



**Fundación ONCE**

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de Personas con Discapacidad

# **Study of Access Requirements Related to Quality Norms in European Tourism**

Final Report

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This report is the result of a study of access requirements related to quality norms in European Tourism. The study was sponsored by the ONCE Foundation and conducted by Fundosa Accessibility SA, Vía Libre.

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Finally, we would like to thank all the individuals and associations representing travellers with any kind of disability that have answered the visitors' questionnaire, sharing their experiences and insights about the level of access they have encountered when visiting European countries.

The list of organisations that participated in the surveys is shown in *Annex 1* of this report.

## EXECUTIVE SUMMARY

This report presents the results of a pilot study on *Standardisation in relation to accessibility of tourism services for disabled people* in a sample of European countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and the United Kingdom.

Today, all European Union (EU) Member States have different forms of legislation which require access for people with disabilities to the built environment. However, the European Union as a whole does not have a single set of Standards for disabled access. Nor are there common standards for accessibility in relation to *tourism venues* or *tourism services*. Moreover, in the few EU Member States and neighbouring countries which do have technical Standards for disabled access in tourism, these Standards are not harmonised with each other.

Therefore, for any disabled traveller, either from an EU member state or from overseas, who wishes travel to an EU country either for business or for pleasure, the lack of similar or coordinated access standards presents a formidable challenge. The choice of suitable holiday destinations is limited firstly by the difficulty of obtaining reliable *information* about access, prior to travel, and subsequently by the highly variable quality of *transport, venues and services*, in terms of their accessibility.

Finding and verifying the suitability of access conditions before travelling is not a trivial matter for disabled travellers. It is *essential* to determining both how and where they will travel, or if they can travel at all. Therefore, the accessibility Standards and related measures which are used in the countries of Europe are of fundamental importance to intending visitors who need good access.

It should be said that the current lack of common technical Standards for disabled access in the EU can be seen as a simple consequence of the Union's historical development, whereby nations and regions continue to exercise their sovereignty over their own matters in this area, based on the legal principle of subsidiarity. To arrive at a common approach and a common set of technical standards in all the member states of the EU would require a careful reconciliation of the political and legal, as well as the technical issues involved. In this study, the political and legal dimensions of the subject are not addressed in depth, the main focus being on technical aspects.

The study examines not only which standards exist and what they contain, but also the effectiveness of the standards, as judged by a sample of tourism providers, by experts and also by the "beneficiaries" of the standards: visitors with disabilities and mobility problems.

This report is divided into five sections:

- Section 1 describes the design of the study.
- Section 2 chapter presents references about the requirements of the tourism market (supply and demand) and about numerous accessibility-development strategies, norms, requirements and laws of different European countries.
- Section 3 presents access standards and other instruments with two levels of analysis: first listing the selected measures at international, European and National levels in a comparative table, and a secondly by describing each of the individual measures. The review provides a description of the mechanisms in place in the eight countries, referring to documentary sources and current practices, which embody a range of solutions for the promotion of accessibility in the tourism sector.

- Section 4 presents the results of the questionnaire surveys conducted with disabled visitors, tourism providers and experts.
- Section 5 contains the conclusions and recommendations of the study

To put this study into perspective, some background considerations about industry Standards, the Standardisation system and the tourism sector should be mentioned.

Standards are widely used - and new standards are continually being developed - in many sectors of industry, for example, in manufactured goods, Information and Communication Technologies, transport, construction and so on. In total, 700,000 Standards and technical regulations have been developed world-wide, counting Standards by National Standards bodies, at European level (EN) and International level (ISO).<sup>1</sup> The general aim of Standards is to ensure compatibility between product ranges and to safeguard the health and safety of workers and consumers.

It should be noted that Standardisation work proceeds according to firmly established principles and procedures. By way of illustration, the description of ISO Standards is quoted below:

ISO standards are developed according to the following principles.

- **Consensus**  
The views of all interests are taken into account: manufacturers, vendors and users, consumer groups, testing laboratories, governments, engineering professions and research organizations.
- **Industrywide**  
Global solutions to satisfy industries and customers worldwide.
- **Voluntary**  
International standardization is market driven and therefore based on voluntary involvement of all interests in the market-place.

There are three main phases in the ISO standards development process, which are described as follows:

1. The need for a standard is usually expressed by an industry sector, which communicates this need to a national member body. The latter proposes the new work item to ISO as a whole. Once the need for an International Standard has been recognized and formally agreed, the first phase involves definition of the technical scope of the future standard. This phase is usually carried out in working groups which comprise technical experts from countries interested in the subject matter.
2. Once agreement has been reached on which technical aspects are to be covered in the standard, a second phase is entered during which countries negotiate the detailed specifications within the standard. This is the consensus-building phase.
3. The final phase comprises the formal approval of the resulting draft International Standard (the acceptance criteria stipulate approval by two-thirds of the ISO members that have participated actively in the standards development process,

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<sup>1</sup>[http://www.iso.org/iso/about/iso\\_in\\_figures/iso\\_in\\_figures\\_4.htm](http://www.iso.org/iso/about/iso_in_figures/iso_in_figures_4.htm)

and approval by 75% of all members that vote), following which the agreed text is published as an ISO International Standard.”<sup>2</sup>

Proponents of Standards (such as ISO) describe Standards as „enabling business, government and society to function better“ for a variety of reasons, which include: „enabling suppliers to satisfy quality requirements, enhancing customer satisfaction, ensuring product reliability and sustainability and cutting costs“. (ISO op.cit.)

Importantly, Standards also provide governments with a technical base for health, safety and environmental legislation, and conformity assessment. European and international Standards facilitate trade between countries and fairness in economic activities, and they contribute to consumer protection.

ISO also notes that, [While] —.International Standards create “a level playing field” for all competitors on those markets, the existence of divergent national or regional standards can create technical barriers to trade”. (ISO op.cit.)

### **Main findings**

From this study of Standards and related instruments addressing accessibility to tourism for disabled people and those with access needs in different European countries, the following findings have emerged:

- Access Standards related to *access in tourism* are found to vary considerably, firstly in terms of their objectives, especially in relation to *the range and types of “beneficiaries” (disability groups) they intend to support*. While some Standards cover the requirements of 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.
- The Standards are also directed towards *a variety of professional groups or industry sectors which shall use them*, including architects, designers, tourism destination managers, accommodation proprietors, owners of visitor attractions and restaurants, and others.
- Furthermore, *Standards can vary in the scope of the actions they address*, as they may focus on various subjects including: buildings and infrastructure, transport modes, visitor services and training, or information design and Information and Communication Technologies (ICTs). It is also notable that while *most Standards focus on strictly technical specifications for “hardware”*, others include in their remit, *aspects of service and quality management* that are also related to achieving and maintaining good accessibility for visitors.
- With regard to the more technical Access Standards, these can also *show considerable variation in the functional requirements they prescribe*, as well as in the dimensional and design requirements.
- Taking all these aspects into account, it can be concluded that there is very little uniformity or consistency in tourism Standards, regarding their target groups, their intended users, their scope and their technical specifications, when comparisons are made between European countries.

<sup>2</sup> [http://www.iso.org/iso/standards\\_development/processes\\_and\\_procedures/how\\_are\\_standards\\_developed.htm](http://www.iso.org/iso/standards_development/processes_and_procedures/how_are_standards_developed.htm)

- The heterogeneity of the access Standards identified for this Study can be explained partly by the fact that *specific Standards on Tourism Accessibility* are relatively rare. Therefore the sample we have identified includes a number of Standards and guidance documents that have been written for other purposes, such as access to ICTs in general, which may have only partial relevance to tourism.
- It is worth bearing in mind, with regard to possible future Standards work, that access Standards that are written without active tourism industry participation will almost invariably fall short of what is needed by the tourism sector.

The effects of maintaining competing national standards in a single European market place is one of the major concerns of the present study. The study shows the large variety of approaches and technical requirements which exist but also the distinct lack of specific standards addressing tourism venues and tourism services. This begs the question as to how Standards for tourism accessibility in different European countries might be reconciled, both in their technical aspects and also in terms of their potential for supporting inclusive policies for the integration of disabled people in society.

The study offers several hypotheses for future standards work in this area:

- One hypothesis of the Study is that one or other exemplary (i.e. excellent) National Standard may be used as a “model” for other countries to follow.
- A second hypothesis is that one or more National Standards may serve as the basis for a common European Standard.
- A third hypothesis is that a European Standard may be achieved only by a complete re-design and development of a new Standard.
- There is also the possibility that, given the international nature of tourism, an International Standard for disabled access to tourism may be the most desirable course of action.

Of course, the confirmation of any of these hypotheses depends not only on the technical quality of the Standards themselves but also on the political environment and societal trends within which standardisation operates.

Therefore, in addition to the results of this study, it must be considered whether the tourism sector is ready for such European Standards, or if other mechanisms would be more effective or preferable to the actors and stakeholders.

From the experts’ survey and supplementary interviews, a number of problem areas have been indicated, as well as some new approaches which are currently being adopted to improve access in tourism.

It is clear that laws and regulations concerning access are not sufficient on their own to ensure adequate standards of accessibility for disabled users, in any of the four key areas of tourism:

- access to information,
- access to transport,
- access to infrastructure and facilities,
- staff training and service, with an emphasis on access.

New tools, methods and standards are needed, that are attuned to the needs and realities of the tourism sector. These new approaches must be grounded in the social-

environmental model of disability, which affirms the equal rights of disabled visitors to participate in tourism.

The onus is on the tourism sector to make its provisions accessible to all visitors. Providing access for all is an aspect of ethical and responsible tourism. In a number of European countries, affording reasonable access to customers with disabilities is increasingly considered as a legal obligation, although the appropriate standards, practices and enforcement measures may not be fully in place.

The experts consulted in this study generally agree that:

- 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.

The focus of standards and guidance work should be on:

- **Information**  
Quality and accessibility of information to citizens before travelling (access labels, descriptions, personal accounts of visitors with disabilities...)
- **Transport**  
Travel and tourism depends on accessible transport systems and vehicles, rest-stops, accessible terminals, etc.  
All aspects of transport and transport related services should be considered from a user perspective, in order to ensure safe and accessible services.
- **Infrastructure**  
Quality of design, facilities and features at the venue for all types of disabilities /mobility, hearing, sight, allergy etc. and different user groups who need good access, e.g. families, senior citizens...
- **Service / Training**  
Improvement and standards for staff training in disability awareness, accessibility and assistance of disabled people.

On the subject of legislation, Experts agree that Standards can support legislation, and good Standards can also replace the need for legislation. But experts and visitors with disabilities alike tend to agree that *access legislation, with appropriate enforcement measures* can have the biggest impact on improving access to tourism.

From the experience of those countries where disability discrimination laws have been enacted (e.g. UK, Norway), it is notable that there is still a need – and perhaps *more need* for technical guidance for providers, technical personnel and training institutions, in the form of Standards and advisory documents on how to deliver good accessibility. The impact of mandatory requirements for access, especially in the UK, has been to stimulate a wide range of activities and measures which support, advise and inform about accessibility across a wide range of public and private services.

The tourism sector in the UK is moving into a more pro-active position in response to growing consumer demand (from disabled customers) *and* as a result of legal requirements. Technical guidance and human resource management advice and training are needed for staff and personnel in all areas of the tourism sector.

It was interesting to discover that managers of several companies in different countries have taken a serious and firm commitment to implement voluntary access standards or norms of their country, such as the Spanish Access Standard UNE170.001 or the French “Tourisme et Handicap” label. By following the access implementation procedures and requirements, companies have achieved a valuable know-how of their own product, service and environment. Their managers now have a good knowledge of what works in their companies and what did not work with regard to the standard’s requirements and all the actions they had to do (and want to do) to improve their services with regard to people with disabilities. Definitively, the whole implementation process had made them real experts on accessibility.

Marketing accessibility is also of vital importance. This can be done by labelling schemes and also by other means, such as objective assessment and audit statements, which customers can use to make better informed travel decisions. Labels should be clarified and standardised if they are to have an impact beyond regional or national borders.

The visitor surveys show that some disabled visitors know about some of the labels, norms and standards in their own country but very few know about labels and norms in other countries.

By extension of this fact, disabled visitors probably do not know their rights, when travelling abroad. It is therefore important that future access standards and mechanisms for improving access to tourism take into account the movement towards international recognition of disabled tourists’ rights, as established in the United Nations Convention on the Rights of Persons with Disabilities.

## **Recommendations**

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

Existing access Standards, in general, must be reviewed and updated in accordance with the United Nations Convention on the Rights of Persons with Disabilities, ensuring that the Social-Environmental Model of disability is fully respected both in language and in technical aspects. New Standards in the field of access to tourism services should also be developed according to this approach.

### **2. Dialogue and collaboration between organisations which represent disabled people and people with access needs and the tourism industry.**

New access Standards must be both effective and useful to the tourism industry. To achieve this, they must be developed in close cooperation with the relevant actors and stakeholders. Examples of such cooperation can be found in the UK, Denmark, Norway and other countries, where guidance documents and other good practices to support the tourism industry have been achieved by joint working groups.

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

The Standardisation process in the field of tourism services must embrace the experiences of disabled travellers as well as the views of industry providers, if the results are to be beneficial to both parties. User representatives should have access to training and travel and subsistence funding in order to participate effectively in Standardisation work.

#### **4. Cross-border cooperation between national Standards bodies**

The present study has shown that different countries in Europe are generally following their own path as regards the development and use of Standards for accessible tourism. Among national Standards bodies we do not see any concerted activity or workplan which aims to align national tourism accessibility Standards with each other, nor are governments or national tourism agencies actively collaborating to make new, common access Standards in the tourism field.

–Bridges” should be created between the national Standards which are applied in individual countries and European Standards in the area of access to tourism services. It is desirable that CEN, as the body responsible for European Standards, should do more to encourage standards bodies to come together to address many technical areas that can contribute to accessible tourism. Working on a regional basis, with groups of countries, may be a practical starting point, if full Europe-wide cooperation is not immediately possible.

#### **5. Wider stakeholder networking in support of accessible tourism measures in all European countries**

A collaborative –space” or framework is needed to bring organisations and countries together to address accessible tourism in its wider aspects, concerning staff training, access auditing, preparation of guidelines, and accessibility management (including handling consumer complaints), etc.

In 2008, the European Network for Accessible Tourism (ENAT) made a proposal for a CEN Workshop Agreement (CWA) to develop a European consensus document on technical requirements for accessible tourism services.<sup>3</sup> This CWA is perhaps *the only substantive proposal currently addressing tourism access standards at European level*, with the potential for moving the sector forward on this important issue. It is therefore recommended to bring this proposal to the attention of all national Standards bodies, national and regional tourist boards, industry associations, disability organisations and other interested parties, with a view to establishing a concrete basis for this much needed work.

#### **6. Need of statistics from national and regional tourist boards**

Given the general lack of statistics and knowledge about the provisions for disabled tourists, their needs and experiences, national and regional tourist boards should make regular and systematic analyses of this market segment and publish their findings. This would enhance providers' understanding of the sector demand and also encourage the development of more effective policies and measures to address tourism accessibility.

#### **7. Future studies and follow-up**

This pilot study has collected a wide range of documents and other resources on accessibility in tourism and related legislation, Standards and practices in European

<sup>3</sup><http://www.accessibletourism.org/?i=enat.en.news.522>

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countries. Many references have been placed on a dedicated website at: <http://studyoftourismstandards.wordpress.com/>.

It is proposed that this online resource should be maintained and developed, either as a public website or as an intranet site, so that possible further studies can benefit from this information. The website could also be used as a basis for the collection and monitoring of Tourism Access Standards in the future.

## 1. STUDY DESIGN

This section outlines the design of the study. This chapter describes the study design, including its aims, approach, research topics and questions and methodology.

### 1.1 Aims

The aims of this study were two-fold:

1. The identification of the existing Standards, Quality Norms, Laws and Minimum Requirements concerning accessibility in tourism in selected European countries
2. The evaluation of the requirements and consequences of these instruments in terms of their effectiveness towards tourism providers; and in relation to the accessibility of destinations as experienced by visitors with disabilities and others who require good access conditions.

### 1.2 Approach

The study has examined experiences of tourism providers and experts from a sample of European countries / regions that have developed systematic approaches towards defining and implementing tourism standards or labelling, using a comparative case-study method. The views of visitors with disabilities and of others who require good accessibility have also been gathered and analysed.

Data was collected by three means:

1. desk research based on Internet and print publications
2. a survey involving structured interviews with key stakeholders, and
3. an online questionnaire for obtaining general consumer feedback.

### 1.3. Research Issues and Question

1. Description of main points covered in each norm/standard of each selected country/region.
2. From the above, develop a typology of norms and issues related to tourism accessibility, elaborating:
  - their main purpose, target or user group(s),
  - means of implementation
  - what is or is not included.
3. Opportunities for the Tourism Sector in each country, thanks to the Norms. Based on:
  - Interviews with people responsible for the Norms
  - Interviews with people of most relevant companies of TouristSector of each country
  - Interviews with people of other companies of Tourist Sector of each country using already labels or announcing being certified
4. Difficulties for the Tourism Sector in each country, related to the Norms. Based on:
  - Interviews with people in charge of Norms

- Interviews with people of most relevant companies of Tourist Sector of each country
  - Interviews with people of other companies of Tourist Sector of each country using already labels or announcing being certified
  - Interviews with people of other companies of Tourist Sector of each country that do not have yet a label or certification
5. Ways of informing about Access Achievements of Tourism Sector in each country. Based on:
- Interviews
  - Internet research

The results obtained in each of the previous research topics have been included in a report that includes the following sections:

- Main findings
- Recommendations
- Future studies or follow-up
- References

#### **1.4. Methodology**

At the beginning of the study, 8 European countries were identified where Standards and technical guidance documents have been developed for accessible tourism. These are: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom.

The first part of the study, in which Standards were collected and analysed, involved Internet-based research and examination of published documents.

The second part of the study was based on a quantitative and qualitative survey among five different types of stakeholders, developing five different types of questionnaires, one for each type. This was not a statistically representative sample but was intended to obtain pilot data with indicative answers for each stakeholder group across different countries.

The different types of stakeholders were the following:

1. Accommodation providers, including owners or managers of hotels, hostels, caravan parks, cruise companies, etc.
2. Airports managers, including managers who work for the airport owner or managers from companies that are contracted to manage passengers and ground handling operations.
3. Destination and Attraction managers, including managers of city tourism marketing offices, museums, sports venues, leisure and amusement parks, national parks, heritage sites, etc.
4. Access Experts. They were selected national and European experts with knowledge about accessibility standards, norms, guidelines and "labels" that have relevance for tourism access for disabled people.
5. Visitors with access needs. The only condition to participate was to have travelled away from home – on business or for pleasure – to a European country in the last 3 years, including their country or more than one country.

The surveys were produced in English, German, French and Spanish, so that respondents could answer the surveys in their respective languages.

Surveys 1 to 4 were administered via the Web, by email and by telephone Survey 5 was distributed on-line and also by email and by phone in German and Spanish.

Survey respondents were allowed to remain anonymous.

The focus of the business surveys was to identify how companies are addressing accessibility issues generally in their business, and to gather opinions about the regulations and guidance that providers may know and use.

The visitor survey focussed on the experiences of travellers in different tourism settings and stages of travel, from information search and booking to accommodation and transport. It also sought answers to questions regarding visitors' knowledge of tourism access standards and labelling schemes, in order to assess how *the use of accessibility standards in the tourism sector impacts on disabled visitors and others with particular access needs*.

A website for the Study of Tourism Accessibility Standards was opened at: <http://studyoftourismstandards.wordpress.com/>. The site includes functionalities for users to add comments. Its purpose was to give the opportunity to survey respondents (especially the experts) to find and examine existing standards, and to provide a channel for possible comments on any aspect of the study or about accessibility in tourism, in general.

## 2. THE ACCESSIBLE TOURISM MARKET AND RELATED INSTRUMENTS

This chapter gives an overview of both the supply and demand for accessible tourism in Europe and presents a summary of the major instruments dealing with this aspect of the tourism market: legislation, regulation and voluntary standards, and other recent developments in this regard.

We must differentiate between the mandatory measures (such as the laws and regulations binding between the public authorities or private companies and citizens) and those measures whose purpose is to advise (such as guidance documents or information may be useful for both service provider and for the visitor or for both).

In principle, the laws, rules and regulations are binding only in some jurisdictions. In Europe, these jurisdictions range from the Member States of the European Union, individual sovereign states, territories or independent regions, to municipalities, each with its structures of government, judicial authorities and related authorities.

### 2.1. The Target Market of Accessible Tourism

This study has *not* made an investigation of the European market for accessibility in tourism. It is regarded as indisputable that tens of thousands of people with particular access needs can benefit from improvements in access standards.

A study by University of Surrey School of Management, conducted for the EU project OSSATE (One-Stop-Shop for Accessible Tourism in Europe) in 2005 is the most recent authoritative research on the accessible tourism market in Europe. The Surrey University study estimated that over 127 million persons, or 27 per cent of the EU population, require good accessibility in order to participate in tourism, (taking into account the numbers of disabled persons, seniors and people with long-standing health problems). Added to this number are, of course, the family members, friends and carers who travel with them.<sup>4</sup>

While the present study has not added to the body of knowledge about the market, it has nevertheless identified the customers or visitors who are targeted by the various existing Standards and other measures to promote access in the eight countries that have been investigated.

### 2.2. The Scope of Accessible Tourism Provisions

Within the tourism industry, a range of specialist tourism operators provides 'customised' tourism offers, often catering for specific groups of customers, such as senior citizens, wheelchair users, people who are deaf or have a hearing impairment, people who are blind or have a sight impairment, and people with learning difficulties.

Other providers, also aiming to deliver accessible tourism, go for a broader target, seeking to address the various needs of disabled and non-disabled persons within an inclusive venue and offering inclusive services. This is the "mainstream" approach which seeks to avoid segregation of visitors based on their disability or access needs.

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<sup>4</sup>OSSATE *Accessibility Market and Stakeholder Analysis* (2005). See: [http://www.ossate.org/doc\\_resources/OSSATE\\_Market&Stakeholder%20Analysis\\_Public\\_Version\\_Final.pdf](http://www.ossate.org/doc_resources/OSSATE_Market&Stakeholder%20Analysis_Public_Version_Final.pdf)

Accessible tourism is therefore delivered by providers who may serve both 'niche' and 'general' markets, and which can cater for customers with all types of disabilities, ages and abilities.

In the case of tourist destinations, such as villages, towns, cities or regions, it is more usual that these will seek to attract the wider market and maximise their appeal to all potential visitors.

Accessible tourism provisions can include both 'hard' (technical) and 'soft' (human resources) provisions and combinations of these.

Tourism and travel is a sector with many sub-sectors, involving destinations, venues, attractions, personnel who provide services, various transport modes, and so on. Therefore the range of possible areas where provisions must be made for good access is quite extensive. For convenience, accessibility provisions for tourists with disabilities and others can generally be classified under one of the following four headings:

- Access to buildings, infrastructure and the natural environment,
- Access to transport,
- Access to services (including the required training of staff at tourist venues and in transport), and
- Access to information (including alternative formats, alternative service delivery, accessible web-design and accessible on-line services).

### **Buildings, infrastructure and Natural Environment**

In the case of access to the built and natural environment, key issues to consider for disabled travellers and others needing good access include: ease of access to places and buildings, accessible entrances, circulation routes outdoors and indoors, use of facilities – in particular, for eating, for entertainment, enjoyment of activities including sports and cultural events, and the accessibility of spaces such as ticket-booths, toilets and bathrooms, changing rooms, and so on.

### **Transport**

Access to various modes of transport requires consideration of the design of transport vehicles or vessels, the points of entrance and alighting, the design of waiting areas, seating arrangements, toilets, refreshments, rules regarding priority seating, timetabling, routing, ticket pricing, rules regarding carriage of accompanying persons, service animals, luggage handling and so on.

### **Services**

Access to services is of fundamental importance, especially to visitors who are disabled and need special assistance or other measures in order to participate fully in their chosen activities. Staff training is one component in the delivery of accessible services, and should be considered in relation to the requirements of all those groups that the service provider is expected to serve.

### **Access to Information**

Access to information includes both the availability of information, before and during travel and while staying at the venue(s). It refers to presentation of information in forms which are accessible, especially to persons with sensory, motor or intellectual impairments, among others, who often cannot access the information when it is presented in certain formats.

In this category it is also important to consider all forms of interactive services between visitors with disabilities and those who provide these services. Such services include making information searches (for instance, about the destination or about timetables for any form of transport), making reservations and bookings (for example, at a travel agent's office or on-line); considering that all above should be possible from one's own home (which means web accessibility is needed as well); or using local tourist information kiosks, posters, leaflets and flyers and so on.

### **2.3. EU Legislation**

Today there are few laws or regulations which apply at European level with specific requirements for *accessible services* or other *accessibility provisions for disabled people*. They are:

- The European Regulation on the rights and obligations of rail passengers, (EC) No 1371/2007 of the European Parliament and of the Council of 23 October 2007;
- The European Regulation on the Rights of Persons with disabilities and persons with reduced mobility travelling by air (EC) No 1107/2006;
- Public Procurement Directive EC/2004/18EC on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts (30.04.2004);
- EU Directive on Maritime Safety, Directive 2003/24/EC of the European Parliament and of the Council of 14 April 2003 amending Council Directive 98/18/EC on safety rules and standards for passenger ships;
- The Bus and Coach Directive, 2001/85/EC, Brussels 20 November 2001;
- The European Lift Directive, 95/16/EC of 29 June 1995 on the approximation of the laws of the Member States relating to lifts

The fundamental purpose of EC Directives is to ensure free competition within the EU Member States and to define essential health and safety requirements for particular groups of products or areas of activity.

In the Commission's "New Approach", Directives are written in generic formulations rather than being prescriptive, which sometimes necessitates some form of interpretation by the industry. (The Air Passenger Regulation 1107/2006 is, however, quite prescriptive, going into specific detail in a number of areas). For this reason, Directives may be accompanied various measures such as an advisory Standing Committee, Coordination of Notified Bodies or Technical Standards Committees.

The clarifications, standards or guidance documents which come from these committees do not carry the same legislative weight as Directives or national laws. However, they are normally practical documents achieved through industry consensus, which can be invaluable aids to the implementation of the Directives.

### **2.4. Voluntary Norms**

Considering relevant Norms and Standards in the area of tourism accessibility, it is necessary to look to the work of International, European and National Standards bodies.

The European Union has an enormous body of industry Standards, built up over many decades and covering all aspects of economic and industrial activity. With the rapid pace of technological and business development, new standards are called for and elaborated continuously and legacy standards are updated, replaced or abandoned.

In this process of continual change, opportunities arise for introducing new themes and new standards. It is instructive to consider the role of CEN in this process.

*"The European Committee for Standardization (CEN) is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading, the welfare of European citizens and the environment. Through its services it provides a platform for the development of European Standards and other technical specifications.*

*CEN's 30 National Members work together to develop voluntary European Standards (ENs).*

*These standards have a unique status, since they also are national standards in each of its 30 Member countries. With one common standard in all these countries, and every conflicting national standard withdrawn, a product can reach a far wider market with much lower development and testing costs. ENs help build a European Internal Market for goods and services and to position Europe in the global economy. More than 60.000 technical experts as well as business federations, consumer and other societal interest organizations are involved in the CEN network that reaches over 480 million people."*

CEN website: <http://www.cen.eu>

In relation to accessibility in general, a variety of Standards can be found, developed by committees in various European countries, and in some international technical working groups. Yet, there are very few of the current range of Standards which address accessibility to tourism for disabled people, directly.

## **2.5. Recent Developments: Mandate M/371 Tourism Services**

This section of the report quotes at length from the website of CEN, The European Standardisation Committee, which has played an active role as coordinator of recent work on service standards in Europe. (The texts were downloaded in September 2009) from [www.cen.eu](http://www.cen.eu)

CEN, The European Standardisation Committee, writes:

*"In many service sectors there are either no standards or a large number of uncoordinated documents. Voluntary European Standards improve market transparency and the tradability of services. European Standards increase cross border trade, support competition and help consumers decide on the best value for services."<sup>5</sup>*

<sup>5</sup>CEN website. <http://www.cen.eu/cenorm/news/pressreleases/sevicestandardization.asp>

In 2004, CEN asked what it can do to support the Internal Market for services, and proposed a strategy aimed at service standardization.

In 2005, the CEN strategy was accepted by the European Commission and reinforced through the European Commission's Programming Mandate M/371.

- Under this mandate, 10 feasibility studies assessing the needs and benefits of standardization in different service fields – business services and consumer oriented services, as well as an 11th study assessing the feasibility and potential overall benefits of a coordinated cross-sectorial approach (CHESSE) were proposed by CEN and accepted by the European Commission at the end of 2006.

In 2007, the consultation on the benefit of service standardization started.

- Throughout 2007 and 2008, CEN looked together with many stakeholders at service fields that do not yet benefit from European standardization. The aim was to bring greater value to these services, and develop European Standards, which would help business.
- The subject of access to tourism and transport services for people with disabilities was one of the areas put forward for study under Mandate M/317. This study was conducted by the French Standards body, AFNOR in 2007 – 2008.

In 2008, CEN submitted an Interim Report to the European Commission.

In January 2009, the Final Report to Programming Mandate M/371 was submitted to the European Commission and EFTA. The Final Report was accepted in May 2009.

In June 2009, CEN published its recommendations concerning future European and international service standardization.

As of August 2009, CEN writes that *“An Action Plan addressing the recommendations made will be put into place and made available on the CEN webpages in due course.”*

In the Executive Summary of CEN's Final Report, it was stated that:

*“...each project first identified the existing national, European and international standards relevant to the service area. The relationship between European (CEN) and international (ISO) standards as well as the Vienna Agreement principle was explained to all stakeholders. During the consultation phase, some stakeholders expressed their interest in global standards as a future step on particular topics. However, in general strong support was shown to take a European approach first in order to identify, clarify and agree on common principles; also Commission financial support is available only to the three European Standards Organizations. However, CEN and ISO are closely aligned as far as possible. Currently, through the Vienna Agreement some 25% of CEN European Standards also are published as ISO standards. Where relevant, we shall ensure that the international aspects of the service standards identified below are addressed.*

*Recommendations made below are validated and supported by a majority of European stakeholders. Work is ready to start, however in a number of cases sustainable financial support has not yet been identified. Therefore, supplementary EC and EFTA financial support is needed and desired.”*

## Next Steps

Following the approval of the CEN Final Report by the EC and EFTA in June 2009, CEN has made the Executive Summary and the detailed recommendations publicly available on the CEN website. A dedicated CHESSE website has also been set up at [www.cen.eu/go/chesss](http://www.cen.eu/go/chesss). Further dissemination of the outcome of Programming Mandate M/371 and the project specific results will be ensured to the CEN/BT, CEN Associates, relevant European Federations and Associations and stakeholder involved throughout the feasibility phase. CEN/CMC will ensure that all project recommendations will be presented and discussed into detail with the relevant EC DGs and other stakeholders.

A detailed implementation plan will be proposed and discussed in the CEN Technical Board, with partner ESOs where appropriate. Priority will be given to the creation of the strategic groups proposed and the immediate follow up of the „high“priority recommendations.

Specific future developments for each area of the CEN studies will be handled case-by-case.

During 2009, CEN Management Committee will actively seek to ensure the recommendations in the present report are correctly followed up by the stakeholder communities involved and maintain an overview of the implementation as well as ensuring this updated overview is available (for instance) on the web. In addition, CEN proposes to explore with the European Commission whether there is any mileage in a general conference on service standards issues at the end of 2009 or early in 2010. This would facilitate the implantation of some of the recommendations, as well as providing a set of example cases that might prove instructive and useful for other services needing standards activity to take into account.

Taking into account the opinion of the European Economic and Social Committee, services stand to gain immensely from clear standards. The development of standards can be useful, amongst other, to:

- Supplement or even substitute regulation
- Improve quality and stimulate competition
- Help reduce asymmetric information, for the benefit of both provider and user; in a market that lacks transparency
- Ensure comparability when a user is faced by, and needs to decide on, different offers.

Following the recommendations and conclusions of the 11 feasibility projects under Programming Mandate M/371, CEN will look to increase its work programme of service standardization work in the very near future.

The subject of access to tourism and transport services for people with disabilities was one of the areas put forward for study under Mandate M/371. This study was conducted by the French Standards body, AFNOR in 2007 – 2008.

In relation to this Study, CEN summarises its recommendation as follows:

**Table 2.5.1. Accessibility to Transport and Tourism Services**

	Recomendations	Deliverable	Standards Group	EC/EFTA Co-Funding
Project No.2	Signs, Symbols and Labels	CWA	Dedicated WS	Yes
	Terminology	CWA	Dedicated WS	Yes
	Accessibility Criteria	CWA	Dedicated WS	Yes
	Access-T-Services – Accessibility of People with Disabilities to Transport and Tourism Services	CWA	Dedicated WS	Yes
	CEN Strategic Group on Accessibility and Standarization	Guideline	CEN/BT/WG 163 or new BT/WG	No

**“CEN Recommendation:** creation of a CEN Workshop Agreement for accessibility services (including: signs, terminology, criteria, services specifications).

**Funding** is requested from the EC/EFTA for the establishment of a Workshop (i.e. funding of the Secretariat)

**Rationale:** European consumers, European Federation representing disabled people, old people, and family with their children, etc. are ready to work on this topic to produce European standards. But there are no funds to finance this kind of work. Financial support from EC/EFTA would allow stakeholders to start the work. Transport and tourism services providers consider that today they respect enough (even too many) requirements. Having their own priorities they are not in a hurry to work with other stakeholders, as they fear to be constrained to apply new added specifications. Thus they are not ready to finance this work but will support and be present if European work would start. With EC/EFTA financial support all stakeholders will be ready to meet and build consensus.”

## **2.6. ENAT Proposal for a CEN Workshop Agreement on Accessible Transport and Tourism Services (Access-T-Services)**

In the context of the CEN Study, an open Workshop was held in February 2008; see [CEN/AFNOR Workshop, 13 February 2008](#)<sup>6</sup>.

Over 90 organisations attended this meeting. As a result of that workshop, one of the participants, the [European Network for Accessible Tourism \(ENAT\)](#) put forward a plan to develop a 'Consensus Document' of specifications for accessible transport and tourism services for disabled people, using the working method known as the –GEN Workshop Agreement”.

<sup>6</sup> <http://www.accessibletourism.org/?i=enat.en.events.341>

ENAT's proposal aims to bring together industry, public authorities, disability NGOs and consumer organisations under the auspices of a CEN Workshop Agreement to identify good practices and agree on a set of basic guidelines. The "CEN Workshop Agreement" is a process which usually takes 12 months or more, involving a small number of face-to-face meetings. Most of the technical work takes place via electronic communications and development of documents by workshop participants.

A draft business plan was published and circulated to key actors and stakeholders in the European transport and tourism sectors, both to inform them about the proposed activity and to elicit their feedback, with a view to improving the final proposal and preparing the recruitment of Workshop participants.

See: <http://www.accessibletourism.org/admin?i=enat.en.news.522>

This Business Plan proposes to deliver a new CEN Workshop on Accessibility for People with Disabilities to Transport and Tourism Services.

The consensus document proposed by ENAT would be a non-binding guideline which enterprises may choose to use to develop or improve their services for disabled visitors and others who require good accessibility.

The workshop aims to produce a **consensus document** which will:

- Identify criteria and provide specifications for accessible transport and tourist services that would satisfy the requirements of the users;
- Provide basic guidance related to service facilities, service management, staff training and other issues that may be used to plan, design, manage and monitor accessible transport and tourism services for disabled people and others who experience accessibility problems;
- Provide examples of good practice in accessible transport and tourism services for the target group.

ENAT believes that the vast majority of transport and tourism enterprises would find such a guideline very useful, given that accessible services are increasingly in demand from visitors. Having a commonly agreed set of basic service recommendations would enable managers to identify quickly and clearly where and how to improve their services, benefiting both the enterprises and their customers.

The CEN Workshop Agreement process has been chosen as it allows businesses, NGOs, professional bodies, public authorities and other entities to participate. Interested organisations from outside Europe may also contribute to the work, much of which takes place by electronic communications.

The Guidelines will be included in **one or more CWA document(s)**, describing

- the target user groups and their service requirements;
- the functional criteria for appropriate access provisions in transport and tourism, covering: information, transport modes, transport terminals, facilities, special service provisions, etc.;
- the general requirements and specifications for service staff training and assistance related to disabled travellers/visitors;
- performance monitoring procedures and complaints procedures.

Using the Web services of ENAT, *Good Practices* in accessible transport and tourism will be collected and published online. These will act as a supplementary resource for the CWA's work and as a "live" online resource for the European transport and tourism sectors.

The CWA consensus document(s), will seek to cover all types of disabilities and user requirements related to mobility impairments and access needs, covering the delivery of travel and tourism services. The document(s) will thus provide a general framework for future development work, for example related to possible standards-setting and the development of more detailed guidance which may be required for certain types of tourist venues, sectors or activities.

Interested organisations were invited to provide their comments on this draft proposal in November 2008.

From this call for comments, ENAT member organisations including tourism industry operators, disability organisations, accessibility experts and academics endorsed the proposal.

The European Disability Forum, which represents organisations of disabled people in EU Member States, decided not to support ENAT's CEN Workshop proposal. The reason for this was a preference to pursue binding Standards, and also a fear that achieving consensus among the various stakeholders would require the "watering down" the requirements for disabled people to an unacceptable degree.

The EDF's position on the CEN/AFNOR report was published on EDF's website in July 2009.

Another influential body which has responded to the CEN/AFNOR report is ANEC – "The European consumer voice in standardisation". ANEC participated in the CEN/AFNOR workshop in February 2008 and published its response as a "position paper" on 10 September 2009.<sup>7</sup>

ANEC writes:

*"As expressed at the final stakeholder seminar of this project, ANEC considers that a European horizontal legislative framework should be established to cover the safety and quality of all services. Such a framework should apply also to more vulnerable consumers, such as children or older persons. This framework should be underpinned by formal standards.*

*Moreover, ANEC stresses the need for CEN to put in place an effective strategy to ensure the balanced involvement of all relevant stakeholder groups in the development of any standards in this field, and in particular to ensure the involvement of organisations representing disabled or older persons."*

The position paper continues:

*"The report also puts forward a proposal by ENAT for the development of a CEN Workshop Agreement on „Accessibility for people with disabilities to transport and*

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<sup>7</sup><http://www.anec.eu/attachments/ANEC-SERV-2009-G-044.pdf>

*tourism services". The proposal notes that this should provide a set of basic guidelines, including guidance on service facilities, service management, and staff training.*

*As mentioned above, ANEC considers that the accessibility of services is best ensured through European legislation which is underpinned by formal standards. While ANEC supports the finding that standardisation work on accessibility criteria would bring benefits to both consumers and businesses, we believe that such criteria should be set in European Standards rather than other, less formal, deliverables. It is also necessary to establish a clear scope for such a Standard.*

*Any standards in these fields should set requirements for the quality of the particular service in question, keeping accessibility as the common requirement in all the service elements to be addressed: safety, training and qualifications of staff, service delivery, complaints and redress systems, equipment/premises, information provision and contracts, after-sales services, sustainability and social responsibility, confidentiality and privacy issues.*

*Furthermore, should quality/safety standards be elaborated, ANEC supports the ENAT view that such work should also identify what constitutes good practice in the particular field.*

*Finally, ANEC would consider it useful to develop a standardised way to provide information on accessible services and facilities in the transport and tourism sectors. Of course, the information provision should be available in alternative formats so as to be accessible by all consumers, irrespective of their abilities (e.g. print format, on-line content, audio and video formats)."*

### **New CEN strategic group on accessibility**

The AFNOR report recommends setting up a new CEN strategic group to pursue the debate on accessibility and standardisation. While ANEC fully supports the recommendation to address the strategic issue of accessibility in standardisation, the issue of whether this should be done in a new group or whether one of the existing group structures would be able to accommodate such a task, should be examined further so as to avoid any unnecessary overlaps or duplication of groups. Any group that may subsequently be established should have a clearly defined scope and aim, and should consist of a balanced representation of interests".

In December 2009 the situation about whether – or how – ENAT might start a CEN Workshop Agreement process remains unresolved. This is not because of a lack of will or change of mind on the part of ENAT and others who support the Workshop process but rather the lack of funds (indicated by CEN in their report, cited above) which will be necessary to cover the costs of a workshop secretariat.

### 3. CATALOGUE OF ACCESS STANDARDS AND OTHER INSTRUMENTS

In this chapter a detailed analysis is made of the international and European norms as well as the norms from eight European countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom.

These countries were chosen for the study on the basis of having at least one and preferably several of the following instruments, which are intended to contribute to good access for visitors and travellers with disabilities and access needs:

- a national Law on non-discrimination of disabled people
- a national Standard for accessibility of the built environment
- a national Standard for accessibility of tourist venues
- regional Legislation and/or Standards for accessibility of tourist venues
- a national or regional system of accessibility information (and labelling) for tourist venues, managed by a public authority
- a 'proprietary' labelling scheme, managed regionally or nationally by a private tourism organisation
- participation by national representatives (authorities, industry or consumers) in international Standards work on accessibility.

The international and European access norms and instruments together with the ones of Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom will be first introduced and afterwards described in more detail.

Country	Norm, Standard, Regulation, etc.
<b>International and European</b>	<ol style="list-style-type: none"> <li>1. UN Convention in the Rights of Persons with Disabilities</li> <li>2. The Global Code of Ethics for Tourism</li> <li>3. Council of Europe Recommendation on ageing and disability in the 21st century: sustainable frameworks to enable greater quality of life in an inclusive society. Recommendation CM/Rec(2009)6</li> <li>4. Council of Europe Resolution: Achieving Full Participation Through Universal Design. ResAP(2007)3</li> <li>5. Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015</li> <li>6. CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities</li> <li>7. Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility</li> </ol>
<b>Austria</b>	<ol style="list-style-type: none"> <li>8. Barrier free buildings (for tourism). Design principles, ÖNORM B1600 : 2005 and B1603:2005 (for tourism)</li> </ol>
<b>Belgium</b>	<ol style="list-style-type: none"> <li>9. Tourism Flanders –“Accessible Tourism Label”</li> </ol>
<b>Denmark</b>	<ol style="list-style-type: none"> <li>10. God Adgang: Accessibility Label</li> </ol>

Country	Norm, Standard, Regulation, etc.
	11. Danish Building Regulations 2008. Access Requirements 12. Danish General Accessibility Standard, DS 3028: 2001
<b>France</b>	13. Tourism and Handicap label
<b>Germany</b>	14. Minimum Standards for Barrier-free Accommodation and Catering Establishments 15. Barrier Free Building Norm, DIN 18024, 18.025 and 18040
<b>Norway</b>	16. Norwegian Standard: Accessible tourist destinations, NS 11010. Requirements as basis for a labelling system 17. Norway Universally Designed by 2025
<b>Spain</b>	18. December 2 Act 51/2003, on equal opportunities, non-discrimination and universal access of people with disabilities 19. Universal Accessibility Management System, UNE 170.001-2: 2007 20. 1st National Accessibility Plan 2004-2012
<b>United Kingdom</b>	21. The Disability Discrimination Act (DDA) 22. National Accessible Scheme 23. VisitEngland "One Step Ahead" labelling scheme for accommodation 24. Hotel Access Specification – PAS 88:2008 Guidance on accessibility of large hotel premises and hotel chains 25. The Building Regulations 2000. Access to and use of buildings. Approved Document M 26. BS 8300:2009 Design of buildings and their approaches to meet the needs of disabled people. Code of practice.

### **3.1. International and European Instruments**

The international and European instruments analyzed are the following:

1. UN Convention in the Rights of Persons with Disabilities
2. The Global Code of Ethics for Tourism
3. Council of Europe Recommendation on ageing and disability in the 21st century: sustainable frameworks to enable greater quality of life in an inclusive society. Recommendation CM/Rec(2009)6
4. Council of Europe Resolution: Achieving Full Participation Through Universal Design. ResAP(2007)3
5. Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015
6. CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities
7. Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility

## 1.

### United Nations Convention in the Rights of Persons with Disabilities

**Country:**  
International and  
European

**More information  
about the norm:**



United Nations  
Secretariat for the  
Convention on the  
Rights of Persons  
with Disabilities

[www.un.org/disabilities](http://www.un.org/disabilities)

## Description of the initiative

In December 2006, the UN Convention sets out the legal obligations on States to promote and protect the rights of persons with disabilities. All EU Member States have signed this UN Convention. The EU has also signed it as the first Human Rights convention ever signed by the Union. This means that accessibility to tourism is not any longer an option, but an obligation.

The Convention marks a change in attitudes and approaches to persons with disabilities. Persons with disabilities are not viewed as "objects" of charity, medical treatment and social protection; rather as "subjects" with rights, who are capable of claiming those rights and making decisions for their lives based on their free and informed consent as well as being active members of society. The Convention does not explicitly define disability. Disability results from an interaction between a non-inclusive society and individuals. Article 1 of the Convention states: -Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.

On the fundamental issue of accessibility (Article 9, part 2), the Convention requires countries to identify and eliminate obstacles and barriers and ensure that persons with disabilities can access their environment, transportation, public facilities and services, and information and communications technologies. The first three points of this part of the article states that all countries should:

1. Develop, promulgate and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public;
2. Ensure that private entities that offer facilities and services which are open or provided to the public take into account all aspects of accessibility for persons with disabilities;
3. Provide training for stakeholders on accessibility issues facing persons with disabilities;

All three points, among others, are inviting the Tourism Sector to develop a European harmonised Access Standard with at least minimum requirements to use Europe wide. It gives as well importance to provide training for stakeholders while developing standards.

## 2.

### The Global Code of Ethics for Tourism



**Country:**  
International and  
Europe

**More information  
about the norm:**



The World Tourism  
Organisation (WTO)  
[www.world-tourism.org](http://www.world-tourism.org)

World Committee  
on Tourism Ethics  
(WCTE):  
<http://ethics.unwto.org/en/content/global-code-ethics-tourism>  
(code available in  
many languages)

### Description of the initiative

**The Global Code of Ethics for Tourism** was adopted by resolution A/RES/406(XIII) at the thirteenth UN World Tourism Organisation General Assembly (Santiago, Chile, 27 September - 1 October 1999).

The Code makes reference to combating discrimination and refers to the promotion of tourism for people with disabilities.

The Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles whose purpose is to guide stakeholders in tourism development: central and local governments, local communities, the tourism industry and its professionals, as well as visitors, both international and domestic.

The Code was called for in a resolution of the UNWTO General Assembly meeting in Istanbul in 1997. Over the following two years, a special committee for the preparation of the Global Code of Ethics was formed and a draft document was prepared by the Secretary-General and the legal adviser to UNWTO in consultation with UNWTO Business Council, UNWTO's Regional Commissions, and the UNWTO Executive Council.

The United Nations Commission on Sustainable Development meeting in New York in April, 1999 endorsed the concept of the Code and requested UNWTO to seek further input from the private sector, non-governmental organizations and labour organizations. Written comments on the code were received from more than 70 UNWTO Member States and other entities. The resulting 10 point Global Code of Ethics for Tourism - the culmination of an extensive consultative process- was approved unanimously by the UNWTO General Assembly meeting in Santiago de Chile in October 1999.

The United Nations Economic and Social Council (ECOSOC), in its substantive session of July 2001, adopted a draft resolution on the Code of Ethics and called on the UN General Assembly to give recognition to the Code. The official recognition by the UN General Assembly to the Global Code of Ethics for Tourism came on 21 December 2001, through its resolution A/RES/56/212, by which it further encouraged the World Tourism Organization to promote an effective follow-up of the Code.

The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of world tourism. It draws inspiration from many similar declarations and industry codes that have come before and it adds new thinking that reflects the changing society at the beginning of the 21st century.

Although it is not a legally binding document, its Article 10 provides for a voluntary implementation mechanism through the recognition of the role of the World Committee on Tourism Ethics (WCTE), to which stakeholders may refer, on a voluntary basis, any matters concerning the application and interpretation of the Code.

### 3.

**Council of Europe Recommendation on ageing and disability in the 21st century: sustainable frameworks to enable greater quality of life in an inclusive society. Recommendation CM/Rec(2009)6.**

**Country:**  
European Union

**More information about the norm:**

<https://wcd.coe.int/ViewDoc.jsp?id=1470069&Site=CM&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75>

## Description of the initiative

This Council of Europe Recommendation, ---recommends that the governments of the Council of Europe member states, with due regard for their own national, regional or local structures and respective responsibilities, contribute to the creation of sustainable frameworks to enable greater quality of life in an inclusive society for ageing people with disabilities and older people with disabilities. They encourage to:

- a. take account, as appropriate, in their policies, legislation and practice, of the principles set out in the appendix to this recommendation and implement the measures advocated therein;
- b. promote the implementation of this recommendation in areas which are not the direct responsibility of public authorities, but where they have a certain influence or play a role;
- c. involve non-governmental organisations of or representing ageing people with disabilities and older people with disabilities in the implementation and monitoring of the measures advocated in this recommendation;
- d. ensure the widest possible dissemination of this recommendation to all parties concerned, for example through awareness-raising campaigns and co-operation with civil society.”

CM/Rec(2009)6 does not specifically mention access to tourism and leisure for older persons or ageing persons with disabilities at any point whatsoever. Given the other international recommendations, resolutions and agreements recalled in the preamble of this Recommendation, several of which refer to access to tourism, this is somewhat remarkable, and may be considered a significant oversight.

The Recommendation is heavily directed, rather, towards matters concerning social care and welfare. However the objective of (para. 1) –Promoting autonomy and an independent and active life,” hereunder –participating in [...] cultural life...” (para 1.8) is recognised, and may be broadly interpreted as including access to tourism.

#### 4.

**Council of  
Europe  
Resolution:  
Achieving Full  
Participation  
Through  
Universal  
Design.  
ResAP(2007)3**

**Country:**  
European Union

**More information:**



Council of Europe  
European Human  
Rights  
Avenue de l'Europe  
F - 67075  
Strasbourg Cedex  
Tel. +33 3 88 41 20  
00  
[www.coe.int](http://www.coe.int)

<https://wcd.coe.int/ViewDoc.jsp?id=1226267>

### Description of the initiative

This is a resolution adopted by the Committee of Ministers on December 2007 at the 14th meeting of the Ministers' Deputies.

The Committee of Ministers, in its composition restricted to Representatives of the States members of the Partial Agreement in the social and public health field, these are Austria, Belgium, Bulgaria, Cyprus, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland and United Kingdom (Denmark is the only country been researched, not belonging to the Committee).

This resolution encourage Governments to accept Universal Design as a philosophy and strategy supporting implementation of full citizenship and independent living of all people, including people with disabilities. Legislative measures and provisions should be introduced in order to create a basic framework for the implementation of Universal Design strategies.

On a European level, it is important that all member states share knowledge and best practices to simplify the process for governments, planners and designers. This is a key point to make European societies more coherent for people with disabilities. At national level, the same should happen between the different ministries. Public and private partnerships and agreements should take place and policy makers should include Universal Design features in public procurement as well.

Governments should set up a framework for the education sector at all levels, even in the professional education world to introduce the principles of Universal Design.

Responsibility in Universal Design issues should be assigned to key persons in organisations to ensure acceptance throughout.

Researchers, knowledge centres and representatives of end user groups should contribute with clearly defined user requirements for guidelines and standards, based on research comprising a multitude of user groups.

Adequate financial resources should be provided.

Governments should raise public awareness about Universal Design with the Council of Europe Disability Action Plan 2006-2015 as an obvious opportunity.

The Resolution makes specific reference to the right of disabled people to participate in culture, leisure, sport and tourism.

## 5.

**Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015**

**Country:**  
European Union

### More information about the norm:

<https://wcd.coe.int/ViewDoc.jsp?id=1226267&Site=CM&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75#RelatedDocuments>

## Description of the initiative

This Council of Europe Recommendation, known as the **Disability Action Plan** "...recommends that the governments of the member states having due regard to their specific national, regional or local structures and respective responsibilities:

- a. *integrate as appropriate in their policy, legislation and practice the principles and implement the actions set out in the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015, as it appears in the appendix to this recommendation;*
- b. *promote the implementation and application of the Council of Europe Disability Action Plan 2006-2015 in areas which are not the direct responsibility of public authorities, but where they nonetheless have a certain power or may play a certain role;*
- c. *assure to this end the widest possible dissemination of this recommendation amongst all parties concerned, for example through awareness-raising campaigns and co-operation with the private sector and civil society, involving, in particular, non-governmental organisations of people with disabilities."*
- d. *"The Action Plan outlines specific actions in a broad range of policy areas which, when combined, can provide a comprehensive framework to develop and progress national policies and strategies for people with disabilities and also mainstream policies with a view to promoting the full participation of people with disabilities in society."*

*The Action Plan acknowledges the principle that society has a duty to all its citizens to ensure that the effects of disability are minimised through actively supporting healthy lifestyles, safer environments and supportive communities. These issues are addressed in the various action lines, but particularly in the ones dealing with health care and rehabilitation. The fundamental principles which govern this Action Plan are:*

- non-discrimination;*
- equality of opportunities;*
- full participation in society of all persons with disabilities;*
- respect for difference and acceptance of disability as part of human diversity;*
- dignity and individual autonomy including the freedom to make one's own choices;*
- equality between women and men;*
- participation of disabled people in all decisions affecting their lives, both at individual level and at society level through their representative organisations.*

Access to and participation in tourism is referred in the general introduction and, more especially, under the heading, **3.2 Action Line no. 2 Participation in cultural life.**

5.  
(continued)

Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015

This section states, “*The right of people with disabilities as individuals to be fully integrated into society is dependent on them being able to participate in the cultural life of that society. If people with disabilities are to remain or become independent they must have as complete a life as possible interacting with other members of society, be they disabled or non-disabled people. They have the right to participate in culture, leisure, sport and tourism*”.

The action plan specifically includes the recommendations:

*“V. to encourage institutions and relevant bodies dealing with culture, sports, leisure and tourism to undertake regular disability awareness training for their staff as a mainstream activity;*

*VI. to enable people with disabilities to enjoy access to culture, sports, tourism and leisure activities by, for example, encouraging providers to make their premises and services accessible through whatever means that are necessary;”*

With regard to the development of possible **Standards** that can support the implementation of the Disability Action Plan, there are **only eight references**. Each of these can have relevance for the travel and tourism industry, although there is no specific objective of **developing standards for tourism**. The eight references to standards cover:

- Information and Communication
- Education
- Built Environment
- Transport
- Research and Development
- Implementation and follow up: (Quality of services and training of staff)

The relevant texts are cited below:

*People with disabilities should be consulted regarding the development of standards and the design of new communication and information systems. (3.3.Action line No. 3: Information and communication 3.3.1.Introduction)*

*[Objective] to ensure that all e-learning materials are accessible to persons with disabilities through compliance with existing accessibility standards; (Action Line Education 3.3.3)*

*[Objective] to develop guidelines and standards, and if necessary legislation, to promote public buildings, and public indoor as well as outdoor environments to be accessible to and usable by people with disabilities, taking into account the specific nature of historic buildings; (Action Line :The Built Environment 3.6.3)*

5.  
(continued)

Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015

*To take account of the recommendations, reports and guidelines developed and agreed by international bodies, particularly in relation to the development of standards, guidelines, strategies and, if appropriate, legislation, to ensure the accessibility of transport services and infrastructure including the built environment; (3.7.3 i. Transport)*

*To ensure that public transport operators include mandatory disability awareness training as part of the standard training courses for persons engaged in transport service provision; (3.7.3 iii)*

*To promote more evidence-based policy and standard development by improving the translation of future-oriented research findings into policy; (Research and Development 3.14.2 i)*

*To develop statistical and information strategies for disability policy and standard development based on a social and human rights-based model of disability, and to review the effectiveness of existing national strategies and databases; ( Research and Development 3.14.3 i)*

*Quality and training are key principles which underpin the action lines in this Plan. Many European countries are already systematically working on improving quality of services and training of staff and personnel. It is considered essential that all policies, services and actions be underpinned by high quality **standards** [our emphasis] and delivered by competent, trained personnel. People with disabilities should be the focal point of the services provided. Client satisfaction should be the primary motivation for viable quality policies. It is vitally important that people with disabilities, the service users, should be active participants in quality assurance and monitoring of services. (Implementation and follow up: Quality of services and training of staff 5.1.2)*

## 6.

### CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities.

**Country:**  
European Union

#### More information about the norm:

[www.cen.eu/boss/s  
upporting](http://www.cen.eu/boss/supporting)



European  
Committee for  
Standardization  
Rue de  
Stassartstraat, 36  
B – 1050 Brussels  
Tel: +32 2 550 08  
11  
Fax: +32 2 550 08  
19  
[www.cenorm.be](http://www.cenorm.be)



European  
Committee for  
Electrotechnical  
Standardization  
Rue de  
Stassartstraat, 35  
B – 1050 Brussels  
Tel: +32 2 5196871  
Fax: +32 2 5196919  
[www.cenelec.org](http://www.cenelec.org)

## Description of the initiative

This Guide is intended for those involved in the preparation and revision of European and International Standards but also contains information which may be useful for others such as manufacturers, designers, service providers and educators. This Guide is intended to be part of the overall framework that standards bodies can use in their efforts to support the need for more accessible products and services.

The ISO/IEC Policy Statement 2000 — Addressing the Needs of Older Persons and People with Disabilities in Standardization Work sets out the principles for ensuring that the needs of older persons and persons with disabilities are incorporated in the standards-making process, providing justification on humanitarian and economic grounds. This Guide was published in January 2002 and supplements the ISO/IEC Policy Statement by identifying problem areas which need to be considered when drafting standards, recognizing the constraint that standards should normally not be design-restrictive.

The guidance provided in this Guide is general. Usability issues for people with impairments are identified without specific solutions. It is recognized that additional sector-related guides need to be developed for specific product or service sectors.

This Guide aims

- a) to inform, increase understanding and raise awareness about how human abilities impact on the usability of products, services and environments,
- b) to outline the relationship between the requirements in standards and the accessibility and usability of products and services, and
- c) to raise awareness about the benefits of adopting accessible design principles in terms of a wider market.

This Guide applies to products, services and environments encountered in all aspects of daily life and intended for the consumer market and the workplace.

This Guide

- a) describes a process by which the needs of older persons and persons with disabilities may be considered in the development of standards,
- b) provides tables to enable standards developers to relate the relevant clauses of a standard to the factors which should be considered to ensure that all abilities are addressed,
- c) offers descriptions of body functions or human abilities and the practical implications of impairment,
- d) offers a list of sources that standards developers can use to investigate more detailed and specific guidance material

## 7.

### **Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility**

**Country:**  
International and  
European

**More information  
about the norm:**

[www.apr.europa.eu](http://www.apr.europa.eu)

### **Description of the initiative**

EC Regulation 1107 of 5 July 2006 specifies the conditions which operators in European Union countries must meet for ensuring access to air travel by people with reduced mobility.

The Regulation came into effect on Thursday 26 July 2008. Under anti-discrimination legislation, airlines and tour operators are forbidden to refuse passengers on the basis of reduced mobility, unless "duly justified" by safety reasons. Moreover, people with disabilities and peoples with access needs, such as elderly people will be entitled to receive free-of-charge assistance in all European airports as well as on board planes taking off in the EU.

As the EU's key regulator, the Commission acknowledges that some airlines and airports already provide the services prescribed by the regulation, but it wants to ensure they are provided freely, everywhere.

The list of responsibilities on behalf of airports and airlines - for which they will have to bear costs - includes providing the relevant infrastructure for disabled passengers as well as carriage for wheelchairs and guide dogs. For their part, EU member states are obliged to set up control authorities to ensure the enforcement of the new measures.

### **3.2. *Austria***

8. Barrier free buildings (for tourism). Design principles, ÖNORM B1600 : 2005 and B1603:2005 (for tourism)

## 8.

### Barrier free buildings (for tourism). Design principles, ÖNORM B1600 : 2005 and B1603:2005 (for tourism)

**Original title:**  
Barrierefreie (Tourismus-) einrichtungen. Planungsgrundlagen ÖNORM B1600:2005 und ÖNORM B1603:2005 (für Tourismus-einrichtungen).

**Country:**  
Austria

#### More information about the norm:

Austrian Standards Institute (Österreichisches Normungsinstitut)  
[www.on-norm.at](http://www.on-norm.at)

[www.on-norm.at/publish/advantage\\_tourismus.html?&L=1](http://www.on-norm.at/publish/advantage_tourismus.html?&L=1) (English)

[www.on-norm.at/publish/barrierefrei\\_zert.html?&L=1](http://www.on-norm.at/publish/barrierefrei_zert.html?&L=1) (Deutsch)

## Description of the initiative

The aim of ÖNORM 1603 is to increase quality of tourist venues for customers and for staff. It applies to new and refurbished buildings.

The content of the Norm are minimum requirements and design principles for, per example:

- Accommodation and gastronomy venues
- Culture and leisure venues

Minimum access requirements' areas of tourist venue are:

- Building's Exterior
- Orientation and Wayfinding
- Building's Entrance
- Entrance level, reception and service's areas
- Accommodation area
- Restaurant area
- Leisure's areas and gardens
- Events' areas

As well, the norm describes minimum requirements for specific venues:

- Changing facilities
- Swimming pools
- Sauna and steam baths
- Fitness studios, solarium and massage areas
- Playgrounds
- and several other ones

This Norm has to be applied in conjunction with ÖNORM 1600: "Building without barriers. Design Principles". ÖNORM 1600 exists since 1977 and it was revised several times, last version 2005.

In 1998, an Antidiscrimination-clause in Austrian Federal Constitution was introduced. In 2006, a Federal Disability and Equal Treatment Law came into force (Bundes-Behinderten-Gleichstellungsgesetz). It was mainly based on ÖNORM B1600 requirements, with implementations strategies and procedures of access adaptation measures within 10 years, in several areas.

In Austria, there are 9 different national federal building regulations and some additional city building regulations. Since 2000, a harmonization process between the different federal building regulations have been started to reach to a Federal Agreement on Harmonized Building Regulations with 6 Guidelines. Guideline nr. 4 is "Safety in Use and Barrier Free Building Design" based on ÖNORM B 1600.\*

\* Part of this information is from Monika Klenovec from the presentation "Austrian Policy Supporting More Accessible Environments" of POLIS International Conference November 2006 "Universal Design of buildings: Tools and Policy":

[www.polis-ubd.net/conference/16-11-2006/Klenovec.ppt.pdf](http://www.polis-ubd.net/conference/16-11-2006/Klenovec.ppt.pdf) and form ÖNORM 1603.

### **3.3. Belgium**

#### 9. Tourism Flanders –Accessible Tourism Label”

9.

**Tourism  
Flanders  
“Accessible  
Tourism Label”**

**Original title:**  
Toerisme  
Vlaanderen

**Country:**  
Belgium

**More information  
about the norm:**



Accessible Travel  
Info Point  
Address: Grasmart  
61-1000 Brussels -  
Belgium  
Tel.: 070 23 30 50  
Fax: 070 23 30 51  
E-mail:  
post@accessinfo.be

## Description of the initiative

This is an objectively monitored label for tourist enterprises in Flanders. A tourist company or service can only obtain the label after an investigation by a specialist accessibility agency. In this, attention is paid to many aspects. For example, are there appropriate sanitary facilities? How can the building be accessed via public transport? Was it furnished with allergy-free materials? Does the fire alarm emit light and audible signals?

All the collected information is recorded in the Accessible Flanders' database, which can be consulted via Internet at [www.toevla.be](http://www.toevla.be). Each objectively inspected tourist building can be recognised by the label.

The label consists of three levels:



The arrow in a discontinuous circle indicates that a building has only been inspected. The detailed accessibility information is available via the Accessible Travel in Flanders database, [www.toevla.be](http://www.toevla.be). This information can also be requested free of charge from the Flemish Tourist Board's [Accessible Travel Info Point](#).



An A in the label means that the tourist building has been objectively inspected (see above), plus it has basic accessibility for people with restricted mobility, such as wheelchair users. Concretely this means that all important rooms (entrance, reception, bedroom, sanitary facilities, breakfast room/dining room, exhibition space, walking and rolling routes between these parts) are – if present – easily useable and accessible. Some assistance might be needed.



A building with an A+ label is comfortably accessible. The characteristics described above also apply to this tourist building. In addition, people with restricted mobility in principle can use the important rooms without assistance.

Further information about the label can be found at the website of Tourism Flanders' Access Infopoint:

[www.toegankelijkreizen.be/Label.713.0.html?&L=3](http://www.toegankelijkreizen.be/Label.713.0.html?&L=3).

### **3.4. Denmark**

10. God Adgang: Accessibility Label
11. Danish Building Regulations 2008. Access Requirements
12. Danish General Accessibility Standard, DS 3028: 2001

10.

**God Adgang:  
Accessibility  
Label**

**Original title:  
God Adgang**

**Country:  
Denmark**

**More information  
about the label:**

[www.godadgang.dk](http://www.godadgang.dk)

## Description of the initiative

In 2001, the Danish Tourist Board and the Danish Standards Association set up a committee with the aim of defining a decision-making basis for the establishment of a future accessibility labelling system. The committee work involved a large number of disability organisations, tourism industry organisations and public authorities. The efforts resulted in the report "Proposals for the development and operation of an accessibility for all tourism labelling system" published in October 2001.

The report showed a wide acceptance of a future accessibility labelling system and recommended that the Danish Standards Association, in a collaboration between the Danish Centre for Accessibility, disability organisations, tourism organisations and a representative selection of tourism businesses, took the initiative to complete the development of a labelling system. This was carried out.

The following three overall purposes are addressed by the labelling system: Useful and reliable consumer information; Useful tool to assist businesses in their accessibility efforts; Tool and indicator to keep track of accessibility developments. The labelling system includes: All essential business types and facilities used by tourists during travels; All main categories of functional impairment; All essential functional and consumer areas within a business.

The label for accessibility is designed as a symbol, with sub-pictograms, combined with an "Accessibility fact sheet", which factually and systematically describes accessibility in businesses carrying the label. The description of accessibility should follow the main structure of the "Accessibility for all" standard prepared by the Danish Standards Association (DS 3028, 1st edition, 2001-06-08).

To obtain the label, businesses should meet certain requirements and provisions: Compliance with a number of basic minimum quality requirements concerning accessibility in relation to the disability categories; Requirements to management and staff competencies and an action plan for accessibility; Acceptance by businesses of third-party certification and inspection; Conditions for the use of the accessibility label and the "Accessibility fact sheet" in connection with the businesses' own information and marketing efforts.

God Adgang is a Danish Accessibility Label used by the tourism industry.

See the website: [www.godadgang.dk](http://www.godadgang.dk)

## 11.

### Danish Building Regulations 2008: Access Requirements

### Bygningsreglementet: 2008

Country:  
Denmark

### More information about the regulation:

<http://www.ebst.dk/bygningsreglementet.dk>  
(see more at the end of initiative's description)

## Description of the initiative

The Danish Building Regulations 2008 apply to all buildings which can be likened to dwellings or workplaces and, as such, the regulations apply to buildings which may be used by tourists, such as airports, hotels, conference centres, restaurants, shops, museums and other public buildings.

The regulations include certain accessibility requirements for people with disabilities.

Example (1): It is required that hotels with 10-20 beds must have 2 fully accessible bed-places with fully accessible wc and bathroom. For hotels with 21-40 beds there must be 4 fully accessible bedrooms, with wc and bathroom. In larger hotels, for every additional 20 beds there must be at least 1 fully accessible bedroom with wc and bathroom. The requirement of fully accessible bedrooms will always be fulfilled when there are at least 10 fully accessible bedrooms, regardless of the hotel's total bed-places (ref. paragraph 3.5, stk. 2, 3 og 4).

Example (2): At least one toilet must be accessible for wheelchair users. The Regulation specifies the layout and minimum dimensions (in centimetres) of the toilet, washbasin and spaces for free passage (ref. para. 3.4.1, stk. 5 og 6 and 3.4.4, stk. 4 and 5).

Example (3): In places with public access, a number of fixed places shall be included for wheelchair users. This requirement applies to concert halls, cinemas, theatres, churches, sports stadiums and similar places where there is fixed seating. The spaces for wheelchair users should be placed among the other places for spectators and provide the possibility or sit with one or more an accompanying persons. A suitable number is 1% of the total number of seats, although there shall be a minimum of two places for wheelchair users (ref. paragraph. 3.4.1 part 7).

Danish Building Regulation 2008 main webpage (only in Danish): <http://www.ebst.dk/bygningsreglementet.dk>

The Building Regulations are complemented by an online Checklist for accessibility requirements and design methods for satisfying these: [www.sbi.dk/tilgaengelighed/tjeklister](http://www.sbi.dk/tilgaengelighed/tjeklister) (in Danish only).

The Danish Building Research Institute has also published the guidance document "Anvisning 216" which provides specific examples and information for clients and designers of buildings. See: [www.sbi.dk/br08](http://www.sbi.dk/br08).

## 12.

### **Danish General Accessibility Standard, DS 3028: 2001**

**General  
Tilgængelighed**

**Country:  
Denmark**

#### **More information about the norm:**

[www.ds.dk](http://www.ds.dk)  
(Only available in  
Danish)

### **Description of the initiative**

This standard defines requirements which aim at ensuring general accessibility (including accessibility for persons with disabilities) to buildings and facilities as well as the access to these.

The standard is divided into five categories for buildings:

- Buildings which are open to the public
- Industrial and commercial building
- Housing; Buildings for private use
- Housing for elderly and disabled persons requiring care
- Summer houses

For each category, the standard defines the functional requirements which must be met and, in addition, it provides recommendations on a number of matters.

### **3.5. France**

#### 13. Tourism and Handicap label

### 13.

#### Tourism and Handicap label

**Original title:**  
Tourisme et Handicap label

**Country:**  
France

#### More information about the norm:



Association  
Tourisme et  
Handicaps

43 rue Marx  
Dormoy  
75018 Paris  
Tel. (+33) 144 111  
041  
Fax. (+33) 145 559  
960  
E-mail:  
tourisme.handicaps  
@club-internet.fr  
www.tourisme-  
handicaps.org  
www.tourisme.gouv  
.fr

### Description of the initiative

In 2001, a voluntary “quality” labelling process was undertaken, at the national level, by the Secretary of State for Tourism for the accommodation of disabled people, in partnership with tourist professionals and associations working on behalf of the disabled.

The aim of the “*Tourisme et Handicap*” label is to allow disabled people to obtain reliable, descriptive and objective information on the accessibility of tourist sites and facilities, related to the four main types of disability: motor, visual, hearing and mental.

The label was created as well to raise awareness among tourism professionals concerning services for disabled people in tourism and entertainment facilities and to implement and manage measures making it possible to promote policies that would further these services.

The label highlights the efforts being made by tourism professionals, who are committed to making specific clients welcome and gives them a competitive advantage, at both national and European level.

The process for a tourism provider applying to obtain the label is as followed:

- 1) First of all, to get in touch with the Regional Tourism Committee (RTC) to obtain a self-assessment questionnaire, a self-evaluation questionnaire that allows assessing the level of accessibility and of the reception provided at the facilities, in relation to the various types of disability.
- 2) Once returned and analysed the professional can start the process of acquiring the label:
  - a. If the self-evaluation is positive, the RTC sends a team of two specially-trained assessors, a tourism’s professional and a disability representative, who will compile a register of the facilities already provided or those which need to be undertaken.
  - b. If not approved, the regional commission sends the applicant a report stating their strengths and weaknesses, enabling him or her to make the improvements required to obtain the label.”
- 3) Once the assessment is made, the regional authority examines the assessors’ report bearing in mind both the regulations but also a human and commonsense approach.
- 4) The label is issued for a period of five years, renewable following inspection to ensure that the various criteria are still being met, can be granted for one, two, three or four disabilities each of which is associated with a special pictogram:



**Motor disability**



**Visual impairment**



**Hearing impairment**



**Mental disability**

### **3.6. Germany**

14. Minimum Standards for Barrier-free Accommodation and Catering Establishments
15. Barrier Free Building Norm, DIN 18024, 18.025 and 18040

## 14.

### Minimum Standards for Barrier-free Accommodation and Catering Establishments

**Original title:**  
 Mindeststandards für die Kategorisierung barrierefreier Beherbergungs- und Gastronomiebetriebe in Deutschland



**Country:**  
 Germany

**More information about the norm:**



Deutscher Hotel- und Gaststättenverband (DEHOGA Bundesverband) e.V.  
 Am Weidendamm 1 A  
 10117 Berlin  
[www.dehoga.de](http://www.dehoga.de)



Nationale Koordinationsstelle Tourismus für Alle e.V. – NatKo  
[www.natko.de](http://www.natko.de)

## Description of the initiative

In 2005, associations of disabled people and those representing German Hotels and Gastronomy venues, signed a target agreement on minimum standards that have to be offered barrier free accommodations and restaurants to accommodate adequately disabled guests.

The aim of this agreement was to design reliable information about barrier free venues for disabled people. All partners participate in the whole process of standardization, gathering key issues, evaluating and describing barrier free services in hotels and gastronomy venues.

The minimum requirements are divided in 5 categories:

- A.  Guests with walking disabilities, who may be partially reliant on a non-motorised wheelchair or a walking aid
- B.  Wheelchair users who are unable to walk and are constantly reliant on a wheelchair
- C.  Partially sighted and blind guests
- D.  Deaf and hard-of-hearing guests
- E.  All categories combined together

Minimum access requirements' areas are:

- Building's Entrance
- Reception desk
- Doors
- Hallways
- Lift
- Bedrooms
- Bathrooms
- Car parking spaces
- Restaurant: Catering and furniture
- Information, Orientation, Wayfinding and contrasting colors
- Staircase
- Auxiliary aids and services for deaf or hard-of-hearing guests

There are checklists for each category to help managers of hotels and gastronomy venues to know the minimum requirements their venues need to offer accessible services and buildings for the above 4 categories of disabled people.

15.

**Barrier Free  
Building Norm,  
DIN 18024,  
18.025 and 18040**

**Original title:**  
Barrierefreies  
Bauen Norms:  
DIN18024,  
DIN18025 and  
18040

**Country:**  
Germany

**More information  
about the norm:**



DIN

DIN Deutsches  
Institut für Normung  
e. V.  
Burggrafenstraße 6  
10787 Berlin  
Germany  
Phone: +49 30  
2601-0 Fax: +49 30  
2601-1231  
Web: [www.din.de](http://www.din.de)

To buy the Norms:  
Phone: +49 30  
2601-2759  
Fax: +49 30 2601-  
1263

## Description of the initiative

The currently applicable DIN standards, DIN 18024 und 18025, are relevant instruments to the implementation of accessibility. While they determine the technical standards, they have no direct legal or factual force.

The legal force of DIN standards for the tourism industry is defined by the respective construction codes or other ordinances of the Länder.

The scopes of the norms are:

- DIN 18024-1: 1998 sets access requirements for streets, squares, ways, public traffic and green areas as well as playgrounds.
- DIN 18024-2: 1996 sets access requirements for public buildings and working places. Building examples: old buildings, rehab facilities, day care centers, schools and kindergartens, medical practice, post office, swimming pool, hotels, etc. (hospitals have their own ones).
- DIN 18025-1 sets access requirements for house living for wheelchair users.
- DIN 18025-2 sets access requirements for barrier free house living.

In working process, to be published 2009\*:

- DIN 18040-1: Barrier free Construction. Design principles. Public Buildings.
- DIN 18040-1: Barrier free Construction. Design principles. House living.

The requirements of this norm will substitute the requirements of older norms, with the exception of requirements for urban elements of DIN 18024-1.

The aim of these norms is that all users should be able to use it independently. Target groups for both norms are:

- Wheelchair users
- Blind and visually impaired users
- Deaf and hearing impaired users
- Walking with difficulties users
- People with other types of disabilities
- Older people
- Children, and short- and tall-stature people

For hotels, residences for older people and working places it will not be a norm any more.

\* Information from: <http://nullbarriere.de/din18040.htm>

### **3.7. Norway**

16. Norwegian Standard: Accessible tourist destinations, NS 11010. Requirements as basis for a labelling system
17. Norway Universally Designed by 2025

16.

**Norwegian Standard: Accessible tourist destinations, NS 11010. Requirements as basis for a labelling system**

**Original title:**  
 Norsk Standard omkravtilgjengelig eriselsivsmål (NS 11010:2008)



**Country:**  
 Norway

**More information about the norm:**


**Helsedirektoratet - Deltasenteret**  
[www.helsedirektoratet.no/english](http://www.helsedirektoratet.no/english)



[isj@standard.no](mailto:isj@standard.no)  
[www.standards.no](http://www.standards.no)

To buy the standard:  
[www.standard.no/en/Nyheter-og-produkter/Campaigns/Universell-utforming/NS-11010](http://www.standard.no/en/Nyheter-og-produkter/Campaigns/Universell-utforming/NS-11010)

## Description of the initiative

It has been produced by a committee including representatives of the Norwegian tourism industry, disability organisations, State institutions and independent experts. Like all Norwegian Standards it was first published in draft form for public consultation, enabling the wider community to give comments and suggestions for improvement. The Standard is intended to be used as the basis for a future labelling system for tourism destinations. In the English title, the word "destination" is not only used in its wider (English) meaning, (which refers to a place of arrival, e.g. town or city). It also includes accommodation, restaurants, museums and other permanent "tourist attractions".

The Standard contains both mandatory requirements and (optional) points of advice for every requirement which, if followed, can make destinations even more accessible than the minimum standard. It is not known whether the labelling scheme will incorporate the "higher" levels of access in information to visitors, neither how the labelling system will be managed and monitored, or by whom.

An English translation of the Standard was announced as being expected in Autumn 2008 but it has not yet been published (August 2009).

The objectives of the standard are: to give consumer accurate and reliable information, to provide companies with a tool for working towards increased accessibility and to spearhead the implementation of the Government's policy of increasing accessibility for people with disabilities.

There are 4 categories of requirements: walking problems and/or arm and hand impairments (Physically challenged), visual problems (visually impaired), hearing problems (hearing impaired) and people with asthma and/or allergies. Businesses in the tourist industry will qualify for the right to use one to four labels depending on how many accessibility requirements are met within chosen user categories.

The standard contains around 100 requirements within 14 main areas. Each area has some recommendations (quality specifications) listed to help the destination improve accessibility and raise awareness about the different possible needs. The areas are: parking, access to the main entrance and ticket office, entrance, reception, information, service and safety, corridors and passages, doors, elevators, lavatories and bathrooms, overnight accommodations, kitchen connected with the overnight accommodation, restaurants and conference rooms, cleaning, adventure.

The committee found that information about how businesses organize and accommodate experiences and cultural activities for people with hearing and vision impairments, physically challenged and asthmatics/allergic was the only possible way of setting requirements. When it comes to recommendations these should specify how the companies that offer cultural experiences and activities, accommodate or compensate for the impairment of each user category. The committee therefore gives a list of measures related to each user category to help the businesses.

In addition to good customer service to all guests, the businesses should integrate the following topics in their in-house training for some of the staff: knowledge about the target groups; knowledge about how to communicate with hearing impaired and vision impaired guests, measures of security.

17.

**Norway  
Universally  
Designed by  
2025**

**Original title:**  
NorgeUniverseltUtf  
ormettil 2025

**Country:**  
Norway

**More information  
about the norm:**

[www.regjeringen.no/nb/dep/bld/tema/nedsatt\\_funksjonsevne/norge-universelt-utformet-2025.html?id=561345](http://www.regjeringen.no/nb/dep/bld/tema/nedsatt_funksjonsevne/norge-universelt-utformet-2025.html?id=561345)

(Website and document in Norwegian only)

## Description of the initiative

In May 2009, the Norwegian government's Ministry of Children and Equality published the national action plan for achieving Universal Design and improving accessibility throughout all aspects of Norwegian society by the year 2025.

The government prioritises four areas for action:

- Outdoor environment and planning
- Buildings
- Transport
- Information and Communication Technologies

The plan indicates different actions and mechanisms for the four sectors and their respective actors. In some sectors, for example ICT, there are already legal requirements for Universal Design.

The plan aims to employ the power of public procurement, state control and funding to achieve the ambitious goals. Individual municipalities will develop their own development projects (eight pilot areas have already been identified).

The National Transport Plan 2010-2019 is also included in the Universal Design action plan.

### **3.8. Spain**

18. December 2 Act 51/2003, on equal opportunities, non-discrimination and universal access of people with disabilities
19. Universal Accessibility Management System, UNE 170.001-2: 2007
20. 1st National Accessibility Plan 2004-2012

18.

**December 2 Act 51/2003, on equal opportunities, non-discrimination and universal access of people with disabilities**

**Original title:**  
Ley 51/2003, de 2 de diciembre, de igualdad de oportunidades, no discriminación y accesibilidad universal de las personas con discapacidad

**Country:**  
Spain

**More information about the norm:**

Jefatura del Estado

BOE núm. 289, de 3 de diciembre 2003

[www.boe.es/boe/dias/2003/12/03/pdfs/A43187-43195.pdf](http://www.boe.es/boe/dias/2003/12/03/pdfs/A43187-43195.pdf)  
(Spanish)

## Description of the initiative

December 2 Act 51/2003 is the law on equal opportunities, non-discrimination and universal accessibility for disabled people. It complements the LISMI and uses new means to achieve an already established objective: to guarantee and acknowledge the right of disabled people to equal opportunities in all areas of economic, cultural, social and political life. This law was published the European Year of Disabled People.

This law considers a person is disabled, when she/he has at least a disability's level of 33%.

This law is inspired by 6 principles:

- 1) Independent living
- 2) Inclusion
- 3) Universal Access
- 4) Design for All
- 5) Citizen's dialog
- 6) Transversality

Two measures are considered crucial to implement an Equal Treatment policy:

- 1) Encouragement and facilitation of awareness, technology's development and financial support to cooperate between Administrations with innovation's projects, through access and equal treatment's action plans.
- 2) Right of court defense, against anti-discrimination's situations.

Over the last decade the 17 Autonomous Communities, representing Spain, have proceeded to regulate their own Building's Access Regulation, having therefore 17 different ones in the whole Spain's territory. Some of these regulations have been lately actualized but not all of them. Each region has its own access requirements, even though coincidence between them occurs.

To develop, in each region, each regulation, participation of stakeholders has been very different. In some of them, people with very different types of disabilities or those representing them have participate very actively in developing the requirements of the law of the region, but in others have just participate wheelchair users, for instance, meaning that those have just in mind wheelchair users requirements ignoring, for instance, people with sensory impairments' requirements.

19.

**Universal  
Accessibility  
Management  
System,  
UNE 170.001-2:  
2007**



**Original title:**  
UNE 170.001-2  
Accesibilidad  
universal. Parte 2:  
Sistema de gestión  
de la accesibilidad

**Country:**  
Spain

**More information  
about the norm:**

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Standardization  
Body  
Génova,6  
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Tel. (+34) 902 102  
201  
Fax. (+34) 913 104  
032  
E-mail:  
info@aenor.es  
www.aenor.es  
www.aenorinternaci  
onal.com/EN/certific  
acion/accesibilidadg  
lobal.asp

## Description of the initiative

In 2001, as a results of the Committee work Standardization Technical Committee AEN/CTN 170 –Needs and requirements for persons with disabilities”, AENOR, the Spanish Standardization Body, joined together all interested parties to develop a national standard in Accessibility in the built environment, giving to it and its implementation a new approach. AENOR and the ONCE Foundation set up a collaborative agreement to promote and advertise global accessibility among organisations.

A company is certified once AENOR verifies that the organisation compiles with the requirements laid down in UNE 170001-2 standard through an audit, then the company is awarded with the AENOR Registered Accessibility certificate, which enables it to be differentiated as a company taking firm action to promote social commitment.

The Universal Accessibility Management System is of interest to all organisations, and is a fundamental requirement for ensuring the active participation of disabled persons in society. For this reason, all organisations are advised to take into account the necessary measures for guaranteeing global accessibility to all places, buildings, establishments and facilities in which they carry out their business, and the goods and services they provide to their users, and particularly all those activities that are carried out in areas where there are large number of people or for all those who wish to make their working environments accessible places for everyone, irrespective of their age or potential disability.

Through this mark, organisations can demonstrate their capacity to provide an accessible environment, in compliance with the DALCO ambulatory, apprehension, location and communication requirements and keep them updated over time with the available technological resources.

Universal Accessibility Management System, provided for organizations to facilitate the achievement of an universal accessible organisation, to maintain the level achieved and to create a plan including processes for continual improvement in a build environment.

All requirements of this part are generic and are intended to be applicable to all organizations, regardless of their type or size. This management system can be used for internal application by organizations or for certification or contractual purposes.

This Management follows the same structure as ISO 9001 or ISO 14001. This makes it easier for the organizations to understand the procedures better, to implement them and to integrate them in the ongoing management system that will take them to Excellence.

AENOR considers Universal Accessibility as part of the Corporate Social Responsibility Work Arena.

20.

**1<sup>st</sup> National  
 Accessibility  
 Plan  
 2004-2012**

**Original title:**  
 Plan de  
 Accesibilidad 2004-  
 2012



**Country:**  
 Spain

**More information  
 about the norm:**

[www.seg-social.es/imserso/dependencia/ipna2004\\_2012.pdf](http://www.seg-social.es/imserso/dependencia/ipna2004_2012.pdf)  
 (Spanish)

[www.recercat.net/bitstream/2072/4532/1/1st+National+Accessibility+Plan+2004-2012.pdf](http://www.recercat.net/bitstream/2072/4532/1/1st+National+Accessibility+Plan+2004-2012.pdf)  
 (English)

## Description of the initiative

–Achieving Equal Opportunities and Full Participation through Design for All” is the motto of this Plan drawn up by the Spanish Ministry for Employment and Social Services scheduled to be implemented between 2004 and 2012.

The Plan arose out of a project that was originally conceived in 1999. It was finally approved by the Spanish government in 2003 and has acquired particular relevance owing to its inclusion as the main instrument of the Spanish Equal Opportunities, Non-discrimination and Universal Access for People with Disabilities Act of 2 December 2003.

The 1<sup>st</sup> National Accessibility Plan is a strategic framework for action aimed at ensuring that new products, services and built environments are designed to be accessible for as many people as possible and that existing ones are gradually duly adapted.

It is aimed at society as a whole and encompasses different government administrations as well as private-sector agents in their role as suppliers of products and services.

It comprises four areas of action: 1) Providing care for severely disabled people; 2) Developing active policies to assist disabled people on the job market; 3) Promoting accessible services, products and built environments; 4) Providing integrated social services for disabled people.

The principles of the Plan are:

- Equal Opportunities
- Independent Living
- Sustainability
- Participation

Following these principles, the Plan sets out five goals:

- Raising Awareness, Education and Training
- Regulations and Technical Standards
- Innovation and Quality
- Innovative Accessibility Plans and Programs
- Participation

These goals are pursued through a series of strategies, which are grouped into five cross-cutting lines of action. Each strategy in turn comprises a number of specific measures, such as programs, policies, legislative reforms and other activities.

The five lines of action combine and integrate measures that cut across different sectors, such as construction, town planning and transport. Accessibility is by nature an interdisciplinary subject, and in order to avoid duplicating measures and creating pointless divisions, the Plan is structured to cut across different sectors, although several strategies deal with specific sectors where appropriate.

The Plan is the medium- and long-term instrument for promoting accessibility.

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### **3.9. United Kingdom**

21. The Disability Discrimination Act (DDA)
22. National Accessible Scheme
23. VisitEngland "One Step Ahead" labelling scheme for accommodation
24. Hotel Access Specification – PAS 88:2008 Guidance on accessibility of large hotel premises and hotel chains
25. The Building Regulations 2000. Access to and use of buildings. Approved Document M
26. BS 8300:2009 Design of buildings and their approaches to meet the needs of disabled people. Code of practice

21.

## The Disability Discrimination Act (DDA)



**Country:**  
United Kingdom

**More information about the norm:**



Office of Public Sector Information

[www.opsi.gov.uk/acts/acts1995/plain/ukpga\\_19950050\\_en\\_1](http://www.opsi.gov.uk/acts/acts1995/plain/ukpga_19950050_en_1)

[www.opsi.gov.uk/acts/acts2005/pdf/ukpga\\_20050013\\_en.pdf](http://www.opsi.gov.uk/acts/acts2005/pdf/ukpga_20050013_en.pdf)

## Description of the initiative

The Disability Discrimination Act (DDA) aims to end the discrimination that many disabled people face. The Act defines disability and identifies who is protected under the Act: *"a person who has a physical or mental impairment, which has a substantial and long-term adverse effect on a person's ability to carry out normal day to day activities"*.

The Act gives disabled people rights in the areas of:

- Employment
- Education
- Access to goods, facilities and services, including larger private clubs
- Public Transport

Part III of DDA (1995) requires Service Providers to take reasonable steps to ensure that disabled people do not find it impossible or unreasonably difficult, to enjoy the service on the same basis as non-disabled people. It does not matter whether the service provided is free of charge or with charge. Service providers include:

- Local & National Government
- Charities and voluntary groups
- Hotels
- Professionals (accountants, solicitors, doctors, etc.)
- Supermarkets
- Petrol Stations
- Places of entertainment
- Banks, building societies and insurance companies
- Beauty parlours
- Markets And every other type of business.

The DDA 1995 was implemented by the government in three phases:

- Phase I: In 1996 it became illegal to treat disabled people less favorably because of their disability.
- Phase II: In 1999 businesses were required to make reasonable adjustments for disabled staff. This included providing additional support or equipment. Changes also had to be made to the way services were provided to customers; providing information leaflets in large print for customers who may require this service for example.
- Phase III: From 1 October 2004, businesses are required to overcome access barriers to their premises. Any person who provides a service to the public is required by the DDA to ensure that those services are reasonably accessible to disabled people. The new law requires all businesses to accommodate disabled persons in the work environment, even companies employing fewer than 15 people.

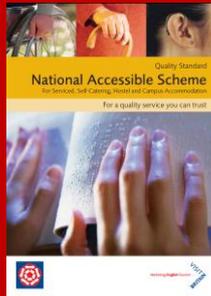
This Act introduces the concept "reasonable adjustments". This concept will depend on the circumstances of each property/business/service. Factors which need to be taken in to account include:

- Cost and convenience
- The resources of the service
- The effectiveness of change

The fact that a business has considered and assessed options with a view to making its service accessible to disabled people will in itself be of benefit. With an Access Audit Report to hand, the business has a plan which sets out achievable goals.

**22.**

**National Accessible Scheme**



**Country:**  
 United Kingdom

**More information about the norm:**



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 Alexandra Way  
 Ashchurch,  
 Tewkesbury  
 Gloucestershire  
 GL20 8NB  
 Tel. 0845 300 6996  
 qualityintourism@gsl  
 global.com  
 www.visitengland.co  
 m/nas  
 www.qualityintouris  
 m.com

**Description of the initiative**

The National Accessible Scheme (or NAS) is a voluntary scheme to which tourism providers can subscribe, in order to accurately promote the facilities they offer to disabled guests or older visitors. The NAS is being used to help identify how accessible the accommodation is to people who may have difficulty walking, use a wheelchair, wear a hearing aid or have impaired eyesight.

VisitBritain administers the NAS, which was drawn up over several years in consultation with disabled people, specialist service providers and tourism industry representatives. The NAS was developed to help people identify suitable accommodation more easily.

The National Accessible Scheme (NAS) is one of the most widely accepted ways of improving access and quality. Meeting the standards will not guarantee compliance with the DDA, nor will it meet every particular need in every situation, but it will go a long way in assisting the tourism industry to provide a more accessible environment and, most importantly, offering customers an informed choice. Joining the National Accessible Scheme is a way of showing consumers and other interested parties that you can provide a certain level of accessibility and you have considered the needs of disabled guests.

There are four categories for mobility ('One step ahead' being the entry level) plus an additional accolade 'access exceptional', and two each for visual and hearing impairment with level 1 being the minimum entry requirement.

Accommodation providers are invited to participate, and are re-assessed for their access and facilities at least every three years, sometimes more often if for example, they have upgraded the facilities, or there has been a change of ownership.

Providers can carry out their own audit using the NAS Self-Survey forms. There are three self-survey forms. They will receive one with their NAS pack which is for Mobility 1 & 2. There are also forms for Mobility 3I, Mobility 3A & Access Exceptional and a form for Hearing and Visual levels 1 & 2. These two forms can be requested separately if required.

**22**  
**(continued)**

**National  
Accessible  
Scheme,  
UK**

All properties that display a symbol identifying that they subscribe to the NAS should have been independently assessed by well-trained inspectors to ensure that they meet the criteria. The following symbols identify properties and attractions that have met the National Accessible Scheme criteria. Properties and attractions using these symbols mean they are:



Typically suitable for a person with sufficient mobility to climb a flight of steps but would benefit from fixtures and fittings to aid balance.



Typically suitable for a person with restricted walking ability and for those that may need to use a wheelchair some of the time and can negotiate a maximum of three steps.



Typically suitable for a person who depends on the use of a wheelchair and transfers unaided to and from the wheelchair in a seated position. This person may be an independent traveller.



Typically suitable for a person who depends on the use of a wheelchair in a seated position. This person also requires personal or mechanical assistance (eg carer, hoist).



Access Exceptional: provides for all levels of mobility impairment listed above with reference to the British Standard BS 8300:2001. Achieves the standards above for either independent wheelchair users or assisted wheelchair users and fulfils additional, more demanding requirements.



Typically provides key additional services and facilities to meet the needs of visually impaired guests.



Typically provides key additional services and facilities to meet the needs of guests with hearing impairment.



Typically provides a higher level of additional services and facilities to meet the needs of guests with visual impairment.



Typically provides a higher level of additional services and facilities to meet the needs of guests with hearing impairment.

The Standard breaks down the visitor journey into six stages, from attracting the visitor to book to once they have returned home.

23.

**VisitEngland  
 "One Step  
 Ahead" labelling  
 scheme for  
 accommodation**



**Country:**  
 United Kingdom

**More information  
 about the norm:**



Quality in Tourism  
 Tel. (+44) 845 300  
 6996  
 qualityintourism@gs  
 lglobal.com  
 www.visitengland.co  
 m/nas

**Description of the initiative**

“One Step Ahead” is for Serviced, Self-Catering, Hostel and Campus accommodation; Holiday, Touring and Camping Parks; and Caravan Holiday Homes. It is the mobility entry level standard (M1) of the National Accessible Scheme (NAS) and is based on the needs of older and less mobile visitors. That means, along with public areas, only one guest room and bathroom needs to meet the standard.

For a relatively small amount, once every three years, the Quality in Tourism Team benchmark the level of accessibility of a property or attraction against national standards and award appropriate ratings for mobility and/or hearing and/or visual impairments. To save some money, if a property or attraction is doing the Quality assessment, the Access visit can be carried out at the same time. Businesses can decide to go through an assessment either just from mobility, hearing or visual, from two of them or all three at the same time. The symbols that a business could get are:



Typically suitable for a person with restricted walking ability and for those that may need to use a wheelchair some of the time and can negotiate a maximum of three steps.



Typically provides key additional services and facilities to meet the needs of visually impaired guests.



Typically provides key additional services and facilities to meet the needs of guests with hearing impairment.

The benefits a property or an attraction gets from it are:

1. Tips and advice from a specialist assessor
2. Use the scheme logo(s) in its marketing
3. Increase the business' exposure:
  - Searchable by accessibility rating on [www.enjoyengland.com](http://www.enjoyengland.com) and [www.visitbritain.com](http://www.visitbritain.com)
  - Listing in Easy Access Britain official guide book (next available edition)
  - Searchable on [www.tourismforall.org.uk](http://www.tourismforall.org.uk) the UK's central source of holiday information for people with access needs
4. Action Plan
  - This assessment can act as an audit to help pinpoint the things the property can do.

The Standard analysis 5 key stages where access is critical:

1. Access before guest arrives (10 elements)
2. Access on arrival (9 elements)
3. Access around the property (15 elements)
4. Access on at least one bedroom (11 elements)
5. Access on at least one bathroom (13 elements)

24.

**Hotel Access  
Specification –  
PAS 88:2008  
Guidance on  
accessibility of  
large hotel  
premises and  
hotel chains**



**Country:**  
United Kingdom

**More information  
about the norm:**



[www.equalityhumanrights.com](http://www.equalityhumanrights.com)

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[cservices@bsigroup.com](mailto:cservices@bsigroup.com)

[www.bsigroup.com](http://www.bsigroup.com)

To buy the  
Standard:  
[www.bsigroup.com/  
PAS88](http://www.bsigroup.com/PAS88)

## Description of the initiative

It was published by BSI British Standards on 3 April 2008. PAS 88 contains principles of good practice based on the duty to make reasonable adjustments and provide equal standards of service as contained in the DDA. It builds upon the good practice developed by marketing leaders within the hotel industry and has used VisitBritain's National Accessible Scheme (NAS) as the basis of its content. The aim was to create a one stop tool to improve accessibility in all areas of hotels, from bedrooms to receptions, conference areas and outside space.

PAS 88 provides guidance for hoteliers in the following areas: access strategies, involvement of disabled people in planning, staff training, accessible formats for information and websites, transport provisions, car parking, access routes to and around buildings, entry and exits to premises, movement around floors or levels, entrance hall and reception, welcome pack and services (check-in), corridors and passageways, movement between floors and levels, interior features and design, communal areas, lavatories and changing facilities in public areas, accessible bedrooms, accessible bathrooms, internet access, public telephones, vending machines, leisure facilities, retail outlets, coffee shops and amenities, surrounds and gardens, check-out, conferencing, banqueting and entertainment.

The British Standards Institution (BSI) worked together with the Equality and Human Rights Commission (EHRC), and VisitBritain to develop a Publicly Available Specification (PAS) that standardizes the accessibility and services offered by large hotel premises and hotel chains to disabled people or people with a long-term health condition in the UK. In addition to EHRC and VisitBritain, a number of key stakeholders were part of a steering group providing input and feedback on the PAS, such as: Accor Hotels, Best Western, The British Hospitality Associations (BHA), Centre for Accessible Environments; Department for Communities and Local Government, Hilton International Hotels; Institute of Hospitality, Intercontinental Hotels Group (IHG), Premier Inn (Whitbread Group plc), RNIB or Tourism for All.

Under Part 3 of the Disability Discrimination Act 1995 hoteliers have a duty to ensure that access to their hotel facilities and services for disabled people is as close as is reasonably possible to the standard normally offered to the public at large. All businesses are now required to take reasonable steps to: remove features; or alter it so it no longer has that effect; or provide a reasonable means of avoiding the feature; or provide an alternative method of making the service available. It is also unlawful for hotels to pass on any cost of a reasonable adjustment to disabled visitors.

25.

**The Building Regulations 2000. Access to and use of buildings. Approved Document M**



**Country:**  
 United Kingdom

**More information about the norm:**

[www.planningportal.gov.uk/uploads/br/BR\\_PDF\\_ADM\\_2004.pdf](http://www.planningportal.gov.uk/uploads/br/BR_PDF_ADM_2004.pdf)



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 London SW1E 5DU  
 Tel.: (+44) 207 944  
 4400  
[www.communities.gov.uk](http://www.communities.gov.uk)

## Description of the initiative

This document covers the requirements for access to and the use of new buildings, including dwellings, for everyone. It also includes access and sanitary conveniences to extensions of buildings other than dwellings. The document includes many useful diagrams on how to show compliance with the regulations, along with details on Access Statements.

### Requirement M1 Access and use

Reasonable provision shall be made for people to –

- (a) gain access to; and
- (b) use the building and its facilities.

Limits on application: the requirements of this Part do not apply to –

- (a) an extension of or material alteration of a dwelling; or
- (b) any part of a building which is used solely to enable the building or any service or fitting in the building to be inspected, repaired or maintained.

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Requirement M2 Access to extensions to buildings other than dwellings. Suitable independent access shall be provided to the extension where reasonably practicable.

Limits on application: Requirement M2 does not apply where suitable access to the extension is provided through the building that is extended.

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Requirement M3 Sanitary conveniences in extensions to buildings other than dwellings. If sanitary conveniences are provided in any building that is to be extended, reasonable provision shall be made within the extension for sanitary conveniences.

Limits on application: Requirement M3 does not apply where there is reasonable provision for sanitary conveniences elsewhere in the building, such that people occupied in, or otherwise having occasion to enter the extension, can gain access to and use those sanitary conveniences.

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Requirement M4 Sanitary conveniences in dwellings

(1) Reasonable provision shall be made in the entrance storey for sanitary conveniences, or where the entrance storey contains no habitable rooms, reasonable provision for sanitary conveniences shall be made in either the entrance storey or principal storey.

(2) In this paragraph entrance storey means the storey which contains the principal entrance and principal storey means the storey nearest to the entrance storey which contains a habitable room, or if there are two such storeys equally near, either such storey.

Limits on application: None

26.

**BS 8300:2009  
Design of  
buildings and their  
approaches  
to meet the needs  
of disabled  
people. Code of  
practice**



**Country:**  
United Kingdom

**More information  
about the norm:**



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.com  
www.bsigroup.com

To buy the  
Standard:  
www.bsigroup.com/  
en/Shop/Publication  
-  
Detail/?pid=000000  
000030153846

## Description of the initiative

This standard explains how the built environment can be designed to anticipate, and overcome, restrictions that prevent disabled people making full use of premises and their surroundings.

An accessible environment is one which a disabled person can enter and make use of independently or with help from a partner or assistant, including being able to escape in the event of fire or other emergency.

Some facilities can be designed in such a way as to incorporate access for disabled people. In other situations, additional features such as grab bars, touch legible signs and hearing enhancement systems might be needed.

The guidance in BS 8300 covers a wide range of disabilities and the use of the built environment by disabled people who can be residents, visitors, spectators, customers, employees, or participants in sports events, performances and conferences.

BS 8300 gives recommendations for the design of buildings and their approaches to meet the needs of disabled people (including, where appropriate, disabled children). It applies to car parking provision, setting-down points and garaging, access routes to and around all buildings, and entrances to and interiors of new buildings. The recommendations also apply to routes to facilities associated with and in the immediate vicinity of buildings.

BS 8300 applies to the following types of building:

- a) Transport and industrial buildings, e.g. rail, road, sea and air travel buildings and associated concourses, car parking buildings and factories
- b) Administrative and commercial buildings, e.g. courts, offices, banks, post offices, shops, department stores and shopping centres, and public service buildings, including police stations
- c) Health and welfare buildings, e.g. hospitals, health centres, surgeries and residential homes
- d) Refreshment, entertainment and recreation buildings, e.g. cafés, restaurants, public houses concert halls, theatres, cinemas, conference buildings, community buildings, swimming pools and sports buildings
- e) Buildings for worship
- f) Educational, cultural and scientific buildings, e.g. schools, universities, colleges, zoos, museums, art galleries, libraries and exhibition buildings
- g) Dwellings and other residential buildings, e.g. hostels, hotels, residential clubs, university and college halls of residence, nursing homes and prisons.

### 3.10. National Legislation

National accessibility legislation in the eight countries involved in this study is presented in previous sections.

During the period of this study, a European Commission document, presented at the AAATE conference in July 2009, provides some useful background information on the state of play in member states regarding access regulations and other mechanisms.

The following table presents an overview of the incidence of laws, regulations, norms, standards and guidelines that have been put in place in several European countries with the aim of regulating accessibility for people with disabilities.<sup>8</sup>

It should be noted that none of the national measures listed in the table are specifically intended for the tourism sector; most are directed at more general areas of application but many, if not most of them, will have relevance for the tourism sector.

**Table 3.10.1. Comparison of the different parameters of access legislation in European Union Member States**

Member States	General legislation	Transport		Built environment		ITC	
		Legislation	Standards	Legislation	Standards	Legislation	Standards
		Regulation	Guidelines	Regulation	Guidelines	Regulation	Guidelines
Austria AT	N+R		N	R	N	N	
Belgium (federal) BE		N+R	N+R	R	R	N+R	N+R
Bulgaria BG		N	N	N	N	N	N
Cyprus CY	X	X		X			
Czech Republic CZ		X		X	X	X	
Germany DE	N+R	R		N+R	N+R	N+R	
Denmark DK		N	N	N			N
Estonia EE		N		N		N	N
Greece EL		N		N			
Spain ES	N	N+R		N+R		N	
Finland FI				X	X		
France FR	N	N	N	N	N	N	N
Hungary HU				X		X	
Ireland IE	N		N	N	N+R		N
Italy IT		N		N+R		N	
Luxembourg L		N		N	N		N
Lithuania LT							
Latvia LV		X	X	X	X	X	X
Malta MT	N			N	N		N
The Netherlands NL		N	N	N	N	N+R	
Poland PL		N		N		N	
Portugal PT	N	N	N	N+R	N	N	N
Sweden SE		N		N	N	N	N
Slovenia SI			N	N	N	N	
Slovak Republic SK		N		N		N	
United Kingdom UK	N	N		N	N		

Key: N = exists at National level      R = exists at Regional level      X = exists (level unspecified)

<sup>8</sup>European Commission survey, July 2009, presented by Ms. ImaPlacencia, DG EMPL.

### 3.11. Table of Tourism Accessibility Promotion Mechanisms

**Table 3.11.1. Comparative Summary Table of Legal, Normative and Other Mechanisms for Promoting Accessibility for Disabled People in Tourism. (Examples from European Union and Selected European Countries)**

	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses' Access Label	Target Group	
<b>European Union</b>	European Treaty	-	-	-	-	All citizens	Amsterdam Treaty, Art 13.
<b>EU</b>	United Nations Convention	-	UN, various others	Member States and European Commission	-	Citizens with disabilities-	Obligations of national governments
<b>EU</b>	-	-	Guide 6 CEN/ CENELEC	Standards bodies and committees	-	Citizens with disabilities-	Guidance for Standards Developers
<b>EU</b>	Regulation (EC) No 1107/2006 (Air passengers)	None	Various Agreements between parties: EU, Airlines, NEBs	All EU Member States' National Enforcement Bodies (Regulators)	Many, Airports/ service providers have developed their own pictograms: no standard label.	All passengers who are 'Persons with Reduced Mobility' (PRMs) and Persons with temporary or permanent disabilities. Airports codes: WCHC, WCHR, WCHS, DEAF, BLND.	Information and assistance from arrival point at airport to the seat on board the aircraft – and the reverse for incoming passengers
<b>EU</b>	-	-	OSSATE Measurement and photo Guide	OSSATE assessment method <a href="http://www.ossate.org">www.ossate.org</a>	EuropeforAll	<a href="http://www.europeforall.com">www.europeforall.com</a> General information plus 9 categories of user requirements	Description of the access characteristics of tourist accommodation
<b>Austria</b>	Federal Disability and Equal Treatment Law	-	-	-	-	All citizens-	Citizens' rights-
<b>Austria</b>	-	ÖNORM B1600 and B 1603 –	-	Österreichische Normungsinstitut	Public and private	-	Accommodation facilities, Restaurants

	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses' Access Label	Target Group	
		Barrier free buildings for tourism. Design principles.		ut	initiatives based on diverse access requirements		and cultural, leisure and wellness facilities
<b>Austria</b>	-	-	IBFT-Information System	IBFT	-	Mobility impaired (walking impairment, WCH user) Sensory impaired (blind person, visually impaired, deaf person, hearing impaired, speaking impaired) Families and seniors (families with little children and seniors) Chronic diseases (diabetes, need for dialysis, other diet requirements, allergic), Other impairments (learning difficulties)	Accommodation, gastronomy facilities, mobility & traffic, culture and events, sports and wellness, assistance and social services
<b>Belgium (Flanders)</b>	-	None	-	Tourism Flanders	Yes, Tourism Flanders: Accessible Tourism Label	Motor disabled Visually disabled Hearing impaired People suffering from respiratory troubles and allergies.	Accommodation and tourist facilities such as town and city halls, schools, hotels, museums, socio-cultural centres, sports centres, cycle paths, footpaths and others.
<b>Denmark</b>	Building Regulations BR 2008	General Accessibility Standard DS3028	SBI-Guideline 219. DS Handbook 105.	Government Ministry	-	All citizens	Buildings and outdoor environment
<b>DA</b>	-	-	-	Danish Accessibility Association	Yes, Accessibility Label promoted	Wheelchair users People with reduced mobility, arm and hand impairments; with	Accommodation, restaurants, conference, exhibition



	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses' Access Label	Target Group	
					by DK Tourist Board, Dansk Handicap and God Adgang	visual impairments; with hearing impairments; with asthma or allergy; with learning disabilities; with reading difficulties	and meeting venues, museums, outdoor and indoor tourist attractions.
<b>FR</b>	The <b>Act of February 11, 2005</b> "for equal rights and opportunities, participation and citizenship of persons with disabilities	-	Tourisme et Handicap	Ministry of Tourism and NGO (Tourisme et Handicap)	Yes, Tourisme et Handicap	Motor disabled, visually impaired, hearing impaired and people with learning difficulties	All types: accommodation, restaurants, tourist sites, leisure facilities, sports and recreation centres, museums, etc.
<b>Germany</b>	Federal Disability and Equal Treatment Law	-	-	-	-	All citizens-	Citizens' rights-
<b>DE</b>	-	DIN 18.024: Public design construction DIN 18025 Wheelchair Housing design construction	-	Deutsches Institut für Normung e.V. (DIN)	-	Wheelchair users Older people Rest of people with access needs	Urban elements (streets, ways, places, traffic, green places, play zones), Public access buildings and places of public work. Wheelchair user housing
<b>DE</b>	-	-	DEHOGA, Minimum Standards	DEHOGA and NGO (Natko)	Yes	Persons with walking impairment Wheelchair users Visually impaired Hearing impaired	Hotels and Restaurants

	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses' Access Label	Target Group	
<b>DE</b>	-	-	Natko Pictogram	Natko	Yes	Persons with walking impairment Wheelchair users Blind persons Visually impaired Deaf persons Hearing impaired People with learning disabilities Seniors Families	Any tourist place
<b>Norway</b>	Non-discrimination and Accessibility Law of 2008,	-	-	Norwegian Government	-	All citizens	Citizens' rights, and access of built environment, transport, ICTs
<b>Norway</b>	Action Plan: Norway Universally Designed by 2025	-	-	Norwegian Government and Municipalities	-	All citizens	Outdoor environment Buildings, Transport ICTs.
<b>Norway</b>	-	NS 11010: Accessible tourist places	-	Standards Norway	Yes	Mobility impaired Visually impaired Hearing impaired Persons with asthma and/or allergies	Accommodation, services, permanent attractions. (includes buildings, safety, information)
<b>Spain</b>	Law 51/2003: Equal Opportunities anti-discrimination and	-	-	-	-	All citizens	Citizens' rights



	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses" Access Label	Target Group	
	Universal Design						
<b>ES</b>	Own access Regulation in each Spanish autonomous region(s)	-	Various	Regional governments	-	People with access and communication needs	Access to the built environment
<b>ES</b>	Law 51/2003: Equal Opportunities anti-discrimination and Universal Design ----- Own access Regulation in each Spanish autonomous region(s)	UNE 170.001 Universal Accessibility Management System	Public buildings universal access management. Beaches Universal Access Management	AENOR	Empresaregistrada: Accesibilidad Universal	All citizens	Management system for access of the built and natural environment, such as public buildings and beaches.
<b>ES</b>	-	-	PREDIF Information System	PREDIF	Yes	Mobility impairments Hearing impairments Visually impairments Allergies	Hotels Restaurants
<b>United Kingdom</b>	DDA 1995 (2005)	-	-	Equality & Human Rights Commission	Many, public and private initiatives based on diverse requirements	Persons with disabilities, as defined by the Act	Services, auxiliary aids, information, buildings.
<b>UK</b>	Building	-	-	Equality &	No	All people, including people with	Buildings

	Requirements placed on Providers					Information for Tourists	Scope
	Law or Regulation	Standard or Norm	Guidance document	Monitoring	Tourism Businesses' Access Label	Target Group	
	Regulations Part M			Human Rights Commission		mobility needs.	
<b>UK</b>	DDA 1995 (2005)	-	National Accessible Scheme	NAS VisitBritain	Yes. Logos for different grades of provisions for: mobility impaired, deaf or hearing impaired and blind or visually impaired tourists	Mobility impaired people Deaf or hearing impaired Blind or visually impaired travellers	Tourist accommodation, (serviced, self-catering, hostels, caravan parks and camping)
<b>UK</b>	DDA 1995 (2005)	-	One Step Ahead	VisitEngland	Yes	People: -Mobility impaired -Hearing impaired -Visually impaired	Tourist accommodation, (serviced, self-catering, hostels, caravan parks and camping)
<b>UK</b>	DDA 1995 (2005)	-	Hotel Access Specifications, PAS88	None	No	Persons with disabilities (various)	Large hotel premises and hotel chains, buildings, services, customer information and management.

### 3.12. National Tourism Accessibility Labelling Schemes

Symbols and pictograms are widely used by the tourism and hospitality sector in general as a means of informing customers about available facilities and services. There is a huge variety of such images and hardly any formal standardisation governing their design or their use in relation to the provision of customer information. Despite this, they are frequently used as an alternative to written text, so as to overcome language barriers, save reading time, and thus convey some meaning to customers when seeking to find a venue which matches their needs and preferences.

Customers must use their experience (and some imagination) whenever they encounter a set of pictograms. The more helpful websites and travel catalogues will provide a "key" in one or more languages to assist the reader. However, as there is no set of standard images, the reader is more or less obliged to make the effort to learn a new lexicon of pictograms each time they come to a new website or open a new travel guide or brochure.

In addition to their variety, pictograms can also be confusing due to *the way they are used*. This review of accessibility information schemes in Europe shows that there are *at least three classes of meanings* conveyed by pictograms. These are:

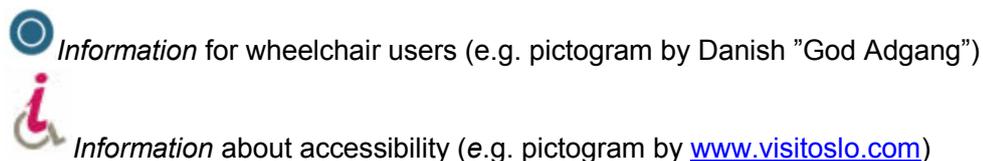
- (a) *Pictograms which indicate the presence* of a certain type of facility or service at a venue, e.g. venue *location*, number of rooms, rooms for persons with disabilities, public transport, private parking, wireless internet, swimming pool, etc.;



- (b) *Pictograms which indicate the suitability* of the venue and/or services for visitors who may have *specific* (access) needs, e.g. wheelchair users with assistance, people with visual impairments and so on.



- (c) *Pictograms which indicate the availability* of certain types of information, e.g. when browsing a website.



### Accessibility Brand Labels

Visitors may also encounter pictograms that are used by establishments or venues as "brand labels". Such labels are intended as a promotional tool, showing that the venue is a member of a certain accessible scheme. Displaying the label will usually mean that the venue complies with certain defined access requirements – although this is not always the case.

Some typical examples of accessibility branding are shown below:



Type 1. The establishment *is a member* of an accessible tourism promotion scheme (which may be operated by the venue owner or an independent body or a Tourist Board...). Example: *Tourism for All, UK*



Type 2. The establishment *has been assessed* and its facilities are “*approved*” as complying with the standards or access criteria of the scheme. The degree of compliance may also be denoted by additional symbols, letters of the alphabet or numbers, indicating levels of accessibility, or suitability according to degree of a visitor’s disability. Example: *Tourism Flanders Accessible Label*.



Type 3. The establishment *participates in an accessibility declaration scheme and offers accessibility information* for the convenience and guidance of visitors who need it. (No specific access requirements are defined but disabled visitors may search the database for the objective information they need).



Examples: [www.EuropeforAll.com](http://www.EuropeforAll.com) and [www.openbritain.net](http://www.openbritain.net)

In some cases there can be a degree of “overlap” between the pictograms used in a labelling scheme and the brand label. This adds yet another “layer of meaning”, which may not be clear to the customer.

The use of pictograms and labels is, of course, closely linked to the overall purpose and characteristics of a visitor website, catalogue or accessibility information scheme. This review shows that there are certain strengths but also definite weaknesses in the way such images are currently used.

The advantage of using symbols, pictograms and labels is that they communicate meanings in a “shorthand” form, allowing the visitor to scan large amounts of information more quickly than by reading, and overcoming, to some degree, the problem of not knowing the language of the host country.

Labels, in particular, can indicate the affiliation of a venue or destination with an organisation which is dedicated to the promotion or guarantee of accessibility, thus providing a means of recognition and (hopefully) a degree of quality assurance for the visitor.

Nevertheless, the use of symbols and pictograms in marketing and promotions can be a source of confusion for the visitor, due to their large number, variety and inconsistency in the way they are used.

Variation between the designs of pictograms, which indicate the same object or service, introduces the first level of difficulty. Then there are differences related to the way access is measured, described and presented, not only between countries but also between types of venues and services. This makes it very difficult for visitors to make comparisons and choose between venues or services that are available. It may be said, with some justification, that the proliferation of *new* sets of pictograms and labels in new accessibility schemes only makes access information more difficult to understand for disabled customers.

The task of reducing the variety and complexity of symbols and pictograms, and the use of access labels in Europe requires, firstly, a willingness to confront the problem and, secondly, a concerted effort between many actors and stakeholders. If it shall be done, it would be essential to include the owners of accessibility schemes in the tourism and hospitality sector and users' organisations in this process.

The AFNOR report *M/371 Tourism Services* calls for a European action to address standardised symbols for this field. It is clear that this work, if it is commissioned, should specifically examine the design and use of pictograms to be used to inform visitors about accessibility of venues and services. This would be a useful step towards reducing the complexity which faces the disabled customer when searching for access information, especially across national borders.

It is equally important that any examination of the use of symbols, pictograms and labels should take into account the experience of regional, national and European bodies that run these schemes, and also the perspectives of the venue owners and guests with disabilities.

The following table presents some examples of tourism accessibility labelling schemes in the European countries in this study:

<b>Country</b>	<b>Access Labelling Scheme</b>
<b>Belgium</b>	Tourism Flanders Accessible Label
<b>Denmark</b>	God Adgang
<b>France</b>	Tourisme et Handicap
<b>Germany</b>	Natko- Information System
<b>Spain</b>	UNE 170001-2 Certificate
<b>United Kingdom</b>	National Accessible Scheme (NAS)

Further information about these schemes follows in the table below:

**Table 3.12.1 Comparative table of signs, symbols, labels and terminology used in different European countries to inform about Facilities Accessible for Mobility Impaired People**

	BE: Tourism Flanders Accessible Label	DK: God Adgang	FR: Tourisme et Handicap	DE: NATKO	ES: UNE 170001-2	UK: NAS
<b>MOBILITY IMPAIRED PEOPLE</b>	 It indicates that a building has only been inspected.  It means that the tourist building has been objectively inspected, plus it has basic accessibility for people with restricted mobility.  A building with an A+ label is comfortably accessible.	 <u>Wheelchair users</u>  <u>Reduced mobility, arm- and hand impairments</u>	   <u>Motor impairment</u>	 <u>Wheelchair users</u> . All distances provision within comfortable reach for wheelchair users.  <u>People with walking difficulties</u> . All service provision presented within comfortable reach.  <u>Older people</u> . Comfort and service provision.	 Based on the DALCO criteria: ambulatory, apprehension, location and communication requirements	 M1: Suitable for people with sufficient mobility to climb a flight of steps but would benefit from fixtures and fittings to aid balance.  M2: Suitable for people with walking impairments and for those that may need sometimes a wheelchair. They could negotiate a max. of 3 steps.  M3 (I): Suitable for wheelchair users that transfer unaided to and from the wheelchair in a seated position. Independent travellers.  M3 (A): Suitable for wheelchair users. Requirement of personal or mechanical Assistance.  Access Exceptional: provides for all levels of mobility impairment listed above with reference to the British Standard BS 8300:2001. Achieves the standards above for either independent wheelchair users or assisted wheelchair users and fulfils additional, more demanding requirements.

**Table 3.12.2 Comparative table of signs, symbols, labels and terminology used in different European countries to inform about Facilities Accessible for Visually Impaired People**

	BE: Tourism Flanders Accessible Label	DK: God Adgang	FR: Tourisme et Handicap	DE: NATKO	ES: UNE 170001-2	UK: NAS
<b>VISUALLY IMPAIRED PEOPLE</b>	 It indicates that a building has only been inspected.  It means that the tourist building has been objectively inspected, plus it has basic accessibility for people with restricted mobility.  A building with an A+ label is comfortably accessible.	 <u>Visual impairments</u>	   <u>Visual impairment</u>	 <u>Blind people.</u> Tactile and/or audio presentation of all services.  <u>Visually impaired people.</u> Provision of clear design.	 <p>AENOR ER Accesibilidad Registrada UNE 170001-2</p> <p>Based on the DALCO criteria: ambulatory, apprehension, location and communication requirements</p>	 V1 – Typically provides key additional services and facilities to meet the needs of visually impaired guests. (Minimum entry requirements)  V2 – Typically provides a higher level of additional services and facilities to meet the needs of guests with visual impairment. Recommended (Best practice) additional requirements.

**Table 3.12.3 Comparative table of signs, symbols, labels and terminology used in different European countries to inform about Facilities Accessible for Hearing Impaired People**

	<b>BE: Tourism Flanders Accessible Label</b>	<b>DK: God Adgang</b>	<b>FR: Tourisme et Handicap</b>	<b>DE: NATKO</b>	<b>ES: UNE 170001-2</b>	<b>UK: NAS</b>
<b>HEARING IMPAIRED PEOPLE</b>	<p> It indicates that a building has only been inspected.</p> <p> It means that the tourist building has been objectively inspected, plus it has basic accessibility for people with restricted mobility.</p> <p> A building with an A+ label is comfortably accessible.</p>	<p> <u>Hearing impairments</u></p>	<p> TOURISME &amp; HANDICAP</p> <p></p> <p> <u>Hearing impairment</u></p>	<p> <u>Deaf people.</u> Visual presentation of all services.</p> <p> <u>Hearing impaired people.</u> Visual presentation of all services and devices provision.</p>	<p> AENOR  <b>ER</b>          Accesibilidad Registrada          UNE 170001-2</p> <p>Based on the DALCO criteria: ambulatory, apprehension, location and communication requirements</p>	<p> <u>H1</u> – Typically provides key additional services and facilities to meet the needs of guests with hearing impairment. Minimum requirements.</p> <p> <u>H2</u> – Typically provides a higher level of additional services and facilities to meet the needs of guests with hearing impairment. Recommended (Best practice) additional requirements.</p>

**Table 3.12.4 Comparative table of signs, symbols, labels and terminology used in different European countries to inform about Facilities Accessible for other types of disabilities**

	BE: Tourism Flanders Accessible Label	DK: God Adgang	FR: Tourisme et Handicap	DE: NATKO	ES: UNE 170001-2	UK: NAS
OTHERS	<p> It indicates that a building has only been inspected.</p> <p> It means that the tourist building has been objectively inspected, plus it has basic accessibility for people with restricted mobility.</p> <p> A building with an A+ label is comfortably accessible.</p>	<p> <u>Mental disabilities</u></p> <p> <u>Reading difficulties</u></p> <p> <u>Asthma and allergies</u></p>	<p></p> <p></p> <p> <u>Mental disability</u></p>	<p> <u>People with learning difficulties.</u> Provision of easy and comprehensive information.</p> <p> <u>Families with children.</u> Offer provision for both adults and children.</p>	<p></p> <p>Based on the DALCO criteria: ambulatory, apprehension, location and communication requirements</p>	

### 3.13. Comparison of three European Access Management Systems

After analysing the different types of Access Labelling Schemes or Access Management Systems that are in use in the selected European countries, three Management Systems were chosen in order to assess their characteristics and usefulness for promoting access. Notably the three systems have certain important aspects in common:

- They all integrate the management level staff for the development and continuity of the system;
- They are all developed for the tourist industry or are easy to adapt and use in the industry; and
- They are all developed by the National Standardisation Institutes of the respective countries.

Country	Access Management System
<b>Spain</b>	UNE 170001-2: 2007 -“Universal Accessibility’s Management Systems”
<b>United Kingdom</b>	PAS 88: 2008 -“Guidance on accessibility of large hotel premises and hotel chains”
<b>Norway</b>	NS 11010:2008 -“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”

**Table 3.13.1. Comparison of 3 European systems for management of accessibility**

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
<b>Type of document</b>	National Standard (Standard document)	Publicly Available Specification (Guidance and good practice document)	National Standard (Standard document)
<b>Monitoring</b>	AENOR (Spanish Association for Standardisation and Certification)	BSI (British Standards Institution)  In association with: <i>Equality and Human Rights Commission</i> and <i>Visit Britain</i>	Standards Norway and Deltasentret (Expert centre on accessibility, Norwegian Ministry of Health)
<b>Standard users</b>	All types of businesses (hotels, restaurants, shops, museums, sport centres, schools, universities, hospitals and call centres among others)	Large hotels, hotel groups and chains	Tourism destinations (hotels, restaurants, bars, permanent indoor attractions).
<b>Possibility of certification part of the company</b>	Yes	Complete service chain	Will be possible if and when a labelling system is introduced
<b>Relation to legislation</b>	It helps to comply with strict legislation, different in each Spanish region and National Legislation 51/2003, Equal Opportunities, Non-Discrimination and Universal Design for	It helps to comply with: <ul style="list-style-type: none"> <li>• DDA 1995 (Part 2 and 3)</li> <li>• DDA2005</li> <li>• BS 8300:2009, recommendations to design new buildings and</li> </ul>	It helps businesses to comply with the <u>“Non-discrimination and Accessibility Law”</u> of 2008, and the Action Plan: <u>“Norway Universally Designed to 2025”</u> .  Also refers to <u>NS</u>

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
	disabled people (LIONDAU)	already built environments <ul style="list-style-type: none"> <li>Part M:2004, Building Regulation</li> </ul>	<u>10010</u> –Standard for Access to Buildings and Surroundings” (under development).
<b>Target groups</b>	<ul style="list-style-type: none"> <li>Mobility impaired people</li> <li>People with visual impairments</li> <li>People with hearing impairments</li> <li>Pregnant women</li> <li>Older people</li> <li>People with luggage</li> </ul>	<ul style="list-style-type: none"> <li>Mobility impaired people</li> <li>People with visual impairments</li> <li>People with hearing impairments</li> <li>People with a learning disability</li> <li>Customers with heavy luggage</li> <li>Parents with pushchairs</li> <li>Foreigners</li> </ul>	<ul style="list-style-type: none"> <li>People with reduced mobility</li> <li>People with reduced hearing</li> <li>People with reduced vision</li> <li>People with asthma and allergies</li> </ul>
<b>Consideration of customers’ needs</b>	Considered all needs for the certification	Possibility to address to the needs of one or to a combination of more than one disability	As indicated for target groups
<b>Areas of application</b>	Public (for customers) and private (for staff) areas	Public (for customers) and private (for staff) areas	Customers
<b>Periodical review</b>	Every year an ordinary review and every 3 years a major review.	Reviewed at intervals not exceeding 2 years	Not specified
<b>Relevant</b>	Design for All and	National Accessible	National Action Plan

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
<b>documents related to Standard</b>	Universal Design DALCO Criteria	Scheme (NAS)	for Universal Design
<b>Work Area</b>	Corporate Social Responsibility	Quality	
<b>Number of companies with it</b>	Approx. 20	Not available (unknown)	Not available (unknown)
<b>Relation with other norms</b>	It is compatible with other management systems: ISO 9001, ISO 14001 and OSHAS 18001.	NAS. “One Step Ahead”	Danish Accessibility Scheme
<b>Related to legislation</b>	It helps comply with strict legislation, different in each Spanish region and National Legislation 51/2003, Equal Opportunities, Non-Discrimination and Universal Design for disabled people	It helps companies comply with Disability Discrimination Act 1995, 2005	It helps businesses to comply with the <u>Non-discrimination and Accessibility Law</u> of 2008, and the Action Plan: <u>Norway Universally Designed to 2025</u> (May 2009).  Also refers to <u>NS 10010 –Standard for Access to Buildings and Surroundings</u> (under development).
<b>Labelling/ Certification</b>	AENOR: Registered Accessibility  UNE 170001-2	None	A national labelling system may be introduced in due course. It will not be obligatory but those who use the scheme

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
			<p>must fulfil the minimum requirements.</p> <p>There are up to 4 accessibility labels that have not yet been introduced (motor, visual, hearing and asthma/allergy)</p>
<b>Aim of Standard or Guidance</b>	Design, implement and maintain an Access Management System	Addresses “Access Strategies” (Chapter 4).	In addition to the requirements for the label, there are recommendations for even better accessibility.
<b>Management issues involved</b>	Daily Access Management:  Define policy, objectives, provision of resources needed	<u>Services</u> : Includes description of Personal Emergency Evacuation Plans for customers	Management of accessibility is not addressed. However, cleaning and evacuation procedures are included.
<b>Scope</b>	Build environment, products and services	Includes buildings, surroundings, furniture, ICTs, and services.	Includes buildings, surroundings
<b>Training and competence requirements</b>	To those in charge to all staff that provide services	Advisory sections on staff training for welcoming disabled guests	None
<b>Pre-requisites to start a certification</b>	Process of certification:	None. This is not a certification scheme	Not specified – the labelling system has not yet been

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
<b>process</b>	<ol style="list-style-type: none"> <li>1. Visit and actual access diagnosis (building access and procedures)</li> <li>2. Report of minimum actions to make and recommended good practices</li> <li>3. Action Plan of near future improvements</li> <li>4. Staff’s training</li> <li>5. Documentation required for the system</li> <li>6. Intern audit</li> <li>7. Modifications required</li> <li>8. Extern audit</li> <li>9. Modifications required</li> <li>10. Certification</li> </ol>		introduced (2009).
<b>Certification process</b>	<ol style="list-style-type: none"> <li>1. AENOR’s preliminary evaluation</li> <li>2. Documentation analysis</li> <li>3. Preliminary visit</li> <li>4. Corrective Action Plan</li> <li>5. Management System’s Audit</li> <li>6. Evaluation and Decision</li> <li>7. Certificate granted</li> </ol>	None	Not yet known
<b>Cost</b>	Purchase cost:	Purchase cost:	Purchase cost:

	<b>UNE 170.001: 2007</b> “Universal Accessibility’s Management Systems”	<b>PAS 88: 2008</b> “Guidance on accessibility of large hotel premises and hotel chains”	<b>NS 11010:2008</b> “Accessible Tourist Destinations: Requirements as Basis for a Labelling System”
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
	Part1: 22,50€ Part 2: 16€	GBP 50.00	NOK 715.00
<b>Other costs</b>	Consultant (extern/intern) Certificate Audit Annual Audit Renewal audit	No other costs	Other costs not known
<b>Requirements specification</b>	12 pages	169 pages	48 pages
<b>Timings</b>	Annual Audits to monitor project Renewal audit	None	Not yet known
<b>Follow up and measurement</b>	Point 8, part 8.2 of the Norm.	None	Not yet known
<b>Complaints and redress procedures</b>	Point 8 of the Norm.	None	Not yet known
<b>Company’s Policy, Management Commitment and objectives” setting</b>	Point 5 of the Norm.	None	Not yet known
<b>Identification of procedures</b>	Point 7 of the Norm.	-	Not yet known
<b>Interaction users with</b>	DALCO Criteria	-	Not yet Known

	<b>UNE 170.001: 2007</b> <b>“Universal Accessibility’s Management Systems”</b>	<b>PAS 88: 2008</b> <b>“Guidance on accessibility of large hotel premises and hotel chains”</b>	<b>NS 11010:2008</b> <b>“Accessible Tourist Destinations: Requirements as Basis for a Labelling System”</b>
<b>Country of origin</b>	<b>Spain</b>	<b>Great Britain</b>	<b>Norway</b>
<b>procedures</b>			
<b>Based upon</b>	PDCA Cycle (continuous business improvement and increase client/user satisfaction Process)	PAS Guidance	Norwegian Standards

#### 4. HOW EFFECTIVE ARE THE ACCESSIBILITY MEASURES IN TOURISM?

The aim of this part of the study was to examine the level of effectiveness of the access measures in the tourist industry. This involved interviewing tourists with disabilities and tourist company managers to determine their level of knowledge and their opinions about such access measures.

With this aim 5 questionnaires were designed and sent to the following groups:

- Visitors with access needs (4.1),
- Accommodation Managers (4.2),
- Airport Managers (4.3.),
- Destinations and Attractions Managers (4.4), and
- Experts (4.5)

The five surveys were carried out during the period June to August 2009.

Each survey was distributed to the different stakeholder groups, including:

- Disability organisations, disabled tourists and other visitors with particular access needs,
- Venue owners, managers and other tourism providers, including accommodation managers, airport managers and managers of destinations and attractions;
- National experts in tourism management and marketing.

Surveys were conducted in Austria, Belgium, Denmark, France, Germany, Spain and the United Kingdom. For the most part, respondents could answer the surveys in their respective languages.

The visitor survey was designed to gather information about disabled visitors' travel searches and booking habits, their experience of accessibility at certain venues and in airports, and their awareness of – and trust in - access standards and labelling schemes.

The managers' survey questions were designed to examine the venue providers' knowledge and use of standards, and to gather their views about the need for accessibility improvement measures in the tourism sector.

Standards Experts were consulted, both by surveys and follow-up interviews, to provide an assessment of the effectiveness of Standards and other accessibility measures in their respective countries. The experts were also invited to propose comments and recommendations for future actions at national and European levels regarding standardisation and other means to promote accessible tourism.

The surveys were distributed both by direct email, as electronic documents and as on-line questionnaires, to allow respondents to answer as conveniently as possible. The electronic documents could also be printed and filled in with a pen, if required.

The following table presents the number of respondents who took part in the surveys:

**Table 4.1 Summary of the number of respondents in each of the surveys (4.1 to 4.5)**

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

\* This number represents the organisation managing 47 Spanish airports.

## 4.1. Survey of Visitors with Disabilities and Other Access Need

### Aim

As part of the Study of Tourism Access Standards, it was vital to find out what travellers think about the general accessibility of airports, accommodation, and attractions in European countries.

A survey questionnaire was designed to collect information, specifically from people with disabilities or those who travel with them.

Anyone who had travelled in Europe during the last 3 years could answer the survey, anonymously. No distinction was made as to whether the visitors travelled on business or on holiday.

The English version of the *Visitor Survey Questionnaire* is reproduced in full in **Annex 2** of this report.

The *Visitor Survey Summary Results Table* is shown in **Annex 3** of this report.

### Method

The survey was delivered both on-line and, alternatively, as an electronic document, distributed by email. The electronic version could also be printed and answered by writing with a pen, then returned by fax or as a scanned document.

The survey was distributed and notified (with the link) via email to a range of disability and consumer organisations in Europe. Alternative versions of the survey were produced in English, Spanish, German and French.

The English language survey was answered by an international sample including respondents from Europe and overseas. The other languages versions of the survey were distributed in their respective countries/language areas.

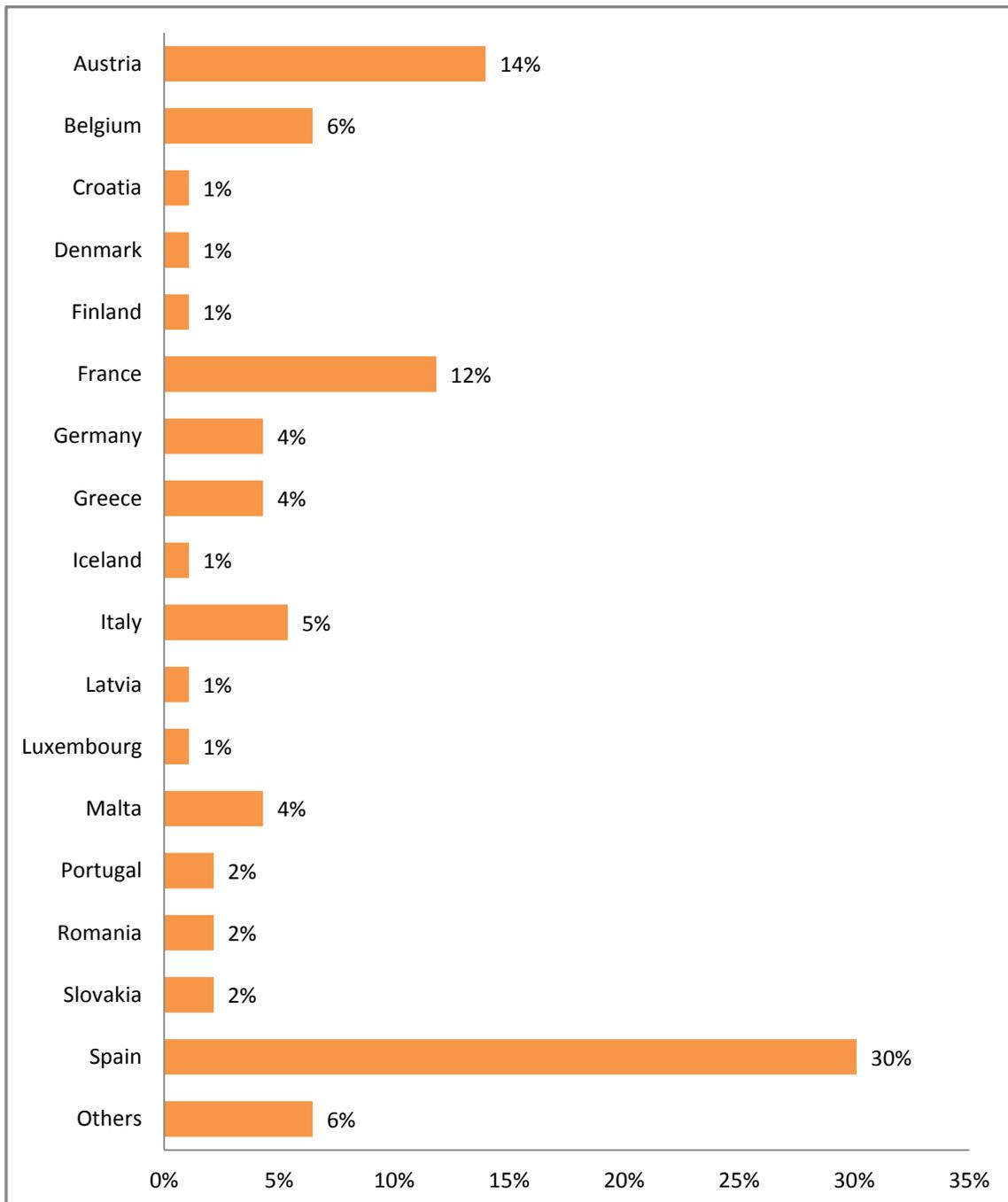
The visitors' survey period for English speakers was one month, from 15 June to 15 July, 2009. For non-English speakers the period was from 15 June to 31 August.

## Results, Comments and Discussion

### Sample

A total of 91 visitors answered the visitors' survey. The following tables show which were their home countries and the countries which they visited in the previous 3 years. (Visits within the country of residence are also included).

**Graph 4.1.1. Home country of the visitors**

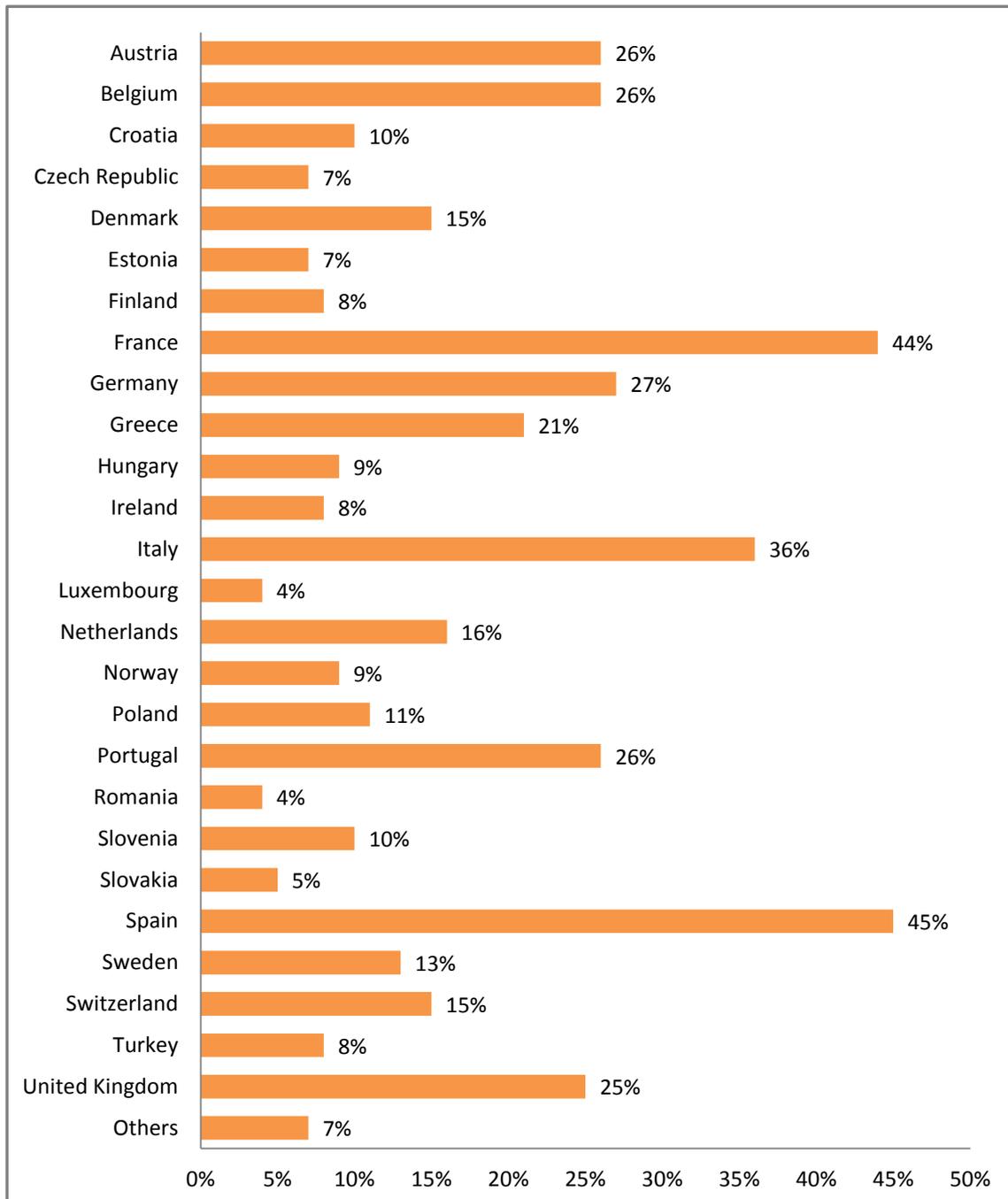


**Comment:** The home country of the majority of participants (30%) is Spain followed by 14% from Austria and 12% from France. Other home countries are:

- Belgium (6%)
- Italy (5%)
- Germany (4%)
- Greece (4%)
- Malta (4%)

- Portugal (2%)
- Romania (2%)
- Slovakia (2%)
- With 1% for each country are participants from Luxembourg, Latvia, Iceland, Finland, Denmark and Croatia.

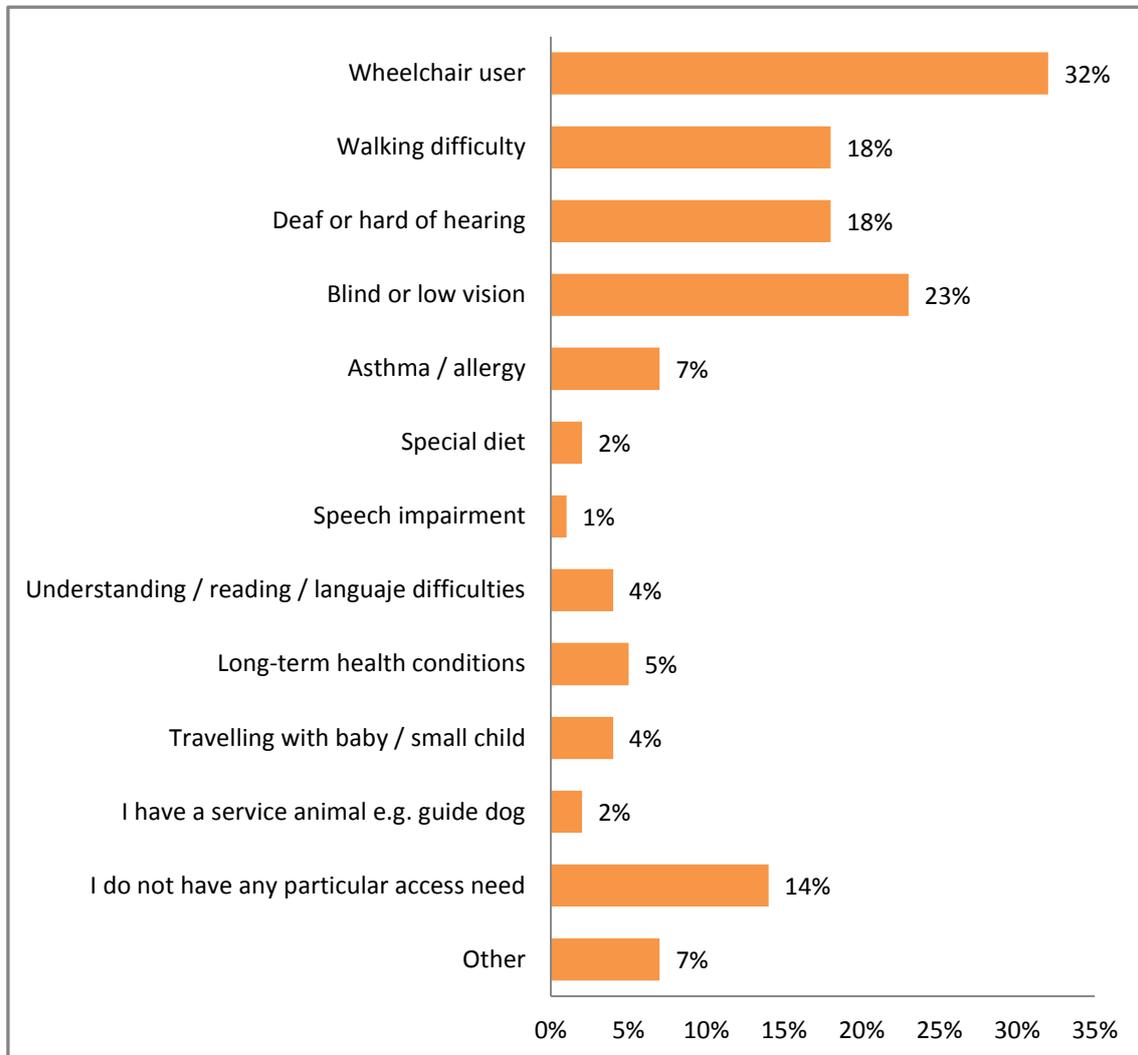
**Graph 4.1.2. Countries visited**



Comment: Without entering into a detailed analysis of national inbound visitor statistics for European countries, it can be said that the sample of respondents is fairly representative of travel patterns in Europe as a whole. Most of the “top” 10 countries in the respondents’ list are generally among the most popular inbound destinations, globally.

**Profile of respondents:**

**Graph 4.1.3. Disabilities or access/mobility issues of respondents**



**Comment:** Some respondents listed more than one disability. The majority of respondents, 50%, had mobility problems, 32% were wheelchair users and 18% had walking difficulties. The next major group, 41% of respondents were people with sensory problems, 23% were blind people or people with low vision and 18% were deaf or people with a hearing impairment. Around 25% of respondents had other types of disabilities: asthma and allergy, long-term health conditions, people with difficulties in understanding, reading and language, people travelling with babies and small children, people having a service animal and people with speech impairment. 14% of respondents didn't have any particular access need.

Many respondents are members of advocacy groups or travel associations in their countries. The full list is shown in Annex 1 - List of Organisations.

**Analysis of Responses.** The visitors' responses are summarised and analysed here, section by section. For most questions, the summary of responses is presented for the

whole sample. Where there are notable differences of opinion or experience, then the answers are broken down **by country and disability**, since these are the major variables in our study.

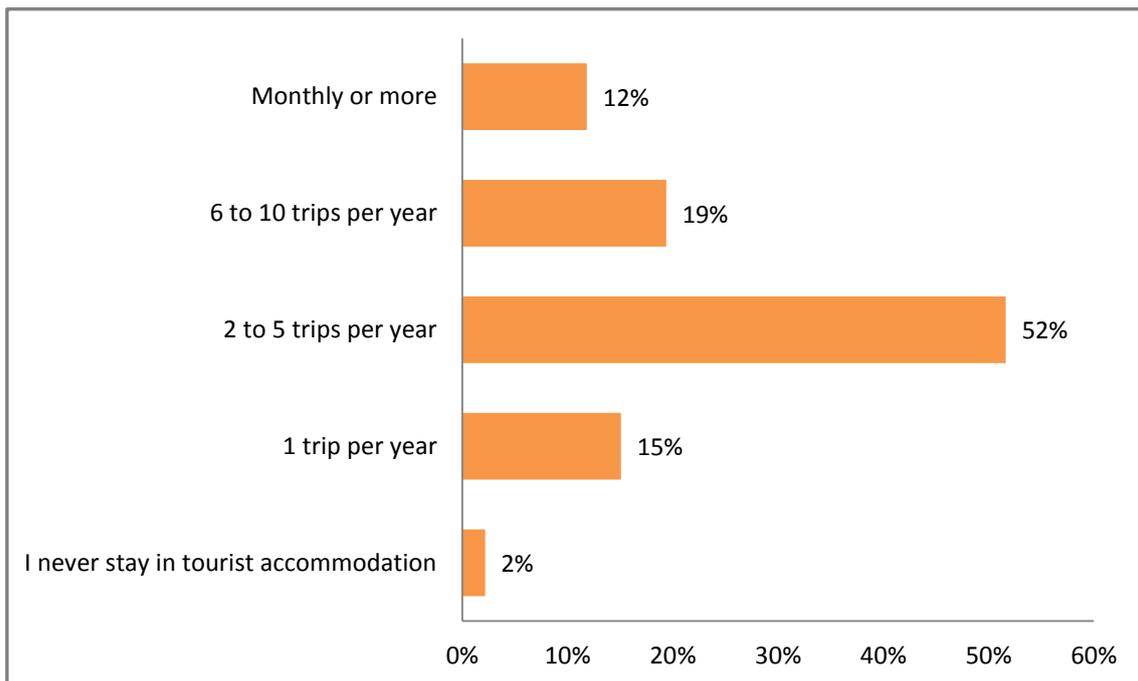
## **Travel frequency, Overnight Stays, Number of Persons Travelling**

### **Travel frequency**

Question: How many times a year do you travel and stay in tourist accommodation, either for business or leisure?

Answers:

**Graph 4.1.4. Travel frequency of respondents**



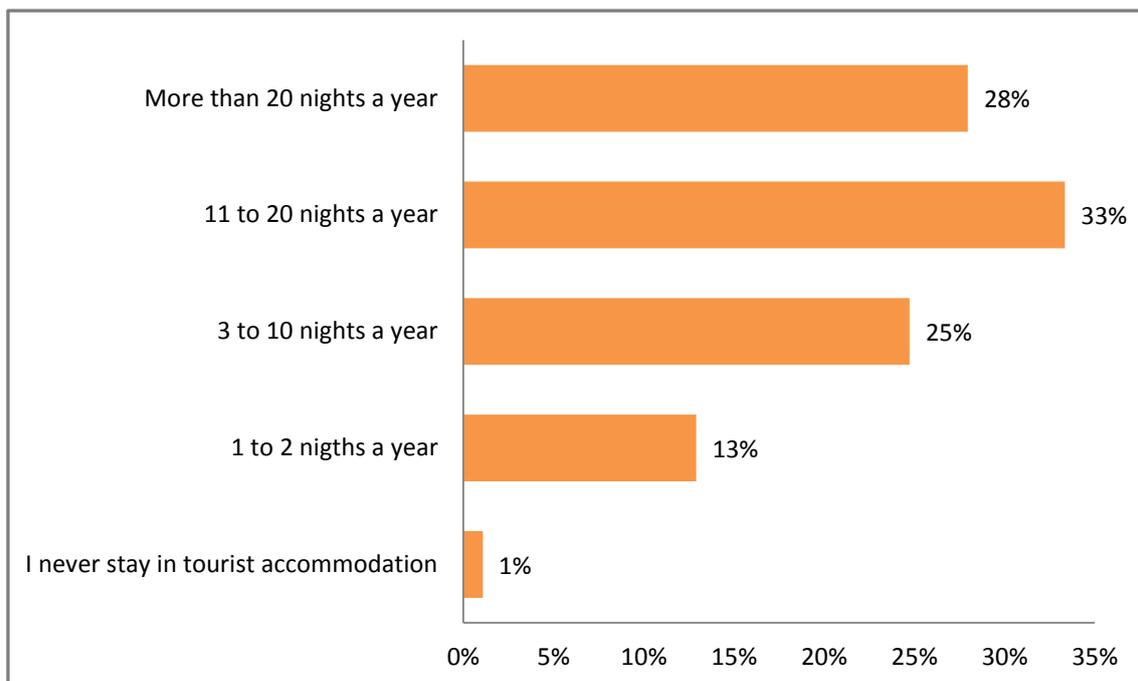
Comment: The majority of respondents are frequent travellers using tourist accommodation, 83% of respondents travel more than 2 times per year, between 2 and 5 times per year a total of 52% of the respondents, 19% between 6 and 10 trips per year and 12% of respondents travel monthly or more. Just 17% of respondents have travel once a year (15%) or have never stayed in a tourist accommodation (2%).

## Overnight Stays

Question: Roughly, how many nights do you stay in tourist accommodation per year?

Answers:

**Graph 4.1.5. Overnight Stays of respondents**



Comment: The travel habits of the sample of respondents show that they are generally quite active in their *frequency of travel* and the large majority, 61% of respondents stay in tourist accommodation for *at least* 11 to 20 nights per year length or more. 25% of the sample stays between 3 to 10 nights per year in a tourist accommodation and 14% stay 1 to 2 nights or less.

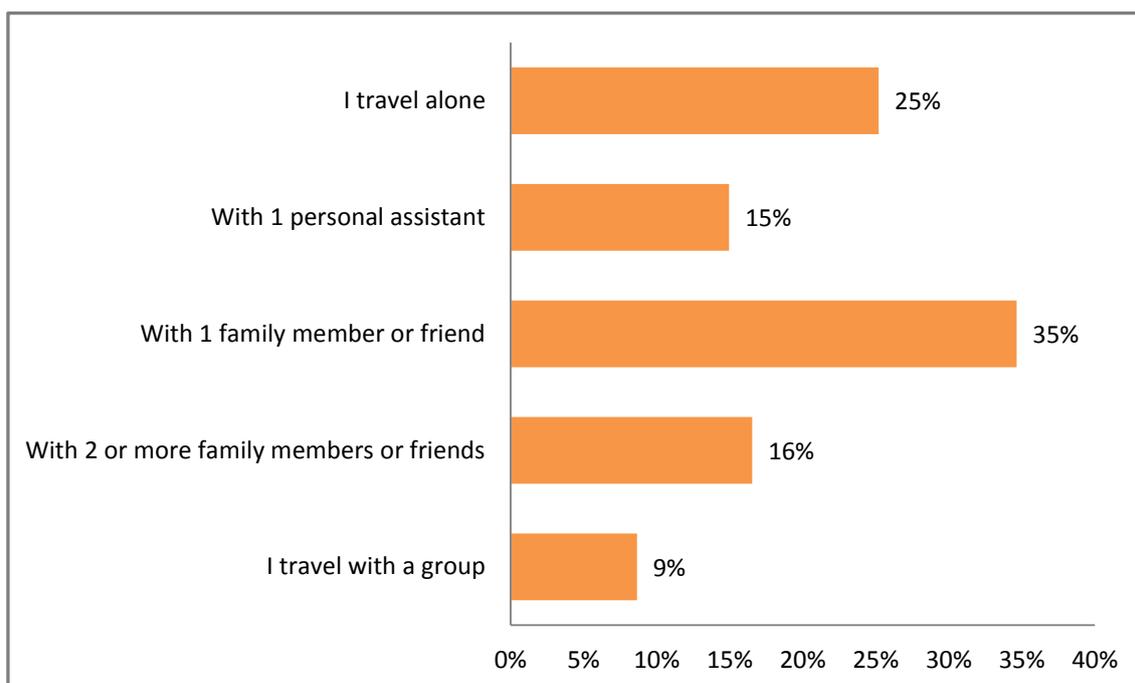
This therefore appears to be a quite experienced sample of travellers.

## Number of persons travelling

Question: Normally, how many people travel with you? (Multiple answers possible)

Answers:

**Graph 4.1.6. Number of people travelling with travellers with access needs**



Comment: 75% of respondents, people with access needs, usually travel with someone else such as a family member or a friend (35%), with 2 or more family members or friends (16%), with a personal assistant (15%) or with a group (9%). Just 25% of respondents travel alone.

That is a very relevant fact for the tourist industry, meaning that when talking about the number of people with access needs as potential customers, we must consider the companions as well. **This effectively doubles the number of persons travelling, compared with the target group of -disabled individuals”.**

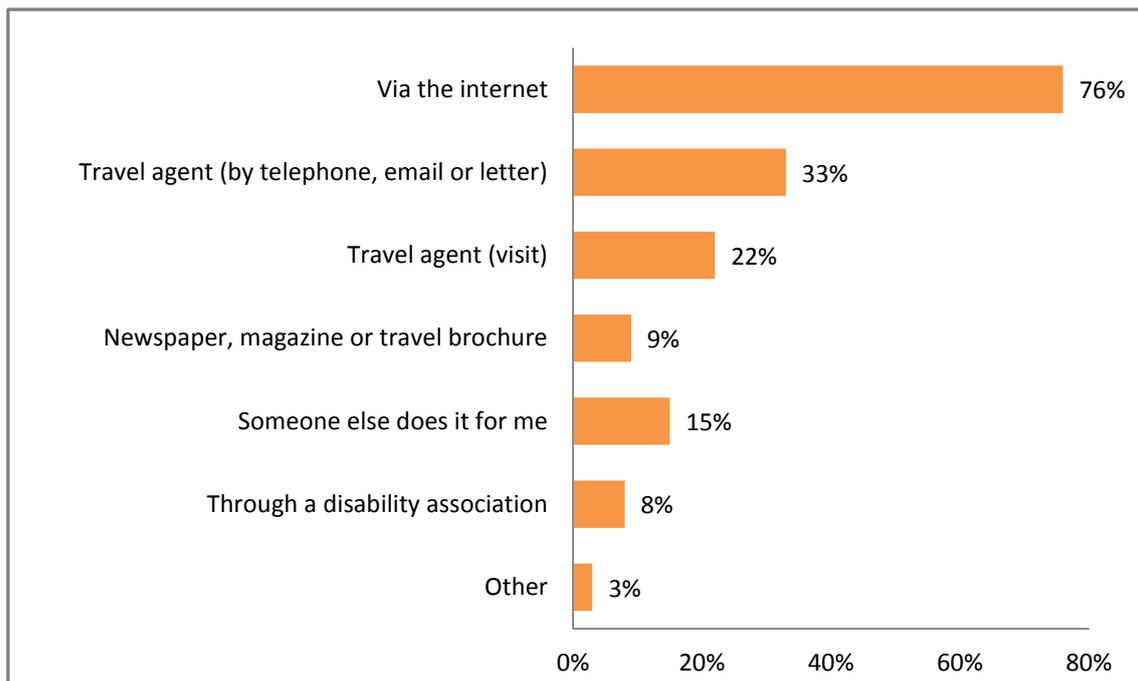
## **Finding a Destination and Booking the trip**

### **Finding a Destination and Booking the trip**

Question: How do you normally find and book your travel? (Transport and accommodation)

Answers:

**Graph 4.1.7. Ways of finding a destination and booking a trip**



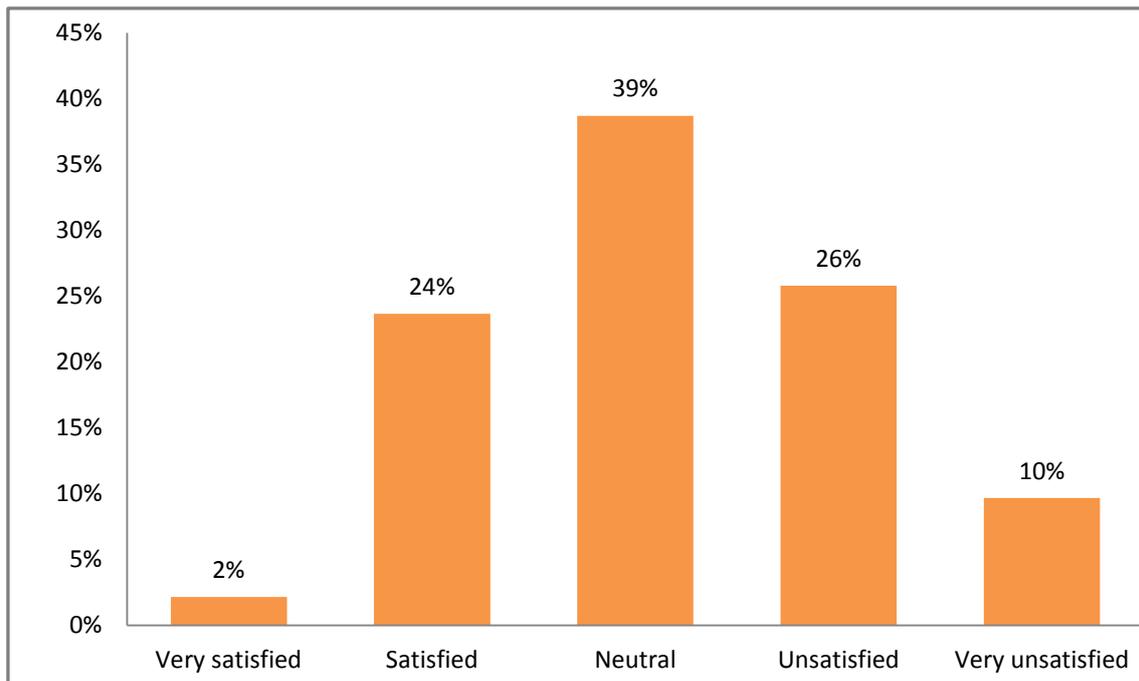
Comment: The majority of respondents, 76% of them, find and book their travel via the Internet. This percentage is equal to or even higher than for the general population (at least in some countries). Contacting a travel agent by “remote” means (such as phone, email or letter) is also a much used method, 33% of respondents use this method. 22% of respondents visit a travel agency, 15% of respondents book through someone else or 8% through a disability association. 9% of respondents find and book their trip through newspaper, magazine or travel brochure.

## Quality of booking information

Question: How satisfied are you with the information you get about accessibility when booking your travel or accommodation?

Answers:

**Graph 4.1.8. Degree of Satisfaction with Quality of Booking Information**



Comment: Concerning the quality of booking information, most respondents (39%) were ~~neutral~~. More than one-third of respondents (36%) were ~~unsatisfied~~ or ~~very unsatisfied~~, while 24% were ~~satisfied~~ and just 2% ~~very satisfied~~ with the quality of the booking information they get.

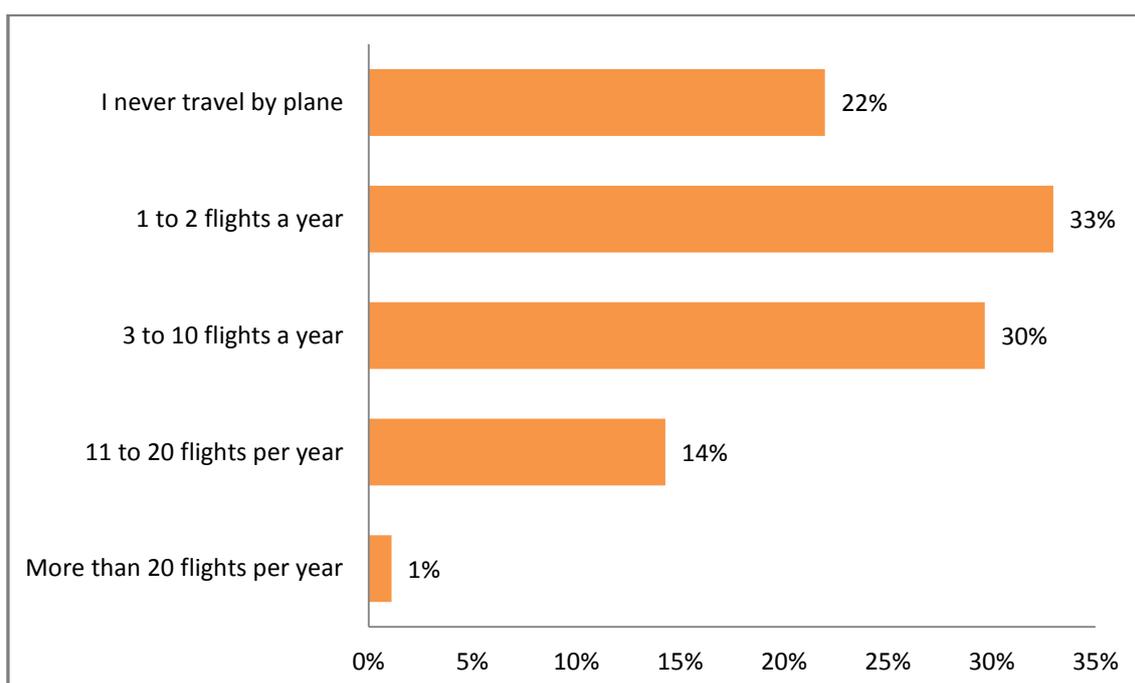
## **Air Travel, Airports and Assistance**

### **Air Travel, Airports and Assistance**

Question: Roughly, how many flights do you take each year?

Answers:

**Graph 4.1.9. Travel Frequency by plane**



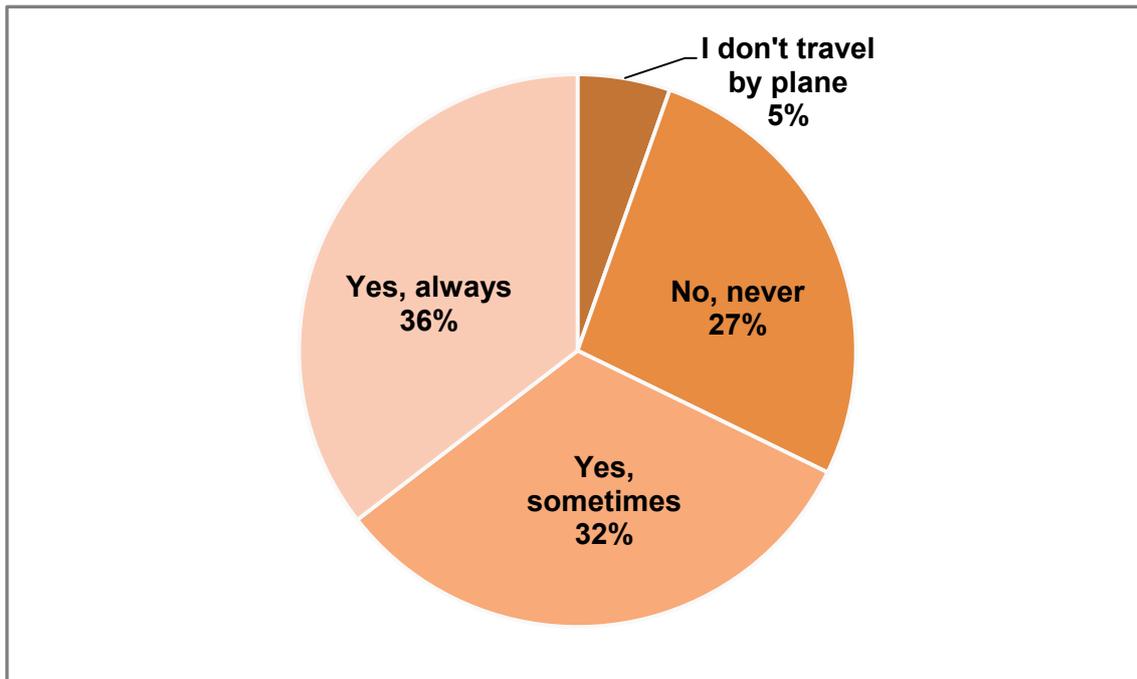
Comment: Judging by travel frequency, the sample of respondents includes a quite experienced group of travellers. 45% of respondents take more than 3 flights per year. 30% take between 3 and 10 flights, 14% between 11 and 20 flights and 1% more than 20 flights per year. 33% flight between 1 and 2 times per year and 22% had never travelled by plane. This last percentage is relatively high given that the respondents travel frequently. It is possible that those who do not travel by plane prefer other means of transport, which may be more accessible and comfortable for some people with disabilities.

## Travelling by plane

Question: When travelling by plane, do you ask for special assistance to help you check-in, pass through the airport and board the plane?

Answers:

**Graph 4.1.10. Assistance demand when travelling by plane**



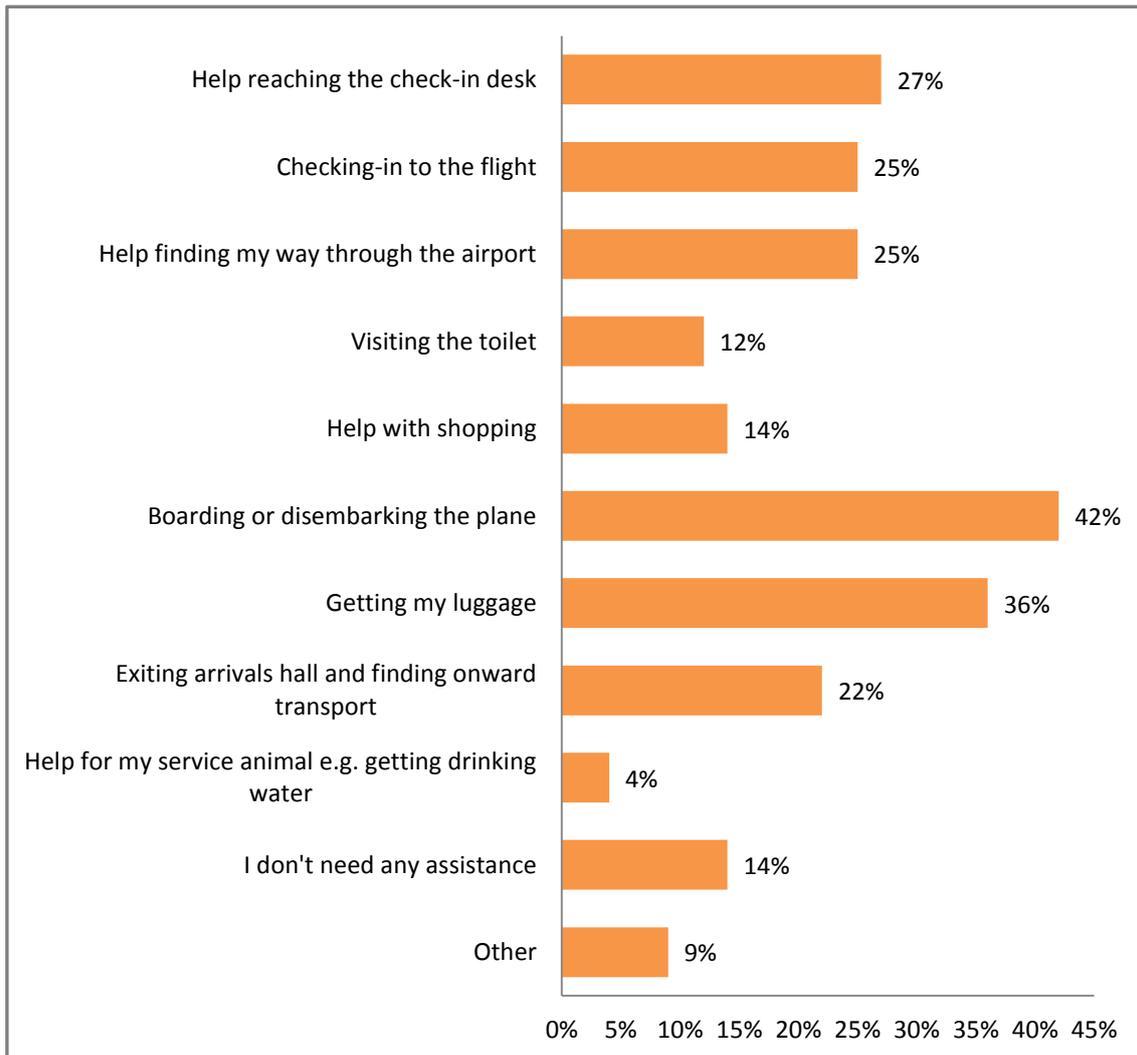
Comment: 68% of respondents asked always or have asked sometimes for assistance when travelling by plane. 27% of them never asked for assistance. In answer to this question, just 5% of the respondents say that they “never travel by plane”, which conflicts with the 22 % given in the previous question. It may be the case that while most persons (95%) have previously travelled by plane, there are many who *no longer do so or did not do so in the last 3 years*.

## Airport assistance

**Question:** If you answered "yes" to the previous question, please indicate what assistance you require in most airports. (Multiple answers possible)

**Answers:**

**Graph 4.1.11. Assistance required at the Airport**



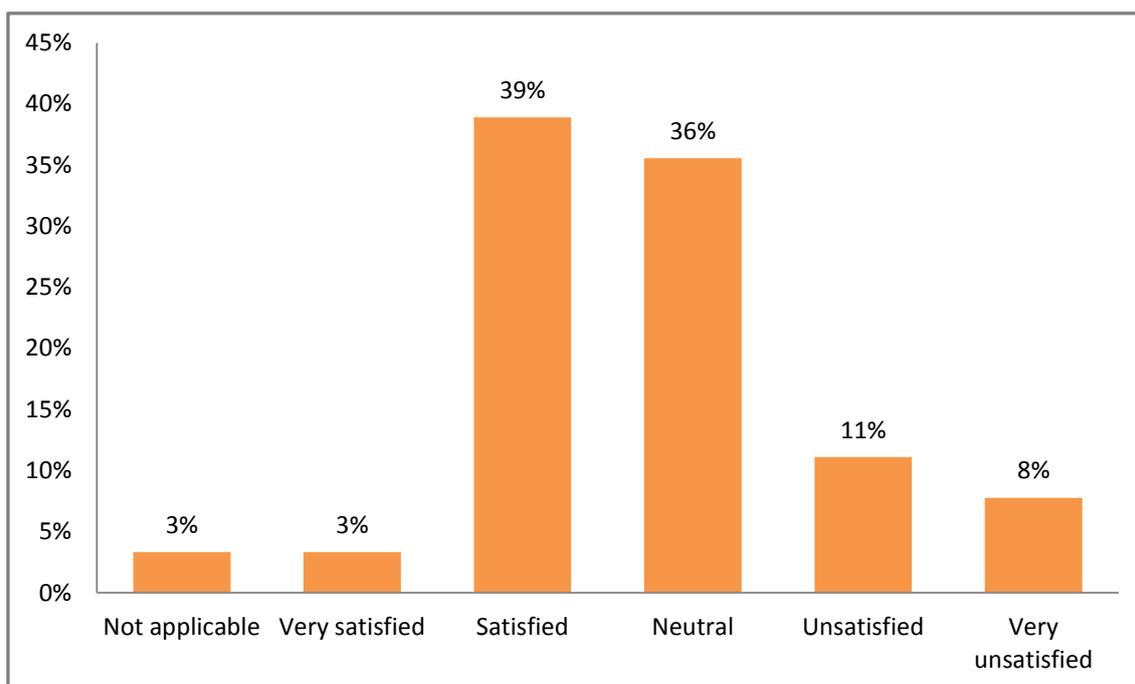
**Comment:** A majority of respondents (68%) may need help with critical activities related to travelling by plane. 42% of respondents ask for help for boarding or disembarking the plane, 36% ask help to get the luggage, 27% need help to reach the check-in desk, 25% need help to find the way through the airport and 25% to check-in to the flight. Assistance is also needed to use the different complementary services airports provide. 22% of respondents need help to exit the arrivals hall and to find the onward transport, 14% need help with shopping, 12% need help to visit the toilet and 4% need help for their service animal. 14% of them don't need any assistance at all.

## Quality of airport buildings and facilities

**Question:** In general, how satisfied are you with the accessibility of airport buildings and facilities?

**Answers:**

**Graph 4.1.12. Satisfaction of Airport buildings and facilities“Quality.**



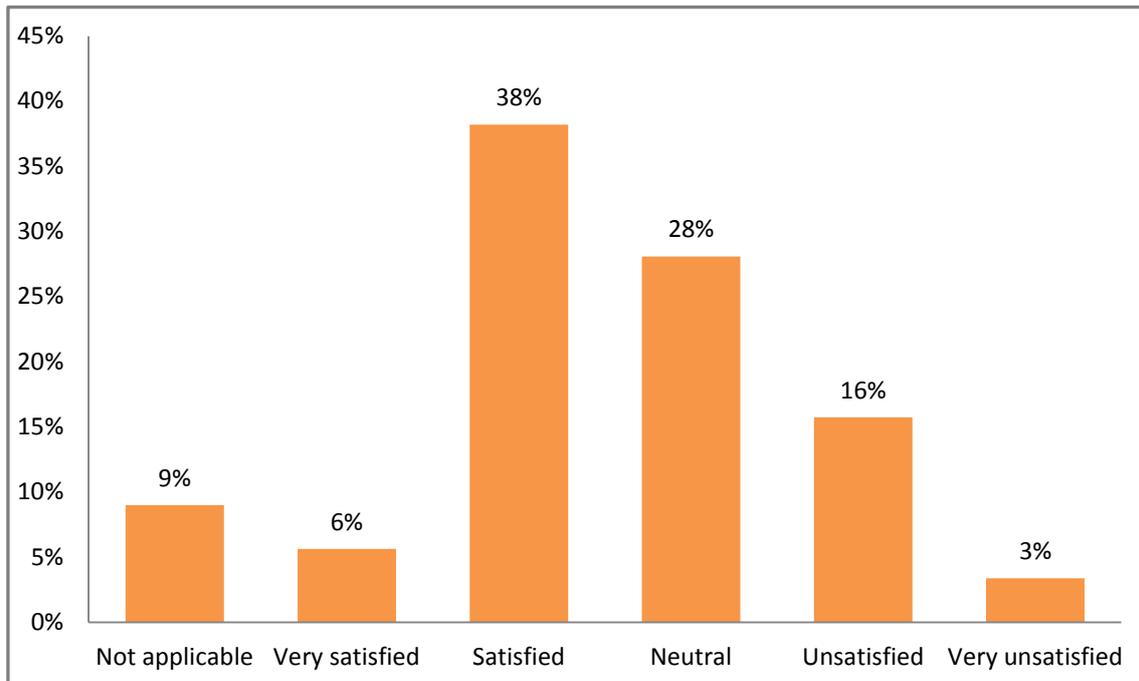
**Comment:** Concerning the satisfaction of the quality of the airport buildings and facilities, just over one-third of respondent were “neutral” (36%). The majority of respondents, 42% were “satisfied” or “very satisfied” and only 19% of them were “unsatisfied” or “very unsatisfied” with the quality of the booking information they get.

## Quality of airport assistance

Question: In general, how satisfied are you with the assistance you receive at airports?

Answers:

**Graph 4.1.13. Satisfaction of Airport Assistance's Quality.**



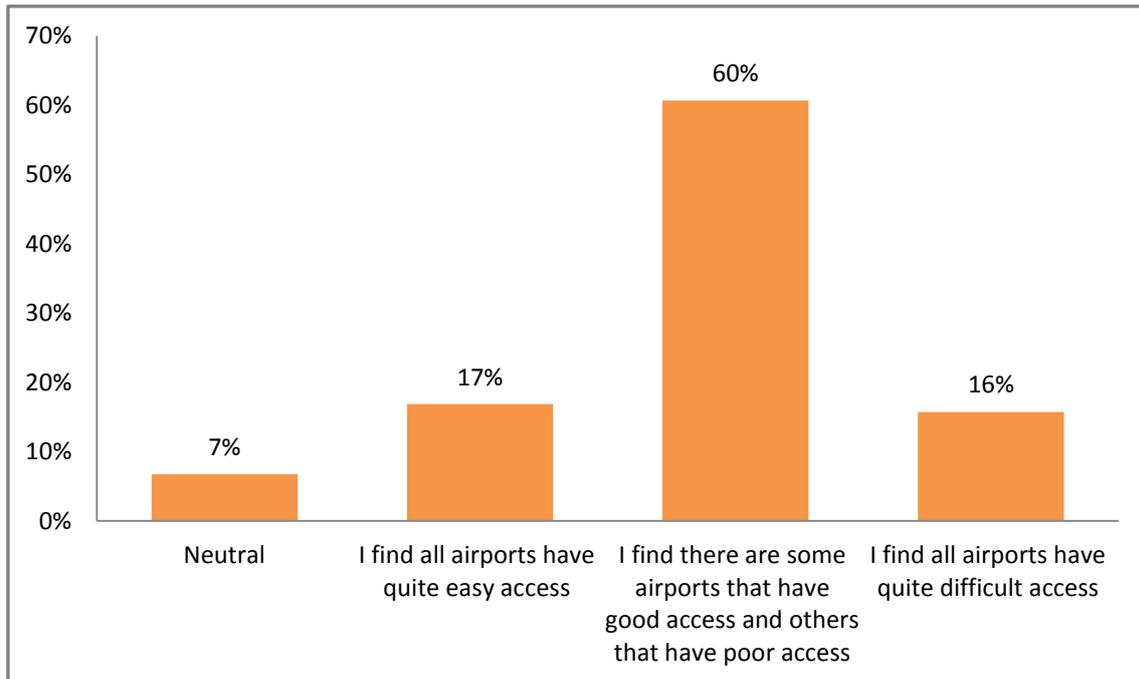
Comment: Approximately, 28% of the respondents gave a “neutral” answer regarding their satisfaction with the quality of airport assistance they received. A total of 44% were either “satisfied” or “very satisfied” while almost one out of every five respondents was not satisfied (19%).

## Airports and access, in general

Question: Which of the following sentences best sums up your experience of the access in airports?

Answers:

**Graph 4.1.14. The Access in Airports" Experience of disabled travellers.**



Comment: A majority of respondents (60%) felt that airports are different in their levels of accessibility: some have good access while others are judged to be poor. Roughly the same proportion of respondents felt that airports have easy access (17%) or that they have difficult access (16%).

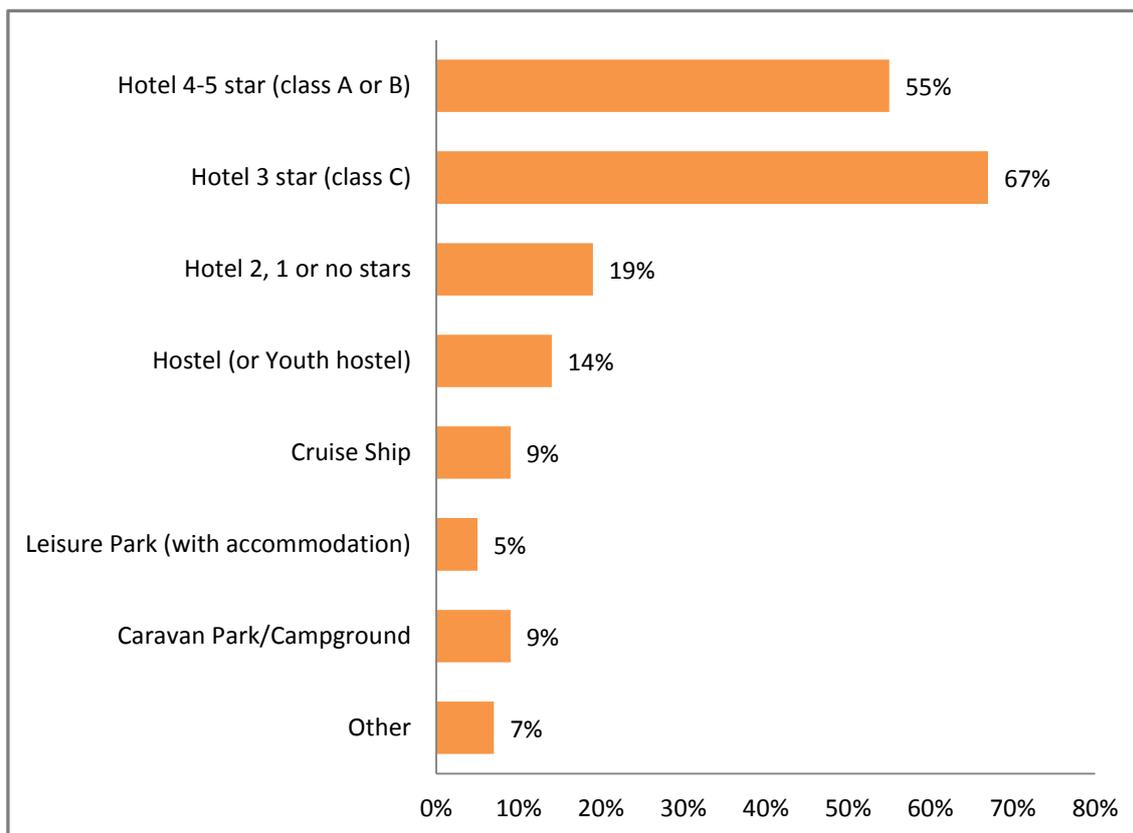
## **Accommodation**

### **Tourist accommodation**

Question: Which types of tourist accommodation do you use? (Multiple answers possible)

Answers:

**Graph 4.1.15. Most tourist accommodations used.**



Comment: The respondents show a clear tendency to choose higher class hotels when staying in overnight accommodation. 55% of the trips included overnight stays were to 4 or 5 star hotels and 67% were in 3-star hotels. High category hotels usually provide more spacious facilities and better access conditions than other lower category hotels, but it is not always the case.

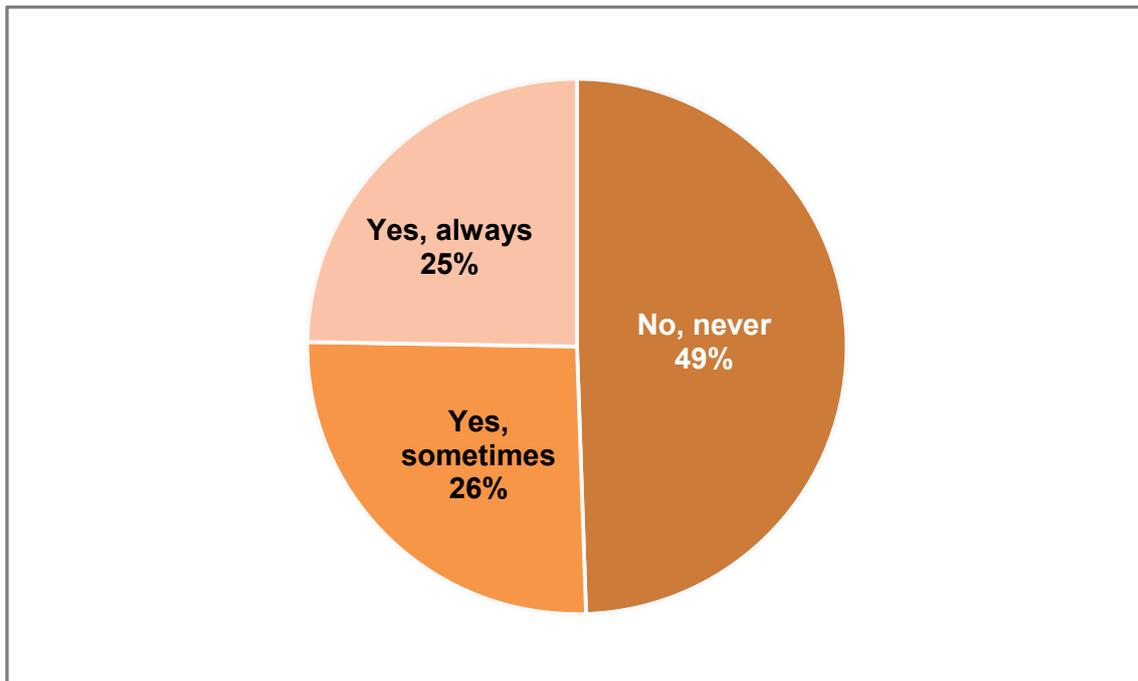
Other categories of accommodation used by respondents were: 2, 1 or no star hotel or hostels (19%); 9% of respondents travelled in a cruise ship and other 9% stayed in a caravan park or a campground.

## Accommodation guestroom

Question: Do you normally book a guestroom that is "suitable for disabled persons"?

Answers:

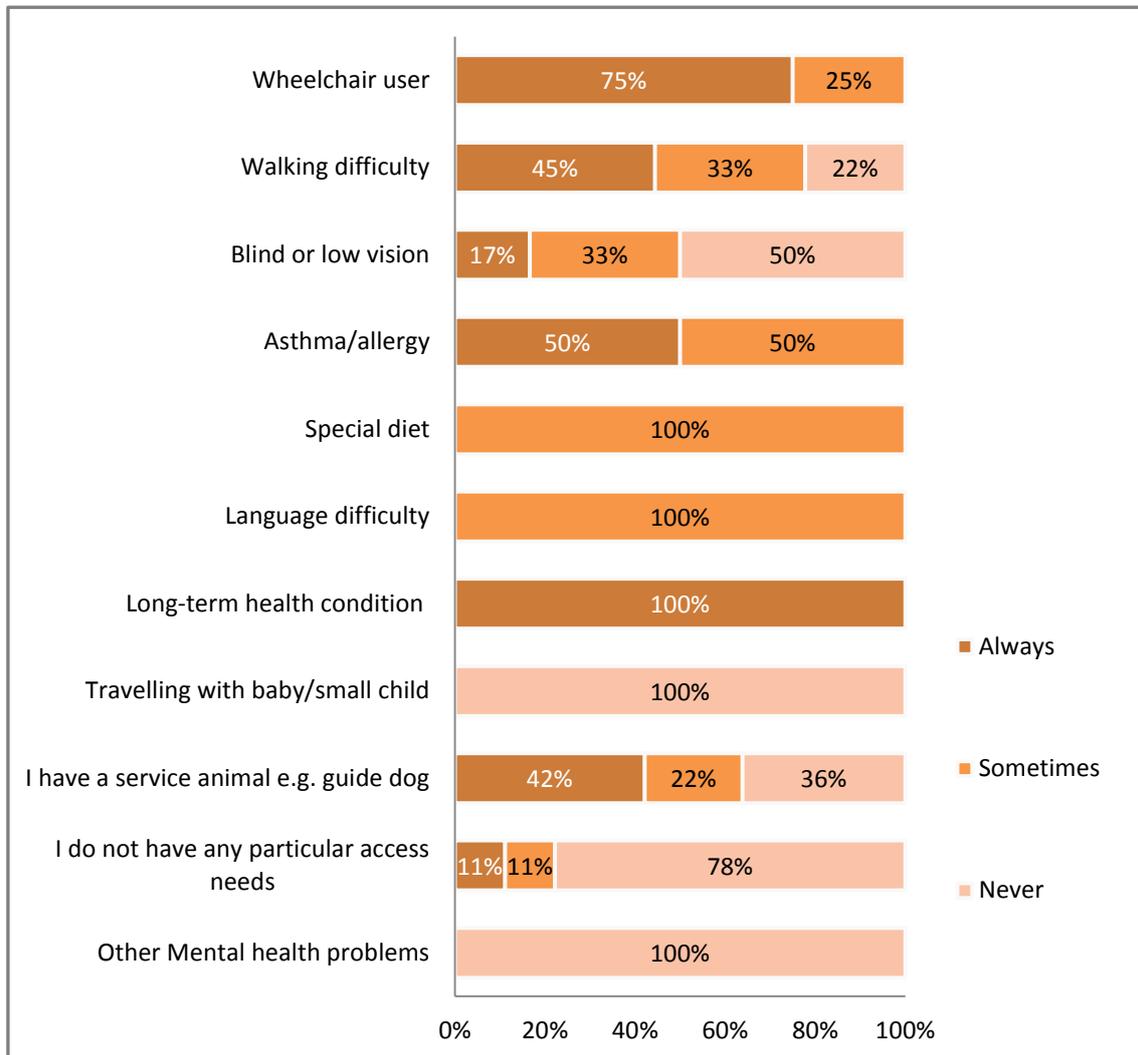
**Graph 4.1.16. Booking a room "suitable for disabled persons"**



Comment: In general, the answer to this question was equally divided, half of respondents never book a room "suitable for disabled people", and the other half book it always or sometimes.

The following chart shows the frequency of visitors booking a guestroom "suitable for disabled persons", broken down by disability or access needs.

**Graph 4.1.17. Disabled guests requesting a room “suitable for disabled persons”**



Comment: The table shows, as expected, that wheelchair users are the most likely to take always a room “suitable for disabled guests” (75%) and the rest (25%) do it sometimes, as may be expected, as well as people with long-term health conditions (100%) and 45% of people with walking difficulties. 33% of them book a room suitable for disabled “sometimes”.

42% of the people using a service animal ask always for a “suitable room” and 22% sometimes. People with allergies/asthma may also choose a disabled room (50% always do, and 50% sometimes do).

People with visual impairments do not necessarily choose a special room for disabled people, just 17% always and 33% sometimes, 50% never choose it.

People travelling with small children they never book a disabled room (100%), probably instead choose the “family room” or connecting rooms and did not consider it as adapted to their own access needs.

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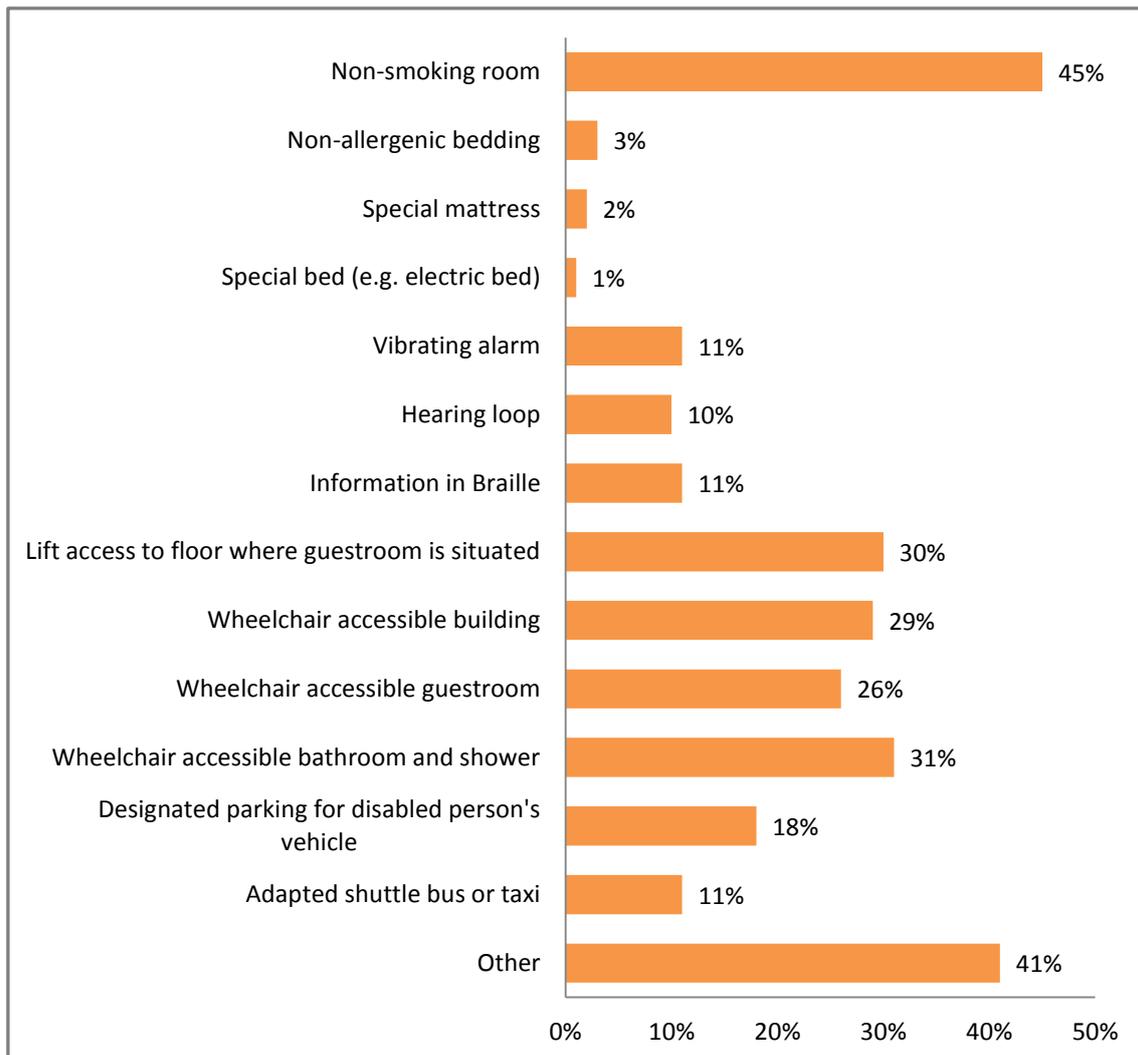
It should be remembered that visitors may have more than one disability or other particular needs which require accessible services. The need for an accessible room may be related more strongly to one type of access requirement, e.g. a mobility impairment, than another.

## Accommodation requirements

**Question:** Do you require any of the following at the accommodation, due to your access needs or health condition? (Multiple answers possible).

**Answers:**

**Graph 4.1.18. Visitors' specific accommodation requirements**



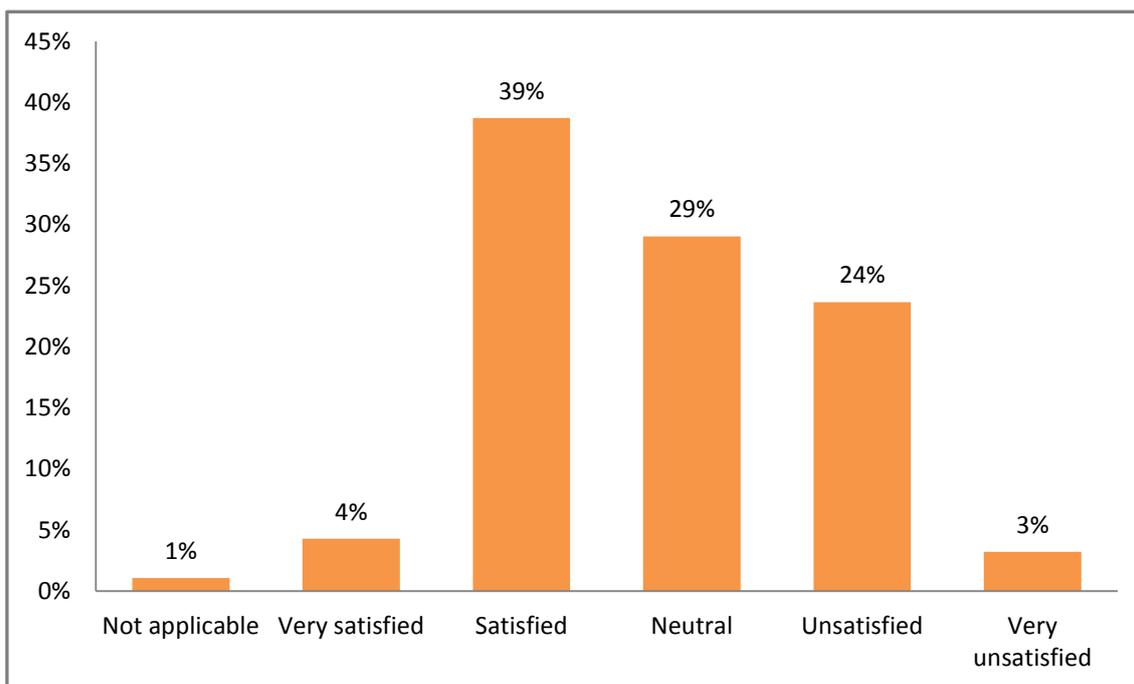
**Comment:** 45% of respondents require a non-smoking room, 30% of respondents need lift access to get to the room, 29% need level access to enter the building with a wheelchair, 26% need a room –suitable for wheelchair users”, 31% need a bathroom –suitable for wheelchair users” and a 18% need a designated (and larger) parking space for the disabled guest’s vehicle. Around 10% of respondents require an induction loop and vibrating alarm in the room.

## Quality of accommodation facilities

**Question:** In general, how satisfied are you with the accessibility of accommodation buildings and facilities when you go on a trip?

**Answers:**

**Graph 4.1.19. Satisfaction with quality of accommodation facilities**



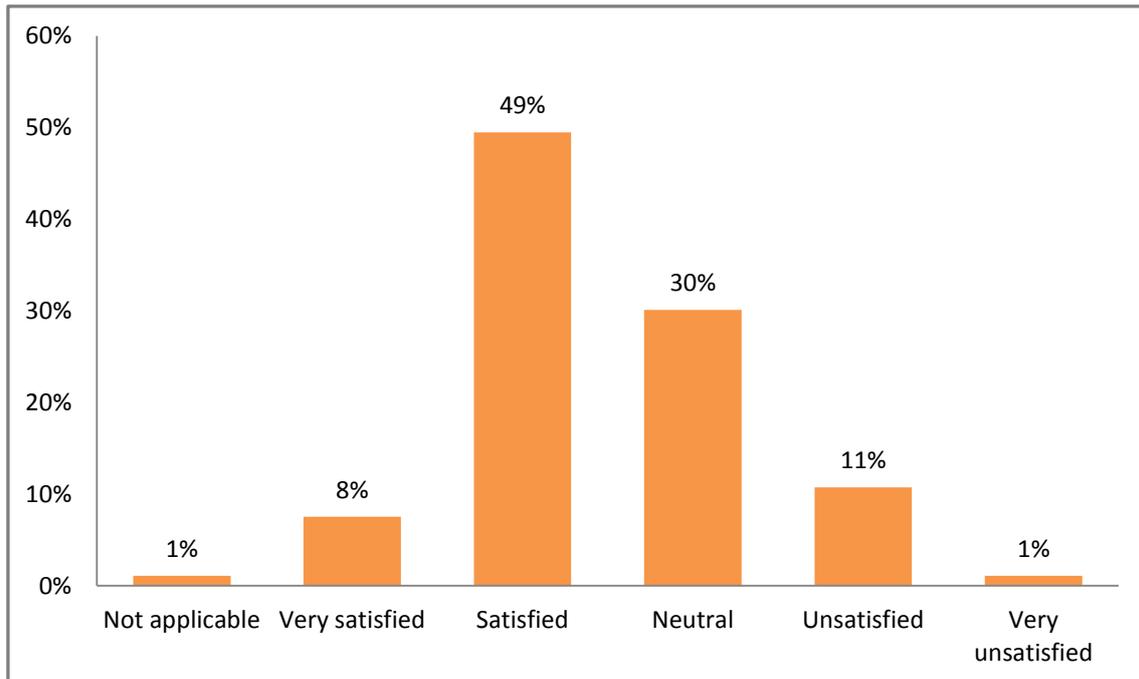
**Comment:** General satisfaction with the accessibility of accommodation buildings and facilities is at 43% while 29% of respondents are “neutral”. Of the remaining 28% of respondents, 27% (more than one quarter of respondents) are dissatisfied with the access level of accommodation. The level of satisfaction would seem to be lower than expected; especially for a group which includes many respondents who use 4 and 5 star hotels for overnight stays and that very often have selected the establishments and rooms based on access criteria.

## Quality of accommodation staff and services

Question: In general, how satisfied are you with the quality of staff assistance and service in terms of accessibility?

Answers:

**Graph 4.1.20. Satisfaction with quality of accommodation staff and services**



Comment: Almost 60% of the respondents declare that they are satisfied or very satisfied with the quality of staff assistance and service in terms of accessibility, 30% are “neutral” and around 12% dissatisfied. These levels of satisfaction can partly support the view that it is important to train the staff of an accommodation facility regarding how to cater for the needs of people with disabilities access requirements.

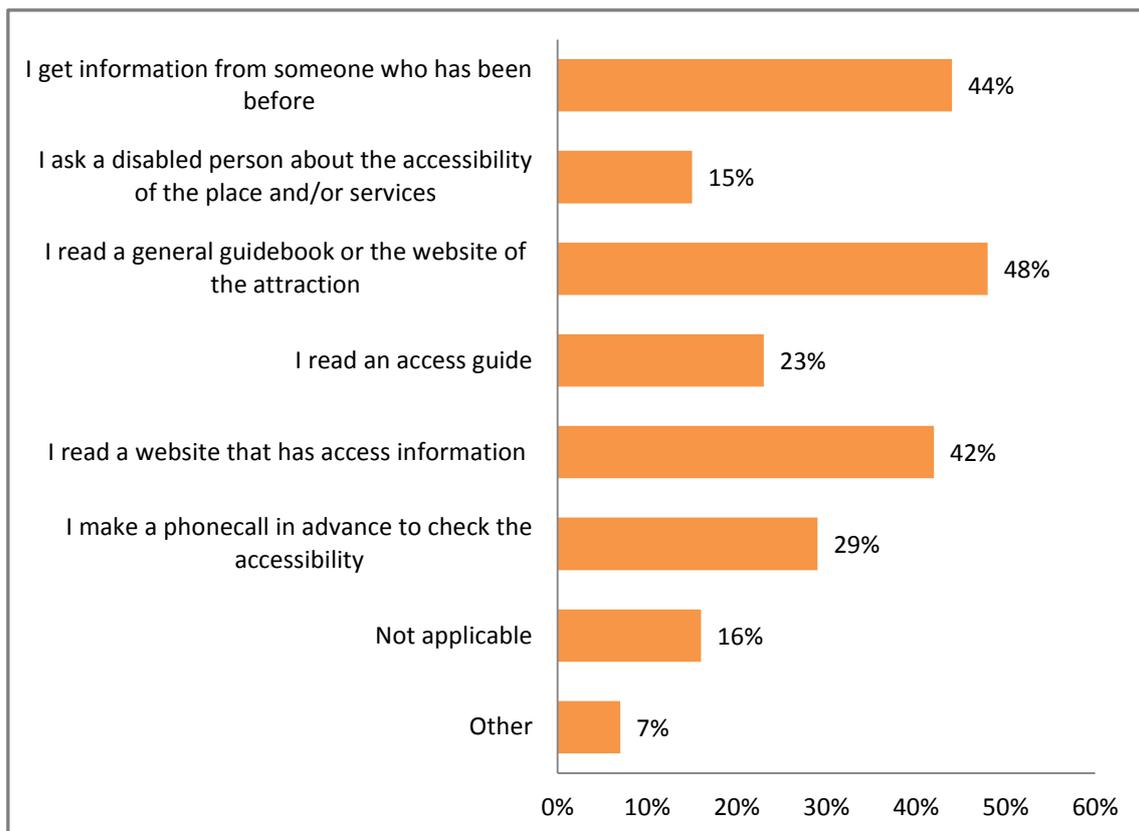
## **Tourist Attractions**

### **Visiting tourist attractions**

**Question:** When choosing a tourist attraction to visit, how do you make sure it will be accessible for you? (Multiple answers possible)

**Answers:**

**Graph 4.1.21. Ways of choosing a tourist attraction**



**Comment:** 23% of respondents read an access guide, 42% read a website that has access information. Almost 60% of respondents choose to get information from someone who has been before (44%) or from someone who has a disability or access need (15%). 48% of respondents read a general guidebook or the website of the attraction to try to get information about the access level of the attraction. 29% make a phone call in advance to check the accessibility of the place.

These responses indicate the importance of having multiple methods or channels of information available to visitors, as many persons use more than one method to determine if an attraction will be suitable for them to visit.

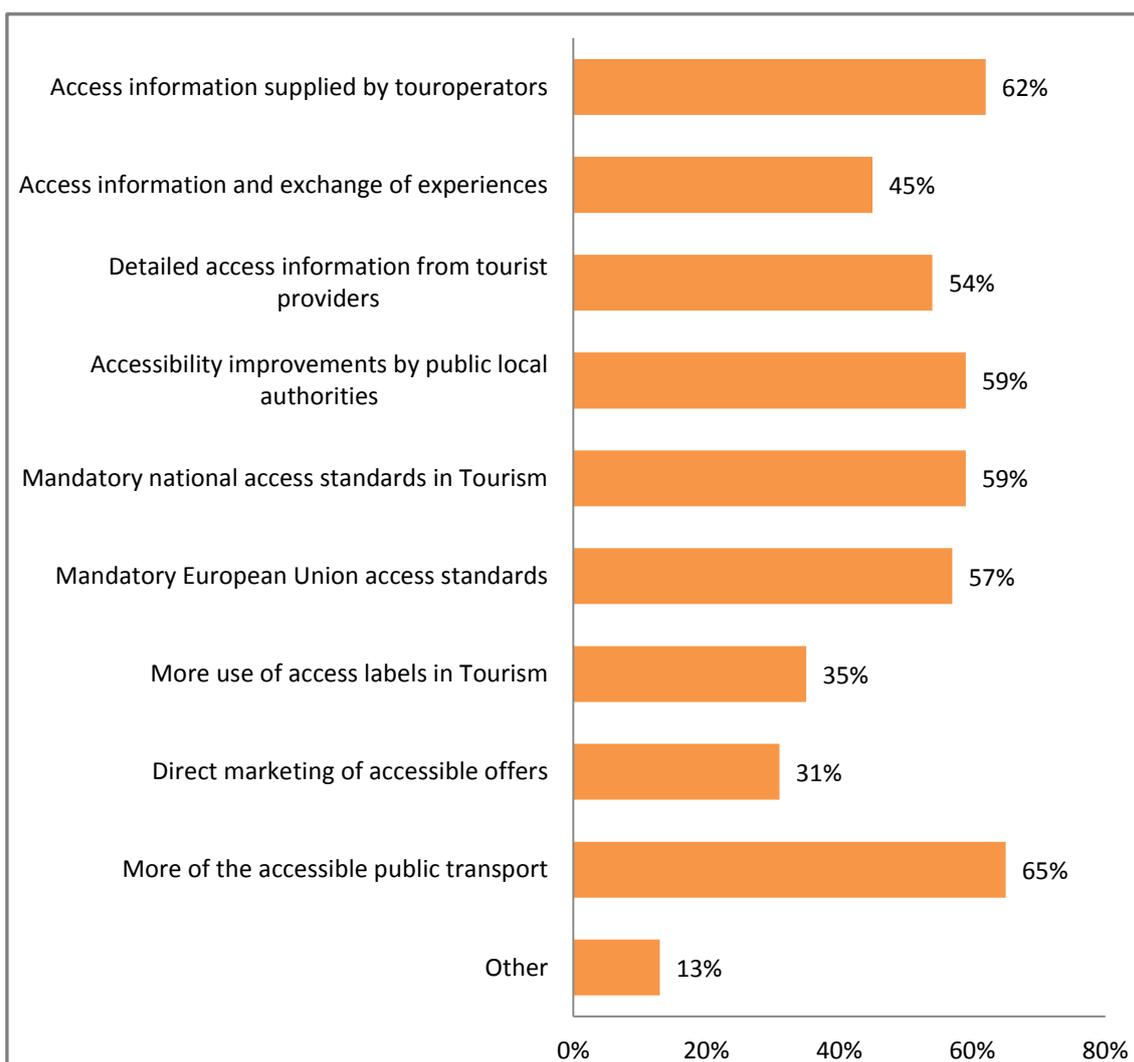
## **General Accessibility, Improvements, Standards and Labels**

### **Accessibility improvements**

**Question:** In your view, which of the following methods, if any, could improve the accessibility of travel and tourism? (Multiple answers possible)

**Answers:**

**Graph 4.1.22. Methods to improve accessibility of travel and tourism.**



**Comment:** The measures for improving access to tourism, listed in this question, refer both to physical improvements, information and transport. The highest support is given to *improving access in public transport as a way to improve access to tourism (65%)*. 62% agree that *detailed access information supplied by travel agents and tour operators would be effective*.

*59% agree that mandatory national access standards in all tourist attractions and 57% support Mandatory EU access regulations or standards. Accessibility improvements led by*

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*public authorities received 59% support and 54% supported the idea of more access information from tourist providers. Social networking websites providing information and experiences from disabled and elderly people received 54% of the respondents' approval. 35% of respondents support the idea of using more access labels in Tourism. Just 31% believe that direct marketing of accessible offers to disabled and elderly people would improve accessibility of tourism.*

## Access Standards and Labels

Questions (A and B): Some countries have systems of tourism accessibility labels, standards and/or laws with requirements that tourism providers can or must follow.

A: Which of the following, if any, have you heard of? (Multiple answers are possible. You may also add other standards or labels you may know).

B: From the list of labels and standards, please indicate which of these - if any - would make you feel secure about the level of accessibility you would find, if you should visit?

Answers:

**Table 4.1.1. Table indicating the knowledge and confidence of respondents about access norms and labels**

Label or Standards	A. Known by respondents		B. Make me feel secure about accessibility	
	Nr.	%	Nr.	%
Austria - Barrier-free Tourism Establishments, ÖNORM B1603	13	14%	14	15%
Belgium - Tourism Flanders: Accessible Tourism Label	11	12%	8	9%
Denmark - God Adgang: Accessibility Label	7	8%	7	8%
Denmark - Danish General Accessibility Standard, DS 3028	6	7%	6	7%
France - Tourisme et Handicap label	13	14%	13	14%
Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments	5	5%	5	5%
Germany - Barrier -Free Building Norm, DIN 18.024-18.025	3	3%	2	2%
Norway - Norwegian Standard: Accessible tourist destinations, NS 11010	3	3%	2	2%
Spain - PREDIF: Accessibility Information System	13	14%	12	13%
Spain - Universal Accessibility Management System, UNE 170.001	15	16%	14	15%
Spain - Accessibility Law applying to the particular Autonomous Region	19	21%	8	9%
United Kingdom - Disability Discrimination Act (DDA)	11	12%	17	19%
United Kingdom - National Accessible Scheme	7	8%	6	7%

Label or Standards	A. Known by respondents		B. Make me feel secure about accessibility	
	Nr.	%	Nr.	%
United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation	5	5%	4	4%
United Kingdom - Hotel Access Specifications, PAS88	7	8%	3	3%
<i>None of the above</i>	33	36%	35	38%
<i>Other</i>	3	3%	5	5%

Comment (Question A): The answers to this question reveal that visitors have generally heard only of those laws, standards and labels that exist in their own country. Notably, 36% of the respondents had not heard about any of the laws, norms, standards, or labels in any country. This is perhaps surprising, given that the majority of the persons are quite experienced travellers with disabilities.

The French label, "Tourisme et Handicap", the UK Disability Discrimination Act, the Belgian Tourism Flanders access label and the Austrian Norm ÖNORM 1603 are a little better known, also by respondents who were not native to these countries. The Spanish Systems are the most known mostly from the Spanish participants but also from the general European Survey for visitors.

The best known legal regulations are the British, Spanish and Austrian, although the percentage of visitors recognising them is not high, ranging from 21% down to 12%.

Comment (Question B): On the question of *feeling secure* about access, thanks to the laws, standards and labels, over one third of the respondents, (38 %), *do not trust any of the listed mechanisms* which are meant to make tourism more accessible.

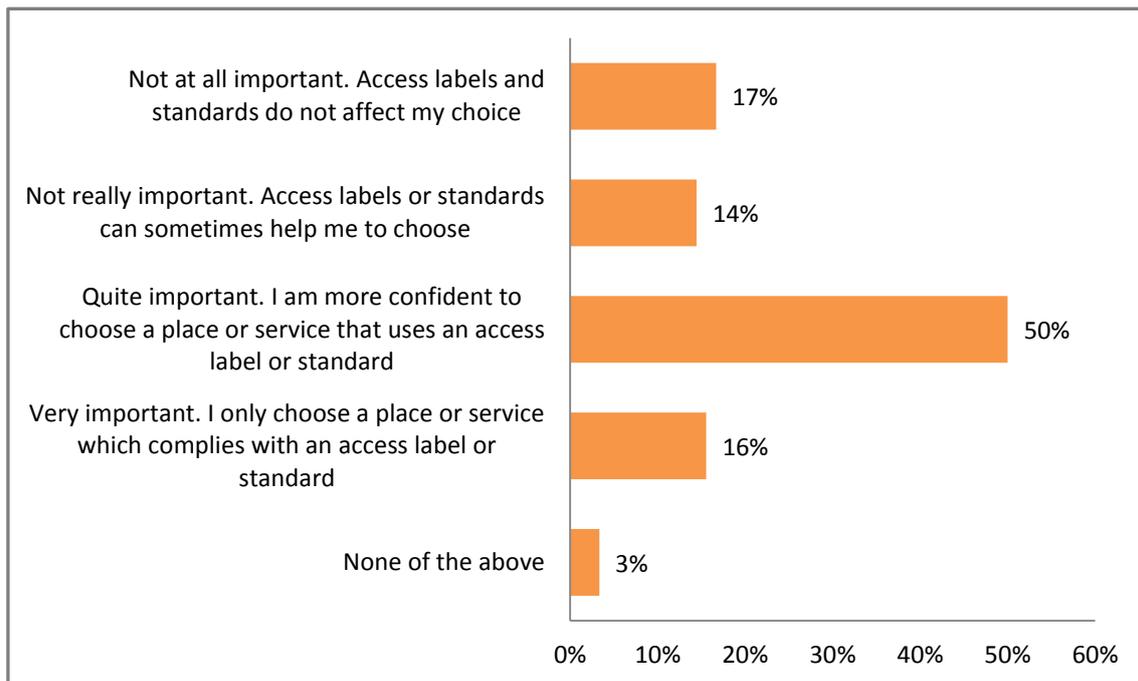
In some cases, respondents don't know about the label or standard but these can make them feel secure about accessibility and consequently trust them eventhough they don't know them. The reason why that happens could that respondents recognise the general and serious commitment of the country to assist people with disabilities - and the provision of measures to make tourism accessible.

## Access Choice

**Question:** When choosing and booking your travel, for business or for leisure, how important is it to you that the venue or services comply with an access label or standard?

**Answers:**

**Graph 4.1.23. Importance of compliance with label or standard of a venue**



**Comment:** A two-thirds majority of respondents (66%) has the opinion that the venue or services must comply with an access label or standard, in order for them to choose it, when booking. 14% will refer to labels –sometimes” but it is not really important to them if there is a label or not. 17 % of respondents dismiss access labels and standards as having no effect on their choice of tourist venue.

## General comments

The following comments were added by the respondents themselves at the end of the questionnaire survey.

- *“For trips of groups of people with disabilities it is important to have accessible lodgings and transport.”*
- *“Hotels should increase the number of rooms available in their hotels, because these would be beneficial for both people with disabilities and senior people.”*
- *“Lack of norms and the existing ones are not enforced sufficiently so that the results could benefit the whole population, this goes together with the absence of inspection and an ineffective sanctioning system. All of this makes it really difficult to find a tourist establishment or service well adapted and therefore accessible.”*
- *“The main handicap that we encounter is the negative to the right to enjoy holidays from the tourism sector. We are treated correctly if we are accompanied by an assistant. The most independent people find all series of problems. The most common ones are: abusive remarks, refusal to serve and offer products and services from the site of hotels and travel agencies, and the need to present some kind of certificate, not knowing very well what kind.”*
- *“My experience is as coordinator of a holiday program for people with learning difficulties. There are very few adaptations in hotels for people with learning difficulties. Easy-to-understand brochures or changing the speed of activities or services would make everything much easier. The staff of the hotel generally shows null interest in taking care of the people with learning difficulties, they will always rely and address themselves to the assistant or companions. The few places offering adapted products and services are thanks to the good will of the team of professionals working there. Any change of a person in a team can make the service stop being good if the new person doesn't have the good will or the knowledge to serve properly. I propose:*
  - *Brochures adapted to people with learning difficulties*
  - *Sensitization training to front-line staff and management staff on how to serve to people with learning difficulties and not allowing them to access in the hotel premises it is not a preventive action, but discriminatory and illegal.*
  - *Changing the speed of doing activities or offering services to the rhythm and needs of the customer. The country that it is giving me more confidence is Austria, all the others that I know offer the two faces of accessibility: places excellently adapted and other ones with very serious access deficiencies (although they sell them to you like accessible).”*
- *“In general, I believe that neither in Spain or in the rest of Europe there are no clear criteria as far as accessibility is concerned. This creates confusion and an inadequate offer of many hotels and tourist places like, selling themselves as accessible.”*
- *“Another aspect, it is the label usually seen in many places informing that a place is accessible with help (caution with tour guides!), because very often they are not accessible even with help. Then everything could be accessible with help, the most important thing is to define which type of help is needed. In our case, people with learning difficulties have different access needs as people with mobility impairments. For us, the most important think should be removing information barriers to make travelling more accessible and easy to do on her/his own, reaching all information available for everybody else.”*
- *“I was last week in Portugal making a trip around the country and I have seen very many architectonic barriers in hotels, there were no parking places reserved for mobility impaired people, entrances to museums with discount for several sectors of population but not for disabled people.”*
- *“There are hotel rooms sold as accessible but they are not, especially the bathroom.”*

- *“In a flight Barcelona-Palma de Mallorca they broke my wheelchair and they have just reimbursed me back 1.156€ (the maximum amount they are obligated to pay), when the chair cost 2.500€. It seems not fair to me and all disabled people should know the risks of the same thing occurring to them. It has been already 6 months since I started the claim to Air Europa but without success.”*
- *“In many places I have encountered hotels with no ramps for wheelchair users or for parents with baby prams, with the problems that these issues cause”.*
- *“Many hotels do not have adapted menus for celiacs.”*
- *“It is truly difficult, except for rare exceptions, to find rooms adapted for three people, mainly for families with children or the ones with a member needing help of two people, with the problems that this inconvenience might cause.”*
- *“Accessibility for people with hearing impairments in tourism basically does not exist. It is an issue not yet being developed. There is still little sensitivity and knowledge for it. The installation of inductive loop systems in theatres, cinemas and ticket offices, information offices of public places should be obligatory. Hotels should provide as well vibratory alarm clocks and visual and acoustic emergency alarms and inductive loop systems and augmenters of volume for the television sets. Accessibility for deaf people and for people with hearing impairments must be reinforced. Improvements as well are need for people with hearing impairments in means of transport.”*
- *“Improvements for hearing impaired people when designing buildings should be made as well, such as, good acoustic in rooms, induction loop system in conference room, information office, better sound’s quality of announcements in airports, train stations, airplanes, trains, etc.”*
- *“For people with visual impairments, it is recommended to reserve an area or a table in the restaurant to be served to avoid disagreeable incidents and greater comfort and pleasure at the time of eating.”*
- *“Staff training in sensitization and knowledge on how to serve correctly to people with disabilities it is very important – it should be taught how to accompany the people with visual impairments during the transport, in airports, in the hotel, in tourist places, etc. For instance, it shouldn’t be acceptable to seat a blind person on a wheelchair in an airport, one thing happening quite often.”*
- *“Last year I went to Milan; I needed someone to help me find a suitable bedroom in a hotel for me; but the person from the hotel; didn’t let my friend show me the way.”*
- *“My responses seem quite "moderate" (just satisfied; not 'very' satisfied); that is because I have encountered better and worse situations; but mostly good.”*
- *“If I could, I would add an exclamation mark to all my answers concerning initiatives from the tourism authorities and the tourism sector. Of course, these initiatives must be based on the disability associations' expertise.”*
- *“In an inclusive society, accessible tourism is basically a tourism matter.”*
- *“In a nutshell, it is very time consuming to get all the information people like me needs to travel. Plenty of information is not reliable enough. I've found that many hotels; transportation organizations; tour groups and staff at sites consider doing things for me accessible. I think it's very important to stress independence as part of the definition of accessibility.”*
- *“Access varies far too much by province or municipality. There is a need for an EU standard based on Nordic; UK and USA requirements to bring uniformity over time.”*
- *“We visited Madrid the year their brand new airport opened. It is beautiful, but not accessible from what we could determine. The airline/airport personnel didn't understand the idea of INDEPENDENT accessibility. How sad! We (all disabled travellers) had to wait and were herded together on shuttles. We actually missed our flight to the US because we HAD to wait for someone to take us to the gate when we easily could have gotten there ourselves! Disability education and etiquette is a must for those who deal with the travelling public.”*
- *“Just an example of how little tourism providers know what accessibility means:*

- *One week ago I telephoned a five star hotel in Brisbane and asked if they had an accessible room for a wheelchair user. They said they had two. When I arrived, the room I was given as an 'accessible room' had a shower over the bath which meant I had to climb into the bath which was about 2 ft off the ground. When I asked to be transferred to their other accessible room which I was advised had a wheel-in shower; I found that there was a 4" step into the shower. I had to stay in the first room that was offered because I arrived at approximately 10.00 pm but was not able to shower for two days.*
- *Tourism providers often show the international sign for accessibility on their advertisements or hanging outside their facility. These signs should only be able to be obtained via a permit; given (or purchased) after an audit has been undertaken to confirm that the access is for the mobility impaired if so indicated and/or the hearing and vision impaired if again; the advertisement or web site indicates this is available: I telephoned 25 hotels to ask if they had captioning on their TV's for one of our hearing impaired members – not one had captioning and in fact a number of the hotels did not know what captioning was."*
- *"Accessible Tourism has a long way to go!"*
- *"I have had seldom bad experiences in hotels and airports."*
- *"What I really would like to improve is the access to the beaches when going to the sea; because often it's really an adventure to reach them."*
- *"I MADE SEVERAL TIMES COMPLAINING to the British Airways- Airlingus Airways- Alitalia- Italian Train transportation- Italian Tirrenia ship transportation--Taxi companies of Italy; France; USA; TO THEIR LACK OF SERVICE TOWARDS PEOPLE WITH REDUCED MOBILITY.  
I noticed while doing this that I haven't for years done a vacation abroad as my work position and activities call for quite extensive travelling. It would be useful to have a way of collecting experiences in a more systematic way."*
- *"I don't know any of the labels illustrated in your survey. I think it is important to find accessibility information in national tourist portals."*
- *"Security in the airports is becoming a real accessibility problem either for disabled and not disabled people; as well as when you travel with a baby or a child; or when you are and old person."*
- *"Letters on some information tables should be bigger in order to be readable by low vision persons."*

## **4.2. Views of Accommodation Providers**

This Study included a survey of accommodation providers.

### **Aim**

The aim of the Accommodation Providers' Survey was to gather direct feedback from providers and managers of accommodation through the European countries chosen for the Study, to gather their opinions about the effectiveness, implementation mechanisms and impacts on their business of the Standards that are used in their respective countries.

The English version of the Accommodation Providers' Survey Questionnaire is reproduced in full in Annex 2 of this report.

The Accommodation Providers' Survey Summary Results Table is shown in Annex 3 of this report.

### **Method**

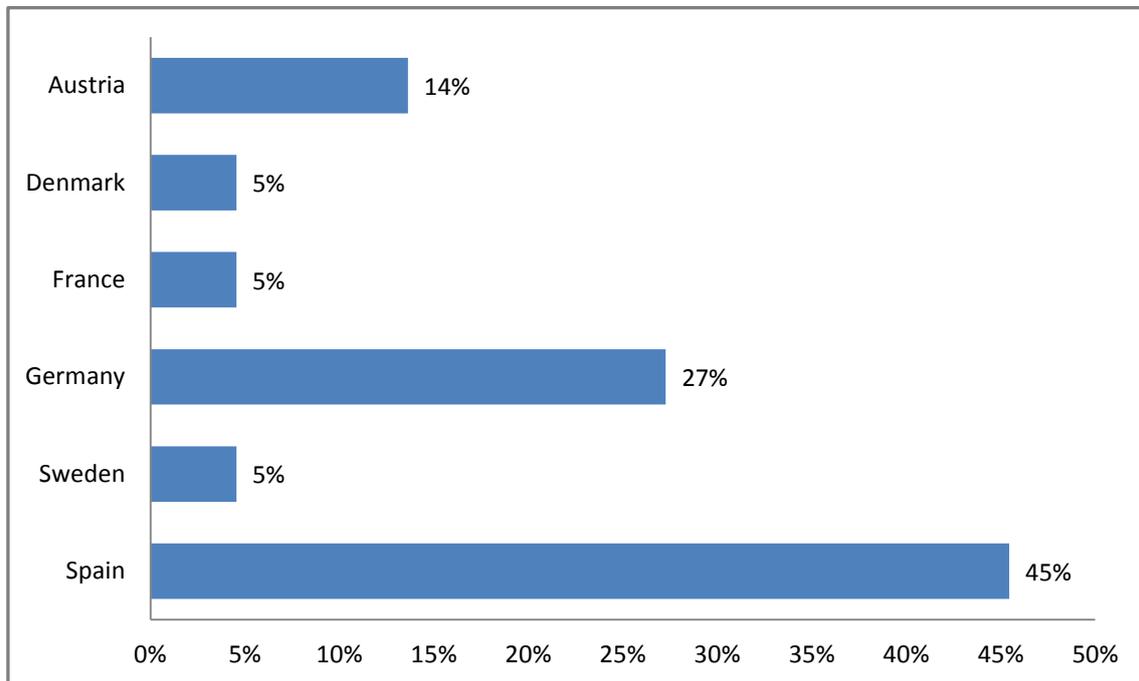
The survey was administered both on-line and, alternatively, as an electronic document, distributed by email. The electronic version could also be printed and answered by writing with a pen, then returned by fax or as a scanned document.

## **Results, Comments and Discussion**

### **Sample**

A total of 22 accommodation providers answered the survey. They came from the following countries:

**Graph 4.2.1. Home country of accommodation providers**



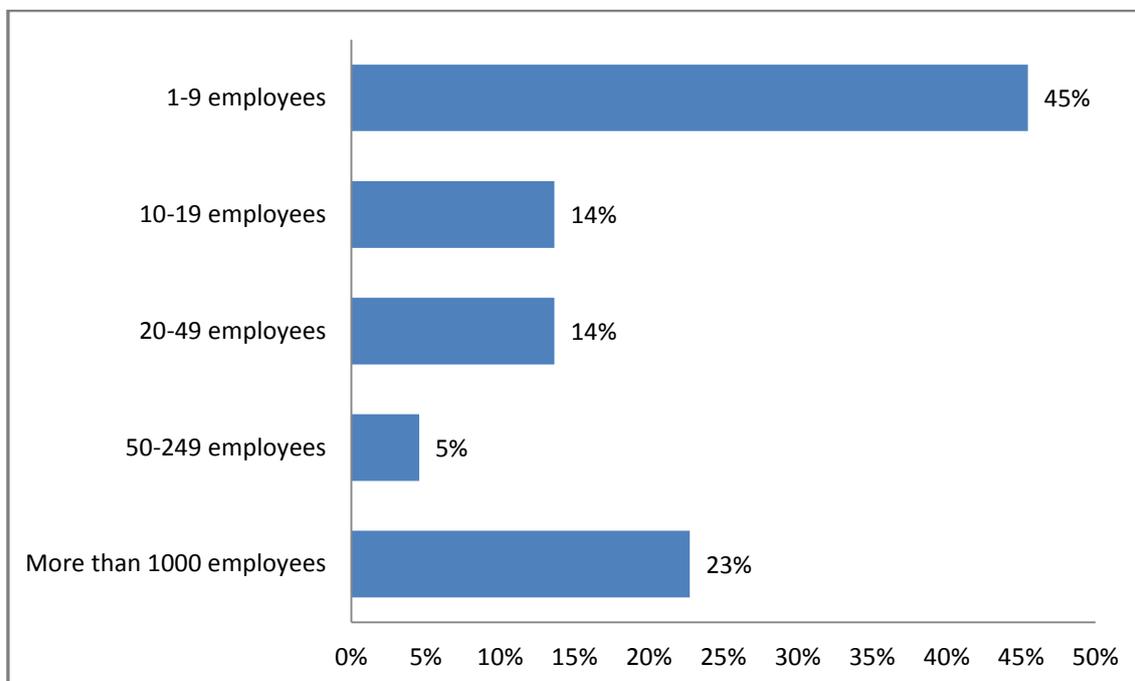
Comment: Most of the accommodation providers came from German speaking countries such as Germany and Austria (41%) and from Spain (45%). There were also respondents from Sweden, Denmark and France.

Analysis of Responses. The accommodation providers' responses are summarised and analysed here, section by section. For most questions, the summary of responses is presented for the whole group. Where there are notable differences of opinion, practice or experience, then the answers are broken down **by country**, since this is the major variable in our study.

**State of the company:**

**Number of employees in the company**

**Graph 4.2.2. Number of employees in the company**



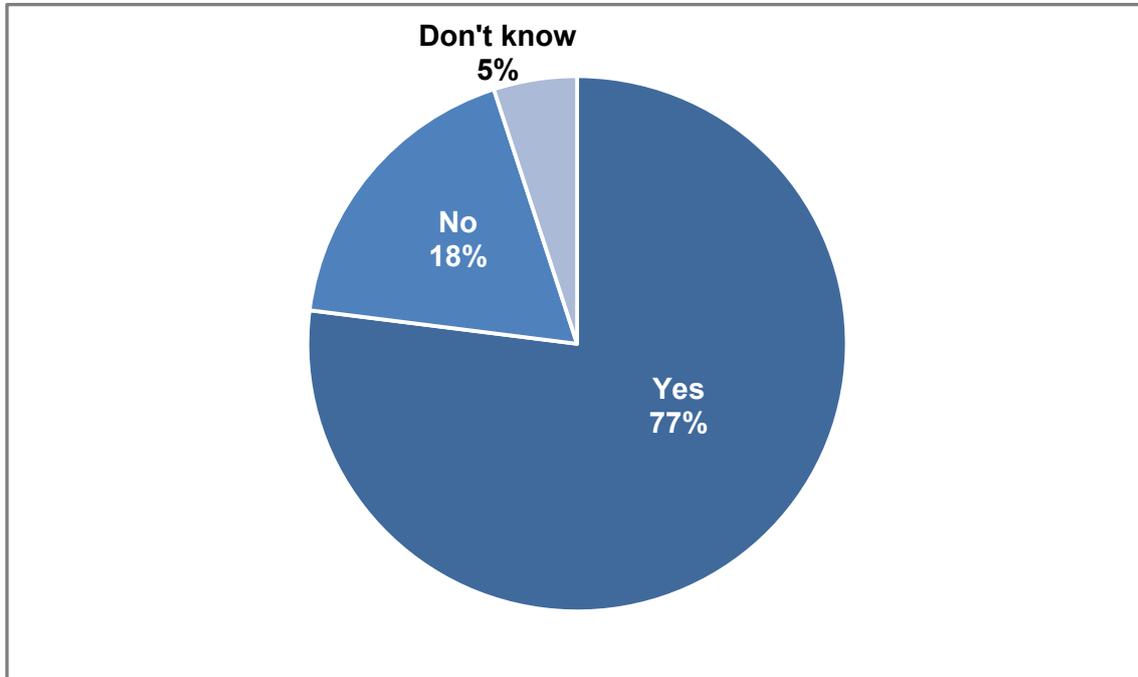
Comment: The majority of respondents were small and medium enterprises: almost 80% of the companies have less than 250 employees, 45% between 1 to 9 employees, 14% between 10 and 19 and 14% between 20 and 49. Over 20% of the companies participating in the survey were considered large companies, employing more than 1000 employees.

**Business activity of the company**

The majority of respondents provide hotel services, several provide hostel services and the rest were country houses, bed & breakfast and holiday homes.

## Implementation of a dedicated corporate policy towards people with disabilities.

Graph 4.2.3. Implementation of a dedicated corporate policy



Comment: 77% of the companies said they had implemented a dedicated corporate policy towards people with disabilities, 18% of them said they hadn't. 5% of respondents didn't know if they had implemented a dedicated corporate policy towards people with disabilities.

## Ways of implementing a dedicated corporate policy

The companies implementing dedicated corporate policy towards people with disabilities had done it in very different ways.

**Graph 4.2.4. Ways of implementing a dedicated corporate policy**

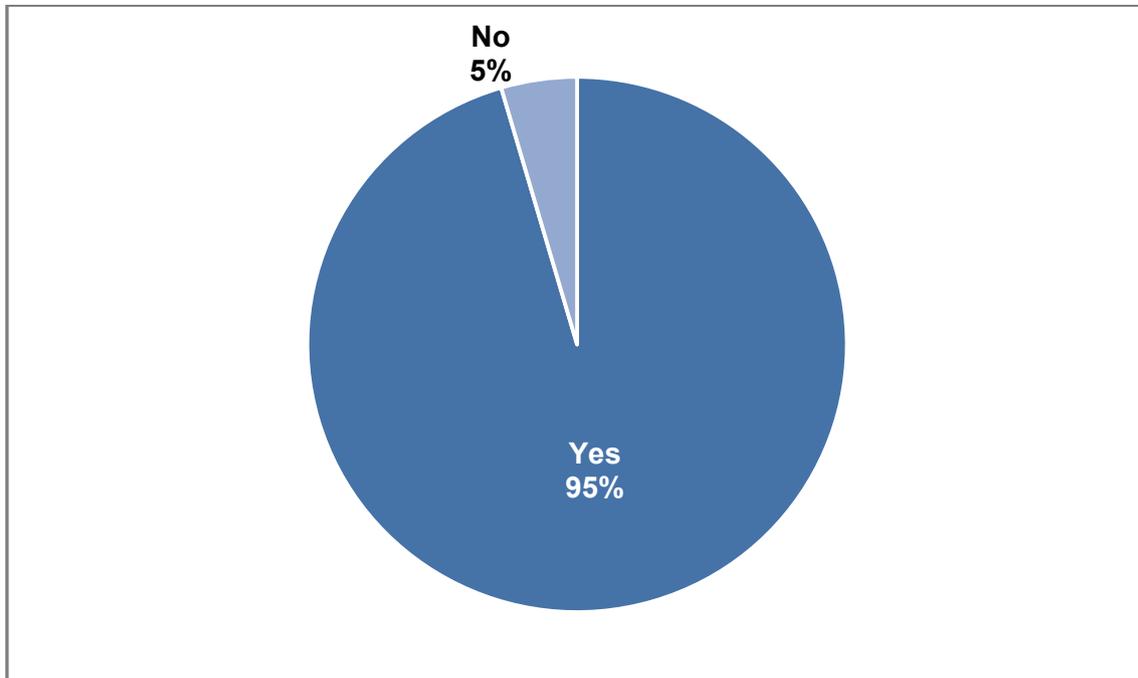


### Comment:

- 59% of the companies implemented a policy through a general statement of corporate values that explicitly includes disability issues
- 36% of the companies by achieving an accessibility certification
- 32% of the companies through Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- 27% of them by employing people with disabilities
- 14% did it by cooperating with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- 14% by naming an access manager or "champion" responsible for company policies in relation to disability
- Other types of implementation: implementing access in all public areas of hotel, including in offer a barrier-free apartment, informing of barrier-free accommodation through regional tourist office, supporting region to make environments, such as beaches around the hotel, barrier-free for all guests.

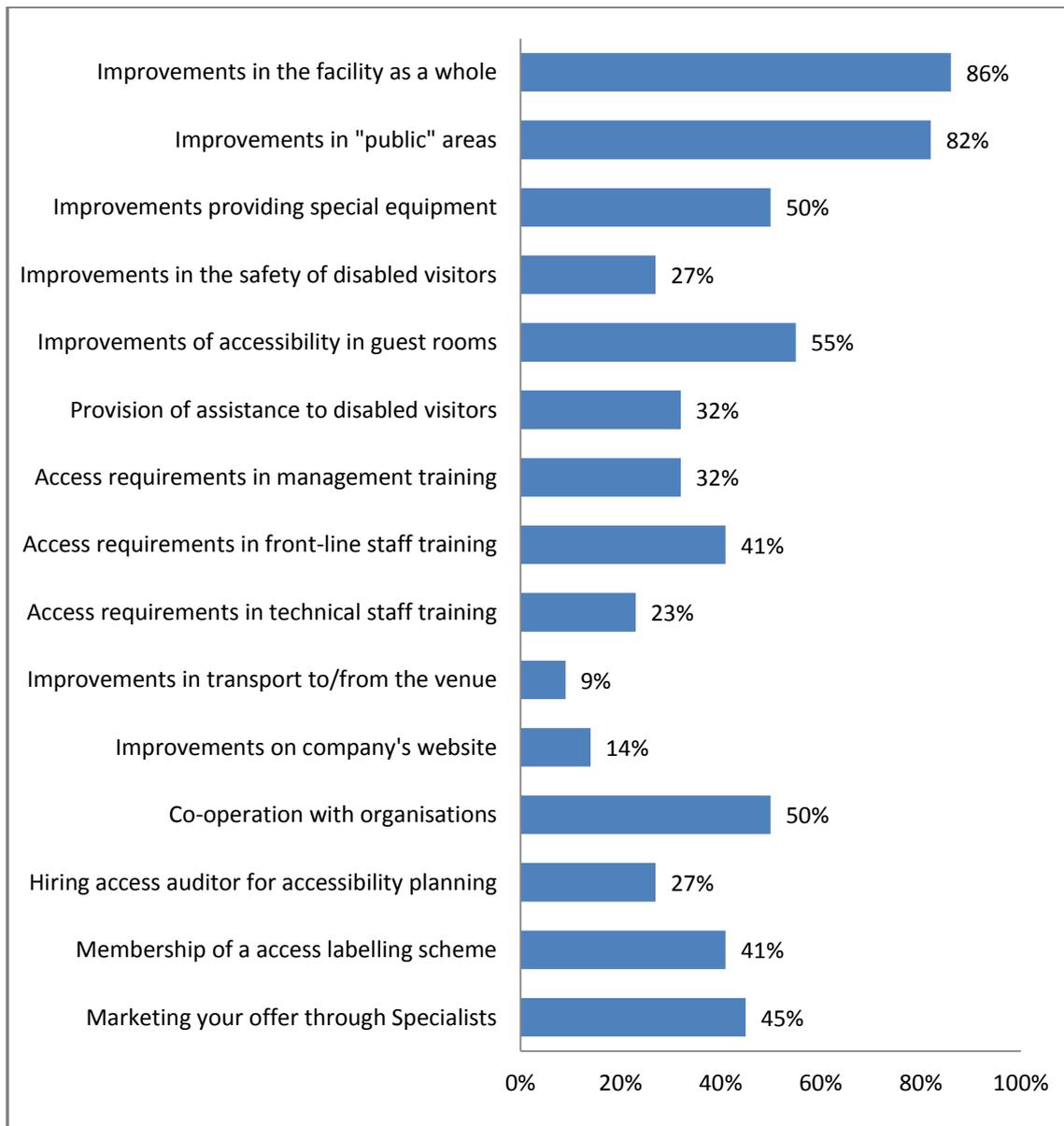
**Works undertaken in the company to make services more accessible.**

**Graph 4.2.5. Number of companies undertaking works to make accessible services**



Comment: 95% of the companies participating in the survey undertook works to make services more accessible. The following analysis presents in detail the types of works and actions undertaken.

**Graph 4.2.6. Works undertaken in the company to make accessible services**



Comment: The works and actions undertaken by tourist accommodation providers to make the services more accessible were:

- 86% of the companies have improved accessibility in the facility as a whole, outdoors and indoors.
- 82% of the companies have improved accessibility in public areas (entrance, toilets, restaurant / bar / conference).
- 55% of the companies improved access in guestrooms.
- 50% of the companies have improved access with provision of special equipment for disabled visitors.
- 50% of them have co-operated closely with organisations or people with disabilities in the improvement of facilities or services.

- 45% of the companies market their offer to people with disabilities through specialist Websites, Access Guides, etc
- 41% include accessibility requirements of disabled visitors in front-line staff training (e.g. reception).
- 41% of the companies are members of a labelling scheme addressing accessibility in tourism.
- 32% of them include accessibility requirements of disabled visitors in management training.
- 32% provide assistance to disabled visitors.
- 27% of them hired an access auditor or access consultant to assist with accessibility planning or works.
- 27% of the companies have improved access taking care of safety and emergency evacuation of disabled visitors.
- 23% include accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)
- 14% improve accessibility making the company website more accessible for people with disabilities
- 9% improve accessibility in transport to/from the venue (e.g. adapted shuttle-bus)
- Other activities carried out from the companies are: describing and improving access in own website, making specific brochures of specific access information and distributing this information to the sector, creating tactile- and colour-contrast paths to facilitate way-finding for blind and visually impaired people.

**Relevance of the following factors for the company**

Accommodation providers were asked to indicate the relevance of the following factors with regard to serving customers with disabilities, using the scale:

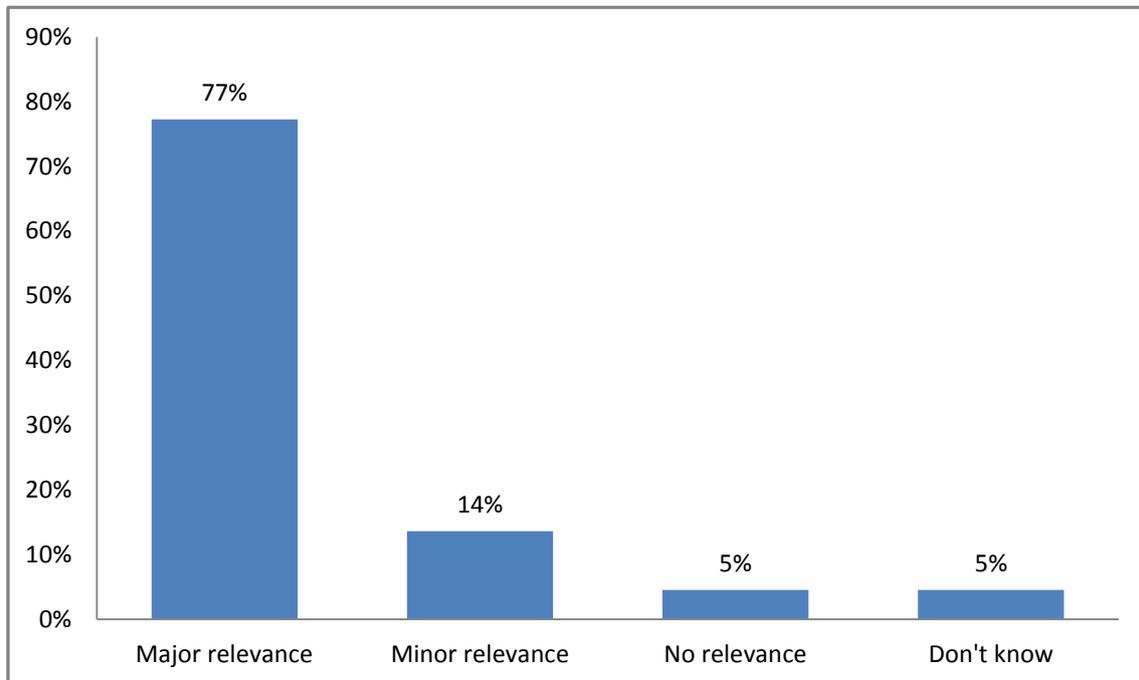
1 2 3 4

(1=Major relevance, 2=Minor relevance, 3=No relevance, 4= Don't know)

The answers are given below, with Comments, as appropriate:

**a) Compliance with national accessibility or non-discrimination laws.**

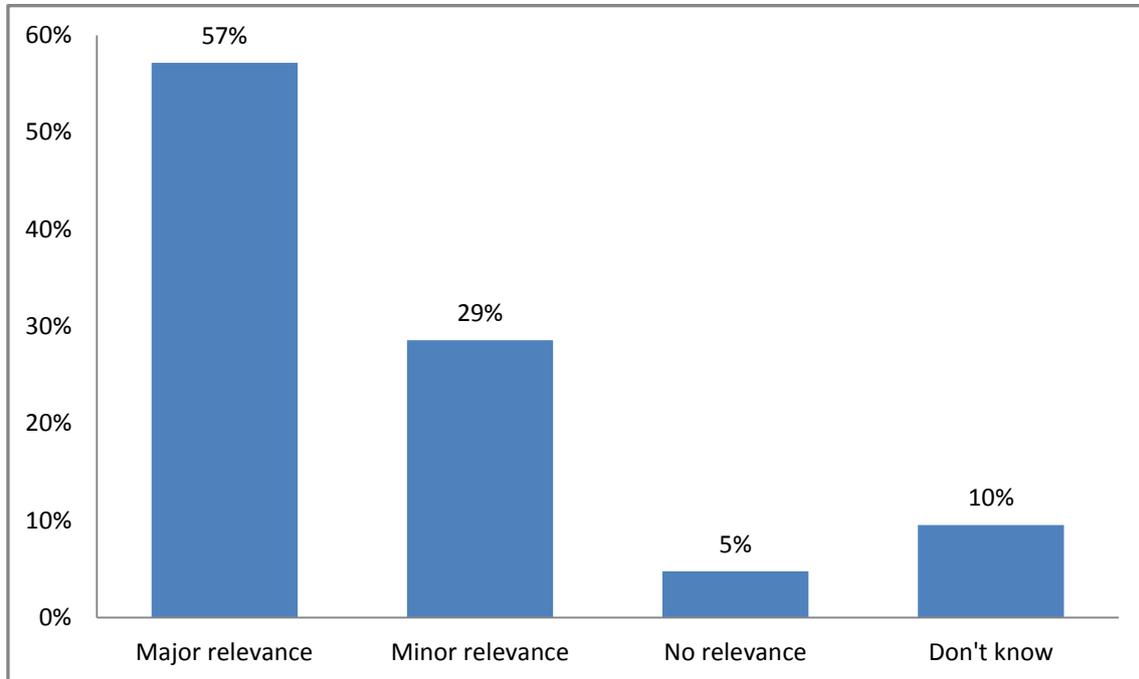
**Graph 4.2.7. Relevance of compliance with national accessibility laws**



Comment: Over three-quarters of the accommodation providers (77%) felt that *compliance with legal requirements* was a major factor in encouraging them to make provisions for disabled customers.

b) Compliance with international accessibility or non-discrimination laws.

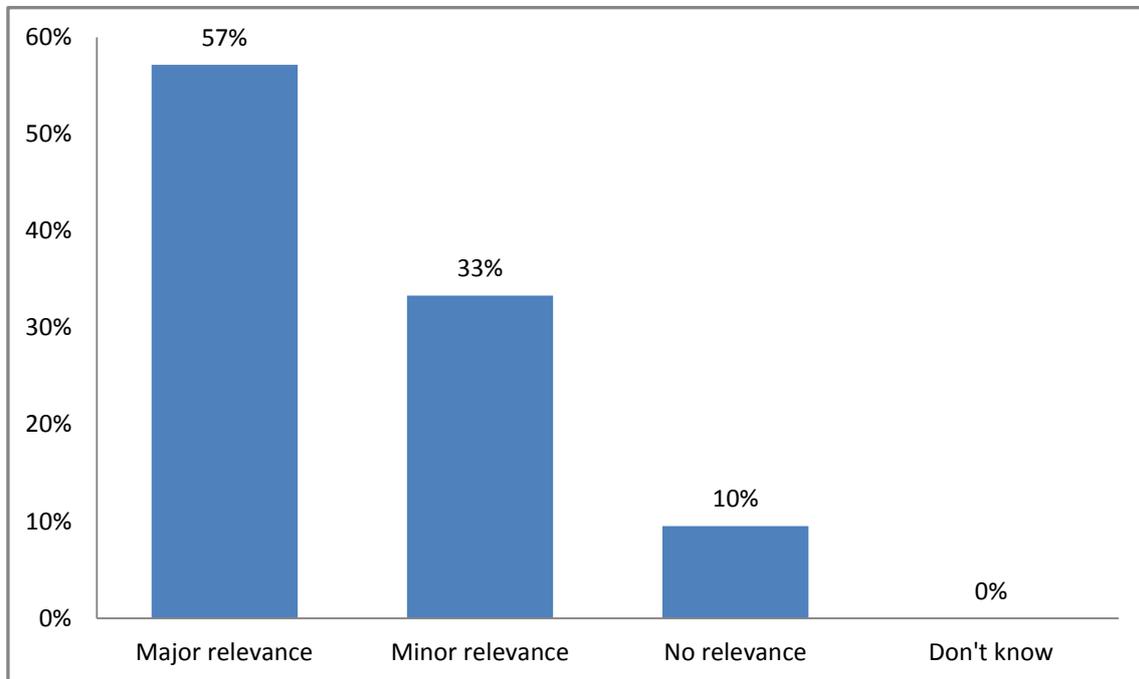
Graph 4.2.8. Relevance of compliance with international accessibility laws



Comment: Just under 60% of the accommodation providers rated *compliance with international accessibility or non-discrimination laws* as a major factor, but another 29% found it a minor factor in providing access measures for guests with disabilities.

c) Meet consumer/market demand and/or maintain/increase market share.

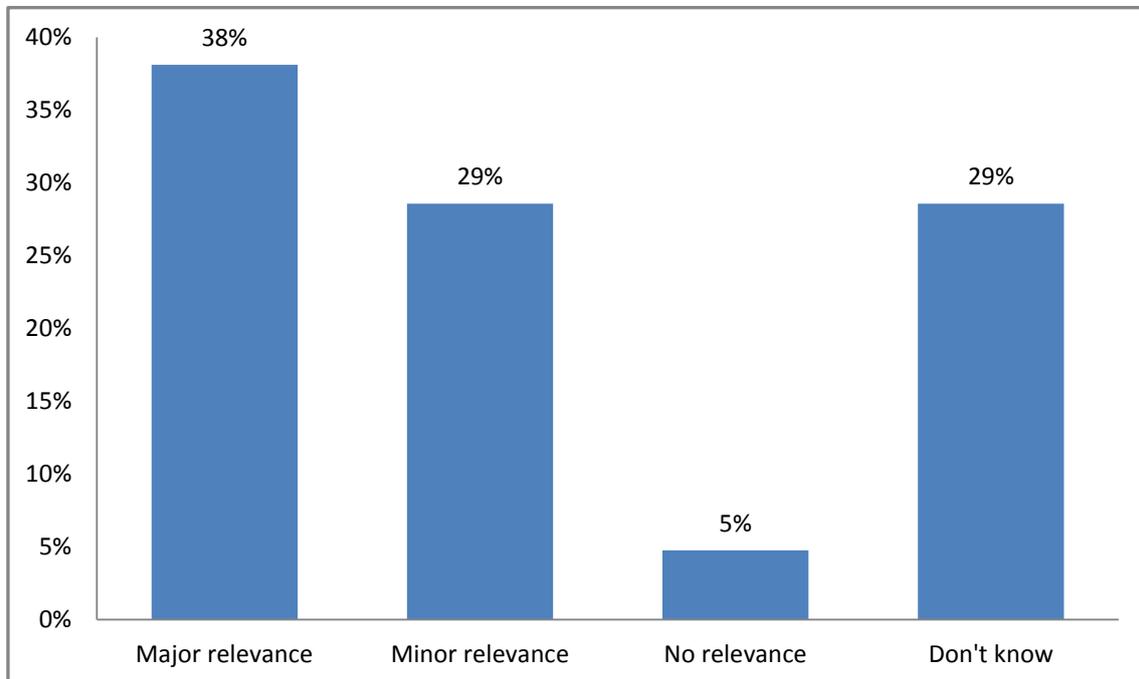
Graph 4.2.9. Relevance of meeting market demand



Comment: A total of 90% of accommodation providers found *meeting market demand* to be relevant to their actions to provide access for disabled customers, with 57% saying this was of major relevance and 33% indicating minor relevance.

d) Meet societal demands in relation to Corporate Social Responsibility (CSR).

Graph 4.2.10. Relevance of meeting societal demand in relation to CSR



Comment: There was some divergence in the answers of the accommodation providers when judging the influence of the CSR factor. 67% found CSR relevant (split between major relevance, 38% and minor relevance, 29%, while almost one-third answered *don't know* (29%). This may indicate that many providers do not participate in CSR networks or see any particular rewards in having public recognition of their efforts to improve access for disabled people. Whether this is based on their actual experience or supposition, we cannot tell precisely from this survey.

### **Factors acting as barriers in providing accessible services**

Accommodation providers were asked to indicate which of the following factors act as barriers in making their services accessible to guests with disabilities, using the scale:

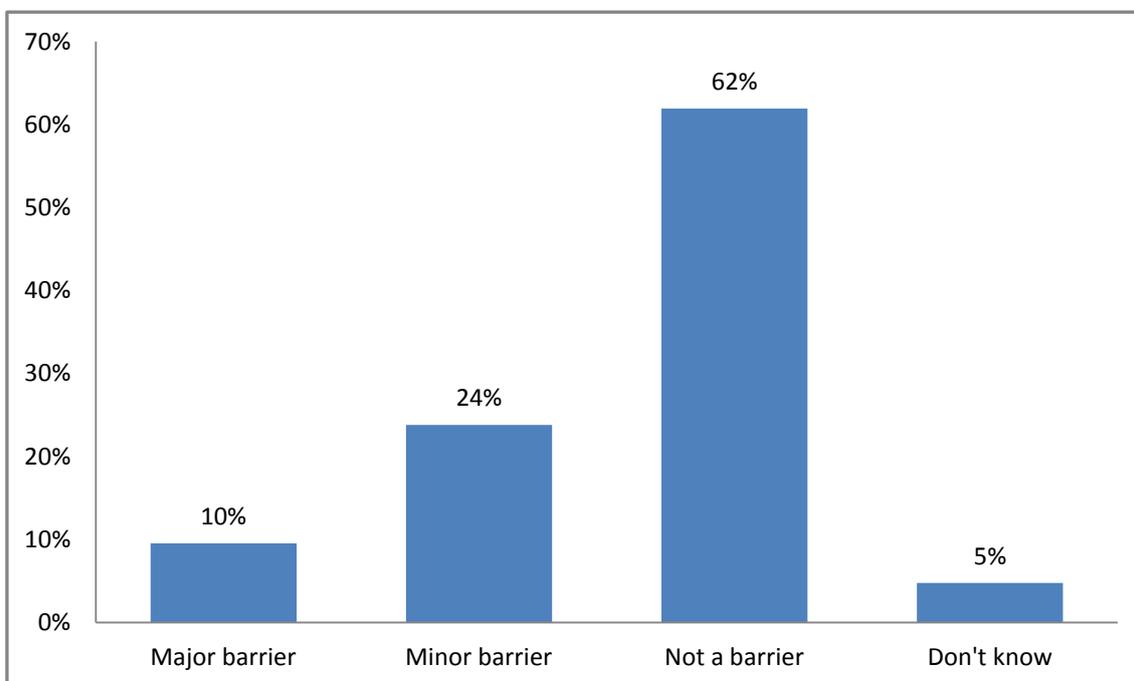
1 2 3 4

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4= Don't know)

The answers are given below, with Comments, as appropriate:

#### **a) Lack of knowledge / understanding of what accessibility is about.**

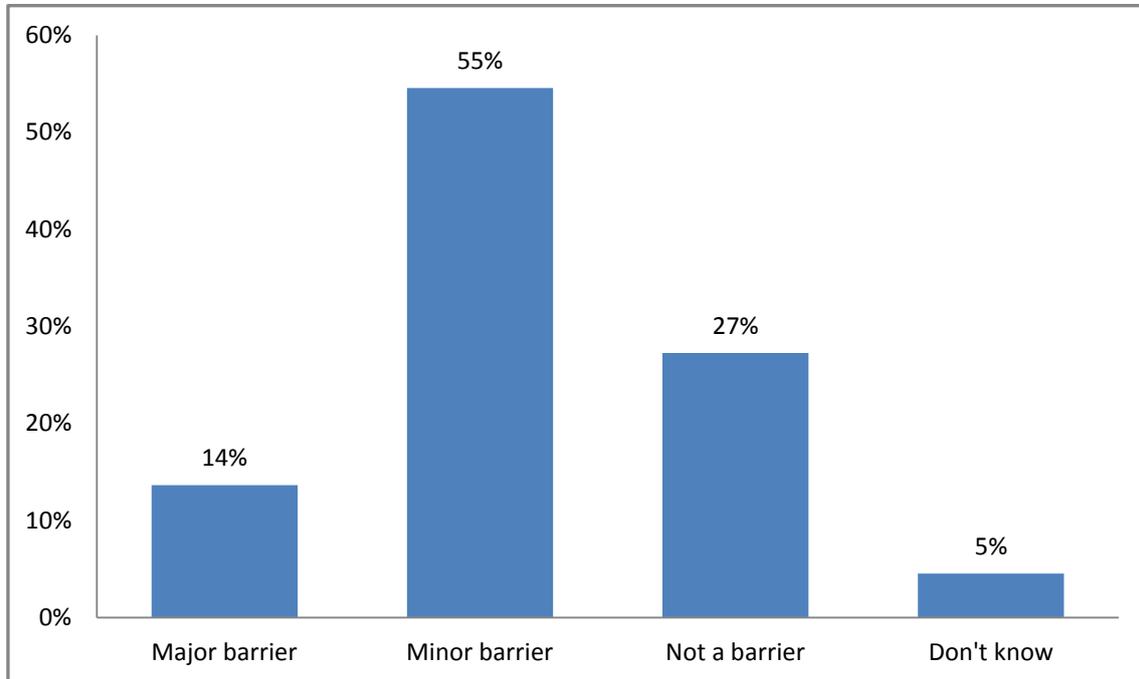
**Graph 4.2.11. Appreciation of lack of accessibility knowledge as barrier**



Comment: A majority of accommodation providers (62%) found that *lack of knowledge about accessibility* was not a barrier in making their services accessible to guests with disabilities. However, one-third (24%) disagreed and as many as 10% considered lack of knowledge as a *major barrier*.

b) Additional costs involved when considering access requirements.

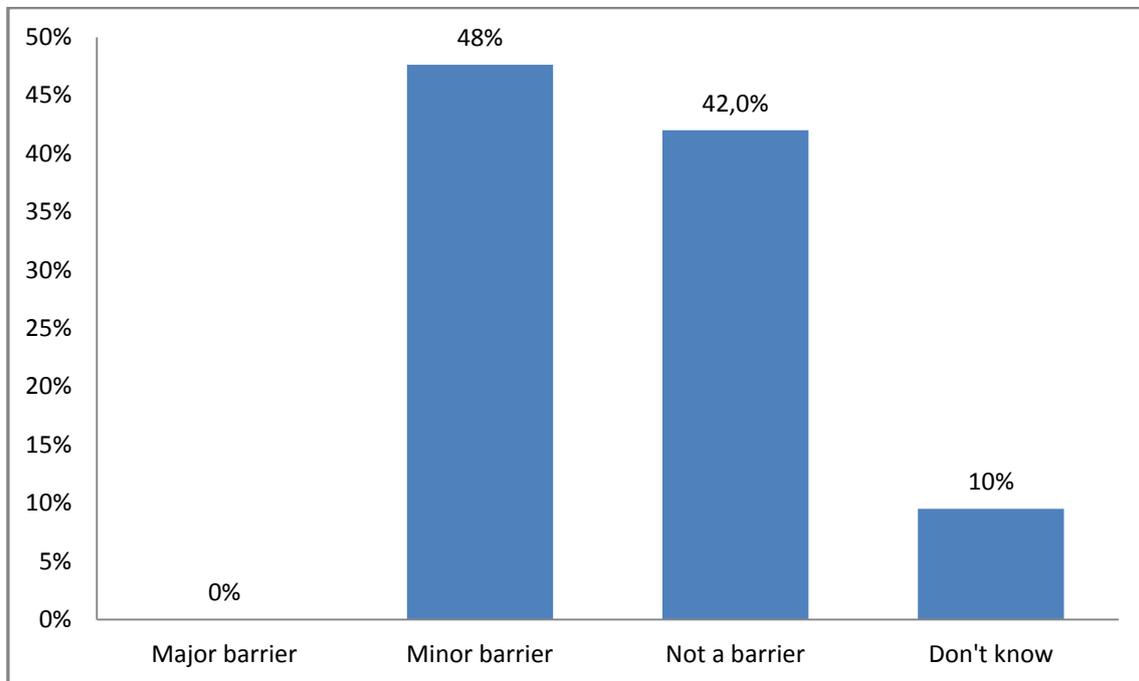
Graph 4.2.12. Appreciation of cost involvement of accessibility as barrier



Comment: 14% of respondents considered that *the cost of implementing access measures* was a major barrier, while 55% answered that it was a minor barrier. 27% did not find cost to be a barrier to implementing access measures for people with disabilities.

c) Additional time needed to address access in our products / services.

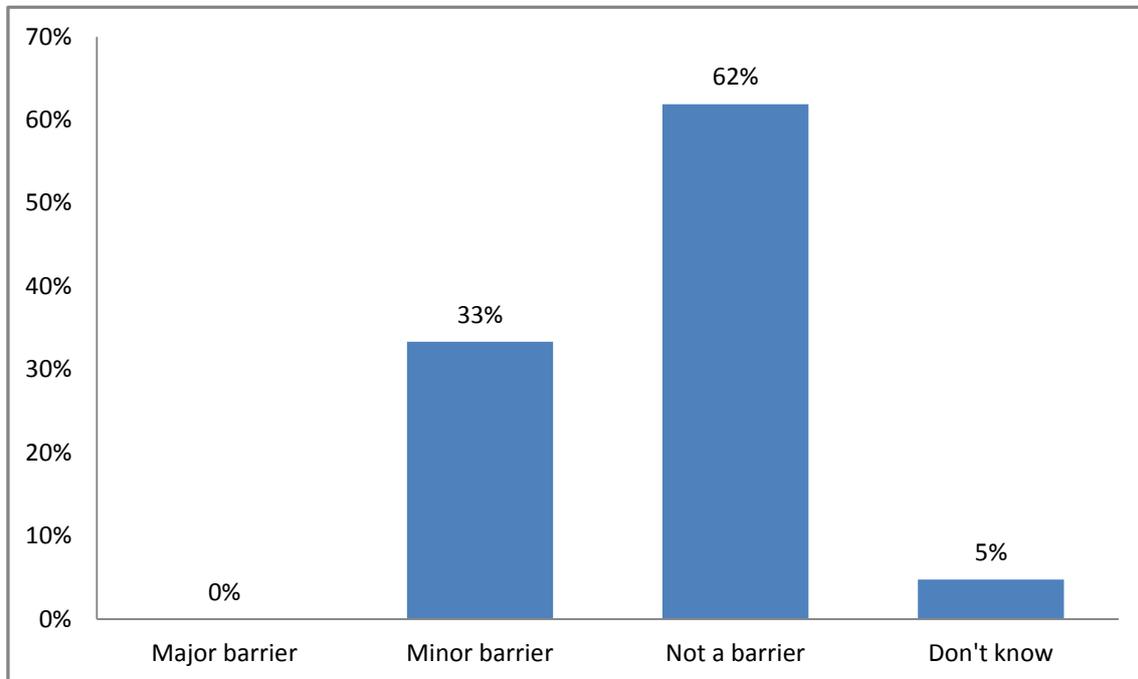
Graph 4.2.13. Appreciation of time needed for accessibility as barrier.



Comment: *The time it takes to implement access measures* is seen as a minor barrier by almost half the respondents (48%) from accommodation establishments. Almost as many people (43%) answered that time was *not a barrier*. No-one considered this a major barrier.

d) Accessibility requirements are too complex to be practically applied.

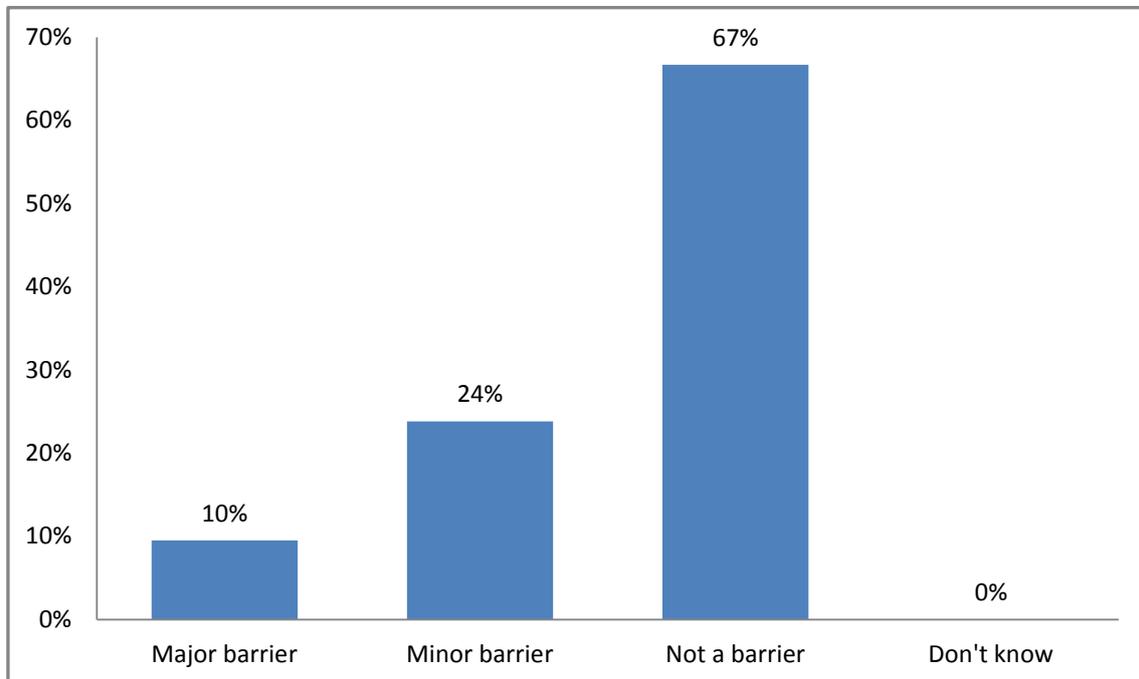
Graph 4.2.14. Appreciation of complexity of access requirements"application as barrier.



Comment: On this question, the respondents were divided, with about two-thirds (62%) answering that *complexity was not a barrier*, while one-third (33%) said it was a *minor barrier* to implementing access measures.

e) Lack of demand or request from customers.

Graph 4.2.15. Appreciation of lack of demand as access barrier.



Comment: Approximately two-thirds of respondents (67%) declared that *lack of demand from customers* is not a barrier when considering the need for access improvements. Yet the remaining one-third of respondents found that this was indeed a barrier (10% saying minor and 10% saying it was a major barrier). Further research could perhaps uncover whether these judgements are based on actual experience in the accommodation sector, and to what extent the marketing practices of providers may affect the demand for better access.

### **Factors encouraging accomodation providers to make services accessible**

Accommodation providers were asked to indicate which of the following factors would encourage their company to make services accessible to guests with disabilities, using the scale:

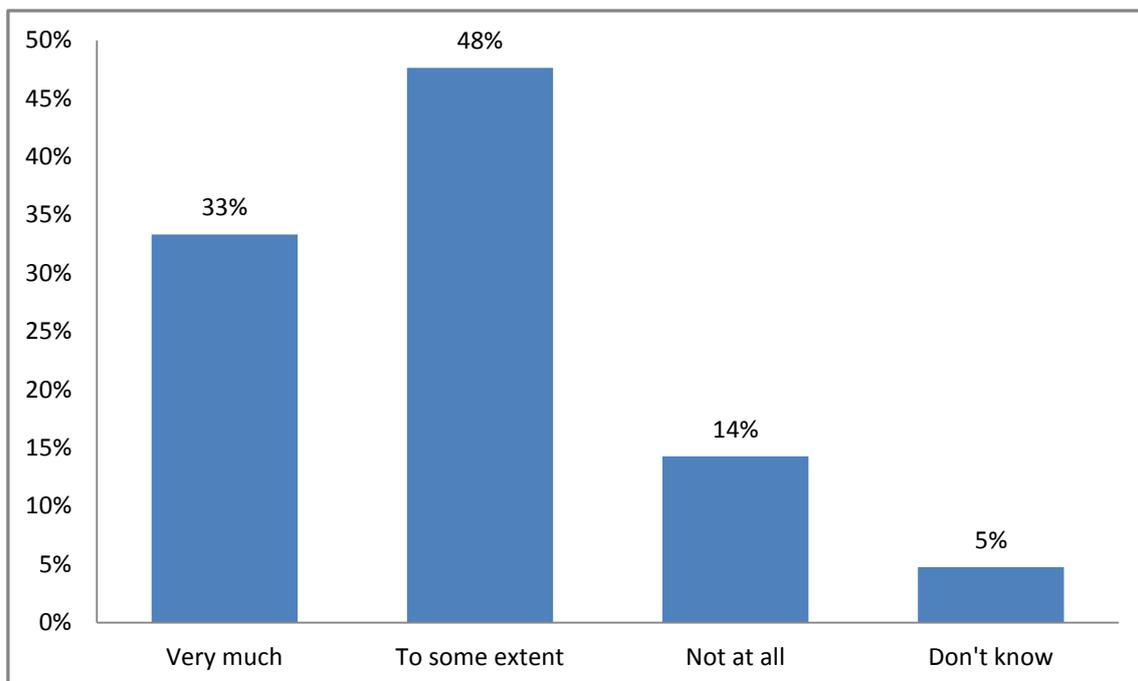
1 2 3 4

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know)

The answers are given below, with Comments, as appropriate:

#### **a) The general trend towards an ageing population**

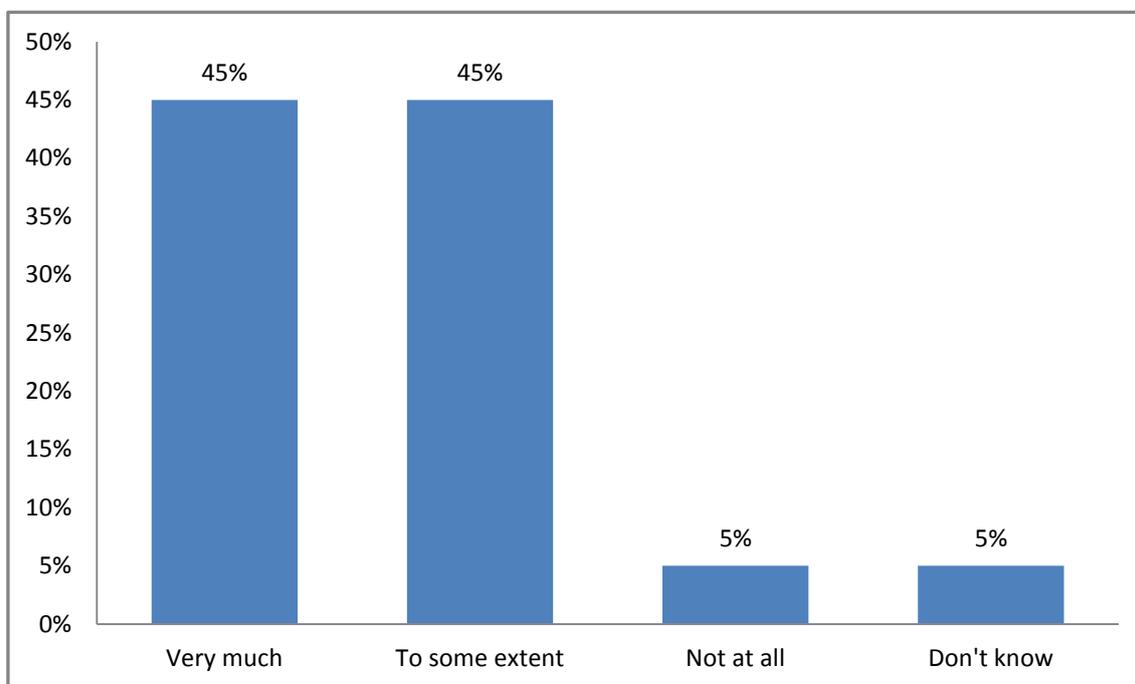
**Graph 4.2.16. Level of encouragement to make accessible services because of an ageing population trend**



Comment: *The trend towards an ageing population* is felt by 81% of respondents to be a factor which encourages them to make their services accessible, although only one-third of respondents (33%), consider this influences them “*very much*”.

b) Availability of access standards in relation to my products/services

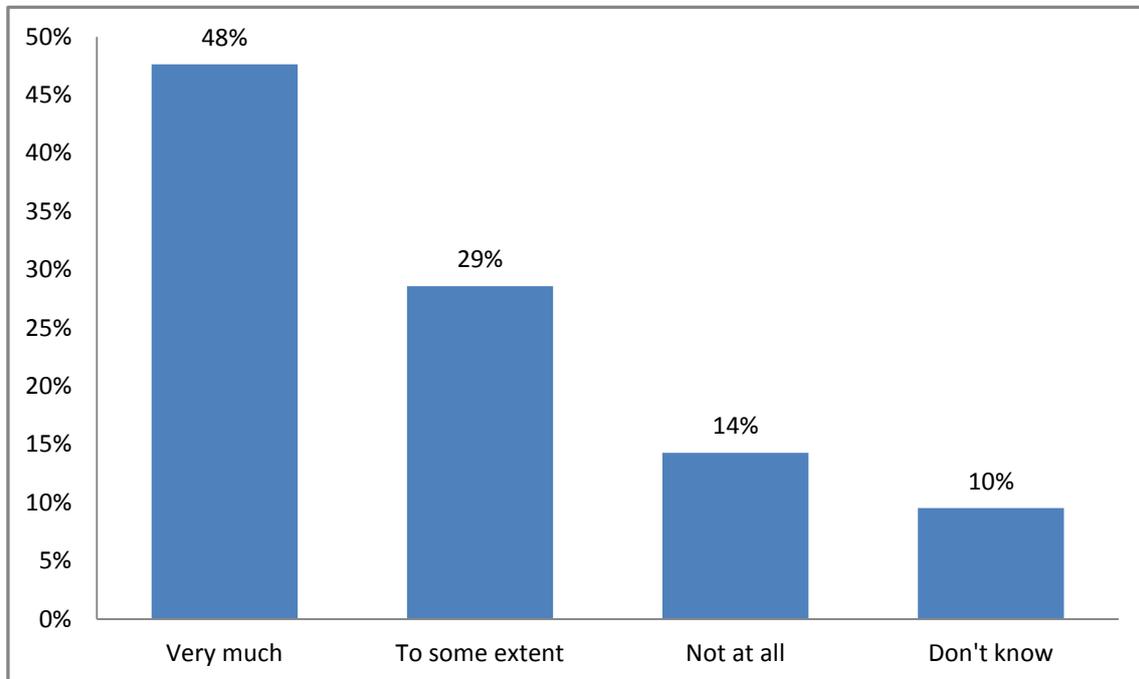
**Graph 4.2.17. Level of encouragement to make accessible services because of availability of access standards related to products/services**



Comment: A very high percentage of respondents in the accommodation sector (90%) acknowledge that *having access standards available in relation to products and services* provides some level of encouragement to implement such measures. Indeed, 45% say that this gives them *very much* encouragement to do so.

**c) Availability of planning/management tools addressing access**

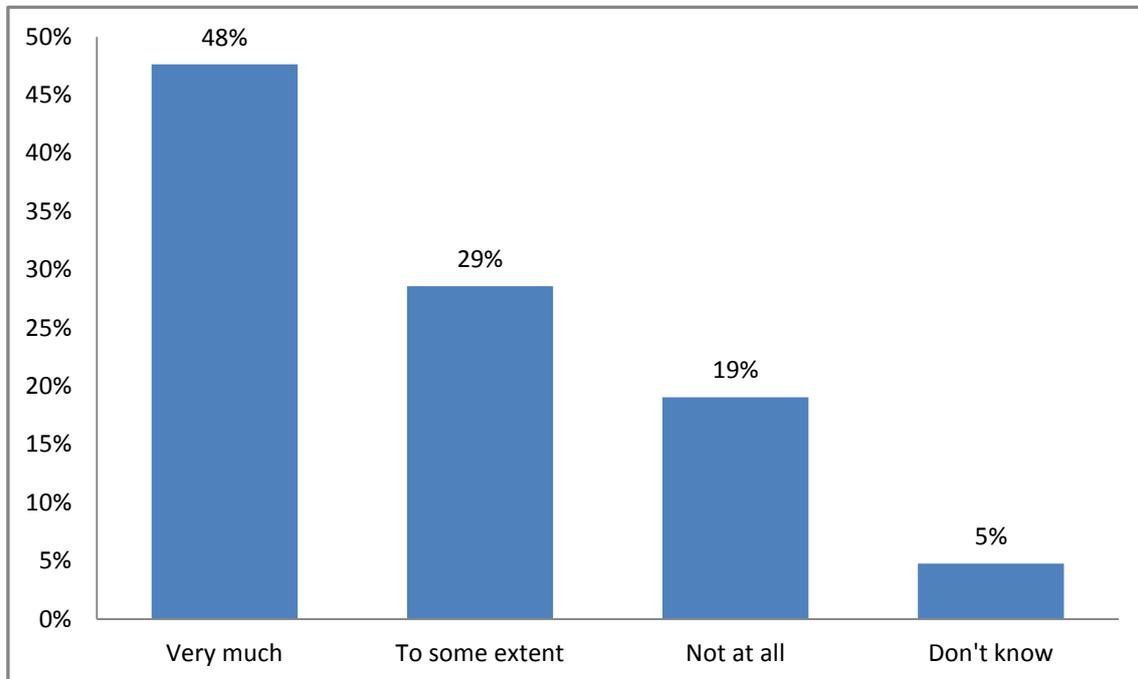
**Graph 4.2.18. Level of encouragement to make accessible services because of availability of planning/management tools addressing access**



Comment: Three-quarters of accommodation providers (76%) find that *having access management tools available* contributes to their decision to make better access for people with disabilities. Almost half of all respondents (48%) give this a factor a very strong weighting. Only 14% disagree and 10% declare that they do not know.

d) Availability of access-related certification/labelling of services

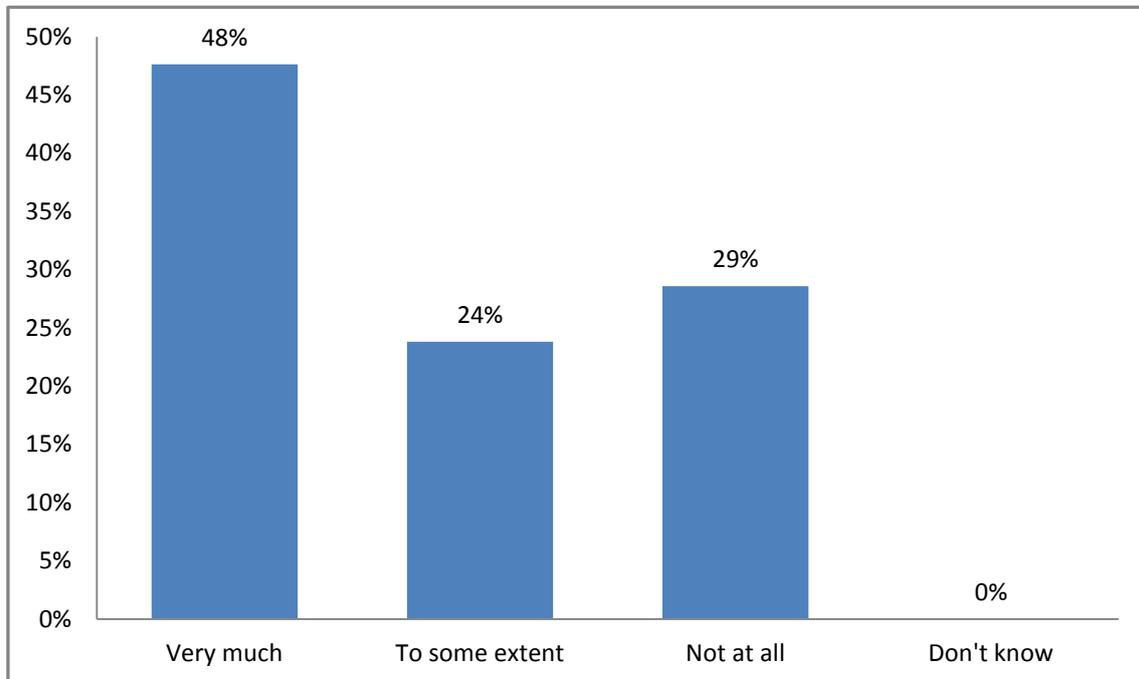
**Graph 4.2.19. Level of encouragement to make accessible services because of availability of access-related certification/labelling of services**



Comment: About half of the accommodation providers (48%) considered that the *availability of access-related certification/labelling of services* was a strong encouragement to make their services accessible. Another 29% found that this was influential *to some extent*. On the opposite side, nearly one-fifth (19%) did not regard access certification as an encouraging factor regarding the decision to make access improvements. 5% declared that they did not know how encouraging this factor was.

**e) Financial incentives, tax breaks**

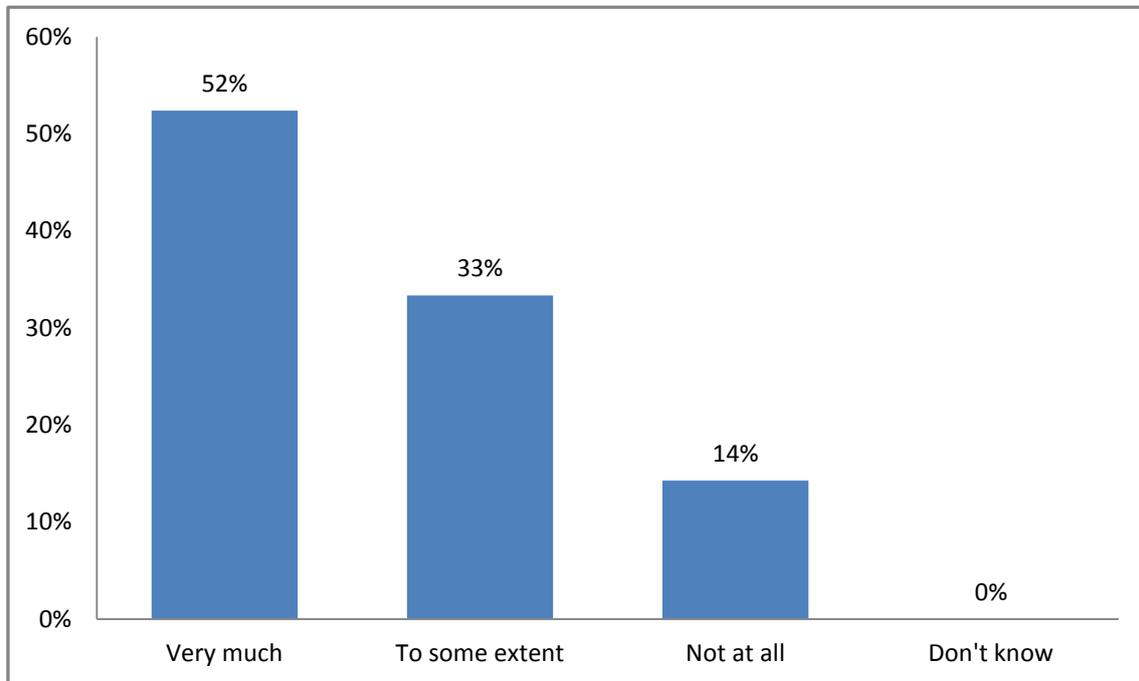
**Graph 4.2.20. Level of encouragement to make accessible services because of financial incentives or tax breaks**



Comment: The availability of financial incentives or tax breaks was a strong factor for almost half the respondents (48%) and a lesser factor for almost one quarter (24%) in making their services accessible, while it was not at all important for 29% of them.

f) System of national access standards

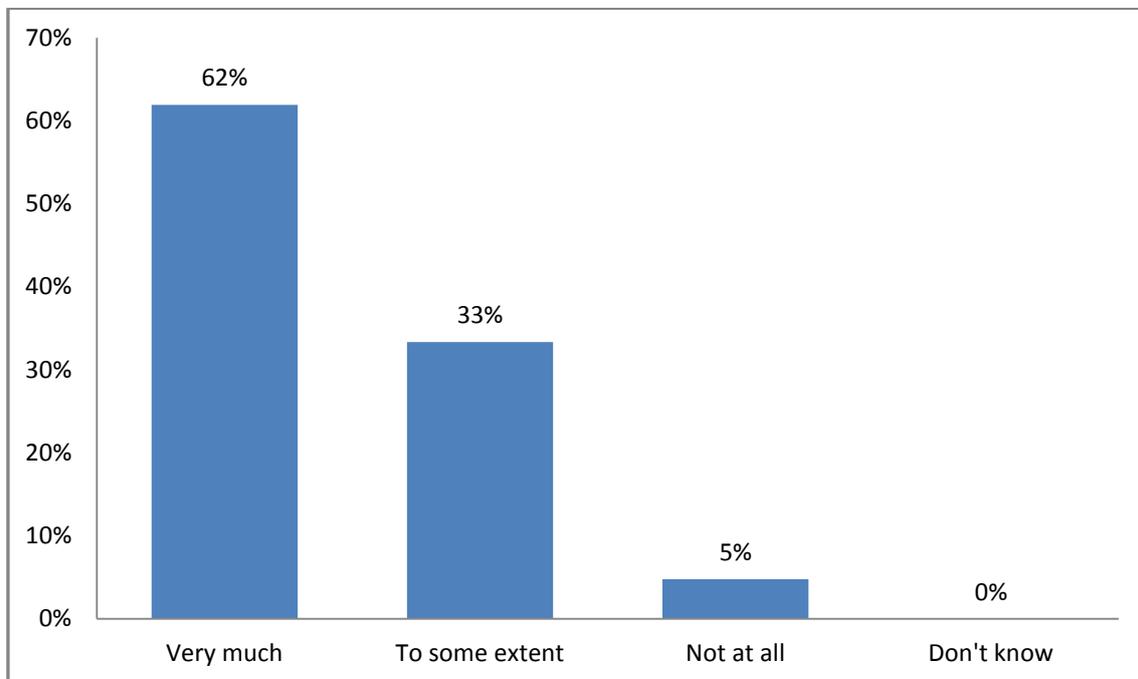
**Graph 4.2.21. Level of encouragement to make accessible services because of existence of national standards**



Comment: The *existence of a system of national access standards* was a strong factor for over half the respondents (52%) and a lesser factor for one third (33%) in making their services accessible, while it was *not at all important* for 14% of them.

**g) Increase of market share, including people with disabilities**

**Graph 4.2.22. Level of encouragement to make accessible services because of increase of market share**

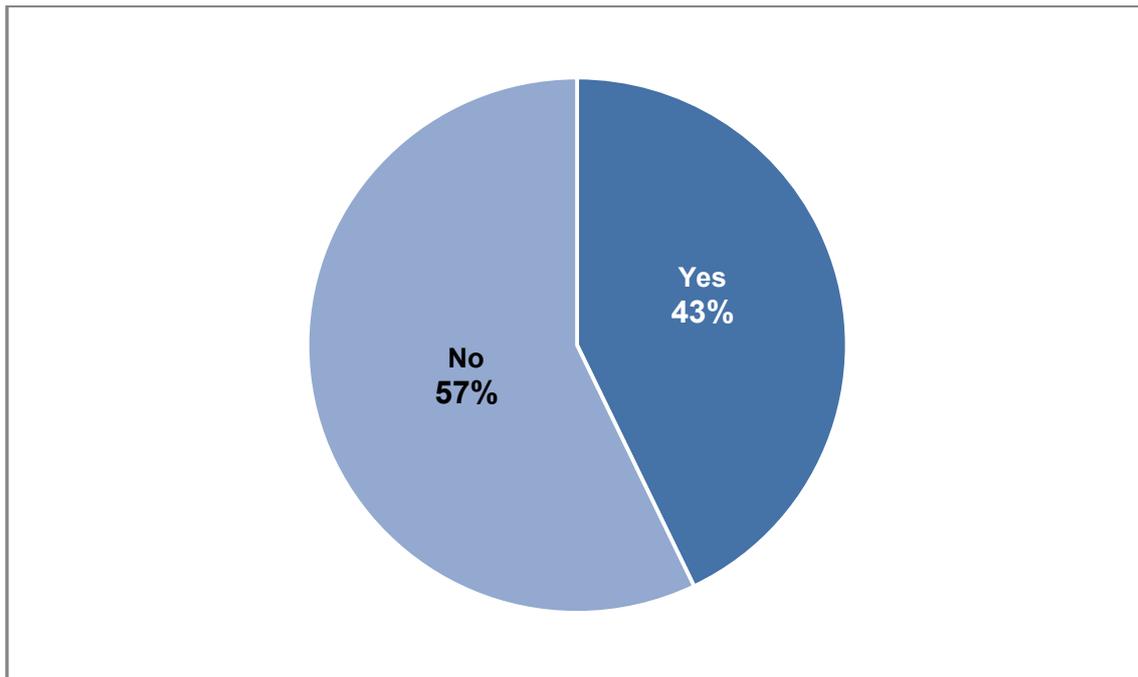


Comment: The *increase of market share* was a strong factor for almost two-thirds of the respondents (62%) and a factor “*to some extent*” for one third (33%) in making their accommodation services accessible, while it was *not at all important* for just 5% of the accommodation providers who responded to the survey.

## **Access improvements to building and services because of regulations**

Accommodation providers were asked if accessibility improvements made in infrastructure or services were because of laws, regulations or other official requirements in the countries where the company operates or not.

**Graph 4.2.23. Access improvements made because of regulations where the company operates**



**Comments:** 43% of respondents said *yes* and 57% of them said *no*. In all markets the answers were equally divided.

Several providers gave an explanation, after answering that the company had made improvements because of the existing regulations in the country operating. Their comments were:

- *“In the tourist region of the north of Spain (Asturias), if an accommodation provider wants to upgrade the category of his/her establishment, he/she has to achieve at least one of 3 or 4 requirements. One of them available to choose is providing accessible accommodation.”*
- *“When refurbishing an establishment, regulations oblige the provider to make a minimum number of guestrooms completely accessible and an accessible entrance accessible to all guests, including disabled guests or those with access needs.”*
- *“Improving access at the beach: ramps from promenade till the water, provision of public accessible WCs, contrast-colour pavements, reserved parking places, information boards, following indications of regional regulation (ComunidadValenciana - Law: Act 9 June 2004, Consell de la Generalitat, Access to urban environment – developing Decreto 39/2004).”*
- *“In co-operation with Natko, German nationwide Association of Accessible Tourism, several improvements have been made to improve accessibility of public buildings*

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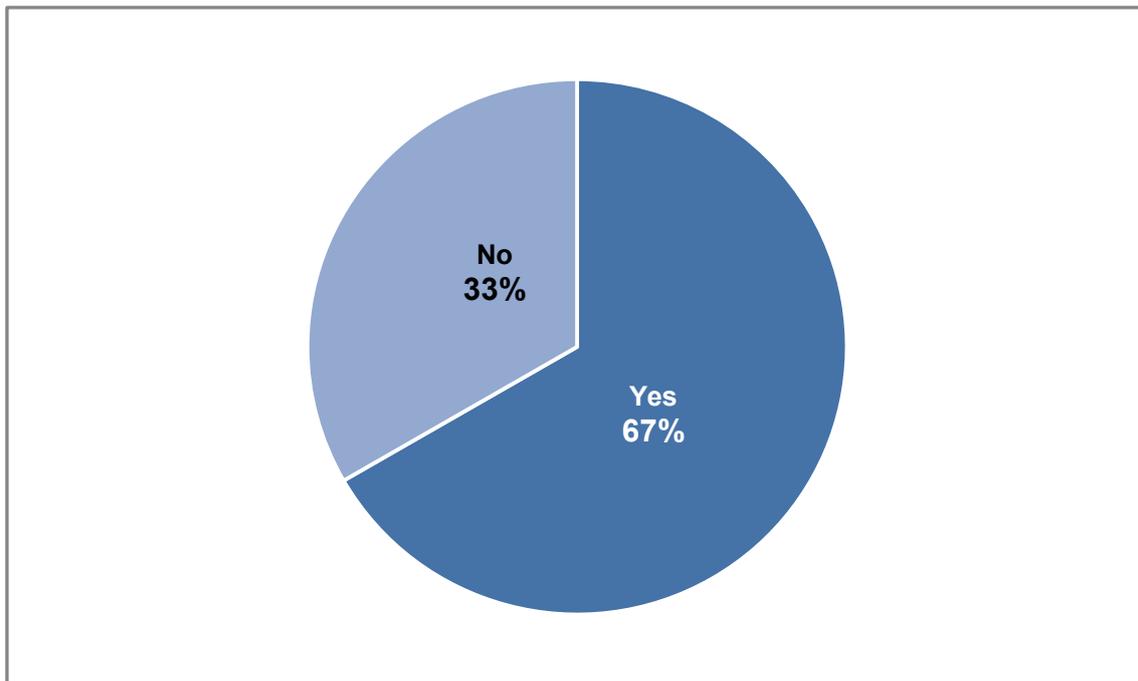
*to make them accessible to all people, including people with mobility and communication impairments.”*

- *“We follow accessibility standards obtained from the Association des Paralysés de France together with the requirements of the Association des Gîtes de France (Holidays in France). We obtained in 2004 the national label Tourismeet Handicap.”*

### **Accessibility Standards and Certifications**

Accommodation providers were asked if the company had achieved any accessibility standard or certification.

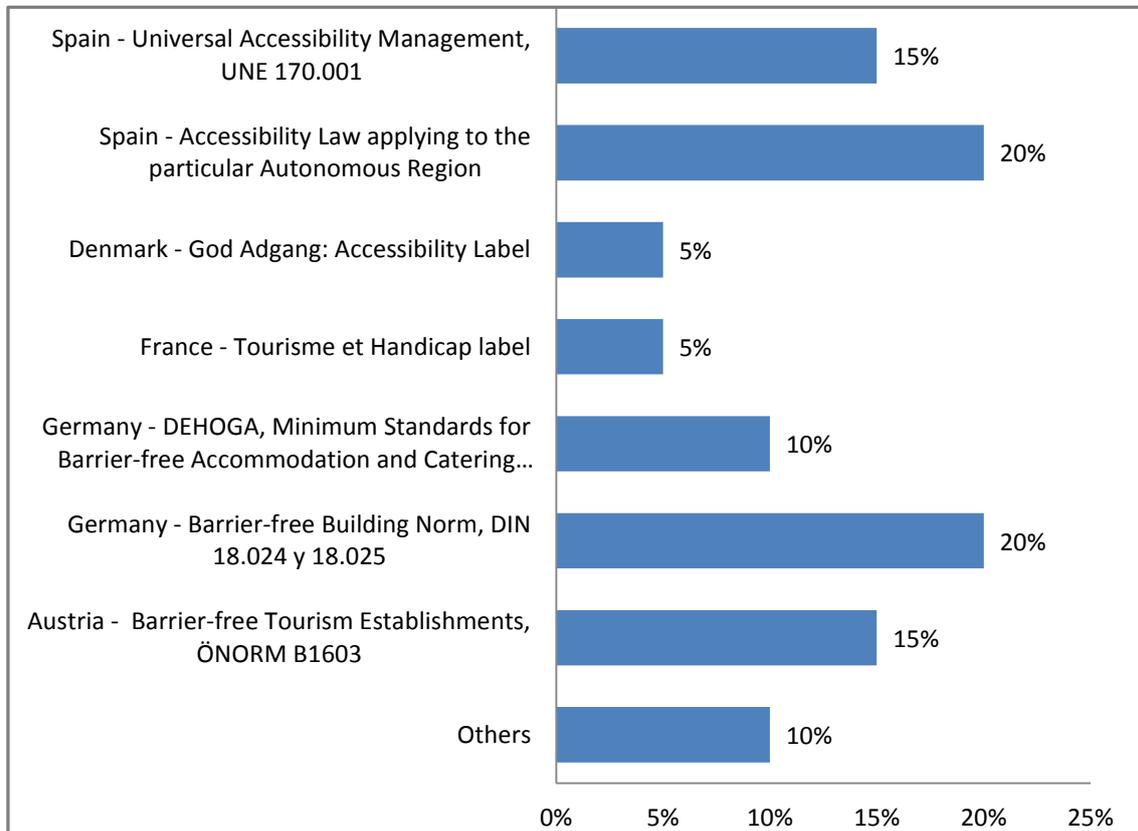
**Graph 4.2.24. Achievement of any access standard or certification**



Comment: 67% of accommodation providers said “yes” and 33% answered “no”.

For the ones answering positively, we asked which standard or certification they had achieved:

**Graph 4.2.25. Type of access standard achieved**



Comment:

- 15% Spanish companies had achieved Spanish Access Management Norm: UNE 170.001
- 20% Spanish companies followed own region access regulation
- 10% German companies followed DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- 20% German companies followed Barrier -Free Building Norm, DIN 18.024-18.025
- 15% Austrian companies followed Barrier free Tourism Establishments – Construction’s principles, ÖNORM B1603
- 5% Danish company – God Adgang Accessibility Label
- 5% French company – Tourisme et Handicap Label
- 10% chose “Other” access standard used:
  - “hotel chain”s own access standards”
  - “specific “Tourisme et Handicap label” just for the Ecotourism of Gascogne region for Nature Parks ([www.ecotourisme-landes-de-gascogne.fr](http://www.ecotourisme-landes-de-gascogne.fr))”

### 4.3. Views of Airport Managers

This Study included a survey of airport managers.

#### Aim

The aim of the Airport Managers' Survey was to gather direct feedback from managers of airports through the European countries chosen for the Study, to gather their opinions about the effectiveness, implementation mechanisms and impacts on their business of the Standards that are used in their respective countries.

The English version of the Airport Managers' *Survey Questionnaire* is reproduced in full in **Annex 2** of this report.

The Airport Managers' *Survey Summary Results Table* is shown in **Annex 3** of this report.

#### Method

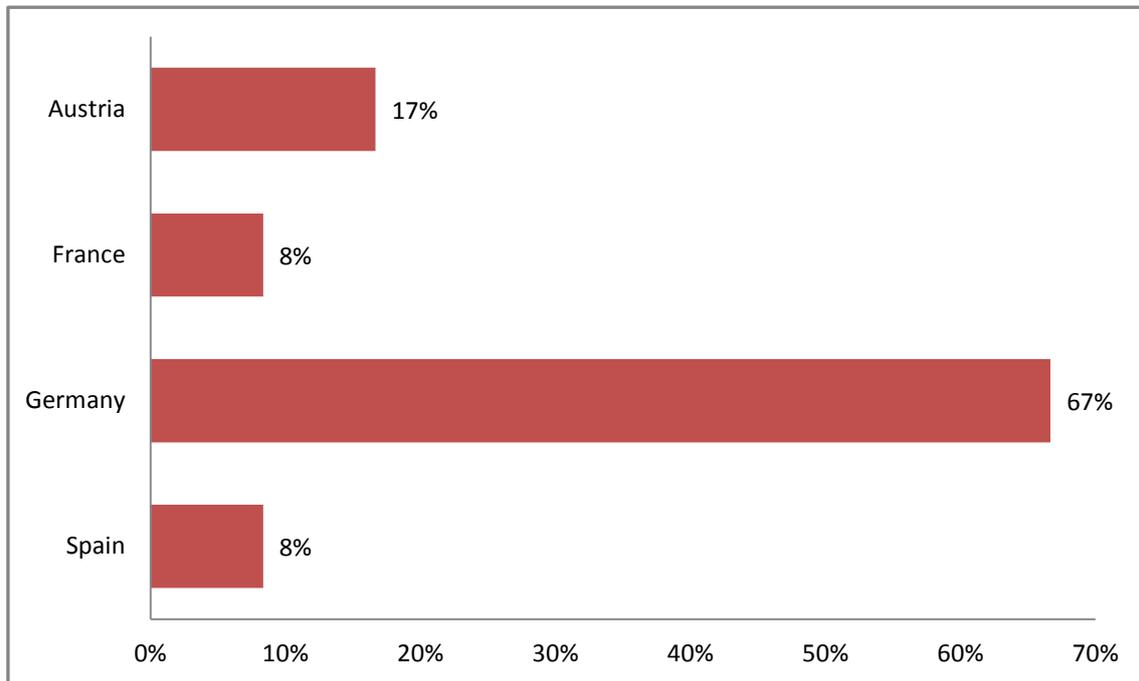
The survey was administered both on-line and, alternatively, as an electronic document, distributed by email. The electronic version could also be printed and answered by writing with a pen, then returned by fax or as a scanned document.

### Results, Comments and Discussion

#### Sample

A total of 12 airport providers answered the survey. The respondents have voluntarily participated in this survey and represent only a fraction of the airports in Europe. Their answers and opinions give only an indication of the types of views held by this sample and should not be considered statistically representative of airport management in a single country or in Europe as a whole. However, the answers from Spain were given on behalf of all 47 airports and 1 heliport of Spain, which are operated under a single management, AENA (Aeropuertos Españoles y Navegación Aérea). Therefore, the total of airports represented is 58 airports and 2 heliports.

**Graph 4.3.1. Countries of airports' respondents**



Comment: The home country of the airports answering the survey were 67% of them from Germany, 8% from France, 17% from Austria and 8% from Spain\*.

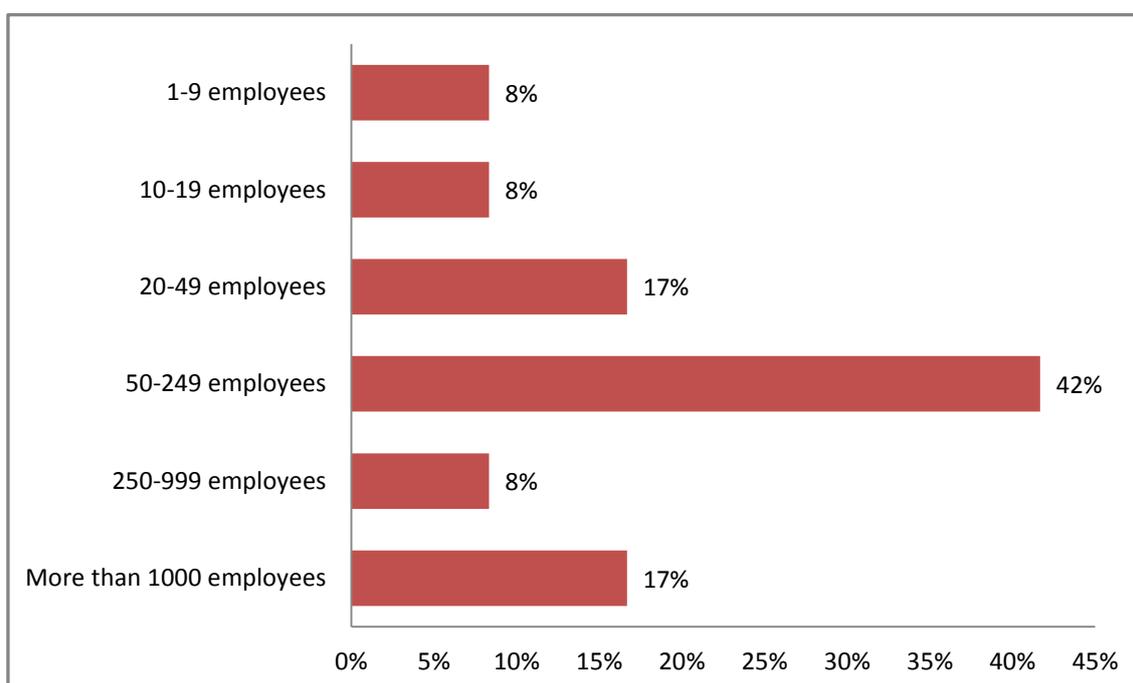
Analysis of Responses. The airport managers' responses are summarised and analysed here, section by section. For most questions, the summary of responses is presented for the whole group. Where there are notable differences of opinion, practice or experience, then the answers are broken down **by country**, since this is the major variable in our study.

## **Status of the company**

In the case of Spain, as explained before, AENA, the public company in charge of the management of the airports in Spain has the property and management of all airports. For the specific service for people with reduced mobility, they subcontract a company in each airport under a tender. The rest of the airports' participants in the survey, except one, manage this service directly themselves.

## **Number of airport's employees**

**Graph 4.3.2. Number of airport's employees**



Comment: From the respondents there are airports with a diverse number of employees. There are airports with more than 1000 employees (17%), with 1-9 employees (8%), with 10-19 employees (8%), with 20-49 (17%), 50-249 (42%) and with 250-999 employees (8%). The majority of airports in Germany have between 50 and 249 employees (42%).

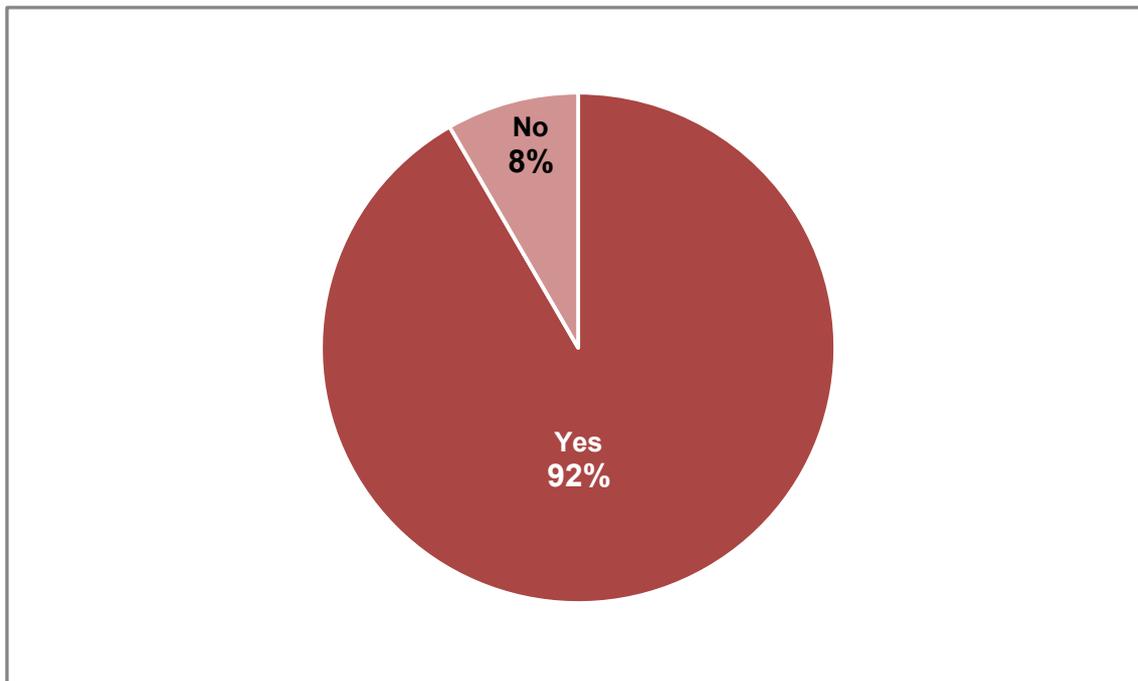
## **Business activity of the company**

In most of the airports, management is in charge of the airport's infrastructures and facilities, and is also in charge of the management of airport car park(s), the shuttle bus service, the ground handling and baggage operations, assistance for passengers with reduced mobility (PRM) and disabilities, passenger security check, catering (in airport), retail space rental and servicing, including Duty free outlets, executive lounges, etc.

### Implementation of a dedicated corporate policy towards people with disabilities

The majority of airports have implemented a dedicated corporate policy towards people with disabilities.

**Graph 4.3.3. Implementation of a dedicated corporate policy**



Comment: 92% of airports participants declare they have implemented a dedicated corporate policy towards people with disabilities and 8% declare nothave done it yet.

## Ways of implementing a dedicated corporate policy

The airports implementing a dedicated policy have done it in different ways, which is why the total of answers (shown in the next graph) is more than the total of companies. The ways of implementing corporate policy towards people with disabilities were:

**Graph 4.3.4. Ways of implementing a dedicated corporate policy**



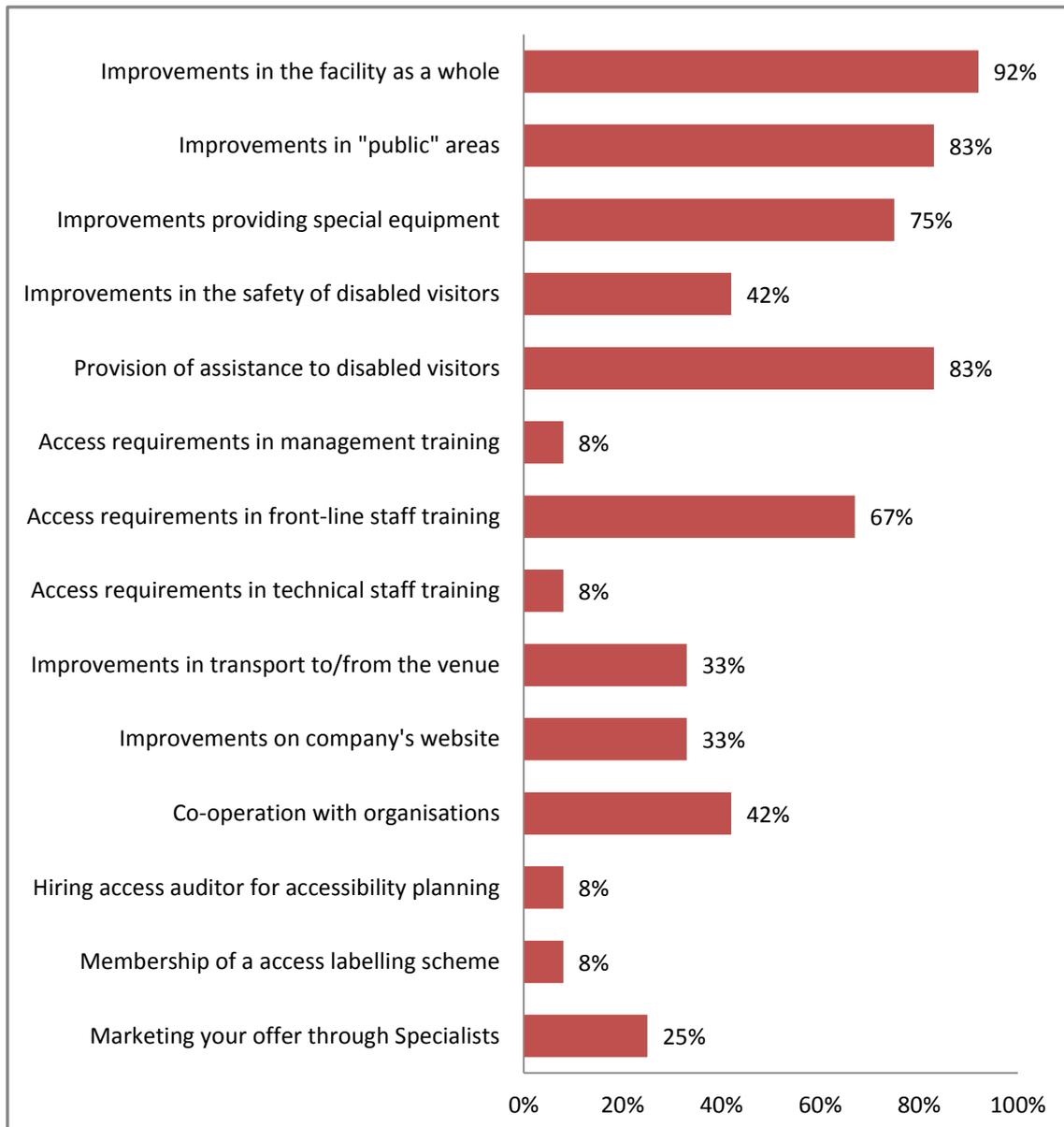
### Comments:

- 58% cooperating with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- 50% through Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- 33% of the airports do it through a general statement of corporate values that explicitly includes disability issues
- 33% by employing people with disabilities
- 25% through achieving an accessibility certification
- 17% by naming an access manager or "champion" responsible for company policies in relation to disability
- Others:
  - "Influenced by Christianity, we treat each person equally, that means when help is needed we act as needed."
  - "When organizing accommodation and services accessible for people with disabilities."

## Works undertaken the company to make services more accessible

All airports had undertaken works to make services more accessible. They did it as followed:

**Graph 4.3.5. Works undertaken in the company to make accessible services.**



### Comments:

- 92% improving accessibility in the facility as a whole, outdoors and indoors
- 83% improving accessibility in 'public' areas (entrance, toilets, restaurant/bar/conference).
- 83% providing assistance to disabled visitors.
- 75% improving access with provision of special equipment for disabled visitors

- 67% including accessibility requirements of disabled visitors in front-line staff training (e.g. check-in).
- 42% co-operating with organisations or people with disabilities in the improvement of facilities or services
- 42% improving access taking care of safety and emergency evacuation of disabled visitors
- 33% improving accessibility in transport to/from the venue (e.g. adapted shuttle-bus)
- 33% improving accessibility making the company website more accessible for people with disabilities
- 25% marketing the offer of the airport to people with disabilities through specialist Websites, Access Guides, etc
- 8% being member of a labelling scheme addressing accessibility in tourism
- 8% hiring access auditors or access consultants to assist with accessibility planning or works
- 8% including accessibility requirements of disabled visitors in management training.
- 8% including accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)

**Relevance of the following factors for the company:**

Airport managers were asked to indicate the relevance of the following factors with regard to serving customers with disabilities, using the scale:

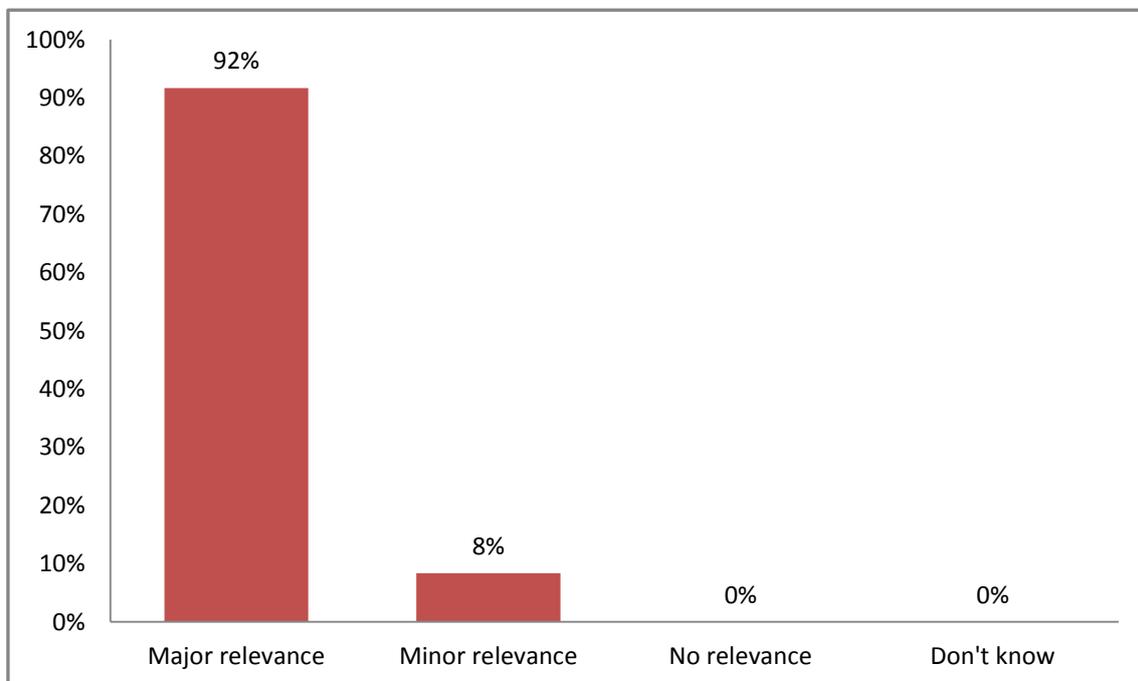
1 2 3 4

(1=Major relevance, 2=Minor relevance, 3=No relevance, 4=Don't know)

The answers are given below, with Comments, as appropriate:

**a) Compliance with national accessibility or non-discrimination laws**

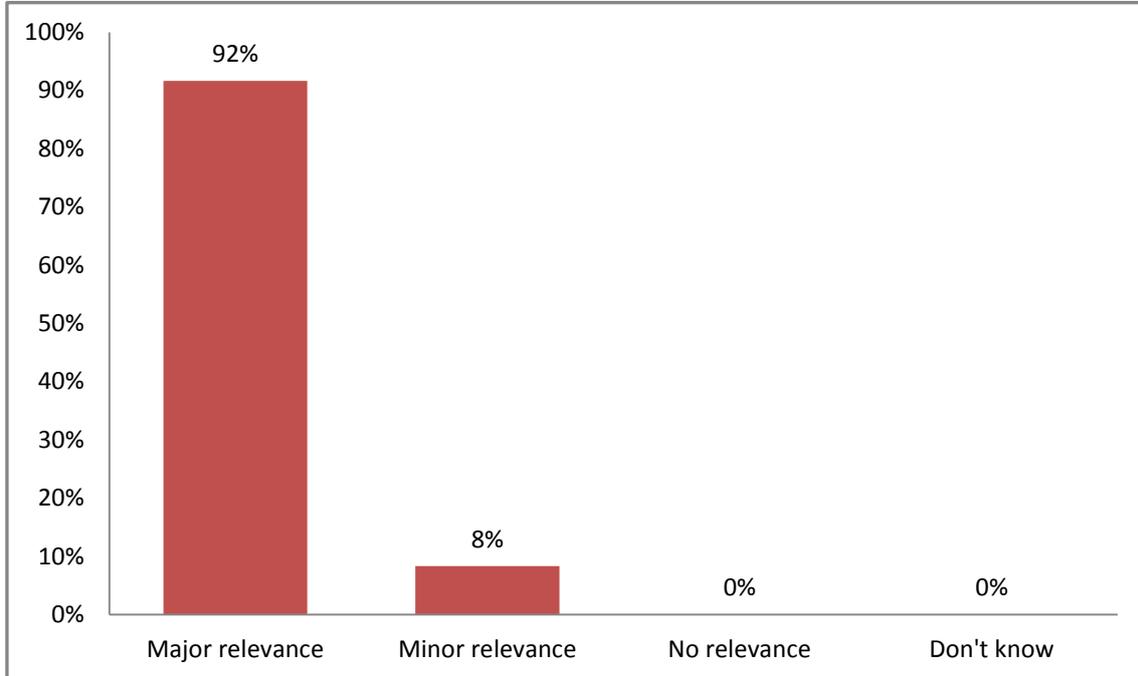
**Graph 4.3.6. Relevance of compliance with national accessibility laws**



Comment: Almost all airport managers (92%) felt that *compliance with national accessibility or non-discrimination laws* was a major factor in encouraging them to make provisions for disabled customers. No-one felt that this was irrelevant.

b) Compliance with international accessibility or non-discrimination laws

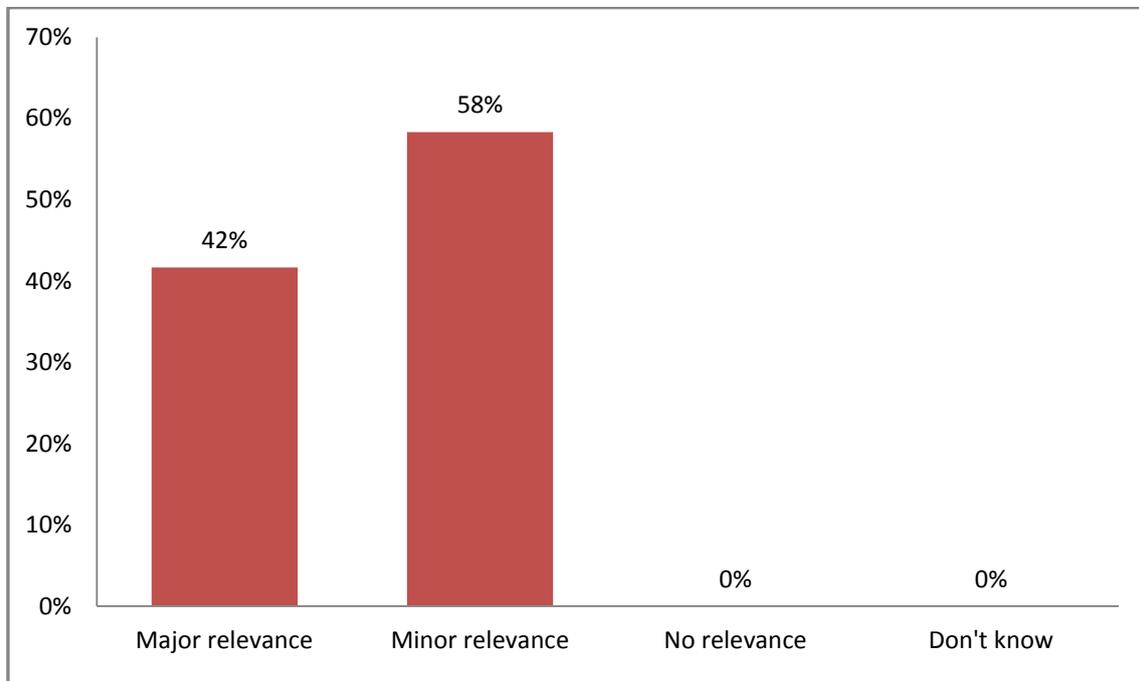
Graph 4.3.7. Relevance of compliance with international accessibility laws



Comment: Just as for national laws, almost all airport managers (92%) felt that *compliance with international accessibility laws* was a major factor in encouraging them to make provisions for disabled customers. No-one felt that this was irrelevant.

c) Meet consumer/market demand and/or maintain/increase market share

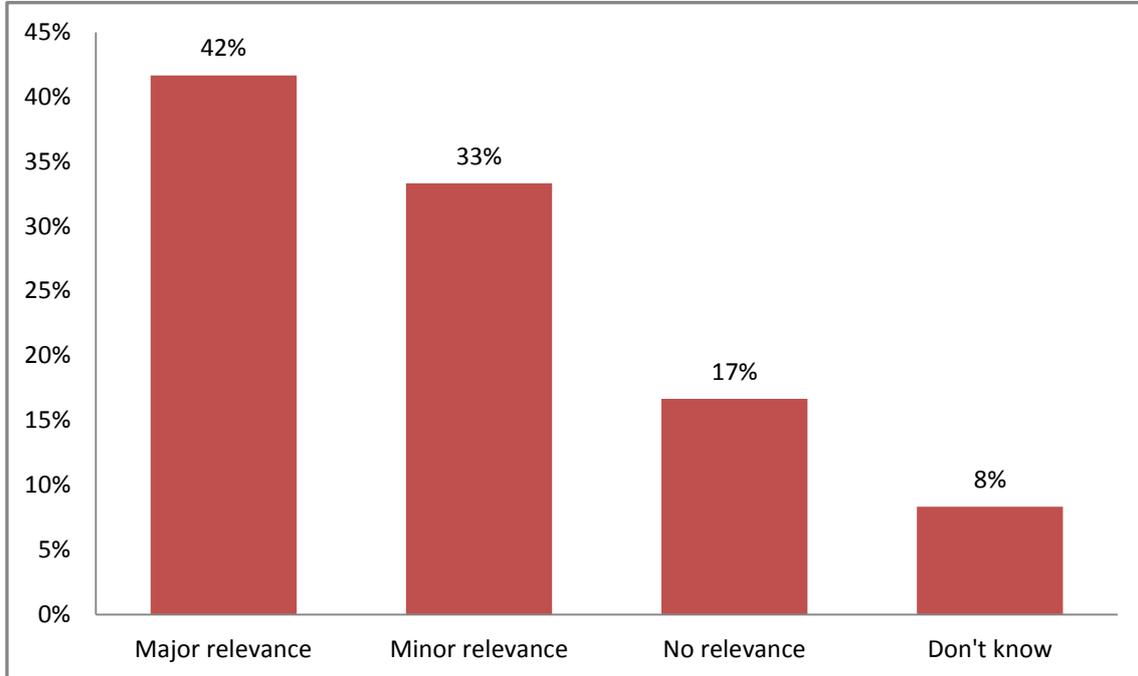
Graph 4.3.8. Relevance of meeting market demand



Comment: 42% of the airport managers rated *meeting market demand* as a major factor, but another 58% found it to be a minor factor in providing access measures for guests with disabilities, bringing the total to 100%. No-one felt that this was irrelevant.

d) Meet societal demands in relation to Corporate Social Responsibility (CSR)

Graph 4.3.9. Relevance of meeting societal demand in relation to CSR



Comment: *Societal demand in terms of CSR* was rated as a major factor by over 40% of the airport managers and one third (33%) rated it as a minor in providing access measures for guests with disabilities. 17% said it had “no relevance” and 8% did not know.

**Factors acting as barriers in providing accessible services:**

Accommodation providers were asked to indicate which of the following factors act as barriers in making their services accessible to guests with disabilities, using the scale:

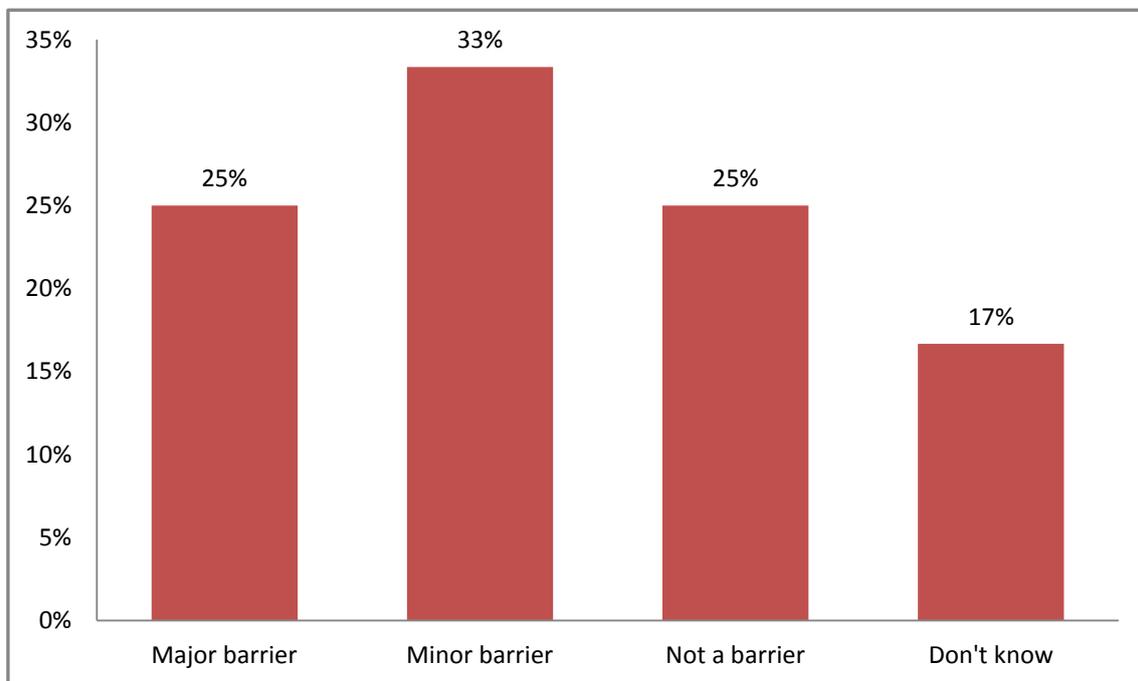
1 2 3 4

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4=Don't know)

The answers are given below, with Comments, as appropriate:

**a) Lack of knowledge / understanding of what accessibility is about**

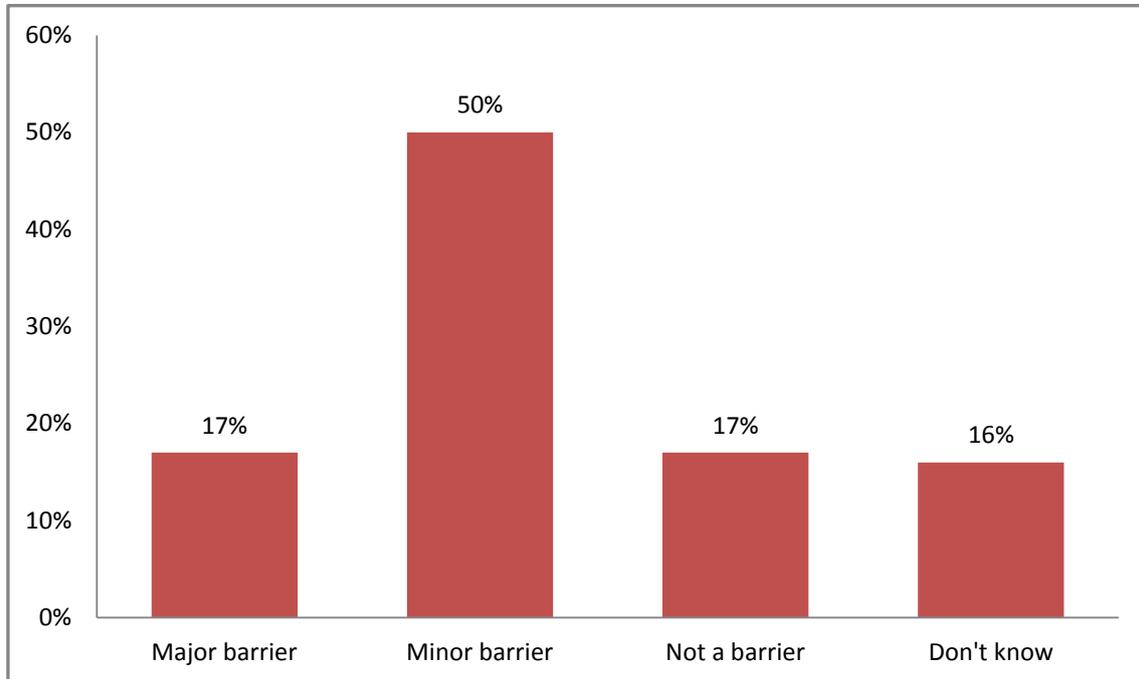
**Graph 4.3.10. Appreciation of lack of accessibility knowledge as barrier**



Comment: *Lack of accessibility knowledge* was felt to be a “major barrier” by one quarter of the airport managers (25%) and one third (33%) rated it as a minor barrier. Only one in four managers (25%) indicated it was “not a barrier” in providing access measures for guests with disabilities. 17% answered that they did not know.

b) Additional costs involved when considering access requirements

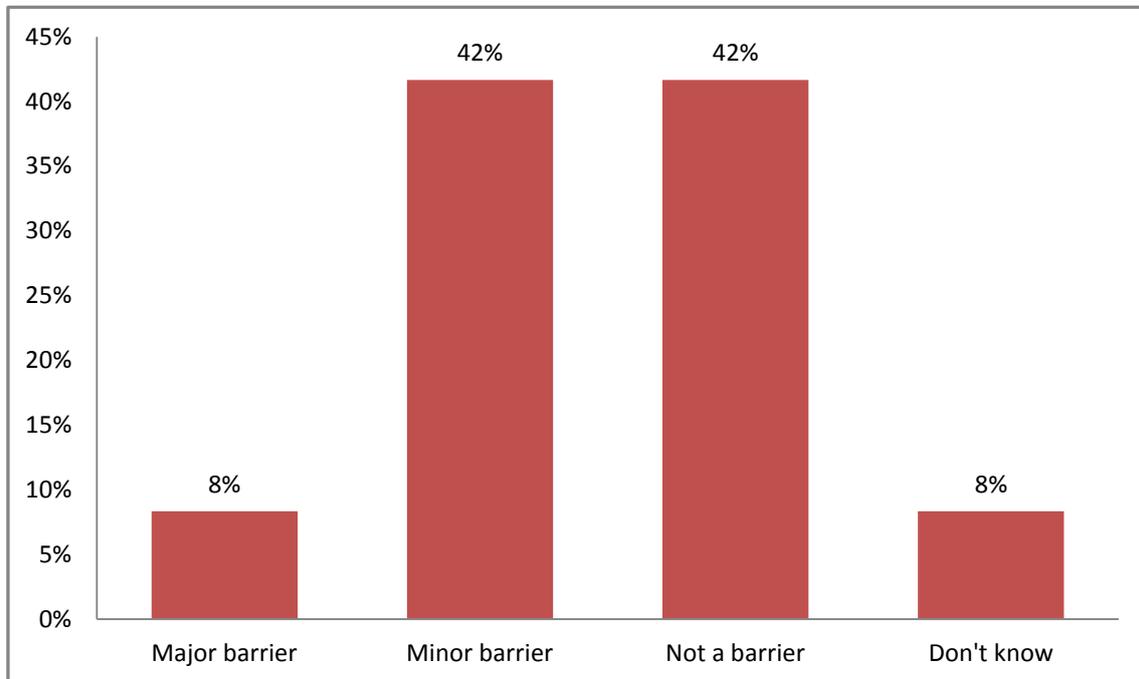
Graph 4.3.11. Appreciation of cost involvement of accessibility as barrier



Comment: *The costs of access provision were felt to be a “major barrier” by 17% of the airport managers and one half of respondents (50%) rated costs as a “minor barrier”. Another 17% indicated it was “not a barrier” (including the official answer for all Spanish airports), in providing access measures for guests with disabilities. 17% answered that they did not know.*

c) Additional time needed to address access in our products / services

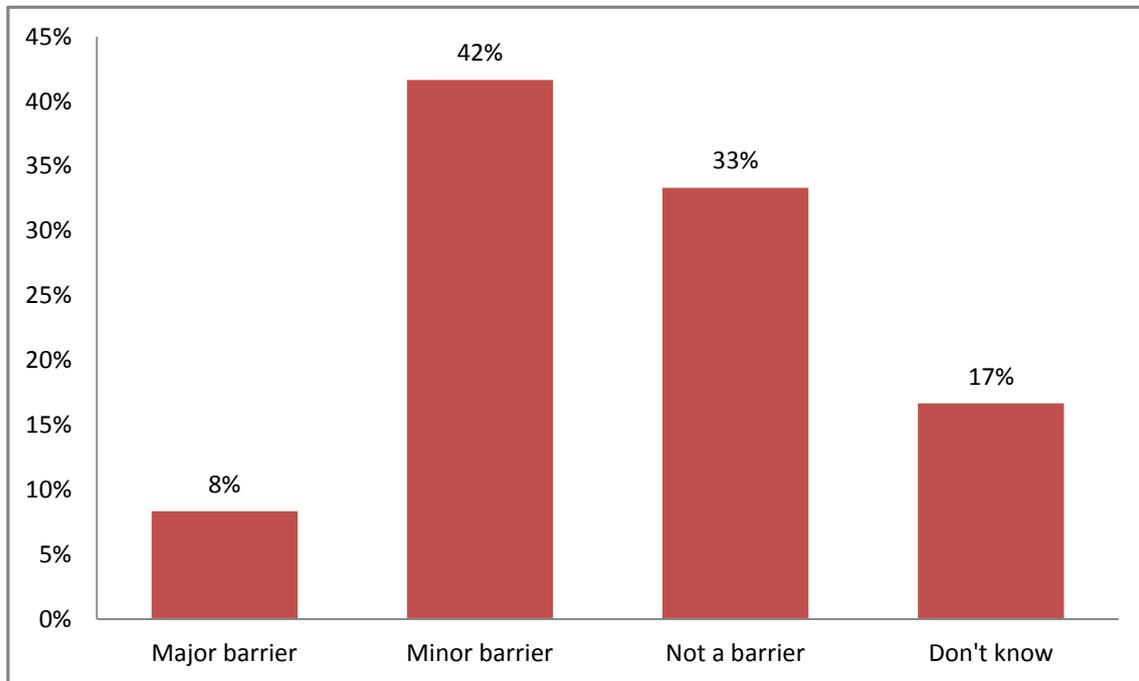
Graph 4.3.12. Appreciation of time needed to address access in our products / services, as a barrier to accessibility



Comment: *The additional time needed to make services accessible* was felt to be a “major barrier” by only 8% of the airport managers and 42% of respondents rated costs as a “minor barrier” (including the official answer for all Spanish airports). Another 42% indicated it was “not a barrier” while 8% answered that they did not know.

d) Accessibility requirements are too complex to be practically applied

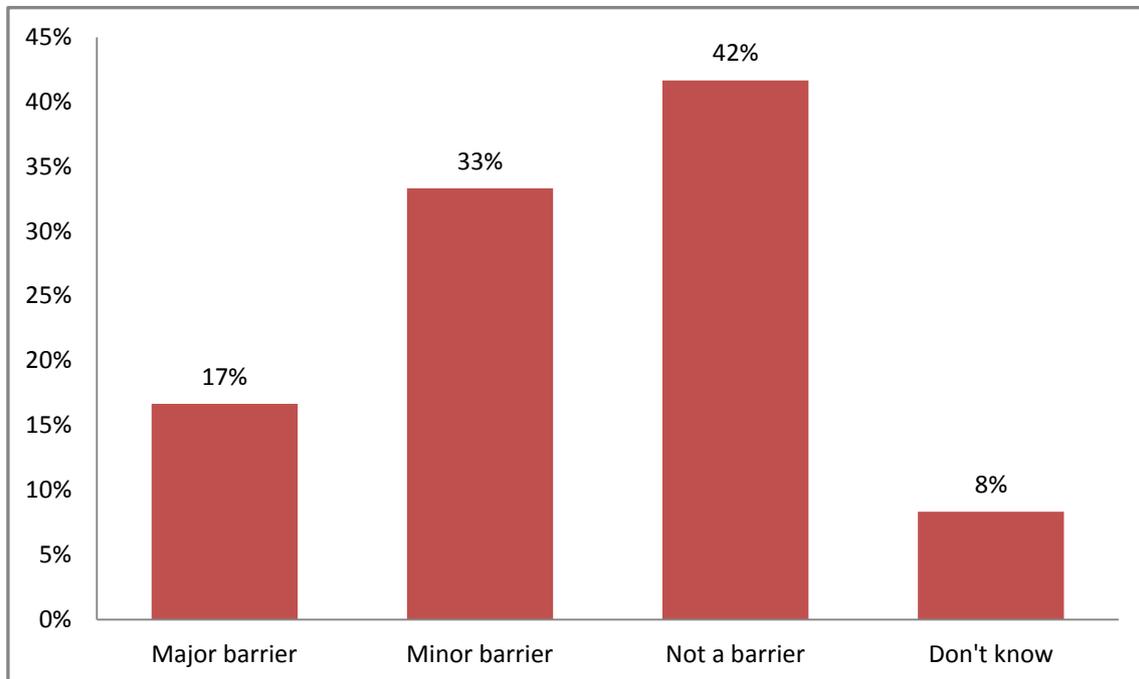
Graph 4.3.13. Appreciation of complexity of access requirements“application as barrier



Comment: *The complexity of addressing access issues* was felt to be a “major barrier” by only 8% of the airport managers and 42% of respondents rated complexity as a “minor barrier” (including the official answer for all Spanish airports). One third (33%) indicated it was *not a barrier* while 17% answered that they did not know.

e) Lack of demand or request from customers

Graph 4.3.14. Appreciation of lack of demand as barrier



Comment: *Lack of demand from customers* was felt to be a “major barrier” by 17% of the airport managers and one-third of the respondents rated complexity as a “minor barrier”. 42% indicated it was “not a barrier”, (including the official answer for all Spanish airports), while 8% answered that they did not know.

One comment which arose in relation to the issue of consumer demand was that: *“Disagreements between the people with different types of disabilities when specifying requirements for people with disabilities does cause difficulties for the managers.”*

**Factors encouraging airports managers making services accessible:**

Airport managers were asked to indicate which of the following factors would encourage them to make services accessible to guests with disabilities, using the scale:

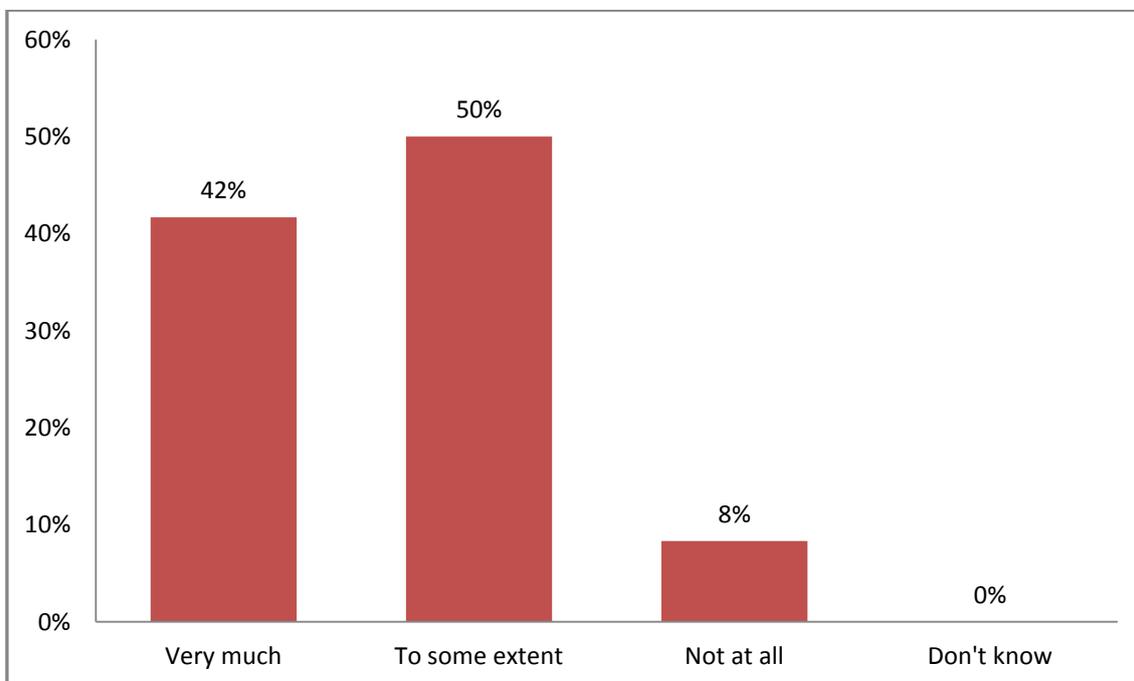
1 2 3 4

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know)

The answers are given below, with Comments, as appropriate:

**a) The general trend towards an ageing population**

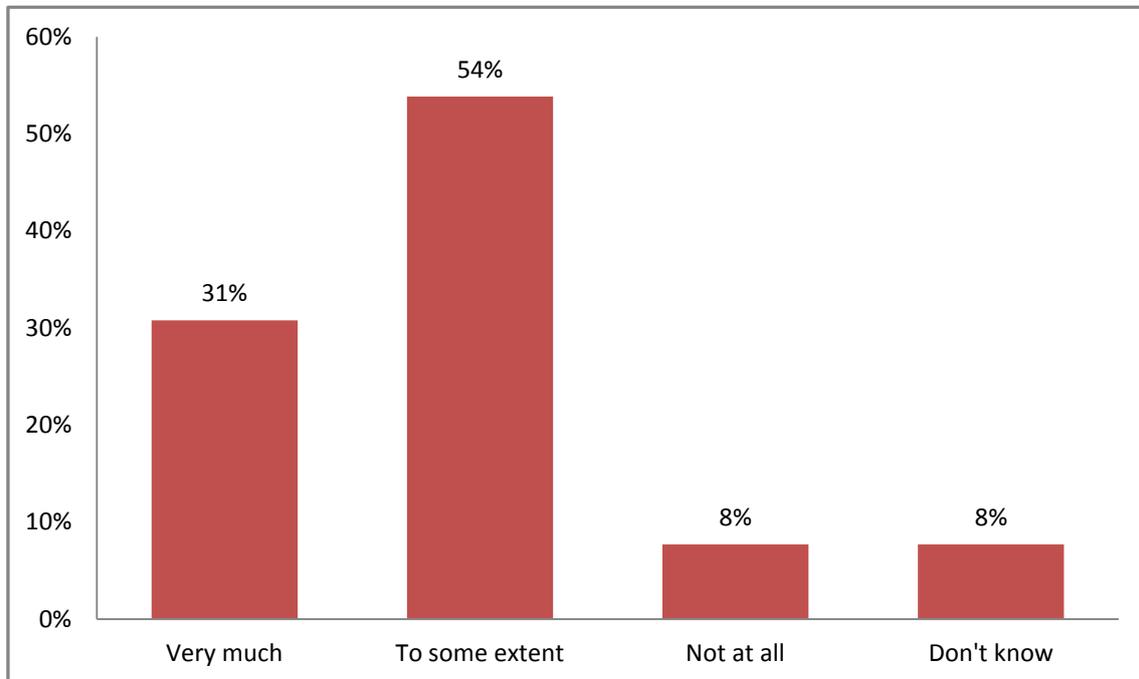
**Graph 4.3.15. Level of encouragement to make accessible services because of an ageing population trend**



**Comment:** *The trend towards an ageing population* was felt by 42% of airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to 50% of respondents (including official answer of Spanish airports). Only 8% rated it as *not at all* important.

b) Availability of access standards in relation to my products/services

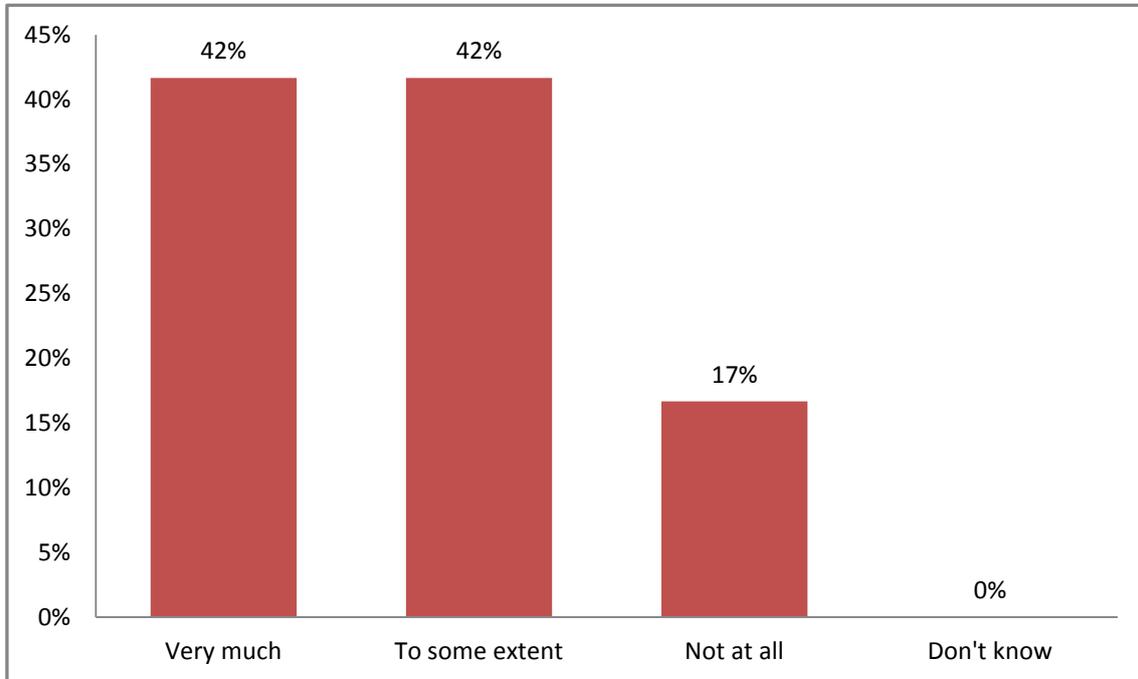
**Graph 4.3.16. Level of encouragement to make accessible services because of availability of access standards related to products/services**



Comment: *Availability of access standards* was felt by 31% of airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to 54% of respondents. Only 8% rated it as *not at all* important, (including official answer of Spanish airports) and 8% answered *don't know*.

c) Availability of planning/management tools addressing access

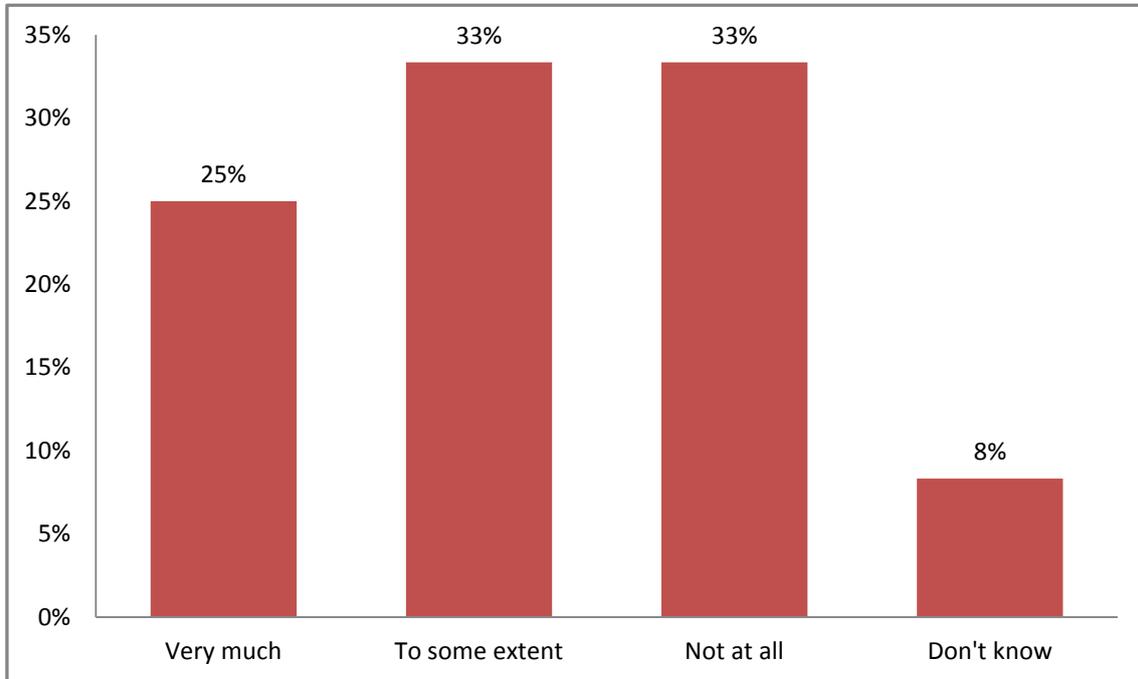
**Graph 4.3.17. Level of encouragement to make accessible services because of availability of planning/management tools addressing access**



Comment: *Availability of access planning and management tools* was felt by 42% of airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to another 42% of respondents. However, 17% rated this as *not at all* important, (including official answer of Spanish airports).

d) Availability of access-related certification/labelling of services

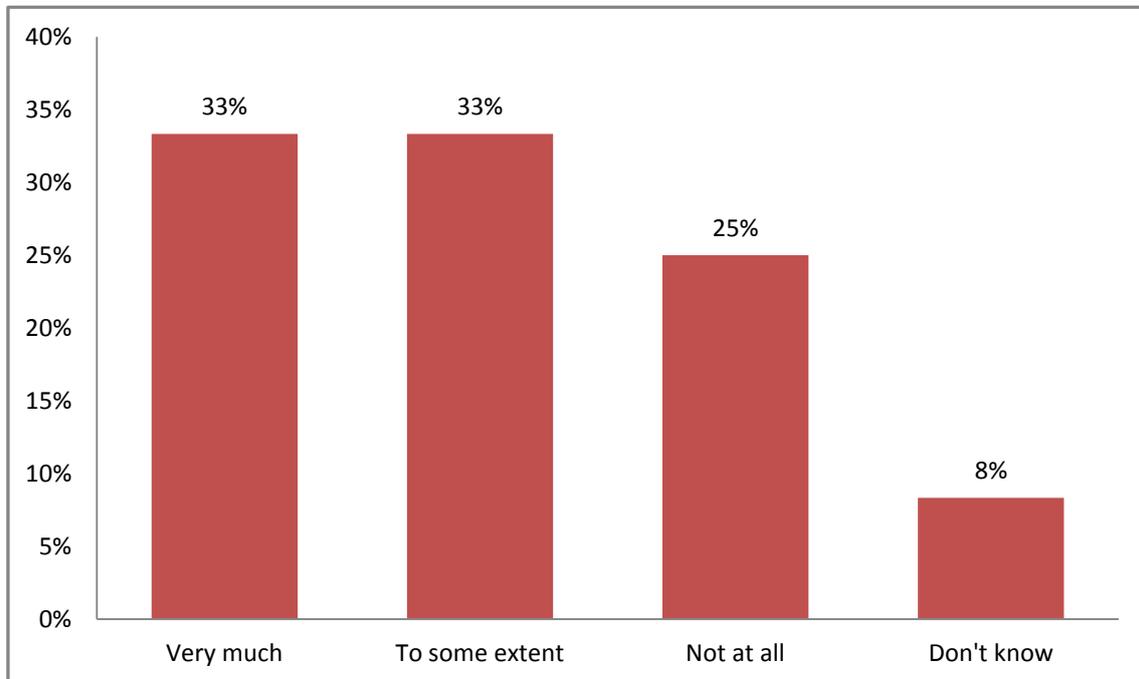
**Graph 4.3.18. Level of encouragement to make accessible services because of availability of access-related certification/labelling of services**



Comment: Access related certification or labelling of services was felt by one quarter of airport managers (25%) to be a major factor which encouraged service-orientation towards customers with disabilities and also this was true to some extent according to another one third of respondents (33%), (including the official answer of Spanish airports). However, another one third rated this as "not at all" important. 8% answered "don't know".

e) Financial incentives, tax breaks

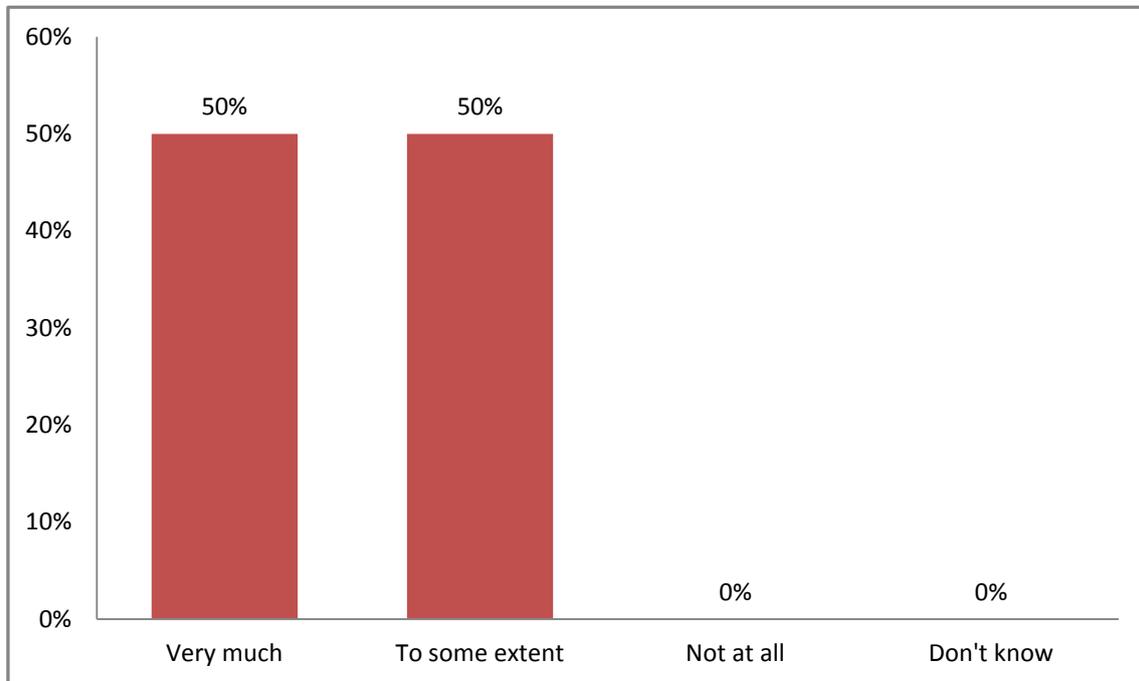
**Graph 4.3.19. Level of encouragement to make accessible services because of financial incentives or tax breaks**



Comment: *Financial incentives or tax breaks* were felt by one third of airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to another one third of respondents. However, one quarter rated this as *not at all* important, (including the official answer of Spanish airports). 8% answered *don't know*.

f) System of national access standards

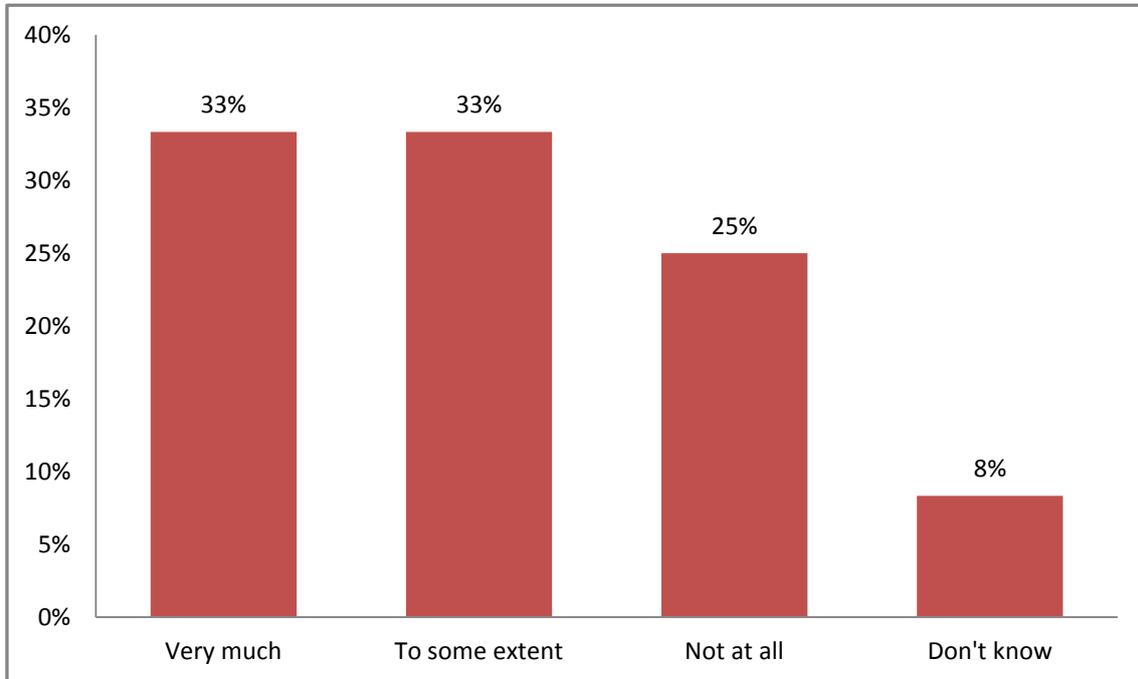
**Graph 4.3.20. Level of encouragement to make accessible services because of existence of national standards**



Comment: *Existence of national standards* was felt by half of all airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to the other 50% of respondents, (including the official answer of Spanish airports).

**g) Increase of market share, including people with disabilities**

**Graph 4.3.21. Level of encouragement to make accessible services because of increase of market share**

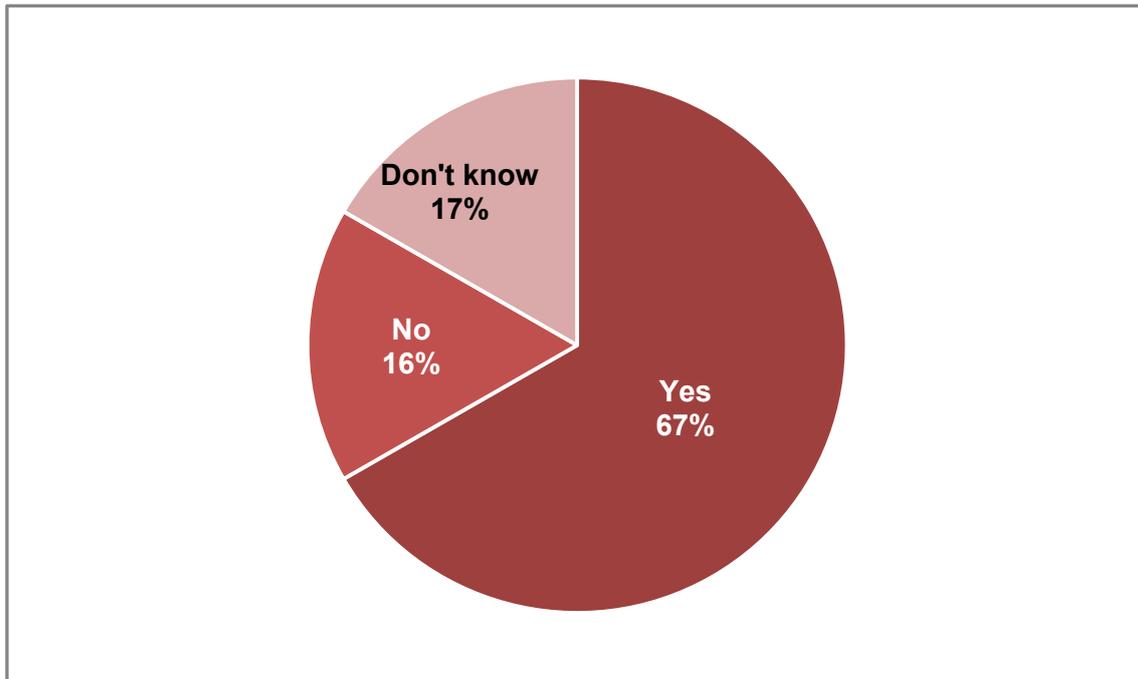


Comment: *Increasing market share* was felt by one third of airport managers to be a *major factor* which encouraged service-orientation towards customers with disabilities and also this was true *to some extent* according to another one third of respondents. However, one quarter rated this as *not at all* important, (including the official answer of Spanish airports). 8% answered *don't know*.

### **Access improvements to buildings and services because of regulation**

Airport managers were asked if accessibility improvements made in infrastructure or services were because of laws, regulations or other official requirements in the countries where the airport operates or not.

**Graph 4.3.22. Access improvements made because of regulations where the airport operates**



**Comment:** 67% of the managers said that they have made access improvements on buildings and services because of regulation, including all Spanish airports, 16% said they haven't and 17% answered that they didn't know if they have made improvements or not.

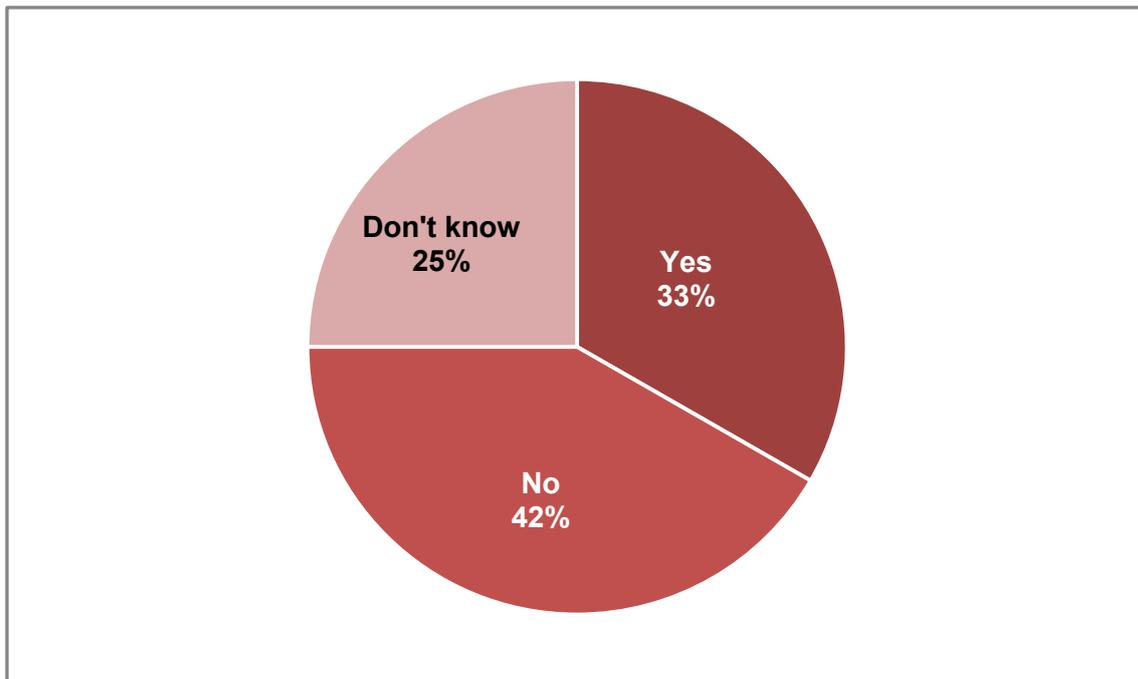
In all countries the answers were equally divided. Several providers gave an explanation, after answering that the company had made improvements because of the existing regulations in the country where they were operating:

- -“Compliance with EC Regulation No. 1107/2006 on passengers with disabilities and reduced mobility”.
- -“Basically, making toilets accessible and crosswalks. The rest of the airport is easy to do due to its small dimension”.
- -“Infrastructure has been adjusted, as required by the EU Regulation 1107/2006 and all activities are developed and planned with accessibility in mind”.
- -“Conversion of the minimum requirements of Regulation EC No. 1107/2006. In 2005, the construction of the terminal was completed taking into account all applicable requirements for PRM handling. The construction of the terminal was in accordance with statutory provisions.”

### **Accessibility Standards and Certifications**

Airport managers were asked if the company had achieved any accessibility standard or certification.

**Graph 4.3.23. Achievement of any access standard or certification**



Comment: 33% of the managers said that they have achieved an access standard or certification, 42% said they haven't and 25% answered that they didn't know if they have achieved an access certification or not, including all Spanish airports.

For the ones answering positively, we asked which standard or certification they had achieved:

- 1 airport follows the access standards of the "Access to Air Travel for Disabled People: Code of Practice".
- 1 German airport follows the access standards of the "DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments".
- 2 German airports follow the access standards of the "Barrier-Free Building Norm, DIN 18.024-18.025".
- 2 Austrian airports follow the access standards of the "Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603".

#### **4.4. Views of Destinations and Attractions Managers**

This Study included a survey of Destinations and Attractions Managers.

##### **Aim**

The aim of the Destination and Attraction Managers' Survey was to gather direct feedback from managers of destinations and attractions through the European countries chosen for the Study, to gather their opinions about the effectiveness, implementation mechanisms and impacts on the destination and their tourist attractions of the Standards that are used in their respective countries.

The English version of the Destination and Attraction Managers' *Survey Questionnaire* is reproduced in full in **Annex 2** of this report.

The Destination and Attraction Managers' *Survey Summary Results Table* is shown in **Annex 3** of this report.

##### **Method**

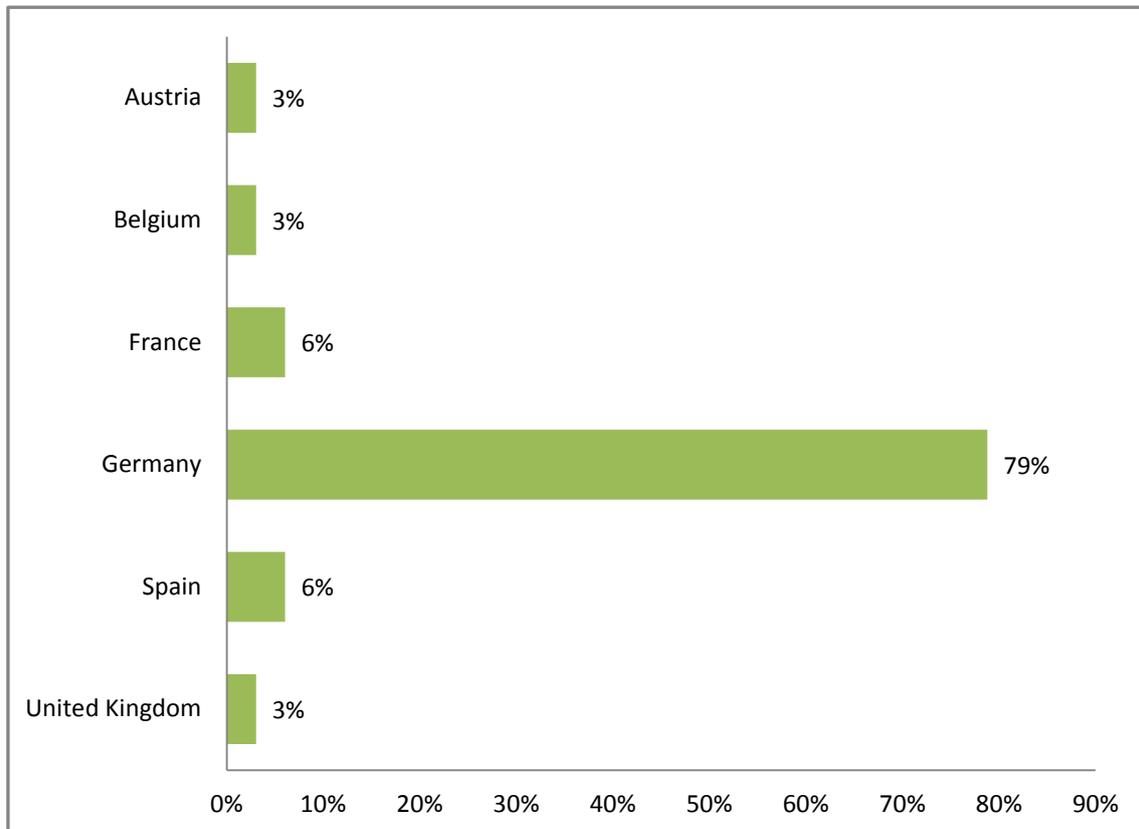
The survey was administered both on-line and, alternatively, as an electronic document, distributed by email. The electronic version could also be printed and answered by writing with a pen, then returned by fax or as a scanned document.

##### **Results, Comments and Discussion**

###### **Sample**

A total of 33 different tourist destinations' and attractions' managers answered the survey. They came from the following countries:

**Graph 4.4.1.Home country of destinations and attractions**



Comment: The home country of the majority of participants (79%) is Germany followed by 6 from Spain and 6% from France. Other home countries are:

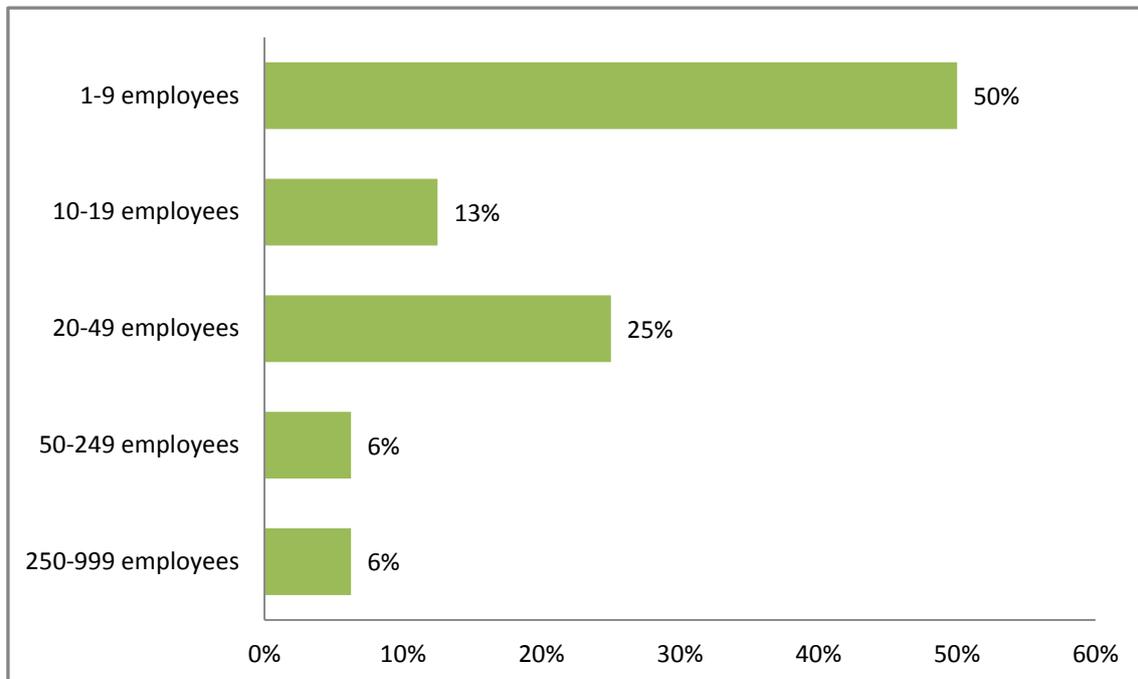
- Belgium (3%)
- Austria (3%)
- United Kingdom (3%)

Analysis of Responses. The Destination and Attraction Managers' responses are summarised and analysed here, section by section. For most questions, the summary of responses is presented for the whole group. Where there are notable differences of opinion, practice or experience, then the answers are broken down **by country**, since this is the major variable in our study.

## **State of the company:**

### **Number of company's employees**

**Graph 4.4.2. Number of company's employees**



**Comment:** The majority of respondents came from small and medium enterprises: 94% of the companies have less than 250 employees, 50% between 1 to 9 employees, 13% between 10 and 19 and 25% between 20 and 49, 6% between 50 and 249 employees. Just 6% of the companies participating on the survey were considered large companies, employing between 250 to 999 employees.

The German companies show a more varied range of organisation sizes, possibly as a result of a larger sample from this country.

### **Business activity of the company**

From the participants:

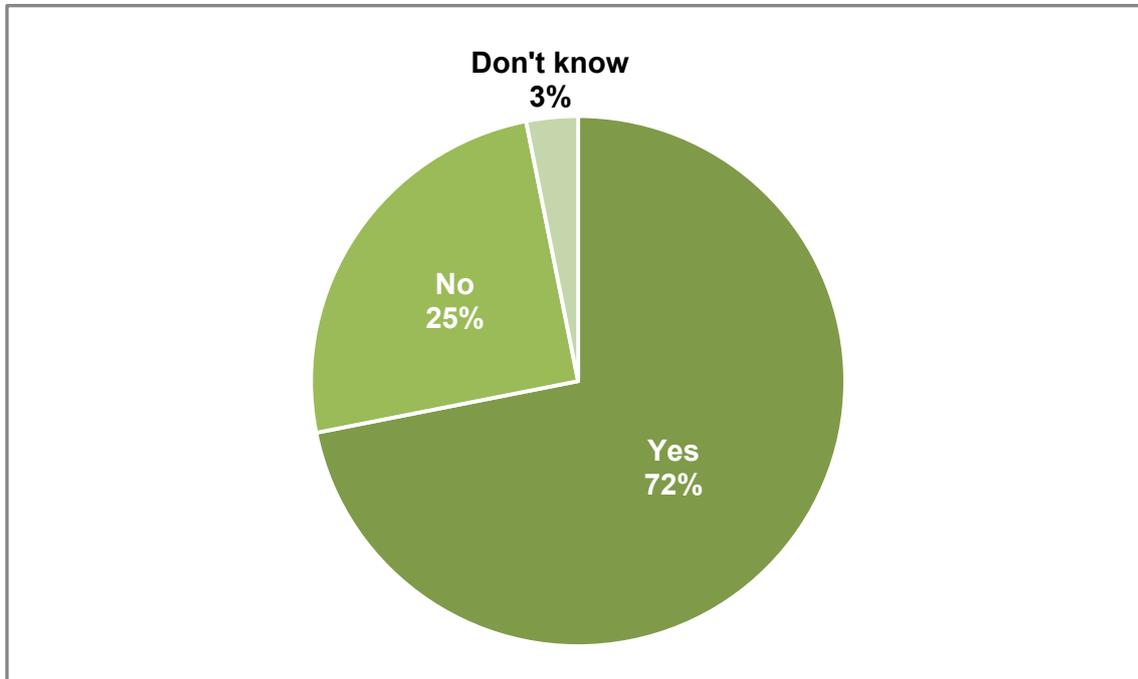
- 10 organisations were city tourism development & promotions/ tourist information
- 9 were a museum or gallery
- 3 were regional tourism development & promotions/ tourist information
- 4 were a botanical gardens or a park
- 3 were a Theme Park, a Fun Park or a Leisure Park
- 2 were a theatre or other venue for artistic/cultural performances
- 1 was a religious building or venue

Others:

- *Nature park (1)*
- *Steam-narrow-railway-track train, daily operating as public transportation (1)*
- *A professional association that unites all tourist offices of a region (1)*
- *Atomium, Brussels (1)*

## Implementation of a dedicated corporate policy towards people with disabilities

Graph 4.4.3. Implementation of a dedicated corporate policy



Comment: 72% of the companies said they had implemented a dedicated corporate policy towards people with disabilities, 25% of them said they hadn't and 3% did not know if the organisation had done so.

## Ways of implementing a dedicated corporate policy

The ones that had implemented it had done it in different ways that is why the total of answers (in the next graph) is more than the total of companies. The ways of implementing corporate policy towards people with disabilities were:

**Graph 4.4.4. Ways of implementing a dedicated corporate policy**



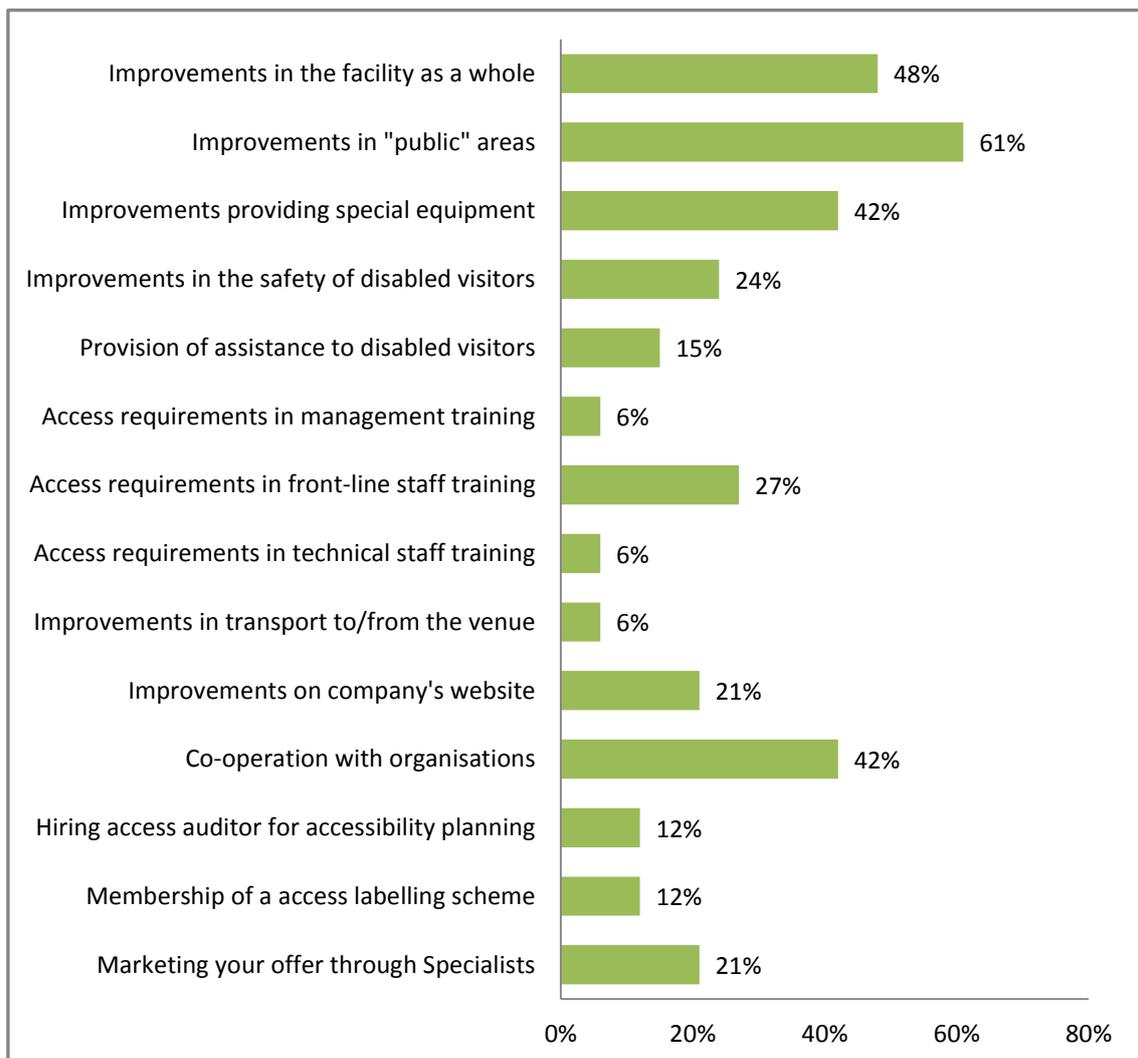
### Comment:

- 52% did it by cooperating with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- 33% of the companies implemented it through a general statement of corporate values that explicitly includes disability issues
- 12% of the companies by achieving an accessibility certification
- 9% by employing people with disabilities
- 6% through Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- Other types of implementation: *"Influenced by the Christian image of a man, everyone gets the help he needs"; "the Atomium access, during its renovation in 2003, has been altered – in respect of existing structure - as much as possible to improve the movement of people with reduced mobility and wheelchairs users around the place."*

## Works undertaken in the company to make services more accessible

The 33 companies participants, 26 of them German companies or organisations had undertaken works to make services more accessible and they did it as followed:

**Graph 4.4.5. Number of companies undertaking works to make accessible services**



### Comment:

- 61% of the companies have improved accessibility in public areas (entrance, toilets, restaurant / bar / conference)
- 48% of the companies have improved accessibility in the facility as a whole, outdoors and indoors
- 42% of the companies have co-operated closely with organisations or people with disabilities in the improvement of facilities or services
- 42% companies have improved access with provision of special equipment for disabled visitors

- 27% include accessibility requirements of disabled visitors in front-line staff training (e.g. tour guides)
- 24% companies have improved access taking care of safety and emergency evacuation of disabled visitors
- 21% improve accessibility making the company website more accessible for people with disabilities
- 21% companies market their offer to people with disabilities through specialist Websites, Access Guides, etc
- 15% companies provide assistance to disabled visitors
- 12% companies are members of a labelling scheme addressing accessibility in tourism
- 12% companies hired an access auditor or access consultant to assist with accessibility planning or works
- 6% include accessibility requirements of disabled visitors in management training
- 6% include accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)
- 6% improve accessibility in transport to/from the venue (e.g. adapted shuttle-bus)

**Relevance of the following factors for the company:**

Destinations and Attractions managers were asked to indicate the relevance of the following factors with regard to serving customers with disabilities, using the scale:

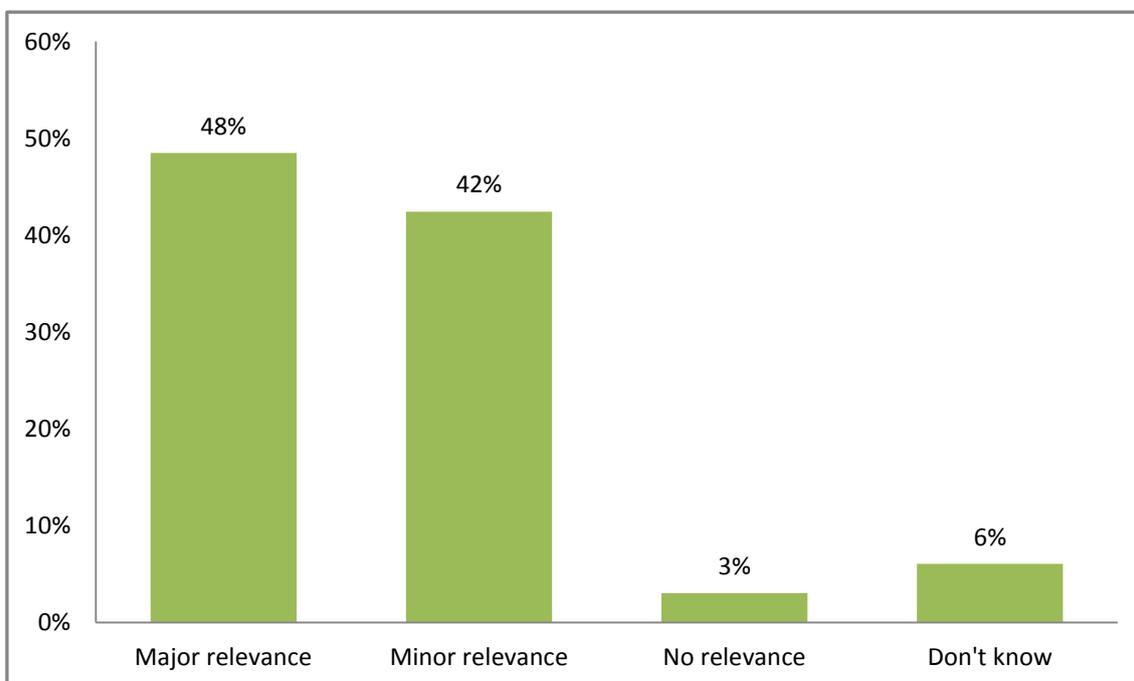
1 2 3 4

(1=Major relevance, 2=Minor relevance, 3=No relevance, 4= Don't know)

The answers are given below, with Comments, as appropriate:

**a) Compliance with national accessibility or non-discrimination laws**

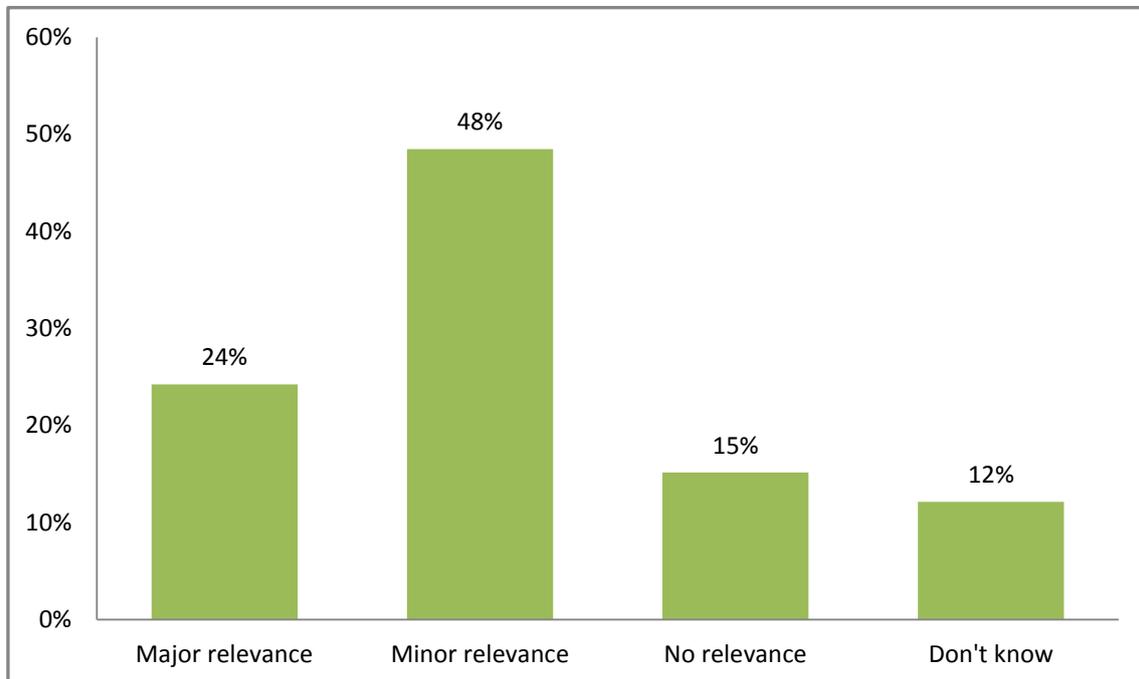
**Graph 4.4.6. Relevance of compliance with national accessibility laws**



Comment: *Compliance with national accessibility or anti-discrimination laws* was felt by 48% of attractions managers to be of *major relevance* with regard to serving customers with disabilities. However, 42% rated it as being of *minor relevance*. 3% said it was of *no relevance* and 6% answered “*don't know*”.

b) Compliance with international accessibility or non-discrimination laws

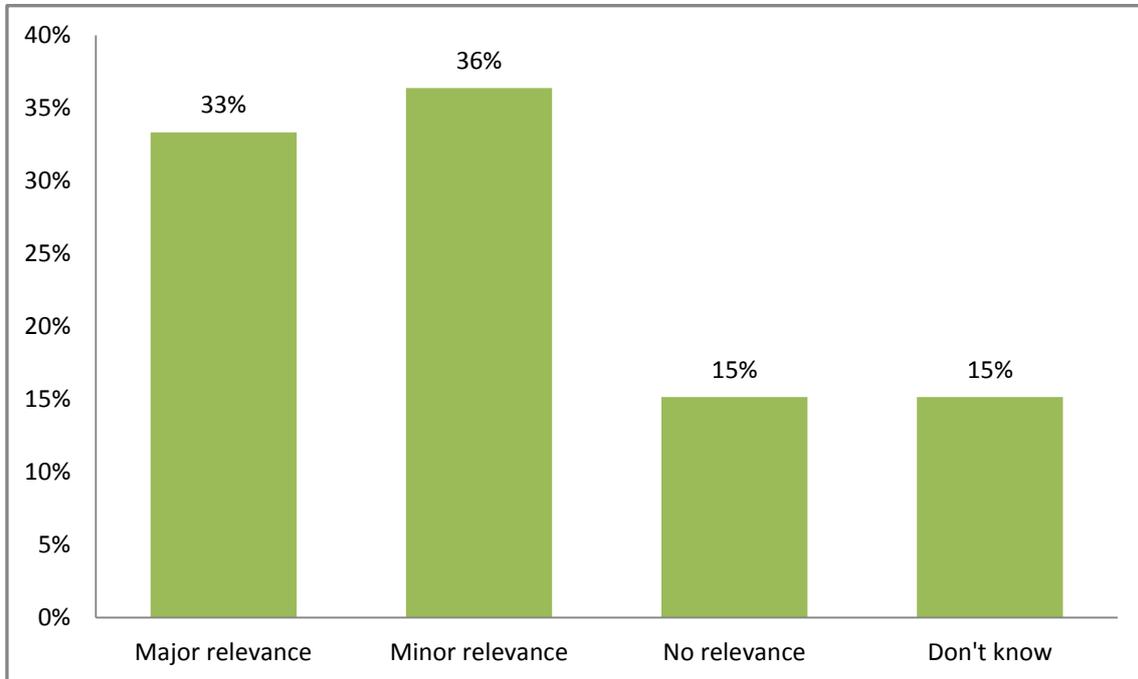
Graph 4.4.7. Relevance of compliance with international accessibility laws



Comment: Compliance with international accessibility or anti-discrimination laws was felt by 24% of attractions managers to be of *major relevance* with regard to serving customers with disabilities. Almost half or 48% of respondents rated it as being of *minor relevance*. 15% said it was of *no relevance* and 12% answered “*don't know*”

c) Meet consumer/market demand and/or maintain/increase market share

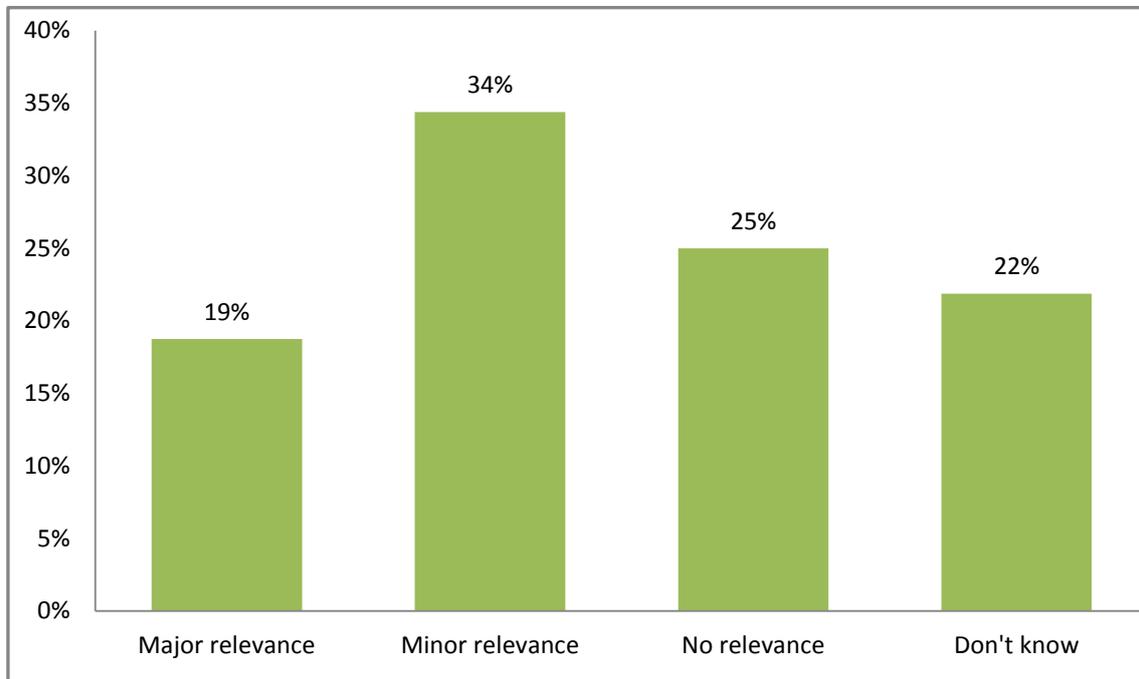
Graph 4.4.8. Relevance of meeting market demand



Comment: Meeting consumer demand or maintaining/increasing market share was felt to be of *major relevance* by one third of attractions managers with regard to serving customers with disabilities. Slightly more (36%) rated it as being of *minor relevance*. 15% said it was of *no relevance* and 15% answered “don’t know”.

d) Meet societal demands in relation to Corporate Social Responsibility (CSR)

Graph 4.4.9. Relevance of meeting societal demand in relation to CSR



Comment: Meeting societal demands in terms of CSR was felt to be of major relevance by about one in five (19%) of destinations and attractions managers with regard to serving customers with disabilities. One third (34%) rated it as being of minor relevance. 25% said it was of no relevance and 22% answered “don’t know”.

**Factors acting as barriers in providing accessible services:**

Destinations and Attractions managers were asked to indicate which of the following factors act as barriers in making their services accessible to guests with disabilities, using the scale:

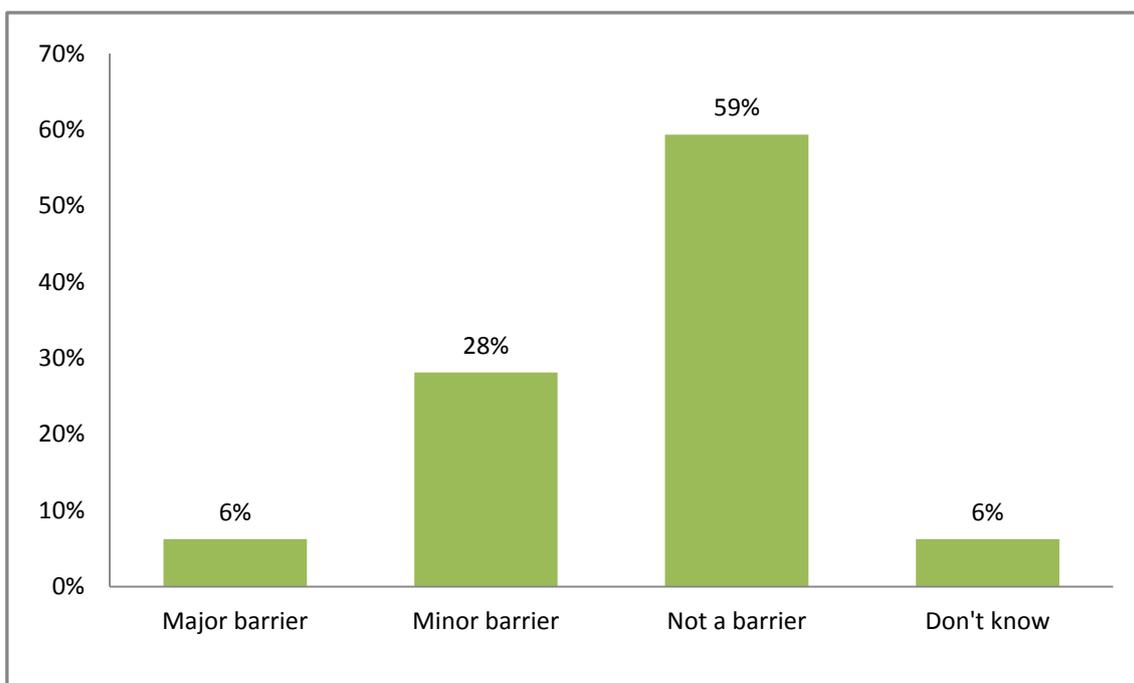
1 2 3 4

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4=Don't know) \*

The answers are given below, with Comments, as appropriate:

**a) Lack of knowledge / understanding of what accessibility is about**

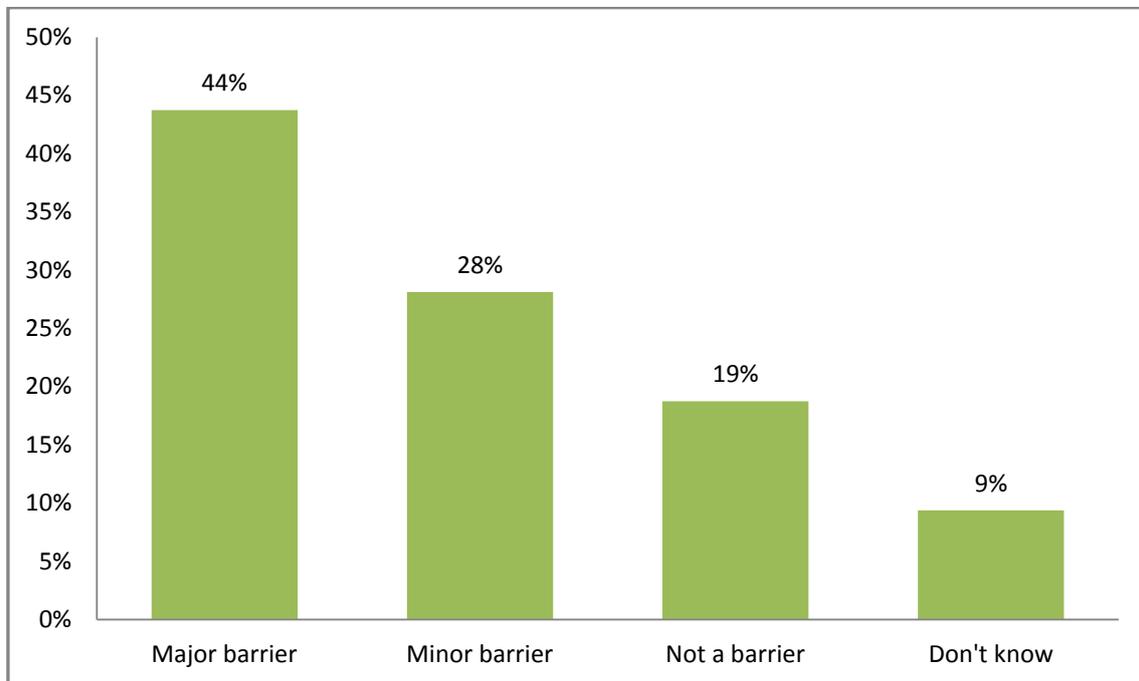
**Graph 4.4.10. Appreciation of lack of accessibility knowledge as barrier**



Comment: *Lack of knowledge about accessibility was perceived to a major barrier by only 6% of destinations and attractions managers with regard to serving customers with disabilities. Another 28% rated it as being a minor barrier. Well over half (59%) said it was not a barrier and just 6% answered "don't know".*

**b) Additional costs involved when considering access requirements**

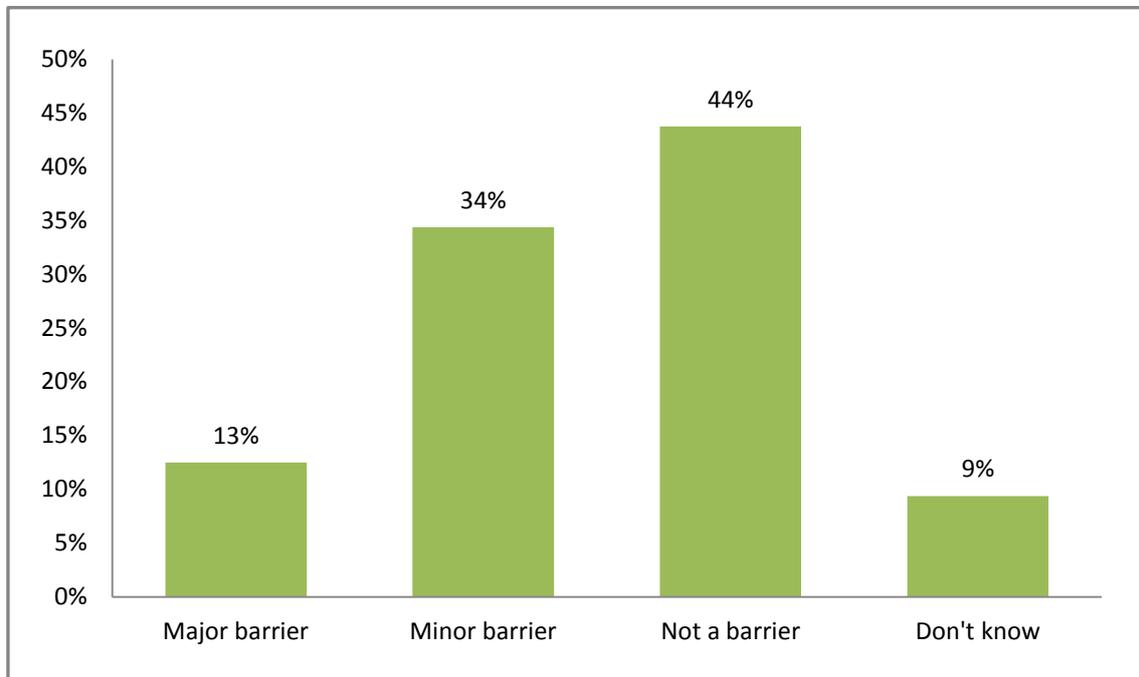
**Graph 4.4.11. Appreciation of cost involvement of accessibility as barrier**



*Comment: Additional cost when considering access requirements was considered to a major barrier by 44% of destinations and attractions managers. Another 28% rated it as being a minor barrier. About one in five (19%) said it was not a barrier and 9% answered "don't know".*

c) Additional time needed to address access in our products / services

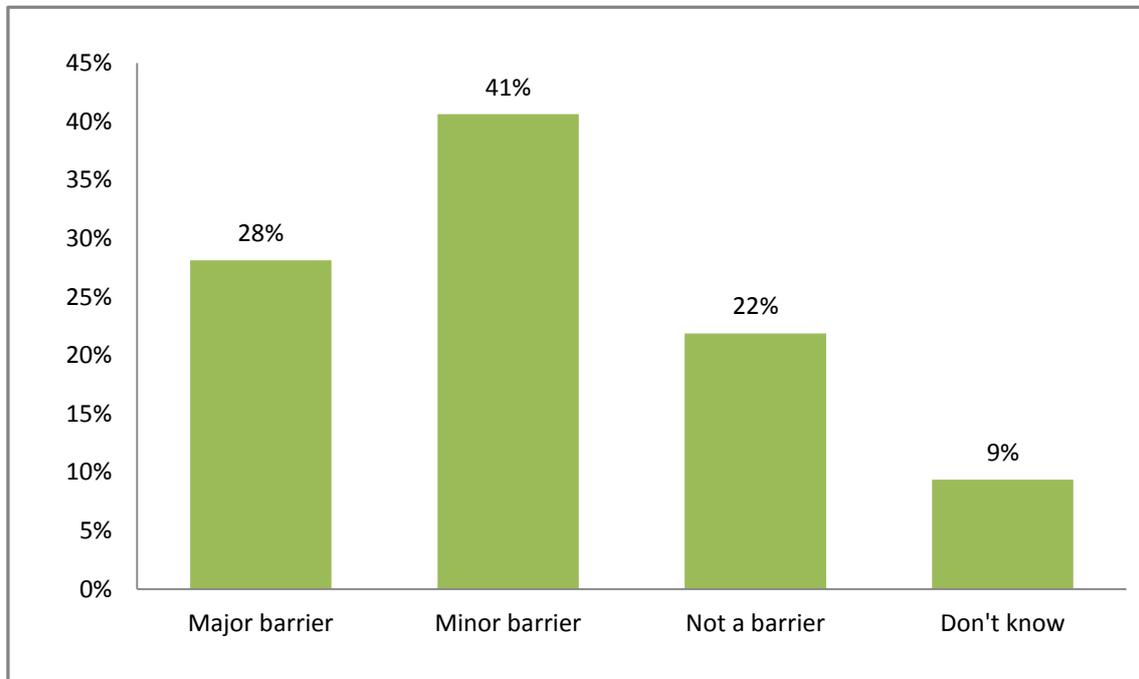
Graph 4.4.12. Appreciation of time needed for accessibility as barrier



Comment: *Needing additional time when considering access requirements* was considered to a *major barrier* by 13% of destinations and attractions managers. Another third (34%) rated it as being a *minor barrier*. 44% said it was *not a barrier* and 9% answered “*don't know*”.

d) Accessibility requirements are too complex to be practically applied

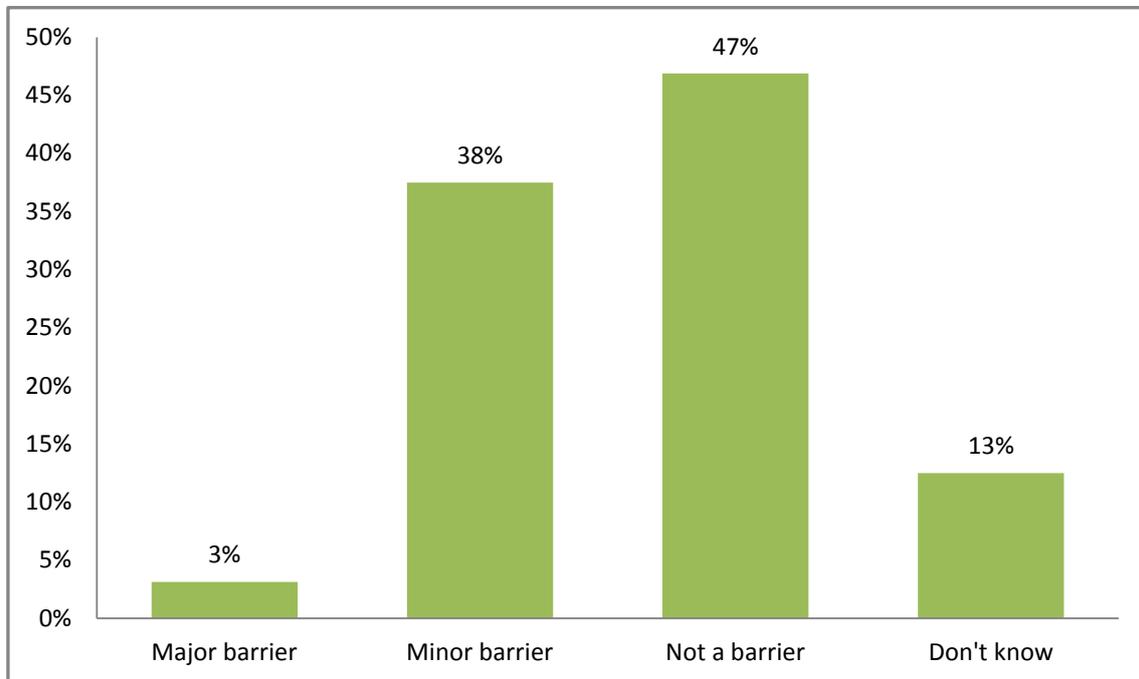
**Graph 4.4.13. Appreciation of complexity of access requirements“application as barrier**



Comment: *Complexity of access requirements* was considered to a *major barrier* by 28% of destinations and attractions managers, while 41% rated it as being a *minor barrier*. About one in five (22%) said it was *not a barrier* and 9% answered “*don't know*”.

e) Lack of demand or request from customers

Graph 4.4.14. Appreciation of lack of demand as barrier



Comment: *Lack of demand from customers* was considered to a *major barrier* by just 3% of destinations and attractions managers, while 38% rated it as being a *minor barrier*. Almost half (47%) said it was *not a barrier* and 13% answered “*don't know*”.

**Factors encouraging making services accessible:**

Destinations and Attractions managers were asked to indicate which of the following factors would encourage their company to make services accessible to guests with disabilities, using the scale:

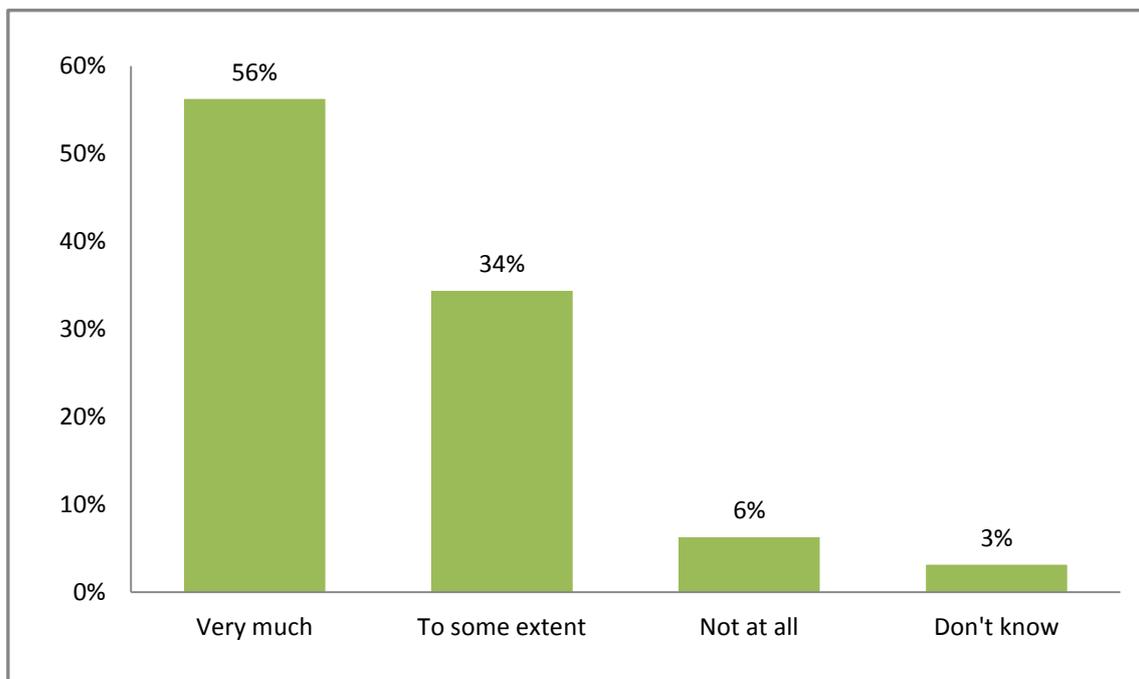
1 2 3 4

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know)

The answers are given below, with Comments, as appropriate:

**a) The general trend towards an ageing population**

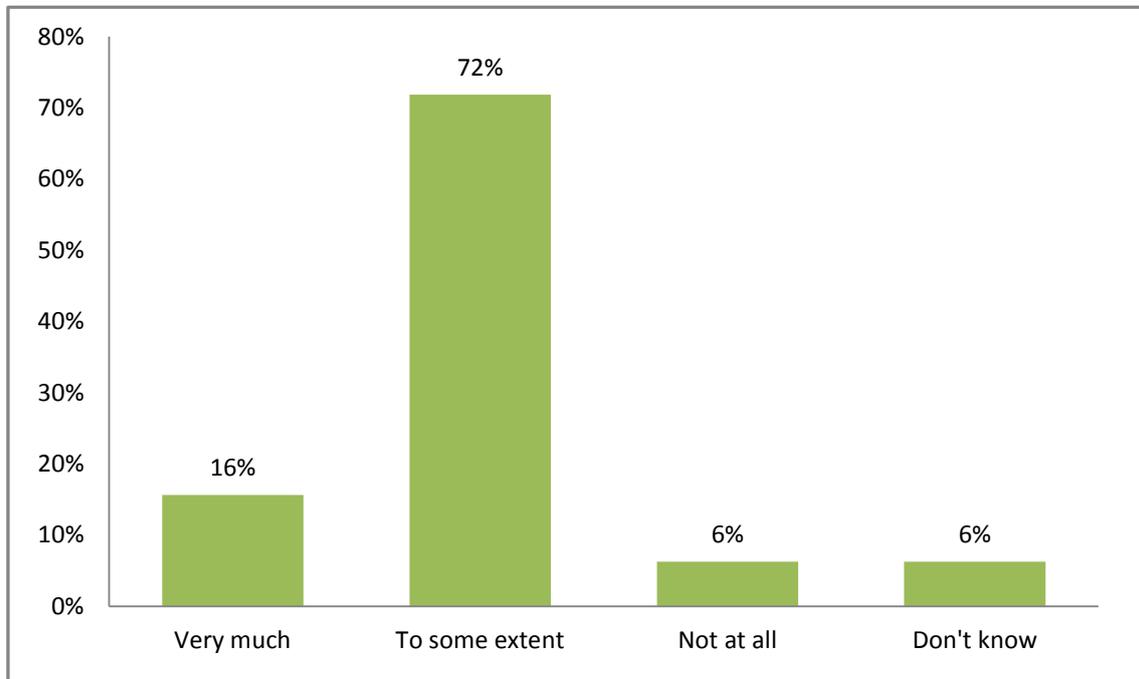
**Graph 4.4.15. Level of encouragement to make accessible services because of an ageing population trend**



Comment: *The trend towards an ageing population* was considered to be a strong incentive by over half (56%) of destinations and attractions managers to make their services accessible, while another third (34%) rated it as being important *to some extent*. Only 6% said it was *not at all* important and 3% answered “*don't know*”.

b) Availability of access standards in relation to my products/services

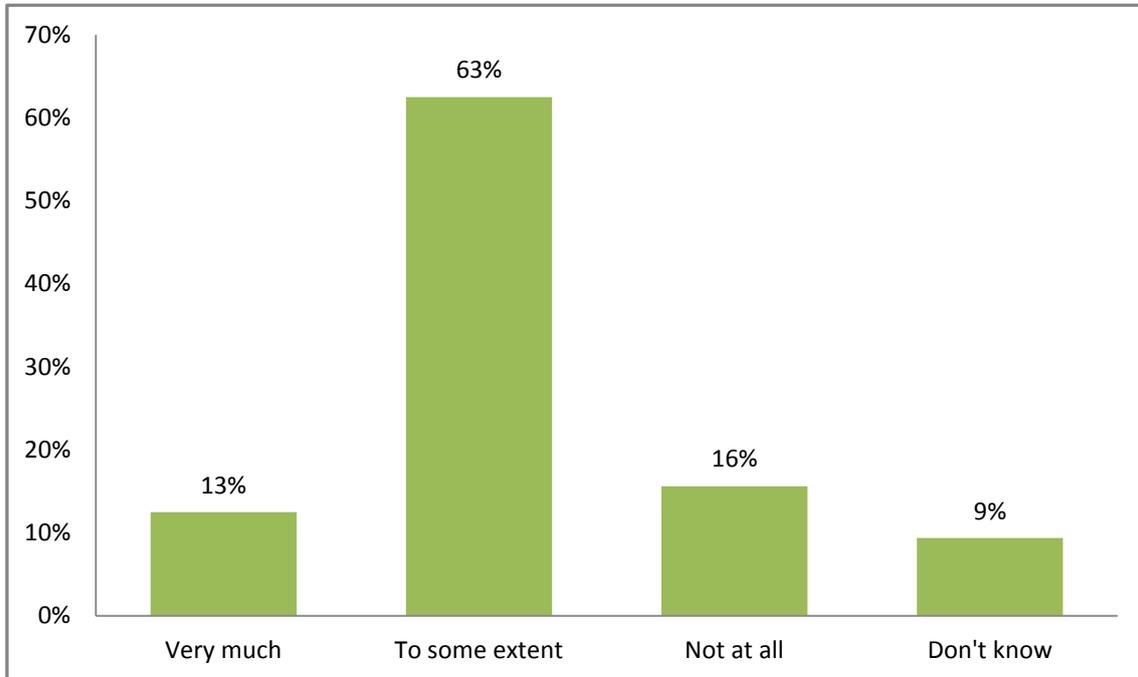
**Graph 4.4.16. Level of encouragement to make accessible services because of availability of access standards related to products/services**



Comment: *The availability of access standards related to products and services was considered to be a strong incentive by 16% of destinations and attractions managers to make their services accessible, while almost three-quarters (72%) rated it as being important to some extent. Only 6% said it was not at all important and 6% answered “don’t know”.*

**c) Availability of planning/management tools addressing access**

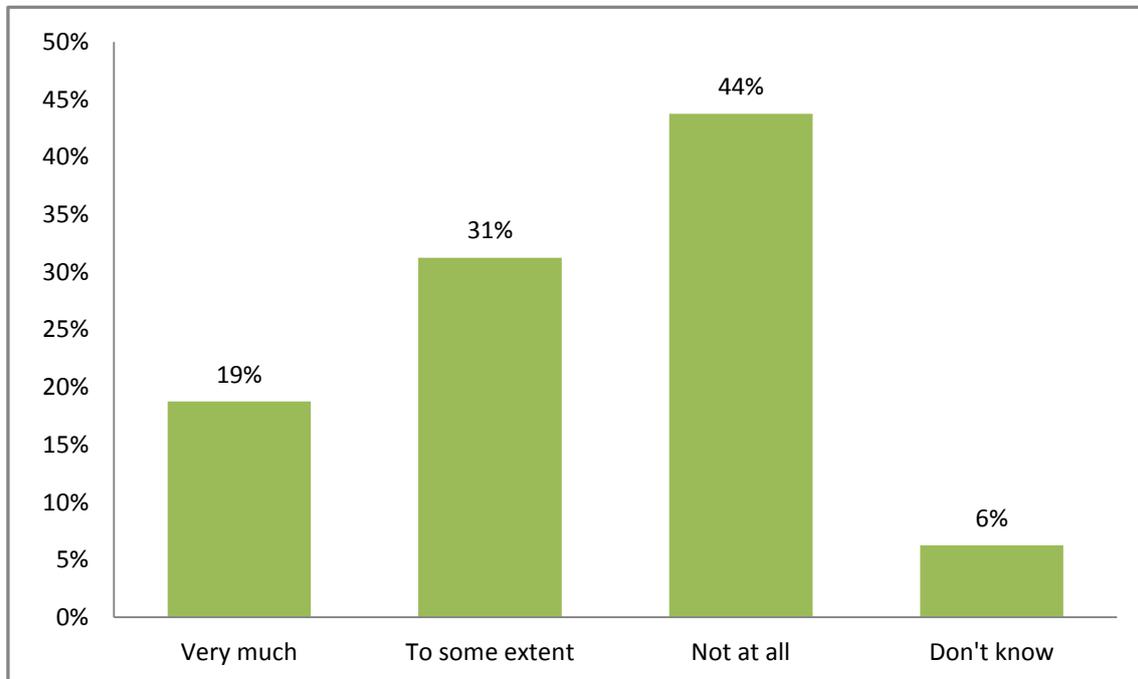
**Graph 4.4.17. Level of encouragement to make accessible services because of availability of planning/management tools addressing access**



Comment: The availability of planning and management tools addressing accessibility was considered to be a strong incentive by 13% of destinations and attractions managers to make their services accessible, while almost two-thirds (63%) rated it as being important to some extent. 16% said it was not at all important and 9% answered “don’t know”.

**d) Availability of access-related certification/labelling of services**

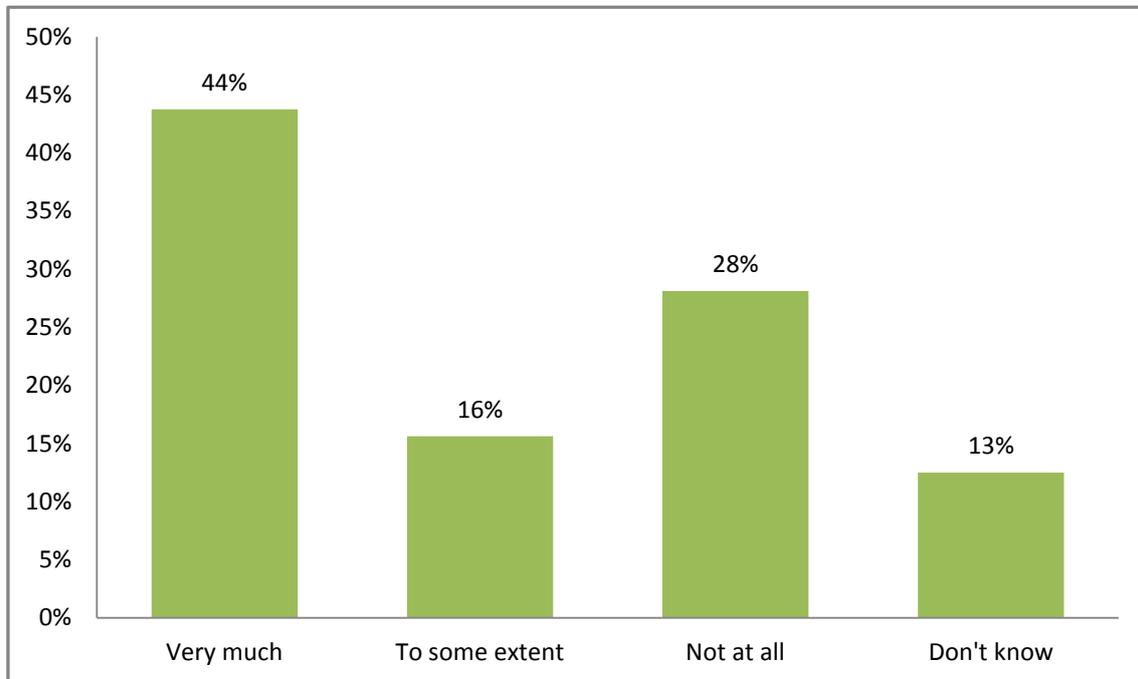
**Graph 4.4.18. Level of encouragement to make accessible services because of availability of access-related certification/labelling of services**



Comment: Availability of access-related certification or labelling of services was considered to be a strong incentive by 19% of destinations and attractions managers to make their services accessible, while almost one third (31%) rated it as being important to some extent. However, 44% said it was not at all important and 6% answered “don't know”.

e) Financial incentives, tax breaks

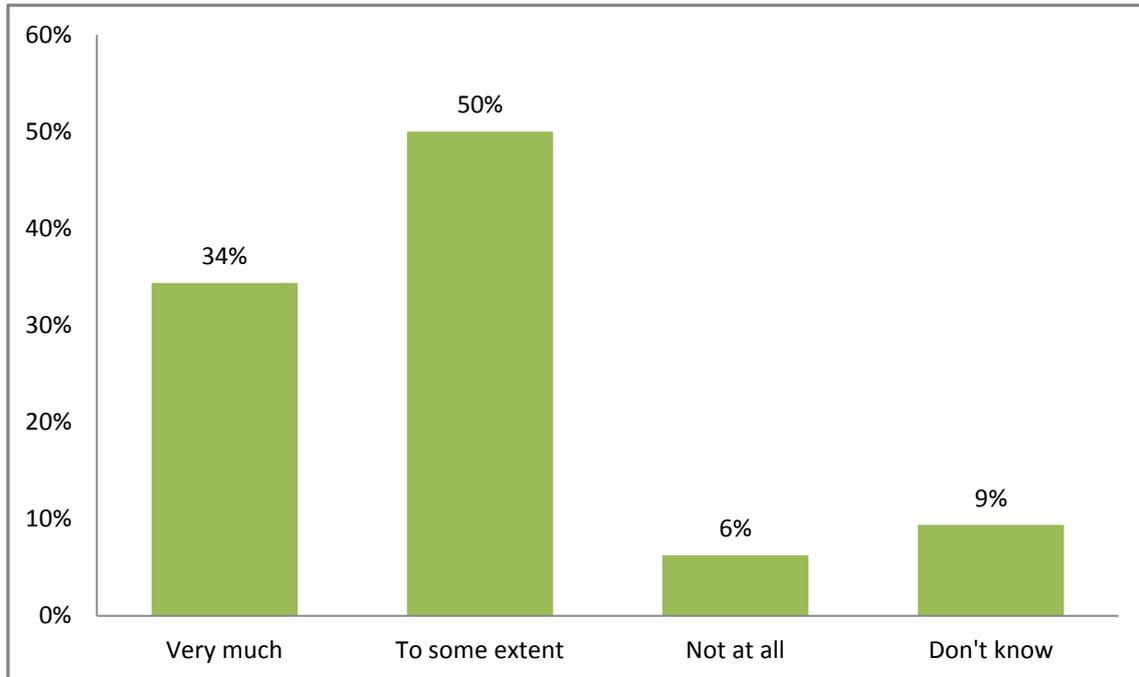
**Graph 4.4.19. Level of encouragement to make accessible services because of financial incentives or tax breaks**



Comment: *Availability of financial incentives or tax breaks* was considered to be a strong incentive by 44% of destinations and attractions managers to make their services accessible, while 16% rated it as being important *to some extent*. Over one quarter (28%) said it was *not at all* important and 13% answered “*don't know*”.

f) System of national access standards

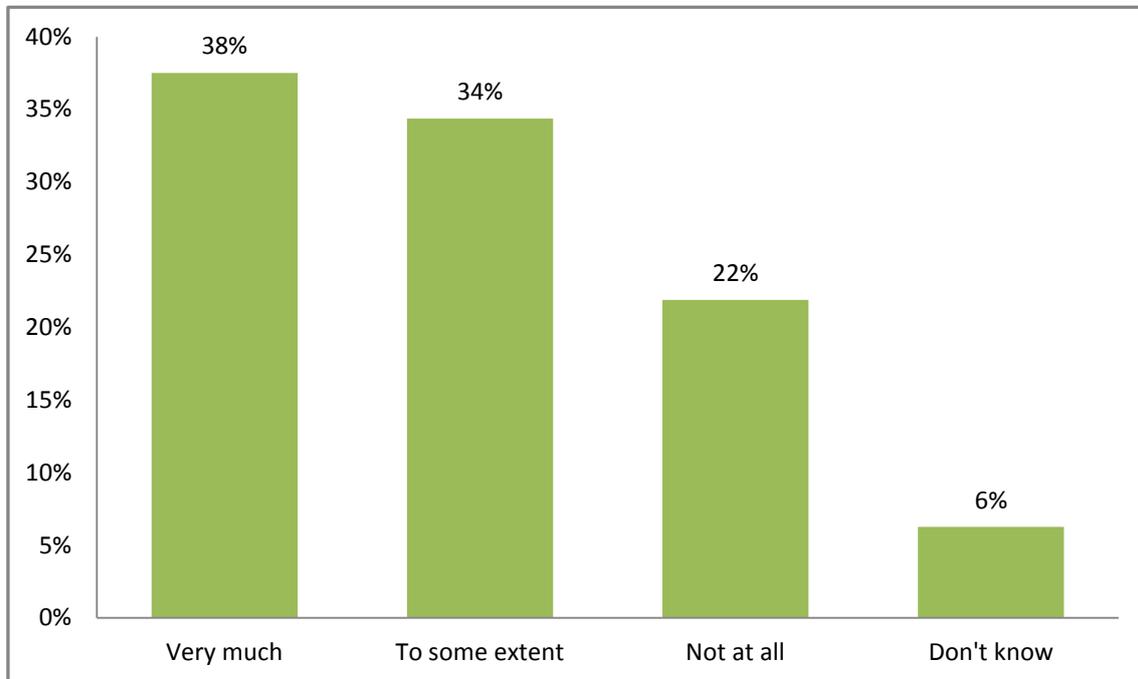
**Graph 4.4.20. Level of encouragement to make accessible services because of existence of national standards**



Comment: *Having a system of national standards* was considered to be a strong incentive by 34% of destinations and attractions managers to make their services accessible, while 50% rated it as being important *to some extent*. Just 6% said it was *not at all* important and 9% answered “*don't know*”.

**g) Increase of market share, including people with disabilities**

**Graph 4.4.21. Level of encouragement to make accessible services because of increase of market share**

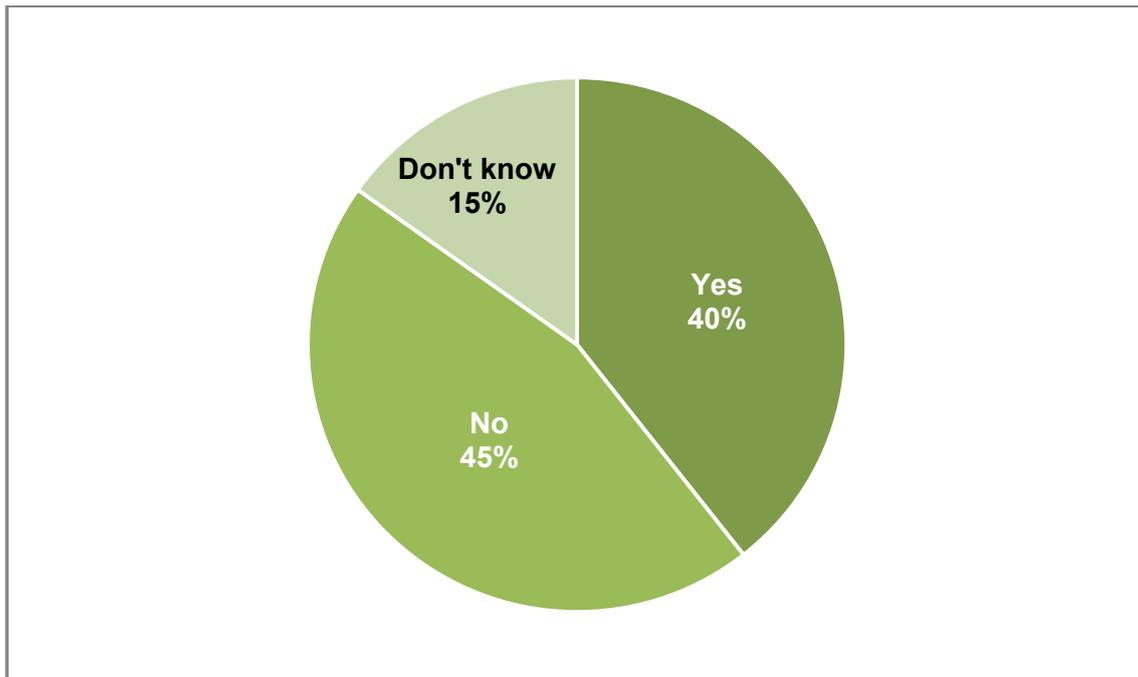


Comment: *Having an increased market share by including people with disabilities was considered to be a strong incentive by 38% of destinations and attractions managers to make their services accessible; while another one third (34%) rated it as being important to some extent. However, 22% said it was not at all important and 9% answered “don’t know”.*

### **Access improvements on building and services because of regulation**

Destinations and Attractions managers were asked if accessibility improvements made in infrastructure or services were because of laws, regulations or other official requirements in the countries where the company operates or not.

**Graph 4.4.22. Access improvements made because of regulations where the company operates**



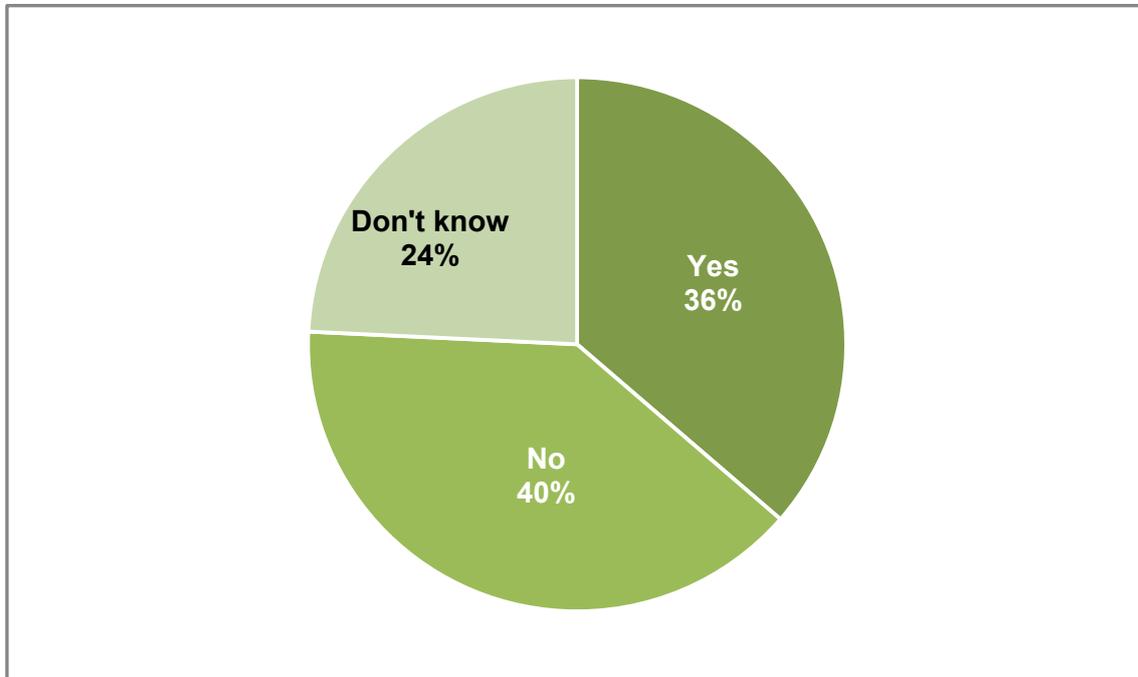
**Comment:** 40% of the providers said “yes”, they had made improvements because of regulations, 45% said “no” and 15% said they didn’t know if they have made improvements or if they have done them, they don’t know if it was done because of regulations.

In all markets the answers were somewhat divided. Several providers gave an explanation, after answering that the company had made improvements because of the existing regulations in the country operating. These are their comments:

- *–For the people with visual difficulties contrast colours are needed for text on information boards. For the people with reduced mobility, ramps are needed to solve steps. In France exists the national label “Tourisme & Handicap”*
- *“Venues regulation makes increase the number of reserved parking places. New buildings or refurbishment of old ones, barrier-free principles have to be taken into account: entrance (levelled or with a alternative ramp, availability of an accessible toilet and a lift to access to all flats of a public building (between 2000-2003).”*
- *“We constructed a ramp at entrance because a priest was a wheelchair user and workers as well.”*
- *“The refurbishment of the building of museum was made thanks to external financial support.”*
- *“The wish to make the Botanic Garden barrier-free has nothing to do with law obligation.”*
- *“UK. DDA 2003”*

## Accessibility Standards and Certifications

**Graph 4.4.23. Achievement of any access standard or certification**



Comment: Destinations and Attractions managers were asked if the company had achieved any accessibility standard or certification and 36% said “yes” and 40% answered “no” and 24% answered they didn’t know if they have achieved any access standard or certification.

For the ones answering positively, we asked which standard or certification had they achieved:

- 2 German companies followed DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- 5 German companies followed Barrier -Free Building Norm, DIN 18.024-18.025
- 2 French company – “*Tourisme et Handicap*” Label
- 1 Building Regulation UK. Part M.
- 1 Disability Discrimination Act

Comment of providers: “*The main problem of making things barrier free is the buildings already built. The new ones should from the beginning use Universal Design standards.*”

#### **4.5. Views of National Experts in Standardisation and Accessibility**

The Study included a survey of national experts, who have a wide range of experience in tourism marketing and management, standardisation and accessibility for people with disabilities.

##### **Aim**

The aim of the Survey of Experts was to gather direct feedback from senior-level Standards experts in some of the countries involved in the Study, to gather their opinions about the effectiveness, implementation mechanisms and impacts of the Standards that are used in their respective countries.

The English version of the Experts' *Survey Questionnaire* is reproduced in full in **Annex 2** of this report.

The *Expert Survey Summary Results Tables* shown in **Annex 3** of this report.

##### **Method**

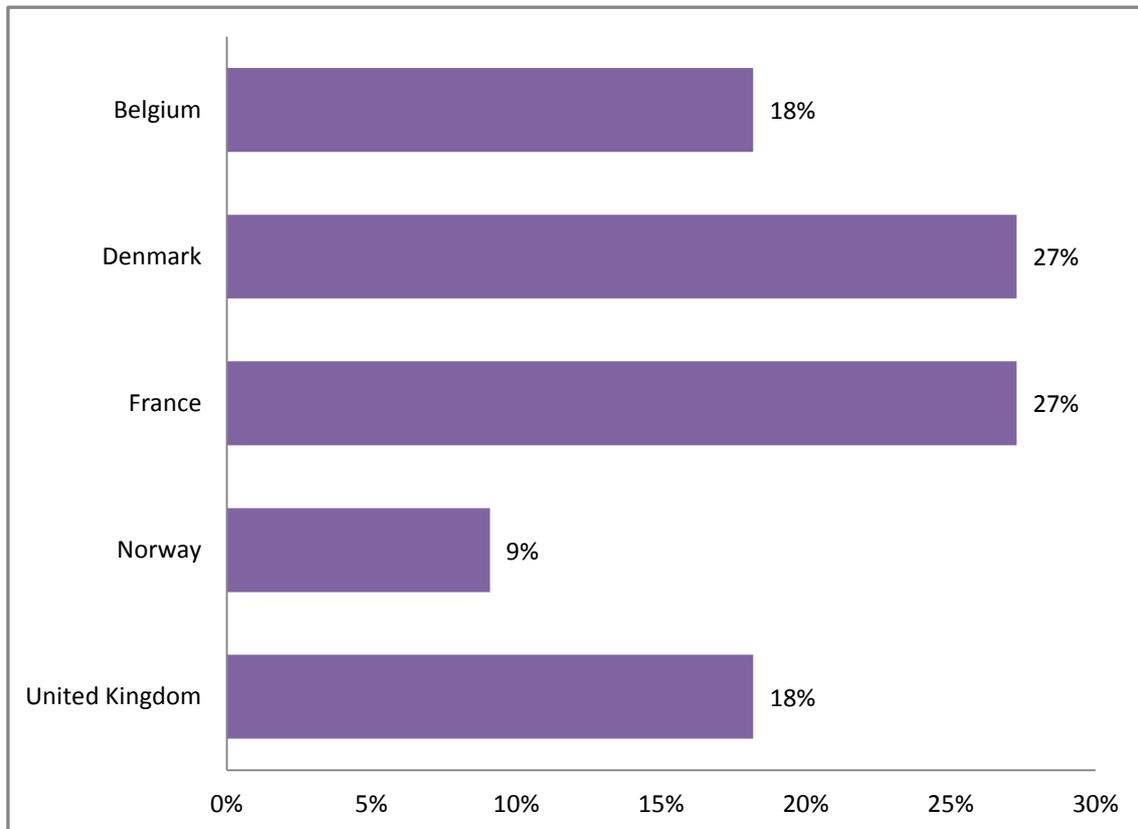
The survey was administered both on-line and, alternatively, as an electronic document, distributed by email. The electronic version could also be printed and answered by writing with a pen, then returned by fax or as a scanned document.

#### **Results, Comments and Discussion**

##### **Sample**

A total of 11 experts answered the survey. They came from the following countries:

**Graph 4.5.1. Home country of experts**

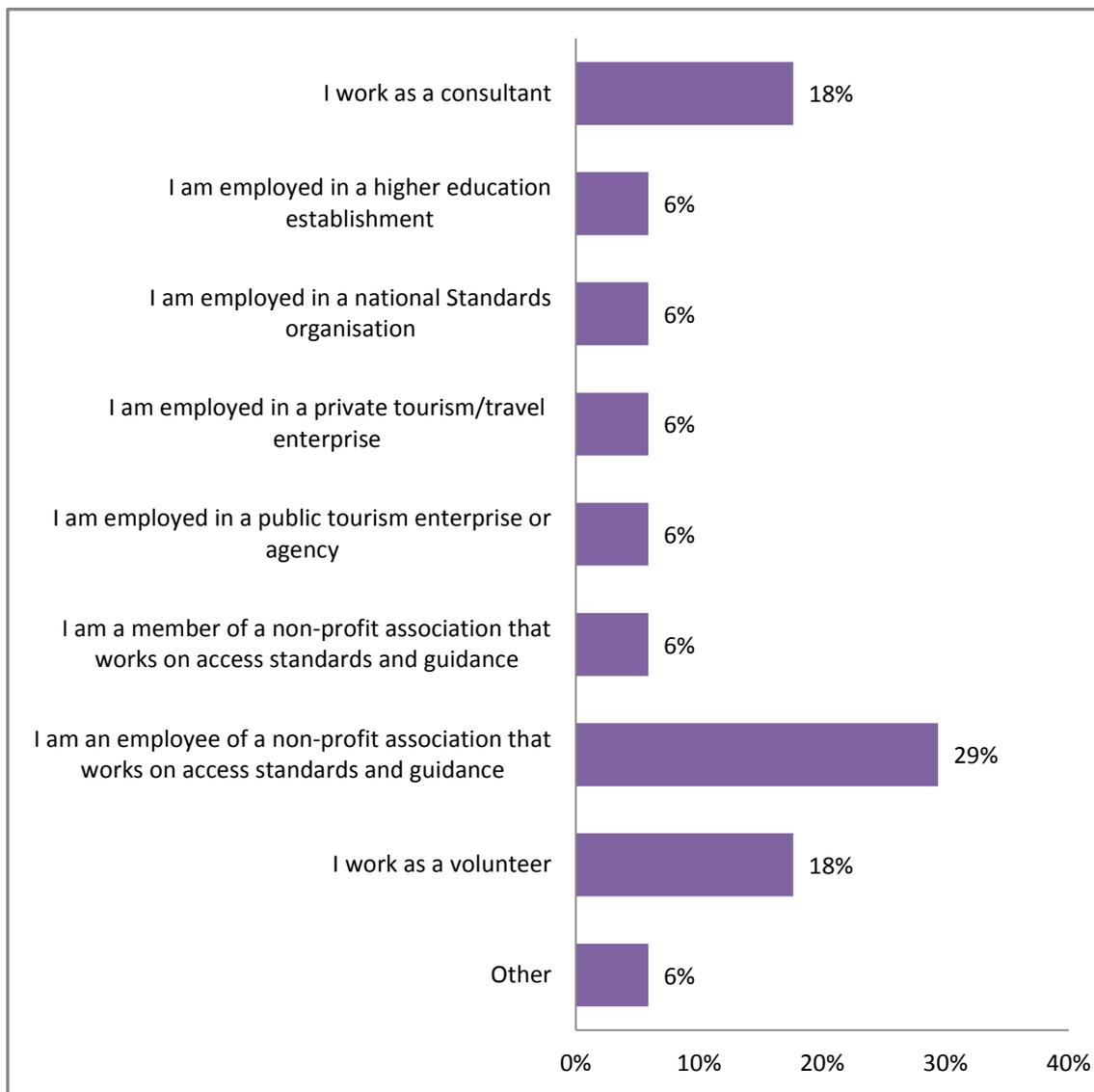


Comment: Almost 27% of participants come from Denmark, another 27% from France, 18% of the respondents from Belgium and another 18% from United Kingdom. The rest come from Norway (9%). Two additional experts from Norway contributed with information and comments on the situation regarding Access Standards in their country, although they did not answer the survey questionnaire. One of these was from a national public agency dealing with accessibility and equal opportunities and the other was a private consultant. Two experts from Austria also contributed comments and information.

Analysis of Responses. The experts' responses are summarised and analysed here, section by section. For most questions, the summary of responses is presented for the whole group. Where there are notable differences of opinion, practice or experience, then the answers are broken down **by country**, since this is the major variable in our study.

## Experts' area of employment / activity

**Graph 4.5.2. Experts' area of employment / activity**



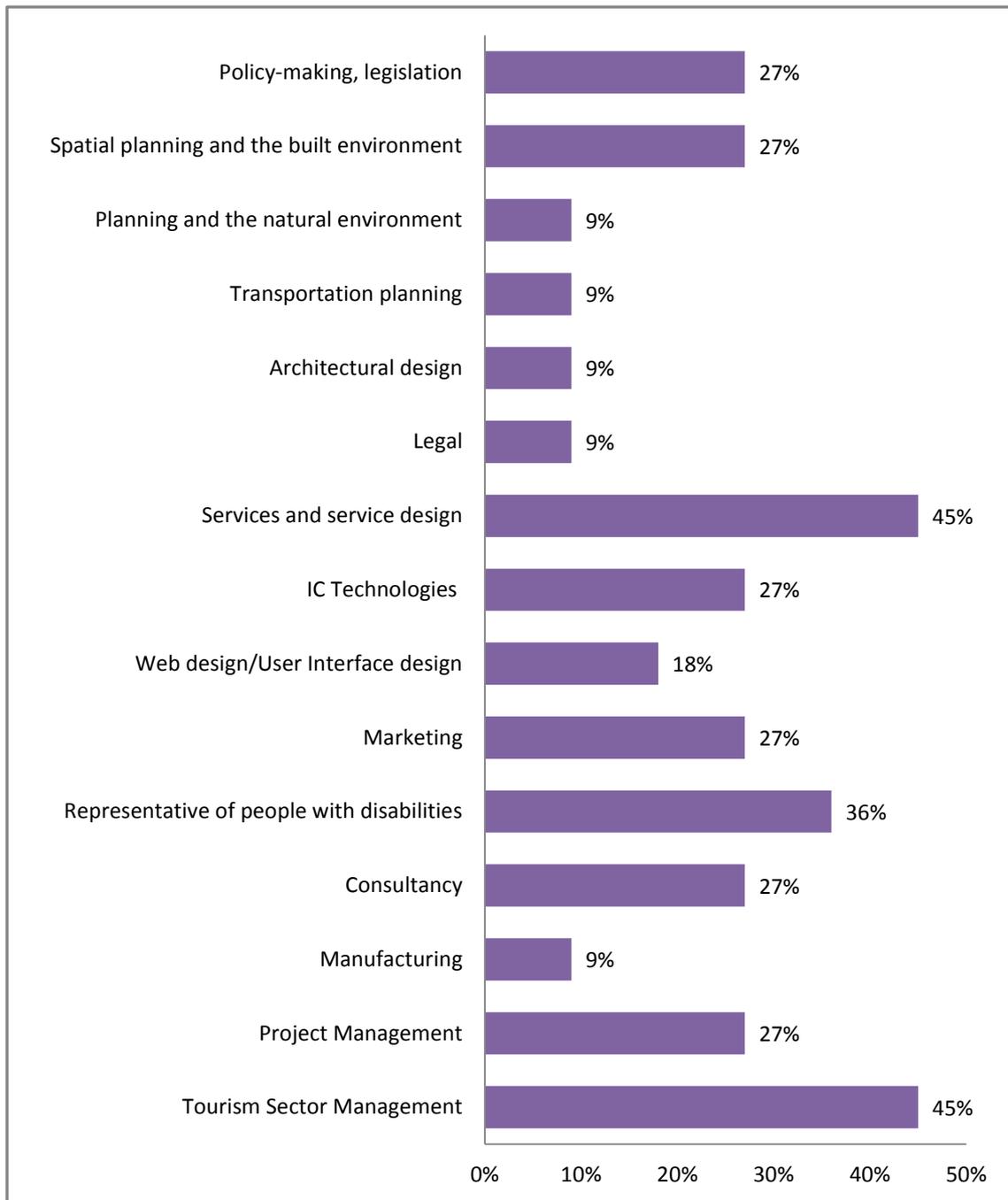
**Comment:** Almost 30% of participants are employees of a non-profit association that works on access standards and guidelines. Almost 20% of respondents work as consultants and almost another 20% as a volunteer.

Other participants were: Employee of a higher education establishment (6%), employee in a national Standards organisation (6%), employee in a private tourism/travel enterprise (6%), employed in a public tourism enterprise or agency (6%) or member of a non-profit organisation that works on access standards and guidelines (6%).

## Expertise

The experts covered a very wide range of expertise.

**Graph 4.5.3. Range of experts' expertise**

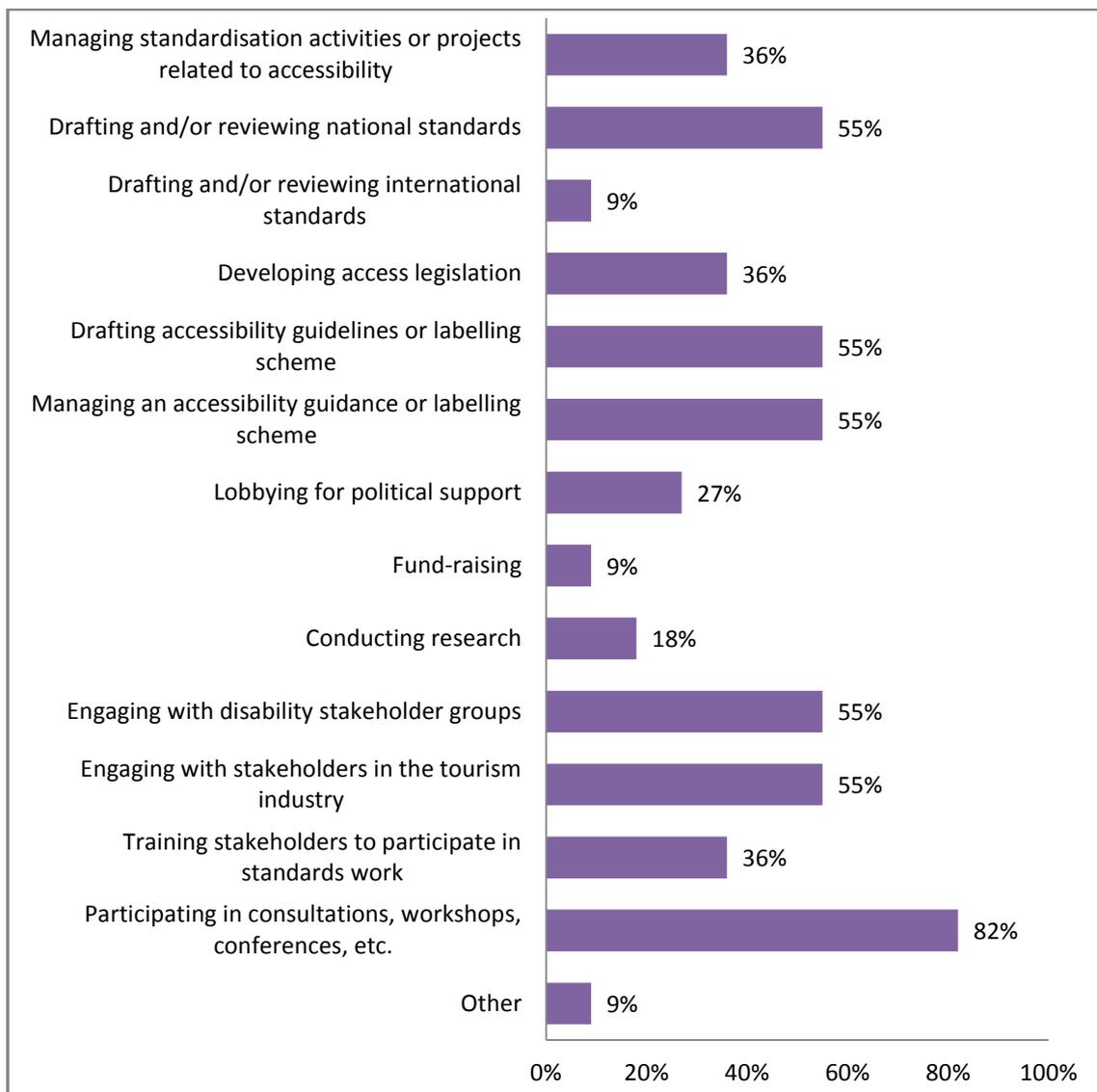


Comment: The total of 31 self-reported areas of expertise among just 11 experts points to a wide variety of skills in the sample of experts. This indicates a strong probability that experts in Standards for Tourism Accessibility may need to apply a wide spectrum of knowledge to their work, drawing on technical, management and political skills.

The most common expertise is in "Services and service design" with 45% of respondents and "Tourism Sector Management" (45%), followed by "Consultancy" (27%), "Marketing" (27%), "Spatial planning and built environment" (27%), "Project Management" (27%), "Policy making and legislation" (27%) and "Information and Communication Technologies" (27%). The least frequent fields of expertise were in "Representative of people with disabilities" (36%), "Web design / User interface design" (18%), followed by "Planning and Natural Environment" (9%), "Transportation planning" (9%), "Architectural design" (9%) and "Legal" (9%).

## Involvement in access standards

**Graph 4.5.4. Different ways of involvement in access standards**



**Comment:** Just as the experts possess a wide range of expertise, they also perform a wide range of activities related to standardisation. The most common activities engaged in by the experts participants were:

- Participating in consultations, workshops, conferences, hearings, etc. (82%)
- Drafting accessibility guidelines or labelling scheme (55%)
- Drafting and/or reviewing national standards (55%)
- Managing an accessibility guidance or labelling scheme (55%)
- Engaging with disability stakeholder groups (55%)
- Engaging with stakeholders in the tourism industry (55%)

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Other cited activities, such as the listed as followed testify to the skill set which is applied to the area of accessible tourism by the experts who responded to the survey:

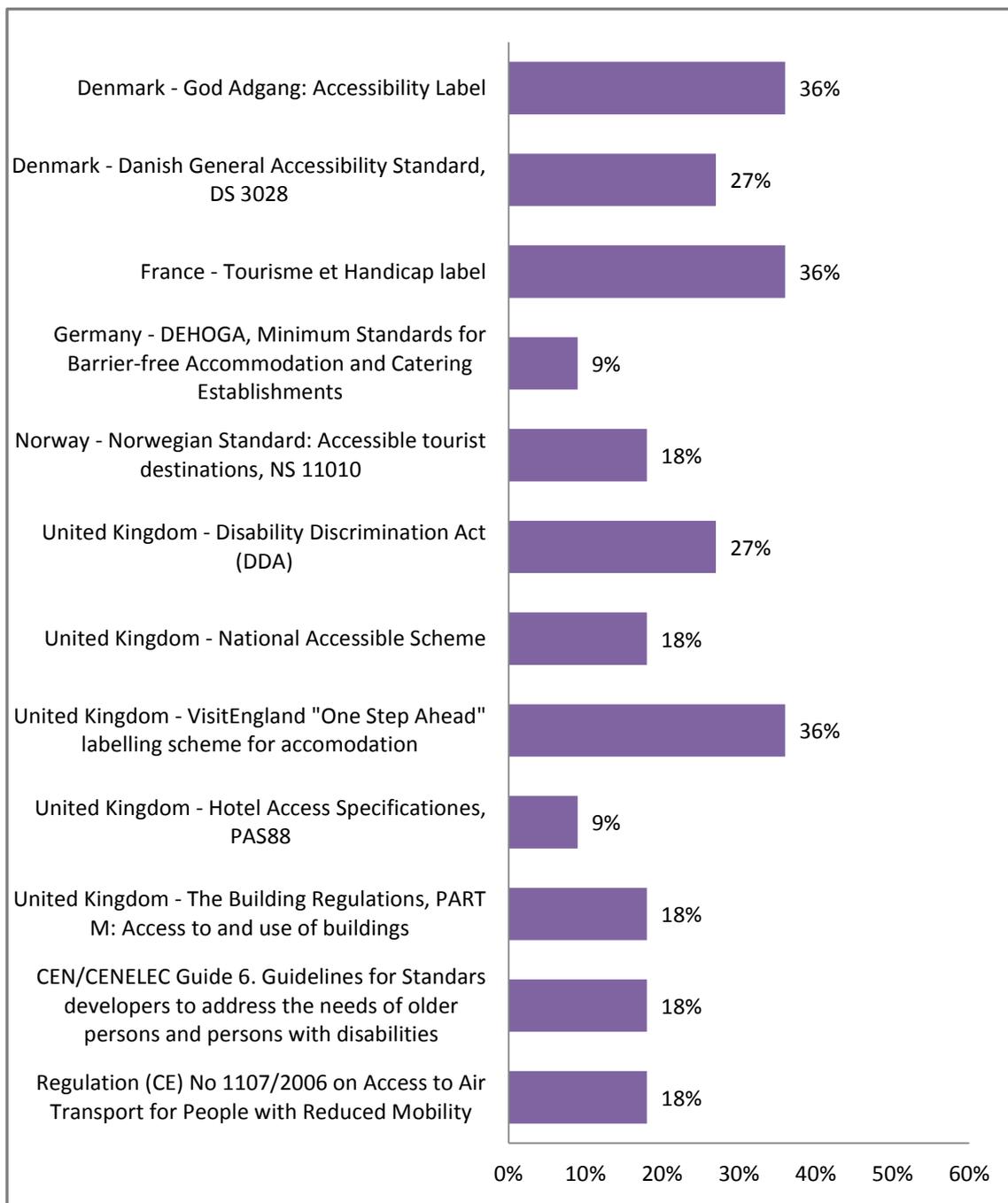
- Managing standardisation activities or projects related to the development of accessibility guidance documents (36%)
- Training stakeholders to participate in standards work (36%)
- Developing access legislation (36%)
- Lobbying for political support (27%)
- Conducting research (18%)
- Fund-raising (9%)
- Drafting and/or reviewing international standards (9%)

*Developing and managing a tourism accessibility information label* is one of the common activities among the sample of experts in all the countries - Belgium, Denmark, France, Norway and the UK. It is noteworthy that several of the experts who work in this area are also active in policy-making, standardisation and tourism marketing activities. So, again, we see that the experts contribute to several strands of activity in the accessible tourism field.

## Norms and Standards

A list of norms, standards, guidance, accessibility labels and legislation was drawn up by the Study Team. The frequency of experts being familiar with these items is shown, as follows:

**Graph 4.5.5. Familiarity of experts with European Access Norms and Standards**



Comment: The experts tend to know the *national schemes and standards* in their own countries, while knowledge of schemes and documents in use in other countries was much less common.

The percentage of the participating experts who knew the different norms and European standards were as follows:

- 36% of the participants knew the label Denmark - God Adgang (Label of accessibility).
- 36% of the participants knew the label France - Label of "Tourismeet Handicap"
- 36% of the participants knew the standards the United Kingdom - VisitEngland "One Step Ahead" (system of classification for accommodation).
- 27% of the participants knew the norm Denmark - Norm of Danish general accessibility, DS 3028.
- 27% of the participants knew the law the United Kingdom - Law on the Discrimination against Disability (DDA).
- 18% of the participants knew the norm Norway: Accessible tourist destinations, NS 11010.
- 18% of the participants knew the system classification of the United Kingdom: National Accessible Scheme.
- 18% of the participants knew the specifications the United Kingdom: The Building Regulations, PART M (Accessibility and use of buildings).
- 18% of the participants knew the European norm: CEN/CENELEC Guide 6. Directive for development of Norms that deal with the needs of people with disabilities.
- 18% of the participants knew the European norm: Regulation (EC) N° 1107/2006 on the Accessibility to air transport for people with reduced mobility.
- Only 9% knew the system classification of Germany - DEHOGA, minimum Norms for the Lodgings and establishments of restoration without barriers.
- Another 9% knew the specifications the United Kingdom from the Accessibility a hotel: PAS88.

Concerning the international items mentioned in this survey question, only 18% of experts were familiar with the CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities and the same percentage of experts knew of the Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility.

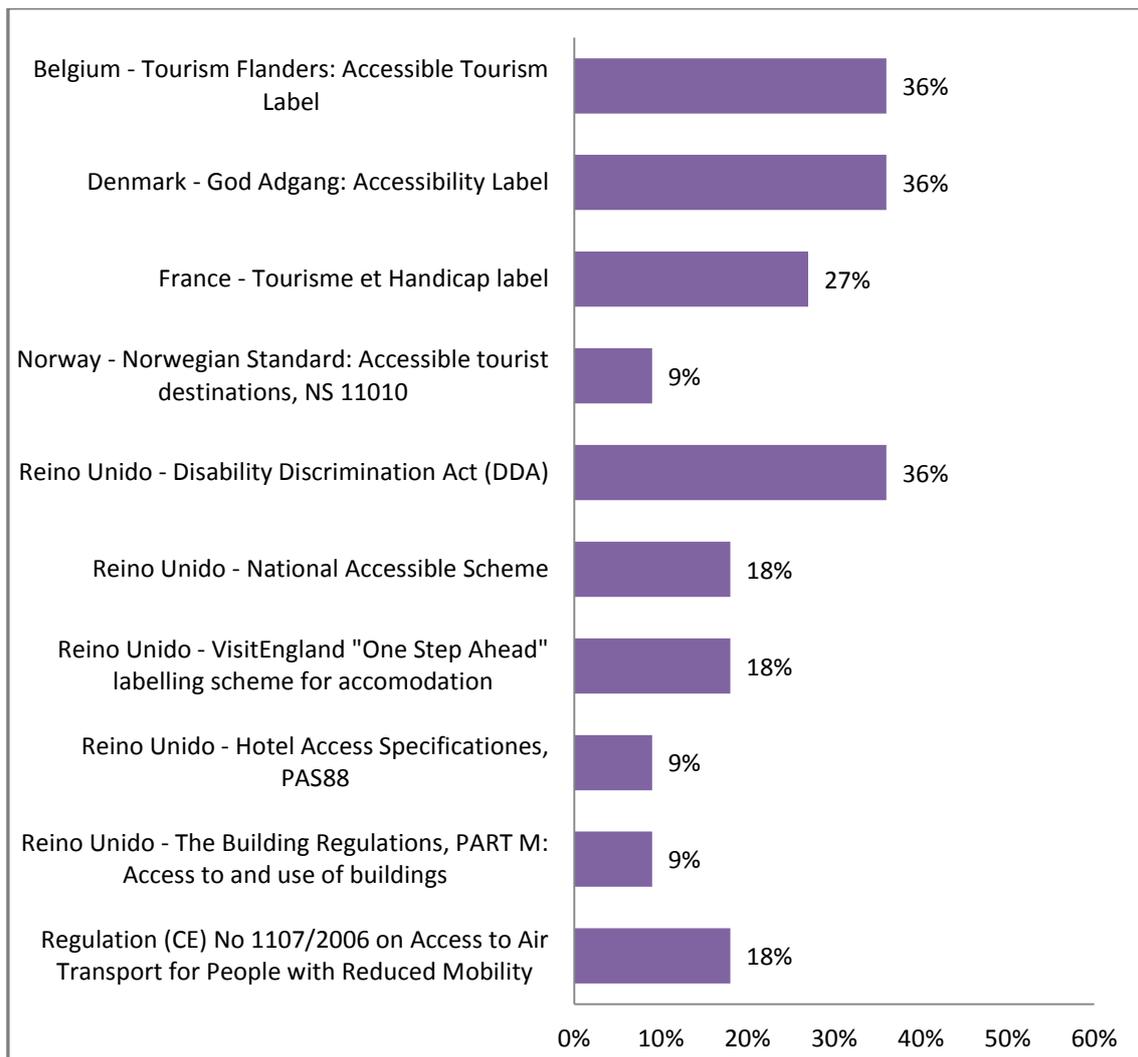
Although experts may have a wide knowledge of the subject area, (especially in their own countries and also in others), the international standards and regulations are simply much less known, perhaps because they are not recognised as being useful or relevant at the national and regional levels.

## Most successful measures

The experts were asked to choose up to 3 measures [from the following list] which, in their opinion are the MOST SUCCESSFUL in contributing to good accessibility in the National or European Tourism sectors.”

The “most successful measures” for promoting accessibility in tourism can be ranked from the experts’ answers, as follows:

**Graph 4.5.6. Most successful measures from the point of view of experts**



Comment: It is likely that some obvious biases may be found in the above results, since experts are more likely to consider as successful those which they know best, (- which are, *the schemes in their own countries*). It is difficult to separate the subjective opinion from objective fact with this short question.

## Other standards and norms

When asked to identify other tourism access Standards and Norms, not listed in the survey, the experts gave the following reference list:

- **Norway:**  
–We use the norms drawn in the **OSSATE project** [www.ossate.org](http://www.ossate.org) for measuring, and have focused on communicating the results to the visitors in useful manners. [www.visitoslo.com/en/oslo-for-all.49114.en.html&page=3](http://www.visitoslo.com/en/oslo-for-all.49114.en.html&page=3).”
- **Denmark:**  
–The Danish Building Regulations 2008. (Available in English. Can be downloaded from the Danish Enterprise and Construction Authority website [www.ebst.dk](http://www.ebst.dk) ).”  
“DS Handbook 105. Accessible Outdoor Environment. 1997. (Available in English) (can be ordered from Danish Standards website at [www.ds.dk](http://www.ds.dk) ).”  
“The 2008 Danish Building Regulations:  
[www.deaca.dk/danish\\_building\\_regulations\\_2008](http://www.deaca.dk/danish_building_regulations_2008) (PDF in English)  
[www.ebst.dk/br08.dk/br07/0/54](http://www.ebst.dk/br08.dk/br07/0/54) (Web pages in Danish).”

Comment: The Norwegian reference indicates the method of *objective description of accessibility of tourism venues* which was developed in an international project, OSSATE (2005 -2007). This method is used by project partners in Austria, Belgium, Denmark, Greece, Sweden, Norway and UK to publish accessibility information for venues on the web site: [www.EuropeforAll.com](http://www.EuropeforAll.com)

**Assessment of Access Challenges in the Tourism Sector:**

Experts were asked to indicate their agreement/disagreement with 12 statements, using the scale:

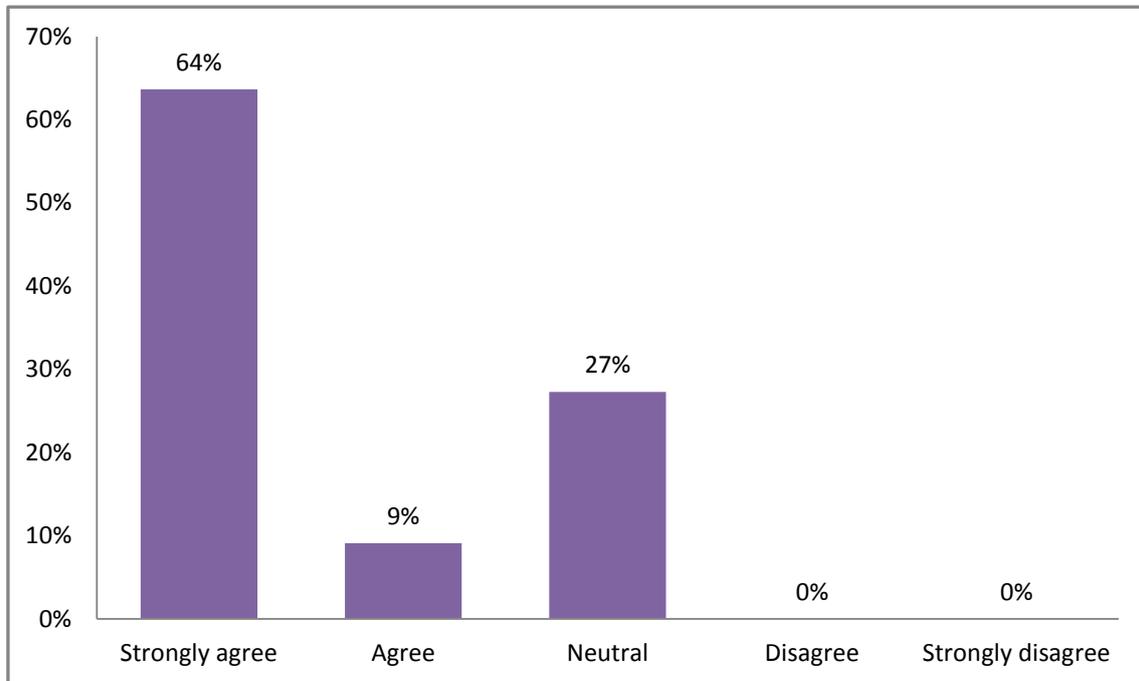
1 2 3 4 5

(1=Strongly agree; 2=Agree, 3=Neutral, 4=Disagree; 5=Strongly disagree)

The answers are given below, with Comments, as appropriate:

**3.1 "In Europe as a whole, lack of access to environments, facilities and services for people with disabilities remains a major problem, with technical, legal and social challenges"**

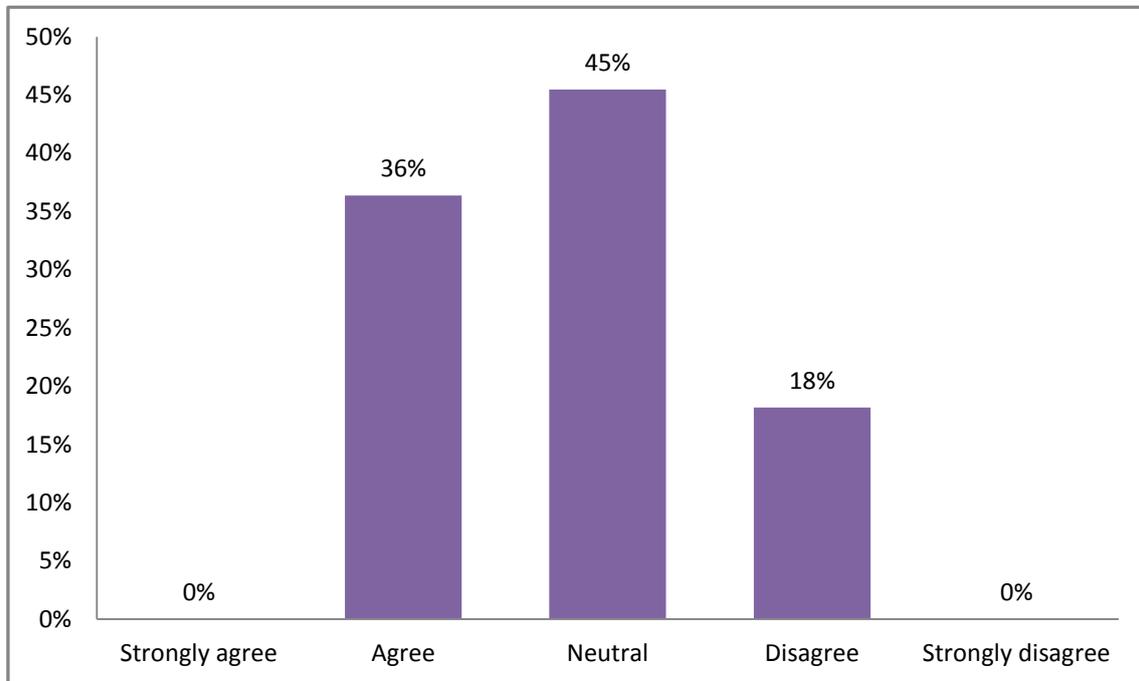
**Graph 4.5.7. Agreement of experts to answer 3.1**



Comment: Nearly three quarters (73%) of expert respondents to the survey agree that accessibility in Europe is a major problem for people with disabilities. No expert disagreed with this statement. 27% were neutral experts when assessing this response.

### 3.2 "In Europe as a whole, the tourism sector is lagging behind other sectors of industry with regard to ensuring equal access for people with disabilities"

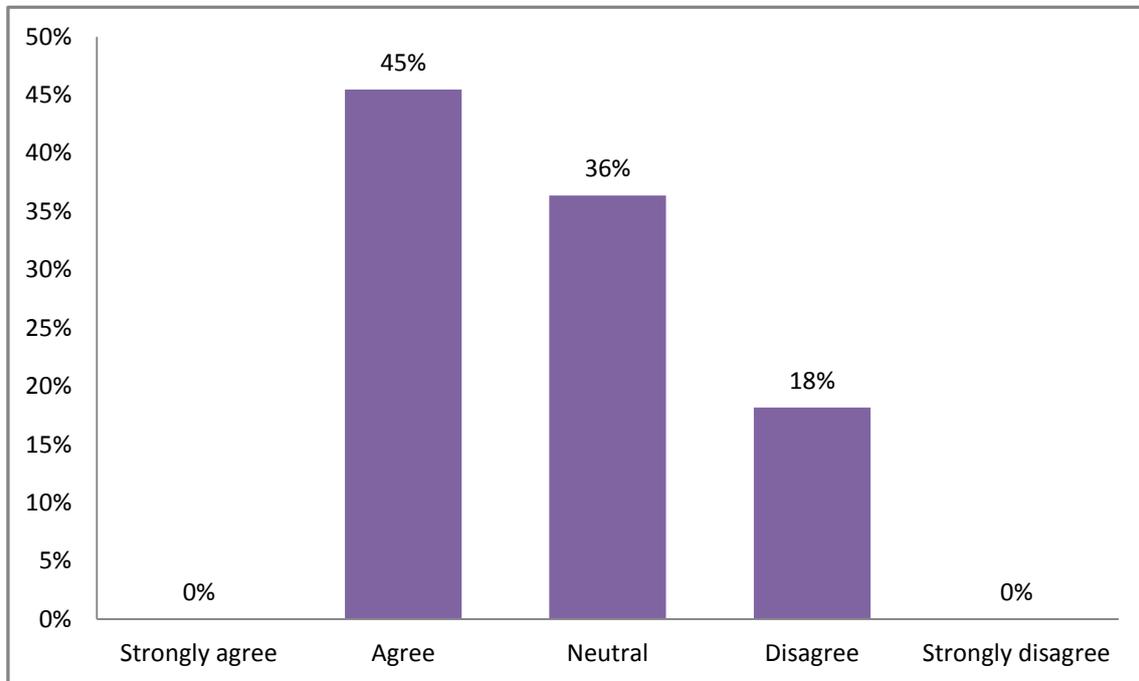
Graph 4.5.8. Agreement of experts to answer 3.2



Comment: Here almost half the experts (45%) neither agreed nor disagreed with the statement (neutral). However twice as many experts were in agreement than disagreed with the statement. The doubt about the tourism sector's performance could of course be due to a lack of comparative knowledge of other sectors, although this is unlikely, given the experts' wide-ranging experience.

### 3.3 The tourism sector in Europe has a clear vision and concrete plans to make tourism accessible for people with disabilities"

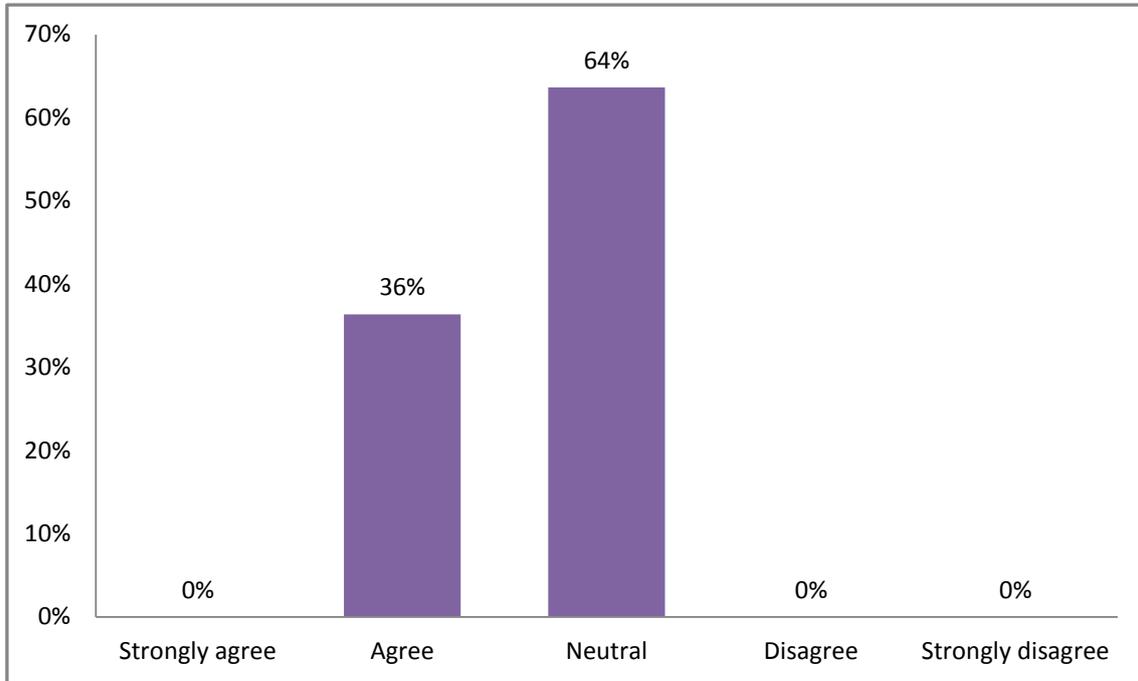
Graph 4.5.9. Agreement of experts to answer 3.3



Comment: Here almost half the experts (45%) agreed with the statement concerning a clear vision and concrete plans for the tourism industry in Europe. 36% of the experts were "neutral" and 18% "disagree", so it is clear that the weight is more in support of the statement than against.

**3.4 "In my country, the introduction of access standards and guidelines has removed most of the barriers which used to prevent many disabled people from participating in tourism"**

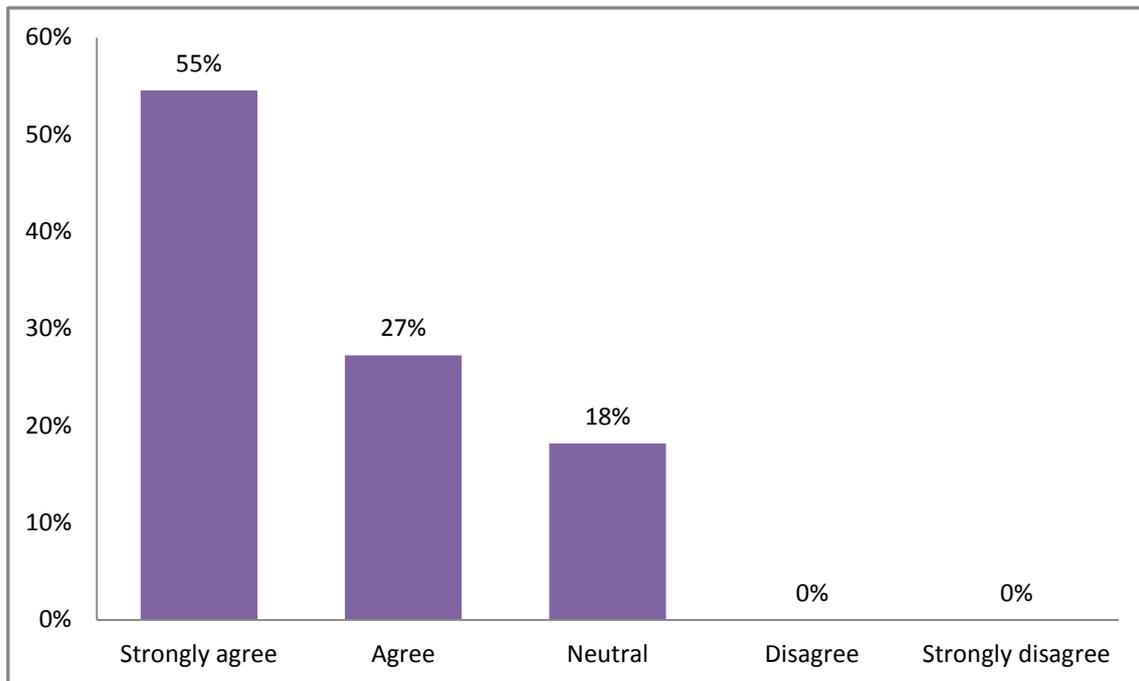
**Graph 4.5.10. Agreement of experts to answer 3.4**



Comment: Experts in all countries were generally hesitant to declare their own standards and guidelines as successful for removing access barriers. Only the UK experts were consistently positive, however the sample was very small.

### 3.5 "National anti-discrimination laws are necessary to ensure that public and private enterprises will make their facilities and services accessible for persons with disabilities"

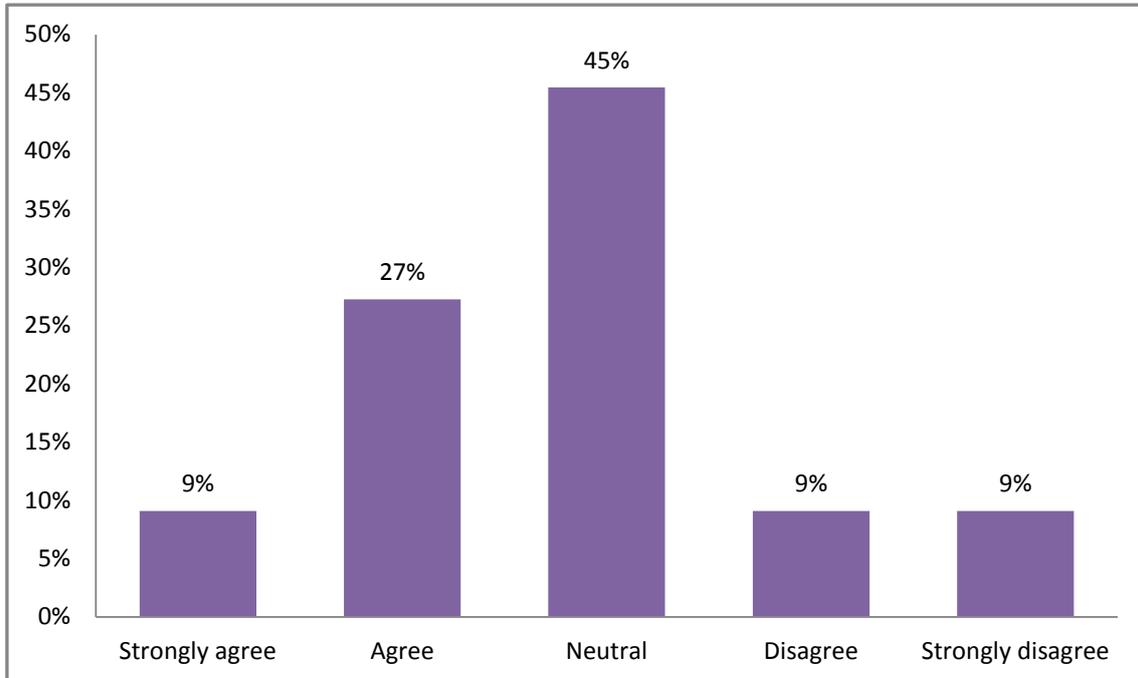
**Graph 4.5.11. Agreement of experts to answer 3.5**



Comment: Most of the experts (82%) support legal means to ensure access for disabled persons. Only 18% of participants gave a neutral response.

### 3.6 "Self-regulation and following best practices are the most appropriate and effective ways for the tourism industry to move forward on implementing disabled access"

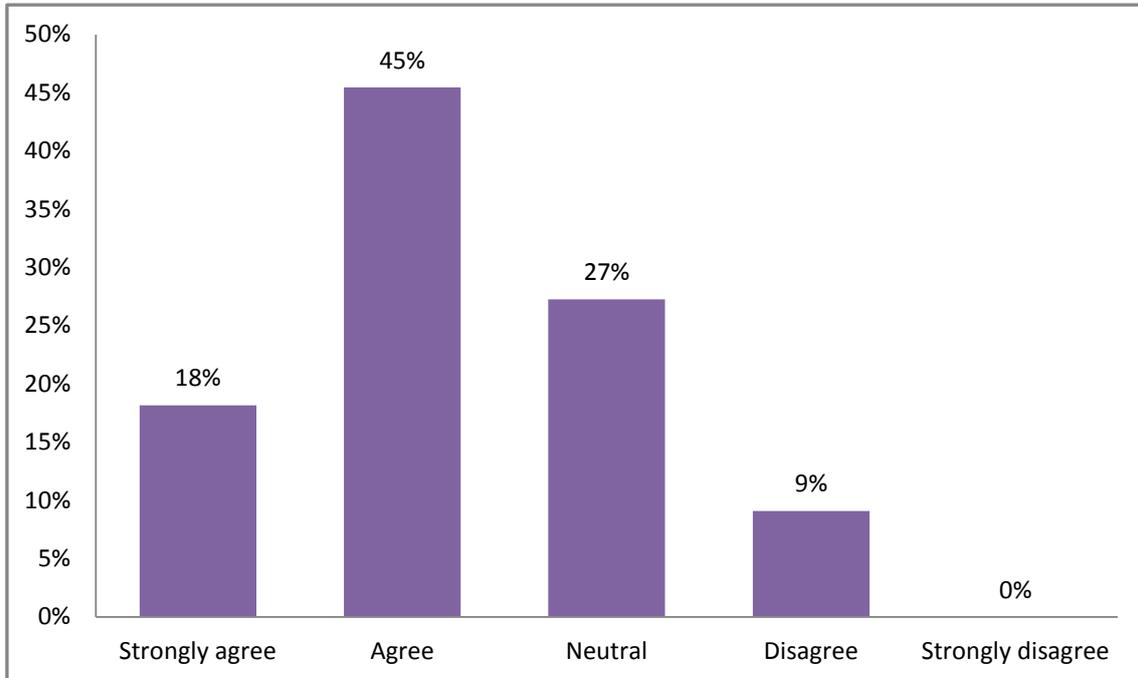
Graph 4.5.12. Agreement of experts to answer 3.6



Comment: On the subject of self regulation and following good practice, the experts' opinions are split about the effectiveness of this approach within the tourism industry. While 36% agreed with the statement, almost half (45%) of respondents were neutral and 18% disagreed with the statement.

**3.7 "Public economic support is necessary to get tourism businesses to adopt accessibility measures. The market of disabled and elderly tourists is too small to bear the additional costs alone".**

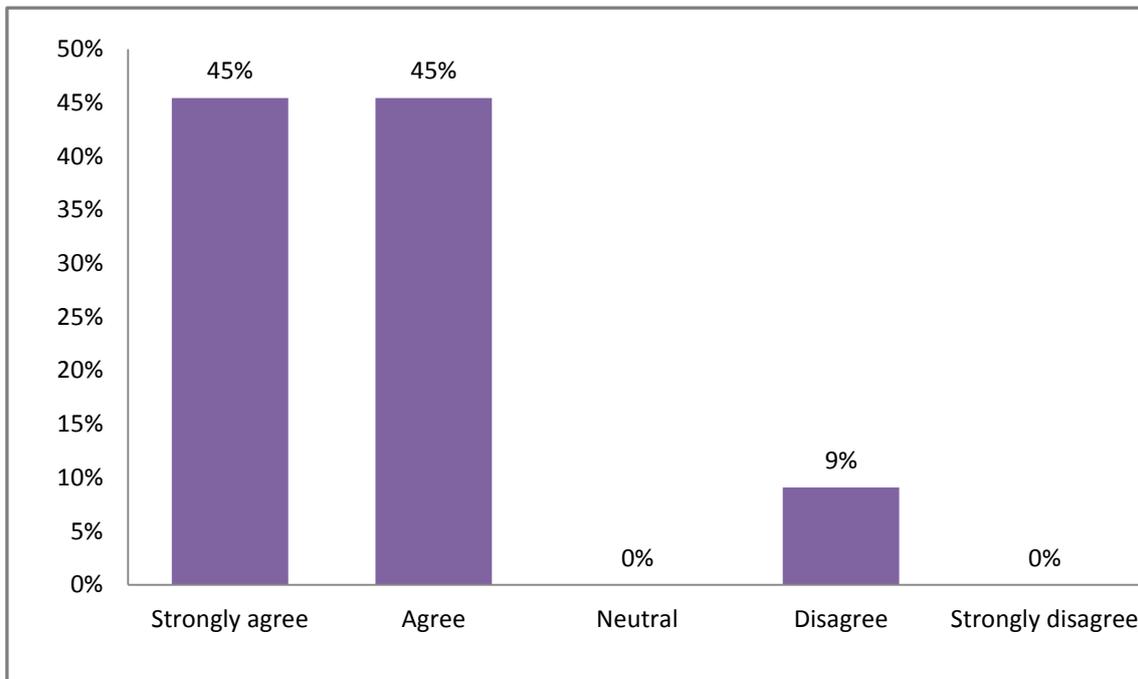
**Graph 4.5.13. Agreement of experts to answer 3.7**



Comment: 63% of experts agree with the statement. Only 9% disagree. This indicates that the majority sees the role for the public sector in providing support measures to companies to improve their accessibility.

### 3.8 "Voluntary accessibility labelling schemes, for example for tourist accommodation providers, are an effective mechanism for getting enterprises to make access improvements"

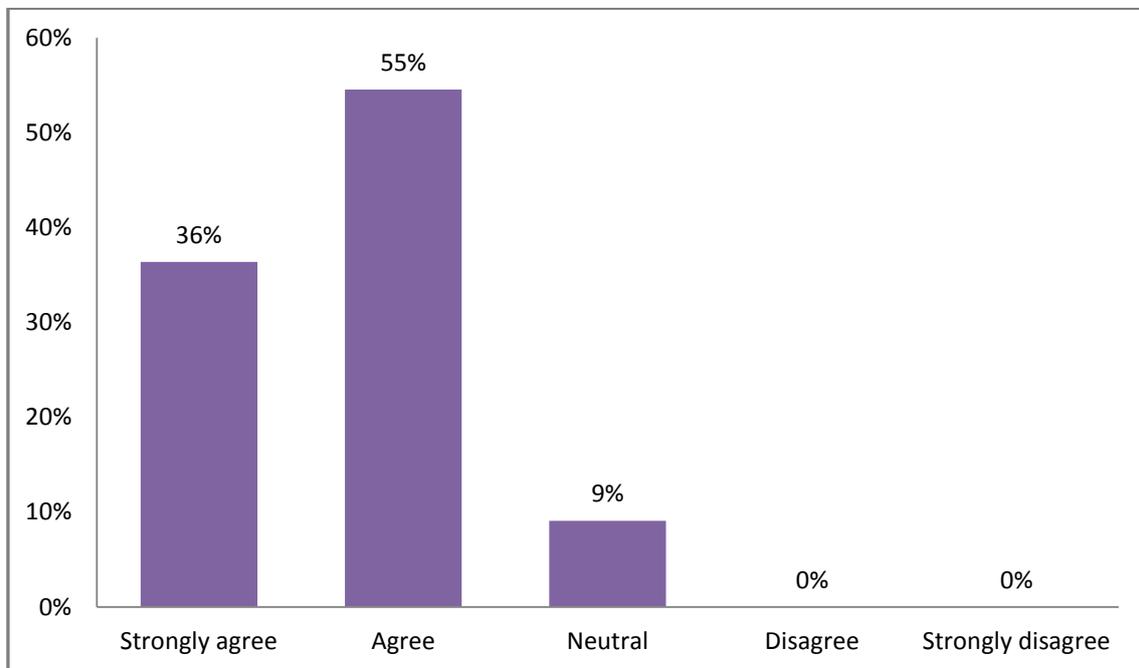
Graph 4.5.14. Agreement of experts to answer 3.8



Comment: Almost all experts (90%) agree that voluntary accessibility labelling schemes are an effective mechanism for getting enterprises to make access improvements.

**3.9 "Accessibility labelling schemes, for example for tourist accommodation, are helpful to the disabled consumer, as they are usually informative and reliable"**

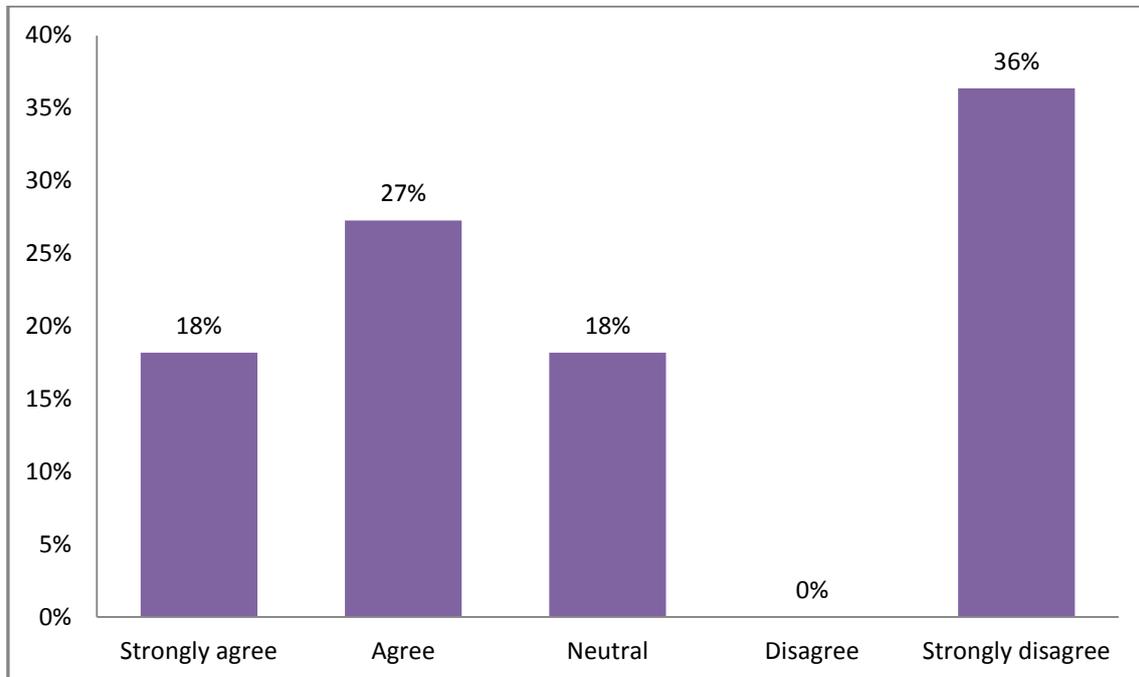
**Graph 4.5.15. Agreement of experts to answer 3.9**



Comment: The large majority of experts agree that accessibility labelling schemes are helpful to disabled consumers.

**3.10 "Access labelling schemes for tourist venues are most effective when they are managed by regional or local authorities, as these agencies have the best local knowledge"**

**Graph 4.5.16. Agreement of experts to answer 3.10**

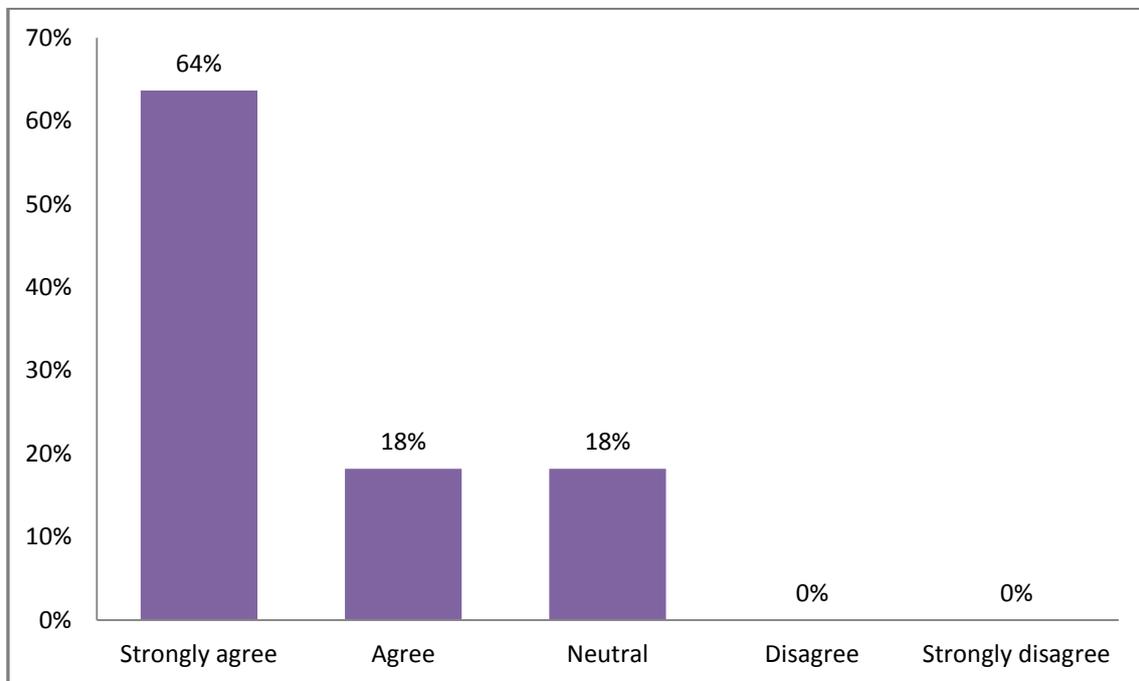


Comment: The experts are split over the issue of whether or not regional or local authorities are best at providing access information.

45% of the experts either agree or strongly agree with the statement while 36% strongly disagree, while 18% are neutral".

### 3.11 "Where there are many tourism access labels in a single country, customers do not know which to trust"

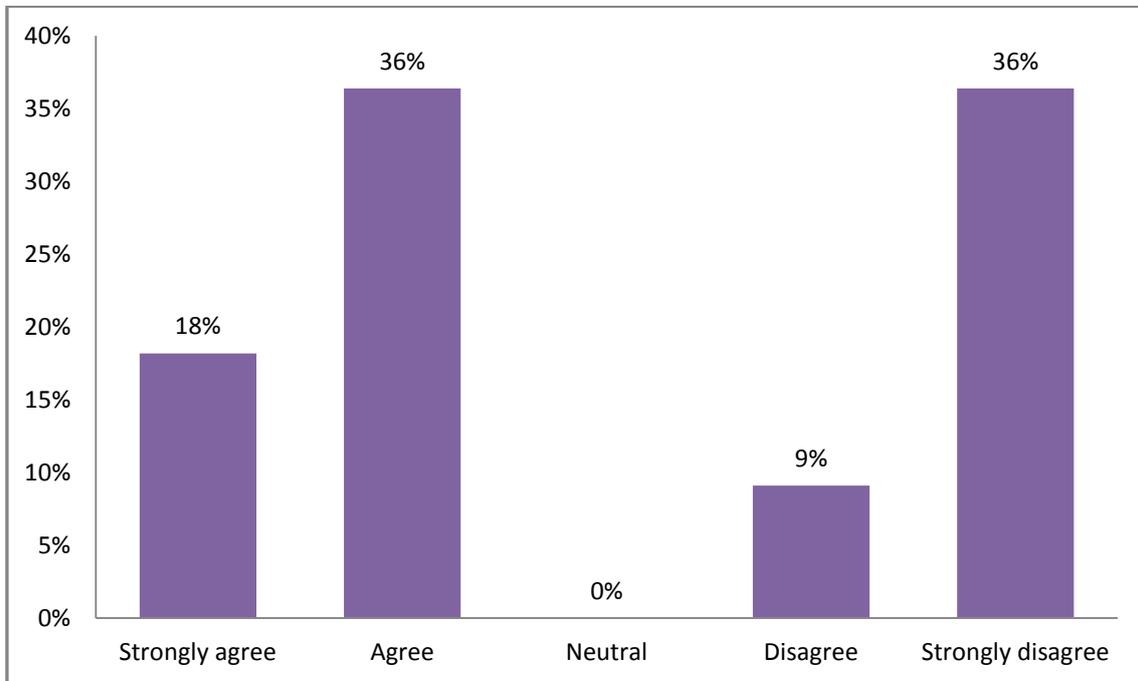
Graph 4.5.17. Agreement of experts to answer 3.11



Comment: Despite the majority of experts being in favour of accessibility labelling schemes, they almost all (82%) agree that, "Where there are many tourism access labels in a single country, customers do not know which to trust". 18% are "neutral".

**3.12 "Having Europe-wide access standards for the tourism sector would reduce the diversity and uniqueness of destinations".**

**Graph 4.5.18. Agreement of experts to answer 3.12**



Comment: Experts are almost evenly split on the issue of whether *“Europe-wide access standards would reduce the diversity and uniqueness of destinations”*. A slight majority feels diversity would be reduced by uniform standards. Exactly why this is felt to be the case would be a question for possible further exploration in a more detailed study.

## Next steps in your country

The experts were asked: ~~In~~ your opinion - if you think more needs to be done - what should be the next steps at National level to enhance accessibility for people with disabilities to tourism?

These were the replies received:

- **Belgium:**  
*–More measurements to create an accessible destination (global approach: accommodations, transport, activities, etc.)”*
- **Denmark:**  
*“Establishing areas with total accessibility, that means not only single places, locations or facilities, but accessibility in the whole chain: Transportation systems, arrival terminals, facilities, buildings, surroundings/outdoor environment, etc.”*  
*“Introducing national/EU anti-discrimination laws would certainly help.”*
- **France:**  
*“To transform the standards of attribution of a voluntary label into legally binding texts, applicable to all.”*  
*“To continue and support the teaching actions of sensitizing the people working in the tourist industry - to ensure that associations representing disabled people have a coherence of information available to their members.”*
- **Norway:**  
*“The database solution used on [www.visitoslo.com](http://www.visitoslo.com) should and will be available to other Norwegian destinations.”*  
*“The launch of the new Norwegian national Standard will hopefully help raising awareness on this important topic.”*  
*“Legislation is getting better - requirements will force businesses to adapt as they will lose market share unless they adapt.”*  
*“Economical funding available.”*  
*“Free public consultancy for enterprises who want to improve accessibility. More marketing and knowledge about the target group's (disabled) travel behaviour. Mainstreaming the opinion that disabled people is a travelling target group to be taken seriously.”*  
*“Expanding the use of a label system to provide the tourist with reliable information.”*
- **UK:**  
*“We're working towards getting as many tourism businesses to provide information on 35 key accessibility attributes - as developed by VisitBritain through its participation in the OSSATE project. This is now gathering serious momentum, and is a provision that will be sustainable in the long term. This will not provide all the necessary information for every disabled visitor, but will at the least help disabled visitors to shortlist potentially suitable places to stay, places to visit etc, and should be of great benefit to elderly visitors and those with minor disabilities. It also raises the importance of making tourism accessible to tourism businesses with things that can easily be achieved at little or no cost - for example, ensuring menus are available in large print format.”*  
*“Alongside this, other initiatives continue, such as VisitEngland's National Accessible Scheme and the new 'Easy Does It' guide.”*  
*“To provide accessible pre travel information about booking, transport, accommodation, places to eat, tourist sites and other useful information about travel destinations”; “to ensure that provision, when it is made, provides the*

*disabled traveller with a similar tourist experience to other visitors”, “to ensure that tourist information is in accessible formats”, “to ensure that transport services in tourist destinations are accessible”, “to ensure that transport vehicles used on tourist services are accessible”, “to improve access to goods and services (restaurants, hotels and taxis”); and “to raise disability awareness - especially consistency of access throughout Europe to encourage seamless tourism.”*

Comment: Most of the experts’ views on “next steps at the national level” take a wide view of access in tourism, focussing on ways and means to create totally *accessible destinations* rather than single venues, and also linking accessible transport, information and services, including training, into the solutions. The French experts focus more on legal enforcement of standards and awareness raising and training in the tourism sector.

## **Next steps in Europe**

The experts were asked: *“In your opinion - if you think more needs to be done - what should be the next steps at European level to enhance accessibility for people with disabilities to tourism?”*

These are the replies received:

- **Belgium:**  
*–A quality label for accessibility; a support program to develop a global approach; standardisation in criteria and service, education, training.”*
- **Denmark:**  
*–Development of national accessibility standards based on a united set of European criteria + specific national criteria. An economically secured organisation (long term) who can initiate the European countries to work with similar labelling and consulting systems throughout Europe. Long Term is the key word.”*  
*–Establishing a reliable labelling system.”*
- **France:**  
*“To standardize the criteria and TO INFORM, it is essential to take in its totality the whole of the travel of the disabled person from her residence to the place of stay, making it possible to develop a maximum of autonomy.”*  
*“To bring together the official persons in charge of the countries which have taken steps towards accessibility in tourism in order to study, compare the actions and to go towards common criteria and united actions.”*  
*“A tourist who is disabled must be able to have the guarantee of standards - standardized between the European countries and thus to have freedom of circulation.”*  
*“In general, make it easy for business and talk with the industry. Show best cases and where the money in it is.”*  
*“Economical funding available if businesses want to adapt.”*
- **UK:**  
*“To continue to identify the challenges, obstacles and barriers which prevent accessibility for all in tourism at EU level.”*  
*“To ensure that equality of freedom of movement continues to become a reality for all blind and partially sighted citizens both within, and between, Member States, for example, through the proposed Equal Treatment Directive.”*  
*“The European Guide Dog Federation (EGDF) has recently gained a number of amendments to the proposal through the European Parliament which, if adopted by Member State governments at the next stage of decision-making, will ensure a legal right of access to all guide, and other assistance, dog users across the European Union;”*  
*“To continue the discussion within the standardisation bodies about the need to adopt standards at EU level in accessible tourism - moving towards common minimum standards”; and “examine issues of uniformity / consistency in accessibility at EU level for disabled tourists, including guide, and other assistance, dog users - with implementation of the Accessibility article (Art 9) of the UN Convention on the Rights of Persons with Disabilities always in mind.”*

Comment: The experts who answered this question see a common European approach to access in tourism as a positive thing, which should be pursued in terms of common access criteria, minimum standards; market based (business case) incentives and guaranteed

freedom to travel for all citizens. Standardisation is viewed as a way to secure better access for all and working together across borders in Europe is viewed with favour.

## Other Comments by the Experts

- **Denmark:**  
*“The Danish label system is managed in a database which is prepared for managing similar label system in other countries in different languages and in different homepages.”*
- **France:**  
*“With regard to accessibility in the tourism industry, to make sure that the countries which work on this subject find out how to work together and do not want to impose the rules of one country or another. This subject is transversal and thus is not the property of anybody.”*
- **UK:**  
*I think 'awareness training' - which to a certain extent is about good customer service, and this should be viewed, in many instances, as importantly as making material changes / adaptations.”*  
*“In terms of whether accessibility should be enforceable by law or self regulating (questions 3.5 and 3.6) I think a combination of both is probably the best way forward.”*  
*“In talking about tourism, we mustn't forget about business tourism. In terms of providing access, if someone with a disability needs or wishes to attend a specific meeting or conference, there will not be the same degree of choice of venues, accommodation etc. as there might be for a disabled leisure visitor who could choose a destination based upon its accessible features.*  
*“Not to focus mainly on physical disabilities when it comes to labelling schemes but on the more invisible disabilities like sensory and cognitive impairments.”*  
*“To raise awareness of guide and other assistance dogs throughout Europe and the need to facilitate effective, non-discriminatory access for them and their owners / users wherever they choose to travel in the EU.”*

## 5. CONCLUSIONS AND RECOMMENDATIONS

### 5.1. Conclusions about Accessibility Standards in Europe

From this study of Standards and related instruments addressing accessibility to tourism for disabled people and people with access needs in a selection of different European countries, a number of findings have emerged.

Standards related to *access in tourism* are found to vary considerably, firstly in terms of their objectives, especially in relation to *the range and types of “beneficiaries” (persons with disabilities) they intend to support.*

These target groups may include:

- Wheelchair users (including users of manual wheelchairs, with or without assistance, electric wheelchairs, 3- and 4-wheeled mobility scooters),
- People with walking difficulties (including those who use a stroller, crutches, walking stick or other walking aid), sometimes simply referred to as 'slow walkers',
- People with motor difficulties in their hands and arms,
- People who are blind or visually impaired,
- People who are deaf or have a hearing impairment,
- People with learning difficulties, attention disorders etc.,
- People with mental illness or who have had a mental illness,
- People with allergies or/and asthma (including environmental, contact or food allergies),
- People with diet restrictions (requiring special diets due to allergy or other health conditions),
- People who are very short or very tall compared with the average,
- People who are overweight,
- People who have difficulty in understanding the local language, (in written or spoken form),
- People who need to be accompanied when travelling, and
- People with other requirements (such as chronic medical conditions, frailty, susceptibility to extreme heat or cold, etc).

However, it is clear that only a fraction of the above target groups are addressed in a single Standard, (or for that matter in most information schemes or venues).

**Laws and regulations**, such as building regulations, are targeted towards the population in general. In principle, they should therefore encompass the requirements of **all people**, but the study shows that any given law or regulation is unlikely to include solutions that fully take into account the needs of all people with functional impairments. Many, if not most, national laws and regulations have not been truly inclusive of all citizens. Instead they tend to be supplemented by **additional considerations** for disabled people in the form of government circulars, or special design solutions for people with disabilities.

In this way, some norms, Standards and other guidance documents have been developed to address the needs of those who may have been left out by the normal provisions. These generally refer to specific disabilities or other access issues in more detailed and comprehensive ways than laws or regulations which govern accessibility. They refer to certain categories of persons and places or situations where appropriate design, layout of

spaces or technical aids can help the persons in question to function, either completely independently or with a minimum of assistance.

**Standards are directed towards a variety of professional groups or industry sectors** *which shall use them*, including architects, designers, tourism destination managers, accommodation proprietors, owners of visitor attractions and restaurants, and others.

**Standards can vary in the scope of the actions they address**, as they may focus on various subjects including: buildings and infrastructure, transport modes, visitor services and training, or information design and Information and Communication Technologies (ICTs). It is also notable that while *most Standards focus on strictly technical specifications for “hardware”*, others include in their remit, *aspects of service and quality management* that are also related to achieving and maintaining good accessibility for visitors.

With regard to the more ‘technical’ Access Standards, these can also *show considerable variation in the functional requirements they prescribe*, as well as in the dimensional and design requirements.

It is equally important to emphasise that, in order to provide good access for all customers, including those with disabilities and those with access needs, a tourism enterprise must have some degree of knowledge, skills and capabilities for fulfilling the needs, preferences and requirements that are related to the functional impairments or disabilities of the target group(s). It is not sufficient to have only physical measures in place, for example.

**Standards for tourism services or for access labelling** are only recently being considered in international, national and regional contexts.

Accessibility information labels and access information schemes may be either ‘narrow’ or ‘broad’ in the targeted range of visitors. Some may provide information on the main broad categories of disability, (e.g. wheelchair users, visual and hearing impaired persons) while others aim to give useful information to many target groups of visitors.

So, taking all these aspects into account, it can be concluded that there is very little uniformity or consistency in tourism Standards, regarding their target groups, their intended users, their scope and their technical specifications, when comparisons are made between European countries.

The **heterogeneity of the access Standards** identified for this Study can be explained partly by the fact that *specific standards on Tourism Accessibility are relatively rare*. Therefore the sample we have identified includes a number of Standards and guidance documents that have been written for other purposes, such as access to ICTs in general, which may have only partial relevance to tourism.

It is worth bearing in mind, with regard to possible future Standards work, that access Standards that are written without active tourism industry participation will almost invariably fall short of what is needed by the tourism sector.

The study has shown that **political leadership** at the international, European and national levels plays an important role in stimulating the development of laws, standards and other measures which can serve to require or promote accessibility for persons with disabilities.

On the **implementation** of Standards, the impact of international and national agreements is of course highly variable. Some countries may be extremely active in implementing resolutions, while others are less ambitious and less effective.

For example, the Council of Europe Resolution, ResAP(2007)3 –Achieving full participation through Universal Design” states that:

*“Member states should take actions incorporating the principles of Universal Design, encompassing all aspects of society, for example the built environment, information and communications technology (ICT) networks, transport, services, tourism, products and goods, information, employment and education.”<sup>9</sup>*

This resolution has been adopted in the following countries: Austria, Belgium, Bulgaria, Cyprus, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland and United Kingdom. (The remaining Council of Europe Members that have not signed the –additional social protocol” is not included – thus leaving the large majority of European countries outside this agreement).

Another important finding concerns the role of access Standards in the **national frameworks for accessibility improvement**. Standards have each been drawn up under different conditions, by their national bodies. Yet, national Standards bodies operate, in some respects, in different ways, according to the prevailing customs, economic and organisational conditions of a country and its professions. Standards respond also, in part, to different sets of laws, action plans and other national conditions, both in the industry and in the NGO sector.

It has been observed that **different types of organisations lead or participate in Standardisation** and the development of standard-like technical guidance documents, depending on the country and constellations of actors concerned. This clearly affects the aims and the outcomes of Standards work. Participants in Standardisation normally include partners from industry (but not very often from the tourism industry), from public bodies, voluntary groups of disabled people, consultants and experts in accessibility and in tourism, etc.

**Lack of consumer representation in Standardisation activities** is a subject which the European Consumer body, ANEC, (among others) has highlighted, with particular reference to safeguarding the needs of consumers with disabilities. The European Commission has commissioned a programme of training of representatives of people with disabilities and accessibility experts in the Stand4All project which commenced in 2009. The project’s objective is to develop and implement training courses for people with disabilities and to promote the use of CEN/CENELEC Guide 6 – ‘Guidelines for standards developers to address the needs of older persons and persons with disabilities’ within CEN / CENELEC /ETSI technical committees.

**Collaboration between Standards bodies** on the development of access Standards is a relatively untested possibility for improving the quality of Standards and achieving better implementation. It appears that the diverse –histories” of National Access Standards (and the exertion of many thousands of hours of effort which has gone into making them), inevitably make Standards, to some degree, a matter of national pride and perhaps also a

<sup>9</sup><https://wcd.coe.int/ViewDoc.jsp?id=1226267>

sign of maturity in a country's tourism sector, showing its willingness and ability to address accessibility issues.

From the study, however, there is little evidence of National Standards bodies openly sharing or developing work that has been done previously by Standards bodies in other countries. The Norwegian Standard on requirements for accessible destinations, NS 11010, is an exception to this practice, as it acknowledges certain design requirements – and illustrations - that are present in the Danish Accessibility Standard, DS 3028.

**Other background conditions** can play a vital role in shaping the aims, the characteristics and the impact of Standards in any given country or region. Background issues include laws, regulations, market conditions, but also the cultural sensitivity and awareness among industry players regarding disabled people's general rights to participate on equal terms in society.

One such background factor is a country's civil rights legislation. It is distinctly noticeable that access Standards and other mechanisms to promote access are more likely to be developed in those countries that have *an anti-discrimination legislation which protects the rights of disabled citizens*, while countries which lack such over-arching regulations are less inclined to develop these tools. Thus, we see comparatively more access initiatives (also addressing tourism), for example, in the United Kingdom, Spain and Norway which all have anti-discrimination and accessibility legislation in place.

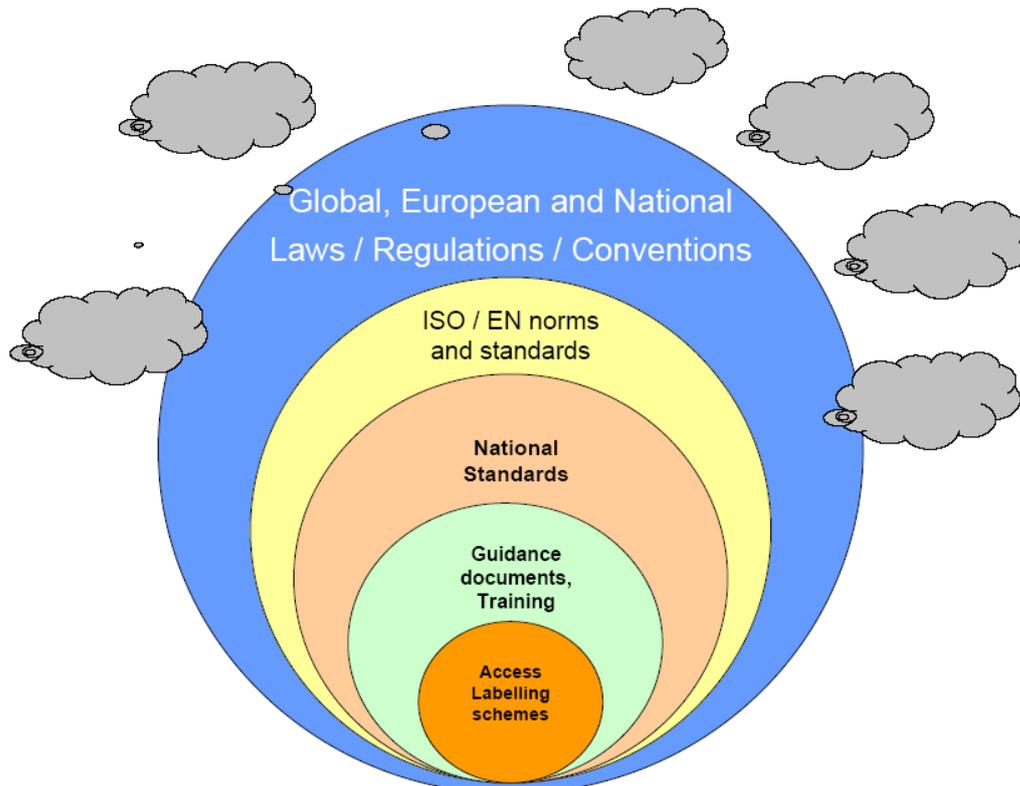
**Political leadership** shapes not only public opinion but also brings into focus the need for appropriate Standards, guidance and other mechanisms which can support the tourism industry in implementing equal access to all travellers.

The overall impact or effectiveness of a Standard cannot be judged solely on its use as an individual instrument for one or other professional group. It has also to be judged within the framework of action where it was developed and a range of background conditions.

When we consider the wider objective of *advancing accessibility for all in the tourism sector*, **National Standards alone** are not sufficient to bring about decisive change in business practices and technical know-how. Standards must play their part within *a series of mechanisms* from Legislation and Regulations at the broadest level through to guidance documents and marketing tools, such as accessibility labels and access information schemes at the more specific level.

The following diagram illustrates the five sets of **mechanisms** that may be used to **improve access**, in broad terms:

1. Laws, Regulations and Conventions.
2. International and European Norms and Standards
3. National Norms and Standards
4. Guidance Documents and Training Schemes, and
5. Access Labelling and Marketing Schemes.



National Standards are thus placed within a continuum of mechanisms. It should also be noted that the mechanisms in the larger circles are those which *require* operators to follow regulations and laws, while the more specific actions, including training, use of guidelines and marketing labels (represented by smaller circles), are generally used to *advise and encourage* operators to enhance the accessibility of their environments or services.

The countries which have been included in this Study: Austria, Belgium, Denmark, France, Germany, Norway, Spain and the United Kingdom - have been chosen due to them having not only access Standards but also a wider range of measures in use, targeting access to tourism for disabled persons.

It is evident from gathering information on these different sets of mechanisms in each country that they are used to varying degrees and in different ways. Most of these mechanisms can be found in all of the eight countries, but the emphasis on the different measures varies considerably. The “balance” that a country chooses between *requiring access by law* or regulations and *encouraging industry to improve access to tourism* is a key issue to consider when assessing the purpose and effectiveness of these measures. For example, Denmark has no specific law against discrimination on the grounds of

disability but it has (Building) Regulations, National Standards, Guidance documents and a labelling system for tourist destinations (based on the Danish Accessibility Standard's specifications).

The following paragraphs give a brief round-up of some of the international and national measures which address or influence access standards in tourism. (More detailed descriptions of each one are given in the "Catalogue" section of this report).

## International Agreements

International agreements are voluntarily entered into but they are then binding on those Member States which choose to ratify them.

International agreements which address the theme of *access to tourism for people with disabilities* include:

- The UN World Tourism Organisation "Global Code for Ethics for Tourism", art. 7 para. 4. (1999)
- The UN World Tourism Organisation "Resolution on Tourism for All" (2005)
- The UN Convention on the Rights of Persons with Disabilities, (2006). Article 2 promoting universal design in the development of standards and guidelines, and article 30 promoting access to leisure, sport and tourism.
- The Council of Europe. Disability Action Plan 2006 to 2015.

In relation to legislation and accessibility policies at the EU level, the European Commission has hitherto focussed on *themes* in relation to:

- Transport, e.g. Regulations on Rights of persons with reduced mobility
- ICTs, e.g. eAccessibility Policy, eCommerce Legislation
- Built environment, e.g. related to public procurement
- Antidiscrimination, e.g. in Employment and the Labour Market.

Within these areas, the European Union has passed a number of Regulations which can support accessibility to tourism by disabled people, although none of these is framed as "tourism legislation" *per se*. This is because tourism laws and policies are the prerogative of the Sovereign Member States, which means that EU lawmakers cannot legislate on these issues.

## ISO / EN Norms and Standards

Although tourism is, by nature, a national, European and international activity which represents some 6% of the global economy<sup>10</sup>, the number of *tourism-specific standards* at all levels is relatively very low. A full inventory of activities has not been made for this Pilot Study but it is evident that the tourism sector, like other service sector operators, is a relative newcomer in the world of Standards.

<sup>10</sup> UNWTO figures for 2003: <http://www.unwto.org/facts/eng/economy.htm>

The EU tourism industry generates more than 4% of the EU GDP, with about 2 million enterprises employing around 4% of the total labour force (approximately 8 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is much higher - tourism indirectly generates about 11% of the European Union's GDP and provides about 12% of the labour force. Source:

[http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm#top](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm#top)

The European Standards Committee, CEN, for example, does not list “tourism” in its index of sectors, nor does “tourism” appear as a sub-heading under the heading of the “Service” sector.

In ISO, only nine standards have been published in the area of “Tourism”, of which eight are concerned with safety and training in recreational scuba-diving, while one concerns terminologies for the hotel sector - see Section 6 – References.

## National Standards

The general lack of access Standards applicable to tourism, mentioned previously, may be partly attributed to the nature of the tourism sector itself. The tourism industry is an economic sector with a wide variety of suppliers and with many *sub-sectors* including hotels and restaurant businesses, overnight accommodation, tour operators and travel agents, etc. The majority of tourism businesses are small in size and these enterprises typically have few – if any – resources to allow them to participate in Standards work.

There are, of course, many sectors of industry which relate to tourism, and some of these do have numerous and widely used Standards, for example, in passenger transport and in Information and Communications Technologies. Thus, Standards that have been developed for general areas of activity such as these are obviously relevant to some aspects of tourism. However, that is not to say that all parts of the tourism industry would recognise that their activities are subject to or influenced by national, European or international standards.

Furthermore, on the specific subject of *the tourism industry’s handling of access for disabled people*, it is only fairly recently that, Standards and other guidance documents have begun to appear. Access for disabled people to tourism has frequently appeared in broad political statements and declarations but the reality has not followed the rhetoric in many instances. A review of the policy developments in the area of accessible tourism in Europe from 1991 to 2007 is given in the ENAT Study Report no. 3 (2007).<sup>11</sup> The ENAT review shows a somewhat fragmented course in accessible tourism policymaking and inconclusive results in implementation, so far, at EU level.

Those tourism access Standards which exist in Europe are mainly national rather than European or International Standards. Therefore, with the relatively small range and lack of depth in Standards work in this field so far, there is a clear need for commitment and investment of resources to achieve adequate Standards in tourism accessibility.

## 5.2. Conclusions about the Surveys

The five surveys, reported above present opinions and experiences about Standards and other mechanisms to promote and ensure accessibility in tourism. Data was gathered from different parts of the tourism sector:

- the “demand” side (disabled visitors),
- the “supply” side (tourism providers: accommodations, airports, destinations and attractions); and

<sup>11</sup><http://www.accessibletourism.org/?i=enat.en.reports.512>

- experts in tourism management and marketing, standardisation and accessibility.

The four questionnaire surveys conducted for this pilot study were answered by disabled customers, and managers of accommodation establishments, airports and attractions, respectively. It should be emphasised that all respondents have voluntarily participated in the surveys and they clearly represent only a small fraction of tourists and tourism managers in Europe. As such, their answers and opinions give only an indication of the types of views held by this sample and should not be considered statistically representative of customers or managers in a single country or in Europe as a whole. However, such survey responses do shed some new light on issues concerning access standards and practices, as perceived by customers and managers. The pilot study questions and findings should therefore be useful in developing further, more detailed studies of accessible tourism.

The conclusions are, accordingly, presented under the following headings.

### Standards and the Demand for Accessibility in Tourism

The Visitor Survey showed the following important findings:

- Disabled visitors experience a severe **lack of information about accessibility** when searching for a travel destination and making bookings / reservations.
- **The information barriers** mean that disabled customers must use large amounts of time and many different means to find and cross-check information: they almost need to be their own travel agent.
- The proportion of respondents who find and book their travel via the Internet is equal to or even higher than for the general population (at least in some countries). Contacting a travel agent by “remote” means (phone email or letter) is also a much used method.
- Concerning the judgement on the quality of booking information, most respondents were “neutral”. Slightly more people were “unsatisfied” or “very unsatisfied” than satisfied with the quality of booking information.
- There is a clear demand from disabled visitors for more and better (reliable) information. This, they feel, should be available from travel agents, tour operators and venue owners/tourism providers, indicating that “mainstream” channels are preferred over specialised services.
- Opinions are mixed regarding the ability of public sector local and regional agencies to provide good access information.
- **At airports**, two-third of the respondents use the available passenger assistance services, but half of this group only uses the service “sometimes”. Assistance with boarding and disembarking the plane are the most frequent requirements in the airport.
- A majority of respondents (60 %) felt that airports are different in their levels of accessibility: some have good access while others are judged to be poor. Roughly the same proportion of respondents (about 16 %) felt that airports have easy access or that they have difficult access.
- Regarding airport assistance there is again a mix of experiences, with about 40% of passengers being a satisfied with the services.
- **In Accommodation**, around 40% of respondents are generally satisfied with the quality of the access, while almost one-third of respondents are “neutral”. Of

the remaining 30% of respondents, 27% (around one quarter) are dissatisfied. The level of satisfaction would seem to be lower than expected, especially for a group which includes many respondents who use 4 and 5 star hotels for overnight stays.

- Just over 50% of the respondents declare that they are satisfied with the quality of staff assistance and service in terms of accessibility.
- **Staff Training** is an important issue for disabled visitors. Responses indicate that there is a great need for *Staff training* in disability awareness in tourism sector, not only so that staff know how to give appropriate assistance but also to know when not to assist unnecessarily.
- **Improving access in tourism.** Disabled visitors do not express much optimism - or agreement – about the various means which might improve access in tourism.
- *Improving public transport* is seen as the most likely way to improve access to tourism (65 %). Next is *detailed access information supplied by travel agents and tour operators*. 59% agree that *mandatory national access standards in all tourist attractions* would be effective, while 57% support *Mandatory EU access regulations or standards*.
- *Accessibility improvements led by public authorities* received 59% support and perhaps surprisingly, *social networking websites providing information and experiences from disabled and elderly people* received only 45% of the respondents' approval.
- 54% supported the idea of *more access information from tourist providers*, and just 31% believe that *direct marketing of accessible offers to disabled and elderly people* would improve accessibility of tourism.
- **Laws, Standards and Labelling Schemes.** Relatively few disabled visitors know about accessibility laws, regulations, standards and labelling schemes that apply to accessibility in tourism.
- Those who are aware of access schemes and standards usually know only the examples in their own countries.
- Disabled visitors are generally not confident that national or European access labels and Standards can ensure good accessibility in the tourism sector.

## Standards and the Supply of Accessible Tourism Accommodation, Attractions, Venues and Services

A summary of important findings from the supply-side surveys is given in this section.

The tourism suppliers who answered the surveys represented 67 businesses: (22 accommodations, 12 airports and 33 destinations and attractions). They varied in size from companies of 1 to 9 employees to those employing over 1,000 people. The companies were located in Germany, Austria, Belgium, Denmark, France, Sweden, Spain and the United Kingdom.

It is notable that over 80% of the companies which answered the survey have undertaken measures to make their infrastructure or services more accessible to customers with disabilities. The companies may therefore be regarded as generally well aware of the accessible tourism and travel segment and how to serve this market.

Around 40% of these companies state that they have put policies in place to support access, through a general statement of corporate values that explicitly includes disability issues.

Around one-quarter of the companies have some form of accessibility certification.

About one third of the companies have a Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability.

Companies also support greater access:

- by employing people with disabilities.
- by cooperating with disability organisations or other stakeholders (e.g. Seniors' Organisation).
- by naming an access manager or "champion" responsible for company policies in relation to disability.

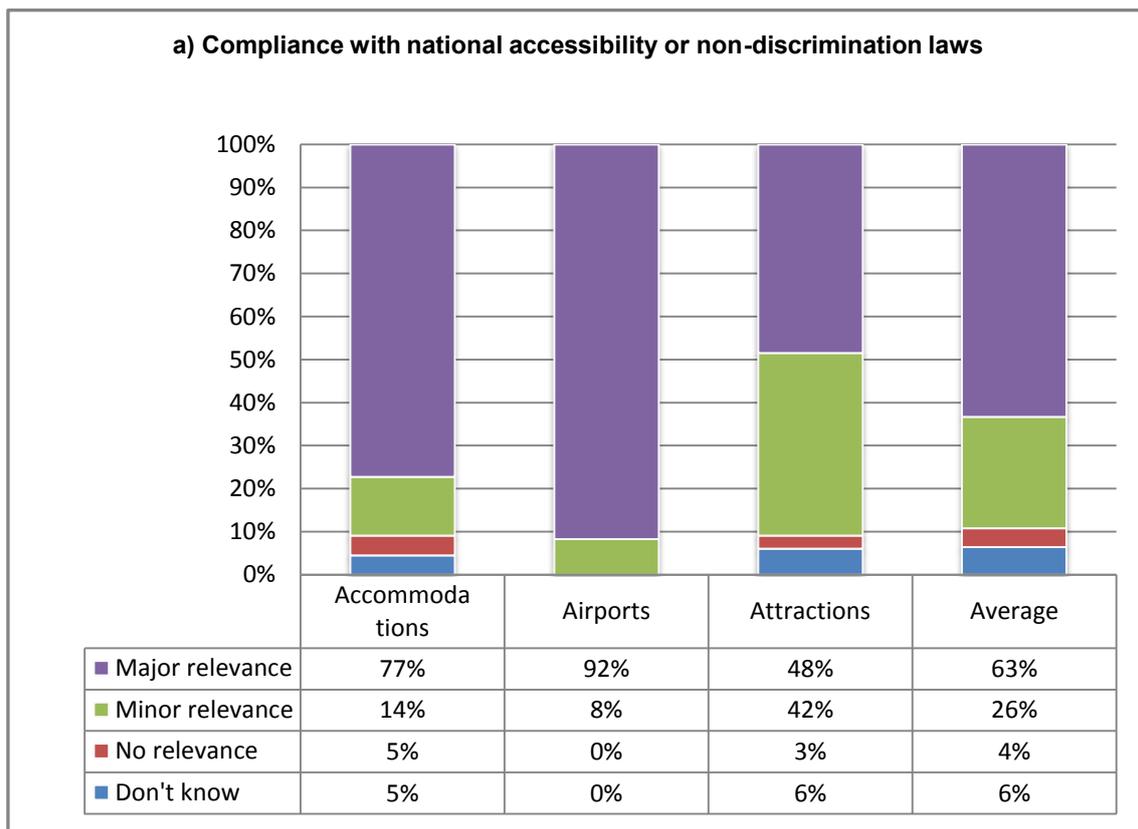
Other types of implementation of accessibility include: implementing access in all public areas; informing about barrier-free accommodation or facilities; and supporting efforts to make the whole destination barrier-free for all visitors.

Representatives of companies in the accommodation, airports and destinations and attractions sectors were asked to express their views on the various factors which may encourage or inhibit the take up of practices to improve access services in their businesses. The factors were presented as statements which could be answered by agreeing to a greater or lesser extent, or disagreeing. The complete, comparative table of results for the three sectors is shown at the end of this section.

## **A. Factors influencing company policies towards disabled customers.**

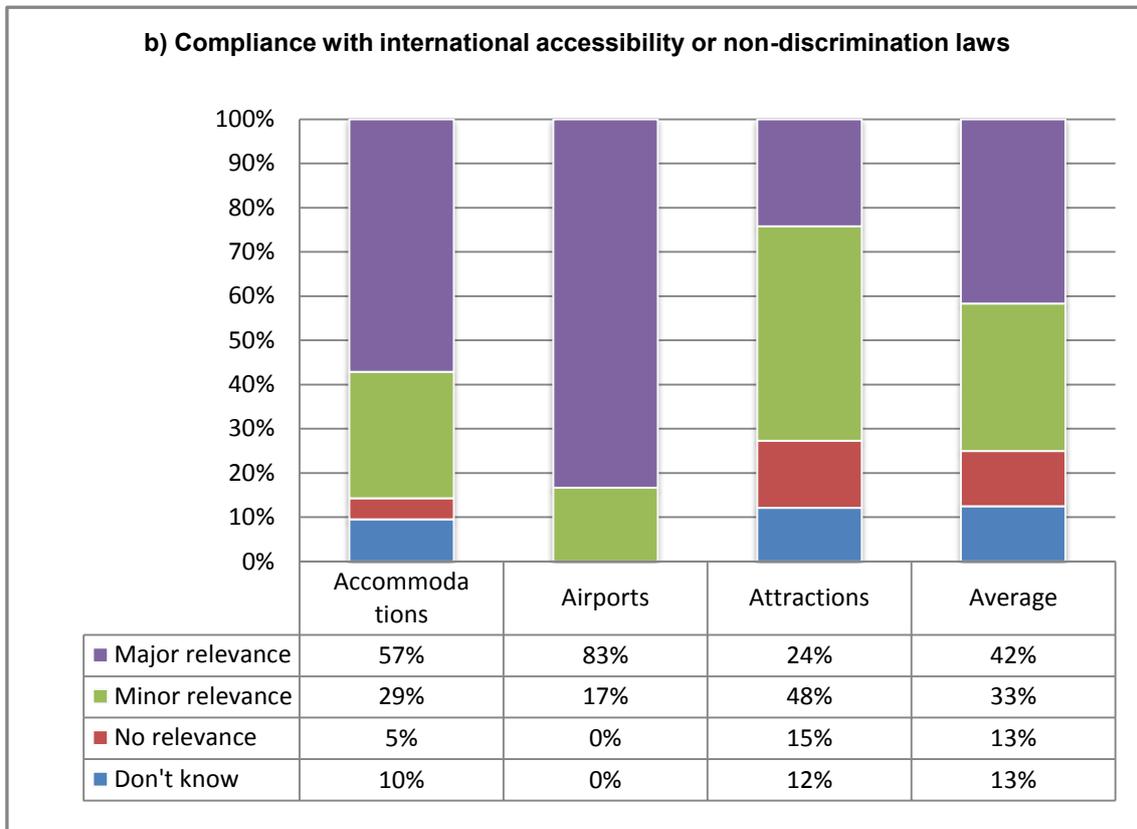
Company representatives were asked four questions regarding *to what extent certain factors influence their company's policies towards disabled customers*. A comparative summary of their answers is shown in the 4 graphs, below:

**Graph 5.2.1. Relevance of compliance with national accessibility laws**



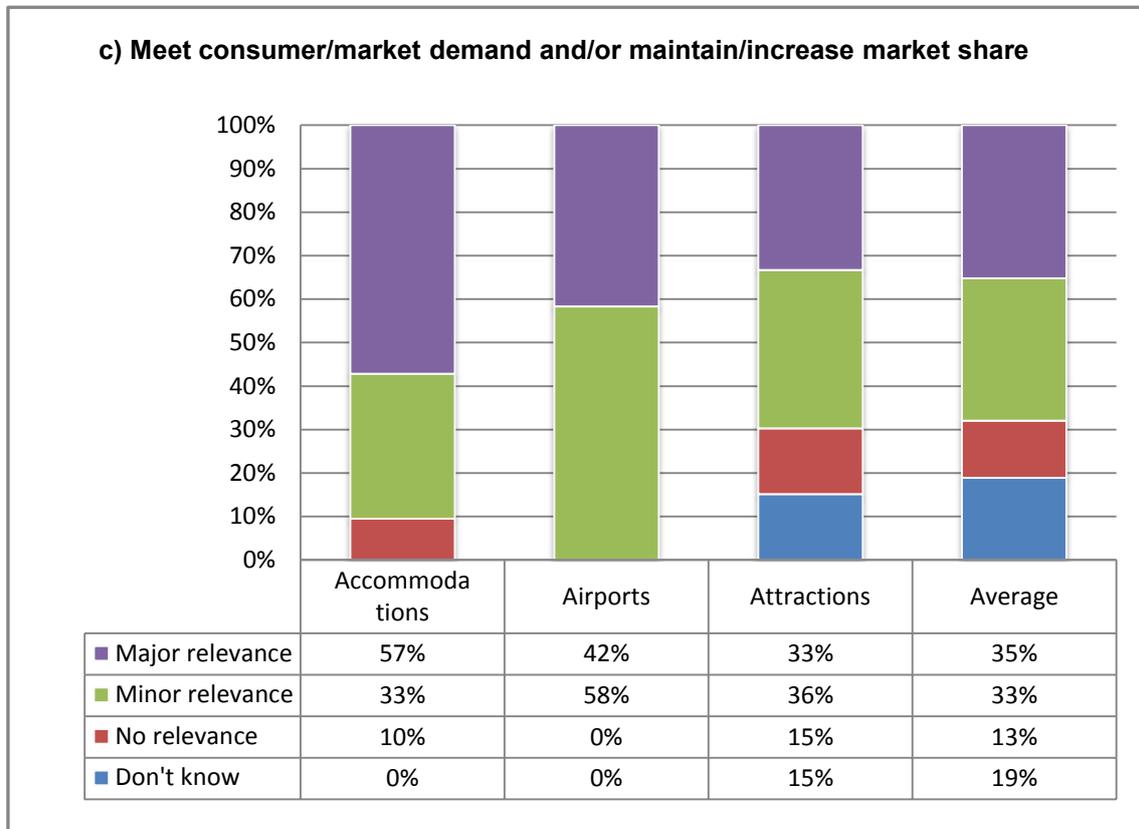
**Comment:** A very high proportion of the respondents from accommodations and airports consider that *compliance with national accessibility or non-discrimination laws* has a major effect on policies towards disabled customers. Relatively fewer attractions providers feel that legislation is a major factor (48%). Significantly, almost no respondents say that legislation has no effect.

**Graph 5.2.2. Relevance of compliance with international accessibility laws**



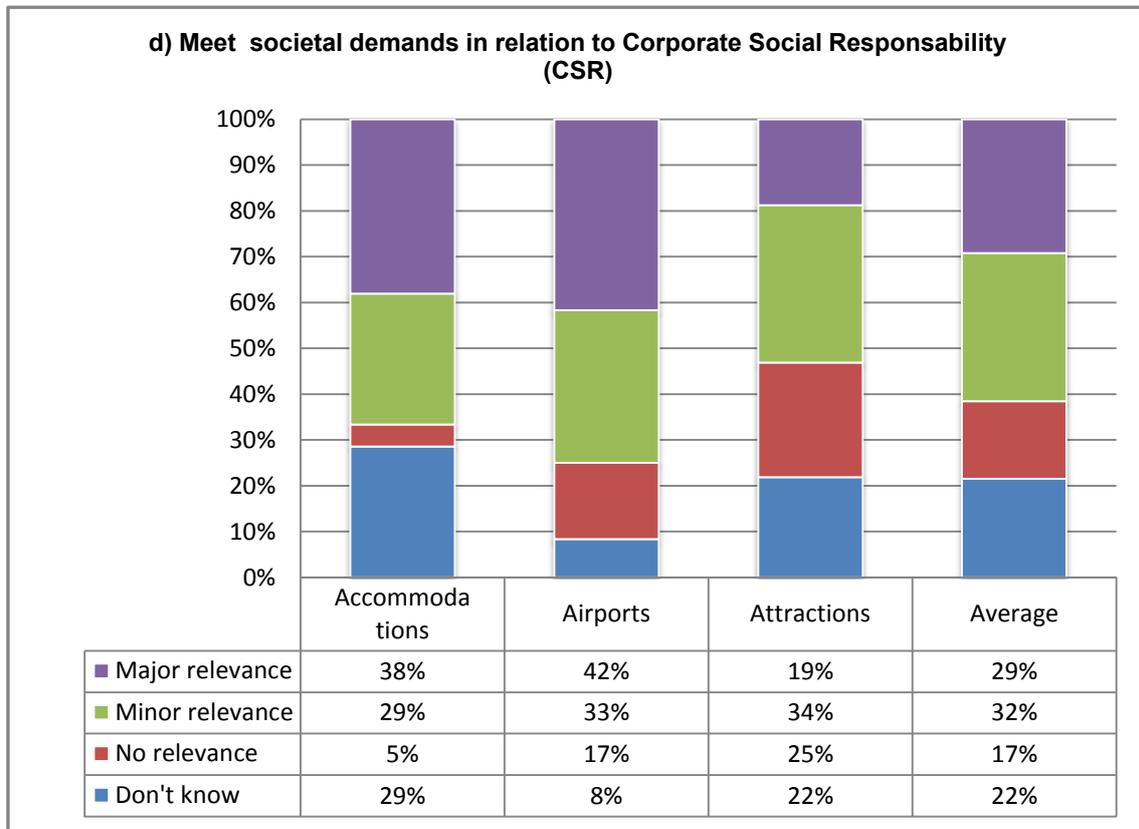
Comment: The need to comply with *international accessibility and non-discrimination laws* is judged to be a major influence on business services for disabled customers by 57% of accommodation providers and 24% of attractions managers. However, over 80% of airport managers find that international legislation is a major factor. This almost certainly reflects the influence of the EU Directive on air passenger transport for disabled people and people with reduced mobility on their experience and opinions.

**Graph 5.2.3. Relevance of meeting market demand**



Comment: *Capturing part of the consumer market* is felt to be a major influence on serving disabled customers by 57% of accommodation providers. Airport managers also give importance to this factor. Fewer attraction providers judge this to be an important factor.

**Graph 5.2.4. Relevance of meeting societal demand in relation to CSR**

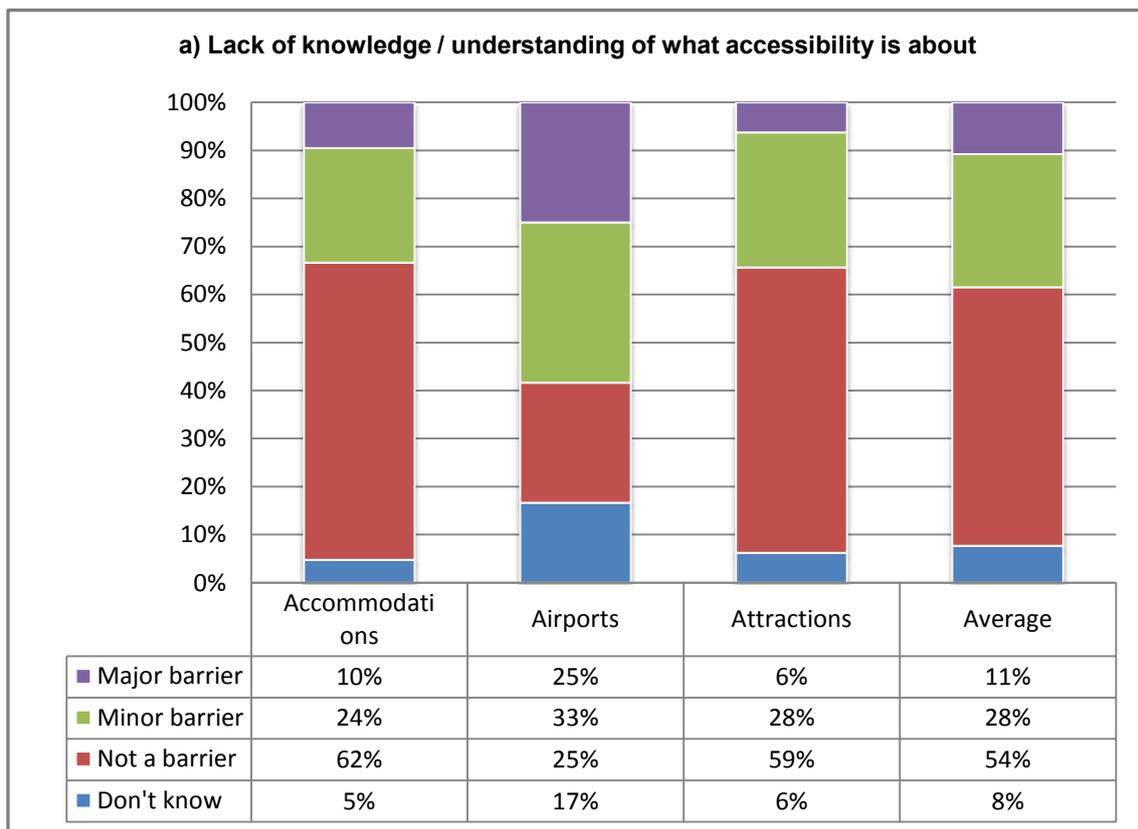


Comment: Meeting societal demands in relation to CSR is generally rated as important, but by relatively fewer respondents than for the previous three factors. Between 5% and 25% of respondents judge that CSR has “no relevance” in relation to improving services for disabled people.

## **B. Barriers to making the business more accessible**

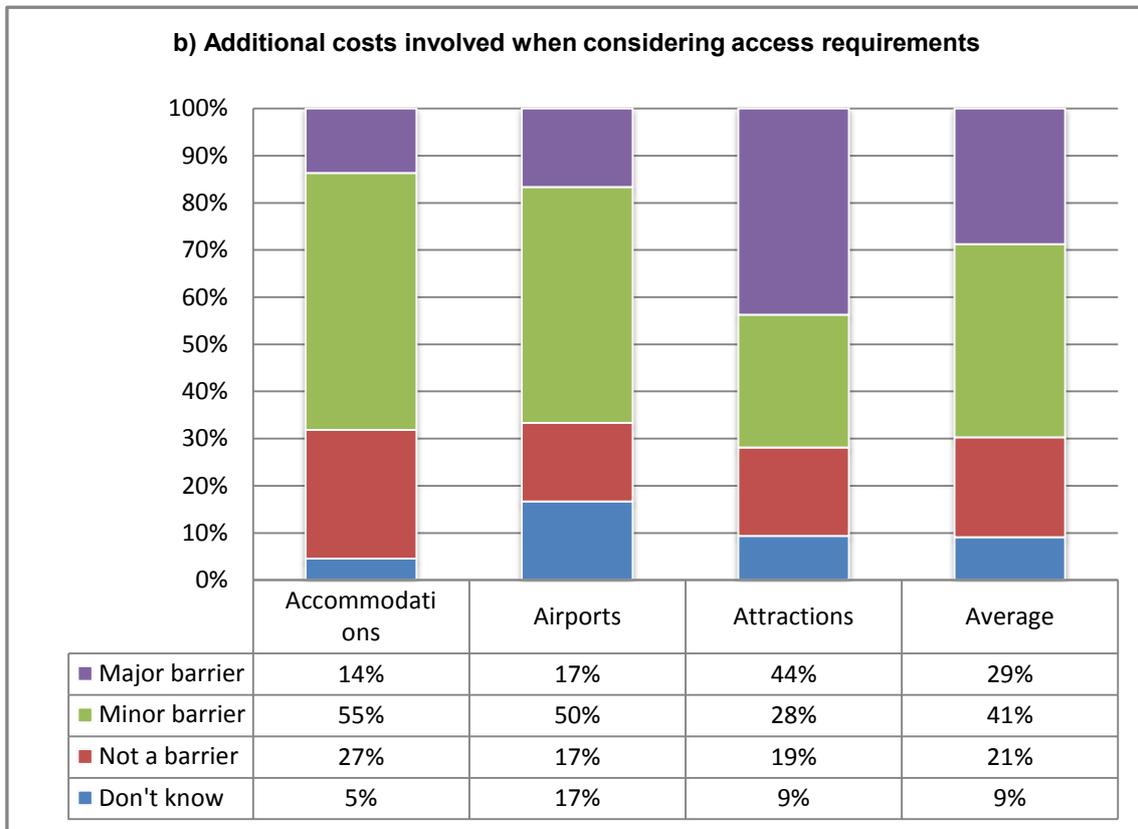
Company representatives were asked 5 questions regarding, *to what extent certain factors act as barriers to their implementation of access measures in their company*. A comparative summary of their answers is shown in the 5 graphs, below:

**Graph 5.2.5. Appreciation of lack of accessibility knowledge as barrier**



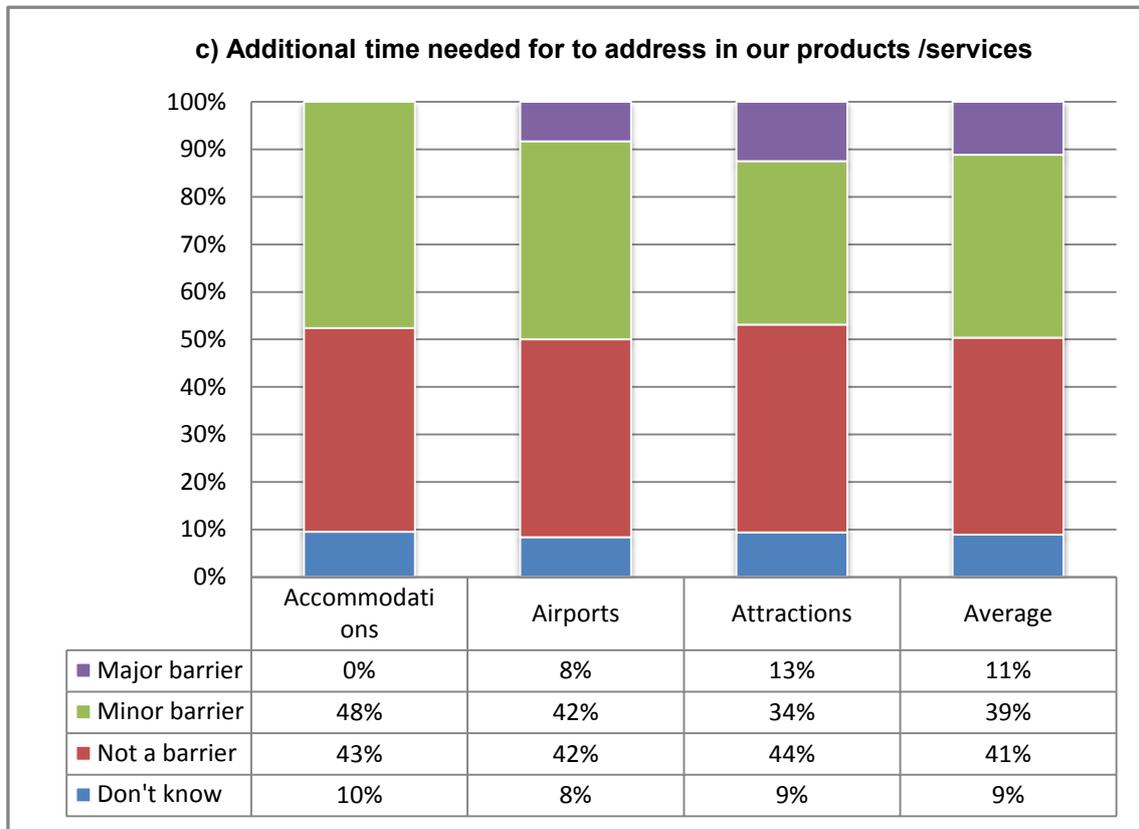
**Comment:** Accommodation and destination/attraction managers show a fairly similar opinion about this issue, with 34% of them indicating that *lack of knowledge* is indeed a barrier to improving access, while around 60% of them indicate that lack of knowledge is not a barrier. Among airport managers almost 60% say that lack of knowledge is a major or minor barrier.

**Graph 5.2.6. Appreciation of cost involvement of accessibility as barrier**



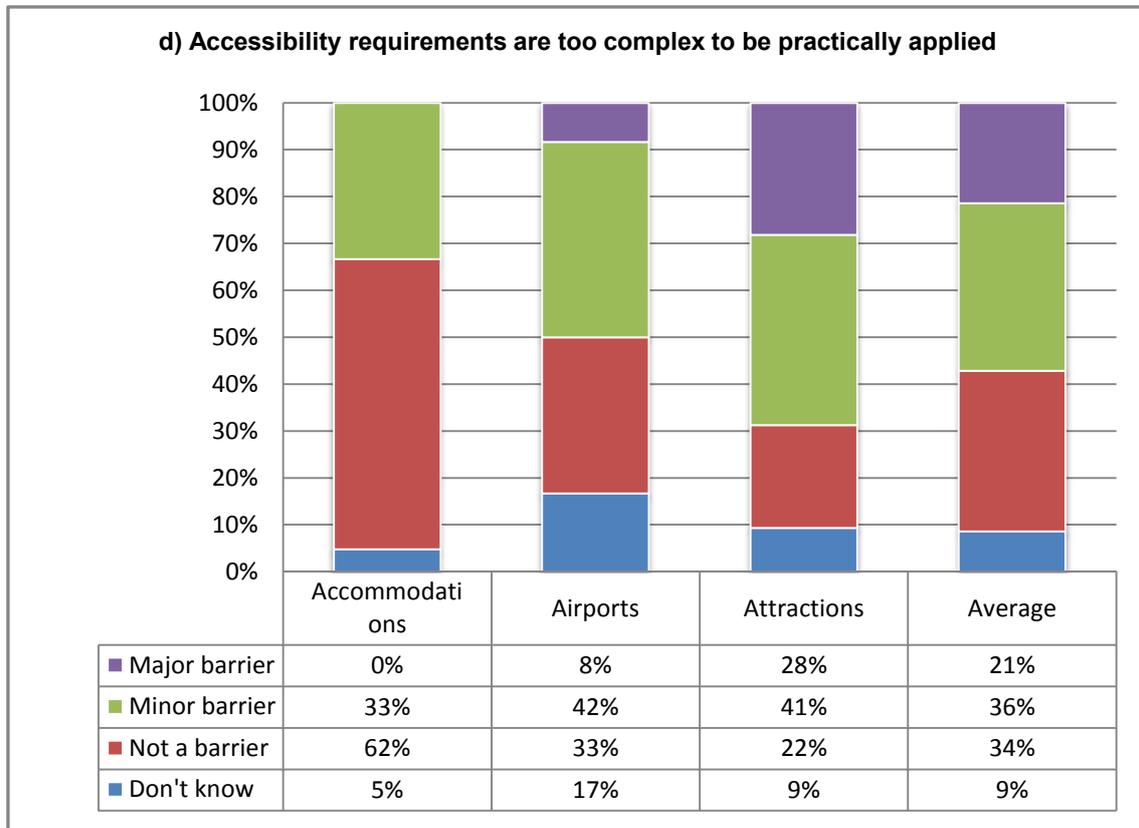
Comment: Opinions about the effect of additional costs acting as a barrier to improving access were fairly similar among all the business respondents, with percentage figures close to the ratings on *lack of accessibility knowledge*. (About 70% of the respondents say that extra cost is indeed either a “major” or “minor” barrier).

**Graph 5.2.7. Appreciation of time needed for accessibility as barrier**



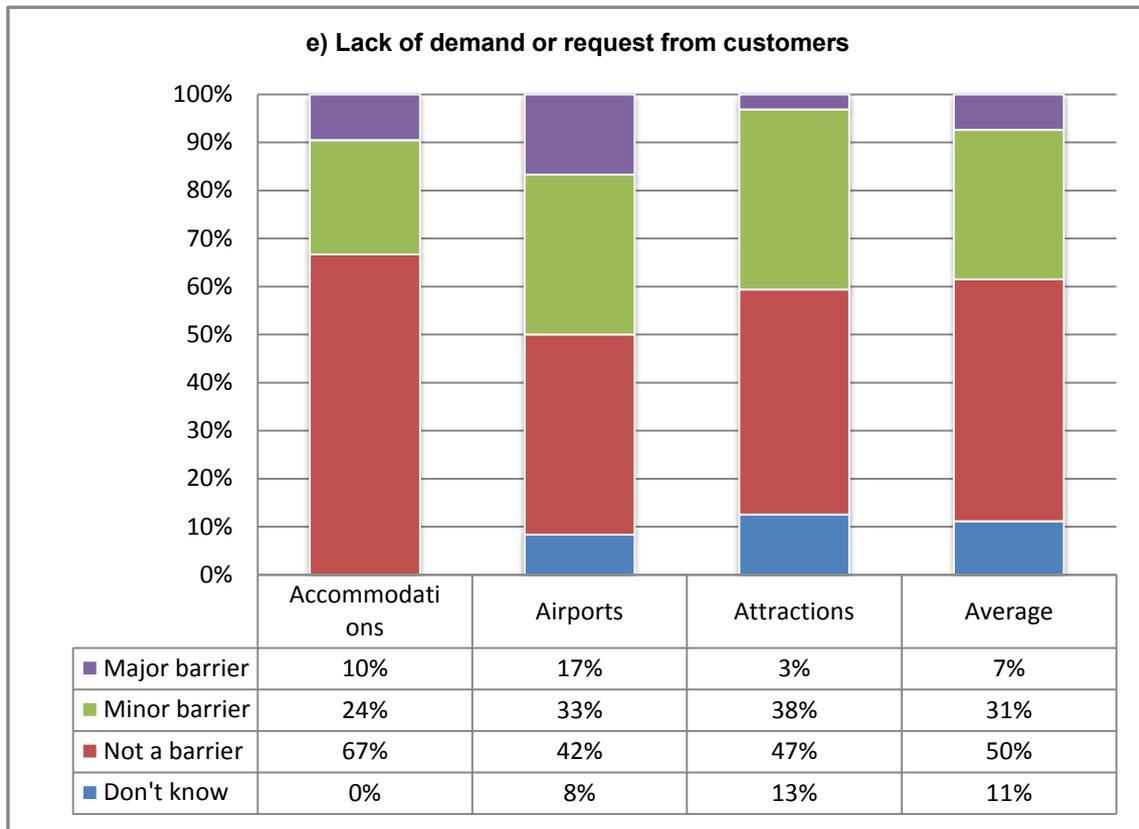
Comment: For half of the respondents *needing more time to develop products or services* is a barrier to develop accessible products and services. This may be a reflection of the fact that most respondents are very small businesses that lack resources in general and that do not have specialized staff who are dedicated to access issues.

**Graph 5.2.8. Appreciation of complexity of access requirements"application as barrier**



Comment: One of the factors which business managers feel creates a barrier to achieving better access is that *accessibility requirements are too complex to be practically applied*. Half of the airport providers and almost three quarters of destinations and attractions managers are from this opinion. Nevertheless, 60% of accommodation providers consider this not a barrier.

**Graph 5.2.9. Appreciation of lack of demand as barrier**

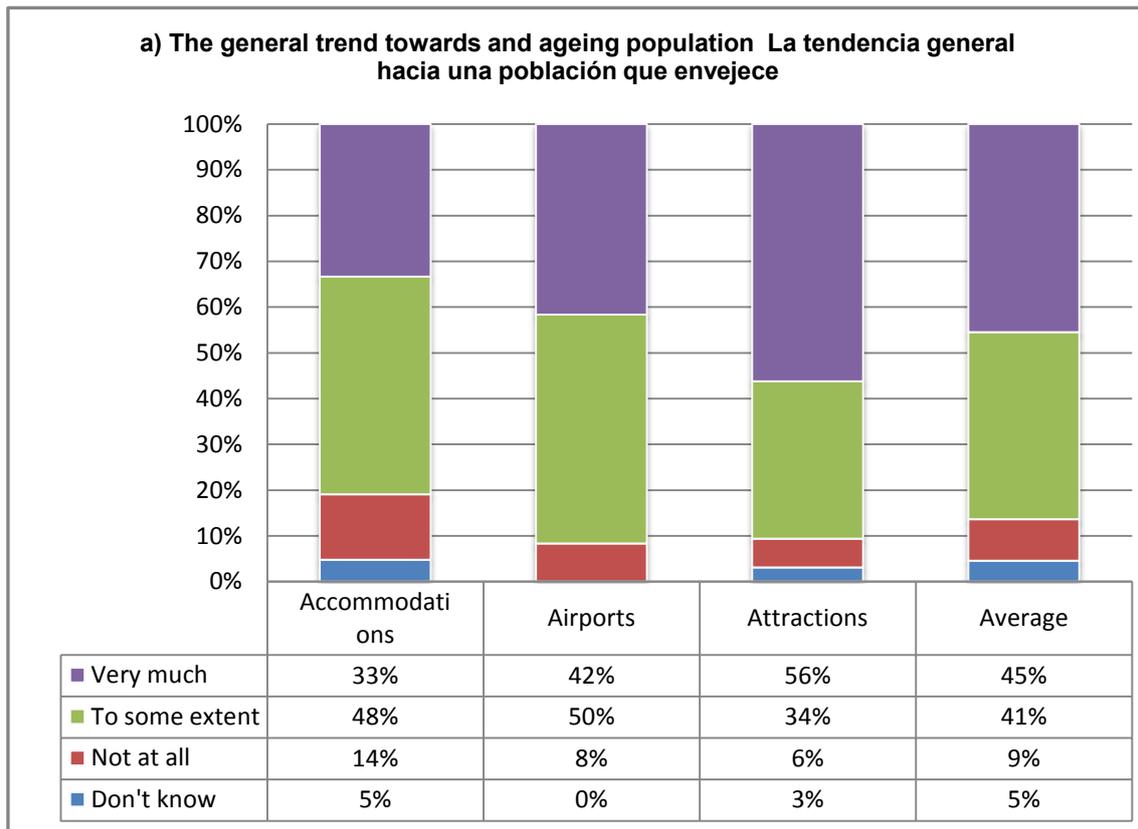


Comment: The issue of *lack of demand* received mixed answers from the respondents. A majority of accommodation respondents (67%) found that *lack of customer demand for better access* is not a barrier which holds them back from making access improvements. In airports and attractions the lack of customers' demands for access is felt to be a barrier by 50% and 41% of respondents, respectively.

### **C. Factors encouraging companies to make services accessible**

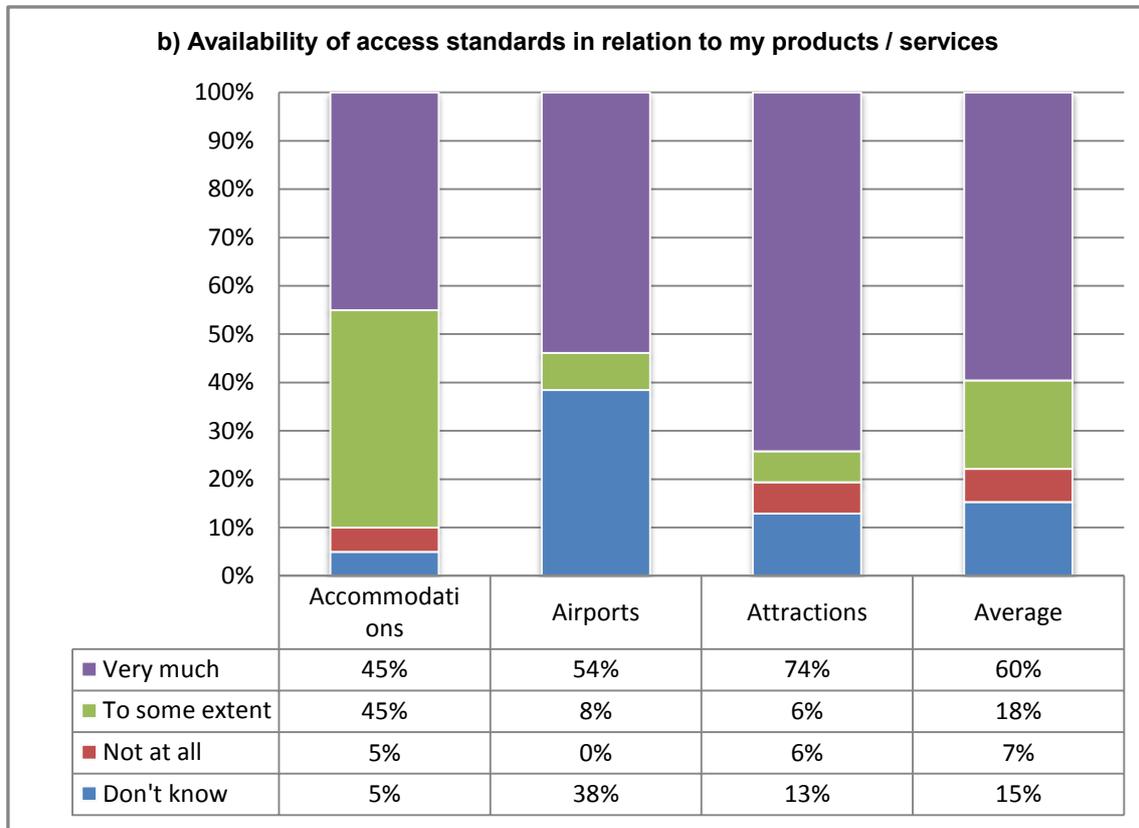
Company representatives were asked to what extent certain factors encourage them to implement access measures in their company. A comparative summary of their answers is shown in the 6 graphs, below:

**Graph 5.2.10. Level of encouragement to make accessible services because of an ageing population trend**



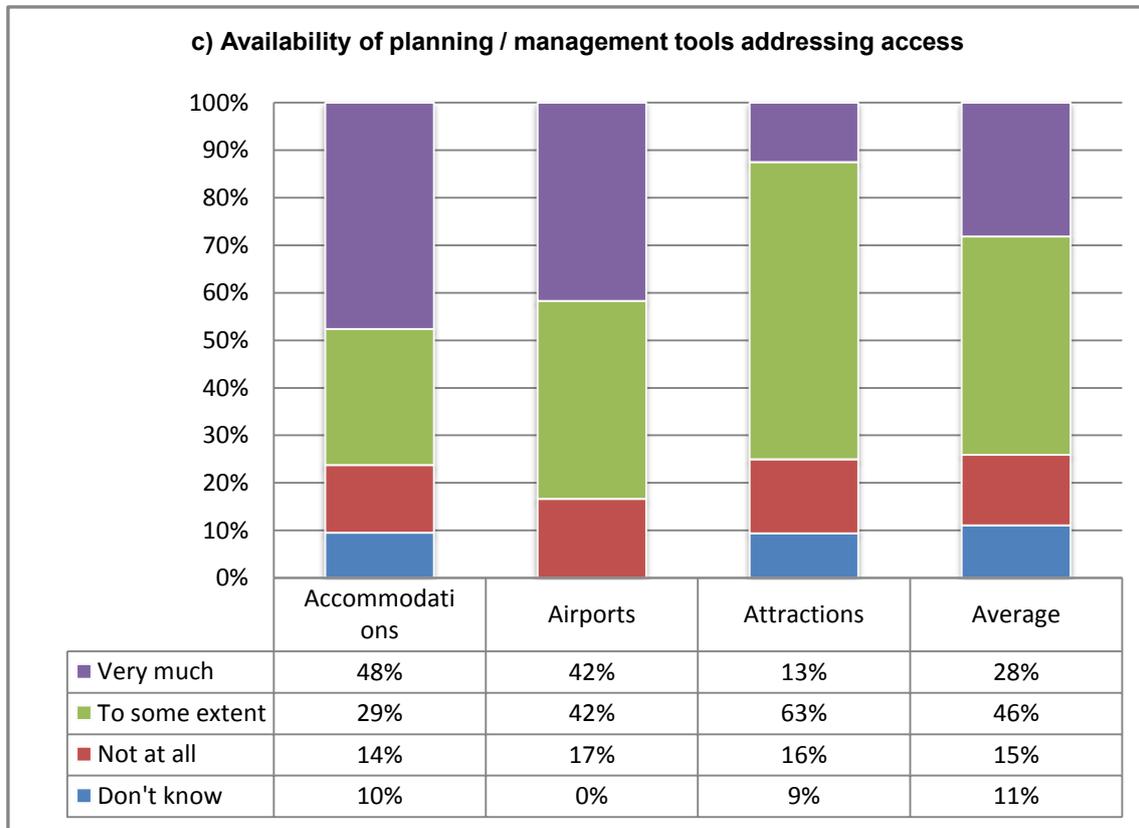
**Comment:** The business respondents give a strong confirmation that *the general trend towards an ageing population* encourages them to make their businesses more accessible. Almost 90% agree that this is a contributing factor, either “very much” or “to some extent”.

**Graph 5.2.11. Level of encouragement to make accessible services because of availability of access standards related to products/services**



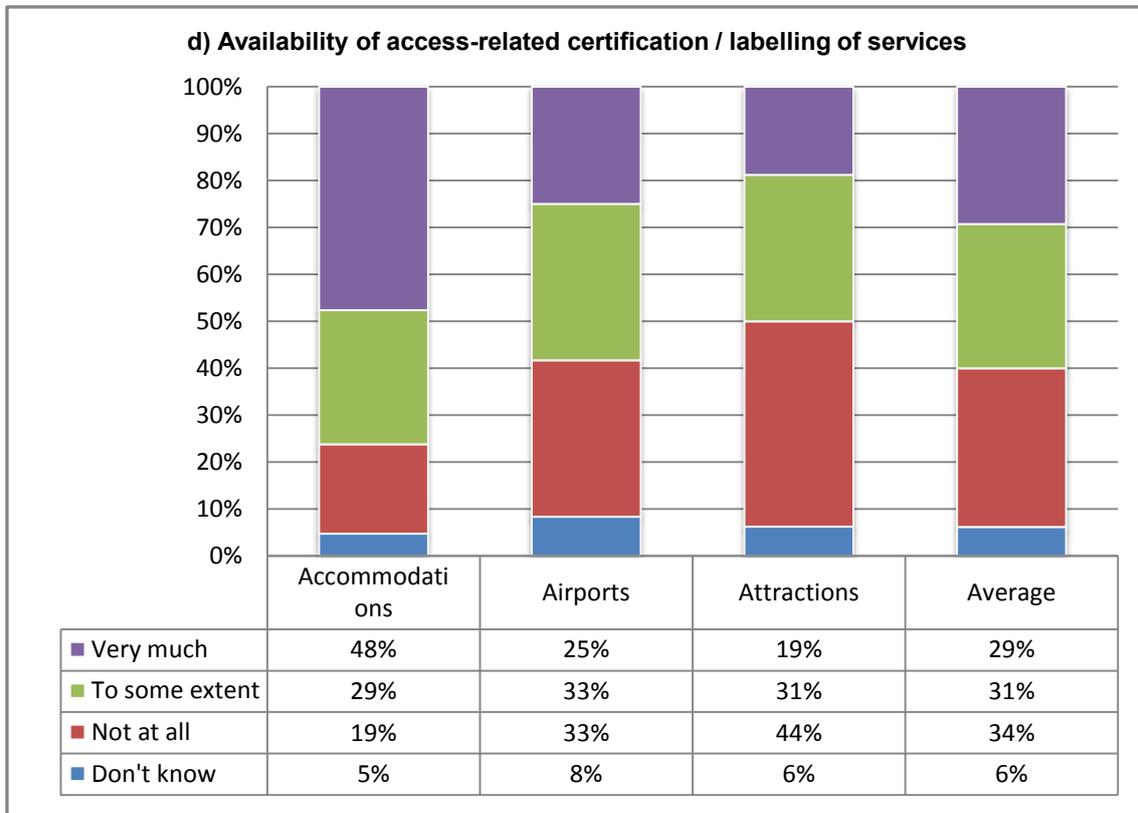
Comment: 60 to 90% of respondents agreed that the availability of access standards encourages them to make their business more accessible. Accommodation managers gave slightly stronger weight to this factor than the airport and attractions managers.

**Graph 5.2.12. Level of encouragement to make accessible services because of availability of planning/management tools addressing access**



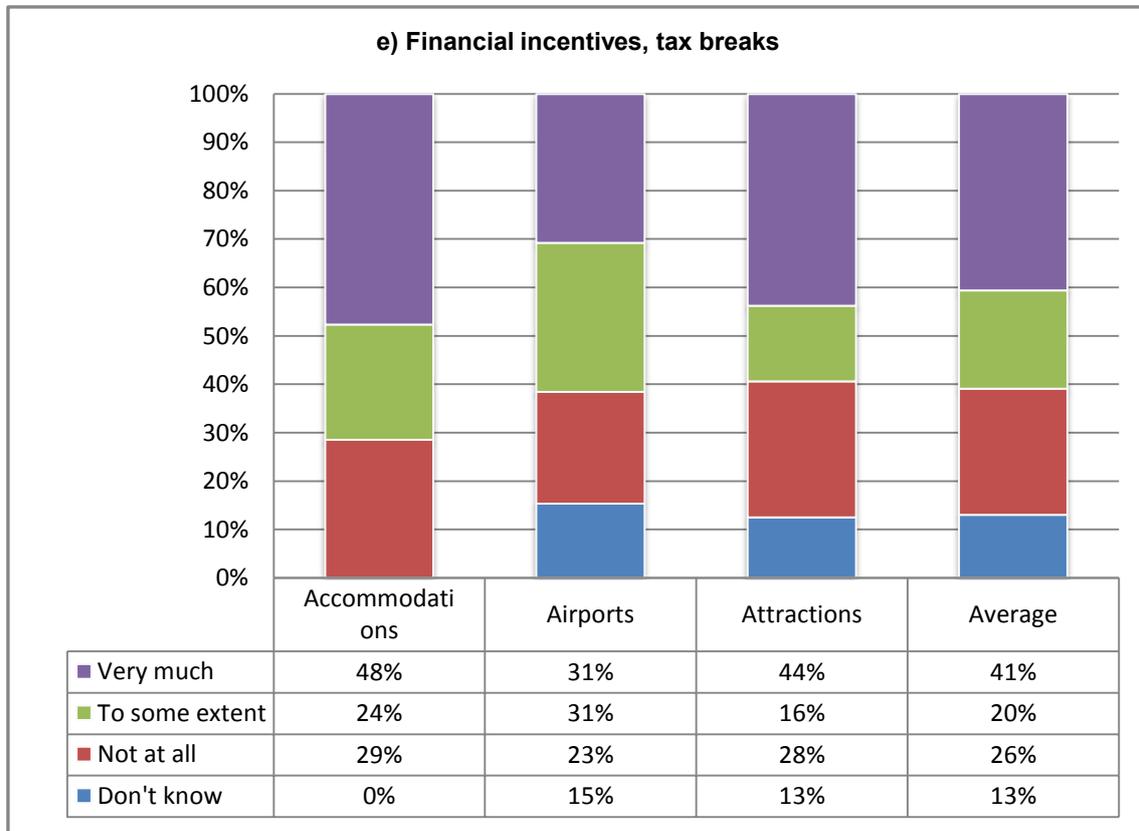
Comment: A clear majority of business representatives considers *having the necessary planning and management tools for accessibility* as an important factor in promoting access but relatively few attractions managers (only 13%) think that such tools are “very much” needed. This compares with over 40% for accommodations and airports. However about 15% within each group thinks these tools are “not at all” important.

**Graph 5.2.13. Level of encouragement to make accessible services because of availability of access-related certification/labelling of services**



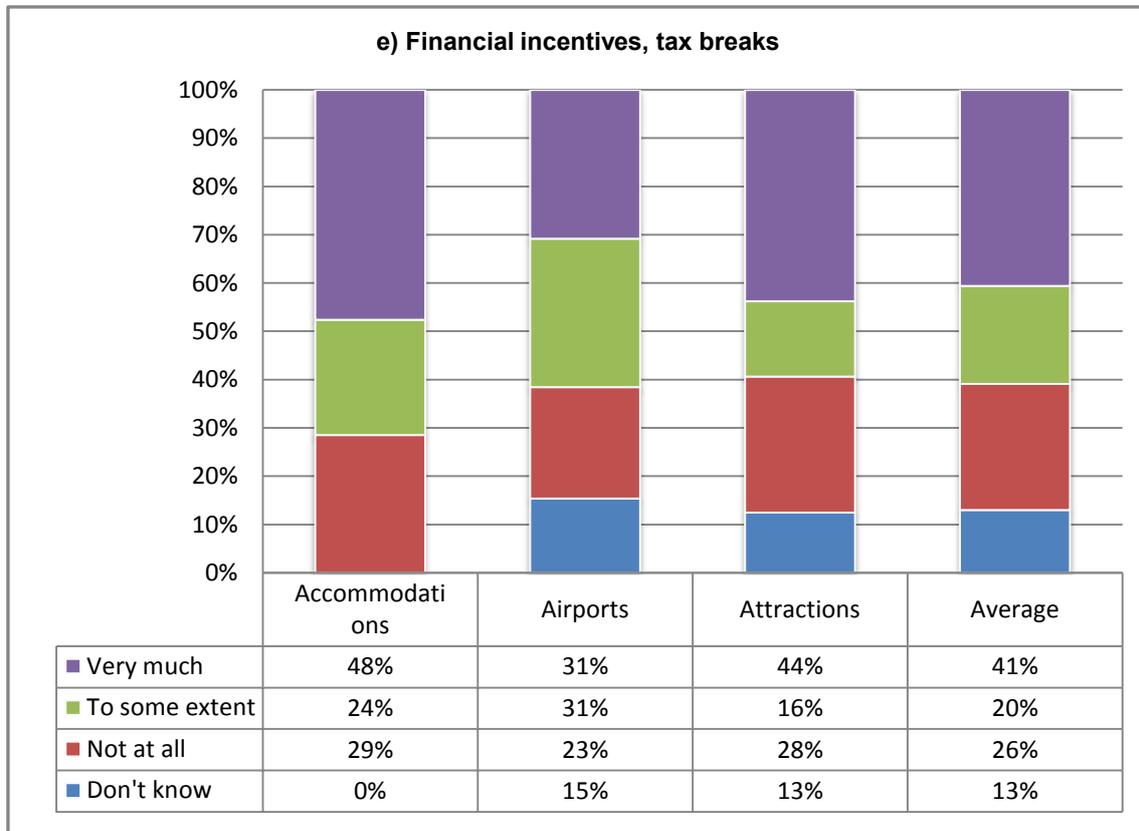
Comment: With regard to the *availability of access-related certification or labelling services*, accommodations managers weigh this factor much more highly (79%) than airports (58%) or attractions managers (50%). Indeed, 19% of accommodation providers, 33% of airports managers and 44% of attractions managers feel that access certification or labels are “not at all” important for promoting access in their businesses.

**Graph 5.2.14. Level of encouragement to make accessible services because of financial incentives or tax breaks**



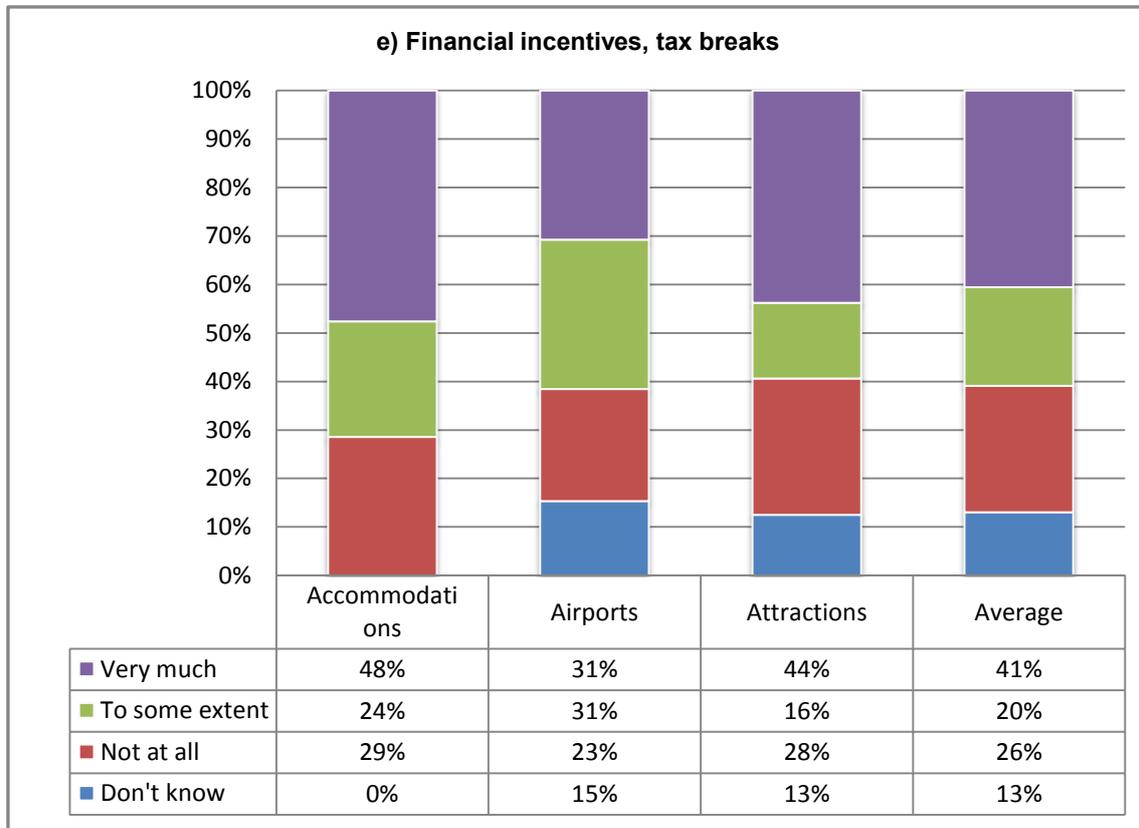
**Comment:** On this question, opinions were somewhat divided. Over 60% of all business representatives regarded financial incentives or tax breaks as important to some degree, to encourage companies to make themselves more accessible to disabled customers. However, in the accommodation sector 29% of respondents disagreed, in airports, 23% disagreed and in attractions, 28% disagreed, saying that financial incentives were 'not at all' important. This may be explained partly by different tax regimes and business incentives in the various countries, which may lead to a spread of opinions on this issue.

**Graph 5.2.15. Level of encouragement to make accessible services because of existence of national access standards**



Comment: *Having a system of national access standards* was viewed as very important or influential to some extent by 84% to 100% of respondents (highest in the case of airports). However, about 14% of accommodation managers and 6% of attractions managers thought that national access standards were “not at all” important as drivers for making their businesses accessible.

**Graph 5.2.16. Level of encouragement to make accessible services because of increase of market share**



Comment: *Increase of market share, including people with disabilities, was felt to be a strong incentive for improving business accessibility in all sectors. This was especially the case in accommodations (95%), less so in airports (66%) and in attractions, (72%). Perhaps surprisingly, 25% of airports and 22% of attractions say that the increased market share factor is “not at all” important as a factor which encourages companies to make their services accessible. This may be partly explained in the case of airports and attractions in so far as they tend not to see themselves as competing with other companies or businesses in terms of their *reputation for accessibility*. Travellers come to airports because this is where they depart or arrive by plane, and so their choice of airport is probably more affected by the airline they choose. Visitors come to attractions, usually because of their outstanding cultural (or similar) features, and access characteristics would be a secondary issue for most people (assuming of course that they *can* enter and visit the attraction).*

In overall terms, these results indicate that managers from the three sectors, *accommodations, airports, and destinations and attractions* have many similar views but also several important differences in experience and opinion. This suggests that *differentiated, sector-specific actions* must be promoted by policy makers if they wish to encourage wider adoption of access measures, reduce barriers to take-up and improve the business environment, so as to stimulate improved services for disabled customers.

There appears to be a need for greater knowledge as well as tools for planning and managing access at all levels. How these may be introduced to companies also depends

partly on the size and human resource development capabilities of businesses. Knowledge, skills and competencies must be introduced, through training, in ways that are appropriate to company size, and taking into account their differing levels of available resources.

With respect to standards, there is strong agreement that the availability of access standards encourages businesses to become more accessible. Accommodation managers gave slightly stronger weight to this factor than the airport and attractions managers. However, *compliance with laws*, especially national access laws, is indicated by most respondents as the major factor which pushes businesses to make their services accessible.

### **Expert Views on Standards and Accessibility in Tourism.**

From the experts' survey and supplementary interviews, a number of problem areas have been indicated, as well as some new approaches which are currently being adopted to improve access in tourism.

It is clear that laws and regulations concerning access are not sufficient on their own to ensure adequate standards of accessibility for disabled users, in any of the four key areas of tourism:

- access to information,
- access to transport,
- access to infrastructure and facilities
- staff training and service, with an emphasis on access.

New tools, methods and standards are needed, that are attuned to the needs and realities of the tourism sector. These new approaches must be grounded in the social-environmental model of disability, which affirms the equal rights of disabled visitors to participate in tourism.

The onus is on the tourism sector to make its provisions accessible to all visitors. Providing access for all is an aspect of ethical and responsible tourism. In a number of European countries, affording reasonable access to customers with disabilities is increasingly considered as a legal obligation, although the appropriate standards, practices and enforcement measures may not be fully in place.

The experts generally agree that:

- 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 mainstream tourism offers
- Adapted solutions should be available for persons with very severe disabilities
- Universal design should be applied in tourism facilities, services and information to ensure inclusion of all customers.

The focus of standards and guidance work should be on:

- **Information**  
Quality and accessibility of information should be offered to citizens before travelling (access labels, descriptions, personal accounts of visitors with disabilities, etc.)
- **Transport**  
Travel and tourism depends on accessible transport systems and vehicles, rest-stops, accessible terminals, etc.  
All aspects of transport and transport related services should be considered from a user perspective, in order to ensure safe and accessible services.
- **Infrastructure**  
Quality of design, facilities and features should be taken into account at venue for all types of disabilities, people with reduced mobility, hearing, sight, allergy problems and for the different user groups who need good access, e.g. families, senior citizens...
- **Service / Training**  
Improvement in staff training (and standards for staff training) is needed in subjects such as disability awareness, accessibility and assistance of disabled people.

On the subject of legislation, Experts agree that Standards can support legislation, and good Standards can also replace the need for legislation. But experts and visitors with disabilities alike tend to agree that *access legislation* can have the biggest impact on improving access to tourism.

From the experience of those countries where disability discrimination laws have been enacted (e.g. UK, Norway), it is notable that there is still a need – and perhaps *more need* - for technical guidance for providers, technical personnel and training institutions, in the form of standards and advisory documents on how to deliver good accessibility. The impact of mandatory requirements for access, especially in the UK, has been to stimulate a wide range of activities and measures which support, advice and inform about accessibility across a wide range of public and private services.

The tourism sector in the UK is moving into a more pro-active position in response to growing consumer demand (from disabled customers) *and* as a result of legal requirements. Technical guidance and human resource management advice and training are needed for staff and personnel in all areas of the tourism sector.

It was interesting to discover that managers of several companies in different countries have taken a serious and firm commitment to implement voluntary access standards or norms of their country, such as the Spanish Access Standard UNE170.001 or the French “Tourisme et Handicap” label. By following the access implementation procedures and requirements, companies have achieved a valuable know-how of their own product, service and environment. Their managers now have a good knowledge of what works in their companies and what did not work with regard to the standard’s requirements and all the actions they had to do (and want to do) to improve their services with regard to people with disabilities. Definitely, the whole implementation process had made them real experts on accessibility.

Marketing accessibility is also of vital importance. This can be done by labelling schemes and also by other means, such as objective assessment and audit statements, which customers can use to make better informed travel decisions. Labels should be clarified and standardised if they are to have an impact beyond regional or national borders.

The visitor surveys show that some disabled visitors know about some of the labels, norms and standards in their own country but very few know about labels and norms in other countries.

By extension of this fact, disabled visitors probably do not know their rights, when travelling abroad. It is therefore important that future access standards and mechanisms for improving access to tourism take into account the movement towards international recognition of disabled tourists' rights, as established in the UN Convention on the rights of persons with disabilities.

### **5.3. Recommendations**

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

Existing access Standards, in general, must be reviewed and updated in accordance with the United Nations Convention on the Rights of Persons with Disabilities (2006), ensuring that the *Social-Environmental Model of Disability* is fully respected both in language and in technical aspects. New Standards in the field of access to tourism services, in particular, should also be developed according to this approach.

#### **2. Dialogue and collaboration between organisations which represent disabled people and people with specific access needs and the tourism industry.**

New access Standards must be both effective and useful to the tourism industry. To achieve this, they must be developed in close cooperation with the relevant actors and stakeholders. Simply put, there must be better contact between organisations which represent disabled people and the tourism industry. There must be a structured dialogue between these players, and a qualitative improvement in the nature of the dialogue, based on mutual respect and working towards mutual advantage. An adversarial stance between customers and providers must be replaced by a collaborative ethos. Examples of constructive cooperation can be found in the UK, Denmark, Norway and other countries, where guidance documents and other good practices to support the tourism industry have been achieved by joint working groups.

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

The standardisation process in the field of tourism services must embrace the experiences of disabled, active travellers as well as the views of industry providers, if the results are to be beneficial to both parties. User representatives should have access to training and travel and subsistence funding in order to participate effectively in standardisation work.

#### **4. Cross-border cooperation between national Standards bodies.**

The present study has shown that different countries in Europe are generally following their own path (if at all) as regards the development and use of Standards for accessible tourism. Among national Standards bodies we do not see any concerted activity or workplan which aims to align national tourism accessibility Standards with each other, nor are governments or national tourism agencies actively collaborating to make new, common access Standards in the tourism field.

Bridges should be created between the national Standards which are applied in individual countries and European Standards in the area of access to tourism services. It is desirable that CEN, as the body responsible for European Standards, should do more to encourage standards bodies to come together to address many technical areas that can contribute to accessible tourism. Working on a regional basis, with groups of countries, may be a practical starting point, if full Europe-wide cooperation is not immediately possible.

#### **5. Wider stakeholder networking in support of accessible tourism measures in all European countries**

A collaborative “space” or organisational framework is needed to bring organisations and countries together to address accessible tourism in its wider aspects. For example, subjects such as staff training, access auditing, preparation of guidelines and accessibility management (including handling consumer complaints) are important to the successful implementation of accessibility measures in every country, and should be developed through coordinated policies and actions.

One entity which seeks to provide a collaborative framework for tourism stakeholders is ENAT, the European Network of Accessible Tourism. ENAT is a voluntary, non-profit association formed in 2008, after a two-year period as an EU-funded “disability mainstreaming” project. As a multi-stakeholder network, ENAT fosters cooperation between supply and demand-side interests as well as public bodies.

In 2008 ENAT made a proposal for a CEN Workshop Agreement (CWA) to develop a European consensus document on technical requirements for accessible tourism services.<sup>12</sup> This CWA is perhaps the only substantive proposal currently addressing tourism access standards at European level, with the potential for moving the sector forward on this important issue. It is therefore recommended to bring this proposal to the attention of all national Standards bodies, national and regional tourist boards, industry associations, disability organisations and other interested parties, with a view to establishing a concrete basis for this much needed work.

#### **6. Need of statistics from national and regional tourist boards**

Given the general lack of statistics and knowledge about the provisions for disabled tourists, their needs and experiences, national and regional tourist boards should make regular and systematic analyses of this market segment and publish their findings. This would enhance providers' understanding of the sector demand and also encourage the development of more effective policies and measures to address tourism accessibility.

#### **7. Future studies and follow-up**

This pilot study has collected a wide range of documents and other resources on accessibility in tourism and related legislation, Standards and practices in European countries. The researchers have placed these resources on a dedicated website at: <http://studyoftourismstandards.wordpress.com/>.

It is proposed that this online resource should be maintained and developed, either as a public website or as an intranet site, so that possible further studies can benefit from this

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<sup>12</sup><http://www.accessibletourism.org/?i=enat.en.news.522>

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information. The website could also be used as a basis for the collection and monitoring of Tourism Access Standards in the future.

Whatever organisational hindrances there may be to transnational cooperation, it is evident that tourism is a –cross-border” phenomenon and, from the disabled customer’s point of view, some degree of harmonisation of standards and practices must be implemented in order for providers to deliver and guarantee the most basic levels of access in environments, services, transport and tourist information. This will take some compromise and a major effort but without transnational coordination, Europe citizens with disabilities will continue to be unable to exercise their rights to full and equal access to tourism.

Accessible tourism offers advantages both to the industry and to all travellers. As such, the introduction of minimum, comparable access standards by the industry in European countries will help Europe to stay ahead of other regions of the world, as a global tourism destination.

## 6. REFERENCES

### 6.1. Web Links

The Via Libre Study Website was developed to support the data-collection and dissemination activities of this project. The home page is: <http://studyoftourismstandards.wordpress.com/>.

The main sections are:

- About the Study
- Accessibility Survey
- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Venue Managers

### 6.2. Publications (other than described in the Study Report)

ENAT (2007) Study Report no. 1 Rights of Tourists with Disabilities in the European Union Framework. [www.accessibletourism.org/?i=enat.en.reports.444](http://www.accessibletourism.org/?i=enat.en.reports.444)

ENAT (2007) Study Report no. 2 *Services and Facilities for Accessible Tourism in Europe*. [www.accessibletourism.org/?i=enat.en.reports.441](http://www.accessibletourism.org/?i=enat.en.reports.441)

ENAT (2007) Study Report no. 3 *Towards 2010: Disability Policy Challenges and Actions for the European Tourism Sector*. [www.accessibletourism.org/?i=enat.en.reports.512](http://www.accessibletourism.org/?i=enat.en.reports.512)

Ginnerup, S. (2009) *Achieving Full Participation Through Universal Design*. Council of Europe. ISBN 978-92-871-6474-2

ISO 18513:2003 *Tourism services -- Hotels and other types of tourism accommodation – Terminology*.

ISO 18513:2003 defines terms used in the tourism industry in relation to the various types of tourism accommodation and other related services.

[www.iso.org/iso/iso\\_catalogue/catalogue\\_tc/catalogue\\_detail.htm?csnumber=31812&commid=375396](http://www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=31812&commid=375396)

ISO – TC 288 Tourism and Related Services (Standards under development)

[www.iso.org/iso/iso\\_catalogue/catalogue\\_tc/catalogue\\_tc\\_browse.htm?commid=375396&development=on](http://www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_tc_browse.htm?commid=375396&development=on)

ISO/CD 13289: Recreational diving services -- Requirements for the conduct of snorkelling excursions (service provision)

ISO/AWI 13293: Recreational diving services -- Requirements for gas blender training programmes

ISO/CD 13970: Recreational diving services -- Requirements for the training of recreational snorkelling guides

ISO/CD 28621: Medical SPA -- Service provision requirements

POLIS (2006) *Universal Design of Buildings: Tools and Policy*. Conference Proceedings, POLIS project.

[www.polis-ubd.net/conference/POLIS-Proceedings.pdf](http://www.polis-ubd.net/conference/POLIS-Proceedings.pdf)

Contains a review of Standards related to Universal Design of buildings.

OSSATE (2005) *Accessibility Market and Stakeholder Analysis*

[www.ossate.org/doc\\_resources/OSSATE\\_Market&Stakeholder%20Analysis\\_Public\\_Version\\_Fina..pdf](http://www.ossate.org/doc_resources/OSSATE_Market&Stakeholder%20Analysis_Public_Version_Fina..pdf)

Independent Experts' Policy report: 2010: A Europe Accessible for All

[www.accessibletourism.org/?i=enat.en.reports.442](http://www.accessibletourism.org/?i=enat.en.reports.442)

Service Standardisation Report:

[www.cen.eu/cenorm/news/pressreleases/sevicestandardization.asp](http://www.cen.eu/cenorm/news/pressreleases/sevicestandardization.asp)

### **6.3. European Regulations**

#### **Transport**

Regulation (EC) No 1107/2006 of the European Parliament and of the Council of 5 July 2006 concerning the rights of disabled persons and persons with reduced mobility when travelling by air OJ L 204, 26.7.2006, p. 1-9. Link: [www.apr.europa.eu/](http://www.apr.europa.eu/)

Regulation (EC) No 1371/2007 of the European Parliament and of the Council of 23 October 2007 on rail passengers' rights and obligations OJ L 315, 3.12.2007, p. 14–41

Commission Decision 2008/164/EC of 21 December 2007 concerning the technical specification of interoperability relating to persons with reduced mobility in the trans-European conventional and high-speed rail system (notified under document C(2007) 6633), OJ L 64, 7.3.2008, p. 72–207

Directive 2001/85/EC of the European Parliament and the Council of 20 November 2001 relating to special provisions for vehicles used for the carriage of passengers comprising more than eight seats in addition to the driver's seat, amending Directives 70/156/EEC and 97/27/EC (OJ L 125, 13.2.2002, p.1)

EU Directive on Maritime Safety, Directive 2003/24/EC of the European Parliament and of the Council of 14 April 2003 amending Council Directive 98/18/EC on safety rules and standards for passenger ships;

The Bus and Coach Directive, 2001/85/EC, Brussels 20 November 2001;

The European Lift Directive, 95/16/EC of 29 June 1995 on the approximation of the laws of the Member States relating to lifts

#### **Information and Communication Technologies**

Directive 2002/21/EC of the European Parliament and of the Council of 7 March 2002 on a common regulatory framework for electronic communications networks and services (Framework Directive)

Directive 2002/22/EC of the European Parliament and of the Council of 7 March 2002 on universal service and users' rights relating to electronic communications networks and services (Universal Service Directive).

*(These 2 Directives are currently under revision and the accessibility provisions have been reinforced in the Commission proposals).*

Directive 1999/5/EC of the European Parliament and of the Council of 9 March 1999 on radio equipment and telecommunications terminal equipment and the mutual recognition of their conformity

Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities.

### **Accessibility related standards**

Public Procurement Directive EC/2004/18EC on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts (30.04.2004);

EC Mandate 376: Accessibility requirements for public procurement of products and services in the ICT domain

EC Mandate 420: Accessibility of the Built Environment

EC Mandate 371 Services-tourism, transport

EC Mandate 392 Domestic appliances

European Commission (2009) *Ensuring accessibility and non-discrimination of people with disabilities: Toolkit for using EU Structural and Cohesion Funds*

Luxembourg: Office for Official Publications of the European Communities.

UN Convention in the Rights of Persons with Disabilities

The Global Code of Ethics for Tourism

Council of Europe Recommendation on ageing and disability in the 21st century: sustainable frameworks to enable greater quality of life in an inclusive society. Recommendation CM/Rec(2009)6. Link:

<https://wcd.coe.int/ViewDoc.jsp?id=1470069&Site=CM&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75>

Council of Europe Resolution: Achieving Full Participation Through Universal Design. ResAP(2007)3. Link: <https://wcd.coe.int/ViewDoc.jsp?id=1226267>

Recommendation Rec(2006)5 of the Committee of Ministers to member states on the Council of Europe Action Plan to promote the rights and full participation of people with disabilities in society: improving the quality of life of people with disabilities in Europe 2006-2015. Link:

<https://wcd.coe.int/ViewDoc.jsp?id=1226267&Site=CM&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75#RelatedDocuments>

CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities

#### **6.4. References relating to countries included in the study**

##### **International**

United Nations. Secretariat for the Convention on the Rights of Persons with Disabilities. Website: [www.un.org/disabilities](http://www.un.org/disabilities)

The World Tourism Organisation (WTO). Website: [www.world-tourism.org](http://www.world-tourism.org)

World Committee on Tourism Ethics (WCTE). Website: [www.unwto.org/code\\_ethics/eng/brochure](http://www.unwto.org/code_ethics/eng/brochure)

##### **European Union**

CEN (European Committee for Standardization) website: [www.cen.eu](http://www.cen.eu) and [www.cenorm.be](http://www.cenorm.be)

CENELEC website: [www.cenelec.org](http://www.cenelec.org)

ENAT (European Network for Accessible Tourism) website: [www.accessibletourism.org](http://www.accessibletourism.org)

Council of Europe. European Human Rights. Website: [www.coe.int](http://www.coe.int)

##### **Austria**

Barrier free buildings (for tourism). Design principles, ÖNORM B1600 : 2005 and B1603:2005 (for tourism). Link: [www.on-norm.at/publish/advantage\\_tourismus.html?&L=1](http://www.on-norm.at/publish/advantage_tourismus.html?&L=1) (English)

IBFT web site: [www.ibft.at/en/start](http://www.ibft.at/en/start)

NULBARRIERE web site: [http://nullbarriere.de/oenorm\\_1600.htm](http://nullbarriere.de/oenorm_1600.htm)

Zentrum für barrierefreie Lebensräume: [www.designforall.at](http://www.designforall.at)

[www.easyentrance.at](http://www.easyentrance.at)

Austrian Standards Institute (Österreichisches Normungsinstitut). Link: [www.on-norm.at](http://www.on-norm.at)

## Belgium

Tourism Flanders –Accessible Tourism Label”. Link:  
[www.toegankelijkreizen.be/Label.713.0.html?&L=3](http://www.toegankelijkreizen.be/Label.713.0.html?&L=3).

## Denmark

God Adgang: Accessibility Label. Website: [www.godadgang.dk](http://www.godadgang.dk)

Danish Building Regulations 2008. Access Requirements. Link:  
[www.ebst.dk/br08.dk](http://www.ebst.dk/br08.dk)

Danish Building Research Institute. Website: [www.sbi.dk/br08](http://www.sbi.dk/br08)

Danish General Accessibility Standard, DS 3028: 2001. Link: [www.ds.dk](http://www.ds.dk)

## France

Association *Tourisme et Handicap*. Website: [www.tourisme-handicaps.org](http://www.tourisme-handicaps.org)  
[www.tourisme.gouv.fr/fr/z2/vacances/handicap/label\\_national/accessibilite\\_adaptee.jsp](http://www.tourisme.gouv.fr/fr/z2/vacances/handicap/label_national/accessibilite_adaptee.jsp)

## Germany

Deutscher Hotel- and Gaststättenverband (DEHOGA). Website: [www.dehoga.de](http://www.dehoga.de)

Nationale Koordinationsstelle Tourismus für Alle e.V. Website: [www.natko.de](http://www.natko.de).  
Minimum Standards for Barrier-free Accommodation and Catering Establishments

Barrier Free Building Norm, DIN 18024, 18.025 and 18040. Link:  
<http://nullbarriere.de/din18040.htm>

Deutsches Institut für Normung e.V. Website: [www.din.de](http://www.din.de)

[www.euregio-barrierefrei.de](http://www.euregio-barrierefrei.de)

Barrierefreier Tourismus für Alle in Deutschland - Erfolgsfaktoren und Maßnahmen zur  
Qualitätssteigerung. August 2008:

[www.bmwi.de/BMWi/Redaktion/PDF/Publikationen/barrierefreier-tourismus,property=pdf,bereich=bmwi,sprache=de,rwb=true.pdf](http://www.bmwi.de/BMWi/Redaktion/PDF/Publikationen/barrierefreier-tourismus,property=pdf,bereich=bmwi,sprache=de,rwb=true.pdf)

Economic Impulses of Accessible Tourism for All. Documentation Nr. 526. March 2004:  
[www.bmwi.de/English/Redaktion/Pdf/economic-impulses-of-accessible-tourism-for-all-526,property=pdf,bereich=bmwi,sprache=en,rwb=true.pdf](http://www.bmwi.de/English/Redaktion/Pdf/economic-impulses-of-accessible-tourism-for-all-526,property=pdf,bereich=bmwi,sprache=en,rwb=true.pdf)

## Norway

Norwegian Standard: Accessible tourist destinations, NS 11010. Requirements as  
basis for a labelling system. Link: [www.helsedirektoratet.no/deltasenteret/](http://www.helsedirektoratet.no/deltasenteret/) and  
[www.standard.no/en/Nyheter-og-produkter/Campaigns/Universell-utforming/NS-11010](http://www.standard.no/en/Nyheter-og-produkter/Campaigns/Universell-utforming/NS-11010)

Norway Universally Designed by 2025. Link:

[www.regjeringen.no/nb/dep/bld/tema/nedsatt\\_funksjonsevne/norge-universelt-utformet-2025.html?id=561345](http://www.regjeringen.no/nb/dep/bld/tema/nedsatt_funksjonsevne/norge-universelt-utformet-2025.html?id=561345)

## Spain

December 2 Act 51/2003, on equal opportunities, non-discrimination and universal access of people with disabilities. Link: [www.boe.es/boe/dias/2003/12/03/pdfs/A43187-43195.pdf](http://www.boe.es/boe/dias/2003/12/03/pdfs/A43187-43195.pdf)

Universal Accessibility Management System, UNE 170.001-2: 2007. Link: [www.aenorinternacional.com/EN/certificacion/accesibilidadglobal.asp](http://www.aenorinternacional.com/EN/certificacion/accesibilidadglobal.asp)

1st National Accessibility Plan 2004-2012. Link: [www.seg-social.es/imserso/dependencia/ipna2004\\_2012.pdf](http://www.seg-social.es/imserso/dependencia/ipna2004_2012.pdf) (Spanish)  
or [www.recercat.net/bitstream/2072/4532/1/1st+National+Accessibility+Plan+2004-2012.pdf](http://www.recercat.net/bitstream/2072/4532/1/1st+National+Accessibility+Plan+2004-2012.pdf) (English)

AccessibilityInformationSystem – PREDIF, Plataforma Representativa Estatal de Discapitados Físicos [www.predif.org/](http://www.predif.org/)

## United Kingdom

BS EN 81-70:2003 Safety rules for the construction and installation of lifts. Particular applications for passenger and goods passenger lifts. Accessibility to lifts for persons including persons with disability.

BS EN ISO 9999:2007 Assistive products for persons with disability. Classification and terminology.

PAS 78:2006 Guide to good practice in commissioning accessible websites.

KIT 172 BS EN 81 series. Lifts kit.

BS EN 1332-3:2008 Identification card systems. Man-machine interface. Keypads.

The Disability Discrimination Act (DDA). Link: [www.opsi.gov.uk/acts/acts2005/pdf/ukpga\\_20050013\\_en.pdf](http://www.opsi.gov.uk/acts/acts2005/pdf/ukpga_20050013_en.pdf)

National Accessible Scheme. Link: [www.qualityintourism.com](http://www.qualityintourism.com)

VisitEngland "One Step Ahead" labelling scheme for accommodation. Link: [www.visitengland.com/nas](http://www.visitengland.com/nas)

Hotel Access Specification – PAS 88:2008 Guidance on accessibility of large hotel premises and hotel chains. Link: [www.bsigroup.com/PAS88](http://www.bsigroup.com/PAS88)

The Building Regulations 2000. Access to and use of buildings. Approved Document M. Link: [www.planningportal.gov.uk/uploads/br/BR\\_PDF\\_ADM\\_2004.pdf](http://www.planningportal.gov.uk/uploads/br/BR_PDF_ADM_2004.pdf)

BS 8300:2009 Design of buildings and their approaches to meet the needs of disabled people. Code of practice. Link: [www.bsigroup.com/en/Shop/Publication-Detail/?pid=000000000030153846](http://www.bsigroup.com/en/Shop/Publication-Detail/?pid=000000000030153846)

## ANNEX 1. LISTS OF PARTICIPANTS ON THE SURVEY

### *List of Organisational Affiliations of the Visitor Survey Respondents.*

**List of Organisational Affiliations of the Visitor Survey Respondents. (There were participants belonging to the same organization and others who did not specify the organization they belong to):**

1. CONFEDERACIÓN GALLEGA DE PERSONAS CON DISCAPACIDAD. (COGAMI)
2. ASOCIACIÓN DE PERSOAS CON DIVERSIDAD FUNCIONAL DO ARBANZA. (AMBAR)
3. COCEMFE Comunidad Valenciana
4. COCEMFE Castellón Asociación Amizade del berdown de Extremadura DOWN ARABA - ISABEL ORBE berdown de Extremadura (sede de Badajoz)
5. AGRUPACION DE PERSONAS SORDAS DE ZARAGOZA Y ARAGON COCEMFE ASPAYM
6. ORGANIZACION NACIONAL DE CIEGOS ESPAÑOLES (ONCE)
7. Asociación Alicantina Síndrome de Down
8. Asociación Síndrome de Down de Castellón
9. Member of an association of intellectual disability. The organization belongs to Down España.
10. ACOPROS LIGA REUMATOLÓGICA GALEGA COLEGIO DE LOGOPEDAS DE GALICIA
11. Bonaventura CV, asociación de personas con déficit auditivo
12. Coordinadora-Federación Balear de Personas con Discapacidad
13. COCEMFE-FAMA ASOCIACION DOWN CORDOBA
14. Deutscher Blinden und Sehbehindertenverband VOXVOX - Schwerhörigenverband KOBV
15. Der Behindertenverband VOX ÖSB-Österreich
16. Schwerhörigenbund VOX-Schwerhörigenverband VOX VERBAND VOXVOX-Schwerhörigenverband Österreichs, 1150 Wien
17. Schwerhörigenverband Österreich – VOX Forum besser Hören
18. Schwerhörigenzentrum Kärnten ÖSB Österreichischer Schwerhörigenbund Forum besser Hören -
19. Association Valentin Haüy
20. ANMCGA Voir Ensemble SPS
21. Tourism Flanders (Belgium)
22. KVG (disability organisation, Belgium)
23. National Coordination Board Tourism for All in Germany
24. Barrierefreier Tourismus Info (BTI, Germany)

25. BlueSky Designs, Inc. - Accessible technology research, design and production.
26. Mãona Roda Blog - [oglobo.globo.com/blogs/maonaroda](http://oglobo.globo.com/blogs/maonaroda)
27. Romanian Blind Association
28. United Spinal Association,
29. Nat'l Mutiple Sclerosis Society, Australia
30. Australia For All Alliance Inc
31. People With Disability Australia
32. Women With Disabilities Australia Asia/Pacific Forum
33. Malta Society of the Blind
34. Malta Guide Dogs Foundation
35. President of the National Parents Society of Persons with Disability Malta
36. Italian Disability Forum
37. European Disability Forum - Youth Committee
38. Disabled Peoples International – DPI
39. Italian Forum on disability- FID
40. Italian Federation to overcoming the handicap – FISH
41. ENAT- EDF-ITALIAN TURISM OFFICE DEPARTMNT-PREMENY
42. The Slovak association of patients and patient's organizations of the mental health
43. The Danish Muscular Dystrophy Foundation
44. The Danish Association of Youth With Disabilities
45. Catholic Association Disabled; Flanders; Belgium
46. Belgian Disability Forum
47. Action Européenne des Handicapés
48. EDFITALIAN CND CONSULTANT
49. Asociation for disabled – SJALFSBJORG LSF([www.sjalfsbjorg.is](http://www.sjalfsbjorg.is)) , Island
50. SamtökEndurhæfðraMænskaddaðra – SEM (<http://sem.is>), Island
51. ÖryrkjabandalagÍslands – ÖBI ([www.obi.is](http://www.obi.is))
52. Fundacion ONCE
53. European Blind Union
54. Slovak Blind and Partially Sighted Union
55. IBFT ([www.barrier-free-tourism.eu](http://www.barrier-free-tourism.eu))

## **List of Companies Who Responded to Venue Manager Surveys**

**List of tourist service companies that participated in the various surveys of managers of the Tourism Sector: Accommodation Providers, Airport Managers and Managers of destinations and attractions. (Not all participants identified the company they manage).**

### **A. List of Accommodation Providers who participated on the Survey:**

APARTAMENTOS RURALES "BALCON DE OSCOS"  
El Castro  
Hotel Palacio Arias\*\*\*  
NH Hoteles  
Aktiv Hotel Elzach  
Wildbachhof  
Haus Renate  
Grenzenlos gGmbH Erfurt  
Hotel Garni Gruber\*\*\*\*  
Jugendgästehaus Dresden  
FeWo Röger  
AWO-Schullandheim "Am Schäferstein" Limbach/V.  
Zweckverband Brombachsee  
Sankt Helene  
Scandic Hotels

### **B. List of Airports who participate on the Survey**

AENA – representing 47 airports and 1 heliport  
FlughafenZweibruecken  
KielerFlughafengesellschaftmbH  
Flughafen Hannover  
SYAX Reisebüro am Flughafen HDF  
FlughafenSaarbrückenBetriebsgesellschaftmbH  
Flughafen Erfurt GmbH  
Flughafen Linz GesmbH  
Flughafen Rostock-Laage  
Salzburger Flughafen GmbH  
Aéroports de Lyon - Site de Lyon-Bron

### **C. List of Tourist Destinations and Attractions that participated on the Survey**

*From Germany and Austria:*

Wiener Staatsoper GmbH  
Tourist-Information Todtmoos  
Naturpark Nordeifel e.V.  
Ulm/Neu-Ulm Touristik GmbH  
Franziskanermuseum  
Naturpark Obere Donau  
Stadtmuseum Baden-Baden  
Förderverein Lausitzer  
Findlingspark Nochten e.V.  
Schloss Moritzburg und Fasanenschlösschen  
Städtische Museen Zittau  
Körse-Therme Kirschau  
Festung Königstein  
Landesbühnen Sachsen  
Irrgarten Kleinwelka  
Botanischer Garten der TU Dresden  
RIESA INFORMATION  
Torgauer Tourismus & Bäder GmbH  
Sächsisch-Oberlausitzer Eisenbahngesellschaft mbH  
Tourist-Information Zittau  
Galerie für Zeitgenössische Kunst  
BBK-Kur GmbH  
Tourist-Service Olbernhau  
Sorbisches Museum Bautzen-Budyšin  
August Horch Museum Zwickau  
Leipzig Tourismus und Marketing GmbH  
Touristikbüro Bad Wildbad GmbH

From France:

Musee de la Poupée-Paris  
UDOTSI 92

From different European countries:

Atomium, BE  
Kew Gardens, UK  
GuíaGijónAccesible, SP  
Museo Guggenheim, SP

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### ***List of National Experts Who Responded to Surveys and Interviews***

- Bieke Thys – Toegankelijkheidsbureau, Belgium
- Mieke Broeders – Toegankelijkheidsbureau vzw, ENTER vzw, Belgium
- Philip Henrik Jensen – Danish Building Research Institute, Aalborg University, Denmark
- Ulla Kramer – Foreningen Tilgængelighed for Alle, Denmark
- Preben Aagaard Nielsen – Danish Standards, Denmark
- Martin Jacques – Association Tourisme et Handicap, France
- Annette Masson – Association Tourisme et Handicap, France
- Pierre Rousseau – Association "Cap horizon" Association, France
- Katrine Mosfjeld - VisitOslo, Norway
- Andrew Daines – VisitBritain, UK
- Gail Stewardson – The Guide Dogs for the Blind Association (Guide Dogs), UK
- Monika Klenovec – Zentrum für barrierefreie Umgebungen, Austria.

## ANNEX 2. ENGLISH QUESTIONNAIRES

### Visitor Survey Questionnaire

#### Cover letter:

**Subject:** Via Libre Pilot Study: Tourism Accessibility Standards in Europe

**To:** Tourists with disabilities and others who have particular access needs, when travelling for business or leisure

Dear Sir or Madam,

Via Libre, a member of the Fundosa Group, Spain (ONCE Foundation) is conducting a pilot study about *the use of accessibility standards in the tourism sector, for disabled visitors and others with particular access needs*.

The study aims to identify the existing Standards, Quality Norms, Laws and Minimum Requirements concerning accessibility in tourism in selected European countries; to evaluate these instruments in terms of their effectiveness towards tourism providers and in relation to the accessibility of destinations, as experienced by visitors with disabilities and others who require good access conditions.

As part of this study you are invited to answer a short, on-line **Visitor Accessibility Survey**.

The only condition for participating in the survey is that ***you must have travelled away from home (on business or for pleasure) to a European country in the last 3 years***. You can, of course, answer if you have travelled within your own country or to more than one country!

To go to the survey page, please click on the following link:

<http://spreadsheets.google.com/viewform?formkey=cnZQd25OQWNkZTV0QXBuSEJjMnpvTGc6MA>

If the link does not work immediately, please copy and paste the link into the address line of your web browser.

The questionnaire can be answered in less than 10 minutes.

You must answer the whole survey in one "session" and submit the form by pressing the "Submit" button at the bottom of the page!

**Deadline! Please note that the visitor accessibility survey will close at midnight (Central European Time) on 15th July 2009**

The survey results will be published by Fundación ONCE. Your answers are anonymous. Only aggregated data will be presented in the survey report.

We hope that, with your participation, this survey will shed new light on the use of industry standards for accessibility in the tourism sector, providing a baseline for company policies and practices in the future.

A website for the Study of Tourism Accessibility Standards has been opened at:  
<http://studyoftourismstandards.wordpress.com/>

- You may post your comments on the pages of this website about any aspect of the study or about accessibility in tourism.

With kind regards,

Ivor Ambrose and Carolina Vicens  
**Via Libre Study Team**

Email: [ambrose.research@gmail.com](mailto:ambrose.research@gmail.com)

Copy of Live Form:

<http://spreadsheets.google.com/viewform?formkey=cnZQd25OQWNkZTV0QXBuSEJjMnpvTGc6MA>

### **ONCE Foundation 2009 Questionnaire on the accessibility requirements of the traveler:**

Study of Fundacion ONCE, commissioned by Via Libre (Spain, 2009).

The purpose of this survey is to find out how visitors with disabilities, longterm health problems or with reduced mobility rate the accessibility of a range of different tourism services.

It should take less than 10 minutes for you to answer the questions.

Questions marked \* require an answer.

For more information about the survey, please visit:  
<http://studyoftourismstandards.wordpress.com>

Thank you for your help.

### Travel frequency \*

How many times a year do you travel and stay in tourist accommodation, either for business or leisure?

- I never stay in tourist accommodation
- 1 trip per year
- 2 to 5 trips per year
- 6 to 10 trips per year
- Monthly or more

### Overnight stays \*

Roughly, how many nights do you stay in tourist accommodation per year?

- I never stay in tourist accommodation
- 1 to 2 nights a year
- 3 to 10 nights a year
- 10 to 20 nights a year
- More than 20 nights a year

### Your home country

Please indicate the country where you live

- |   |   |        |          |
|---|---|--------|----------|
| <input type="checkbox"/> Albania                | <input type="checkbox"/> Luxembourg     |        |          |
| <input type="checkbox"/> Austria                | <input type="checkbox"/> Malta          |        |          |
| <input type="checkbox"/> Bosnia and Herzegovina | <input type="checkbox"/> Macedonia,     | Former | Yugoslav |
| <input type="checkbox"/> Bulgaria               | <input type="checkbox"/> Republic of    |        |          |
| <input type="checkbox"/> Belgium                | <input type="checkbox"/> Montenegro     |        |          |
| <input type="checkbox"/> Croatia                | <input type="checkbox"/> Netherlands    |        |          |
| <input type="checkbox"/> Cyprus                 | <input type="checkbox"/> Norway         |        |          |
| <input type="checkbox"/> Czech Republic         | <input type="checkbox"/> Poland         |        |          |
| <input type="checkbox"/> Denmark                | <input type="checkbox"/> Portugal       |        |          |
| <input type="checkbox"/> Estonia                | <input type="checkbox"/> Romania        |        |          |
| <input type="checkbox"/> Finland                | <input type="checkbox"/> Serbia         |        |          |
| <input type="checkbox"/> France                 | <input type="checkbox"/> Slovenia       |        |          |
| <input type="checkbox"/> Germany                | <input type="checkbox"/> Slovakia       |        |          |
| <input type="checkbox"/> Greece                 | <input type="checkbox"/> Spain          |        |          |
| <input type="checkbox"/> Hungary                | <input type="checkbox"/> Sweden         |        |          |
| <input type="checkbox"/> Iceland                | <input type="checkbox"/> Switzerland    |        |          |
| <input type="checkbox"/> Ireland                | <input type="checkbox"/> Turkey         |        |          |
| <input type="checkbox"/> Italy                  | <input type="checkbox"/> United Kingdom |        |          |
| <input type="checkbox"/> Latvia                 | <input type="checkbox"/> Other:         |        |          |
| <input type="checkbox"/> Lithuania              |   |        |          |

### Countries visited

Please indicate the European countries you have visited in the past 3 years, including trips in your home country. (Multiple answers possible)

- |   |   |
|---|---|
| <input type="checkbox"/> Albania                | <input type="checkbox"/> Cyprus         |
| <input type="checkbox"/> Austria                | <input type="checkbox"/> Czech Republic |
| <input type="checkbox"/> Bulgaria               | <input type="checkbox"/> Denmark        |
| <input type="checkbox"/> Belgium                | <input type="checkbox"/> Estonia        |
| <input type="checkbox"/> Bosnia and Herzegovina | <input type="checkbox"/> Finland        |
| <input type="checkbox"/> Croatia                | <input type="checkbox"/> France         |

- |   |   |
|---|---|
| <input type="checkbox"/> Germany                                | <input type="checkbox"/> Norway         |
| <input type="checkbox"/> Greece                                 | <input type="checkbox"/> Poland         |
| <input type="checkbox"/> Hungary                                | <input type="checkbox"/> Portugal       |
| <input type="checkbox"/> Iceland                                | <input type="checkbox"/> Romania        |
| <input type="checkbox"/> Ireland                                | <input type="checkbox"/> Serbia         |
| <input type="checkbox"/> Italy                                  | <input type="checkbox"/> Slovenia       |
| <input type="checkbox"/> Latvia                                 | <input type="checkbox"/> Slovakia       |
| <input type="checkbox"/> Lithuania                              | <input type="checkbox"/> Spain          |
| <input type="checkbox"/> Luxembourg                             | <input type="checkbox"/> Sweden         |
| <input type="checkbox"/> Malta                                  | <input type="checkbox"/> Switzerland    |
| <input type="checkbox"/> Macedonia, Former Yugoslav Republic of | <input type="checkbox"/> Turkey         |
| <input type="checkbox"/> Montenegro                             | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> Netherlands                            | <input type="checkbox"/> Other:         |

### Air travel

Roughly, how many flights do you take each year?

- I never travel by plane
- 1 to 2 flights a year
- 3 to 10 flights a year
- 10 to 20 flights per year
- More than 20 flights per year

### Persons travelling \*

Normally, how many people travel with you? (Multiple answers possible)

- I travel alone
- With 1 personal assistant
- With 1 family member or friend
- With 2 or more family or friends
- I travel with a group

### Disability / mobility problems \*

Please indicate your disability or mobility problem, if any. (Multiple answers possible)

- wheelchair user
- walking difficulty
- deaf or hard of hearing
- blind or low vision
- asthma / allergy
- special diet
- speech impairment
- understanding / reading / language difficulty
- long-term health condition
- travelling with baby / small child
- I have a service animal e.g. guide dog / hearing dog
- I do not have any particular access needs
- other:

### Booking \*

How do you normally find and book your travel? (Transport and accommodation)

- via the Internet
- travel agent (by telephone, email or letter)
- travel agent (visit)
- newspaper, magazine or travel brochure (then booking by telephone, email or letter)
- someone else does it for me
- through a disability association
- other:

#### **Quality of booking information \***

How satisfied are you with the information you get about accessibility when booking your travel or accommodation?

- very unsatisfied
- unsatisfied
- neutral
- satisfied
- very satisfied

#### **At the airport \***

When travelling by plane, do you ask for special assistance to help you check-in, pass through the airport and board the plane?

- Yes, always
- Yes, sometimes
- No never
- I don't travel by plane

#### **Airport assistance**

If you answered "yes" to the previous question, please indicate what assistance you require in most airports. (Multiple answers possible)

- help reaching the check-in desk
- checking-in to the flight
- help finding my way through the airport
- visiting the toilet
- help with shopping
- boarding or disembarking the plane
- getting my luggage
- exiting the arrivals hall and finding onward transport
- help for my service animal e.g. getting drinking water or finding a toilet area
- I don't need any assistance
- other:

#### **Quality of airport buildings and facilities**

In general, how satisfied are you with the accessibility of airport buildings and facilities?

- very unsatisfied
- unsatisfied
- neutral
- satisfied
- very satisfied
- not applicable

### Quality of airport assistance

In general, how satisfied are you with the assistance you receive at airports?

- very unsatisfied
- unsatisfied
- neutral
- satisfied
- very satisfied
- not applicable

### Airports and access in general

Which of the following sentences best sums up your experience of the access in airports?

- I find all airports have quite difficult access
- I find there are some airports that have good access and others that have poor access
- I find all airports have quite easy access
- Neutral

### Tourist accommodation \*

Which types of tourist accommodation do you use? (Multiple answers possible)

- hotel 4 or 5 star (Class A or B)
- hotel 3 star (class C)
- hotel 2, 1 or no stars
- hostel (or Youth hostel)
- cruise ship
- leisure Park (with accommodation)
- caravan Park / Campground
- other:

### Accommodation guestroom \*

Do you normally book a guestroom that is "suitable for disabled persons"?

- Yes, always
- Yes, sometimes
- No, never

### Accommodation requirements \*

Do you require any of the following at the accommodation, due to your access needs or health condition?

- non-smoking room
- non-allergenic bedding
- special mattress
- special bed (e.g. electric bed)
- vibrating alarm
- hearing loop
- information in Braille
- lift access to floor where guestroom is situated
- wheelchair accessible building
- wheelchair accessible guestroom
- wheelchair accessible bathroom and shower
- designated parking for disabled person's vehicle

- adapted shuttle bus or taxi (to carry wheelchair user) from/to nearest mass-transit station/airport
- other:

**Quality of accommodation facilities \***

In general, how satisfied are you with the accessibility of accommodation buildings and facilities when you go on a trip?

- very unsatisfied
- unsatisfied
- neutral
- satisfied
- very satisfied
- not applicable

**Quality of accommodation staff and services \***

In general, how satisfied are you with the quality of staff assistance and service in terms of accessibility?

- very unsatisfied
- unsatisfied
- neutral
- satisfied
- very satisfied
- not applicable

**Visiting tourist attractions \***

When choosing a tourist attraction to visit, how do you make sure it will be accessible for you? (Multiple answers possible)

- I get information from someone who has been before
- I ask a disabled person about the accessibility of the place and/or services
- I read a general guidebook or the website of the attraction
- I read an access guide
- I read a website that has access information
- I make a phone call in advance to check the accessibility
- Not applicable
- Other:

**Accessibility improvements \***

In your view, which of the following methods, if any, could improve the accessibility of travel and tourism? (Multiple answers possible)

- Detailed access information supplied by travel agents and tour operators
- Access information and experiences from disabled people (e.g. published in social networking sites)
- More detailed access information from tourist providers
- Accessibility improvements led by public local and regional authorities
- Mandatory national access standards in all tourist attractions, accommodation, airports, etc.
- Mandatory European Union access regulations or standards
- More use of access labels by travel and tourism providers
- Direct marketing of accessible offers to disabled and elderly tourists

- More accessible public transport
- None of the above would work
- No improvement necessary
- Other:

#### Access Standards and Labels \*

Some countries have systems of tourism accessibility labels, standards and/or laws with requirements that tourism providers can or must follow. Which of the following, if any, have you heard of? (Multiple answers are possible. You may also add other standards or labels you may know).

- Austria - Barrier-free Tourism Establishments, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - PREDIF: Accessibility Information System
- Spain - Universal Accessibility Management System, UNE 170.001
- Spain - Accessibility Law applying to the particular Autonomous Region
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
- United Kingdom - Hotel Access Specifications, PAS88
- None of the above
- Other:

#### Access and Trust \*

From the list of labels and standards, please indicate which of these - if any - would make you feel secure about the level of accessibility you would find, if you should visit? (Multiple answers are possible. You may also add other standards or labels you may know).

- Austria - Barrier-free Tourism Establishments, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme & Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - PREDIF: Accessibility Information System
- Spain - Universal Accessibility Management System, UNE 170.001
- Spain - Accessibility Law applying to the particular Autonomous Region
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
- United Kingdom - Hotel Access Specifications, PAS88

- None of the above
- Other:

### **Access Choice**

When choosing and booking your travel, for business or for leisure, how important is it to you that the venue or services comply with an access label or standard?

- Not at all important. Access labels and standards do not affect my choice.
- Not really important. Access labels or standards can sometimes help me to choose.
- Quite important. I am more confident to choose a place or service that uses an access label or standard.
- Very important. I only choose a place or service which complies with an access label or standard.
- None of the above

### **Your affiliations**

If you are a member of a disability organisation, consumer organisation or tourism club/association, please write the name in the text box below. You can list more than one organisation. (This question is optional).

### **Other Comments**

Here you may write, briefly, any other thoughts or feedback (positive or negative) about your experience of accessibility, as a tourist.

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## **Accommodation Managers' Survey Questionnaire**

### **Survey 2009 for Accommodation Providers**

Study of Fundacion ONCE, commissioned by Via Libre (Spain, 2009).

This questionnaire is for accommodation providers operating in a sample of European countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom. These can include: owners or managers of hotels, hostels, caravan parks, cruise companies, etc.

The focus of the survey is to identify how companies are addressing accessibility issues generally in their business, and to gather opinions about the regulations and guidance that accommodation providers may know and use.

The results of the Study will be published online and disseminated widely to any who might have an interest in "accessible tourism for all".

The information collected in the survey will be presented in an anonymous manner, enabling comparisons between issues and countries but not linked to any individual organisations, and will serve entirely non-commercial purposes.

In case you have any questions or concerns, please do not hesitate to get in touch with us.

Finally, in advance, we would like to thank you very much for your participation in the survey!

Yours sincerely

Ivor Ambrose & Carolina Vicens  
Via Libre Study Team

Further information: <http://studyoftourismstandards.wordpress.com>

**Please write the name of your company here.**

(Company names will appear in the study report in a list of respondents. The company's individual answers will not be shown. Only aggregated answers will be presented).

**In which country is the head office of your company located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**In which country is the branch or unit you are working in located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**Overall, how many staff does your company currently employ globally? \***

- 1-9 employees
- 10-19 employees
- 20-49 employees
- 50-249 employees
- 250-999 employees
- More than 1000 employees

**Please indicate which of the following business activities your company engages in.\***

(Note: multiple answers possible)

- Hotel services
- Hostel services (e.g. Youth hostel, Campus accommodation)
- Caravan and / or Camping Sites
- Cruises
- Leisure Park or attraction with accommodation services
- Other

**If other, please specify:**

**Has your company implemented a dedicated corporate policy towards people with disabilities? \***

- Yes
- No
- Don't know

**If "yes", by what means has this policy been implemented?**

(Note: multiple answers possible)

- General statement of corporate values that explicitly includes disability issues
- Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- Named access manager or "champion" responsible for company policies in relation to disability
- Employment of people with disabilities
- Achievement of an accessibility certification
- Other

**If other, please specify:**

**Has any work been undertaken within your company to make your services more accessible to guests with disabilities? \***

- Yes
- No
- Don't know

**If "yes", which of the following activities are you carrying out?**

(Note: multiple answers possible)

- Improvement of accessibility in the facility as a whole, outdoors and indoors
- Improvement of accessibility in public areas (entrance, toilets, restaurant / bar / conference)
- Improvement of accessibility in guest rooms (or cabins, on cruise ships)
- Improvement of accessibility in the provision of special equipment for disabled visitors
- Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors
- Provision of assistance to disabled visitors
- Inclusion of accessibility requirements of disabled visitors in management training
- Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. receptionist)
- Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)
- Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus)
- Improvement of accessibility of your company website for people with disabilities
- Co-operation with organisations or people with disabilities in the improvement of facilities or services
- Hiring access auditor or access consultant to assist with accessibility planning or works
- Membership of a labelling scheme addressing accessibility in tourism
- Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc.
- Other

If other, please specify:

How relevant are the following factors for your business, with regard to serving customers with disabilities?

(1=Major relevance, 2=Minor relevance, 3=No relevance, 4=Don't know)

a) Compliance with national accessibility or nondiscrimination laws\*

1 2 3 4

b) Compliance with international accessibility or non-discrimination laws \*

1 2 3 4

c) Meet consumer/market demand and/or maintain/increase market share \*

1 2 3 4

d) Meet societal demands in relation to Corporate Social Responsibility (CSR) \*

1 2 3 4

e) If other, please specify:

To what extent, if at all, do you feel that the following factors act as barriers to your company in making your services accessible to guests with disabilities?

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4=Don't know)

a) Lack of knowledge / understanding of what accessibility is about\*

1 2 3 4

b) Additional costs involved when considering access requirements \*

1 2 3 4

c) Additional time needed to address access in our products / services \*

1 2 3 4

d) Accessibility requirements are too complex to be practically applied \*

1 2 3 4

e) Lack of demand or request from customers \*

1 2 3 4

f) If other, please specify

To what extent, if at all, do you feel that the following factors would encourage your company to make your services accessible to guests with disabilities?

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know)

a) The general trend towards an ageing population \*

1 2 3 4

b) Availability of access standards in relation to my products/services \*

1 2 3 4

**c) Availability of planning/management tools addressing access \***

1 2 3 4

**d) Availability of access-related certification/labelling of services \***

1 2 3 4

**e) Financial incentives, tax breaks \***

1 2 3 4

**f) System of national access standards \***

1 2 3 4

**g) Increase of market share, including people with disabilities \***

1 2 3 4

**h) If other, please specify**

**Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates? \***

- Yes
- No
- Don't know

**If "yes", please specify:** (- Give country, title and date of regulation / act / law, if known, otherwise give a general description).

**Has your company achieved or implemented any of the following accessibility standards or certifications? \***

- Yes
- No
- Don't know

**If "yes", please specify:**

- Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God Adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - Universal Accessibility Management System, UNE 170.001
- Spain - Accessibility Regulation of the Region in Spain
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme

- 
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
  - United Kingdom - Hotel Access Specifications, PAS88
  - United Kingdom - The Building Regulations, PART M: Access to and use of buildings
  - Other national, international or private tools / standards

**If Other(s), please specify.** Give name and Web URL of scheme or standard.

**Other Comments**

Here you may write, briefly, any other thoughts or feedback (positive or negative) about your experience of accessibility management in your company.

## ***Airports Managers' Survey Questionnaire***

### **Survey 2009 for Airport Managers and Providers**

Study of Fundación ONCE, commissioned by Via Libre (Spain, 2009).

This questionnaire is for airport managers operating in a sample of European countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom. The respondents can include managers who work for the airport owners or managers from companies that are contracted to manage passenger and ground handling operations.

The focus of the survey is to identify how airports are addressing accessibility issues generally in their business, and to gather opinions about the regulations and guidance that airport managers may know and use.

The results of the Study will be published online and disseminated widely to any who might have an interest in "accessible tourism for all".

The information collected in the survey will be presented in an anonymous manner, enabling comparisons between issues and countries but not linked to any individual organisations, and will serve entirely non-commercial purposes.

In case you have any questions or concerns, please do not hesitate to get in touch with us.

Finally, in advance, we would like to thank you very much for your participation in the survey!

Yours sincerely

Ivor Ambrose & Carolina Vicens  
Via Libre Study Team

Further information: <http://studyoftourismstandards.wordpress.com>

**Please write the name of your company here.** (Company names will appear in the study report in a list of respondents. The company's individual answers will not be shown. Only aggregated answers will be presented)

**Important: Please indicate the status of your company: \***

- Our company is the Airport Owner. We manage air passenger services ~~in-house~~"
- Our company is contracted to the airport owner. We manage the air passenger services

**In which country is the head office of your company located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**In which country is the branch or unit you are working in located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**Overall, how many staff does your company currently employ globally? \***

- 1-9 employees
- 10-19 employees
- 20-49 employees
- 50-249 employees
- 250-999 employees
- More than 1000 employees

**Please indicate which of the following business activities your company engages in at the airport where you work. \*** (Note: multiple answers possible)

- Management of airport car park(s)
- Shuttle bus services
- Rail terminal
- Metro terminal
- Ground handling and baggage operations
- Assistance for passengers with reduced mobility (PRM) or disabilities
- Passenger Security check

- Catering (in airport)
- Retail space rental and servicing (including Duty Free outlets, executive lounges etc.)
- Airport hotel / accommodation services
- Other

**If other, please specify**

**Has your company implemented a dedicated corporate policy towards people with disabilities? \***

- Yes
- No
- Don't know

**If "yes", by what means has this policy been implemented?**

(Note: multiple answers possible)

- General statement of corporate values that explicitly includes disability issues
- Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- Named access manager or "champion" responsible for company policies in relation to disability
- Employment of people with disabilities
- Achievement of an accessibility certification
- Other

**If other, please specify:**

**Has any work been undertaken within your company to make your services more accessible to guests with disabilities? \***

- Yes
- No
- Don't know

**If "yes", which of the following activities are you carrying out?**

(Note: multiple answers possible)

- Improvement of accessibility in the facility as a whole, outdoors and indoors
- Improvement of accessibility in public areas (entrance, toilets, restaurant / bar / conference)
- Improvement of accessibility in the provision of special equipment for disabled visitors
- Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors
- Provision of assistance to disabled visitors
- Inclusion of accessibility requirements of disabled visitors in management training
- Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. check-in staff)
- Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)
- Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus)

- Improvement of accessibility of your company website for people with disabilities
- Co-operation with organisations or people with disabilities in the improvement of facilities or services
- Hiring access auditor or access consultant to assist with accessibility planning or works
- Membership of a labelling scheme addressing accessibility in tourism
- Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc.
- Compliance with EC Regulation No. 1107/2006 on passengers with disabilities and reduced mobility
- Other

**If other, please specify:**

**How relevant are the following factors for your business, with regard to serving customers with disabilities?**

(1=Major relevance, 2=Minor relevance, 3=No relevance, 4=Don't know) \*

**a) Compliance with national accessibility or nondiscrimination laws**

1 2 3 4

**b) Compliance with international accessibility or non-discrimination laws \***

1 2 3 4

**c) Meet consumer/market demand and/or maintain/increase market share \***

1 2 3 4

**d) Meet societal demands in relation to Corporate Social Responsibility (CSR) \***

1 2 3 4

**e) If other, please specify:**

**To what extent, if at all, do you feel that the following factors act as barriers to your company in making your services accessible to guests with disabilities?**

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4=Don't know) \*

**a) Lack of knowledge / understanding of what accessibility is about**

1 2 3 4

**b) Additional costs involved when considering access requirements \***

1 2 3 4

**c) Additional time needed to address access in our products / services \***

1 2 3 4

**d) Accessibility requirements are too complex to be practically applied \***

1 2 3 4

**e) Lack of demand or request from customers \***

1 2 3 4

**f) If other, please specify**

**To what extent, if at all, do you feel that the following factors would encourage your company to make your services accessible to guests with disabilities?**

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know) \*

**a) The general trend towards an ageing population**

1 2 3 4

**b) Availability of access standards in relation to my products/services \***

1 2 3 4

**c) Availability of planning/management tools addressing access \***

1 2 3 4

**d) Availability of access-related certification/labelling of services \***

1 2 3 4

**e) Financial incentives, tax breaks \***

1 2 3 4

**f) System of national access standards \***

1 2 3 4

**g) Increase of market share, including people with disabilities \***

1 2 3 4

**h) If other, please specify:**

**Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates? \***

- Yes
- No
- Don't know

**If "yes", please specify:** (- Give country, title and date of regulation / act / law, if known, otherwise give a general description)

**Has your company achieved or implemented any of the following accessibility standards or certifications? \***

- Yes
- No
- Don't know

**If "yes", please specify:**

- Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God Adgang: Accessibility Label

- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - Universal Accessibility Management System, UNE 170.001
- Spain - Accessibility Regulation of the Region in Spain
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
- United Kingdom - Hotel Access Specifications, PAS88
- United Kingdom - The Building Regulations, PART M: Access to and use of buildings
- IATA. Access to Air Travel for Disabled People: Code of Practice
- Other national, international or private tools / standards

**If other, please specify:**

**Other Comments**

Here you may write, briefly, any other thoughts or feedback (positive or negative) about your experience of accessibility management in your company.

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## ***Destination and Attractions Managers' Survey Questionnaire***

### **Survey 2009 for Destinations & Attractions Managers**

Study of Fundacion ONCE, commissioned by Via Libre (Spain, 2009).

This questionnaire is for managers of attractions and destinations in a sample of European countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom. The respondents may include managers who work in city tourism marketing offices, museums, sports venues, leisure and amusement parks, national parks, heritage sites, etc.

The focus of the survey is to identify how attractions and destinations are addressing accessibility issues generally in their business, and to gather opinions about the access regulations and guidance that managers may know and use.

The results of the Study will be published online and disseminated widely to any who might have an interest in "accessible tourism for all".

The information collected in the survey will be presented in an anonymous manner, enabling comparisons between issues and countries but not linked to any individual organisations, and will serve entirely non-commercial purposes.

In case you have any questions or concerns, please do not hesitate to get in touch with us.

Finally, in advance, we would like to thank you very much for your participation in the survey!

Yours sincerely

Ivor Ambrose & Carolina Vicens  
Via Libre Study Team

Further information: <http://studyoftourismstandards.wordpress.com>

**Please write the name of your company here.**

(Company names will appear in the study report in a list of respondents. The company's individual answers will not be shown. Only aggregated answers will be presented).

**In which country is the head office of your company located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**In which country is the branch or unit you are working in located? \***

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

**Overall, how many staff does your company currently employ globally? \***

- 1-9 employees
- 10-19 employees
- 20-49 employees
- 50-249 employees
- 250-999 employees
- More than 1000 employees

**Please indicate which of the following business activities your company engages in.\***

(Note: multiple answers possible)

- City tourism development & promotions/ tourist information
- Regional tourism development & promotions/ tourist information
- Botanical Garden / Park
- Museum or Gallery
- National Park
- Theme Park / Fun Park / Leisure Park
- Religious building or venue
- Sports Facility or Stadium
- Theatre or other venue for artistic/cultural performances
- Zoo
- Other

**If other, please specify**

**Has your company implemented a dedicated corporate policy towards people with disabilities? \***

- Yes
- No
- Don't know

**If "yes", by what means has this policy been implemented?**

(Note: multiple answers possible)

- General statement of corporate values that explicitly includes disability issues
- Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability
- Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation)
- Named access manager or "champion" responsible for company policies in relation to disability
- Employment of people with disabilities
- Achievement of an accessibility certification
- Other

**If other, please specify:**

**Has any work been undertaken within your company to make your services more accessible to guests with disabilities? \***

- Yes
- No
- Don't know

**If "yes", which of the following activities are you carrying out?**

(Note: multiple answers possible)

- Improvement of accessibility in the facility as a whole, outdoors and indoors
- Improvement of accessibility in public areas (entrance, toilets, restaurant / bar / conference)
- Improvement of accessibility in the provision of special equipment for disabled visitors
- Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors
- Provision of assistance to disabled visitors
- Inclusion of accessibility requirements of disabled visitors in management training
- Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. tour guides)
- Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect)
- Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus)
- Improvement of accessibility of your company website for people with disabilities
- Co-operation with organisations or people with disabilities in the improvement of facilities or services
- Hiring access auditor or access consultant to assist with accessibility planning or works

- Membership of a labelling scheme addressing accessibility in tourism
- Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc.
- Other

**If other, please specify:**

**How relevant are the following factors for your business, with regard to serving customers with disabilities?**

(1=Major relevance, 2=Minor relevance, 3= No relevance, 4=Don't know)\*

**a) Compliance with national accessibility or nondiscrimination laws**

1 2 3 4

**b) Compliance with international accessibility or non-discrimination laws \***

1 2 3 4

**c) Meet consumer/market demand and/or maintain/increase market share \***

1 2 3 4

**d) Meet societal demands in relation to Corporate Social Responsibility (CSR) \***

1 2 3 4

**e) If other, please specify**

**To what extent, if at all, do you feel that the following factors act as barriers to your company in making your services accessible to guests with disabilities?**

(1=Major barrier, 2=Minor barrier, 3=Not a barrier, 4=Don't know) \*

**a) Lack of knowledge / understanding of what accessibility is about**

1 2 3 4

**b) Additional costs involved when considering access requirements \***

1 2 3 4

**c) Additional time needed to address access in our products / services \***

1 2 3 4

**d) Accessibility requirements are too complex to be practically applied \***

1 2 3 4

**e) Lack of demand or request from customers \***

1 2 3 4

**f) If other, please specify:**

**To what extent, if at all, do you feel that the following factors would encourage your company to make your services accessible to guests with disabilities?**

(1=Very much, 2=To some extent, 3=Not at all, 4=Don't know) \*

a) The general trend towards an ageing population

1 2 3 4

b) Availability of access standards in relation to my products/services \*

1 2 3 4

c) Availability of planning/management tools addressing access \*

1 2 3 4

d) Availability of access-related certification/labelling of services \*

1 2 3 4

e) Financial incentives, tax breaks \*

1 2 3 4

f) System of national access standards \*

1 2 3 4

g) Increase of market share, including people with disabilities \*

1 2 3 4

h) If other, please specify.

**Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates? \***

- Yes
- No
- Don't know

**If "yes", please specify:** (- Give country, title and date of regulation / act / law, if known, otherwise give a general description).

**Has your company achieved or implemented any of the following accessibility standards or certifications? \***

- Yes
- No
- Don't know

**If "yes", please specify:**

- Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God Adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010

- 
- Spain - Universal Accessibility Management System, UNE 170.001
  - Spain - Accessibility Regulation of the Region in Spain
  - United Kingdom - Disability Discrimination Act (DDA)
  - United Kingdom - National Accessible Scheme
  - United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
  - United Kingdom - Hotel Access Specifications, PAS88
  - United Kingdom - The Building Regulations, PART M: Access to and use of buildings
  - Other national, international or private tools / standards

**If other(s), please specify** - Give name and Web URL of scheme or standard, if possible:

**Other Comments**

Here you may write, briefly, any other thoughts or feedback (positive or negative) about your experience of accessibility management in your company

## **Expert Survey Questionnaire**

### **Survey 2009 of Standards Experts**

Study of ONCE Foundation, commissioned by Via Libre (Spain, 2009)

The following questionnaire is for selected national and European experts who are knowledgeable about accessibility standards and the tourism / transport sector. The survey addresses standards, norms, guidelines and "labels" that have relevance for tourism access for disabled people.

The survey covers these countries: Austria, Belgium, Denmark, France, Germany, Norway, Spain and United Kingdom.

The aims of the study are:

- to identify published Standards and guidance documents related to tourism accessibility
- to clarify the scope or range of issues covered by the instruments;
- to assess the current state of progress of their implementation (including their general effectiveness); and
- to recommend directions for the development of standards and guidance on accessibility for the tourism and travel industry.

The information collected in this survey will be presented in an anonymous manner, enabling comparisons between instruments, issues and countries but not linked to any individual organisations or individuals. The information is not intended for any commercial purposes.

It will take you about 10 minutes to fill in the survey questionnaire - or longer if you choose to give more detailed information. Most of the items are multiple-choice questions, while some are open-ended, requiring a written answer.

Please note that the questionnaire must be answered in one continuous "session" and then submitted by pressing the 'Submit' button. Do not close the browser window during the session - or your answers will be lost. You may read the whole questionnaire before starting, so that you can prepare your written answers in advance, if you like.

Experts who answer the survey may also be contacted by the Survey Team for a brief telephone interview in order to explore particular issues in more depth. (For this reason we ask for your name and contact details).

If you choose to remain anonymous, your answers will be counted but we will not ask you any follow-up questions, of course!

The results of the study will be published on-line and disseminated widely to those who have an interest in accessible tourism for all. Experts who contribute to the survey will be listed in the Acknowledgements page of the report.

In case you have any questions or concerns, please do not hesitate to get in touch with us, using the email address given below.

Please submit your answers by end-of-business on Friday 24th July.

Finally, in advance, we would like to thank you very much for your participation in the survey!

Yours sincerely

Ivor Ambrose & Carolina Vicens  
Via Libre Study Team

Email: ambrose.research@gmail.com

For further information about the study and the access standards of countries involved in this study, visit: <http://studyoftourismstandards.wordpress.com>. Here you can post comments and you are invited to add references or other material which you feel may be important for this study.

### **Section 1. Your Background**

#### **Company \***

Please write the name of your company or organisation here. If you are self-employed or not affiliated with any organisation, please write "Self-employed" or "Not applicable".

#### **Your name**

Please write your First name and Surname here. (Optional).

#### **Contact email**

Please write your email address here. (Optional).

#### **Telephone**

Please write your telephone number here, starting with the international dialling code. (Optional).

#### **Position / employment \***

Please indicate which position(s) you hold in relation to standardisation. You may also add a position under "Other", if necessary. (Note: multiple answers possible).

- I work as a consultant
- I am employed in a private company
- I am employed in a public research organisation
- I am employed in a central government office or public agency
- I am employed in regional or local government
- I am employed in a public enterprise
- I am employed in a higher education establishment
- I am employed in a national Standards organization
- I am employed in a private tourism /travel enterprise
- I am employed in a public tourism enterprise or agency
- I am an employee of a non-profit association that works on access standards and guidelines
- I am a member of a non-profit association that works on access standards and guidelines
- I work as a volunteer
- Other:

### Country \*

In which country is your company or organisation located?

- Austria
- Belgium
- Denmark
- France
- Germany
- Norway
- Spain
- United Kingdom
- Other:

### Your expertise \*

Which of the following areas of expertise do you cover in relation to your work on access standards, norms, guidelines, etc. (Note: multiple answers possible)

- Policy-making, legislation
- Spatial planning and the built environment
- Planning and the natural environment
- Transportation planning
- Architectural design
- Product design
- Health and Safety
- Consumer issues
- Legal
- Services and service design
- Information and Communication Technologies
- Web design / User Interface design
- Assistive Technologies for people with disabilities
- Population demographics
- Marketing
- Manufacturing
- Representative of people with disabilities
- Consultancy
- Project Management
- Tourism Sector Management
- Other:

### Your involvement in access standards \*

Please indicate, below, your involvement in development of access legislation, standards, norms or guidance. (Multiple answers possible).

- Managing standardisation activities or projects related to the development of accessibility guidance documents
- Drafting and/or reviewing national standards
- Drafting and/or reviewing international standards
- Developing access legislation
- Drafting accessibility guidelines or labelling scheme
- Managing an accessibility guidance or labelling scheme
- Conducting research
- Lobbying for political support
- Fund-raising
- Engaging with disability stakeholder groups

- Engaging with stakeholders in the tourism industry
- Training stakeholders to participate in standards work
- Participating in consultations, workshops, conferences, hearings etc.
- Other:

## Section 2. Legislation, Standards, Norms, Guidelines and Labelling Schemes

### Norms & Standards \*

Please indicate if you are familiar with any of the following laws, standards, norms, guidance documents and access labelling schemes. (Multiple answers possible). If none, please indicate "None of the above".

- Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God Adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - Universal Accessibility Management System, UNE 170.001
- Spain - Accessibility regulations of the Autonomous Region(s)
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
- United Kingdom - Hotel Access Specifications, PAS88
- United Kingdom - The Building Regulations, PART M: Access to and use of buildings
- CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities
- Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility
- None of the above

### Most successful measures \*

Please choose up to 3 measures from the following list which, in your opinion are the MOST SUCCESSFUL in contributing to good accessibility in the National or European Tourism sectors.

- Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603
- Belgium - Tourism Flanders: Accessible Tourism Label
- Denmark - God Adgang: Accessibility Label
- Denmark - Danish General Accessibility Standard, DS 3028
- France - Tourisme et Handicap label
- Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments
- Germany - Barrier -Free Building Norm, DIN 18.024-18.025
- Norway - Norwegian Standard: Accessible tourist destinations, NS 11010
- Spain - Universal Accessibility Management System, UNE 170.001

- Spain - Accessibility regulations of the Autonomous Region(s)
- United Kingdom - Disability Discrimination Act (DDA)
- United Kingdom - National Accessible Scheme
- United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation
- United Kingdom - Hotel Access Specifications, PAS88
- United Kingdom - The Building Regulations, PART M: Access to and use of buildings
- CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities
- Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility

### Other standards & norms

Please write the title of any other law, standard, norm, guidance document or access labelling scheme (etc.) which you consider relevant to ensuring good accessibility in tourism. (Add the web URL or other reference source, if possible).

### Section 3. Assessment of Access Challenges in the Tourism Sector

This section presents some general statements about accessibility in the tourism sector and how it is being addressed. Please indicate whether you agree or disagree with the statements, using the scale of 1 to 5. If you neither agree nor disagree, give a score of "3".

**3.1 \* "In Europe as a whole, lack of access to environments, facilities and services for people with disabilities remains a major problem, with technical, legal and social challenges"**

1 2 3 4 5

**3.2 \* "In Europe as a whole, the tourism sector is lagging behind other sectors of industry with regard to ensuring equal access for people with disabilities"**

1 2 3 4 5

**3.3 \* "The tourism sector in Europe has a clear vision and concrete plans to make tourism accessible for people with disabilities"**

1 2 3 4 5

**3.4 \* "In my country, the introduction of access standards and guidelines has removed most of the barriers which used to prevent many disabled people from participating in tourism"**

1 2 3 4 5

**3.5 \* "National anti-discrimination laws are necessary to ensure that public and private enterprises will make their facilities and services accessible for persons with disabilities"**

1 2 3 4 5

**3.6 \* "Self-regulation and following best practices are the most appropriate and effective ways for the tourism industry to move forward on implementing disabled access"**

1 2 3 4 5

**3.7 \* "Public economic support is necessary to get tourism businesses to adopt accessibility measures. The market of disabled and elderly tourists is too small to bear the additional costs alone"**

1 2 3 4 5

**3.8 \* "Voluntary accessibility labelling schemes, for example for tourist accommodation providers, are an effective mechanism for getting enterprises to make access improvements"**

1 2 3 4 5

**3.9 \* "Accessibility labelling schemes, for example for tourist accommodation, are helpful to the disabled consumer, as they are usually informative and reliable"**

1 2 3 4 5

**3.10 \* "Access labelling schemes for tourist venues are most effective when they are managed by regional or local authorities, as these agencies have the best local knowledge".**

1 2 3 4 5

**3.11 \* "Where there are many tourism access labels in a single country, customers do not know which to trust"**

1 2 3 4 5

**3.12 \* "Having Europe-wide access standards for the tourism sector would reduce the diversity and uniqueness of destinations".**

1 2 3 4 5

#### **Next steps in your country**

In your opinion - if you think more needs to be done - what should be the next steps at National level to enhance accessibility for people with disabilities to tourism?

#### **Next steps in Europe**

In your opinion - if you think more needs to be done - what should be the next steps at European level to enhance accessibility for people with disabilities to tourism?

#### **Other Comments**

Here you may write any other comments you may have about the study or about improving accessibility in the tourism and travel industry for people with disabilities and other visitors with particular access requirements.

## ANNEX 3. SUMMARY SURVEY RESULTS TABLES

### Visitor's Survey – Summary Table of Results

	Spanish market	German market	French market	Europe (Web version)
<b>Disability or Mobility problem / Home country</b>	<p><u>Profile of participant:</u></p> <ol style="list-style-type: none"> <li>1. Wheelchair users (9)</li> <li>2. Deaf or hard of hearing (5)</li> <li>3.a. People without any particular access needs(4)</li> <li>3.b. People with walking difficulties (4)</li> <li>4.a. Blind people or with low vision (2)</li> <li>4.b. Travelling with baby/small child (2)</li> <li>4.c. Understanding/ Reading/ Language difficulties (2)</li> <li>5.a. Asthma/allergy (1)</li> <li>5.b. Long-term health condition (1)</li> </ol> <p><u>Home country:</u></p> <ol style="list-style-type: none"> <li>1. Spain (27)</li> </ol>	<p><u>Profile of participant:</u></p> <ol style="list-style-type: none"> <li>1. Deaf or hard of hearing(10)</li> <li>2. People with walking difficulties (3)</li> <li>3.a. Blind people or with low vision (2)</li> <li>3.b. Long-term health condition (2)</li> <li>4.a. Asthma/allergy (1)</li> <li>4.b. Special diet (1)</li> </ol> <p><u>Home country:</u></p> <ol style="list-style-type: none"> <li>1. Austria (12)</li> <li>2. Germany (1)</li> </ol>	<p><u>Profile of participant:</u></p> <ol style="list-style-type: none"> <li>1. Blind people or with low vision (10)</li> <li>2. Deaf or hard of hearing (1)</li> <li>3. Understanding/ Reading/ Language difficulties (1)</li> <li>4. Travelling with service animal (1)</li> </ol> <p><u>Home country:</u></p> <ol style="list-style-type: none"> <li>1. France (10)</li> <li>2. Austria (1)</li> </ol>	<p><u>Profile of participant:</u></p> <ol style="list-style-type: none"> <li>1. Wheelchair users (20)</li> <li>2.a. People with walking difficulties (9)</li> <li>2.b. People without any particular access needs (9)</li> <li>3. Blind people or with low vision(6)</li> <li>4. Asthma/ allergy(4)</li> <li>5.a. Long-term health condition(2)</li> <li>5.b. Travelling with baby/small child (2)</li> </ol> <p><u>Home country:</u></p> <ol style="list-style-type: none"> <li>1.a. Belgium (6)</li> <li>1.b. Countries out of Europe (6)</li> <li>2. Italy (5)</li> <li>3.a. Greece (4)</li> <li>3.b. Malta (4)</li> <li>4. Germany (3)</li> </ol>

	Spanish market	German market	French market	Europe (Web version)
				5.a. Portugal (2) 5.b. Romania (2) 5.c. Slovakia (2) 6.Spain (1)
<b>Travel frequency/Overnight stays</b>	<u>Travel frequency:</u> 1. 2-5 trips per year (15) 2.a. 1 trip per year (5) 2.b. 6-10 trips per year(4) <u>Overnight stays:</u> 1. 3 to 10 nights a year(9) 2. 10 to 20 nights a year(8) 3.a. 1 to 2 nights a year(5) 3.b. More than 20 night a year (5)	<u>Travel frequency:</u> 1. 2-5 trips per year (8) 2. 6-10 trips per year (4) 3. Never sleep in a tourist place (1) <u>Overnight stays:</u> 1. 10 to 20 nights a year (6) 2. More than 20 nights a year(4) 3. 3 to 10 nights a year (2) 4.Never sleep in a tourist place (1)	<u>Travel frequency:</u> 1. 2-5 trips per year (6) 2. 1 trip per year (3) 3. Monthly or more (2) <u>Overnight stays:</u> 1. 10 to 20 nights a year (5) 2. More than 20 nights a year (3) 3. 1 to 2 nights a year (2) 4. 3 to 10 nights a year (1)	<u>Travel frequency:</u> 1. 2-5 trips per year (18) 2. 6-10 trips per year (10) 3. Monthly or more (7) 4. 1 trip per year (6) <u>Overnight stays:</u> 1. More than 20 nights a year (14) 2.a. 3 to 10 nights a year (11) 2.b. 10 to 20 nights a year (11) 3. 1 to 2 nights a year (5)
<b>Countries visited</b>	1. Spain (18) 2. France (16) 3.a. Italy (10) 3.b. Portugal (10) 4. Germany (7) 5.a. Denmark (3)	1. Austria (5) 2. Italy (3) 3. Switzerland (2) 4.a. Germany (1) 4.b. Portugal (1)	1. Switzerland (4) 2. France (3) 3.a. Austria (1) 3.b. Portugal (1) 3.c. Turkey (1) 3.d. Spain (1)	1. a. Spain (22) 1.b. Belgium (22) 2. France (21) 3.a. Italy (20) 3.b. United Kingdom (20) 4. a. Germany (17)

	Spanish market	German market	French market	Europe (Web version)
	5.b. Austrian (3) 5.c. Poland (3) 5.d. Sweden (3) 5. e. United Kingdom (3) 6.a. Netherlands (2) 6.b. Hungary (2) 6.c. Finland (2) 6.d. Belgium (2) 6.e. Greece (2)			4.b. Greece (17) 5. Austria (15) 6.Netherlands(13) 7.Portugal (12) 8.Denmark(11) 9.a.Slovenia(9) 9.b. Sweden(9) 10. Croatia (8) 11.a. Ireland (7) 11.b.Norway (7) 11.c. Poland (7) 12.a. Czech Republic (6) 12.b. Hungary (6) 12.c.Switzerland(6) 13.a. Estonia (5) 13.b. Finland (5) 13.c. Slovakia (5) 13.d. Turkey (5) 14.a.Luxembourg (4) 14.b. Romania (4)
<b>Booking</b>	1. Via the internet (22) 2. Travel agency (by phone,	1.a. Via the internet (8) 1.b. Visit travel agency (8)	1. Via the internet (7) 2. Travel agency (by phone,	1. Via the internet (32) 2. Travel agency (by phone,

	Spanish market	German market	French market	Europe (Web version)
	email or letter)(8) 3. Visit a travel agency (7) 4. Someone else does it for me (4)	2.a. Travel agency (by phone, email or letter)(1) 2.b. Someone else does it for me (1)	email or letter)(4) 3. Someone else does it for me (2)	email or letter) (16) 3. Someone else does it for me (6) 4. Visit travel agency (4)
<b>Quality of booking information</b>	1.a. Neutral (10) 1.b. Satisfied (10) 2. Unsatisfied (5) 3. Very unsatisfied (1)	1. Neutral (6) 2. Unsatisfied (3) 3.a. Satisfied (2) 3.b. Not relevant (2)	1. Satisfied (5) 2. Neutral (3) 3. Unsatisfied (2) 4. Very unsatisfied (1)	1. Neutral (15) 2. Unsatisfied (14) 3. Very unsatisfied (6) 4. Satisfied (5)
<b>Air Travel Frequency</b>	1. 1 to 2 flights a year(15) 2. Never take a plane (6) 3. 3-10 flights a year(3) 4. 10 to 20 flights(2)	1. 1 to 2 flights a year (6) 2. 3-10 flights a year (4) 3. Never take a plane (3)	1.a. 3-10 flights a year(4) 1.b. 1 to 2 flights a year(4) 2. Never take a flight (3)	1. 3-10 flights a year (16) 2. 1 to 2 flights a year (11) 3. More than 20 flights (8) 4. 10 to 20 flights (4)
<b>Persons travelling</b>	1. With 1 family member or friend (12) 2. With 2 or more family members or friends (11) 3. With a group (4) 4. Alone (3) 5. With personal assistance (2)	1. With 1 family member, friend or assistant (11) 2. Alone (5) 3. With a group (3) 4. With 2 or more family members or friends (1)	1. With 1 family member or friend (11) 2. Travel alone (3) 3.a. With 1 personal assistant (2) 3.b. With a group (2)	1. Travel alone (21) 2. With 1 family member or friend (16) 3. With 2 or more family members or friends (13) 4. With 1 personal assistant (8) 5. With a group (2)
<b>Travelling by plane</b>	1.a. Always (10) 1.b. Never (10)	1. Sometimes (6) 2. Never (5)	1. Always (5) 2. Sometimes (4)	1. Always (16) 2. Never (13)

	Spanish market	German market	French market	Europe (Web version)
	2. Sometimes (7)	3. Always (2)	3. Never (2)	3. Sometimes (12)
<b>Airport assistance</b>	1. Boarding or disembarking the plane(11) 2. Getting the luggage(6) 3.a. Exiting the arrivals hall and finding onward transport(5) 3.b. Help finding the way through the airport (5) 4.a. Check-in to the flight (4) 4.b. Help finding the way through the airport (4) 5.a. Help reaching the check-in desk (3) 5.b. Visiting the toilet (3) 6. Help with shopping (2)	1. Check-in to the flight (4) 2.a. Getting the luggage (2) 2.b. No need of assistance(2) 2.c. Need of other help(2) 3.a. Help finding the way through the airport (1) 3.b. Boarding or disembarking the plane (1) 3.c. Exiting the arrivals hall and finding onward transport(1)	1. Check-in to the flight(8) 2.a. Help reaching the check-in desk (7) 2.b. Help finding the way through the airport (7) 2.c. Boarding or disembarking the plane(7) 2.d. Getting the luggage (7) 2.e. Exiting the arrivals hall and finding onward transport (7) 3. Visiting the toilet (5) 4. Help for the service animal (2) 5.a. Help with shopping (1) 5.b. No need of help (1)	1. Boarding or disembarking the plane (18) 2.a. Help finding the way through the airport (11) 2.b. Getting the luggage (11) 3. Check-in to the flight (10) 4.a. Help reaching the check-in desk (6) 4.b. Exiting the arrivals hall and finding onward transport 86) 4.c. No need of assistance (6)
<b>Quality of airport building facilities</b>	1. Satisfied (12) 2. Neutral (8) 3.a. Unsatisfied (2) 3.b. Not applicable (2) 4. Very satisfied (1)	1. Neutral (10) 2.a. Unsatisfied (1) 2.b. Satisfied (1)	1. Satisfied (3) 2.a. Neutral (2) 2.b. Very unsatisfied (2) 3. Unsatisfied (1)	1. Satisfied (19) 2. Neutral (12) 3. Unsatisfied (6) 4.a. Very unsatisfied (2) 4.b. Very satisfied (2)
<b>Quality of airport</b>	1. Neutral (10)	1.a. Neutral (5)	1. Unsatisfied (4)	1. Satisfied (19)

	Spanish market	German market	French market	Europe (Web version)
<b>assistance</b>	2. Satisfied (9) 3. Unsatisfied (4) 4.a. Very unsatisfied (2) 4.b. Not applicable (2)	1.b. Satisfied (5) 2.a. Very satisfied (1) 2.b. Unsatisfied (1)	2. Neutral (2) 3. Satisfied (1) 4. Very satisfied (1)	2. Neutral (7) 3.a. Unsatisfied (5) 3.b. Not applicable (5) 4. Very satisfied (3) 5. Very unsatisfied (1)
<b>Airports and access, in general</b>	1. Some airports have good access and others poor access (18) 2.a. Airports have quite difficult access (4) 2.b. Neutral (3) 3. All airports are very accessible (1)	1. Some airports have good access and others poor access (8) 2. Airports have quite difficult access (3) 3. All airports are very accessible (1)	1. Some airports have good access and others poor access (7) 2. Airports have quite difficult access (2) 3. All airports are very accessible (1)	1. Some airports have good access and others poor access (21) 2. Airports have quite easy access (12) 3. Airports have quite difficult access (4) 4. Neutral (2)
<b>Accommodation</b>	1. 4-5* Hotels (17) 2. 3*-Hotels (16) 3. Hostel (or Youth hostel) (5) 4. Caravan park / Campground (4) 5.a. 1-2*-Hotels (2) 5.b. Cruise ship (2)	1. 3*-Hotels (10) 2. 4-5* Hotels (7) 3. 1-2*-Hotels (2)	1. 1-2*-Hotels (6) 2. 3*-Hotels (4) 3.a. 4-5* Hotels (2) 3.b. Caravan park / Campground (2) 4.a. Hostel (or Youth hostel) (1) 4.b. Cruise ship (1)	1. 3*-Hotels (30) 2. 4-5* Hotels (24) 3. Hostel (or Youth hostel) (7) 4. 1-2*-Hotels (6) 5. Cruise ship (5) 6. Caravan park / Campground (2)
<b>Booking a barrier free guestroom</b>	1. Never (10) 2. Sometimes (6)	1. Never (10) 2. Sometimes (3)	1. Never (7) 2. Sometimes (3)	1. Always (16) 2. Never (14)

	Spanish market	German market	French market	Europe (Web version)
	3. Always (6)		3. Always (1)	3. Sometimes (11)
<b>Accommodation requirements</b>	1. Other requirements (33) 2.a. Wheelchair accessible building (7) 2.b. Wheelchair accessible bathroom and shower (7) 3.a. Non-smoking room(6) 3.b. Lift access to guestroom's floor (6) 3.c. Wheelchair accessible guestroom (6) 3.d. Designated parking for disabled person's vehicle (6) 4. Vibrating alarm (2) 5. Hearing loop (1)	1. Non-smoking room (9) 2. Hearing loop (7) 3. Vibrating alarm (6) 4. Lift access to guestroom's floor (2) 5. Non-allergic bedding (1)	1. Information in Braille (6) 2. Non-smoking room (5) 3.a. Vibrating alarm (2) 3.b. Lift access to guestroom's floor (2) 3.c. Designated parking for disabled person's vehicle (2)	1.a. Wheelchair accessible bathroom and shower (21) 1.b. Non-smoking room (21) 2. Wheelchair accessible building (19) 3. Wheelchair accessible guestroom (18) 4. Lift access to guestroom's floor (16) 5. Designated parking for disabled person's vehicle (7) 6. Adapted shuttle bus or taxi (6) 7. Information in Braille (3)
<b>Quality of accommodation facilities</b>	1. Satisfied (12) 2. Neutral (8) 3. Unsatisfied (5) 4. Very unsatisfied (1) 5. Very satisfied (1)	1. Neutral (7) 2. Unsatisfied (3) 3. Satisfied (2) 4. Very satisfied (1)	1. Satisfied (4) 2. Unsatisfied (3) 3. Neutral (2) 4. Very unsatisfied (1)	1. Satisfied (18) 2.a. Neutral (10) 2.b. Unsatisfied (10) 3. Very satisfied (2) 5. Very unsatisfied (1)
<b>Quality of accommodation staff and services</b>	1. Satisfied (17) 2. Neutral (6) 3. Unsatisfied (3)	1. Neutral (8) 2.a. Unsatisfied (2) 2.b. Satisfied (2)	1. Satisfied (6) 2. Unsatisfied (3) 3. Neutral (2)	1. Satisfied (20) 2. Neutral (12) 3. Very satisfied (6)

	Spanish market	German market	French market	Europe (Web version)
	4. Very unsatisfied (1)	3. Very satisfied (1)		4. Unsatisfied (2) 5. Not applicable (1)
<b>Getting information from tourist attractions</b>	<p>1. Reading a website with access information (14)</p> <p>2. Reading a general guidebook or website of attraction (12)</p> <p>3. From someone who has been before (11)</p> <p>4. Making a phonecall in advance to check access (9)</p> <p>5. Read an access guide (8)</p> <p>6.a. Ask a disabled person about the access of the place (3)</p> <p>6.b. Not applicable (3)</p>	<p>1. Reading a general guidebook or website of attraction (10)</p> <p>2. Not applicable (4)</p> <p>3. From someone who has been before (3)</p> <p>4.a. Reading a website with access information (2)</p> <p>4.b. Reading an access guide(2)</p> <p>4. Making a phonecall in advance to check access (1)</p>	<p>1.a. From someone who has been before (5)</p> <p>1.b. Reading a general guidebook or website of attraction (5)</p> <p>2. Reading a website with access information (3)</p> <p>3. Making a phonecall in advance to check access (3)</p> <p>4. Not applicable (2)</p> <p>5.a. Ask a disabled person about the access of the place (1)</p> <p>5.b. Read an access guide (1)</p>	<p>1. From someone who has been before (21)</p> <p>2. Reading a website with access information (18)</p> <p>3. Reading a general guidebook or website of attraction (17)</p> <p>4. Making a phonecall in advance to check access (13)</p> <p>5.a. Ask a disabled person about the access of the place (10)</p> <p>5.b. Read an access guide (10)</p> <p>6. Not applicable (5)</p>
<b>Access improvement</b>	<p>1. More accessible public transport (18)</p> <p>2.a. Detailed access information supplied by travel agents a TO (15)</p> <p>2.b. Access improvements led by public and local and regional authorities(15)</p> <p>3.a. Mandatory national</p>	<p>1. Access improvements led by public and local and regional authorities (10)</p> <p>2.a. Detailed access information supplied by travel agents a TO (7)</p> <p>2.b. More accessible public transport (7)</p> <p>2.c. Mandatory national</p>	<p>1.a. Detailed access information supplied by travel agents a TO (8)</p> <p>1.b. Mandatory national access standards in all tourist providers (8)</p> <p>2.a. More accessible public transport (7)</p> <p>2.b. Mandatory European</p>	<p>1. More detailed access information from tourist providers (28)</p> <p>2. More accessible public transport (27)</p> <p>3. Detailed access information supplied by travel agents a TO (26)</p> <p>4. Mandatory national access</p>

	Spanish market	German market	French market	Europe (Web version)
	<p>access standards in all tourist providers (13)</p> <p>3.b. Mandatory European Union access standards or regulation (13)</p> <p>4.a. More detailed access information from provider (11)</p> <p>4.b. Access information and experiences from disabled people (11)</p> <p>5. Direct marketing of accessible offers to disabled and elderly tourist (10)</p> <p>6.a. More use of access labels by travel and tourism providers (8)</p> <p>6.b. Others (8)</p>	<p>access standards in all tourist providers (7)</p> <p>2.d. Mandatory European Union access standards or regulation (7)</p> <p>3.a. Access information and experiences from disabled people (6)</p> <p>3.b. More detailed access information from provider (6)</p> <p>3.c. More use of access labels by travel and tourism providers (6)</p> <p>4. Direct marketing of accessible offers to disabled and elderly tourist (4)</p>	<p>Union access standards or regulation(7)</p> <p>2.c. Access improvements led by public and local and regional authorities (7)</p> <p>3. More use of access labels by travel and tourism providers (5)</p> <p>4.a. More detailed access information from provider (4)</p> <p>4.b. Direct marketing of accessible offers to disabled and elderly tourist (4)</p> <p>5. Access information and experiences from disabled people (2)</p>	<p>standards in all tourist providers (25)</p> <p>5. Mandatory European Union access standards or regulation (24)</p> <p>6.a. Access information and experiences from disabled people (22)</p> <p>6.b. Access improvements led by public and local and regional authorities (22)</p> <p>7. More use of access labels by travel and tourism providers (13)</p> <p>8. Direct marketing of accessible offers to disabled and elderly tourist (10)</p>
<b>Standards and labels known</b>	<p>1. Spain – Regional regulations (14)</p> <p>2. Spain – UNE 170.001 Universal Design Management System(13)</p> <p>3.a. Spain – PREDIF Information System(9)</p> <p>3.b. None of them (9)</p> <p>4. Austria – Barrier-free Tourism Establishments.</p>	<p>1. Austria – Barrier-free Tourism Establishments. ÖNORM B 1603 (6)</p> <p>2. None of them (5)</p> <p>3. DE – DEHOGA – Minimum Standards (1)</p>	<p>1. France – Tourisme et Handicap (9)</p> <p>2. Belgium – TourismFlanders: Accessible Tourism Label (3)</p>	<p>1. None of the above (18)</p> <p>2. DDA (15)</p> <p>3.a. BE – Tourism Flanders: Accessible Tourism Label (7)</p> <p>3.b. DK – God Adgang (4)</p> <p>4.a. FR – Tourisme et Handicap (4)</p> <p>4.b. UK – National Accessible Scheme (6)</p>



	Spanish market	German market	French market	Europe (Web version)
	<p>ÖNORM B 1603 (3)</p> <p>5.a. UK – One Step Ahead</p> <p>5.b. FR – Tourisme et Handicap</p> <p>6.a. DE- DEHOGA: Minimum Standards (1)</p>			
<b>Access Standards and Labels“Trust</b>	<p>1. None of them (10)</p> <p>2. Spain – UNE 170.001 Universal Design Management System (9)</p> <p>3. Spain – PREDIF Information System (8)</p> <p>4. Spain – Regional regulations (7)</p> <p>5. Austria – Barrier-free Tourism Establishments. ÖNORM B 1603 (3)</p> <p>6.a. FR – Tourisme et Handicap (2)</p> <p>6.b. UK – DDA (2)</p>	<p>1. Austria – Barrier-free Tourism Establishments (8)</p> <p>2. None of them (3)</p> <p>3. DE – DEHOGA – Minimum Standards (2)</p>	<p>1. France – Tourisme et Handicap (5)</p> <p>2. None of them (3)</p> <p>3. Others (3)</p> <p>4.a. BE – Tourism Flanders: Accessible Tourism Label (1)</p> <p>4.b. Spain – PREDIF Information System (1)</p> <p>4.c. Spain – UNE 170.001 Universal Design Management System (1)</p>	<p>1. None of the above (18)</p> <p>2. DDA (10)</p> <p>3.a. BE – Tourism Flanders: Accessible Tourism Label (7)</p> <p>3.b. UK – National Accessible Scheme (7)</p> <p>3.c. UK – Hotel Access Specifications PAS 88 (7)</p> <p>4. DK – God Adgang (6)</p>
<b>Places using access standards“choice</b>	<p>1. Access is quite important. Confident to choose a place or service that uses them (16)</p> <p>2. Not at all important. Access Standards don't affect the choice (5)</p>	<p>1. Access is quite important. Confident to choose a place or service that uses them (7)</p> <p>2.a. Not at all important. Access Standards don't affect the choice (2)</p>	<p>1. Access is quite important. Confident to choose a place or service that uses them (5)</p> <p>2. Not at all important. Access Standards don't affect the choice (4)</p> <p>3.a. Very important. Choose</p>	<p>1. Access is quite important. Confident to choose a place or service that uses them (17)</p> <p>2.a. Not really important. Access Standards help only sometimes to choose (9)</p>

	Spanish market	German market	French market	Europe (Web version)
	<p>3. Very important. Choose a place or service which complies with an access label (4)</p> <p>4. Not really important. Access Standards help only sometimes to choose (2)</p>	<p>2.b. Not applicable (2)</p> <p>3. Not really important. Access Standards help only sometimes to choose. (1)</p>	<p>a place or service which complies with an access label. (1)</p> <p>3.b. Not really important. Access Standards help only sometimes to choose. (1)</p>	<p>2.b. Very important. I only choose a place or service which complies with an access label (9)</p>

### Accommodation's Managers Survey – Summary Table of Results

	Spanish market	German / Scandinavian market
<b>In which country is the head office of your company located?</b>	Spain (10)	Germany (6) Austria (3) Denmark (1) France (1) Sweden (1)
<b>Overall, how many staff does your company currently employ globally?</b>	1-9 employees (4) 10-19 employees (1) 50-249 employees (1) More than 1000 (4)	1-9 employees (6) 10-19 employees (2) 20-49 employees (3) More than 1000 (1)
<b>Business activities of your company.</b>	-Hotel services (5) <u>Others:</u> (5) Country hotels and apartments	-Hotel services (7) -Hostel services (e.g. Youth hostel, Campus accommodation) (3) -Campingground (1) <u>Others:</u> (2) Holiday home Bed and breakfast
<b>Has your company implemented a dedicated corporate policy towards people with disabilities?</b>	Yes (8) No (1) Don't know (1)	Yes (9) No (3)

	Spanish market	German / Scandinavian market
<b>If "yes", by what means has this policy been implemented?</b>	<ul style="list-style-type: none"> <li>-General statement of corporate values that explicitly includes disability issues (5)</li> <li>-Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability (3)</li> <li>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (1)</li> <li>-Named access manager or "champion" responsible for company policies in relation to disability (2)</li> <li>-Employment of people with disabilities (4)</li> <li>-Achievement of an accessibility certification (6)</li> </ul>	<ul style="list-style-type: none"> <li>-General statement of corporate values that explicitly includes disability issues (8)</li> <li>-Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability (4)</li> <li>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (2)</li> <li>-Named access manager or "champion" responsible for company policies in relation to disability (1)</li> <li>-Employment of people with disabilities (2)</li> <li>-Achievement of an accessibility certification (2)</li> </ul>
<b>Has any work been undertaken within your company to make your services more accessible to guests with disabilities?</b>	Yes (10)	Yes (11) No (1)
<b>If "yes", which of the following activities are you carrying out?</b>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (9)</li> <li>-Improvement of accessibility in 'public' areas (entrance, toilets, restaurant / bar / conference) (8)</li> <li>-Improvement on guestroom's accessibility (6)</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors (3)</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors (2)</li> </ul>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (10)</li> <li>-Improvement of accessibility in 'public' areas (entrance, toilets, restaurant / bar / conference) (10)</li> <li>-Improvement on guestroom's accessibility (7)</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors (8)</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors (4)</li> </ul>

	Spanish market	German / Scandinavian market
	<ul style="list-style-type: none"> <li>-Provision of assistance to disabled visitors (3)</li> <li>-Inclusion of accessibility requirements of disabled visitors in management training (5)</li> <li>-Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. reception) (5)</li> <li>-Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect) (4)</li> <li>-Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus) (1)</li> <li>-Improvement of accessibility of your company website for people with disabilities (2)</li> <li>-Co-operation with organisations or people with disabilities in the improvement of facilities or services (3)</li> <li>-Hiring access auditor or access consultant to assist with accessibility planning or works (5)</li> <li>-Membership of a labelling scheme addressing accessibility in tourism (3)</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc (5)</li> </ul> <p><u>Others (1):</u></p> <p>Making specific brochures of specific access information and distributing this information to the sector, creating tactile- and color-contrast paths to facilitate way-finding for blind and visually impaired people.</p>	<ul style="list-style-type: none"> <li>-Provision of assistance to disabled visitors (4)</li> <li>-Inclusion of accessibility requirements of disabled visitors in management training (2)</li> <li>-Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. Reception) (4)</li> <li>-Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect) (1)</li> <li>-Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus) (1)</li> <li>-Improvement of accessibility of your company website for people with disabilities (1)</li> <li>-Co-operation with organisations or people with disabilities in the improvement of facilities or services (8)</li> <li>-Hiring access auditor or access consultant to assist with accessibility planning or works (1)</li> <li>-Membership of a labelling scheme addressing accessibility in tourism (6)</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc (5)</li> </ul> <p><u>Others (2):</u></p> <p>Marketing our offer to people with disabilities through our own Websites (1)</p> <p>Marketing should be address with "Tourism for All" in mind: mothers with children have as well access</p>

	Spanish market	German / Scandinavian market
		needs (1). Barrierfree apartments (1)
<b>How relevant is “compliance with national accessibility or non-discrimination laws” for your business, with regard to serving customers with disabilities?</b>	Major relevance (9) Minor relevance (1)	Major relevance (8) Minor relevance (2) No relevance (1) Don't know (1)
<b>How relevant is “compliance with international accessibility or non-discrimination laws” for your business, with regard to serving customers with disabilities?</b>	Major relevance (7) Minor relevance (3)	Major relevance (5) Minor relevance (3) No relevance (1) Don't know (2)
<b>How relevant is “meet consumer/market demand and/or maintain/increase market share” for your business, with regard to serving customers with disabilities?</b>	Major relevance (5) Minor relevance (4) No relevance (1)	Major relevance (7) Minor relevance (3) No relevance (1)
<b>How relevant is “meet societal demands in relation to Corporate Social Responsibility (CSR)” for your business, with regard to serving customers with disabilities?</b>	Major relevance (6) Minor relevance (3) Don't know (1)	Major relevance (2) Minor relevance (3) No relevance (1) Don't know (5)
<b>To what extent, if at all, do you feel that “lack of knowledge /</b>	Major barrier (1)	Major barrier (1)

	Spanish market	German / Scandinavian market
<b>understanding of what accessibility is about” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Minor barrier (2) Not a barrier (7)	Minor barrier (3) Not a barrier (6) Don't know (1)
<b>To what extent, if at all, do you feel that “additional costs involved when considering access requirements” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Major barrier (2) Minor barrier (4) Not a barrier (4)	Major barrier (1) Minor barrier (8) Not a barrier (2) Don't know (1)
<b>To what extent, if at all, do you feel that “additional time needed to address access in our products / services” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Minor barrier (5) Not a barrier (5)	Minor barrier (5) Not a barrier (4) Don't know (2)
<b>To what extent, if at all, do you feel that “accessibility requirements are too complex to be practically applied” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Minor barrier (4) Not a barrier (6)	Minor barrier (3) Not a barrier (7) Don't know (1)
<b>To what extent, if at all, do you feel that “lack of demand or request from customers” act as barriers to</b>	Minor barrier (2) Not a barrier (8)	Major barrier (2) Minor barrier (3)



	Spanish market	German / Scandinavian market
<b>your company in making your services accessible to guests with disabilities?</b>		Not a barrier (6)
<b>To what extent, if at all, do you feel that “the general trend towards an ageing population” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (2) To some extent (6) Not at all (2)	Very much (5) To some extent (4) Not at all (1) Don't know (1)
<b>To what extent, if at all, do you feel that “availability of access standards in relation to my products/services” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (5) To some extent (4) Not at all (1)	Very much (4) To some extent (5) Don't know (1)
<b>To what extent, if at all, do you feel that “availability of planning/management tools addressing access” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (5) To some extent (4) Not at all (1)	Very much (5) To some extent (2) Not at all (2) Don't know (2)
<b>To what extent, if at all, do you feel that “availability of access-related certification/labelling of services” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (6) To some extent (3) Not at all (1)	Very much (4) To some extent (3) Not at all (3) Don't know (1)



	Spanish market	German / Scandinavian market
<b>To what extent, if at all, do you feel that “financial incentives, tax breaks” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (5) To some extent (4) Not at all (1)	Very much (5) To some extent (1) Not at all (5)
<b>To what extent, if at all, do you feel that “system of national access standards” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (6) To some extent (3) Not at all (1)	Very much (5) To some extent (4) Not at all (2)
<b>To what extent, if at all, do you feel that “increase of market share, including people with disabilities” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (6) To some extent (3) Not at all (1)	Very much (7) To some extent (4)
<b>Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates?</b>	Yes (5) No (5)	Yes (4) No (7)
<b>If "yes", please specify:</b>	<ul style="list-style-type: none"> <li>– On the tourist sector of the north of Spain (Asturias), if an accommodation provider wants to upgrade the category of his/her establishment, he/she has to achieve at least one of 3 or 4 requirements. One of them available to choose is</li> </ul>	<ul style="list-style-type: none"> <li>– We follow accessibility standards obtained from the Association des Paralysés de France together with the requirements of the Association des Gîtes de France (Holidays in France). We obtain in 2004 the national label Tourismet</li> </ul>

	Spanish market	German / Scandinavian market
	<p>providing accessible accommodation.</p> <ul style="list-style-type: none"> <li>– When refurbishing an establishment, regulation obligate to do a minimum number of guestrooms completely accessible and an accessible entrance accessible to all guests, including disabled guests or those with access needs.</li> <li>– Improving access at the beach: ramps from promenade till the water, provision of public accessible WCs, contrast-colour pavements, reserved parking places, information boards, following indications of regional regulation (Comunidad Valenciana - Law: Act 9 June 2004, Consell de la Generalitat, Access to urban environment – developing Decreto 39/2004).</li> </ul>	Handicap.
<b>Has your company achieved or implemented any of the following accessibility standards or certifications?</b>	<p>Yes (6)</p> <p>No (4)</p>	<p>Yes (8)</p> <p>No (3)</p>
<b>If Yes, specify which ones:</b>	<p>-Spain - Universal Accessibility Management System, UNE 170.001 (4)</p> <p>-Spain - Accessibility Regulation of the Region in Spain (3)</p>	<p>-Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments (2)</p> <p>-Germany - Barrier -Free Building Norm, DIN 18.024-18.025 (4)</p> <p>-Austria - Barrier free Tourism Establishments – Construction’s principles, ÖNORM B1603 (3)</p> <p>-Denmark - God Adgang: Accessibility Label (1)</p> <p>France – Tourisme et Handicap (1)</p>

	Spanish market	German / Scandinavian market
		<p>Others (2):</p> <p>Hotel's chain own access standards (1)</p> <p>Specific "Tourisme et Handicap label" just for the Ecotourism of Gascogne region for Nature Parcs (<a href="http://www.ecotourisme-landes-de-gascogne.fr">www.ecotourisme-landes-de-gascogne.fr</a>) (1)</p>

### Airports' Managers Survey – Summary Table of Results

	Spanish market	German market	French market
<b>Airports' Name</b>	AENA (representing all Spanish airports)	Flughafen Zweibruecken Kieler Flughafengesellschaft mbH Flughafen Hannover SYAX Reisebüro am Flughafen HDF Flughafen Saarbrücken Betriebsgesellschaft mbH Flughafen Erfurt GmbH Flughafen Linz GesmbH Flughafen Rostock-Laage Salzburger Flughafen GmbH Flughafen Dresden	Aéroports de Lyon - Site de Lyon-Bron
<b>Status of company</b>	AENA is the property, subcontract the service	Company is the Airport Owner. We manage air passenger services "in-house" (9) Company is contracted to the airport owner. We manage the air passenger services (1)	Company is the Airport Owner. We manage air passenger services "in-house" (1)
<b>In which country is the head office of your company located?</b> <b>In which country is the branch or unit you are working in located?</b>	Spain	Germany (8) Austria (2)	France (1)

	Spanish market	German market	French market
<b>Overall, how many staff does your company currently employ globally?</b>	More than 1000 employees	1-9 employees (1) 10-19 employees (1) 20-49 employees (1) 50-249 employees (5) 250-999 employees (1) More than 1000 employees (1)	20-49 employees (1)
<b>Business activities of your company.</b>	Airport Management	Management of airport car park(s) (2) Shuttle bus services (5) Ground handling and baggage operations (8) Assistance for passengers with reduced mobility (PRM) or disabilities (8) Passenger Security check(1) Catering (in airport) (3) Retail space rental and servicing (including Duty Free outlets, executive lounges, etc. (7) <u>Others:</u> (2) Airport operator Check in service PRM Service	Management of airport car park(s) (1) Shuttle bus services (1) Ground handling and baggage operations (1) Assistance for passengers with reduced mobility (PRM) or disabilities (1) Passenger Security check(1) Catering (in airport) (1) Retail space rental and servicing (including Duty Free outlets, executive lounges, etc. (1)

	Spanish market	German market	French market
		Rescue service	
<b>Has your company implemented a dedicated corporate policy towards people with disabilities?</b>	Yes	Yes (9) No (1)	Yes (1)
<b>If "yes", by what means has this policy been implemented?</b>	<ul style="list-style-type: none"> <li>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation).</li> <li>-Named access manager or "champion" responsible for company policies in relation to disability.</li> <li>-Employment of people with disabilities</li> <li>-Achievement of an accessibility certification.</li> </ul>	<ul style="list-style-type: none"> <li>-General statement of corporate values that explicitly includes disability issues (4)</li> <li>-Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability (6)</li> <li>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (6)</li> <li>-Named access manager or "champion" responsible for company policies in relation to disability (1)</li> <li>-Employment of people with disabilities (3)</li> <li>-Achievement of an accessibility certification (2)</li> </ul> <p><u>Others:</u></p> <p>Influence by Christianity, we treat each person equally, that means when help is needed we act as</p>	<p><u>Other:</u></p> <p>When organising accommodation and services accessible for people with disabilities.</p>



	Spanish market	German market	French market
		needed. (1)	
<b>Has any work been undertaken within your company to make your services more accessible to guests with disabilities?</b>	Yes	Yes (10)	Yes (1)
<b>If "yes", which of the following activities are you carrying out?</b>	<ul style="list-style-type: none"> <li>-Compliance with EC Regulation No. 1107/2006 on passengers with disabilities and reduced mobility.</li> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors.</li> <li>-Improvement of accessibility in <u>public</u> areas (entrance, toilets, restaurant / bar / conference).</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors.</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors.</li> <li>-Provision of assistance to disabled visitors.</li> <li>-Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. check in).</li> <li>-Improvement of accessibility of</li> </ul>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (9)</li> <li>-Improvement of accessibility in <u>public</u> areas (entrance, toilets, restaurant / bar / conference) (8)</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors (8)</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors (4)</li> <li>-Provision of assistance to disabled visitors (8)</li> <li>Inclusion of accessibility requirements of disabled visitors in management training (1)</li> <li>-Inclusion of accessibility requirements of disabled visitors in front-line staff training (e.g. check in) (7)</li> <li>-Inclusion of accessibility requirements of disabled visitors</li> </ul>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (1)</li> <li>-Improvement of accessibility in <u>public</u> areas (entrance, toilets, restaurant / bar / conference) (1)</li> <li>-Provision of assistance to disabled visitors (1)</li> </ul>

	Spanish market	German market	French market
	<p>your company website for people with disabilities.</p> <ul style="list-style-type: none"> <li>-Co-operation with organisations or people with disabilities in the improvement of facilities or services.</li> <li>-Hiring access auditor or access consultant to assist with accessibility planning or works.</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc.</li> </ul>	<p>in technical staff training (e.g. engineer/architect) (1)</p> <ul style="list-style-type: none"> <li>-Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus) (3)</li> <li>-Improvement of accessibility of your company website for people with disabilities (3)</li> <li>-Co-operation with organisations or people with disabilities in the improvement of facilities or services (4)</li> <li>-Membership of a labelling scheme addressing accessibility in tourism (1)</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc (2)</li> </ul>	
<b>How relevant is “compliance with national accessibility or non-discrimination laws” for your business, with regard to serving customers with disabilities?</b>	Major relevance	Major relevance (9) Minor relevance (1)	Major relevance (1)
<b>How relevant is “compliance with international accessibility or non-discrimination laws” for your business, with regard to serving customers with disabilities?</b>	Major relevance	Major relevance (8) Minor relevance (2)	Major relevance (1)

	Spanish market	German market	French market
<b>How relevant is “meet consumer/market demand and/or maintain/increase market share” for your business, with regard to serving customers with disabilities?</b>	Major relevance	Major relevance (4) Minor relevance (6)	Minor relevance (1)
<b>How relevant is “meet societal demands in relation to Corporate Social Responsibility (CSR)” for your business, with regard to serving customers with disabilities?</b>	Don't know	Major relevance (4) Minor relevance (4) No relevance (2)	Major relevance (1)
<b>To what extent, if at all, do you feel that “lack of knowledge / understanding of what accessibility is about” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Minor barrier	Major barrier (3) Minor barrier (2) Not a barrier (3) Don't know (2)	Minor barrier (1)
<b>To what extent, if at all, do you feel that “additional costs involved when considering access requirements” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Not a barrier	Major barrier (2) Minor barrier (5) Not a barrier (1) Don't know (2)	Minor barrier (1)
<b>To what extent, if at all, do you feel that “additional time needed to address access in our products / services” act as barriers to your company in making your services</b>	Minor barrier	Major barrier (1) Minor barrier (3) Not a barrier (5)	Minor barrier (1)



	Spanish market	German market	French market
<b>accessible to guests with disabilities?</b>		Don't know (1)	
<b>To what extent, if at all, do you feel that “accessibility requirements are too complex to be practically applied” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Minor barrier	Major barrier (1) Minor barrier (4) Not a barrier (3) Don't know (2)	Not a barrier (1)
<b>To what extent, if at all, do you feel that “lack of demand or request from customers” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Not a barrier	Major barrier (1) Minor barrier (4) Not a barrier (4) Don't know (1)	Major barrier (1)
<b>Other factors that act as barriers</b>		Disagreements between the different types of people with disabilities when specifying the different requirements for people with disabilities.	
<b>To what extent, if at all, do you feel that “the general trend towards an ageing population” would encourage your company to make your services accessible to guests with disabilities?</b>	To some extent	Very much (4) To some extent (5) Not at all (1)	Very much (1)
<b>To what extent, if at all, do you feel that “availability of access</b>	Not at all	Very much (4)	To some extent (1)



	Spanish market	German market	French market
<b>standards in relation to my products/services” would encourage your company to make your services accessible to guests with disabilities?</b>		To some extent (6)	
<b>To what extent, if at all, do you feel that “availability of planning/management tools addressing access” would encourage your company to make your services accessible to guests with disabilities?</b>	Not at all	Very much (5) To some extent (4) Not at all (1)	To some extent (1)
<b>To what extent, if at all, do you feel that “availability of access-related certification/labelling of services” would encourage your company to make your services accessible to guests with disabilities?</b>	To some extent	Very much (2) To some extent (3) Not at all (4) Don't know (1)	Very much (1)
<b>To what extent, if at all, do you feel that “financial incentives, tax breaks” would encourage your company to make your services accessible to guests with disabilities?</b>	Not at all	Very much (3) To some extent (4) Not at all (2) Don't know (1)	Very much (1)
<b>To what extent, if at all, do you feel that “system of national access standards” would encourage your company to make your services accessible to guests with</b>	To some extent	Very much (6) To some extent (4)	To some extent (1)



	Spanish market	German market	French market
<b>disabilities?</b>			
<b>To what extent, if at all, do you feel that “increase of market share, including people with disabilities” would encourage your company to make your services accessible to guests with disabilities?</b>	Not at all	Very much (4) To some extent (3) Not at all (2) Don't know (1)	To some extent (1)
<b>Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates?</b>	Yes	Yes (6) No (2) Don't know (2)	Yes (1)
<b>If "yes", please specify:</b>	-Compliance with EC Regulation No. 1107/2006 on passengers with disabilities and reduced mobility.	-Infrastructure has been adjusted, as required by the EU Regulation 1107/2006 and all activities are developed and planned with accessibility in mind.  -Conversion of the minimum requirements of Regulation EC No. 1107/2006. On 2005, the construction of the terminal was completed taking into account all applicable requirements for PRM handling. The construction of the terminal was in accordance with statutory provisions.	-Basically, making toilets accessible and crosswalks. The rest of the airport is easy to do due to its small dimension.
<b>Has your company achieved or implemented any of the following</b>	Don't know	Yes (4)	No (1)

	Spanish market	German market	French market
<b>accessibility standards or certifications?</b>		No (4) Don't know (2)	
<b>If "yes", please specify:</b>		-Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments (1) -Germany - Barrier -Free Building Norm, DIN 18.024-18.025 (2) -Austria - Barrier free Tourism Establishments –Construction's principles, ÖNORM B1603) (2) -IATA. Access to Air Travel for Disabled People: Code of Practice (1)	

### Destinations' and Attractions' Managers Survey – Summary Table of Results

	German market	French market	Europe (Web version)
<p><b>In which country is the head office of your company located?</b></p> <p><b>In which country is the branch or unit you are working in located?</b></p>	<p>Germany (26)</p> <p>Austria (1)</p>	<p>France (2)</p>	<p>Belgium (1)</p> <p>UK (1)</p> <p>Spain (2)</p>
<p><b>Overall, how many staff does your company currently employ globally?</b></p>	<p>1-9 employees (13)</p> <p>10-19 employees (4)</p> <p>20-49 employees (7)</p> <p>50-249 employees (1)</p> <p>250-999 employees (2)</p>	<p>1-9 employees (2)</p>	<p>1-9 employees (1)</p> <p>20-49 employees (1)</p> <p>50-249 employees (1)</p>
<p><b>Business activities of your company.</b></p>	<p>-City tourism development &amp; promotions/ tourist information (9)</p> <p>-Regional tourism development &amp; promotions/ tourist information (4)</p> <p>-Botanical Garden / Park (2)</p> <p>-Museum or Gallery (8)</p> <p>-Theme Park / Fun Park / Leisure Park (3)</p> <p>-Religious building or venue(1)</p> <p>-Theatre or other venue for artistic/cultural performances (2)</p>	<p>-City tourism development &amp; promotions/ tourist information (1)</p> <p>-Museum or Gallery (1)</p>	<p>-Botanical Garden/Park (1)</p> <p>-Museum or Gallery (1)</p> <p><u>Others:</u> (2)</p> <p>Atomium is all at once : - a national symbol, - first touristic venue of Brussels - a cultural place catering for a permanent exhibition in relation with its own history and temporary exhibitions, - a popular meeting place accommodating concerts and other festivities - a congress and business venue (1).</p>

	German market	French market	Europe (Web version)
	<p><u>Others (2):</u></p> <p>Nature park (1)</p> <p>Steam-narrow-railway-track train, daily operating as public transportation (1)</p>		Communication (1).
<b>Has your company implemented a dedicated corporate policy towards people with disabilities?</b>	<p>Yes (18)</p> <p>No (8)</p> <p>Don't know (1)</p>	Yes (2)	Yes (3)
<b>If "yes", by what means has this policy been implemented?</b>	<p>-General statement of corporate values that explicitly includes disability issues (10)</p> <p>-Corporate Social Responsibility (CSR) strategy which explicitly commits to addressing disability (2)</p> <p>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (15)</p> <p>-Employment of people with disabilities (3)</p> <p>-Achievement of an accessibility certification (2)</p> <p>-Named access manager or "champion" responsible for company policies in relation to disabilities(1)</p>	<p>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (1)</p> <p>-Achievement of an accessibility certification (1)</p>	<p>-General statement of corporate values that explicitly includes disability issues (1)</p> <p>-Cooperation with disability organisations or other stakeholders (e.g. Seniors' Organisation) (1)</p> <p>-Achievement of an accessibility certification (1)</p> <p>-Named access manager or "champion" responsible for company policies in relation to disabilities(1)</p> <p><u>Others:</u></p> <p>As an iron building built in 1958, the Atomium was not constructed for people with reduced mobility. During the renovation in 2003. Access has been altered - in respect of existing structure - as</p>

	German market	French market	Europe (Web version)
	<p><u>Others:</u></p> <p>influenced by the Christian image of a man, we look at everyone as equal, that is, in practice, everyone gets the help he needs (1).</p>		<p>much as possible to improve the movement of people with reduced mobility and wheelchairs users around the place (1).</p>
<p><b>Has any work been undertaken within your company to make your services more accessible to guests with disabilities?</b></p>	<p>Yes (27)</p>	<p>Yes (2)</p>	<p>Yes (4)</p>
<p><b>If "yes", which of the following activities are you carrying out?</b></p>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (10)</li> <li>-Improvement of accessibility in <u>public</u> areas (entrance, toilets, restaurant / bar / conference (17)</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors (12)</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors (5)</li> <li>-Provision of assistance to disabled visitors (4)</li> <li>-Inclusion of accessibility requirements of disabled visitors in management training (1)</li> <li>-Inclusion of accessibility requirements of disabled visitors in</li> </ul>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (2)</li> <li>-Hiring access auditor or access consultant to assist with accessibility planning or works (1)</li> <li>-Membership of a labelling scheme addressing accessibility in tourism (2)</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc (1)</li> </ul>	<ul style="list-style-type: none"> <li>-Improvement of accessibility in the facility as a whole, outdoors and indoors (4)</li> <li>-Improvement of accessibility in <u>public</u> areas (entrance, toilets, restaurant / bar / conference (3)</li> <li>-Improvement of accessibility in the provision of special equipment for disabled visitors (2)</li> <li>-Improvement of accessibility in relation to safety and emergency evacuation of disabled visitors (3)</li> <li>-Provision of assistance to disabled visitors (1)</li> <li>-Inclusion of accessibility requirements of disabled visitors in management training (1)</li> <li>-Inclusion of accessibility requirements of disabled visitors in</li> </ul>

	German market	French market	Europe (Web version)
	<p>front-line staff training (e.g. tour guides) (7)</p> <ul style="list-style-type: none"> <li>-Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect) (1)</li> <li>-Improvement of accessibility in transport to/from the venue (e.g. adapted shuttle-bus) (2)</li> <li>-Improvement of accessibility of your company website for people with disabilities (6)</li> <li>- Co-operation with organisations or people with disabilities in the improvement of facilities or services (13)</li> <li>-Hiring access auditor or access consultant to assist with accessibility planning or works (1)</li> <li>-Membership of a labelling scheme addressing accessibility in tourism (2)</li> <li>-Marketing your offer to people with disabilities through specialist Websites, Access Guides, etc (6)</li> </ul>		<p>front-line staff training (e.g. tour guides) (2)</p> <ul style="list-style-type: none"> <li>-Inclusion of accessibility requirements of disabled visitors in technical staff training (e.g. engineer/architect) (1)</li> <li>-Improvement of accessibility of your company website for people with disabilities (1)</li> <li>-Co-operation with organisations or people with disabilities in the improvement of facilities or services (1)</li> <li>-Hiring an access auditor or access consultant to assist with accessibility planning or works (2)</li> </ul>
<b>How relevant is “compliance with national accessibility or non-discrimination laws” for your business, with regard to</b>	<p>Major relevance (12)</p> <p>Minor relevance (12)</p>	<p>Major relevance (1)</p> <p>Minor relevance (1)</p>	<p>Major relevance (3)</p> <p>Minor relevance (1)</p>



	German market	French market	Europe (Web version)
<b>serving customers with disabilities?</b>	No relevance (1) Don't know (2)		
<b>How relevant is “compliance with international accessibility or non-discrimination laws” for your business, with regard to serving customers with disabilities?</b>	Major relevance (7) Minor relevance (12) No relevance (5) Don't know (3)	Minor relevance (2)	Major relevance (1) Minor relevance (2) Don't know (1)
<b>How relevant is “meet consumer/market demand and/or maintain/increase market share” for your business, with regard to serving customers with disabilities?</b>	Major relevance (9) Minor relevance (10) No relevance (4) Don't know (4)	Minor relevance (1) No relevance (1)	Major relevance (2) Minor relevance (1) Don't know (1)
<b>How relevant is “meet societal demands in relation to Corporate Social Responsibility (CSR)” for your business, with regard to serving customers with disabilities?</b>	Major relevance (3) Minor relevance (10) No relevance (8) Don't know (6)	Major relevance (1) Minor relevance (1)	Major relevance (2) Don't know (1)
<b>To what extent, if at all, do you feel that “lack of knowledge / understanding of what accessibility is about” act as barriers to your company in making your services accessible to guests with</b>	Major barrier (1) Minor barrier (8) Not a barrier (16) Don't know (2)	Major barrier (1) Minor barrier (1)	Not a barrier (3)

	German market	French market	Europe (Web version)
<b>disabilities?</b>			
<b>To what extent, if at all, do you feel that “additional costs involved when considering access requirements” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Major barrier (12) Minor barrier (7) Not a barrier (5) Don't know (3)	Major barrier (2)	Minor barrier (2) Not a barrier (1)
<b>To what extent, if at all, do you feel that “additional time needed to address access in our products / services” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Major barrier (4) Minor barrier (8) Not a barrier (12) Don't know (3)	Minor barrier (2)	Minor relevance (1) Not a barrier (2)
<b>To what extent, if at all, do you feel that “accessibility requirements are too complex to be practically applied” act as barriers to your company in making your services accessible to guests with disabilities?</b>	Major barrier (6) Minor barrier (12) Not a barrier (6) Don't know (3)	Major barrier (1) Not a barrier (1)	Major barrier (2) Minor barrier (1)
<b>To what extent, if at all, do you feel that “lack of demand or request from customers” act as barriers to your company in</b>	Minor barrier (11) Not a barrier (12) Don't know (4)	Major barrier (1) Not a barrier (1)	Minor relevance (1) Not a barrier (2)

	German market	French market	Europe (Web version)
<b>making your services accessible to guests with disabilities?</b>			
<b>To what extent, if at all, do you feel that “the general trend towards an ageing population” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (15) To some extent (10) Not at all (1) Don't know (1)	Very much (1) To some extent (1)	Very much (2) Not at all (1)
<b>To what extent, if at all, do you feel that “availability of access standards in relation to my products/services” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (3) To some extent (21) Not at all (1) Don't know (2)	Very much (1) To some extent (1)	Very much (1) To some extent (1) Not at all (1)
<b>To what extent, if at all, do you feel that “availability of planning/management tools addressing access” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (3) To some extent (18) Not at all (3) Don't know (3)	To some extent (1) Not at all (1)	Very much (1) To some extent (1) Not at all (1)
<b>To what extent, if at all, do you feel that “availability of access-related certification/labelling of services” would encourage your company to make your</b>	Very much (2) To some extent (10) Not at all (13)	Very much (2)	Very much (2) Not at all (1)

	German market	French market	Europe (Web version)
<b>services accessible to guests with disabilities?</b>	Don't know (2)		
<b>To what extent, if at all, do you feel that “financial incentives, tax breaks” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (11) To some extent (4) Not at all (8) Don't know (4)	Very much (2)	Very much (1) To some extent (1) Not at all (1)
<b>To what extent, if at all, do you feel that “system of national access standards” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (10) To some extent (13) Not at all (1) Don't know (3)	To some extent (2)	Very much (1) To some extent (1) Not at all (1)
<b>To what extent, if at all, do you feel that “increase of market share, including people with disabilities” would encourage your company to make your services accessible to guests with disabilities?</b>	Very much (11) To some extent (9) Not at all (5) Don't know (2)	To some extent (1) Not at all (1)	Very much (1) To some extent (1) Not at all (1)
<b>Has your company made accessibility improvements in infrastructure or services because of laws, regulations or other official requirements in the countries where your company operates?</b>	Yes (9) No (13) Don't know (5)	Yes (2)	Yes (2) No (2)

	German market	French market	Europe (Web version)
<b>If "yes", please specify:</b>	<ul style="list-style-type: none"> <li>– In co-operation with Natko, German nationwide Association of Accessible Tourism, several improvements have been made to improve accessibility of public buildings to make them accessible to all people, including people with mobility and communication impairments.</li> <li>– Venues regulation makes increase the number of reserved parking places. New buildings or refurbishment of old ones, barrier-free principles have to be taken into account: entrance (leveled or with a alternative ramp, availability of an accessible toilet and a lift to access to all flats of a public building (between 2000-2003).</li> <li>– We construct a ramp at entrance because a priest was a wheelchair user and workers as well.</li> <li>– The refurbishment of the building of museum was made thanks to external financial support.</li> <li>– The wish to make the Botanic Garden barrier-free has nothing</li> </ul>	<ul style="list-style-type: none"> <li>– For the people with visual difficulties contrast colours are needed for text on information boards. For the people with reduced mobilities ramps are needed to solve steps. In France exists the national label: Tourisme&amp; Handicap</li> </ul>	<ul style="list-style-type: none"> <li>– UK. DDA 2003</li> <li>– Basquen Land Law: Regulation 68/2000, 11<sup>th</sup> of April.</li> </ul>

	German market	French market	Europe (Web version)
	to do with law obligation. – UK. DDA 2003		
<b>Has your company achieved or implemented any of the following accessibility standards or certifications?</b>	Yes (8) No (12) Don't know (7)	Yes (2)	Yes (2) No (1) Don't know (1)
<b>If "yes", please specify:</b>	Germany - DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments (3) Germany - Barrier -Free Building Norm, DIN 18.024-18.025 (5)	France: Label Tourisme et Handicap (2)	UK Building regulations Part M. Disability Discrimination Act. UNE170.001
<b>Other Comments</b>	The already built inaccessible buildings are the main problem when trying to find solutions to make buildings accessible. The easiest and cheaper way to build an accessible building is designing it from the beginning using Universal Design principles.		

### Expert Survey – Summary Table of Results

	French market	Europe (Web version)
<b>Position / Employment</b>	1. I work as a volunteer (3) 2.a. I work as a consultant (1) 2.b. I am an employee of a non-profit association that works on access standards and guidelines (1) 2.c. I am a member of a non-profit association that works on access standards and guidelines(1)	1. I am an employee of a non-profit association that works on access standards and guidelines (4) 2. I work as a consultant (2) 3.a. I am employed in a higher education establishment (1) 3.b. I am employed in a national Standards organization (1) 3.c. I am employed in a private tourism /travel enterprise (1) 3.d. I am employed in a public tourism enterprise or agency
<b>Country</b>	1. France (3)	1. Denmark (3) 2.a. Belgium (2) 2.b. United Kingdom (2) 3. Norway (1)
<b>Your expertise</b>	1.a. Representative of people with disabilities(2) 1.b. Tourism Sector Management (2) 2.a. Services and service design (1) 2.b. Assistive Technologies for people with disabilities (1) 2.c. Manufacturing (1)	1. Services and service design (4) 2. a. Policy-making legislation (3) 2.b. Spatial planning and the built environment (3) 2.c. Marketing (3) 2.d. Consultancy (3) 2.e. Tourism Sector Management (3)

	French market	Europe (Web version)
	2.d. Project Management (1)	3.a. ICT (2) 3.b. Web design / User interface design (2) 3.c. Representative of people with disabilities (2) 3.d. Project Management (2) 4.a. Planning and the natural environment (1) 4.b. Transportation planning (1) 4.c. Architectural design (1)
<b>Involvement in access standards</b>	Managing standardisation activities or projects related to the development of accessibility guidance documents (1) Drafting and/or reviewing national standards (2) Drafting and/or reviewing international standards (1) Developing access legislation (2) Drafting accessibility guidelines or labelling scheme (1) Managing an accessibility guidance or labelling scheme (2) Conducting research (2) Lobbying for political support (1) Engaging with disability stakeholder groups (2) Engaging with stakeholders in the tourism industry (2) Training stakeholders to participate in standards work (1)	1. Participating in consultations, workshops, conferences, hearings etc. 2. Drafting accessibility guidelines or labelling scheme (5) 3.a. Drafting and/or reviewing national standards (4) 3.b. Managing an accessibility guidance or labelling scheme (4) 3.c. Engaging with disability stakeholder groups (4) 3.d. Engaging with stakeholders in the tourism industry (4) 4.a. Managing standardisation activities or projects related to the development of accessibility guidance documents (3) 4.b. Training stakeholders to participate in standards work (3) 5.a. Developing access legislation (2) 5.b. Lobbying for political support (2)

	<b>French market</b>	<b>Europe (Web version)</b>
	Participating in consultations, workshops, conferences, hearings etc. (2)	6. Fund-raising (1)
<b>Norms and Standards</b>	1. France – Tourisme et Handicap label (3)	1. Belgium - Tourism Flanders: Accessible Tourism Label (6) 2.a. Denmark - God Adgang: Accessibility Label (4) 2.b. UK – VisitEngland "One Step Ahead" labelling scheme for accommodation (4) 3.a. DK - Danish General Accessibility Standard, DS 3028 (3) 3.b. UK – Disability Discrimination Act (DDA) (3) 4.a. Norway - Norwegian Standard: Accessible tourist destinations, NS 11010 (2) 4.b. UK – National Accessible Scheme (2) 4.c. UK - The Building Regulations, PART M: Access to and use of buildings (2) 4.d. CEN/CENELEC Guide 6. Guidelines for Standards developers to address the needs of older persons and persons with disabilities (2) 4.e. Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility (2) 5.a. FR – Tourisme et Handicap label (1) 5.b. DE – DEHOGA, Minimum Standards for Barrier-free Accommodation and Catering Establishments (1)
<b>Most successful measures</b>	1. France – Turisme& Handicap label (3) 2.a. United Kingdom - Disability Discrimination Act	1.a. Belgium – Tourism Flanders: Accessible Tourism Label (4)

	French market	Europe (Web version)
	(DDA) (1) 2.b. Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility (1)	1.b. Denmark – God Adgang: Accessibility Label (4) 2. United Kingdom - Disability Discrimination Act (DDA) (3) 3.a. United Kingdom - National Accessible Scheme (2) 3.b. United Kingdom - VisitEngland "One Step Ahead" labelling scheme for accommodation (2) 4.a. Norway - Norwegian Standard: Accessible tourist destinations, NS 11010 (1) 4.b. United Kingdom - Hotel Access Specifications, PAS88 (1) 4.c. United Kingdom - The Building Regulations, PART M: Access to and use of buildings (1) 4.d. Regulation (EC) No 1107/2006 on Access to Air Transport for People with Reduced Mobility (1)
<b>Other standards and norms</b>		We use the norms drawn in the OSSATE project for measuring, and have focused on communicating the results to the visitors in useful manners. <a href="http://www.visitoslo.com/en/oslo-for-all.49114.en.html&amp;page=3">www.visitoslo.com/en/oslo-for-all.49114.en.html&amp;page=3</a> The Danish Building Regulations 2008. (Available in English)(can be downloaded from the Danish Enterprise and Construction Authority website <a href="http://www.ebst.dk">www.ebst.dk</a> ) DS Handbook 105. Accessible Outdoor Environment. 1997. (Available in English)(can be ordered from Danish Standards website at <a href="http://www.ds.dk">www.ds.dk</a> ).
<b>3.1 "In Europe as a whole, lack</b>	1. Strongly agree (2)	1. Strongly agree (5)

	French market	Europe (Web version)
<b>of access to environments, facilities and services for people with disabilities remains a major problem, with technical, legal and social challenges"</b>	3. Neutral (1)	2. Agree (1) 3. Neutral (2)
<b>3.2 "In Europe as a whole, the tourism sector is lagging behind other sectors of industry with regard to ensuring equal access for people with disabilities"</b>	1. Agree (3)	1. Agree (1) 2. Neutral (5) 3. Disagree (2)
<b>3.3 "The tourism sector in Europe has a clear vision and concrete plans to make tourism accessible for people with disabilities"</b>	1. Agree (2) 2. Disagree (1)	1. Agree (3) 2. Neutral (4) 3. Disagree (1)
<b>3.4 "In my country, the introduction of access standards and guidelines has removed most of the barriers which used to prevent many disabled people from participating in tourism"</b>	1. Neutral (3)	1. Agree (4) 2. Neutral (4)
<b>3.5 "National anti-discrimination laws are necessary to ensure that public and private enterprises will make their facilities and services accessible for persons with disabilities"</b>	1. Strongly agree (1) 2. Agree (1) 3. Neutral (1)	1. Strongly agree (5) 2. Agree (2) 3. Neutral (1)
<b>3.6 "Self-regulation and</b>	1. Strongly agree (1)	1. Agree (2)

	French market	Europe (Web version)
<b>following best practices are the most appropriate and effective ways for the tourism industry to move forward on implementing disabled access"</b>	2. Agree (1) 3. Disagree (1)	2. Neutral (5) 3. Strongly disagree (1)
<b>3.7 "Public economic support is necessary to get tourism businesses to adopt accessibility measures. The market of disabled and elderly tourists is too small to bear the additional costs alone"</b>	1. Agree (1) 2. Neutral (1) 3. Disagree (1)	1. Strongly agree (2) 2. Agree (4) 3. Neutral (2)
<b>3.8 "Voluntary accessibility labelling schemes, for example for tourist accommodation providers, are an effective mechanism for getting enterprises to make access improvements"</b>	1. Strongly agree (1) 2. Agree (2)	1. Strongly agree (4) 2. Agree (3) 3. Disagree (1)
<b>3.9 "Accessibility labelling schemes, for example for tourist accommodation, are helpful to the disabled consumer, as they are usually informative and reliable"</b>	1. Strongly agree (2) 2. Agree (1)	1. Strongly agree (2) 2. Agree (5) 3. Neutral (1)
<b>3.10 "Access labelling schemes for tourist venues are most effective when they are managed by regional or local authorities,</b>	1. Strongly agree (1) 2. Agree (1) 3. Strongly disagree (1)	1. Strongly agree (1) 2. Agree (2) 3. Neutral (2)

	French market	Europe (Web version)
as these agencies have the best local knowledge".		4. Strongly disagree (3)
3.11 "Where there are many tourism access labels in a single country, customers do not know which to trust"	1. Strongly agree (1) 2. Neutral (2)	1. Strongly agree (6) 2. Agree (2)
3.12 "Having Europe-wide access standards for the tourism sector would reduce the diversity and uniqueness of destinations".	1. Strongly agree (1) 2. Agree (2)	1. Strongly agree (1) 2. Agree (2) 3. Disagree (1) 4. Strongly disagree (4)