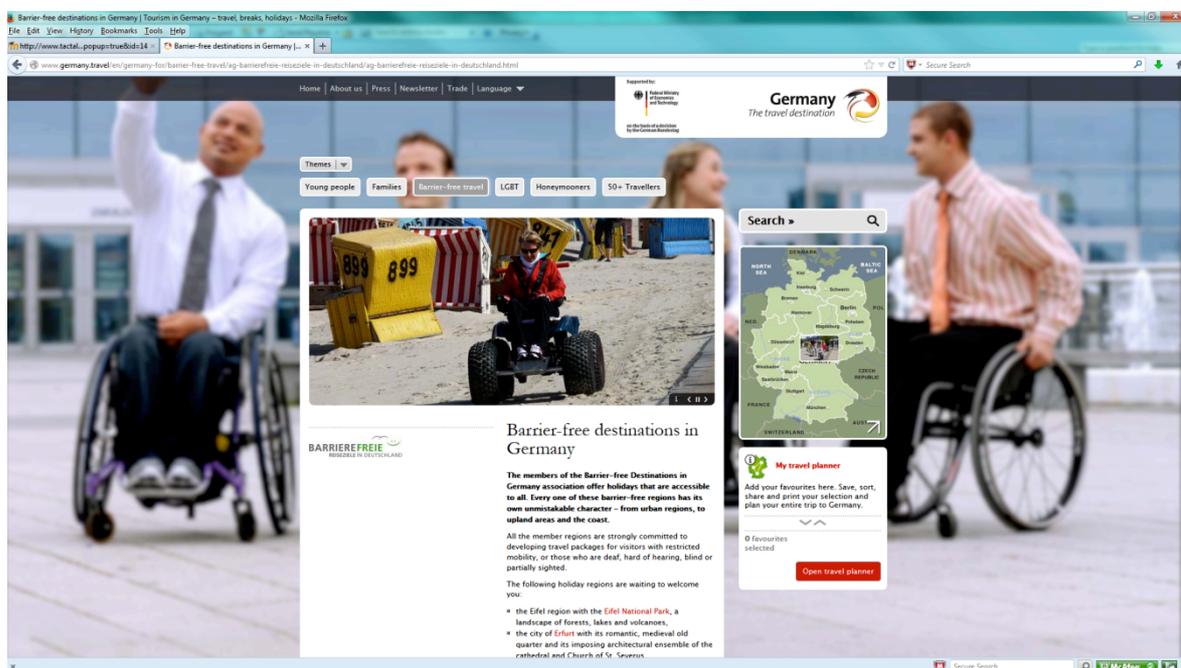
*“In line with its newly established innovations management, the GNTB will in future be placing even greater emphasis on the topic of accessibility. In Europe alone, there are now some 80 million*

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<sup>2</sup> This annual survey is based on interviews with 20,000 people from 20 countries. Respondents are asked to evaluate six key factors relevant to a country’s brand image Tourism, Exports, people, governance, culture and immigration/investment. In all these individual categories, Germany is in the top ten.

people with disabilities or restricted mobility; that equates to 16 per cent of all Europeans. In light of demographic developments, this figure will continue to rise over the coming years. Whether travelling on business or for leisure, people with physical or mental disabilities, people with temporarily restricted mobility such as patients in rehabilitation, older tourists, and families with children, have very specific requirements of a travel destination. The GNTB website provides information for these target groups including links to partner associations, German states, towns, cities and regions as well as associations and organisations that can help mobility-restricted travellers with planning and arrangements for their holiday or business trip to Germany”.

Figure 1: Image of the German National Tourist Board webpage on Barrier-free destinations in Germany<sup>3</sup>



<sup>3</sup> <http://www.germany.travel/en/germany-for/barrier-free-travel/ag-barrierefreie-reiseziele-in-deutschland/ag-barrierefreie-reiseziele-in-deutschland.html>

### **Barrier-free Travel Destinations Association**

The Barrier-free Travel Destinations Association<sup>4</sup> in Germany is a group of cities and tourism regions which are especially committed to barrier-free tourism in Germany and who work to continuously develop and communicate barrier-free tourism in cooperation with the partners of the association. In order to be a member each city or tourism region has to meet the following requirements:

- Town or city with at least 300,000 overnight stays/year or tourism region with at least 500,000 overnight stays/year
- Barrier-free tourism is enshrined in the mission statement and/or the development plan for the city or region.
- Barrier-free tourism is established as an important theme in the marketing plan of the city/region and is also referred to in its main publications.
- The city/region has a working group that regularly discusses issues relating to barrier-free tourism.
- The city/region supports the work of the Association through its own activities and regularly sends at least one representative with decision-making powers to attend meetings of the Association.
- The city/region declares that it is willing to put its own know-how in the area of barrier-free tourism at the disposal of the members of the Association.
- The city/region undertakes to publish collective advertisements of the Association in its most important publications and to include a link to [www.barrierefreie-reiseziele.de](http://www.barrierefreie-reiseziele.de) on a related section of its own website.
- The city/region shares in the joint marketing of the Association with a budget to be determined each year.

The cities and tourism regions which are especially committed to barrier-free tourism include:

- the **Eifel** region with its eponymous national park, a landscape of forests, lakes and volcanoes

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<sup>4</sup> <http://www.barrierefreie-reiseziele.de/>

- the City of **Erfurt** with its romantic, medieval old quarter and its imposing architectural ensemble of cathedral and Church of St. Severus
- the **Franconian Lakes** for swimming, windsurfing, sailing and cycling in a beautiful and varied natural setting
- **Lower Lusatia** has so many exciting places to discover and features a landscape in the midst of change
- the City of Magdeburg, regional capital of Saxony Anhalt with an ancient city
- East Friesland features ancient moorlands, romantic parks, fen canals stretching in straight lines to the horizon and the unique natural heritage of the Wadden Sea
- the Ruppiner Land region with its lakes, canals and rivers, and
- Saxon Switzerland with its unspoilt national park and the impressive scenery of the Elbe Sandstone Massif

The objectives of the Barrier-free Travel Destinations Association are as follows:

- To further develop barrier-free tourism in the regions and in Germany as a whole
- To develop a network of “barrier-free travel destinations in Germany”
- To create transparency in the provision of barrier-free products and services
- To share ideas and experiences on a regular basis
- To intensify collaboration with politicians, local authorities and other associations on a Germany-wide basis
- To engage in joint marketing activities
- To operate a joint website [www.barrierefreie-reiseziele.de](http://www.barrierefreie-reiseziele.de)

In January 2010 the association "Barrier-free Destinations in Germany" became a partner of the German National Tourist Board (GNTB)<sup>5</sup>.

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<sup>5</sup> <http://www.germany.travel/de/index.html>

### **The German Seminar for Tourism (DSFT) Berlin eV**

The German Seminar for Tourism (DSFT) Berlin eV is the central training institution of the German tourism industry and provides, for more than 45 years, seminars for professionals and executives from virtually all sectors of the industry.

The main task of DSFT is to create a systematic, year-round training offer, which is offered locally and nationally. Training is provided for business managers; engineer; building owners and all relevant staff working in the tourism field especially small and medium enterprises. The aim of the DSFT and the training they provided is to strengthen the competitiveness of business and to promote tourism in Germany.

The seminar will offer the DSFT promoted since 1980 by the Federal Ministry of Economics and Technology (BMWi) and the Senate of Berlin. This support quality and also affordable training courses can be offered.

### **The National Coordination Office for Tourism for All Association (NatKo)**

The German National Coordination Office for Tourism for All (NatKo) was created in 1999 to combine and coordinate the activities of a variety of self-help organisations working towards this end and thus help to improve travel facilities for disabled people. NatKo is the central representative body for barrier-free tourism in Germany.

NatKo's goal is Tourism for all. In cooperation with tourism companies, public transportation services and associations NatKo<sup>6</sup> are helping to develop and market barrier-free offers; advising on constructional aspects and working with basic and advanced training centres to train tourism staff members with the aim of making them aware of accessible tourism offers and to help them offer "Hospitality for All!".

### **Case Study background**

In recent years the DSFT and NatKo have recognised that within Germany and Europe there have been many successes and progress made through

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<sup>6</sup> For further information on NatKo see: <http://www.natko.de/>

accessible tourism initiatives at various levels. However, the DSFT and NatKo still believe there are a number of shortcomings that need to be addressed to ensure an accessible tourist service chain. For example:

- There is a lack accessible facilities, services and inclusive products throughout the tourist service chain.
- The level of awareness and qualifications of tourism services providers is inadequate to address the needs of people with disabilities.
- There is a lack of transparency amongst service providers due to the lack of uniform criteria, terms, conformity assessment and accreditation markings and criteria.
- There is no regional and nationwide pooling of existing barrier-free deals and marketing quality.
- Lack of transparency due to the lack of uniform criteria, terms and markings

Since 2011, Deutschen Seminar für Tourismus (DSFT) Berlin eV, user organisations and the tourism industry, in collaboration with the NatKo (National Coordination Office for Tourism for All) have been developing a labelling standard scheme for accessible facilities and services, which includes awareness training. The project "Tourism for All" (2011 - 2013) is being promoted as a measure under the National Action Plan of the Federal Government to implement the UN Convention on the Rights of People with Disabilities. The project is being funded by the Federal Ministry of Economics and Technology (BMWi) with a budget of €600,000 allocated to the project (EUR 500,000 donation; capital EUR 100,000).

This case study presents the training element of the "Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany" a Federal Ministry funded for Economy and Technology Cooperation Project of the German Department of Tourism (DSFT) Berlin eV and the National Coordination Office for Tourism for All Association (NatKo) carried out between September 2011 and December 2013.

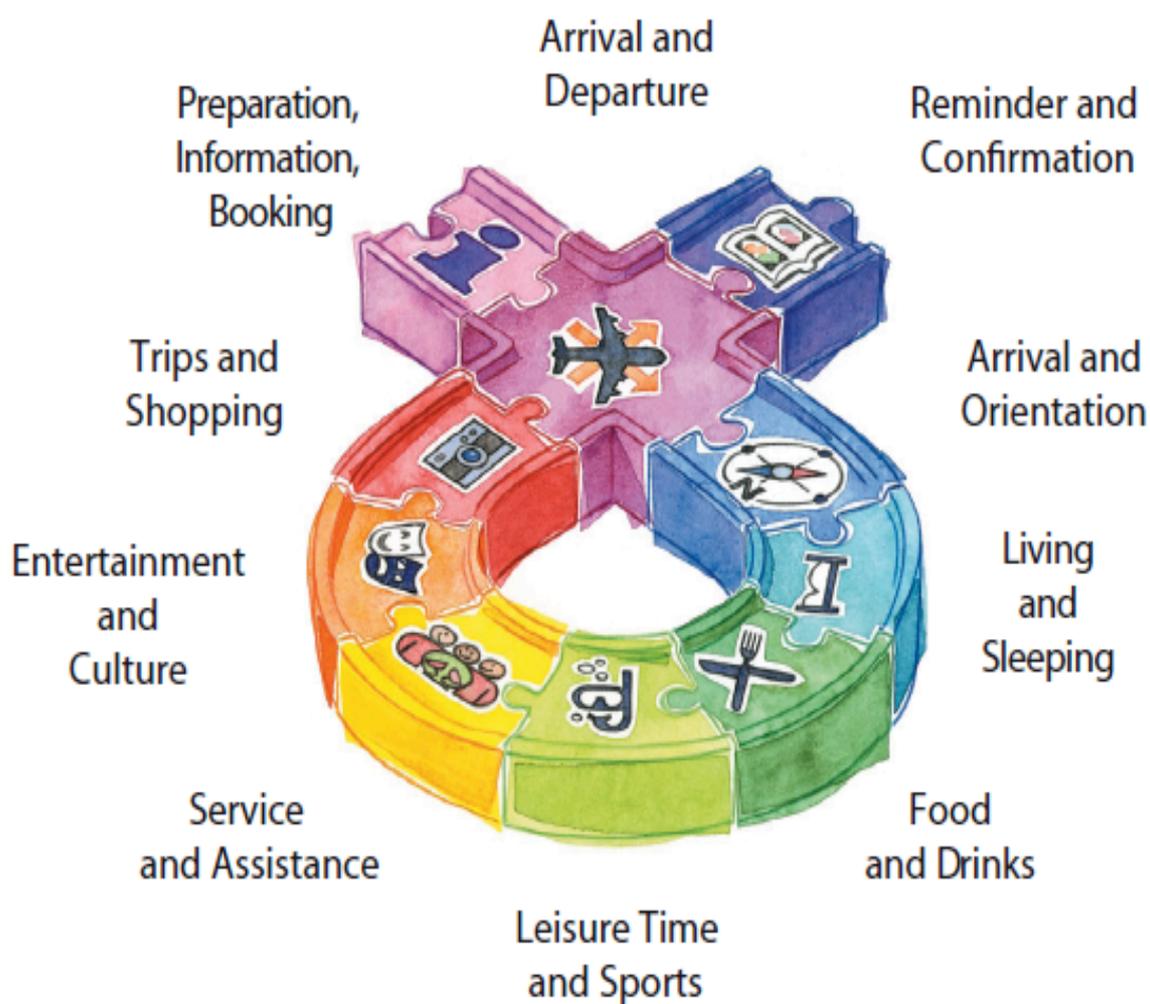
The project is supported and results from the findings of the 2008 study ordered by BMWI (Federal Ministry of Economics and Technology) on the topic "Barrier-free Tourism for All in Germany – Success factors and measures for quality improvement".

### **The tourist service chain**

By applying tests of excellence and consistent presentation, the project seeks to create reliable and detailed information on the accessibility of commercial tourist infrastructure, offers and services, and to provide a reliable basis for travel decisions. The project focuses on:

- Providing a trusting and transparent "labelling" of the "Accessible Travel / Tourism for All in Germany" for the entire trip and service chain.
- Providing a national quality standards for a barrier-free design offer (infrastructure, guest behaviour, service, etc.) and the successive promotion of these standards through training and further training.
- Companies and organizations with a comprehensive, nationwide training programme usable new knowledge and skills in dealing with activity-and mobility-impaired people.
- Targeting additional tourist companies to increase awareness levels of accessibility and to allow them to incorporate accessibility into their business model.
- Significantly extending the market potential by increasing the intensity of travel in the target group and increasing the sales and the number of jobs in the German tourism industry.
- Enabling people with disabilities to access and participate in the tourist services area (inclusion).

Figure 2: The tourism service chain



### Objectives and benefits of the project

The aim of the joint project between DSFT and NatKo is the development and marketing of accessible facilities and services that are primarily aligned with the some specific wishes and needs of German guests and offer the potential for a successful party better profiling.

The main objective of the project is to provide reliable Information for travellers with disabilities within Germany across the entire Tourism service chain by providing a uniform labelling and certification scheme and training/awareness in the area of 'Tourism for All'.

## **Project supports and partners**

The project "Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany" is a Federal Ministry funded for Economy and Technology Cooperation Project of the German Department of Tourism (DSFT) Berlin eV and the National Coordination Office for Tourism for All Association (NatKo).

For further details on the promoters; The Project Advisory Board; The project working group and the technical and scientific advisors see section 0 below.

## **Project Plan**

The project will run from September 2011 until December 2013. Following the project, the essential parts/modules of DSFT/NatKo will continue without support. The professional and academic monitoring is by PROJECT M and NeumannConsult (see section 0 below).

The promoters are supported by a Project Advisory Committee and a working group supporting the project and numerous other partners.

## **2.0 CONTENT, TRAINING MATERIAL AND AVAILABILITY**

This section will provide an overview of the modules of the project including detailed breakdown of Module 3 which focuses on the training element of the training course (i.e. course delivery, pilot training initiatives; the key content of the course and how the course is delivered).

### **Modules of the project**

The project consists of four modules that build on each other:

**Table 1: Module overview**

<b>Module No.</b>	<b>Module Name</b>	<b>Module Description</b>
Module 1:	Identification	Construction of a major, trusted and transparent "labelling" of the "Accessible Travel / Tourism for All in Germany" for the entire trip and service chain. Any existing labels and terms to be considered and possibly incorporated.

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Module 2:	Quality standards	Development of cross-industry quality standards, notably on the basis of generally accepted rules of technology and the increase of transparency and reliability of products and services offered. This will build on existing standards, in particular the target agreement between disabled and hotel associations and quality management systems developed and implemented standardized criteria, labels and terminology.
Module 3:	Training	Implementation of training for the qualification of the service providers along the entire travel and service chain based on a tailor-made curriculum, which is based on the contents of the modules 1 and 2. The qualifications are based on existing training concepts.
Module 4:	Platform.	Designing and building a platform for the targeted representation / presentation accessible facilities and services of tourism service providers (tour operators, hotels, restaurants, leisure providers, cultural institutions, etc.) and domestic destinations. The decisive factor here is the integration of existing platforms countries and the coordination and pooling the activities of partners such as tour operators, travel agents, service providers, etc. as well as the marketing for domestic organizations (including DZT, marketing organizations of countries, regions, destinations, etc.)

### **Development of National accessibility labelling scheme**

As outlined above, the main objective of the project is to provide reliable Information for travellers with disabilities within Germany across the entire Tourism service chain by providing a uniform labelling and certification scheme and training/awareness in the area of 'Tourism for All'.

In order to deliver on this objective the project partners in close collaboration with all relevant parties (i.e. project supporters and the project working group) have developed a national accessibility labelling scheme<sup>7</sup> entitled the “Tourism for All”. For further details see ‘launch of new accessibility label’ below.

### **Pilot training programme entitled "Tourism for All"**

As part of the project and development of the training, a free pilot training programme entitled "Tourism for All" was provided to 18 participants on 28<sup>th</sup> February 2013 in Berlin.

The aim of the pilot training session was to allow participants to become aware and familiar with the topic "Accessibility" and to identify the needs of different target groups.

The training was delivered through lectures presentations, practical simulation and exercises and the topics covered at the training included:

- Accessibility, demographic change.
- Market trends, economic power, future viability and competitiveness.
- Needs of the target groups of persons with reduced mobility or activity.
- Demands on infrastructure, service and marketing.
- Nationwide identification system: including survey criteria (precursor, stage 1, stage 2), database, etc.
- Strategies and measures for the development of local and regional accessibility service chains.

### **Launch of new accessibility label**

Following on from this on the 28<sup>th</sup> June 2013 over 210 professionals and managers of tourism providers and service providers, agents/inside of affected organizations, politics and the media, supporters and interested parties, state disability officer, members of project committees met in Berlin at the invitation of

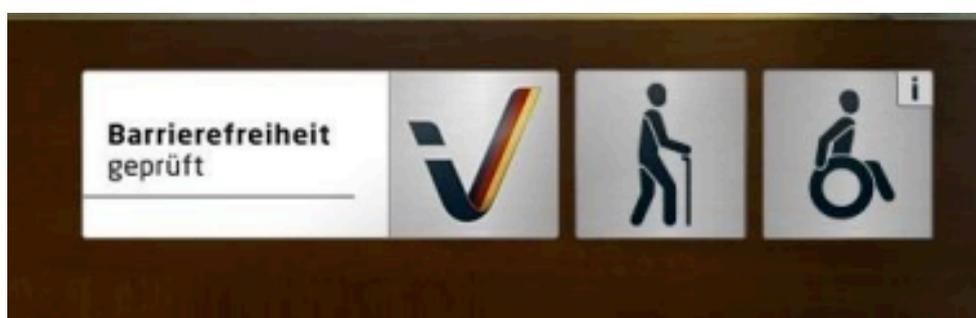
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<sup>7</sup> <http://www.deutschland-barrierefrei-erleben.de/index.php/2013/03/08/presseinformation-tourismus-fur-alle-barrierefreiheit-gepruft-bundesweit-einheitliche-kennzeichnung-fur-barrierefreie-angebote-entlang-der-gesamten-touristischen-servicekette-auf/>

the BMWi to attend a Congress entitled 'Tourism for all - accessibility as a quality attribute'.

At the Congress<sup>8</sup> the new national identification system "Tourism for All", for hotels to restaurants to museums to lake steamers and city tours was officially launched. The new German accessibility logo for "Tourism for all - accessibility as a quality attribute" was also presented at this event.

**Figure 3: Accessibility label for tourism providers**



### **Training of accessibility surveyors**

Following on from the initial pilot training and the launch of the accessibility label, the project team in co-operation from the Tourism Agency Schleswig-Holstein (TASH), held the first training for certifiers of the accessibility label in Kiel in September 2013.

The three day training programme was mediated by Guido Frank and Benjamin Suthé of NatKo. The main focus of the training was to provide participants with background information on accessibility (delivered through presentations and simulation exercises) and to provide the trainees with an understanding of the barriers faced by guests with disabilities. The training programme also aimed to provide all participants with a working knowledge of the new nationwide collection system (national accessibility label).

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<sup>8</sup><http://www.deutschland-barrierefrei-erleben.de/index.php/2013/02/21/pilotschulung-tourismus-fur-alle-am-28-02-2013-in-berlin/>

A total of 28 people participated in the training and are now accredited "Certified Travel Chargers for All".

In Schleswig-Holstein a total of 11 pilot areas are participating in the project accessibility of TASH. In the coming months, Schleswig-Holstein plans to survey 280 companies. Also it is proposed to provide training to people in Berlin, North Rhine-Westphalia, Lower Saxony, Saxony-Anhalt and Thuringia on the new nationwide system to allow for surveys of tourism providers within this regions to take place in the near future.

### **Content of training**

The content of the course is based upon the pilot training that was carried out by NatKo and DSFT in September and October 2013. The main topics that are covered in the course are as follows:

- Market and Trends – The economic importance of accessible tourism.
- Understanding the elements of the tourism service chain (See **Error! Reference source not found.**).
- Various age and disability forms: demands on architecture, design, infrastructure.
- Various age and disability forms: standard of service and Deals.
- Practical simulation exercises.
- Good examples of barrier-free design and accessible venues.
- Marketing - Barrier-free communication on the Internet and in brochures – Accessible information provision
- The new system "Tourism for All" – "Accessibility certified" "information about accessibility"
- Joint survey of selected buildings/ parts of the building
- Introduction to the questionnaires/auditing tools that form part of "Tourism for All" labelling scheme including survey of selected materials.
- Understanding how to use the database, web-based online reporting tool.

### **Course delivery and course activities**

The training course is delivered over two or three days based on the trainees background. For example, if the trainee has previous knowledge in the area of accessibility they may only need to attend the two day course. In order to be eligible to attend the two day course instead of the three day course candidates must have:

- Advanced knowledge in the field of accessible tourism (barriers faced by diverse user groups; the service chain etc.)
- An understanding of diverse user requirement and different user groups.
- Have working knowledge of target agreements in accessible tourism
- Have an understanding of German Standards DIN standards 18040, 32975 and 32984.

The course aims to develop the awareness of the differing functional diversities and is a practical course. The course content is delivered in a number of ways including presentations and lectures, group discussions, practical exercises, case studies, practical simulation exercises, use of video and group work.

The course costs €680 for the two day course and €890 for the three day course. A maximum of 14 participants are allowed to attend each course and the course is aimed at those who wish to be accredited as national 'Travel for All' surveyors.

As part of the national labelling scheme both auditors and staff from the tourism providers (who are being audited) have to attend the training. At least one member of staff from the tourism provider being assessed has to take part in the training. If they leave the company a new member of staff has to be trained to ensure that at least one person in each company labelled as accessible knows about the needs of guests with disabilities.

Also more than one member of staff can participate by undertaking web based training, which makes it quite easy to train more members of staff of each company without losing time and money through high training fees and absence.

## **Assessment**

Assessment during the course is continuous assessment. There are two training providers at each course and they are assigned 7 people to review and assess during the course. On completion of the course auditors receive a certificate of "Tourism for All" and a personal identification number from the DSFT/ NatKo. It is only then that auditors are allowed to audit as part of the labelling system. It is important to note that you are only allowed to become an auditor if a licensee proposes you as an auditor and is intending to work with you.

## **Availability of training materials**

Training materials are made available to all participants who sign up and attend the course. For further details see section on 'Course Delivery and Course content'.

### **3.0 TARGET AUDIENCE, COMMUNICATIONS AND BARRIERS**

The target audience for the project is the BMWi, BMAS, project managers and support the country's tourism marketing organizations in Germany, target agreement authorized associations, service providers from the hospitality industry, tour operators, transportation companies, leisure and cultural facilities

The target audience for the training course is those who wish to become accredited surveyors (licensee) on the national 'Travel for All' surveyor's scheme. Participation is open to all persons who are called by licensees of the system "Tourism for All" as future auditors. Knowledge of tourism and certification systems are beneficial, but not mandatory.

The target audience for the training is also members of SMEs; Companies and Tourism Providers who want to participate in the labelling scheme. It is mandatory that at least one person for the company has to participate in the training.

The target audience for the labelling scheme is anyone with an interest in making their premises and services more accessible. This includes hotels; guest houses; taxi companies; travel agencies; leisure providers; arts venues; museums; galleries; tour operators to rural farmhouses.

#### **4.0 EVIDENCE OF IMPACT**

As indicated above this project is currently in its final stages and due for completion at the end of 2013. Therefore it is unclear as yet what the long term impact of the project will be.

However there is huge potential for both the traveller and the tourism provider resulting out of this project. For example, the label scheme as part of the project aims to provide accessible information in a consistent manner to all of the dependent travellers who need information and the scheme also strengthens the competitiveness of the German tourism industry by catering for a wider range of potential tourist and users.

In the short term it is clear that the training programme has been mainstreamed within the DSFT training programme and that a number of training sessions are planned between now and the end of 2013 (and into 2014). This will result in more people trained in the area of accessible tourism (marketing, buildings, services, accessible information, auditing etc). It is also intended to roll out this training nationally in 2014, therefore impacting on the accessibility of the tourism sector throughout Germany. The training includes a real life assessment of a tourism provider which is very beneficial to allow participants to assess and see real life examples of barriers to accessibility.

Module 4 of the project involves the development and operation of an Internet-based platform. The Internet platform has been designed to coordinate and integrate all of the services provided and is designed to assist in the marketing of accessible tourism within the various states in Germany.

After 2013 the “Tourism for All” project will be in the implementation phase. All basics are developed for the project (i.e. labelling, quality criteria, training modules etc.) and the first future licensees have already started to train auditors with DSFT/ NatKo. It is now intended to roll out the project/training within other federal states (Schleswig-Holstein, Berlin, Thuringia, Saxony-Anhalt, Lower Saxony, North Rhine-Westphalia, Saxony).

All joining tourism providers and participants will be part of a database. After 3 years a new auditing programme takes place to ensure that the data is up to date. Moreover the operator has to sign an agreement to indicate that they will inform the testing and labelling centre (DSFT/ NatKo) in case of any changes or potential impacts on accessible service delivery within their organisation.

## **5.0 CONCLUSIONS**

This training programme forms part of the “Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany”. The training element is only one of the four modules that form part of the project (i.e. identification; Development of cross-industry quality standards Training and development of a platform).

It is clear that it is of the utmost importance to have such a training element in a project of this scale in order to:

- Successfully deliver on the project.
- Have an accredited assessment process for potential auditors.
- Ensure consistency in assessment of tourism facilities.
- To maintain the long term viability of the project and ensure the project continues well into the future.
- Create an awareness of the project and promote “Tourism for All” within Germany.
- To provide participants with sufficient background knowledge on accessibility and tourism (i.e. marketing, buildings, services, accessible information, auditing etc).

It seems though, although not tested, that this training model is very sustainable into the future. For example, as part of the national labelling scheme both auditors and companies (who are being audited) have to attend the training. The label only last three years and companies have to re-apply after that and therefore, will have to undergo further training. At least one member of staff from the tourism provider being assessed has to take part in the training. If they leave the company a new member of staff has to be trained to ensure that at least one person in each company labelled as accessible knows about the needs of guests with disabilities. Also other staff within the tourism provider will be able to avail of web based training, which makes it easier to train more people without losing time and money through high training fees and absenteeism from the workplace.

The training is also its first in its kind in Germany as all of the key stakeholders in the area of accessibility and tourism were involved and consulted with throughout the development of the project and the training modules. This is

critical to ensure the long term sustainability of the training model but also to ensure national consistency within Germany in the provision of an accessible Tourism services. At a local level all companies participating in the scheme will benefit from attending the training, but also from the experience of the auditor to assist in the implementation of improvements.

## **6.0 RECOMMENDATIONS**

One of the innovative approaches to this training is that it is tailored to suit the needs of the target audience. Those with detailed experience of accessibility and the accessible tourism within Germany, while a longer course has been designed to cater for those new to the area of accessibility.

In order for training to be sustainable and to continue beyond the lifetime of a project, this project has demonstrated that if training in the area of accessibility is certified and integrated into a national labelling scheme (or accreditation scheme) it will continue into the future and long after the funded project has complete. The project also demonstrates that their needs to be an organisation or organisations with responsibility for maintaining and running the course/project if it is to be successful into the future.

By integrating training within the label scheme the German government are aiming to ensure a consistent a reliable approach to providing consistent and reliable accessible information. The government is also ensuring that the auditors are accredited and uniform audits take place throughout Germany.

The project partners worked closely with the project advisory board in development of the training course and content and all other elements of the project. This was critical to ensure that all stakeholders were involved in the process but also to ensure national buy into the project and to ensure the training would be implemented throughout Germany. This highlights the importance of involving all of the key stakeholders in the development of training courses to ensure successful implementation on completion of the project.

The delivery of the training is innovative as it is delivered in a number of ways (i.e. attending a course and/or e-learning). This is to allow staff within the tourism provider to avail of web based training and learn more about accessible tourism, w. It also makes it easier for smaller SMEs to participate as more people can be train without losing time and money through high training fees and absenteeism from the workplace.

**ANNEX I: CRITERIA AND JUSTIFICATION FOR BEST PRACTICE**

**Table 2: Criteria and justification for best practice**

Criteria	Justification	On track/off track
<b>Innovative</b>	The training has been designed in an innovative way, aiming to provide training for accessibility auditors as part of the national 'Tourism for All' accessibility label in Germany. The course content and delivery has been designed to take into account the different type of learners and also the different type of people who may wish to qualify as an auditor. The training includes practical group work, joint access surveys, reviews of auditing tools and lectures.	
<b>Relevant</b>	The course content and context behind the training (as part of overall national accessibility scheme) is very relevant to the tourism sector.	
<b>Transferable</b>	There is potential for the training and the accessibility scheme to be transferable and implemented in different countries with minor modifications (i.e. application of national legislation in different countries).	
<b>Efficient &amp; Effectiveness</b>	The project has delivered a national training programme that has been developed by all of the key stakeholders in the area of accessibility and tourism. The project is sustainable and will continue long into the future.	

<b>Impact</b>	The training programme has only begun in 2013 and forms part of the “Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany”. The long term impact hasn’t been tested but it seems that the training is a critical element for the successful delivery of Germany’s national ‘Tourism for All’ accessibility scheme.	
<b>Sustainable</b>	The training course was designed as part of the ‘Tourism for All’ national accessibility label in Germany and the training is mandatory for those wishing to become accredited access auditors as part of the scheme.  The large number of tourism stakeholders involved in the initiative gives an indication of strong support for future development and dissemination.	

## **ANNEX II: PROJECT SUPPORTERS & PARTNERS**

The project "Development and marketing of accessible facilities and services within the meaning of Tourism for All in Germany" is a Federal Ministry funded for Economy and Technology Cooperation Project of the German Department of Tourism (DSFT) Berlin eV and the National Coordination Office for Tourism for All Association (NatKo) .

### **The promoters**

The following are the two main promoters of this initiative:

- **German Seminar for Tourism (DSFT) Berlin eV** - The DSFT is the central training institution of the German tourism industry for over 45 years and offers seminars for professionals and executives. The aim is to qualify through training, especially small and medium enterprises / organizations to strengthen competitiveness and to promote tourism in Germany.

- **National Coordination Office for Tourism for All Association (NatKo)**
  - The NatKo is the central point of contact for the needs of Accessible Tourism for All in Germany. It was founded in 1999 by seven federal disability organizations to "Tourism for All" to join the Germany-wide activities of self-help organizations in the field and coordinate. The goal is to speak with one voice and to represent it as many sufferers.

### **The Project Advisory Board**

The Project Advisory Committee has an advisory role. It is composed of individual members/members of DSFT and NatKo, experts and practitioners from various areas of the service chain in tourism as well as representatives of the donors. The goal is to generate by the project advisory solutions and to verify the developed in the project criteria, standards, curricula and marketing ideas to their practicality and usefulness for all people. The Board is regularly informed about current progress of the project. The following organisations are members of the Project Advisory Board:

- Barrier-free travel destinations in Germany c / o Erfurt Tourismus & Marketing GmbH
- German Federation of Senior Citizens' Organisations eV
- Federal Association of Self Help for people with disabilities and chronic illness and their families eV (BAG self-help)
- Federal Accessibility Competence Center
- Federal Ministry of Labour and Social Affairs
- Federal Ministry of Economics and Technology (BMWi) Division II A 4 - Tourism Policy
- National Association of survival for people with intellectual disabilities eV
- DEHOGA German Hotel and Restaurant Association
- German National Tourist Board (DZT)
- German Association of the Blind and Visually Impaired
- German Spas Association (DHV)
- German Travel Association (DRV)
- German Tourism Association (DTV)

- Director of the Interdepartmental Working Staff at the Federal Government Commissioner for Matters relating to Disabled People
- Social VdK Germany eV
- TMB Tourismus-Marketing Brandenburg GmbH

### **The project working group**

The project-related working group is composed of all target agreement entitled organizations, leaders and members of DSFT and NatKo and representatives from all sectors of the tourism service chain. You all are invited to participate in the working group. The following organisations are members of the Project Advisory Board:

- ADAC
- Barrier-free travel destinations in Germany
- Erfurt Tourismus & Marketing GmbH
- Alliance of independent travel companies, Bundesverband eV (asr)
- Bayern Tourismus Marketing GmbH
- Berlin Tourismus & Kongress GmbH
- Bremer Touristik-Zentrale Society for Marketing and Service GmbH
- German Federation of Senior Citizens' Organisations eV
- Federal Association of Self Help for people with disabilities and chronic illness and their families eV (BAG self-help)
- Federal Accessibility Competence Center
- Federal Ministry of Labour and Social Affairs
- Federal Ministry of Economics and Technology (BMWi) Division II A 4 - Tourism Policy
- Federation of Camping Industry Association in Germany
- Association for body and multiple disabilities eV
- National Association Self-help physically disabled

- National Association of survival for people with intellectual disabilities eV
- DB Vertrieb GmbH
- DEHOGA German Hotel and Restaurant Association
- German Cochlear Implant Society
- German Society of Tourism Research
- German National Tourist Board (DZT)
- German Association of the Blind and Visually Impaired
- German Association of the Deaf Association
- German Spas Association (DHV)
- German Spas Association / Spa Association of Baden-Württemberg
- German Travel Association (DRV)
- German Association of Towns and Municipalities (DStGB)
- German Tourism Association (DTV)
- German Association of the blind and visually impaired students and professionals in eV
- Eberhardt Travel
- Free Hanseatic City of Bremen's Senator for Economics, Labour and Ports Division 11 - Tourism and Marketing
- HA Hessen Agentur GmbH
- Kempten University
- IMG Investment and Marketing Corporation Saxony-Anhalt mbH
- District Office Ostallgaeu
- Director of the Interdepartmental Working Staff at the Federal Government Commissioner for Matters relating to Disabled People
- Rheinland-Pfalz Tourismus GmbH
- Scandic Hotel Potsdamer Platz
- Social VdK Germany eV

- Thüringer Tourismus GmbH
- TMB Tourismus-Marketing Brandenburg GmbH

The technical, professional and academic monitoring and advices is by PROJECT M<sup>9</sup> and NeumannConsult<sup>10</sup>.

For further information on project support and partners see:

- <http://www.deutschland-barrierefrei-erleben.de/index.php/tourismus-fur-alle/unterstutzer-partner/>

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<sup>9</sup> <http://www.projectm.de/>

<sup>10</sup> <http://www.neumann-consult.com/>