



**Progetto EU.FOR.ME**

Formazione turistica per un'utenza ampliata

# **Analysis of the needs in the field of Tourism for All - Annexes**



## Tourism for All Concept

**EVERYONE SHOULD BE ABLE TO TRAVEL TO THE COUNTRY, WITHIN THE COUNTRY AND TO WHATEVER PLACE, ATTRACTION OR EVENT THEY SHOULD WISH TO VISIT.**

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## Annexes

### YOUTH FOCUS GROUP PLANNING NOVEMBER 2004 – FEBRUARY 2005

#### What is the Focus Group (round table discussions / seminars / meetings)?

The Focus Group is a tool that the Youth Panel is going to use in order to identify the needs within the frame of tourism of disabled young people. They are manifested in one or a series of meetings where young people with disabilities will discuss tourism linked issues. These meetings are going to take place according to a pre-established scheme, in all the countries of the project. The results are going to be centralised and processed.

The results are going to be used within the larger frame of EU FOR ME.

#### When will the discussions take place?

The discussions will take place **within January 15, 2005**. The dates are going to reflect the local situation (logistics, participants, time management). It is also up to the local partner to decide if one meeting is sufficient or if several meetings are necessary. Nevertheless, what the Youth Panel recommends is:

**DURATION:** between 6 hours and 9 hours.

#### Who will participate in the discussions?

**NUMBER OF PARTICIPANTS:** The Youth Panel suggests that a minimum number of 12 participants (per partner organisation) should participate in the Focus Group

**AGE:** The age limit of the participants is officially 25, nevertheless exceptions can be made if the specific profile of the participant justifies this exception.

**FACILITATOR:** As any discussion, the Focus Group will need facilitation. Preferably this task should be carried out by the Youth Panel member, nevertheless it is not compulsory. A brief guide on facilitation is going to be sent as suggestion before the 17<sup>th</sup> of December.

**PROFILE OF THE PARTICIPANTS:** Considering the aim of the meeting, which is to identify the needs of young people within the frame of tourism, it is suggested that each partner provides information on several types of needs connected to several types of disabilities. The perfect Focus Group thereby includes the following profiles:

- **people with mobility impairments (for example: wheelchair users, crutches users etc);**
- **people with sensory impairments (for example people with visual and/or hearing impairments);**
- **people with other disabilities (for examples: learning difficulties; allergies; dietary problems, etc.).**

## What will the Focus group discuss about?

The agenda has been divided in an agenda for the participants, and an agenda for the facilitators. Obviously, the agenda for the facilitators gives a bit more information on where we want the discussion to go.

### PROPOSED AGENDA – FOCUS GROUP PARTICIPANTS

1. *Brief presentation of the project EU.FOR.ME, presentation of the objectives of the Focus Group and the working methods*
2. *Introduction of the participants: name and travelling habits*
3. *Aids used when travelling*
4. *Before the travel*
5. *During the travel*
6. *Coming back home/after the travel*
7. *Role of Personnel within the frame of tourism*
8. *Evaluation of the Focus group meeting*

## PROPOSED AGENDA – FOCUS GROUP FACILITATOR

Between square brackets discussion tips for the facilitator.

1 *Brief presentation of the project EU.FOR.ME, presentation of the objectives of the Focus Group and the working methods*

2 *Introduction of the participants: name and travelling habits – **identification of problems and constraints***

[how often do you travel, where, why – business or pleasure - what is your favourite destination for tourism – home, in my country, in Europe, outside Europe / seaside, mountainside, countryside, artistic cities, for how long do you travel etc.]

3 *Aids used when travelling [manual wheelchair, guide dog etc.] – **identification of problems and constraints***

4 *Part 1 of the chain: Before the travel – **identification of NEEDS, and related problems and constraints***

[ **How to get the information** about accommodation, transport and leisure time (example, do you approach tourist information offices specialised in the field of collecting and providing information for people with disabilities; associations of people with disabilities; travel agencies which work in the field of "Tourism for all" etc.).]

5 *Part 2 of the chain: During the travel – **identification of NEEDS, and related problems and constraints***

[international transports, local transportation, taxi, bus, train, lodging, accommodation, food, museums, theatre, medical structures, communications, computers, telephone, electricity]

[**elements upon which accessibility conditions are assessed for information purposes**]

6 *Part 3 of the chain: Coming back home/after the travel*

[*which criteria do you use in the evaluation of the experience, what actions do you make if there are inconveniences*]

7 *Role of relation with Personnel within the frame of tourism – **identification of NEEDS, and related problems and constraints***

[How do you see the role of training in this frame]

8 *Evaluation of the Focus group meeting*

## Reporting

The Youth Panel members are going to prepare a detailed report in English regarding the results of the meeting and they are going to send these reports to the Youth Panel Coordinator (Francesca Tulli). These results are going to be centralised and interpreted for the needs analysis action within the project. In order to be able to do this, the Youth Panel recommends the organising bodies to both make sure there are written notes of the discussions and that the meeting is taped. The tape should then be used to integrate the written report.

## Other points

1. All participants will receive the following form and they have to fill it in and sign it at the beginning of the Focus Group meeting. The form will naturally have to be translated into the working language of the meeting. This form is created to prove the presence of the participants in the Focus Group.

<b>Name</b>		
<b>Surname</b>		
<b>Date of birth</b>		
<b>Occupation</b>		
I agree to the disclosure of the information above (points 1-4)		Signature:  Date:
<b>Type of disability</b>	<ul style="list-style-type: none"> <li>- people with mobility impairments:               <ul style="list-style-type: none"> <li>wheelchair users <input type="checkbox"/></li> <li>reduced mobility (ex. crutches users etc) <input type="checkbox"/></li> <li>other <input type="checkbox"/></li> </ul> </li> <li>- people with sensory impairments               <ul style="list-style-type: none"> <li>visual <input type="checkbox"/></li> <li>hearing <input type="checkbox"/></li> <li>other <input type="checkbox"/></li> </ul> </li> <li>- people with other disabilities:               <ul style="list-style-type: none"> <li>learning difficulties <input type="checkbox"/></li> <li>allergies <input type="checkbox"/></li> <li>dietary problems <input type="checkbox"/></li> <li>other <input type="checkbox"/></li> </ul> </li> </ul> <p>I do not agree to the disclosure of the information above for initiatives other <b>than</b> the Focus Group</p> <p>Signature</p>	

2. All participants have to sign on a participants' list at the beginning of each working day. The list must include name, surname, date and signature of the participants.

**Proposed timetable of implementation Focus Group round table discussions / seminars**

<b>December 10, 2004</b>	The draft agenda and proposed methodology of the Focus Group round table discussions / seminars is sent to the Youth Panel members for discussion and changes.
<b>December 15, 2004</b>	A final agenda and methodology is agreed upon within the group (in cooperation with the official partner in the project). All Youth Panel members have the appropriate material in their working language.
<b>December 15, 2004 onwards</b>	the Youth Panel members start planning and implementing the Focus Group round table discussions / seminars workplan: The task of the Youth Panel is to implement these meeting. This is when THE PREPARATION PHASE begins (see pages 4, 5).
<b>Within January 15, 2005</b>	Realisation of a meeting or of as series of meetings (Focus groups)
<b>Within January 30, 2005</b>	reporting regarding the actual results of the Focus Group meetings
<b>February 2005</b>	Future planning of the Youth Panel Work



## AGENDA FACILITATORI – Focus Groups Italia

Ore 9.30 - 9.45 Arrivo ed accoglienza dei partecipanti  
Compilazione Scheda di autorizzazione alla Privacy  
Compilazione Foglio presenze

Ore 9.45 – 10.30 Benvenuto ai partecipanti

Presentazione del progetto “EU.FOR.ME”

Presentazione degli obiettivi del Focus Group e della metodologia di lavoro

**Obiettivo del Focus Group: Identificazione delle esigenze dei giovani turisti con disabilità rispetto al viaggio**

**(Turisti da considerare: persone con disabilità fisiche, persone con disabilità sensoriali, persone difficoltà di apprendimento, disturbi di salute mentale, allergie, intolleranze alimentari )**

Ore 10.30-11.30 Introduzione dei partecipanti, breve descrizione delle abitudini di viaggio personali (quanto si viaggia, dove ci si reca, motivi dello spostamento, durata dello stesso) e degli ausili utilizzati.

**Le esigenze dei giovani turisti con disabilità, emotive ed oggettive, durante la fase di preparazione del viaggio.**

Analisi dei bisogni rispetto alla:

- prenotazione,
- individuazione del mezzo idoneo per raggiungere la località di destinazione,
- ricerca della struttura ricettiva e requisiti della stessa
- accoglienza

**Come vengono affrontate e soddisfatte le esigenze stesse. Ovvero:**

- a chi ci si rivolge (es. sportelli informativi specializzati, agenzie di viaggio, internet ecc. );
- come si raccolgono le informazioni,
- quanto si è sicuri dei dati forniti

- con quale stato d'animo si parte (es. "paure" ed incertezze)

**Quali sono i bisogni che vengono soddisfatti con difficoltà, quali non vengono soddisfatti, come si potrebbero superare tali mancanze.**

Ore 11.30-11.45 Coffee Break

Ore 11.45-13.00 Continuazione della discussione sul tema precedente

**Le esigenze dei giovani turisti con disabilità, emotive ed oggettive, durante il soggiorno in loco.**

Analisi dei bisogni rispetto alla/e:

- mobilità ;
- attività da svolgere durante il soggiorno;
- al tempo a disposizione;
- accoglienza.

**Come vengono affrontate e soddisfatte le esigenze stesse.**

Ovvero:

- a chi ci si rivolge (es. ambasciata, sportelli turistici locali, ecc. );
- il tipo di risposte ricevute a livello pratico e comportamentale.

**Quali sono i bisogni che si soddisfano con difficoltà, quali non vengono soddisfatti, come si potrebbero superare tali carenze.**

Ore 13.00-14.00 Pausa pranzo

Ore 14.00-15.15 Continuazione della discussione sul tema precedente

**Il ritorno a casa:**

- criteri di valutazione dell'esperienza vissuta;
- eventuali azioni da porre in essere per migliorare la fruizione dei servizi ricevuti

- eventuali azioni da porre in essere per segnalare i disservizi.

Elementi di un turismo di qualità accessibile a tutti considerando le diverse componenti della filiera turistica.

Il ruolo:

- della formazione
- del personale

Ore 15.15 - 15.30      Coffee Break

Ore 15.30 – 16.30      Continuazione della discussione sul tema precedente

Valutazione del lavoro svolto durante il focus group

## REPORTS

### □ *Germany*

**Results of the Focus Group concerning the topic  
“Accessible Tourism for all” especially for the target group  
of young travellers with mobility and activity limitations  
January 15, 2005 in Münster/Germany**

#### **Content**

##### **1. Objectives of the Focus Group**

- 1.1. The goal
- 1.2. Agenda of the Focus Group

##### **2. Organisation and participants**

- 2.1. The way of invitation
- 2.2. Presentation
- 2.3. Participants

##### **3. Socio-demography and socio-economy of the participants, travel behaviour**

- 3.1. Types of activity limitation
- 3.2. Travel behaviour
  - 3.2.1. Intensity, frequency and duration of travel
  - 3.2.2. Type of holiday, motivations for travelling, choice of transportation
  - 3.2.3. Seasonality and travel spending
  - 3.2.4. Travel destinations and loyalty to a certain destination
  - 3.2.5. Travel companions and assistance
  - 3.2.6. Decision not to travel
  - 3.2.7. Travel behaviour of the participants compared to the German average population

##### **4. Accessible facilities from a user’s perspective**

- 4.1. Organisation (preparing, information, booking)

- 4.2. Arrival and departure
- 4.3. Arrival/ Familiarisation
- 4.4. Accommodation
- 4.5. Catering/ Gastronomy
- 4.6. Cultural activities and sightseeing
- 4.7. Sports
- 4.8. Services on location/ Medical Assistance
- 4.9. Excursions to the surroundings and shopping
- 4.10. Confirmation

## **5. Conclusion**

### **1. Objectives of Focus Group**

The Focus Group is a tool that the “Youth Panel” within the EC-Project EU.FOR.ME is going to use in order to identify the needs within the frame of tourism of disabled young people. They are manifested in one or a series of meetings where young people with disabilities will discuss tourism linked issues. These meetings are going to take place according to a pre-established scheme, in all the countries of the project. The results are going to be centralised and processed.

The results are going to be used within the larger frame of EU FOR ME.

#### **1.1. The goal**

The goal of the focus group was to find out, in which way young people with activity limitations are restrained when travelling. This will be shown on the basis of the whole Tourism service chain and their single elements. The results of the Focus Group will be used to identify the needs within the frame of tourism of disabled young travellers and to create a tool to train the future tourism workers in the field of travellers with activity limitation, to make tourism and the infrastructure more attractive and accessible. The question is: which barriers come across by young activity limited participants and how large is the scale of limitation and barriers concerning the individual kinds of disability?

#### **1.2. Agenda of the Focus Group**

1. Presentation of the agenda
2. Introduction of the project EU.FOR.ME
3. Presentation of the objectives of the Focus Group

4. Introduction of the participants (Name, job, kind of constraint)
5. Individual travelling habit
6. Introduction of the service chain
7. Individual aids, assistance und accompanying persons along the service chain
8. Barriers and problems along the service chain
9. The meaning and transfer to training
10. Evaluation of the Focus Group

## **2. Organisation and participants**

### **2.1. Way of invitation**

The invitation to the Focus Group was made through the address of different multipliers

(the representative of disabled persons of the city of Münster and of the University of

Münster) and via two nationwide mailing lists regarding this topic ([kominfo@muenster.org](mailto:kominfo@muenster.org) and [movado-news@kbx.de](mailto:movado-news@kbx.de)) as well as the most important national internet platform for disabled people [www.kobinet-nachrichten.org](http://www.kobinet-nachrichten.org). Young disabled participants

were invited to the Focus Group on January 15, 2005. The Focus Group took place together with a travel fair for senior citizens and disabled people in the health

centre of Münster/ Germany.

### **2.2. Presentation and duration**

The presenters of this Focus group were Ms. Andra Emrich and Mr. Peter Neumann.

The Focus Group lasted around 6 hours.

### **2.3. The participants**

- 1) 22 years- Diabetic Type 1
- 2) 24 years– very tall stature
- 3) 24 years– hearing impaired, has also Morbus Crohn
- 4) 34 years – allergy of second-hand smoking
- 5) 26 years– blind
- 6) 26 years – blind
- 7) 25 years – blind
- 8) 31 years– wheelchair user
- 9) 34 years – wheelchair user

## **3. Socio-demography and socio-economy of the participants, travel behaviour**

### **3.1. Types of activity limitation**

Each participant is either permanently disabled or has a chronicle disease.

7 out of 9 participants are severely disabled. An analysis of the various forms of disability

is not unproblematic and the frequent presence of multiple disabilities makes it impossible to produce a clear classification. The two largest groups comprised a) blind persons – in our case three blind participants and b) persons who are limited in their activity due to a functional disability of their body or their limbs (persons with physical disabilities in the wider sense), i.e. two wheelchair users and a woman of a tall stature. Furthermore, the Focus Group comprised one participant who is hard of hearing and who also has Crohn's disease, one Diabetic type 1 and one participant who has a respiratory disease due to second hand smoke.

## **3.2. Travel behaviour**

### **3.2.1. Intensity, frequency and duration of travel**

Most of the participants mentioned to go on holiday once or twice a year and that they undertake at least three short trips per year. One of the participating blind women said she undertakes 7-10 short breaks per year. Another important aspect is that 1/3 of the participants travel for business either (especially the blind or wheelchair users). Reasons not to travel are mostly not reasons of limited mobility but financial situation as well as time problems.

### **3.2.2. Type of holiday, motivations for travelling, choice of transport**

The participants with activity limitations regard their holiday not so much as recreational; they prefer an active holiday. Most participants said they enjoy spending their holiday together with friends or family, to undertake short breaks or hiking. Another consideration is travelling for studies, 1/3 of the participants travel due to study purposes. None of the participants ever went on purely health oriented or spa holiday. All participants said short breaks are mostly city trips. The choice of transport is depending on the types of activity limitation of the participants. The blind participants mostly travel by railway, by bus or by air. The other participants also like travelling by railway. Due to reasons of personal independence the



hard of hearing participant prefers her own car. Public transport at the travel destination

is mostly used by the participants, taxis are rarely used.

### **3.2.3. Seasonality and travel spending**

The time of travelling of the participant varies and is not bound to special points in time

e.g. school holidays. Most of the participants are independent and do not have children,

so for them it's possible to travel whenever an opportunity is provided. The best time for studying participants to travel is during their semester breaks

(February/March and August/September) Short breaks are undertaken throughout the

year. Travel spending differs from the kind of holiday. The average costs for a holiday

is about 1000 EUROS (for one person); in contrast the costs for a short trip are not

higher than 400 EUROS (for one person). The majority of participants (especially the

blind participants) would be willing to pay for a potentially higher price for using additional

accessible facilities and services. These costs should not exceed more than 600 EUROS.

### **3.2.4. Travel destinations and loyalty to a certain destination**

The participants spent their last holiday in European countries. But also countries such

as Australia and the U.S.A. were visited destinations. Attractive destinations regarding

short breaks were mostly destinations in Germany. Most of the participants prefer different

holiday and short break destinations.

### **3.2.5. Travel companions and assistance**

The blind and hard of hearing participants and the wheelchair users mostly travel with

friends or family members who can, if required and possible, offer assistance in the

shape of support while moving around, pursuing leisure activities or medical care. An

assistance when e. g stepping off a train or to change is especially needed by the blind

participants as well as by the wheelchair users. The other participants do not need any

assistance or help.

### **3.2.6. Decisions not to travel**



The participants, especially the blind ones and the wheel chair users, decided not to undertake a trip due to a lack of accessible facilities, equipment or service, or nobody wanted to join them while travelling. The participants said, rather not to undertake a trip, as to travel by themselves. But even though there would be an intention to travel by themselves, tour operators for non-disabled people often do not want to be joined by disabled people or to be responsible them, these happens in cases of ordinary group tours and package holidays. The participant with respiratory problems decided not to travel due to the lack of smoke-free facilities. The blind participants would travel more frequently if appropriate facilities were available. The diabetic and the women of tall stature never decided not to travel due to the lack of accessible facilities.

### **3.2.7 Travel behaviour of the participants compared to the German average population (in comparison with BMWA 2003)**

- Average to high intensity of travelling

- Predominantly individualised travel

- Culture-, study-, city and active holidays are important reasons for travelling

- Travel is largely independent of the season

- Relatively high travel spending

- Average proportion of domestic travel

- Favourite destinations within the European countries as well as Germany, in single cases also the U.S.A. and Australia

  - 7 out of 9 participants do not travel alone

  - 1/3 of the participants decided not to travel due to the lack of accessibility

  - Especially the blind participants would travel more often, if appropriate facilities were available

## **4. Accessible facilities from a user's perspective**

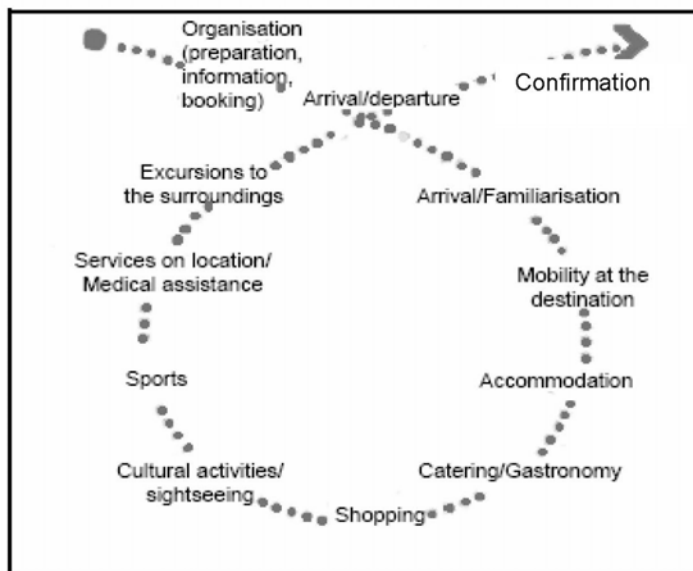
What demands do young people with activity limitations place on their holidays, and to what extent does the reality meet these expectations? The following section will focus on that question.

In line with the Focus Group we could determine which of the single elements of the tourism service chain were most important for the mobility and activity limited participants.

Where do most problems arise? (See fig. 1)

**Fig. 1: The Tourism Service Chain**

Source: BMWA 2003



Organisation (preparation, information, and booking) is a huge problem especially for blind and hard of hearing participants. The biggest problem is the arrival and departure.

Accommodation, sports activities as well as cultural activities and sightseeing closely follow. But there are huge barriers for mobility and activity limited participants along the whole tourism service chain.

This clearly shows that the current range of facilities at holiday destinations does not yet correspond to the needs and requirements of young travellers with mobility and activity limitations.

Sports activities play another important role for the young activity and mobility limited travellers regarding the choice of their holiday destination. The existing barriers are extremely high in this element of the tourism service chain. The following section offers a

more detailed analysis of the service chain elements where the current situation, with the evaluation of the participants, is concerned.

**Fig. 2: Presenter Andra Emrich and guide dog “Kelly”**



#### **4.1. Organisation: preparing, informing and booking**

Most of the participants feel very limited concerning the organisation of the holiday.

Disadvantages arise especially for the blind women and the hard of hearing woman.

Dissatisfaction regarding the organisation is as high as the dissatisfaction regarding the

other elements of the tourism service chain. According to a study of the BMWA (2003),

organisation (preparing, informing, booking) are very important for 70.6 % of the mobility

and activity limited Germans. For the participants of the Focus Group plays this a big role either. Most important sources for the preparation of holidays and short breaks differ from the usual sources for disabled and able bodied people. The Internet is the most favourite and most used database for the supply of information and for the final booking of the holiday. Most of the websites are not accessible and can not be fully used as source of information for the blind participants. Printed media such as travel catalogues and special catalogues is often not available in Braille. The wheelchair users said travel agencies do not have information whether the holiday destination is accessible, the result is: time-consuming and difficult search for appropriate hotels and holiday homes. A similar problem does the participant with the respiratory disease have. She rarely finds information regarding the accessibility of smoke free hotel rooms and hotels. Information concerning the length of beds and the size of furniture, important for tall travellers, are nowhere to be found, neither in catalogues nor on websites of the hotels. The low use of tourist boards' services for when organising a holiday is directly connected to the still insufficient information offered by these offices (brochures and internet).

#### **Package offers:**

In Germany, 29.1 % of the mobility and activity limited travellers organise their holiday as a package tour and 13% use package offers for short breaks. 78 % of these package tours have a foreign destination. (see *BMWA* 2003) The participants of the Focus Group also use the possibility of package offers for their holiday, but most of the women organise short breaks by themselves.

#### **4.2. Arrival/ Departure**

Accessible arrival and departure conditions are important features for travellers with mobility and activity limitations when choosing their holiday destination, but it's not a 100% determining factor. The participants (especially the blind participants and wheelchairs

users) feel very limited in this element of the tourism service chain. The low accessibility of means of transportation corresponds to the difficulties encountered by travellers with activity limitations. The blind and wheelchair using participants said travelling by plane is most difficult; travelling by rail is uncomplicated as long as you arrive at and depart from a central station. Most of the time there is assistance provided in form of employees. For blind travellers as for the other participants either, the lack of hygiene in restrooms and toilets in trains, on stations and in airplanes is an additional barrier. Another certain aspect is the lack of enough spaces for the wheelchairs and for tall people. There mostly is not enough space between two seats in e.g. planes, busses or trains; a big barrier for tall people. The hard of hearing participant often doesn't notice the information provided via loudspeakers. She is depending on written information on screens. Changes concerning delays etc. are often not accessible via screens.

There are a lot of problems for the participant with the respiratory disease as well. The lack of smoke free areas and the ignorance of the ban on smoking at stations are the biggest ones. Furthermore, there are no sufficient dividing walls between the smoking and nonsmoking area and people smoke in restrooms despite the ban of smoking. Similar problem arise in means of public transport, so the degree of accessibility is very low in this case.

#### **4.3. Arrival and Familiarisation**

Nationwide 61% of travellers with disabilities, easy arrival and familiarisation are important aspects when choosing a holiday destination (see BMWA 2003). This is particularly true for blind and wheelchair using participants of the Focus Group. Important elements include the information and directional systems and the tourist information offices at the destinations. The wheelchair using participants objected the lack of accessibility concerning the use of elevators at train stations, which is hardly



provided or not easily to use. Furthermore they objected, as well as the blind participants, the low number of service personnel and directional systems that cater to the needs of wheelchair users (correct height), blind travellers (Braille, tactile pathways and markings etc.) and hard-of hearing guests. Further, special maps or acoustic information for travellers with disabilities are only available in isolated cases.

#### **4.4. Accommodation**

It is not just the range of facilities themselves that are insufficient; there is also a lack of information about the accessibility and usage of accommodation establishments. The lack of standardised assessment and recording criteria means that even the existing range of accessible facilities is intransparent and cannot be reliably assessed. Regardless of the type of disability, accommodation is the most important criterion when choosing a holiday destination. Every participant of the Focus Group feels very limited concerning accommodation. The highest limitation is the accessibility and the environment of the accommodations. Accommodations often do not have accessible elevators, door frames are not wide enough and bathrooms are not appropriately equipped. The blind participants said that their special trained dog is often not allowed in the hotel, personnel does not have time to explain everything -the result is missing orientation. Descriptions of escape are not noticeable for blind people and acoustically not noticeable for hard of hearing people. Another, rarely disregarded thing is the insufficient length of beds and bed covers for tall people. Smoke-free rooms, restaurants and lobbies are barely available in hotels.

#### **4.5. Catering/ Gastronomy**

Experiences of NEUMANNCONSULT show that there are hardly any fully accessible dining establishments in German destinations. Problems that were mentioned by the participants were: the lack of accessible toilets for wheelchair users especially in restaurants, the menu and buffet. Personnel of the hotel and restaurants have to pay more

attention to the blind participants, e.g. the choice of food at the buffet or read the menu out loud.

#### **4.6. Cultural activities and sightseeing**

Excursions and leisure activities play an important role for any kind of holiday, but especially

for city breaks, cultural holidays and study trips. The cultural activities currently offered, do not even come close to the requirements regardless of whether the holiday

is taken in Germany or abroad. Accessibility is one of the main problems as well as the

lack of offers for blind travellers with guides, touching elements and audio description.

Especially the blind travellers, the wheelchair using travellers and the hard of hearing

traveller experienced barriers concerning the accessibility of cultural offers. Predominately

during city trips, short trips and study trips, the participants feel limited. There are also deficits with regard to the availability of information about the facilities and services.

#### **4.7. Sports and leisure**

Sports activities strongly influence the choice of destination for only 18.7 % of persons

with disabilities (see BMWA 2003). The demand for sports activities is always depending

on the degree of disability. This percentage is increasing if you consider the demands

of the Focus Group participants. Especially the wheelchair using and blind participants

feel extremely limited due to the lack of sports offerings. The participants with activity limitations exclude sports activities even before they leave home as they expect

to encounter barriers that they cannot overcome. Similar problems arise regarding leisure

facilities. Most of the leisure facilities are not accessible for wheelchair users and personnel of leisure facilities is not trained to work with blind people. The lack of smoke-free facilities such as discotheques, cinemas and leisure facilities is another limitation.

#### **4.8. Service on location/ Medical Assistance**

Impairment regarding service on location was also noticed by the participants, special

offers, specific to the single way of limitation, are missing. The participants mentioned

the lacking organisation of nursing services on location as well as service personnel is not specifically trained to work with travellers and with chronicle diseases or activity limitations.

#### **4.9. Excursions to the surroundings and shopping**

Excursions and leisure facilities play an important role for the participants, particularly for wheelchair users and blind participants. Excursions are important for any kind of holiday. This shows that persons with activity limitations have a strong interest in actively experiencing their holiday region. The large number of travellers with activity limitations who feel disadvantaged in this field confirms, however, that accessible options are still only available in isolated cases. Around two thirds of guests with disabilities exclude certain activities even before their departure; in other words, they assume that they will encounter barriers they cannot overcome, or that overcoming/avoiding these barriers will endanger them. For travellers with disabilities, the shopping aspect ranks fairly low. Conversely, shopping is an attractive additional activity, especially for travellers on city breaks. Travellers with disabilities encounter barriers when shopping. Retailers continue to neglect this customer potential. Wheelchair users and blind people feel especially disadvantaged.

#### **4.10. Confirmation**

All participants mentioned that "Confirmation and affirmation" is left out of the tourism service chain.

#### **5. Conclusion**

The analysis of the results, which have arisen from the Focus Group shows wasted opportunities regarding accessible tourism for young travellers with activity limitations.

These participants will be, and already are, an important target group for accessible tourism for all. Consideration of interests and requirements are necessary because young disabled people take longer holidays, they travel largely independent of the season



(depending on age, way of employment and financial situation) and the largest part

of young disabled people do not travel alone.

Accessibility of the entire tourism service chain, specifically of accommodation, service

part and excursions must be urgently addressed. There is insufficient marketing and information

in terms of existing accessible facilities. Young disabled persons are hardly acknowledged as a target group. As a result, neither qualitative nor quantitative advertising

is being aimed at them. The participants long for inclusive group tours i.e. combined

travelling of disabled and able-bodied people.

Young disabled people are more self-confident and more active than older disabled people and long for more individual holidays. They are usually not members of associations

of disabled people. They want to be treated as normal young people.

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□ *Italy – Cooperativa Tandem*

**Report Focus Group Roma**

**Roma, 15 Gennaio 2005**

**Coordinatori:**

Adina Pop

Francesca Tulli

**Partecipanti**

ridotta mobilità	Anno di nascita 1975
allergie	Anno di nascita 1981
consulente Centro Studi Superiori per il turismo	Anno di nascita 1979
operatore Associazione Italiana Persone Down	Anno di nascita 1975
ridotta mobilità	Anno di nascita 1980
su sedia a ruote	Anno di nascita 1963
ridotta mobilità	Anno di nascita 1970
su sedia a ruote elettrica	Anno di nascita 1969

**Introduzione**

Nell'ambito del progetto "EU.FOR.ME. Formazione Turistica per un'utenza ampliata", il focus group rappresenta lo strumento individuato dallo Youth Panel idoneo ad identificare le esigenze, le aspettative, le difficoltà riscontrate dai giovani con disabilità nel momento in cui organizzano e vivono un'esperienza di viaggio o mobilità al di fuori della propria città.

All'incontro di Roma hanno partecipato persone con differenti esperienze di viaggio e competenze specifiche acquisite in materia di mobilità e turismo per tutti, anche attraverso il lavoro svolto in associazioni o cooperative impegnate a sviluppare progetti su questi temi.

Le **tipologie di viaggio** affrontate dai partecipanti vanno dal *viaggio individuale*, organizzato cioè con i propri amici, prevalentemente per proprio conto, a *soggiorni di gruppo per la promozione della vita indipendente*, promossi e gestiti da associazioni di categoria, fino ad arrivare alla partecipazione a *viaggi organizzati* dal comune circuito turistico.

Al focus group non ha potuto prendere parte un rappresentante della sezione laziale dell'Associazione Italiana Celiachia, che però ha fornito -prima dell'incontro- una testimonianza sulle modalità di viaggio di questa tipologia di clientela. In Italia le persone con celiachia si spostano avvalendosi di una rete di alberghi e ristoranti appositamente formati sull'accoglienza di clienti con questo tipo di intolleranza alimentare. Le strutture del circuito vengono periodicamente controllate per:

- verificare il rispetto delle modalità di preparazione dei pasti sulle quali il personale è stato formato,
- continuare ad essere certificati dall'associazione, e quindi, inseriti nella banca dati disponibile on line all'indirizzo [www.celiachia.it](http://www.celiachia.it)

Ne momento in cui i clienti con celiachia si rivolgono a strutture fuori dalla catena certificata, in particolare quando tale spostamento riguarda località estere, possono rivolgersi ad associazioni locali che si occupano del tema, oppure provvedono autonomamente portandosi i prodotti a loro necessari. Più volte è stato ribadito come oggi i clienti con celiachia possono viaggiare senza incontrare troppe difficoltà.

### **La scelta della località di destinazione e le aspettative dei clienti con esigenze specifiche**

Come primo punto della discussione è stata presa in considerazione la scelta della località di destinazione; una volta individuato il settore di preferenza (es. mare, montagna, città d'arte e così via), è emerso che la scelta della destinazione è influenzata dai seguenti fattori:

- disponibilità e facilità di accesso alle informazioni necessarie all'organizzare del viaggio;
- condizioni di accessibilità dell'area di interesse;
- presenza di servizi adeguati a soddisfare bisogni individuali, soprattutto per quanto riguarda la mobilità e l'assistenza in loco.

Più volte è stata ribadita l'importanza di rendere le strutture ed i servizi del comune circuito turistico in grado di incontrare anche i bisogni dei clienti con disabilità. L'aspettativa principale delle persone disabili è, infatti, di essere integrate nel comune circuito turistico, essere considerate come clienti, essere trattate come tali, in un'ottica di rispetto della persona e qualità nell'accoglienza della stessa.

Si vuole e si chiede, quindi, vedere realizzata una rete capillare di strutture e di servizi in grado di soddisfare le esigenze di tutte le tipologie di clienti, nonché porre attenzione ad implementare le infrastrutture delle zone che si presentano isolate dal punto di vista dei collegamenti.

In tema di collegamenti é stato, inoltre, sottolineato come il trasporto integrato, quello cioè che avviene attraverso l'utilizzo di più mezzi (es. treno ed aereo), sia fortemente carente di orari compatibili per fruire di mezzi e servizi accessibili, senza che questo comporti lunghe soste o pernotti per compiere il percorso necessario.

### **La raccolta delle informazioni**

Sicuramente la raccolta delle informazioni possibile tramite la rete Internet ha facilitato i turisti più esperti nell'organizzazione autonoma del proprio viaggio; avere informazioni disponibili direttamente "a casa propria" è considerato, infatti, fattore di stimolo al turismo.

A questa prima forma di raccolta delle informazione segue, soprattutto per quanto concerne la scelta della struttura ricettiva nella quale soggiornare, un rapporto diretto con la struttura stessa, al fine di verificare e valutare le condizioni di accessibilità rispetto ai propri specifici bisogni. Tale approccio risponde ad un duplice esigenza: da un lato alla necessità di essere certi che i bisogni individuali siano compresi e quindi successivamente soddisfatti; dall'altro all'inaffidabilità e la frequente poca chiarezza degli stessi contenuti del web. In altri termini, la rete è considerata un buon sistema di accesso alle informazioni ma necessita di un maggior aggiornamento dei contenuti, chiarezza degli stessi e facilità di consultazione a favore dei navigatori meno esperti e delle persone con difficoltà intellettive.

Nel momento in cui ci si rivolge ad agenzie di viaggio o sportelli informativi locali, la maggiore insicurezza dei turisti con disabilità è -anche in questo caso- quella di non vedere comprese le proprie esigenze e quindi individuate risposte adeguate, vedendo così compromessa a monte la buona riuscita del viaggio. In altri termini, si ritiene che gli operatori non siano sufficientemente preparati a verificare le condizioni di accessibilità delle strutture rispetto a: parcheggio, ingresso, percorsi interni, spazi funzionali.

Dallo scambio di esperienze è risultato che le strutture idonee ad accogliere i turisti con disabilità sono di categorie superiori (3, 4 stelle); gli ostelli della gioventù, ad esempio, laddove sono accessibili, dispongono di camere a più posti letti senza servizi igienici interni. Tali fattori costituiscono un deterrente all'utilizzo da parte di persone con disabilità, che manifestano – invece - il bisogno di maggiore privacy nell'utilizzo della camera e più tempo nell'utilizzo del servizio igienico.

Altro aspetto importante riguarda l'informazione turistica disponibile e distribuita nei punti informativi locali o reperibile attraverso la rete internet. Una prima osservazione si riferisce alla difficoltà nel reperire mappe, guide con indicazioni inerenti le condizioni di accessibilità delle strutture. Anche in questo caso, è stata sottolineata il desiderio di disporre di una guida integrata, non esclusivamente cioè rivolta a dare informazioni a persone con disabilità.

## La formazione

Fin dai primi momenti della discussione è emerso come la relazione operatore turistico-cliente assuma un ruolo determinante in tutte le fasi del viaggio, nonché per il godimento degli stessi servizi che lo costituiscono.

Da una lato è stata evidenziata una difficoltà da parte delle stesse persone con disabilità ad esprimere le proprie esigenze e i propri limiti, dall'altro la difficoltà degli operatori a guidare il processo di conoscenza dei bisogni ed individuare correttamente gli stessi.

Spesso la relazione si manifesta erroneamente "dominata" dall'imbarazzo dell'operatore nel porre domande e difficoltà a comprendere le reali condizioni del cliente, nell'accoglierlo, nel gestire il colloquio in modo naturale, anche avvalendosi di un linguaggio appropriato.

In particolare, è stato evidenziato come gli animatori dei villaggi abbiano difficoltà di approccio nei confronti di persone con esigenze specifiche, nonché ad adattare parte delle attività ricreative proposte, anche in funzione della presenza di questi clienti. Tale situazione, ad eccezione dei casi in cui è lo stesso cliente con disabilità a coinvolgersi nelle attività di gruppo determina il suo sostanziale "isolamento".

Per superare le difficoltà appena riportate, è avvertito il bisogno di formare gli operatori del comparto turistico su:

- esigenze dei turisti con disabilità;
- accoglienza e gestione del colloquio per supportare il cliente inesperto ad esprimere in modo chiaro i suoi bisogni;
- ricerca e validazione delle informazioni necessarie all'organizzazione del viaggio;
- progettazione ed adeguamento di strutture di interesse turistico in relazione ai diversi macro-bisogni.

Formazione tecnica deve essere, inoltre, al centro dall'addestramento rivolto al personale addetto ai trasporti ferroviari, aerei o su gomma, al fine di evitare situazioni di difficoltà ed imbarazzo per il viaggiatore. E' richiesta, infatti, una professionalità diversa dal personale dell'aeroporto chiamato ad accompagnare una persona con difficoltà nella deambulazione, rispetto al servizio richiesto per una persona che utilizza quotidianamente la sedia a ruote.

Azioni di sensibilizzazione e corsi di formazione ad hoc, condotti da professionisti del settore della disabilità e dell'accessibilità, sono stati identificati come validi strumenti per far conoscere in maniera corretta il quadro delle esigenze e quindi essere fattori determinanti per consentire agli operatori di fornire risposte adeguate.

## L'assistenza

Altro aspetto di rilievo nell'analisi dei bisogni dei turisti con disabilità, riguarda la disponibilità dell'assistenza alla persona nei trasferimenti aerei, ferroviari o marittimi, nonché quella disponibile in loco.

Assistenza, quindi, che può essere necessaria in determinati momenti (durante il viaggio in treno, in caso di accompagnamento nelle visite culturali, per vestirsi la mattina ed andare a letto la sera e così via), oppure assistenza necessaria per l'intera giornata. La possibilità di disporre di assistenza qualificata direttamente nel luogo di destinazione, è stata individuata -dai partecipanti al focus group-, come fattore importante per favorire la reale autonomia delle persone con esigenze specifiche, che possono e vogliono scegliere di viaggiare anche da sole. Tale possibilità, determina inoltre benefici in termini di costi, poiché l'accompagnatore è quasi sempre a totale carico del turista con disabilità.

**Altro tipo di assistenza, concerne la possibilità di disporre di contatti con sanitarie in grado di risolvere eventuali problemi sugli ausili una volta raggiunta la destinazione, nonché la possibilità di noleggiarli direttamente in loco.**



□ **Italy – Centro Studi Superiori per il Turismo**

## **Organisation and participants**

The meeting took place on 21 January 2005 in the CST library.

Moderators of the focus group were Drs. Maria Stella Minuti (CST), Sara Ricci (CST) and Sonia Vissani (Young Disabled Panel).

The Focus Group lasted approximately 5 hours

## **Participants**

deaf-mute

mother of a boy with food intolerances

wheelchair user

sight impaired

sight impaired

wheelchair user

mother of a blind tetraplegic, and microcephalic girl

wheelchair user

(operator),

(operator)

Giuseppina Carella (partner TANDEM),

Diego Mattioli (partner UTC),

The variety of disabilities which participants represented helped to identify very different needs.

The discussion was centred, as foreseen for the preparation phase of activities, on four main contents:

- ✓ Preparation and organization of the travel (identification of needs, problems and possible solutions);
- ✓ During the travel (identification of needs, problems and possible solutions);
- ✓ Evaluation criteria of the experience;
- ✓ Tour Operators' role in the travel (organization, stay, return).

## **Travel behaviour of the participants**

Through initial presentations, participants identified their travelling habits. It emerged that they travel prevalently alone, some for cultural interests, some for sports activities, some for pleasure.

They usually travel once a year and the destinations are European Union Countries (two interviewees go to America and to Mexico at least once every two years) and in particular to Italian localities (for business reasons).

In order to facilitate comprehension of the report, the information gathered will be divided according to holiday phases, identified by the Focus Group organization.

## Travel preparation

Regarding the choice of tourist destination, the focus group participants declared that the choice was made based on individual tastes, but it is however conditioned by accessibility.

Subjects are often obliged to take their holidays in low-season periods (especially in the case of alimentary problems or travel for groups of disabled persons).

The choice of hospitality structure is of necessity limited to first class hotel structures (extra-hotel structures present a lot of architectural barriers).

Participants organise their travels by themselves, gathering information on-line or through tour operators they are familiar with. Means of information such as internet were found to be very helpful for finding information but still unsuitable for organising the entire holiday (means of transportation, accommodation, excursions etc.)

Some of the participants said that, unlike 15/20 years ago, finding information today about the accessibility of places and structures is much easier but they still need direct contact with the tour operators (of the destination).

So, the most important aspect emerging from this first discussion is the need for more reliable information because the concept of accessibility is closely tied to the specific needs of the subject.

Tour operators, who should provide information, respond validly only if guided by specific questions (interviewees said that structures described as accessible, often turn out to be inaccessible for the subject). Subjects that organised their holiday through a tour operator, emphasised that they were already familiar with the TO's services.

The hearing-impaired participant explained his difficulty communicating, even during holiday preparation, with the structure and information points of the tourist destination. The majority of hospitality structures do not provide information by fax and aren't endowed with TDD ( telephone devices for the deaf).

In the case of group holidays, hotel-keepers often require personal assistance (one operator for each disabled person); in this way it becomes a holiday for disabled people only.

Many experiences have been reported about groups being refused because without such assistance. For this reasons the organisation of group holidays in happens through associations of which disabled people are members.

Regarding the means of conveyance, participants revealed many problems with trains and buses; moreover some low-cost airlines don't offer any services (transport of wheelchairs, particular food, accessible toilets).

The hearing-impaired participant pointed out that, during travel by car, SOS systems can't be used by subjects with specific needs and proposed the possibility



of contacting emergency numbers by sms. He also said that airports lack optical indicators or operators able to give information in sign language.

All these elements increase the length of holiday preparation and underline the importance of the AVAILABILITY and RELIABILITY of information (need to improve sources of information and the competences of information providers).

Moreover, websites should be usable by people with all types of needs (including the visually and hearing impaired)

All these elements cause an increase of costs imputable not only to the overnight stay but also to transportation costs (particularly airlines, assistants during travel) and to assistants *in loco* (for example interpreters for the hearing impaired).

## The stay

The discussion continued, centring the attention on the moment of the stay in a holiday resort.

Both when travelling and upon arrival, all participants underlined the importance of accessible toilets/bathrooms.

With regard to this subject the following problems emerged:

- ✓ Real presence of accessible toilets/bathrooms (in service stations, cities, museums, hotels);
- ✓ A lot of bathrooms are unsuitable (wrong supports, reduced dimensions, absence of a little bed<sup>1</sup>);
- ✓ Cleanliness;
- ✓ Toilets shared by men and women;
- ✓ Toilets used as storage-rooms.

Regarding the accessibility of holiday localities, it is necessary to work hard to eliminate architectural barriers in cities, museums, amusement places.

Renzo Pieri, who is the "author" of the map "ASSISI ACCESSIBILE", pointed out the need for information about accessible routes/itineraries and structures in cities. So, information is an indispensable element, also during extended stays and it is necessary to revise the information contained in tour guides, provided by tour operators or found on-line. Moreover this type of information should be integrated with the rest of information in order to raise the awareness of anyone who uses them.

**Regarding artistic and cultural itineraries, the participant with sensorial disability expressed the need for detailed descriptions of works of art in museums and the possibility of touching a model which reproduces the work if it cannot be touched. For a blind person this is very important.**

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<sup>1</sup> Some of the disabled interviewed need a sturdy horizontal surface on which to lie down in order to change their clothes or wash themselves, rather like a changing table for infants, only adult size and at an accessible height.

Tour guides should be able to offer a service which responds to the specific needs of tourists ( describing a place accurately, knowing “alternate” routes and speaking sign language); signage should report information giving an idea of the accessibility of places.

Beaches are not completely accessible places (difficulty reaching the sea, lack of qualified personnel, absence of supports for entering the sea). Where accessible structures exist, maintenance is not constant leading to the inevitable deterioration of places and services.

The mother of a child with dietary intolerances, made an important contribution, by explaining the difficulties that a person with dietary problems has when travelling. She said, in fact, that a lot of hospitality and restaurant services are not “ready” to satisfy specific needs. This happens because of ignorance not only of the existence of such problems, but also because of the ways of preparing food. With regard to amusement places, the hearing-impaired participant expressed the need for movie subtitles in cinemas.

All interviewees mentioned the importance of relations with tour operators and of their professionalism. Too often they respond to legitimate requests by behaving in a non- professional way ( as if they were doing guest a favour rather than providing a service).

Receptionists’ professionalism is indispensable. Moreover, relations between tour operators and the disabled person can’t be undervalued. Many times tourism personnel act aloof and insecure, avoid speaking directly to the disabled person preferring to address their assistants.

Operators should be made aware of the added value that a disabled person brings and therefore mutual efforts should be made to create a relationship.

The disabled people often has to resolve difficulties by himself, using all his creativity because tour operators are not available to satisfy specific requests. This is possible only if every disabled person is aware of his limits.

## **Evaluation criteria of the travel experience**

Among the elements of the travel evaluation, participants have pointed out:

- ✓ The occurrence of unexpected problems related to the accessibility of structures;
- ✓ Presence/ absence of supports;
- ✓ How hard it is to be autonomous during travel;
- ✓ Reception quality;
- ✓ Reliability and availability of information.

## **Role of tourism personnel**

The tour operators’ role is very important.

Many of the disabled interviewed described how architectural barriers were eliminated through the professionalism of operators able to find out, understand and respond to the client's needs. For example, in the case of food intolerances or serious allergies. A tourism operator's competency not only allows him or her to satisfy the tourist but also to acquire a "faithful" client.

Only 40% of all disabled people travel but at least that many more would travel if the products offered were improved.

Keeping in mind our project's aims, explained at the beginning of the focus group, the participants pointed out some initial impulses for "trainer training":

- ✓ Simulation of sensorial and motor disabilities;
- ✓ Providing tour operators with a basic knowledge of disabilities;
- ✓ Improving reception, mastering relationship and communications techniques;
- ✓ Training about the technical, architectural characteristics that an accessible structure should have;
- ✓ Interviews of disabled people during training;
- ✓ Training in the basic elements of sign language.

#### □ **Luxembourg**

EU.FOR.ME - REPORT OF THE FOCUS GROUP Info-Handicap Luxembourg
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## **1. Introduction**

In Luxembourg, a so called discussion group of young disabled people doesn't exist. This statement does not take into consideration the eventual existence of such discussion groups within a particular organisation, focussed on specific topics addressing the needs of a single category of impairments. Info-Handicap tried in the past, to get in touch with young people by contacting its member associations, in order to create an "open and diverse" discussion group, but the result was really disappointing.

This time, we didn't reach the expected number of representative young disabled persons in order to create a real focus group. But we don't lose hope, and it is a fact that this work is a long-way of trying to convince people to participate in new projects and to become autonomous in such a group with so many needs. We also suggest that this difficulty to contact young people has to be taken into consideration, because it may be a starting point of the study.

In order to avoid the same results as in the past, we tried to get into contact with the young by several channels, mainly :

1. To contact some of our more than 40 **member associations**, asking them to pass on the information :

- Association des Aveugles et Malvoyants du Luxembourg (Association of people with visual impairments)
- Fondation Ligue HMC - Day-Center (Association of people with learning difficulties)
- Solidarität mit Hörgeschädigten asbl (Association of people with hearing impairments)
- Fondation du Tricentenaire (Association for people with mobility problems)
- Mateneen Doheem asbl (Association for people with mobility problems)
- Lëtzebuerger Associatioun vun de Cochlear-Implantéierten asbl - LACI (Association of people with hearing impairments)
- Association luxembourgeoise de lutte contre la mucoviscidose asbl (Association of people with respiratory problems)

Our first call (first 3 associations) and second call (last 3 associations) were not successful for several reasons.

In fact, while talking with the director or an educator of the association, we received the following explanations : people able to take part in such a group are too "old", not autonomous enough, afraid to participate in such a project because not used at all to do this, or don't accept their disability and don't want to attend such discussion.

2. To contact some **specialised schools for people with disabilities**

- Institut pour Déficiants Visuels (school for people with visual impairments)
- Centre de logopédie (school for people with communication problems)

The first school promised us to make a mailing to their young pupils, but we are still waiting for news of the second institute. For the time being we don't have a feed-back of those contacts.

3. To make a call by means of our **newsletter** and the national **radio via our spots broadcasted three times per week**

This possibility has the advantage of getting directly into contact with young people, but ... still with no results.

4. To let **mouth-to-mouth** working or to contact people we know ...

Finally, we contacted some young people or parents and asked them directly. In this way, we got into contact with the participants. It was the easier way to explain directly the project, but the tension to participate for the first time in such discussion was still noticeable. Two of the interested young persons decided not to take part.

## 2. Organization of the meetings

### **Planning :**

It was decided to organize meetings in the evening, due to the fact that all the participants have a job. After the first get-together, we planned a second meeting, because it was impossible to finish the whole questionnaire. During the second meeting, each participant had to agree with his own written report (made by the reporter) of the first meeting and to go on with the questionnaires. After the meeting, each participant had to agree with the complete written report.

The first meeting was held on January 12th (19.30-21.30) and the second one on January 21st (18.00-20.00). Both meetings were organized in Itzig in the office of Info-Handicap.

### **Attendance :**

The first meeting, 3 participants were present : Chris, Ken and Andrea and Sylviane was taking notes in order to make the report.

The second meeting, there were 2 participants : Chris and Ken, Andrea was ill and couldn't attend the meeting. Sylviane was taking notes in order to make the report.

In order to have the complete answers of the 3 participants, it has been decided that Andrea answers to the questions by e-mail.

### **Disabilities represented :**

23 years old - Spina Bifida		Mobility difficulties
27 years old - Illness of Friederich		Mobility difficulties
21 years old - Trisomia 21 (down syndrome)		Learning difficulties

## 3. Conclusions of the meetings

### **Preliminary note :**

One of the participants mentioned that disability comes from the barriers of the environment and doesn't like to talk about disability. For this participant, it is sure that barriers of the environment create disability.

### **1. Travelling habits**

*How - alone, accompanying ,... :*

The participants didn't travel alone and the experiences they made was travelling with groups, such as schools, organizations, sport association, scouting, or parents and family.



*How many times :*

It can be said, they had experiences on less than 10 travels abroad. Travelling in the Grand-Duchy was not really considered in the discussion

*How - for holiday - pleasure or work... :*

Most of the time, it is for pleasure. One of the participants attended once a trade union meeting (syndicate).

*Duration :*

More often it was for one or two weeks, and during school holidays. It can be for week-ends, but not very often.

*Means of transport :*

The means used were : plane, bus, train or individual car

*Destination :*

For weeks : Sun - South of Europe (Spain - Italy - Creta - Portugal ...) - Sea and/or Mountains

For week-ends : Towns or mountains (Black Forest) - not more than 300 kilometers

## **2. Aids used when travelling**

It depends of the disability - no common conclusion can be drawn here.

The aids listed during the meeting are :

glasses, wheelchair-manual and electric, antidecubitus cushion, a patient-lift, a night commode, pills, splints and toilet case ...

It has been mentioned that some aids should be available on place and when needed as for example : wheelchair to go into the sea.

## **3. Before the travel**

One of the participants didn't organize his travel before, because he was always travelling with his family that took care of the arrangements. This participant has just a preference for a room with shower. For the other participants, all has to be organized.

It seems that travelling with organizations or schools is easier, because needs are well-known and the association is in charge of the complete organization, but, it is possible to participate in the choice of activities.

While travelling with the family, information is obtained via internet, from contacts on place, from mouth-to-mouth (choice of the place because others were happy there before), from travel agencies and once from a specific information centre.

The means of transport and the choice of the hotels are the most important criteria of choice.

Activities and possibilities to travel around were estimated at the second place.

#### **4. During the travel**

The information needed about activities and transport means is often asked at the reception of the hotel, if they don't have some before.

It has been explained that once the information received was not reliable. It was given by a person in a wheelchair with completely different needs. Due to that fact, the organisation had to find another hotel which was not easy at all and more expensive.

#### **5. Coming back home/after the travel**

For one participant, travelling, holidays are often too long.

The holidays are a reason to be together with the family, and this is considered as the most important. The criteria are to discover new towns, museums, to go for walking.

For another participant, travelling is always an adventure, because it can always happen something, you have to be prepared to it. The most important thing while going abroad is to meet other people, other cultures, ... In general, this participant is not difficult.

#### **6. Role of Personnel within the frame of tourism**

The feeling of being welcome is very important.

The notion of talking directly to the person was pointed out as an important issue. The knowledge of the level of accessibility of the hotel or the environments and activities are taken into consideration in the list.

#### **7. Evaluation of the Focus group meeting**

These meetings and the organization are appreciated by the participants.

The participants deplored the small number of interested young people, because they think that in such a group, each participant can learn from the others.

□ *Spain*

## FIRST MEETING REPORT RESULTS

### Introduction

It has been interviewed a group of people who have some type of handicap- sensorial, problems of learning, mobility, etc

Each of them has exposed the special necessities that they have in their lives, mainly in their spare time, problems like the necessity of another person that helps them when they have to travel, more space in buses in order to travel more comfortably...

### Explanation of the problems

One person who has hearing difficulties explains that he needs subtitles in all the TV channels to understand the different programs correctly, and telephonic adaptations to reduce the noise.

A man who has problems of learning says that he needs a person who accompanies him when he travels because he cannot drive because of his handicap, he prefers a quieter way of travelling and he does not know what he has to do to get his medicines if he loose his luggage or someone steals it.

Another person cannot pick up weight nor go up stairs and has some problems on his knee.

The people who have problems of mobility explain that they cannot walk much time because they get tired easily and they have to do it very quietly, so the cultural visits cannot last very long.

To sum up, most of them need the help of another person and special adaptations in their day to day lives.

Some literal opinions of the participants are the following.

“To put subtitles in all the TV channels and telephones which reduce the noise”

“Travelling for me means that someone accompany me because I can suffer crisis of depression or anxiety. I cannot drive because of my illness, the tourist's rhythm is very stressing, I need a quieter rhythm. If I loose my luggage or someone steals it, how can I get the medicines?”



"My physical problems are: I cannot pick up weight nor go up stairs"

"When I go walking to the country, I cannot walk through rocky places if I do not have the assistance of another person. If I have to travel far, I need go with someone who helps me"

"If the cultural visits are very long and I do not find a place where I can sit down, I feel bad because I cannot walk for a long time because of the problem I have with my bones"

"I have problems with my back, and if the buses are not comfortable and spacious enough, I suffer many pains"

## Conclusions

So, in general, some usual comments in connection with the matter of this project have been in connection to:

- The problems in the perfect knowledge of sign language and the lack of possibilities to deep in explanations for people
- The difficulties originated by the need of having a permanent medication, for example, while travelling and losing one suitcase. In case of need of permanent medication, it requires continuous attention to own things. Also, while travelling, taking into account that not everywhere is possible to get the necessary medication.
- The impossibility of doing fast and/or circuits in case of mobility problems as specialized staff is required and scarcely this happens.
- Lack of illumination, small posters, obstacles in the way, etc. that are extremely dangerous in unknown places for a person with visual problems.

□ *Sweden*

**EU.FOR.ME**

**Report from the Swedish Focus Group  
(Turism för Alla)**

Because of long distances, illness and so forth we have had to communicate by telephone and via questionnaires and a meeting.

The following persons have participated:

Anna Aronsson  
Anna Jansson  
Mia Ripa  
Janni Fasth  
Monica Edberg  
Beatrice Gylling

The meeting/ telephone conference started off by me informing about the EU.FOR.ME project and what it is that we wish to accomplish.

The questionnaire was then filled out by all participants.

**Thereafter we discussed travel habits:**

- How often one travels varies from person to person. Some people travel as often as every two months while for others it may be several years between each trip abroad. As far as travelling to work/school, the majority travels daily.
- Where and why one travels also varies a lot. Some take so called treatment trips, while others take trips for pleasure.
- People prefer to travel in Sweden or in other European countries, but not in the immediate area. The types of destinations preferred are seaside resorts or major cities. Travel outside of Europe occurs, but is not as common.
- The types of aids that may be brought on the trip are: allergy medications, wheelchairs, insulin injectors and supplies for blood sugar test.
- Problems encountered in advance of the trip can be lack of information on the internet or at the travel agencies regarding the specific type of disability one has or what the accessibility is like at the destination. Other problems that have occurred are lack of hotels adapted to disabled persons and not finding heated pools. Information received, although double-checked, turns out to be incorrect at arrival, such as hostels only having stairs, the bus not being equipped with a lift, despite promises from the tour organizer. Another problem that can be encountered is having to argue with authorities regarding the use of long distance special transport service to visit friends outside the home community, when there is no other means of transport.

- Information in advance of the trip is sought through the following sources: the internet, travel agencies, specialist travel agencies (for treatment trips), the habilitation services and disability associations.
- Problems encountered while travelling:
  - Smoking restrictions aren't adhered to
  - Allergen plants
  - Getting a seat next to someone smelling of perfume or smoke on the airplane
  - Wall-to-wall-carpeting
  - Getting a seat next to someone travelling with a cat and you yourself travel with a dog
  - High kerb stones
  - Having to take a taxi instead of the planned bus, due to a lack of adapted vehicles
  - Tourist attractions in southern parts of Europe seldom being adapted
  - Small shops are often difficult to enter, and even if you are able to enter you have to back out since there are obstacles to turning around in the shop
  - Difficulties, while air travelling, getting special meals that are in accordance with what you have ordered
  - Mobility aids have a tendency to get broken on airplanes because of careless handling
  - Getting meals on time for people dependent on eating at regular times
  - Getting insulin injectors abroad
- When encountering difficulties I take the following action:
  - Go to the head office locally, when there's a problem
  - Contact the travel agency
  - Complain in the evaluation
- Training of importance:
  - Training for better understanding
  - Airline staff can be difficult – education to promote their understanding is needed
  - More information to travel agencies regarding the needs of disabled travellers is necessary

### **Other Observations:**

Travel agencies should automatically enquire whether anyone travelling has a disability. Bigger airports give better service to disabled travellers than smaller airports do. An electric wheelchair can turn out to be too heavy at a smaller airport, while a bigger airport can handle one. Giving advance notice to the airport may make the handling of an electric wheelchair easier. For severely visually impaired travellers it may be difficult to read a brochure and it would be desirable to have relevant information on audiotape in English, which is a language most people understand.

## TOURIST OPERATORS FOCUS GROUP PLANNING

### FOCUS GROUP PLANNING

#### Purpose of the Focus Group

The focus group, composed of the operators/entrepreneurs of some tourism firms (of various types: hotel and non-hotel hospitality structures, food service, transportation and travel intermediation - tour operators and travel agencies), will allow a comparison of the different experiences of the participants regarding *"tourism for all"*.

By stimulating debate between operators who have already had such experiences and those who have not yet started this evolution, it will be possible to determine the strengths and the critical points of the sector in with reference to the needs expressed by the Panel of young disabled persons.

The moderators will have to try to bring out what are:

- the motivations both of the tourism operators who offer tourism for all and of the firms who have not adapted their product;
- ways of adapting/managing a firm which operates in tourism for all;
- The main difficulties and benefits encountered by those who have experience in welcoming /service to clients with specific needs;
- The knowledge of the operators about the concept of "accessibility";
- The structural, organisational and human resource requirements which the firms that offer a quality accessible product have.

Based on the information gathered on the topics outlined above, the participants must be guided to reflect on the professional skills, the professional profiles and any training activities in their opinion necessary to support the human resources that work or about to work for a tourism product that responds to special needs.

#### Duration of the meeting

**DURATION:** the meeting, in order to adequately develop the discussion, should be about 5 hours long.

#### Characteristics of participants

**NUMBER OF PARTICIPANTS:** the Focus Group should involve a minimum of 12 participants

**PROFILE OF PARTICIPANTS:** in order to represent the entire tourism sector it would be best to have at least one representative from each of the following typologies:

- Hospitality (hotel and non-hotel);
- Food service;

- Transportation and travel intermediation (specifically tour operators and travel agencies);
- Information Offices and Tourist Welcoming services
- Institutional representatives of tourism promotion.
- Representatives of the category Associations ( ex. Hoteliers' Federation)

It is to be hoped that for the various types both those who already operate in *tourism for all* (for at least two years) and those who are not active in the area participate.

### **FOCUS GROUP TOPICS**

We propose below some of the topics that the moderator should guide the group to consider in-depth

### **PROPOSAL – AGENDA for PARTICIPANTS**

#### **Presentation of the project EU. FOR. ME**

1. **Presentation of the participants:** name, type of tourism company /activity, role within the company
2. **Experience in the area of Tourism for all:** reference target/segment of tourists, motivations that lead them (or didn't) toward a certain type of offer i, knowledge of the demand of tourists with special needs
3. **Way of organising and managing tourism for all:** strengths and weaknesses encountered to render the structure/service accessible, investments made, organisational changes, adjustments in staff
4. **Main critical points encountered in satisfying specific needs:** awareness of the needs, integration of one's tourism product with the territory and the collateral sectors
5. **Costs and benefits of the product offered**
6. **Professional training needs to offer a quality product/service:** skills to strengthen, need for specific professional figures, opinion of the offer of training activities

## PROPOSED GRID OF DISCUSSION for MODERATOR

### Presentation of the project EU. FOR. ME

#### 1. Presentation of the participants: name, type of tourism company /activity

*(In what type of company to you work/direct, in what region, to what demand segment do you respond, what services do you offer – for example whether a travel agency handles incoming and outgoing, if it organises group travel, or packages / if a hotel also does food service, what services does it offer, etc.)*

#### 2. Experience in the area of Tourism for all: reference target/segment of tourists, motivations that lead them (or didn't) toward a certain type of offer, knowledge of the demand of tourists with special needs

*(What led you to operate in the area of tourism for all? What made you aware of such needs, have you had requests from tourists with special needs? What are the specific needs that you know, in your professional experience, what are the most widespread needs? Why have you chosen NOT to operate in Tourism for all? What is your target client? What is stopping you? etc)*

#### 7. Way of organising and managing tourism for all: strengths and weaknesses encountered to render the structure/service accessible, investments made, organisational changes, adjustments in staff, managing relations with the clients

*(Description of the experience of adaptation of the structure, of the organisation, of human resources.*

*As an example you can solicit the participants to describe: ways of responding to specific needs, integration with other structures and with the territory – accessibility of the structure, parking, roads and connecting transportation, front office/welcoming, food service, rooms, bathrooms, safety, animation, information provided – accessibility of the information provided, tourism packages, itineraries, meals, etc.*

*Main changes faced – ways of promoting one's product, sales channels)*

#### 3. Main critical points encountered in satisfying/ not satisfying specific needs: awareness of the needs, integration of one's tourism product with the territory and the collateral sectors



*(Analyse both the difficulties and the advantages, both for those who operate in tourism for all and for those who do not yet.- Ex. Difficultly finding competent human resources, difficulty maintaining structures/ growth of clients, enrichment of relations, etc.*

*For those who do not have experience, find out the motivations that exclude their offering services to clients with specific needs and any convictions about: problems 'cohabiting' with other clients, fear that they are not up to snuff in the quality of their reception, problems with the structural aspects of their businesses. Availability in the territory on the part of operators or of the territorial agencies)*

#### **4. Costs and benefits of the product offered**

*(Offering a certain service determines an increase in costs and consequently in prices? How many tourists with specific needs use your structure/service? Have you ever calculated if and how much you have "lost" by not offering tourism for all? Was the decision to not offer products that can be used by the disabled the result of a costs-benefits analysis showing a lack of return on your investments to adapt the product?)*

#### **5. Professional training needs to offer a quality product/service:** skills to strengthen, need for specific professional figures, opinion of the offer of training activities

*(Do you have adequate skills to operate in Tourism for all, did you need specific professional figures with skills different from the "traditional" ones, could you find these on the labour market, what do you think about training and up-dating for this area, would you invest in training or in professional resources with specific skills? (Proposals and suggestions)*

**Focus Group Operators**  
**Project "EU.FOR.ME Tourist training for a wider target"**

<b>Name</b>	
<b>Surname</b>	
<b>Address of the organisation Tel/fax/e-mail/site</b>	
<b>Role</b>	
<p><b>I consent to the use of the above information</b></p> <p style="text-align: right;"><b>Signature</b> <b>Date:</b></p>	
<b>Type of activities in the tourism sector</b>	<ul style="list-style-type: none"> <li>➤ <b>Hospitality</b></li> <li>➤ <b>Food service</b></li> <li>➤ <b>Transportation and travel intermediation</b></li> <li>➤ <b>Information offices and Tourist Welcoming</b></li> <li>➤ <b>Representatives of public institutions of the sector</b></li> <li>➤ <b>Representatives of category Associations</b></li> <li>➤ <b>Other.....</b></li> <li>.....</li> </ul> <p>Type of offer for Clients with special needs</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

## REPORTS

### □ *Germany*

#### Introduction

After the focus group with disabled young travellers in January 2005 it was planned to perform the next focus group with tourism operators in March 2005. Because of the unavailability of tourism operators during the weeks around the ITB (Internationale Tourismusbörse), which is the world's most important tourism congress, it was necessary to collect the relevant information in carrying out short personal interviews.

#### Objectives of the interviews

Goal of the survey was to collect experiences made by the tourism industry concerning tourism for all and especially in the field of staff qualification for special services.

#### Questionnaire

In order to represent the whole tourism industry, the branch was broken down into six fields:

1. Hospitality (hotel and non-hotel)
2. Food service
3. Transportation and travel intermediation
4. Information offices and tourist welcoming services
5. Institutional representatives of tourism promotion
6. Category classification

In each field two interviews were carried out: One tourism operation with and one without any experiences in tourism for all.

#### Participants

The following participations have been chosen according to the requirements:

Category	Experiences in tourism for all	No Experiences in tourism for all
1	Kolping Tagungshotel, Münster	Design Hotel Mauritzhof, Münster
2	Café Wolters, Münster	Pierhaus, Münster
3	Mare Nostrum, Stuttgart	ADAC Reisen, München
4	Erfurt Tourismus Gesellschaft, Erfurt	Münster Marketing, Münster
5	Tourismus Marketing	Nordrhein-Westfalen Tourismus

	Brandenburg (TMB), Potsdam	e.V., Düsseldorf
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Deutscher Tourismus Verband e.V. (DTV), Bonn

### Representatives with experiences in tourism for all

Category	Name	Touristic services supply
1	Kolping Tagungshotel, Münster	Restaurant, accommodation, congresses
2	Café Wolters, Münster	Restaurant, Bar
3	Mare Nostrum, Stuttgart	Tour operator and travel agency, specialised in disabled tourists
4	Erfurt Tourismus Gesellschaft, Erfurt	Destination management organisation in the city of Erfurt, information, marketing, guided city tours
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Marketing, information and sales of tourism in the state of Brandenburg
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Classification of hotels and boarding houses, consultation of members, lobbying

### Motivations for offering tourism for all

Category	Business	Motivations for offering tourism for all
1	Kolping Tagungshotel, Münster	The management took over the hotel in 1995 with two rooms accessible for wheelchairs
2	Café Wolters, Münster	The foodservice facility was completely new designed in 2004 with very high expenses. The accessible areas were created because of the relatively low costs
3	Mare Nostrum, Stuttgart	50% demand (economic reasons), 50% social reasons
4	Erfurt Tourismus Gesellschaft, Erfurt	Demand (economic reasons), at suggestion of several local associations of disabled guests
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Tourism for all is part of the mission statement since its establishment in year 1998
6	Deutscher Hotel- und	Demand

	Gaststättenverband e.V. (DEHOGA), Berlin	
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### Main target groups

Category	Business	Main target groups
1	Kolping Tagungshotel, Münster	Business tourists
no	Café Wolters, Münster	None, wide target group, mainly upper middle class
3	Mare Nostrum, Stuttgart	Wheelchair users (50% of guests)
4	Erfurt Tourismus Gesellschaft, Erfurt	None, every target group is important, new target group: Families with disabled relatives
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Several target groups by touristic themes: sports (water, bike), wellness, nature, culture, cities, family, youth and children, disabled tourists
6	Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA), Berlin	Hoteliers and gastronomes

### Way of organising and managing tourism for all

#### Fulfilling the special needs of disabled guests

Category	Business	Fulfilling the special needs
1	Kolping Tagungshotel, Münster	Infrastructure: 3 toilets for wheelchair users, 2 rooms for wheelchair users, all areas are wheelchair accessible
	Café Wolters, Münster	Infrastructure: 1 toilet for wheelchair users, all areas are wheelchair accessible
3	Mare Nostrum, Stuttgart	Service and Infrastructure: All participants have to fill out a questionnaire or are interviewed face-to-face in order to identify the special needs in service and infrastructure
4	Erfurt Tourismus Gesellschaft, Erfurt	Special interest brochure and information services, special guided city tours (for blind and visually impaired, physically disabled, hearing impaired,

		mental and learning disabilities), usage of special pictograms for classifying the infrastructure and services
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Presentation of products for disabled tourists, information about the accessibility of tourist relevant infrastructure in the state of Brandenburg, online booking service and telephone hotline, special discussion forum
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	By May 2005: higher quantifying of accessibility in nationwide category classification, new standardised pictograms for classifying minimum standards in accessibility (for blind and visually impaired, physically disabled and hearing impaired tourists)

### Experiences in special infrastructure and services

Category	Business	Experiences in special needs
1	Kolping Tagungshotel, Münster	<ul style="list-style-type: none"> <li>• Positive: Not specified</li> <li>• Negative: Low demand, only a few disabled guests</li> </ul>
	Café Wolters, Münster	<ul style="list-style-type: none"> <li>• Positive: Raising demand, raising amount of guests in wheelchairs</li> <li>• Negative: None</li> </ul>
3	Mare Nostrum, Stuttgart	<ul style="list-style-type: none"> <li>• Positive in whole Europe, especially in Italy: The usage of planes and busses is no longer a problem, more and more hoteliers and gastronomes offer accessible infrastructure</li> <li>• Negative: Not specified</li> </ul>
4	Erfurt Tourismus Gesellschaft, Erfurt	<ul style="list-style-type: none"> <li>• Positive: Many new offers along the touristic service chain, high engagement</li> <li>• Negative: Partially reservation of able-bodied guests, citizens and tourism operators</li> </ul>



5	Tourismus Marketing Brandenburg (TMB), Potsdam	<ul style="list-style-type: none"> <li>• Positive: High demand, good acceptance</li> <li>• Negative: None</li> </ul>
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	<ul style="list-style-type: none"> <li>• New classification has not started yet (see above)</li> </ul>

### Marketing and information services

Category	Business	Marketing and information services
1	Kolping Tagungshotel, Münster	Internet
	Café Wolters, Münster	Internet, advertisements
3	Mare Nostrum, Stuttgart	Internet, direct mailings, advertisements, exhibitions
4	Erfurt Tourismus Gesellschaft, Erfurt	Special interest brochure, Internet,
5	Tourismus Marketing Brandenburg (TMB), Potsdam	publications, website, reservation system, tourism academy, tourism award Positive Experiences in integrated marketing: No special interest brochures (only in the beginning time of sensitising)
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Hotel guide, information brochure

### Potential conflicts and problems

#### Notices of disabled guests

Category	Business	Notices of disabled guests
1	Kolping Tagungshotel, Münster	None
no	Café Wolters, Münster	None
3	Mare Nostrum, Stuttgart	Often during travel: Complaints about rooms, criticism on the catalogue concerning special informations
4	Erfurt Tourismus Gesellschaft, Erfurt	Often on exhibitions, regarding guest information and signposting
5	Tourismus Marketing	None

	Brandenburg (TMB), Potsdam	
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Often by phone: Complaints about wrong information of hospitality undertakings

### Interaction between disabled guests and able-bodied

Category	Business	Interaction between disabled guests and able-bodied
1	Kolping Tagungshotel, Münster	Positive: Not specified Negative: Not specified
	Café Wolters, Münster	Positive: Able-bodied guest are very helpful Negative: None
3	Mare Nostrum, Stuttgart	Positive: Able-bodied guests get in contact with the tour guide of the disabled guests Negative: None
4	Erfurt Tourismus Gesellschaft, Erfurt	Positive: Not specified Negative: Some able-bodied tourists criticised the slowness on guided city tours
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Positive: Not specified Negative: None
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Positive: Not specified Negative: Not specified

### Finding qualified employees in serving tourism for all

Category	Business	Finding qualified employees in serving tourism for all
1	Kolping Tagungshotel, Münster	Nonexistent
	Café Wolters, Münster	Nonexistent
3	Mare Nostrum, Stuttgart	Easy to find because of the huge amount of young people who have passed the civilian service (men) or a voluntary social year (women)
4	Erfurt Tourismus Gesellschaft, Erfurt	Not specified
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not specified

6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified
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### Maintaining and allocation of the special infrastructure

Category	Business	Maintaining the special infrastructure
1	Kolping Tagungshotel, Münster	No problems
	Café Wolters, Münster	No problems
3	Mare Nostrum, Stuttgart	Inexistent
4	Erfurt Tourismus Gesellschaft, Erfurt	Problem identified: The preparation of a special tourism service chain, for example the railroad station
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not specified
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Problem identified: Nationwide and consistent certification of the hotels. Will be solved in May 2005

### General quality of services and special services for disabled guests

Category	Business	General quality of services and special services for disabled guests
1	Kolping Tagungshotel, Münster	Problem identified: Able-bodied guest often do not like to stay in wheelchair accessible rooms
	Café Wolters, Münster	No impacts identified
3	Mare Nostrum, Stuttgart	Problem identified: The accessibility of the web pages reduces the general quality
4	Erfurt Tourismus Gesellschaft, Erfurt	Positive aspects identified: Tourism for all improves the service quality in general
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Positive aspects identified: Tourism for all improves the service quality in general
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified

### Further conflicts and problems identified

Category	Business	Further conflicts and problems identified
1	Kolping Tagungshotel, Münster	The trip to the destination is still difficult for disabled travellers, especially when using the train with luggage
	Café Wolters, Münster	No problems identified
3	Mare Nostrum, Stuttgart	No problems identified
4	Erfurt Tourismus Gesellschaft, Erfurt	Problem identified: Financing the special interest brochures (German and English)
5	Tourismus Marketing Brandenburg (TMB), Potsdam	No problems identified
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified

### Costs and benefits

#### Additional income by offering tourism for all

Category	Business	Additional income by offering tourism for all
1	Kolping Tagungshotel, Münster	50 – 100 disabled guest per year
	Café Wolters, Münster	Not quantified
3	Mare Nostrum, Stuttgart	300 disabled travellers per year
4	Erfurt Tourismus Gesellschaft, Erfurt	Not quantified
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not quantified
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified

#### Additional costs by offering tourism for all

Category	Business	Marketing information services
1	Kolping Tagungshotel, Münster	None
	Café Wolters, Münster	None

3	Mare Nostrum, Stuttgart	Yes, the costs raises definitely, especially for the allocation of labour intensive services and infrastructure (transportation and accommodation)
4	Erfurt Tourismus Gesellschaft, Erfurt	Yes, for marketing (special interest brochure) and for allocating and maintaining the special infrastructure
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not specified
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified

## Employee training

### Qualification in serving disabled guests

Category	Business	Qualification in serving disabled guests
1	Kolping Tagungshotel, Münster	Not qualified
	Café Wolters, Münster	Not qualified
3	Mare Nostrum, Stuttgart	Qualified
4	Erfurt Tourismus Gesellschaft, Erfurt	Qualified
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not specified
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Not specified

### Usage of professional trainers in tourism for all

Category	Business	Usage of professional trainers in tourism for all
1	Kolping Tagungshotel, Münster	No
	Café Wolters, Münster	No
3	Mare Nostrum, Stuttgart	Yes: Bundesverband Selbsthilfe Körperbehinderter e.V. - training for tour guides, Gastfreundschaft für Alle (Hospitality for All), which is a corporately nationwide

		training project of Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA) and Nationale Koordinierungsstelle Tourismus für Alle e.V. (Natko) - universal training in tourism for all
4	Erfurt Tourismus Gesellschaft, Erfurt	Yes: Gastfreundschaft für Alle (Hospitality for All) – universal training in tourism for all
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Not specified
6	Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA), Berlin	Not specified

### Attitude towards special trainings in serving disabled guests

Category	Business	Attitude towards special trainings in serving disabled guests
1	Kolping Tagungshotel, Münster	Positive
	Café Wolters, Münster	Positive, if low-priced
3	Mare Nostrum, Stuttgart	Positive
4	Erfurt Tourismus Gesellschaft, Erfurt	Positive
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Positive
6	Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA), Berlin	Positive

### Attitude towards continuous trainings

Category	Business	Attitude towards continuous trainings
1	Kolping Tagungshotel, Münster	Positive
	Café Wolters, Münster	Positive in general, but negative towards special continuous trainings in tourism for all
3	Mare Nostrum, Stuttgart	Positive
4	Erfurt Tourismus Gesellschaft, Erfurt	Positive



5	Tourismus Marketing Brandenburg (TMB), Potsdam	Positive
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Positive

### **Demands on employee trainings in tourism for all**

<b>Category</b>	<b>Business</b>	<b>Demands on employee trainings in tourism for all</b>
1	Kolping Tagungshotel, Münster	Not specified
	Café Wolters, Münster	Improvement of service quality
3	Mare Nostrum, Stuttgart	Contact, tools, kinds of disability
4	Erfurt Tourismus Gesellschaft, Erfurt	Sensitation
5	Tourismus Marketing Brandenburg (TMB), Potsdam	Sensitation
6	Deutscher Hotel- und Gaststättenverband (DEHOGA), Berlin	Sensitation, improvement of service quality

### **Representatives without experiences in tourism for all**

<b>Category</b>	<b>Name</b>	<b>Touristic services supply</b>
1	Design Hotel Mauritzhof, Münster	Accommodation, congresses
	Pierhaus, Münster	
3	ADAC Reisen, München	Tour operator & travel agency (information and booking), especially for individual tourists. Camping, car trips, city trips, round trips in Europe/USA
4	Münster Marketing, Münster	Destination management organisation, tourist information, city marketing, event and convention management,
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	Intern marketing within the state of Nordrhein-Westfalen, advice of members, lobbying, information, education, market research
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	Intern Marketing tourism in Germany, Lobbying, advice for members, classification of holiday flats, holiday homes, private rooms and marinas

## Motivations that let the participations NOT offer tourism for all

### Ranking of tourism for all in business

Category	Name	Ranking of tourism for all in business
1	Design Hotel Mauritzhof, Münster	Minor
	Pierhaus, Münster	
3	ADAC Reisen, München	Minor
4	Münster Marketing, Münster	Minor, only a partly for all accessible internet presentation is in the planning stage
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	None
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	Minor, since 1996 the association publicised a few articles about tourism for all and called the members to act in this field

### Reasons for not expanding the offer of tourism for all

Category	Name	Reasons for not expanding the offer of tourism for all
1	Design Hotel Mauritzhof, Münster	<ul style="list-style-type: none"> <li>• There are no disabled business travellers</li> <li>• The hotel was completely modernized in 2004. Because of the old building structure an modification towards accessibility for all would have been to expensive</li> </ul>
	Pierhaus, Münster	•
3	ADAC Reisen, München	• Low demand, tourism for all is a niche product
4	Münster Marketing, Münster	<ul style="list-style-type: none"> <li>• Expensive investments and running costs</li> <li>• Expensive marketing and marketing advice</li> <li>• Accessible events are difficult to organise</li> <li>• Lack of information about tourism for all, no help from</li> </ul>

		<p>DTV</p> <ul style="list-style-type: none"> <li>• Tourism operations in town do not have any knowledge about tourism for all</li> </ul>
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	<ul style="list-style-type: none"> <li>• There are more important themes and more important things to do first</li> <li>• The destinations within the state have no demand for tourism for all</li> <li>• High investments in the infrastructure</li> </ul>
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	<ul style="list-style-type: none"> <li>• The association wants to avoid a "target group specific classification"</li> <li>• Tourism for all is a "zeitgeist", just a short termed trend</li> <li>• Noticed problem: many deficits in informing about tourism for all. The existing DIN norms are not sufficient – many DIN certified products are not accessible for all</li> <li>• The tourism industry does not make use of the existing trainings in tourism for all</li> </ul>

### Main target groups

Category	Name	Main target groups
1	Design Hotel Mauritzhof, Münster Pierhaus, Münster	Business travellers
3	ADAC Reisen, München	12 million members of Allgemeiner Deutscher Automobilclub e.V. (ADAC) = car tourists, tourists older than 40 years
4	Münster Marketing, Münster	City tourists, congress tourists, tourists younger than 60
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	Members (destinations within the state of Nordrhein-Westfalen)
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	Members

## Costs and benefits

### Losses in not offering tourism for all

Category	Name	Losses in not offering tourism for all
1	Design Hotel Mauritzhof, Münster	No
	Pierhaus, Münster	
3	ADAC Reisen, München	Not calculated, capability: 800.000 disabled members
4	Münster Marketing, Münster	Not calculated
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	No
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	No, but there exists a study commissioned by the Federal Ministry of Economics and Labour in Germany which numeralises the expenditures made by disabled German tourists at about 3 Billion Euro per year. Futher the study prognoses a high growth potential.

### Costs and profit calculation as basis for not offering tourism for all

Category	Name	Costs and profit calculation as basis for not offering tourism for all
1	Design Hotel Mauritzhof, Münster	No
	Pierhaus, Münster	
3	ADAC Reisen, München	Not calculated, capability: 800.000 disabled members
4	Münster Marketing, Münster	No
5	Nordrhein-Westfalen Tourismus e.V., Düsseldorf	No
6	Deutscher Tourismus Verband e.V. (DTV), Bonn	No

### Conclusion

Tourism operations which have experiences in tourism for all can be divided into two groups: The one which only offers the accessible infrastructure (group no. 1) and that one that has developed comprehensive products for disabled tourists (group no. 2).

The operators of group no. 1 do not have a motivation in offering accessible infrastructure, they just stumbled on it. Thus they do not employ qualified staff. Although they seem to be interested in qualifying their staff, they are not disposed to invest in special trainings.

Group no. 2 has specialised on tourism for all and disabled tourists are an important target group for the business. The staff is qualified and trained by professionals in special services. Of course this group is interested in further and continuous trainings.

It is significant that in opposite to group no.1 additional costs for service, marketing and infrastructure in tourism for all are identified by group no. 2. The relationship between disabled tourists and able-bodied tourists is seen ambivalently. On the one side the able-bodied embrace the products in tourism for all, on the other side some able-bodied are bothered by these products if they get involved in.

Both groups have in common that they do not calculate the profit they generate by tourism for all.

Operations which have no experience in tourism for all see disabled tourists as a niche target group which is not very attractive. This assumption and the decision not to offer tourism for all is not based on a financial analysis. It appears if the main reason for not offering tourism for all is the lack of information and know-how. The operators are afraid about conflicts between disabled tourists and able-bodied tourists as much as they fear additional costs.

### **Attachment: Frame of questionnaire**

1. Presentation of the project EU.FOR.ME

2. Characterisation of the business

a. Classification

	1. Accommodation
	2. Gastronomy
	3. Transportation, tour operator, travel agency
	4. Tourist-Info
	5. Destination management organisation
	6. Classification

b. Name and address of operation

Name:

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Street:

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Area

Code

/Place:

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c. Please characterise you business:

Business

activity:

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Range of products on offer:

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3. Representatives with experiences in tourism for all  
**(in case of no experience go on with no. 4.)**

a. What have been your motivations offering tourism for all?

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b. How did you get aware to the must of accessibility in tourism?

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c. Did you get notices from disabled tourists concerning any problem?

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d. Please define the main target group of your business.

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**go on with 5.**

4. Operation with NO experiences in tourism for all

a. What ist the ranking of tourism for all in your business?

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b. What are the reasons for not expanding the offer?

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c. Please define the main target group of your business.

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**go on with 8.**

5. Organisation and management of tourism for all

a. How do you fulfill the special needs of the disabled guests?

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b. Which experiences in offering special services and infrastructure did you make?

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c. How do you manage the marketing and the information service for the special offer?

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## 6. Conflicts in offering tourism for all

a. Did you recognize any problems between able-bodied tourists and disabled tourists?

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Did you have problems finding qualified personnel qualified serving disabled tourists?

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Which kind of problems do you have in maintaining and allocating the special infrastructure?

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Do you recognise a conflict between the general quality of services and the special services for disabled guests?

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b. Which kind of further problems do you recognise?

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7. Costs and benefit

a. How many guests used your special offer last year?

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b. Did you calculate the additional income generated by offering tourism for all?

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c. Did the costs and prices raise in offering tourism for all?

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**go on with 8.**

d. Did you ever calculate the losses generated by not offering tourism for all?

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e. Did you base the decision not to offer tourism for all on a benefit-cost analysis?

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**End**

8. Training in tourism for all

a. Are you and your personnel qualified in serving tourism for all?

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b. Did you take a professional trainer in tourism for all? Which one?

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c. What do you think about professional trainings in tourism for all?

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d. What do you think about continuous trainings in tourism for all?

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e. In which kind of training would you invest?

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f. Which skills should be trained?

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**End**



## □ *Italy*

### **Organizzazione e partecipanti**

Il Focus Group si è tenuto il giorno 10 Marzo 2005 presso la Sala del Consiglio del Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica.

L'incontro è stato coordinato e animato da: Maria Stella Minuti (partner CST), Sara Ricci (partner CST), Annagrazia Laura (Partner Tandem) e Giuseppina Carella (Partner Tandem).

Il Focus Group è durato 5 ore.

Hanno partecipato all'incontro, così come suggerito dalle indicazioni circa l'organizzazione e le finalità dei Focus Group, operatori rappresentanti i diversi stadi della filiera turistica (intermediazione viaggi, ricettività, ristorazione) e responsabili di associazioni di categoria, uffici di accoglienza e informazione turistica.

In particolare, erano presenti:

**Antonietta Cenci:** responsabile del servizio di informazioni turistiche (S.T.A.) del Comune di Assisi

**Elisabetta Favaro:** responsabile dell'animazione e assistente vicedirettrice della casa vacanza "I Girasoli" dell'A.I.S.M. – Lucignano - Arezzo

**Rolando Fioriti:** responsabile del Settore Turismo di Confcommercio - Perugia

**Ezio Mancini:** direttore dell'agenzia di viaggi "Mavitur" - Assisi

**Fabio Marchetti:** proprietario dell'albergo "Dal Moro Gallery" - Assisi

**Giorgio Mencaroni:** presidente di Federalberghi Umbria

**Cinzia Rosati:** direttrice dell'albergo "Beniamino Ubaldi" del gruppo "Rosati Ospitalità" - Gubbio

**Sophie Persello:** socia della cooperativa sociale "La Tana Libera Tutti" - Cannara

**Antonio Sposicchi:** funzionario di C.I.A. e presidente di "Turismo Verde" Umbria

### **I temi della discussione**

La discussione si è svolta seguendo la seguente scaletta:

- Presentazione del Progetto
- Presentazione dei partecipanti e loro esperienza nell'ambito del "Turismo per tutti"
- Punti di forza e criticità dell'offerta di prodotti turistici accessibili
- Competenze professionali necessarie per offrire un prodotto di qualità accessibile a tutti

Durante il giro di presentazione i partecipanti, oltre ad indicare il proprio ambito di attività, hanno svolto alcune riflessioni circa il tema del "Turismo per tutti" e hanno raccontato le proprie esperienze in questo campo e gli elementi individuati come criticità e barriere.

Come è possibile desumere dal resoconto della discussione di seguito riportato, il contributo dei partecipanti è stato diversificato e rilevante ai fini dell'analisi della situazione dell'offerta turistica e dell'individuazione dei fabbisogni formativi, grazie alla presenza, nel gruppo di discussione, sia di operatori che già offrono un prodotto turistico per tutti, sia di operatori che non lavorano ancora in tale ambito, sia di rappresentanti di associazioni di categoria.

I principali temi emersi durante lo svolgimento del dibattito sono i seguenti:

### **Sensibilizzazione degli operatori ai temi del Turismo per tutti**

Sin dalla fase di presentazione dei partecipanti è stata evidenziata l'esigenza di sensibilizzare gli operatori al tema del turismo per tutti. Nonostante negli ultimi anni siano state condotte molte azioni in tale ambito - ad esempio Antonio Sposicchi ha ricordato un Progetto Leonardo Da Vinci svolto da Agritur riguardante le fattorie didattiche e la disabilità, Giorgio Mencaroni ha riportato alcuni dati emersi da una ricerca svolta dalla Federalberghi circa l'accessibilità di Perugia - gli operatori hanno riconosciuto una mancanza di informazioni corrette riguardanti il fenomeno del turismo accessibile.

### **Incentivazione al dialogo e alla collaborazione tra le associazioni di categoria degli operatori turistici e le associazioni dei rappresentanti di persone con esigenze speciali**

Alcuni partecipanti, tra cui Giorgio Mencaroni, hanno proposto, al fine di attuare azioni di sensibilizzazione e diffusione di una cultura dell'accessibilità del prodotto turistico, la collaborazione tra le associazioni di categoria degli operatori turistici e le associazioni rappresentanti le persone con disabilità.

Tale dialogo è percepito come strumento necessario per creare modelli di strutture, città, regioni realmente accessibili a tutti.

È stata portata come esempio di efficace gestione dei rapporti tra operatori e associazioni l'attività dell'Associazione Italiana Celiachia, che ha condotto una forte azione di sensibilizzazione e formazione nei confronti degli operatori della ristorazione ed è riuscita a creare una catena di esercizi informati sulla celiachia e sulle modalità di preparazione delle pietanze per evitare rischi di contaminazione e che offrono, quindi, menu idonei al consumo da parte dei celiaci.

### **Il Turismo per tutti quale fonte potenziale di guadagno e di sviluppo imprenditoriale**

Come indicato da Fabio Marchetti, bisogna avere sempre presente che gli operatori privati del settore turistico sono imprenditori che operano con lo scopo di ottenere un profitto dallo svolgimento della loro attività. Si deve quindi poter conciliare,

cosa non sempre facile, la capacità di fare profitto con le necessità di rispondere alle molteplici esigenze espresse dalle diverse tipologie di clientela disabile.

Il presidente di Federalberghi Umbria, Giorgio Mencaroni, ha ricordato che il movimento turistico delle persone con disabilità in Italia rappresenta una buona fetta di mercato e che è necessario che gli operatori del settore riconoscano le potenzialità insite nella domanda di prodotti turistici accessibili e siano preparati a soddisfarla.

In generale gli operatori turistici, secondo quanto emerso durante il dibattito, sembrano invece non cogliere le opportunità che offre il mercato del Turismo per tutti: spesso, infatti, percepiscono la realizzazione di un servizio accessibile solo come un costo aggiuntivo.

### **Conoscenza dei bisogni espressi dalle persone con diverse tipologie di disabilità e conseguente offerta di un prodotto/servizio adeguato ai vari tipi di esigenze speciali**

Esigenza percepita e rilevata unitamente da tutti i partecipanti al focus group è stata quella di diffondere la conoscenza, anche con poche informazioni di base, delle esigenze espresse da persone con diverse tipologie di disabilità (disabilità motorie, disabilità sensoriali, carenze cognitive, intolleranze alimentari, ecc.) in modo tale da poter offrire servizi/prodotti adeguati ai diversi bisogni. Tale conoscenza potrebbe aiutare gli operatori turistici a gestire la relazione con clienti con disabilità nonché a sviluppare le capacità di risolvere le problematiche che un turista disabile deve affrontare quando viaggia.

### **Conoscenza e interpretazione delle legge per l'abbattimento delle barriere architettoniche**

Tra le criticità evidenziate e identificate come elemento frenante per lo sviluppo del turismo per tutti una delle più evidenti è risultata la scarsa conoscenza e, spesso, la scorretta applicazione della legislazione in materia di abbattimento delle barriere architettoniche. Questa legge viene molto spesso percepita dagli operatori turistici come un obbligo a cui sottostare contro voglia e la cui applicazione comporta il sostenimento di costi elevati.

Questo atteggiamento è spesso determinato dalla scarsa preparazione dei tecnici (ingegneri, architetti, ecc.) preposti alla progettazione e realizzazione di nuove strutture accessibili o all'adeguamento all'accessibilità di strutture già operanti. Molto spesso le soluzioni da essi prospettate per rendere accessibile le strutture sono esageratamente onerose mentre in molti casi l'adeguamento può essere raggiunto con alcuni accorgimenti pratici e tecnici anche di modesta entità. E' inoltre spesso carente la capacità di proporre soluzioni accessibili che siano anche esteticamente gradevoli e che, soprattutto per quanto concerne i servizi igienici,

porta a realizzare ambienti di tipo "ospedaliero". Con riferimento agli esercizi ricettivi quest'ultimo aspetto genera normalmente il rifiuto, da parte dei clienti "normodotati", di occupare le camere per disabili che, di conseguenza, rimangono spesso inutilizzate, con un mancato guadagno da parte della struttura ricettiva.

In merito al punto sopra schematizzato, Giuseppina Carella (partner TANDEM) ha confermato la frequente non corretta interpretazione della normativa da parte dei tecnici progettisti.

Sempre con riferimento alle azioni per l'adeguamento all'accessibilità dell'offerta turistica è emerso come sia comunemente diffusa l'opinione che queste azioni si pongano in contrasto con la necessità di tutela dei beni artistici e culturali. Anche in questo caso però questa opinione deriva da una scarsa conoscenza del quadro normativo che invece, di fatto, ha superato il luogo comune per cui un edificio con valore storico ed ambientale non può essere toccato in nessun caso, a meno che non ci sia un serio pregiudizio per la sua stabilità. Giuseppina Carella, a tale proposito, ha portato due esempi eclatanti di interventi su siti di enorme valore storico-artistico: quello del Colosseo e quello dei Fori di Traiano a Roma, entrambi resi accessibili alla fruizione di un'utenza ampliata.

Una proposta, emersa dal dibattito, volta ad affrontare le problematiche appena ricordate è quella di dotare, anche gli operatori, delle conoscenze di base sulla normativa in materia di abbattimento delle barriere architettoniche, cosicché essi dispongano degli elementi conoscitivi basilari per potersi confrontare con i tecnici e fare adeguate e precise richieste e, se necessario, sollevare obiezioni ai progettisti incaricati.

### **L'accessibilità dei luoghi di villeggiatura (città, località balneari, parchi naturali, ecc.), dei trasporti e dei servizi collaterali (esercizi commerciali, strutture ricreative, ecc.)**

I partecipanti hanno evidenziato la problematica dell'accessibilità del "Sistema territoriale in cui è collocata la struttura turistica". Soprattutto per quanto concerne il turismo nelle città è stata rilevata l'impossibilità di offrire un soggiorno realmente accessibile a tutti. Le nostre città sono disseminate di barriere che ne rendono problematica la completa fruizione da parte di persone con disabilità, ma non solo.

Dalla considerazione di tale problema è emersa la proposta – da parte di Giorgio Mencaroni - di realizzare, in uno dei tanti centri minori dell'Umbria, un "modello di cittadella accessibile", un prototipo esemplificativo di centro storico accessibile in modo tale da incentivare anche altre località a sviluppare infrastrutture, servizi e strutture in grado di consentire alle persone con disabilità di muoversi in autonomia e sicurezza, attivando quindi una forma di marketing territoriale.

Altro punto debole della "catena dell'accessibilità" dei servizi che compongono il prodotto turistico sono i trasporti pubblici, quasi mai attrezzati per il trasporto di

passaggeri disabili, costringendo i turisti a spostarsi con il proprio mezzo o a ricorrere a compagnie private.

Antonietta Cenci, del servizio di informazione turistica di Assisi, ha inoltre rilevato la difficoltà in cui si trovano gli operatori degli uffici di accoglienza turistica che spesso non sono in grado, perché non dispongono degli elementi conoscitivi, di offrire informazioni sugli itinerari, i monumenti, le strutture turistiche accessibili; ad esempio, nel caso di Assisi, seppure sia stata redatta una Guida della città accessibile, non sono stati segnalati dagli operatori i ristoranti che offrono un prodotto per tutti (che oltre ad essere fisicamente accessibile risponda anche alle particolari esigenze alimentari di chi soffre, ad esempio, di celiachia o di altre intolleranze alimentari).

A proposito delle informazioni e delle guide turistiche, è stata infine evidenziata l'estrema importanza, ma anche la difficoltà, di disporre di informazioni che siano sempre attendibili e aggiornate.

### **La creazione di un'offerta integrata e realmente "per tutti"**

La necessità di offrire servizi integrati, rivolti a tutti i clienti indipendentemente dalla loro condizione di "normalità" o disabilità è stata riscontrata come una condizione imprescindibile per realizzare forme di turismo per tutti. È stato anche sottolineato come l'offerta di servizi integrati concorra ad incrementare la qualità dell'offerta perché prodotti turistici accessibili anche alle persone con disabilità sono prodotti che garantiscono una migliore fruibilità da parte di tutti. Bisogna evitare – come evidenziato da Giorgio Mencaroni - di creare offerte indirizzate ai soli turisti disabili (ad es. strutture ricettive per disabili) che danno origine a situazioni di emarginazione e ghettizzazione delle persone con disabilità.

I partecipanti, e in particolar modo le due operatrici delle strutture che offrono normalmente ospitalità a clienti con disabilità - Elisabetta Favaro e Sophie Persello - hanno però messo in rilievo che nonostante le loro strutture ricettive siano aperte a tutte le tipologie di clientela, offrendo accoglienza e servizi turistici a tutti i turisti, i clienti cosiddetti normali non soggiornano volentieri dove sono presenti persone con disabilità, si sentono a disagio e in alcuni casi disdicono la prenotazione e se ne vanno.

Molto spesso dunque è anche la domanda turistica e non solo l'offerta a non essere preparata all'"accoglienza" delle persone con disabilità.

La causa di tali atteggiamenti, che spesso determinano situazioni spiacevoli e economicamente svantaggiose per le strutture che operano nel Turismo per tutti, è stata rintracciata - durante la discussione- nella mancanza diffusa di una cultura di accettazione e rispetto della diversità.

L'integrazione dell'offerta è un elemento fondamentale anche per alcuni servizi come quello delle guide turistiche ed è una peculiarità che dovrebbe connotare



ogni fase della vacanza, dalla prenotazione (con modelli condivisi per la raccolta delle indicazioni indispensabili), al rientro a casa.

## **Le competenze comunicative - relazionali e operative e le figure professionali specifiche**

I punti sopra indicati, soprattutto quelli riguardanti le problematiche percepite da tutti i presenti, hanno condotto ad una riflessione circa la carenza di competenze che gli operatori rilevano nello svolgimento della propria professione e che possono rappresentare un limite per la realizzazione di un'offerta turistica in grado di soddisfare la domanda di un target di clientela ampliato anche alle persone che esprimono richieste e necessità specifiche.

I partecipanti hanno evidenziato la necessità di integrare le competenze e le conoscenze già possedute con competenze necessarie sia per predisporre un prodotto/servizio per tutti, sia per fronteggiare i vari momenti della relazione con i clienti disabili nelle diverse fasi della vacanza.

Le maggiori carenze percepite dagli operatori possono essere così sintetizzate:

- conoscenza e corretta interpretazione della legge in materia di superamento ed eliminazione delle barriere architettoniche
- conoscenza di base delle esigenze speciali più diffuse
- competenze relazionali e comunicative
- competenze di problem solving
- competenze e conoscenze specifiche inerenti le modalità da seguire nel fornire informazioni al turista con disabilità.

Per quanto concerne le figure professionali percepite come necessarie al fine dello sviluppo del turismo per tutti è stata rilevata la carenza di guide ed accompagnatori turistici competenti nella gestione di gruppi che vedono la presenza di soggetti con esigenze speciali.

Cinzia Rosati- Gubbio Ospitalità - ha evidenziato l'assenza dei temi relativi all'accessibilità sia nei programmi che, di conseguenza, nei percorsi formativi preparatori allo svolgimento dell'esame per acquisire il titolo di Guida Turistica. Come da lei evidenziato, le tematiche dell'accessibilità del prodotto turistico, dei comportamenti e delle tecniche da utilizzare per relazionarsi con turisti disabili, dell'individuazione di percorsi accessibili per le visite guidate non sono argomenti affrontati in sede di esame.

A ulteriore conferma di queste carenze, Elisabetta Favaro (Casa vacanze Girasole – Albergo AISM) ha riportato la sua esperienza di organizzatrice di itinerari turistici per i clienti ospiti nella sua struttura, affermando di trovare molte difficoltà nel reperire guide che siano in grado di accompagnare ed illustrare percorsi in maniera adeguata sia ai turisti con esigenze speciali che a quelli "normodotati".



E' stato dunque ribadito come le competenze che una guida turistica "per tutti" deve possedere non sono esclusivamente limitate alla scelta del percorso, ma concernono anche le capacità di illustrare la visita a turisti che hanno esigenze speciali.

## Conclusioni

Il Focus Group, che si è caratterizzato per la fluidità del dibattito richiedendo un minimo intervento dei moderatori, ha permesso di rilevare la consapevolezza negli operatori presenti, ma generalmente poco diffusa, della necessità dello sviluppo del turismo accessibile, percepito come un'opportunità di crescita economica del settore turistico viste le dimensioni rilevanti della domanda reale, e soprattutto di quella potenziale, proveniente dalle persone con disabilità - come è emerso anche dalle tendenze riportate dal presidente di Federalberghi Umbria e dal responsabile del settore turismo di Confcommercio.

I partecipanti hanno sottolineato che, oltre alla necessità di un'azione di sensibilizzazione circa il tema del Turismo per Tutti e di una riqualificazione ed aggiornamento delle competenze tecniche e professionali degli operatori turistici, è indispensabile sollecitare non solo le imprese turistiche ma l'intero territorio nel quale le stesse si collocano perché venga garantita un'adeguata accessibilità di tutto il sistema allargato di offerta integrata di servizi turistici che permetta una reale fruibilità delle località di vacanza (che siano esse città d'arte, località balneari, località montane, parchi naturali, ecc) ad un'utenza ampliata. Infatti l'accessibilità delle sole strutture turistiche non è sufficiente se si colloca in un ambito territoriale in cui tutte le componenti del prodotto turistico (servizi di trasporto pubblico, servizi di assistenza e accoglienza, percorsi cittadini, strutture ricreative e culturali, ecc.) non sono preparate all'accoglienza di turisti che esprimono esigenze speciali, non può sopperire alle carenze di un territorio che non è "per tutti".

Oltre a interventi di sensibilizzazione e formazione in tal senso - che vedano quindi come destinatari non solo gli operatori turistici ma anche i responsabili dei Sistemi Turistici locali, i rappresentanti delle amministrazioni pubbliche, ecc. - gli operatori presenti all'incontro con ancora scarse esperienze di accoglienza di clientela disabile hanno manifestato l'utilità di poter disporre di una pubblicazione, un manuale operativo di semplice consultazione, che fornisca loro le conoscenze necessarie alla predisposizione di un'offerta turistica adeguata a una clientela con richieste e necessità specifiche e le regole comportamentali di base da seguire per una corretta accoglienza di questa tipologia di clienti.

Gli operatori che hanno invece già un'esperienza consolidata nell'accoglienza turistica di clienti con disabilità o le cui strutture sono state realizzate proprio con l'obiettivo di fornire ricettività turistica a clienti con esigenze specifiche - come la casa vacanze I Girasoli dell'AIMS - hanno, per contro, ribadito la necessità di diffondere una corretta cultura dell'accessibilità in un'ottica di piena integrazione che veda clienti con disabilità e clienti "normodotati" soggiornare insieme

normalmente, senza problemi, nelle stesse strutture e nelle stesse località turistiche come auspica l'uso dell'espressione Turismo per tutti.

□ **Spain**

Due to the problem regarding the possibility of having a meeting with all the focus group operators at the same time, we chose the option of interviewing them one by one or, in some cases, by the phone.

All the operators participating in the interview have had some kind of close relationship with disabilities, not in all cases they could satisfy the requirements of disabled people's necessities.

During the conversations maintained with the operators, it was treated the situation of the organizations they work for in a general or even national level in order to try to satisfy the needs of this project in widest possible way.

In general, the interviewed people have a favourable opinion concerning the continuous development which are being done in order to favour tourism for all. So, concerning different sectors the situation is as follows:

- Hospitality:

It is still evident the lack in many hotels of the proper infrastructure, we find many hotels in the city centre of Malaga, for example three stars hotels, which are not prepared for disabled people, they keep architectonical barriers like stairs and although they have lifts, rooms are not conditioned for these people, bathrooms have not special sets which make easier to move inside the room, bathroom and do things in a normal way like they can do at their homes. Anyway, all these architectonical barriers are being seriously considered and there are decrees which establish the arrangement of hotels establishments.

In those establishments not considered as hotels, as for instance many apartments rented by particulars, the vast majority of them are not well-conditioned for disabilities in general.

- Food service: Regarding those disabilities connected with ingestion of allergic substances as gluten, salt, etc., we have found a big concern inside the restaurant industry in Spain, this means that if consumers tell in advance to waiters, receptionist, etc, about any problem with the ingestion of any special food, they will be advised and appropriate measures would be taken for a better service. The real problem is found in the physical accessibility to restaurants or any other tourist services of which we can say that the latest buildings were built following the law but the others are not prepared to fulfil the requirements of a properly access for a physical disabled person.

- Transport:

> Air transport: There is a practical guide prepared by experts of the air traffic general direction and Spanish airports and Air Navigation (AENA) with information for people with reduced mobility. There is as well another guide for the passengers and users of the airport installations which remarks their rights. According to all the information requested we can say that airplanes do not usually have a special services for attending a disabled person and it is up to the cabin crew to make their journey easier and more comfortable. On the other hand, there are specially situated, more spacious seats for disabled people. In the case of blind people, dogs can travel in the cabin together with the blinded person without any additional charge. The number of seats is limited by the airline.

> Train: It is high the demand concerning disabled people who travel by train. Complaints about means of transport are done in a general way but specially about trains, for example, Cadiz Diary newspapers had a news in which there was a complaint about a citizen who had to go to the doctors to a different city but he could not arrive on time due to the lack of conditioning of the installations and Renfe coaches, as well as the lack of attention by this entity regarding physical disabilities or reduced mobility.

Those installations which are part of the whole of the train station is another of the black points for those people with mobility problems. The lack of adaptation is a common circumstance either in the toilets as in the rest of dependences; it is a problem as well in the racks, because of the existence of a central platform to which access is only possible by crossing the rails and avoiding the numerous obstacles which are presented.

> Road Transport:

\* Public/private transports:

Bus: Most cities have some adapted vehicles but they are not enough for the demand and necessities of people. In fact, in many cases these means of transport do not fit with nowadays standards. It is sometimes very uncomfortable for people without any type of disability.

Taxi: We know that nowadays there are taxis adapted to take even three wheelchairs BUT these happens only in some big Spanish cities, these taxis are not enough for the demand and they have to be ordered by phone, it is not usual to find them on the streets.

> Underground: For the biggest Spanish cities, it would be a big success to get that all the stations had accessible entrance and made possible to make transfers but unfortunately, as in the case of Madrid underground there is neither continuity nor communication because we can enter in an accessible one but the

arrival station might be not-accessible at all for disabled people. Nevertheless, it is still a utopia although Madrid has got many accessible entrances already.

- Some Further Information:

- Autonomous regions realize actions whose main aims are to increase the quality of life of disabled people, including actions related to leisure time.
- It is important to say that there are also agencies specialized in journeys for people with physical disability or any other type of circumstance or situation which makes difficult their mobility.
- In relation to tourism of sun and beach there in Spain some beaches which are accessible as they have access to the beach through ramp entrances which make it easier to disabled people. It is relevant the fact that there is a service of special seats for swimming into the sea which is promoted by the Red Cross, being an option in some Spanish beaches. Some cities are concerned about conditioning the tourist paseo near the sea in order to avoid all types of architectonic barriers for disabled people.
- In relation to cultural tourism we find some public buildings which have access ready but some of the operators who have cooperated with us have told us that they find difficult the access not to the visiting buildings but the way it must be followed in order to get to that museum, aquarium, etc, this means, streets, architectonic barriers, etc.

## □ *Sweden*

### **Short background:**

With the short time for carrying out the study we decided to make a survey, sent to different actors and operators in the field of tourism. We received answers from 18 participants. All the information is compiled in a Swedish version, that will be translated into English.

The participants of the focus group are:

tourism companies	12
tourist offices	4
tourism trade organisations	1
authorities	1

The members from tourism companies represents family-owned small and medium sized companies as well as the biggest hotel chain of Scandinavia. Geographically the members represents companies, tourist offices e t c from six Swedish regions in south and middle Sweden. Among the members are those who are familiar with accessible tourism and those who are not. The tourism companies represents all different fields of the tourism "chain" like accommodation, restaurants, museums, transportation, tourism attractions e t c.

### **Experiences in the area of tourism for all**

All 18 members understood the meaning of "tourism for all" also if it wasn't something they already were in to. 13 of the participants has already worked in direction of the goal tourism for all, 5 were not. There were 9 different reasons mentioned how they got aware of the need to work with accessible tourism (in order of precedence)

1. Knowledge of the market potential
2. Demands from the target group
3. Experiences (own or in the family) of the needs of disabled tourists
4. Contacts with the organisation *Turism för alla* (Tourism for all in Sweden)
5. The Swedish law Accessibility for all 2010
6. Demand from the employer
7. Demand from the board
8. Accessibility of the own facility
9. Political reasons

The members were asked to describe what kinds of specific needs they have experienced to be of the highest demand from the target group. Seven important reasons were listed (in order of precedence):



1. The possibility to stay in an environment free from physical barriers
2. The possibility to stay in a non-smoking environment
3. To be able to get special food (diet, free of lactos and gluten)
4. The possibility to stay in an environment adapted to sight impaired people needs
5. The possibility to stay in an environment adapted to deaf peoples needs
6. Environments adapted to allergic peoples needs
7. Accessible out door environment

## **Ways of organising and managing tourism for all**

The members of the group were asked if they made any changes within the organisation or management in order to meet this target groups needs. 8 of the members answered that they had made such changes, like:

- appointed human resources/ staff for this work
- appointed one of the staff as responsible for accessibility
- raised the awareness among the staff concerning disabled peoples needs
- changes in the policy of the company, in order to better meet this market
- decisions on rebuilding, adaptations
- decisions on to make PR-material, websites more accessible

10 of the members has already spent money in reconstructions for a better accessibility. Most urgent in their opinion is to be able to offer accommodation /WC for wheelchair users.

Talking about what kind of adaptations that the members and their companies already have made for a better accessibility a wide range of measures were mentioned, like:

- adaptations of the physical accessibility in door and out door
- non smoking areas
- construction of ramps to overcome level differences
- installation of elevators
- elimination of tresholds
- improved imformation/signs to be better understandable for sightimpaired and people with learning disabilities
- buses with ramps, lifts et c
- construction of SPA units accessible for all
- lifts in the pool (in door)
- decision to go through the EQUALITY certification programme
- installation of alarm adapted to hearing impaired people



## Critical points

Half of the members expressed that one big problem is the lack of competence among the staff/management. The biggest problem is that they need more information on disabled guests needs and how to adapt/adjust the environment to become more accessible. There is also a lack of competence when it comes to construction rules and national laws on accessibility and anti-discrimination. Talking about different target groups needs, the members meant that the need to know more especially about sight- and hearing impaired peoples needs. Another critical point was lack of motivation among the staff.

The main part of the group, 11, has never considered knowledge of accessibility as one important competence when recruiting staff.

12 of the members meant that their companies need more information and knowledge of the economic potential of accessible tourism.

## SCHEDA SINTETICA RISULTATI FOCUS GROUP GIOVANI

	Lussemburgo	Spagna	Italia CST	Italia Tandem	Svezia	Germania
tipologia disabilità	difficoltà motorie difficoltà di apprendimento	problemi di udito difficoltà di apprendimento, difficoltà motorie, problemi alla vista	disabilità sensoriali, disabilità motorie, intolleranze alimentari, disabilità mentale	disabilità motorie, allergie		difficoltà motorie, allergie, disabilità sensoriali, diabetici, bassa statura
viaggiare <b>con chi</b>	sempre in gruppo (associazioni, scuola, famiglia)			amici, famiglia, associazioni, tour organizzati dal comune circuito turistico	da soli, con la famiglia, in gruppo	amici, famiglia
viaggiare <b>quanto</b>	abbastanza spesso		1 volta l'anno vacanza, attività sportive, cultura,		giornalmente per lavoro/scuola; ogni 2 mesi o dopo anni per viaggi all'estero	almeno una volta l'anno
viaggiare <b>perchè</b>	vacanza				per trattamenti sanitari; per piacere	vacanza, lavoro, studio

							lavoro
viaggiare <b>quanto e quando</b>	1o 2 settimane weekend quasi mai						bassa stagione per vedere meglio soddisfatte le specifiche esigenze
	<b>Lussemburgo</b>	<b>Spagna</b>	<b>Italia CST</b>	<b>Italia Tandem</b>	<b>Svezia</b>	<b>Germania</b>	
viaggiare <b>come</b>	aereo, bus, auto privata		treni, bus, aerei con generale difficoltà d'accesso a servizi igienici, cibi particolari, utilizzo di sedia a ruote in Europa, città italiane (America e Messico ogni 2 anni)			aereo (difficile per persona su sedia a ruote e con problemi alla vista), bus, treno (stazioni centrali) per tutti, auto privata soprattutto per la person con problemi di udito	
viaggiare <b>dove</b>	sud Europa in località di mare o città e montagna per week end				località di mare in Europa; città	località in Europa; città tedesche per week end; anche Australia e USA	

ausili necessari	cuscini antidecubito, sedia a ruote per entrare in mare, sedia comoda	accompagnatore, sedute , mezzi di trasporto spaziosi	DTS, modelli in scala degli oggetti/opere da vedere con le mani; descrizioni in Braille; componenti e preparazioni dei cibi; linguaggio dei segni.	assistenza in loco	sedie a ruote, test glicemia, set per insulina, medicazioni per allergie	assistenza in loco, display per info, cane- guida ammesso all'interno delle strutture, audio descrizioni
	<b>Lussemburgo</b>	<b>Spagna</b>	<b>Italia CST</b>	<b>Italia Tandem</b>	<b>Svezia</b>	<b>Germania</b>
organizzazione viaggio	organizzazioni, famiglia via internet o passaparola		effettuata personalmente , via internet, passaparola, tour operator di fiducia	via internet	organizzazioni, agenzie viaggio anche specializzate, internet	internet

<p>durante il viaggio</p> <p>dopo</p>	<p>informazioni non congruenti, vacanze troppo lunghe</p>	<p>visite generalmente troppo lunghe</p>	<p>informazioni non congruenti, servizi non realmente accessibili e non igienici, misti, usati come ripostigli</p>	<p>informazioni non congruenti, personale non preparato a fornire info adeguate rispetto alla reale accessibilità di spazi e luoghi</p>	<p>informazioni non congruenti, necessità di usare mezzi speciali x il trasporto in luoghi che non hanno alternative e dover discutere con le autorità, difficoltà di mangiare pasti personalizzati in orari personalizzati</p>	<p>informazioni non congruenti, personale non preparato a fornire info adeguate rispetto alla reale accessibilità di spazi e luoghi, servizi non realmente accessibili e non igienici, misti, usati come ripostigli, info su sicurezza inaccessibili per persone con problemi alla vista e all'udito</p>
	<p><b>Lussemburgo</b></p>	<p><b>Spagna</b></p>	<p><b>Italia CST</b></p>	<p><b>Italia Tandem</b></p>	<p><b>Svezia</b></p>	<p><b>Germania</b></p>

note	operatori con reale conoscenza livello accessibilità della struttura, migliore accoglienza, persono disabili come operatori turistici	<p>rilevati costi più elevati; formazione degli operatori per una migliore reciproca comprensione, anche rispetto al significato attribuito al termine accessibilità; necessità di avere info dalle agenzie via fax o DTS. Necessità di info aggiornate ed integrate. Inserire nel training testimonianze di soggetti disabili unitamente a simulazioni delle disabilità</p>	<p>necessità di guide con info integrate, formazione degli operatori per migliorare accoglienza e gestione, anche del personale presente nei diversi mezzi di trasporto, diffondendo il quadro delle esigenze.</p>	<p>più informazioni mirate presso le agenzie di viaggio, formazione degli operatori per una migliore reciproca comprensione, disponibilità di info su audiotape, maggiore cura nel trasportare gli ausili sugli aerei, possibilità di portare all'estero il set per l'insulina</p>		
	<b>Lussemburgo</b>	<b>Spagna</b>	<b>Italia CST</b>	<b>Italia Tandem</b>	<b>Svezia</b>	<b>Germania</b>

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