ENAT Training Webinar: Monday 20 June 2022

How to Develop Accessible Tourism in Rural and Natural Areas

ENAT Website: https://www.accessibletourism.org/

How to assess accessibility of a tourism product/service
Presented by Katerina Papamichail
Guideline 1
How to assess accessibility of a tourism product/service

1. The WHAT
   - Effective partnerships and cooperation across many sectors and across the whole tourism supply chain.
   - The accessible supply chain
   - The visitor journey

2. The WHO
   - All those involved in planning and developing tourism offers

3. The HOW
   - The goal: Provision of objective, reliable and up-to-date information about the accessibility of venues and/or services, which are accessible to visitors with disabilities and/or other specific access requirements

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1. The WHAT
   - The Visitor Journey
     - from Planning and booking
     - Travel to/from destination
     - Accommodation
     - Food and beverage
     - Mobility / local transport
     - Activities
     - Sharing and recollecting
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2. The WHO

- Business owners/managers: requiring accessibility and ensuring the quality of the specific offer for all customers - Publishing information
- Employees or external contractors in charge of developing and designing websites and applications
- Accessibility experts:
  - carry out access audits
  - delivering an Access Statement/Guide
  - develop an Accessibility Action Plan
- All employees can play a role in checking and assessing accessibility in their everyday duties.

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3. The HOW: Gathering information about the accessibility of facilities and services

- Access Audit – assessing buildings, facilities and the physical environment
- The main objective of an access audit is to check the accessibility in terms of:
  - approaching
  - entering
  - using the environment or the facility for its intended purpose
- Using tools and checklists.
- Testing with users who have different access requirements
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3. The HOW: Gathering information about the accessibility of facilities and services

Access Audits
• May be carried out
  • by accessibility experts individually or through Accessibility Information Schemes
  • by building managers/owners as guided self-assessment (e.g., VisitEngland Accessibility Guide,
  • Pantou.org Access Statement template and Photo and Measurement Guide)

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3. The HOW: Gathering information about the accessibility of facilities and services

Pantou Photo and Measurement Guide

BUILDING ENTRANCE
Width of the clear opening space at the main entrance door
MEASURE: Width of clear opening space of the door, in cm when the door is opened 90°. The clear opening space means the practical free width of the door. In other words, the width that allows the passage of a wheelchair.

Width __________ cm.
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3. The HOW: Access audits – Accessible taxis and shuttle buses

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3. The HOW: Access audits

Reach the building
Designated car parking spaces for disabled visitors:
Clearly marked, at shortest possible distance to building entrance, by level access route.
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3. The HOW : Access audits

### Sleep, relax, stay

**Guest rooms:**
- Clear space next to bed
- Furniture can be re-arranged
- Cupboard accessible for wheelchair user or short person
- Light switches and sockets at suitable height (90 to 120 cm over floor)
- Non-allergenic bedding
- Colour contrast to aid orientation

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3. The HOW: Developing an Access Guide

The Hytte - Extract from Accessibility Guide, The Hytte, VisitEngland accessibility scheme, United Kingdom
https://www.accessibilityguides.org/content/hytte-0
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3. The HOW: assessment as a tool for improving accessibility

Access audit is important for providing accurate information for customers. It is also an essential step for owners to learn about the accessibility problems and start making improvements.

Starting from the small scale to the large scale...
Every improvement is worthwhile and need not cost a lot of money...

In the following video we will see an example of a 300 year old farmhouse that offers holiday accommodation. The owner has made an access audit and has decided to make improvements.

Guideline 2
How to address the requirements of the target customer segments

Video: Decide what to improve, and how to implement the changes to improve accessibility

https://youtu.be/N7DxH6Ncss
Thank you!