

The systematic implementation of 'Design for All' in the tourism sector – the example Luxembourg

Presentation abstract

The government of Luxembourg introduced the systematic implementation of the concept "Design for All" in its coalition agreement. Since then the country is at the forefront of this field in Europe. The scheme "Tourism for All in Luxembourg" is an important element in making Luxembourg a tourist destination where all visitors feel welcome and can enjoy positive, quality experiences. The "Tourism for All" approach respects the diversity of visitors and presents their different needs in a variety of ways. "Tourism for All" guarantees the accessibility of tourist facilities and services and provides convenience, safety and attractive tourist Infrastructures. An important target is the development of accessible attractions and services that encompass all key aspects of the visitor journey i.e. travel, accommodation, attractions, food & drink improving the overall visitor satisfaction.

The implementation of "Tourism for All" has been an ongoing process since 2013. To ensure the successful implementation, important stakeholders consisting of political representatives (Ministry of the Economy), regional and national tourism boards (ORT, LCTO, LFT), the tourism industry (Camprilux, Horesca) and disability rights organisations (InfoHandicap) have developed a national concept including an inspection and improvement plan. During this process local partners were included via a bottom-up approach. To engage as many tourism stakeholders and local partners as possible a public kick-off meeting gave the go-ahead for the collaboration. An external consulting agency is in charge of the strategy and operational execution.

To coordinate all the different activities and to provide impulses, the "Tourism for All" action group was set up in 2015 by the Ministry of the Economy and comprises of leading tourism stakeholders. Since the first workshop, the group organises regular meetings and discussion forums and also undertakes a wide range of activities to implement the concept "Design for All" into the national range of tourism experiences. It initiates activities such as vocational study trips to best practice examples in Luxembourg and the surrounding countries. On top of that the action group is an excellent platform for information exchange and knowledge transfer.

As part of the national scheme a survey was conducted to determine accessible tourist attractions and infrastructure in Luxembourg. In cooperation with the National Centre Info- Handicap the well established "EureWelcome" label is awarded to tourist sites or events for their efforts in accessibility and hospitality. It is awarded by the Ministry of the Economy and is based on the "Design for All" approach. To qualify, interested establishments must meet certain basic requirements of architectural accessibility and hospitality guaranteeing detailed and reliable data on the degree of accessibility.

To support and encourage destination managers in making visitor infrastructure accessible to all, an external consulting agency provided in-house coaching and awareness training. In addition, a guide to help destination managers develop accessible destinations was published.

Another part of the scheme comprises aims to engage local tourism providers and businesses giving them help in becoming more accessible and showing them how to engage and profit from "Tourism for All in Luxembourg". Through participating in the project tourism providers receive free customer service and awareness training enabling them to serve all customers with confidence and the right attitude. They can also apply for an in-house coaching including an inspection of the physical facilities.



Accessibility is not in itself a reason for travelling. That is why Luxembourg is taking a pioneering role in “Tourism for All” and incorporates the theme into all tourism related topics and into all media. “Tourism for All” thus becomes an integral part of tourism development and marketing. It is far from a special interest niche. The “EureWelcome” label plays an important role including the themes “Tourism for All” and accessibility into all marketing activities. Part of the successful implementation of “Tourism for All in Luxembourg” is the long-term approach including all tourism stakeholders. The scheme is set out to constantly improve the accessible tourism development making it an ongoing process.

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Biography : Ms Ewen graduated from City University in London, United Kingdom where she attended the MA International Journalism course. After graduating from her Master’s course in 2012, she gained practical work experience as an assistant TV producer and broadcast journalist in London. After leaving London for Luxembourg in 2015, Ms Ewen joined the public service radio in Luxembourg as a freelance journalist and worked as a freelance translator for Luxembourg for Tourism. In July 2016 she joined the Directorate General of Tourism.

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