Accessible Tourism Seminar

Veroniek Maat

Accessible Travel Netherlands

ENAT
European Network for Accessible Tourism
Working together to make Tourism in Europe Accessible for all
Programme

16:00  Veroniek Maat  
ENAT & Accessible Travel NL  
Welcome and Introduction  
ENAT and “eAccessPlus”

16:10  Chris Veitch  
Access & Tourism Consultant, ENAT  
Accessibility and Customer Care

16:15  Andrew Daines  
Tourism Consultant  
Quality in Tourism

16:20  Alexander Rehm  
NVG  
Head of Online Technologies  
Accessibility information in tourism marketing

16:25  Ross Calladine  
VisitEngland  
Skills, Welcome & Accessibility  
Manager Accessible tourism market

16:30  Brian Seaman  
Tourism for All UK  
Access Statements for Tourism Businesses

16:35  Bert Morris  
Bert Morris Consultancy Services  
The FIA Guide for the Disabled Traveller

16:40  Magnus Berglund  
Scandic Hotels  
Disability Ambassador  
Making Every Visitor Feel Welcome

16:45  Andy Wright  
Accessible Travel & Leisure  
Accessible Cruises, Accessible Travel

16:50  Chris Veitch ...introducing...  
Two new books on Accessible Tourism:  
I. Theory and Concepts  
II. Best Practices

16:55  Louis D’Amore - South Africa  
Accommodation Grading Scheme

17:00  Veroniek Maat  
Questions and Answers
European Network for Accessible Tourism

ENAT

...is a non-profit association of organisations and individuals from the private, public and NGO sectors.

Mission:
Our mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.
European Network for Accessible Tourism


- Founded by tourism and disability organisations including...VisitBritain, Greek Ministry of Tourism, ONCE Foundation, Access Sweden, ANLH & TGB Belgium, Disability Now - Greece, EWORX S.A.

- 2008 - Established as a non-profit NGO in Brussels

- Now with about 200 members in 30 countries.

- A multi-stakeholder network of tourism and travel businesses, tourist authorities, NGOs, researchers and professionals.
4 Year collaboration agreement between ENAT, UNWTO and ONCE Foundation, Spain has just begun, to develop projects on

– Global awareness–raising initiatives
– Access tourism guidance for the tourism sector
– Best Practice – Business Cases
– Training materials for tourism managers and staff
The eAccess+ thematic network builds the cooperative online platform for:

– Coordinating,
– Supporting and
– Improving the implementation of eAccessibility throughout Europe.

www.eaccessplus.eu
Why eAccessibility: The growing divide
I. Web Accessibility

- WAI-WCAG 2.0
- Accessibility statements on web pages
- Accessibility and new web technologies
- Evaluation:
  - Methodology
  - Automatic tools

II. Accessible communication

- Accessible digital TV
- Total Conversation

III. Self-service terminals (SSTs)

- Banking & finance
eGovernment & eVoting
- Transport
- Tourism & Cultural heritage
I. Web Accessibility

- Communicate with all your customers!
- Check the accessibility of your website
- Use accessibility guidelines: WAI / WCAG2.0
- Include accessibility statement on web pages
- Use automatic evaluation tools
III. Self-service terminals (SSTs)...

eAccess+ for advice on SSTs:

- Banking and finance
- eGovernment and eVoting
- Transport
- Tourism and cultural heritage
eAccess+: Information HUB

A semantically enriched guide and link to eAccess-ibility resources

Come and get involved! “HUB”: http://hub.eaccessplus.eu
Get involved: Web 2.0

Follow eAccess+

• Event co-operation
• Workshops, training, consulting
• ePractice
• Twitter
• Facebook
• LinkedIn

“Follow us on your favourite Social network”
eAccess+:
Benefits for tourism sector

- Get Guidance
- Gate to Network
- Become Early Adopter
- Show CSR
eAccess+: Come and get involved!

www.eaccessplus.eu
Accessibility and Customer Care

Chris Veitch

European Network for Accessible Tourism
Accessibility = Quality

“The most positive experiences were to be found at properties where there was a high level of customer service and awareness from staff.”

Focus Group:
VisitBritain’s Access Consumer Research
it's not all about one group of people!

• Disabled people, young family, extended family, older people
• Not all disabilities are visible
• Important to segment across a whole range of different needs
• People may have different needs according to their personal circumstances
• Don't make assumptions about people's needs or requirements
• Focus is on individual and quality of service
See the person not the disability
The potential

Disability confident companies benefit from improved reputation and word of mouth recommendation from disabled customers, who have a combined annual spending power of £80 billion.

Employers Forum on Disability
The Walk Away £ Survey

• 83% of disabled people 'walked away' unable/unwilling to make a purchase
• The most important factor was inaccessible premises
• Other important factors: lack of physical adjustments in store; that staff were rude or appeared prejudiced, staff weren't disability aware
• inflexible service or unwillingness to make adjustments

Employers Forum on Disability & Radar survey 2006:
Service Experiences

• 66% of disabled people choose businesses where they have received good customer service.
• For 37%, good disability service is the primary reason for choosing a business.
• 58% of disabled people say how they are treated affects the shopping habits of their friends and families.
• 67% of disabled customers had sought out businesses whose customer service they had heard good things about.
• Most heard about good customer service from other disabled friends and family (53%); non-disabled friends and family (31%)
See the person not the disability

- Disability awareness training for staff
- Don’t be daunted by a long list of rights and wrongs
- Have confidence
- Always ‘listen’ to the customer
Quality in Tourism

Andrew Daines
Travel and Tourism Industry Consultant

ENAT Seminar on Accessible Tourism
World Travel Market, London, 9 November 2011
Potential barriers to tourism

VisitSomewhere.com

Great hotels

History and heritage

Fun for all

Source: VisitBritain Images
Types of accessibility information

• ‘National Accessible Scheme’ ratings
  – Robust standards, ratings awarded by trained assessors

• Tourism Product Database fields
  – Low cost, high volume
  – Need to be clear and unambiguous

• Access statements
  – Allows the tourism business to describe fully their facilities

• Reliable third party sources of data
Gwynfryn B&B
4 York Place, Conwy
Conwy, Conwy, LL32 8AB, Wales
+44 01492 576733, e-mail, website

Accessibility Information

The information below is supplied by the business owner/operator. It is not independently verified, therefore we accept no liability for its accuracy. You may need to check specific requirements with the business directly.

Parking
- Drop-off point for guests immediately outside main entrance
- Steps but no ramp on route from parking area to entrance

Building Entrance
- Number of steps to main entrance: 4

Level Access, Ramp or Lift:
- From entrance to reception
- To the lounge

Bedrooms and Bathrooms
- Bedroom furniture can be re-arranged on request
- Bathrooms available with separate shower
- Bathrooms available with bath with shower
- Separate shower units with support
- Baths with support handrails

Dining
- Level access, ramp or lift to restaurant

General
- Proprietor/staff available 24 hours
- Emergency evacuation procedures for guests with disabilities
- Guest information in large print format

Access Statement

Location
Set within the town centre of Conwy.
There is signage available at the front of the building.

Parking
There are no guest parking facilities available, however there is space at the main entrance area where guests can be dropped off/picked up.
There are several local authority car parks with disabled parking facilities just a short walk away.
The car parks are pay and display car park costing 70p for 2 hours, 140p for 4 hours and 240p for 8 hours.
Welsh Mountain Zoo

Flagstaff Gardens, Colwyn Bay

Colwyn Bay, Conwy, LL28 5UY, Wales
+44 01492 532938, e-mail, website

Accessibility Information

The information below is supplied by the business owner/operator. It is not independently verified, therefore we accept no liability for its accuracy. You may need to check specific requirements with the business directly.

Parking
• Designated parking within about 50 metres of main entrance
• Drop-off point for guests immediately outside main entrance

Level Access, Ramp or Lift:
• To a public toilet suitable for wheelchair users

Ticket/Information/Gift Shop
• Information available in large print

Dining
• Level access, ramp or lift to restaurant
• Special dietary requirements catered for

General
• Seating available throughout attraction for visitors with limited mobility
• Clear signage throughout attraction, e.g. colour contrast, large letters, pictograms
• Effective lighting throughout attraction for visually impaired visitors
• Contrast markings on glass doors and full-height windows

Access Statement

For more information on Accessibility please visit our website: www.welshmountainzoo.org
It’s all about the welcome...

THE HYTTE

Bingfield, Northumberland, NE45 4HR, England (map)
e-mail, website

Bookings:
The Hytte
Bingfield
Tel: +44 01434 672321
Hexham, NE46 4HR
Fax: +44 01434 672321

Norwegian style mountain lodge with grass roof, situated in open countryside near Hadrian’s Wall. Private garden, sauna and hot-tub.

Close to Hexham and Hadrian’s Wall this unique property is fully accessible and provides the ideal country retreat for friends and family “get togethers” with the added luxury of a sauna and hot-tub spa.

The Hytte (pronounced hut) has been built in the style of a Norwegian timber lodge along with a turf roof, environmentally friendly, secluded with spacious gardens, play field, level parking, patio areas and views across open countryside.

Sleeps 8 + cot in four comfortable bedrooms, open plan living/dining area with vaulted ceilings, magnificent log burner, wooden floors and cosy under floor heating throughout. Fully fitted kitchen, washer and tumble dryer, fridge/freezer and dishwasher. Level entry shower room and separate bathroom/shower.

The Hytte is equipped and furnished to a high standard, linen, towels, heating, sauna and hot-tub are all included.
Thank you

Andrew Daines
Travel and Tourism Industry Consultant

andrew@andrewdaines.com
www.linkedin.com/in/andrewdaines
Accessibility Information in Tourism Marketing

Alexander Rehm
Head of Online Technologies
Accessibility information on websites

- hotels
- b&b’s, guesthouses, farms & inns
- self catering

**special offers**
Browse providers with current special offers and check out Lake District late availability for stays in the next 8 days.
- special offers
- late availability

**accessibility**
Many visitors have specific requirements for access, diet, hearing and mobility. Cumbria has lots of accommodation to suit all needs.
- accommodation search

**property name search**
Already know the name of the place you want to stay? Use the keyword search to find it quickly.

Property name:
Accessibility information on websites

<table>
<thead>
<tr>
<th>Selfassessed Accessibility</th>
<th>National Accessible Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>Entrance</td>
</tr>
<tr>
<td>Level access (no steps/thresholds) or access by ramp or lift</td>
<td></td>
</tr>
<tr>
<td>Good contrast between the floor and walls</td>
<td></td>
</tr>
<tr>
<td>Menus available in large print (14pt and over)</td>
<td></td>
</tr>
<tr>
<td>Meals for guests with special dietary requirements can be provided:</td>
<td></td>
</tr>
<tr>
<td>Sugar free (diabetic)</td>
<td></td>
</tr>
<tr>
<td>Gluten free (coeliac)</td>
<td></td>
</tr>
<tr>
<td>Lactose free (dairy free)</td>
<td></td>
</tr>
<tr>
<td>Low potassium</td>
<td></td>
</tr>
<tr>
<td>Low sodium</td>
<td></td>
</tr>
<tr>
<td>Nut free</td>
<td></td>
</tr>
<tr>
<td>Additive free</td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td></td>
</tr>
<tr>
<td>Vegetarian</td>
<td></td>
</tr>
<tr>
<td>Vegan</td>
<td></td>
</tr>
<tr>
<td>Any National mobility grading</td>
<td></td>
</tr>
<tr>
<td>Elderly and less mobile</td>
<td></td>
</tr>
<tr>
<td>Part-time wheelchair users</td>
<td></td>
</tr>
<tr>
<td>Independent wheelchair users</td>
<td></td>
</tr>
<tr>
<td>Assisted wheelchair users</td>
<td></td>
</tr>
<tr>
<td>Exceptional - Assisted wheelchair users</td>
<td></td>
</tr>
<tr>
<td>Exceptional - Independent wheelchair users</td>
<td></td>
</tr>
</tbody>
</table>

Search
Accessibility information on websites

facilities
- Garden
- Fishing
- Central heating
- Ironing facilities
- Packed lunches provided
- Electric shaver points
- Telephone
- Video/DVD

DVD players available in all rooms.

selfassessed accessibility details

Parking
Surface of the car park and pathway leading to entrance is Solid tarmac / concrete etc
Drop-off point for guests outside entrance
Route from the parking area to the entrance:
- Has steps and no ramp

Public Areas
Level access (no steps/thresholds) or access by ramp or lift to:
- Lounge

Entrance
Steps to the main entrance
- Number of steps to entrance
- Handrail by steps
- Entrance well lit
- Bell at main entrance

Dining
Level access (no steps/thresholds) or access by ramp or lift to:
- Lounge

- Good contrast between the floor and walls
Accessibility information in TICs
### Accessibility Information in TICs / Brochures

#### Best Western Rose & Crown Hotel
- Address: East Street, Colchester, Essex, CO1 2TZ
- Type: 3-Star Hotel
- Rooms: 36
- Prices: £80.00 to £95.00
- Facilities:
  - Single: 3
  - Double: 28
  - Twin: 5
  - Family: 3

#### Holiday Inn Colchester
- Address: Abbots Lane, Ditch Am Green, Colchester, Essex, CO6 3QX
- Type: 3-Star Hotel
- Rooms: 109
- Prices: £69.00
- Facilities:
  - Single: 17
  - Double: 17
  - Twin: 26
  - Family: 26

#### Manor Talbot
- Address: Stratford Road, Dedham, Colchester, Essex, CO6 4EU
- Type: 3-Star Hotel
- Rooms: 12
- Prices: £79.00
- Facilities:
  - Single: 10
  - Double: 17
  - Twin: 4

#### Milsoms
- Address: Stratford Road, Dedham, Colchester, Essex, CO6 4EU
- Type: 3-Star Hotel
- Rooms: 15
- Prices: £95.00
- Facilities:
  - Single: 10
  - Double: 10
  - Twin: 4

#### Stone by Nayland Hotel, Golf and Spa
- Address: Kneppen Lane, Lapworth, Colchester, Essex, CO2 8PY
- Type: 3-Star Hotel
- Rooms: 80
- Prices: £85.00
- Facilities:
  - Single: 10
  - Double: 40
  - Twin: 18

---

Please check the website [www.ticketsandleisure.com](http://www.ticketsandleisure.com) for more information on accessibility options and availability.
Statistics

- Oct 2010 – Oct 2011:
  - 2m+ accessibility searches across our websites
  - 26% (avg.) increase in bookings of accessible accommodation
  - Increased number of awareness and consultation campaigns (both online and offline)
Thank you

Accessibility Information in Tourism Marketing

Alexander Rehm
Head of Online Technologies
Increase Revenue

• 11m domestic overnight trips by people with a health condition or impairment (and friends & family)

• 0.5m international visits

• Spend over £2 billion annually

• Stay longer

• Spend more
Three Pillars of Accessible Tourism

Accessible Tourism

Information
Customer Service
Facilities

VisitEngland
Tools & Resources for businesses

Your Access Statement

A description of your facilities & services to inform people with access needs

New user? Start at Step 1...

1. Create a plan for your information collection form
2. Gather your information collection form
3. Complete your Access Statement online
4. Download your Access Statement

VisitEngland

At your service

Your business case and guide to improving accessibility for customers

One step ahead

The standards to keep you accommodated tours and can accommodate

VisitEngland

Awards for Excellence 2012

VisitEngland.org/access
Accessible Tourism

Accessible tourism is tourism that can be enjoyed by everyone, including those with access needs. Many people have access needs including disabled people such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs.

By making some small adjustments to your facilities, providing information on your accessibility and understanding the needs of disabled people, tourism businesses can appeal to a wider range of visitors and attract more business.

We provide a number of tools and resources to help tourism operators accommodate people with access needs, such as the National Accessible Scheme and Access Statement Tool.

Business Case

Discover the compelling business case for improving accessibility. Here you will find the new ‘At your service’ booklet, the ‘Profiting through Accessible Tourism’ video, case studies and information on the Equality Act 2010.

Information

Accurate and detailed information on facilities and services is of particular importance to people with access needs. By making an Access Statement available to potential visitors tourism businesses can broaden their appeal.

visitengland.org/access
Tourism For All UK

Access Statements

Brian Seaman
Tourism for All Services Ltd
Welcome to Tourism For All

Tourism for All UK is the UK Voice for Accessible Tourism. We are a national charity dedicated to making tourism welcoming to all.

A break or a holiday, or a simple day trip is important to our lives, giving us something to look forward to, time to enjoy our families, a chance for adventure, or perhaps some time to ourselves, to recover, and acquire memories of happy times. In the past, some of us have encountered barriers to our participation in tourism - disabled people, older people, carers of young people or disabled or older relatives - Tourism for All works to overcome these.

In this website we offer information to help you find where you can go, stay
Tourism for All UK

• Q/ What is an Access Statement?
• A/ An Access Statement is a description of facilities and services to inform disabled people about what they can expect at accommodation or attraction. Ideally this should include images for those who do not speak your language.
Tourism for All UK

Access Statements should include information about:

• Accessible transport links / local area  
  (eg: local website links / equipment hire)

• Parking for disabled people  
  (eg: barriers including height, distance from entrance)

• Access into the hotel  
  (eg: steps / ramps / lift sizes / any weight restrictions)
Tourism for All UK

Access Statements should include information about:

• Information available in alternative formats (eg: large print menus)

• Access to public areas, bars and restaurants (eg: steps / ramps / size of lifts / weight restrictions)

• Accessible toilets (eg: this might include information about handrails / emergency cord)
Tourism for All UK

• Access Statements should include information about:
  • Accessible bedrooms  
    (eg: twin / zip & link / double bedded / height of beds / emergency evacuation arrangements)
  • Accessible bathrooms  
    (eg: level access / space under hand basin / roll-in shower / no step into shower / shower seat / emergency cord)
Tourism for All UK

- Access Statements should include information about:
  - Induction loop facilities (for hearing aid users) (eg: at reception / in the bedroom / meeting rooms)
  - Access to conference facilities (eg: steps / ramps / size of lifts / weight restrictions)
  - Access to leisure facilities (eg: swimming pool / garden)
For further information or advice please contact:

Brian Seaman

Tel: +44 1293 776225

E-mail: brian@tourismforall.org.uk

Website: www.tourismforall.org.uk
World Travel Market:

Accessible Tourism

The FIA Guide for the disabled traveller

Bert Morris
Disability Consultant
Why are there disability parking permit schemes?

- **Started in early 1970s**
- **Now there are many schemes worldwide**
- **Their purpose:**
  - Identify someone with a mobility handicap
  - Facilitate their mobility
  - Overcome end-of-journey access barriers
  - Provide reserved parking spaces / parking privileges
  - Issued to car drivers and to passengers
  - Can be used in many countries worldwide (reciprocity)
Parking permit schemes around the world

EU / EEA
- All member states have a scheme
- Most have adopted the European standardised model (Blue Badge)
- Parking permits of visitors from other EU/EEA member states recognised
- Many recognise the parking permits of visitors from outside the EU / EEA

USA & Canada
- All states have a parking permit (placard) scheme
- Many recognise the parking permits of overseas visitors

Oceania
- New Zealand and all Australian states have schemes
- All recognise the parking permits of overseas visitors

Other regions
- Schemes in Central & South America, Asia and Middle East
Disability parking permits and tourism

How many disability parking permit are there?

- There are 2.5 million holders of disability parking permits in England
- 5 per cent of England’s population have a disability parking permit
- If England is world average, then parking permits may be held by:
  - 25 million of the EU’s 500 million citizens
  - 17 million of the USA & Canada’s 350 million citizens
  - 1.3 million of Australia and New Zealand’s 27 million citizens
Disability parking permits and tourism

What do they mean for tourism?

- Many parking permit holders can’t travel very far
- But many others have travelled all their lives and will continue
- Some will travel in their own car, some will be passengers with their family, others will fly/drive
- They will look for welcoming destinations that cater for their needs
- Acceptance of their parking permits will be a welcoming sign
- People with disabilities are a huge and expanding market
Thank You!
Please add the link to the FIA Guide to your website

English: [www.fiadisabledtravellers.com](http://www.fiadisabledtravellers.com)

Italian: [www.fiadisabledtravellers.com/it](http://www.fiadisabledtravellers.com/it)
Scandic
—accessibility for all
At Scandic you are not disabled, at Scandic you are our guest

We include guests - we do not exclude.
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Observation</th>
<th>Test</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information and contact details are accessible for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Rooms are equipped with accessible features for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Public areas are designed to be accessible for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Entrance doors are wide enough for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Elevators are available for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Bathrooms are equipped with accessible features for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Parking spaces are designated for persons with disabilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A list with 110 items, 90 of which are compulsory.

How is our hotel doing?
First in the world

Scandic is the first hotel chain in the world to offer detailed online information about the interior of individual hotels.

1. Go to the hotel's website.
2. Select “Facilities”
3. Select “Special needs”

Make sure that the information about our hotel is correct and that nothing is missing, etc.
We believe in everyone’s right to be treated the same.
Disability Ambassador

Scandic is the first/only hotel chain to have a Disability Ambassador

He has been employed since 2003

Tel. 08-517 350 77
magnus.berglund@scandichotels.com

We welcome any tips, advice or questions you have!
Introducing you to...

The first barrier-free river cruise

from...

Accessible Travel & Leisure

Andy Wright – Managing Director
What’s the difference?

- Accessible coach transfers from & to the UK

- 50 cabins offering various accessible options
What’s the difference?

- Manual / Electric wheelchairs & Scooters welcome onboard
- Wheelchair accessible dockings
What’s the difference?

- Accessible coach transfers from & to the UK
- 50 cabins offering various accessible options
What’s the difference?

- Wheelchair accessible excursions
- Equipment Hire available
- Fully trained and knowledgeable staff
2012 Cruises

Bulb Fields, Floriade & Holland Cruise

DEPARTING
13th – 19th April 2012
7 days, 6 nights

Prices from £1120pp

Treasures of the Rhine Cruise

DEPARTING
06th – 13th June 2012
8 days, 7 nights

Prices from £1175pp

Worldwide holidays for the less mobile 0044 (0) 1452 72973
The Opportunity

➢ A new, exclusive river cruise product
➢ Expertise, understanding of this specialist market
➢ There is only one!
➢ High repeat client rate
➢ Grow your customer base and enter a new & growing market
➢ Compliance with disability legislation
➢ Flexible selling packages

To find out more:
Telephone: 0044 (0) 1452 729739
Email: info@accessibletravel.co.uk
Website: www.accessibletravel.co.uk

Worldwide holidays for the less mobile 0044 (0) 1452 729739
Two new books on Accessible Tourism

I. Accessible Tourism: Concepts and Issues (2011)
   Edited by Dimitrios Buhalis (Bournemouth University) and Simon Darcy (University of Technology, Sydney)

II. Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism (expected January 2012)
   Edited by Dimitrios Buhalis (Bournemouth University), Simon Darcy (University of Technology, Sydney) and Ivor Ambrose (European Network for Accessible Tourism - ENAT)

Level: Postgraduate, Research / Professional, Undergraduate
Two new books on Accessible Tourism

Published
December 2010

Accessible Tourism
Concepts and Issues

Inclusion, disability, ageing population and tourism are increasingly important areas of study due to their implications for both tourism demand and supply. This book therefore sets out to explore and document the current theoretical approaches, foundations and issues in the study of accessible tourism.

“Harnessing the best conceptual developments on the topic, Accessible Tourism is a scholarly yet hugely readable collection and readily communicates the various contributors’ passion for and command of their subject. I cannot speak highly enough of this endeavour and I’m sure it will take accessible tourism and universal design debates into the mainstream of academic enquiry and industry practice.”

Professor Nigel Morgan, The Welsh Centre for Tourism Research

List Price: £34.95
Paperback ISBN: 9781845411602
Publication Date: 15/12/2010

Discount Price: £25
Two new books on Accessible Tourism

**Forthcoming early 2012**

**Best Practice in Accessible Tourism**
Inclusion, Disability, Ageing Population and Tourism

This volume focuses on policy and best practice in accessible tourism, reflecting the "state-of-the-art" as expressed in a selection of international chapters. It brings together global expertise in planning, design and management to inform and stimulate providers of travel, transport, accommodation, leisure and tourism services to serve guests with disabilities, seniors and the wider markets that require good accessibility. Accessible tourism is not only about providing access to people with disabilities but also it addresses the creation of universally designed environments that can support people that may have temporary disabilities, families with young children, the ever increasing ageing population as well as creating a safer environment for employees to work. The book gives ample evidence that accessible tourism organisations and destinations can expand their target markets as well as improve the quality of their service offering, leading to greater customer satisfaction, loyalty and expansion of business.

“In 25 chapters, Best Practice in Accessible Tourism provides a ‘state-of-the-art’ assessment of both theory and practice. This book establishes a new field of study and provides the benchmark against which other contributions will be judged. It integrates the work of all the key players and should be read by academics, managers and government policy makers.”

Noel Scott, University of Queensland, Australia

List Price: £34.95
Paperback ISBN: 9781845412524
Discount Price: £25
Two new books on **Accessible Tourism**

**Accessible Tourism**
Best Practice in Accessible Tourism

*Special Discount available until 31st January 2012*

<table>
<thead>
<tr>
<th>Title</th>
<th>ISBN</th>
<th>Special Price</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible Tourism</td>
<td>9781845411602</td>
<td>£25</td>
<td>£34.95</td>
</tr>
<tr>
<td>Best Practice in Accessible Tourism</td>
<td>9781845412524</td>
<td>£25</td>
<td>£34.95</td>
</tr>
</tbody>
</table>

☐ Please send me a copy of *Accessible Tourism* to the address below and charge my credit card. £25

☐ Please send me a copy of *Best Practice in Accessible Tourism* to the address below and charge my credit card £25

☐ Please send me a copy of *Accessible Tourism* and a copy of *Best Practice in Accessible Tourism* to the address below and charge my credit card £40

*Special Offer – buy both books for £ 40

---

*Fill in the form to order your copies*
Southern Africa
Harmonize accommodation grading scheme

Integrating universal accessibility standards across southern Africa
LAUNCHING THE STANDARDS

• **First** national accommodation grading program to **fully integrate** UA standards

• UA standards will be **mandatory** in all 15 countries in order to be graded

• By 2015 approximately **15,000 accommodation** facilities could include UA standards

• Accommodation categories;
  
  • *urban hotels, resorts, guesthouses, self catering apartments, nature/safari lodges, campgrounds*
Integrating **UA standards** with ‘quality assurance’ and ‘responsible tourism’
1. **Information;** pamphlets indicating all accessibility features,

- **Reception area;** additional information on arrival

2. **Parking area;** one space per 25 spaces including
   - shortest accessible corridor (915mm wide) to door,
   - accessible routes; ground and floor surface

3. **Interior layout;** Stairs/ramps/elevators, doors:
   - accessible entrance,
   - available seating [5%],
   - passages and corridors [turning space, passing space]
UA CATEGORIES

4. Sleeping rooms; 1/25 units [including various room categories],
   • accessible corridor, manoeuvring space [950 mm],
   • connects to all other spaces, accessible [clear area],
   • closet/storage space [accessible shelving], visual alarms and visual notification [telephone]

5. Bathrooms and toilets; accessible toilets,
   • grab bars, flush controls, toilet paper dispensers,
   • clear floor space
6. Bathtubs and shower units;
   - in tub/shower seat and grab bars,
   - shower stall [915 mm X 915 mm],
   - appropriately located faucets

7. Signs; accessible and readable;
   - appropriate stroke width to height ratio
   - colour, font, contrast with background

8. Restaurant and cafeteria;
   - at least one appropriate table/chair or 5%

9. Staff training for various disabilities
MOVING FORWARD

• 400+ accommodation grading schemes, several hundred thousand properties

• Established set of minimum requirements

• Meet with national/provincial/state or destination grading officers

• Contact Hotel Associations

• Insist on requirement for all 3, 4 and 5 star

• Offer staff training
Thank you for attending our seminar!

Questions?

Web: www.accessibletourism.org

Email: enat@accessibletourism.org