



World Summit on Accessible Tourism

Destinations for All

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Providing Reliable Information on Accessible Tourism Products and Destinations The Example of Germany

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What is NatKo?

- Tourism For All Germany
founded in 1999
as “National Coordination Board Tourism For All”.
- Changed its name in 2014 to “Tourism For All Germany”
by keeping the abbreviation.

What is NatKo?

- Umbrella organisation of several nationwide disability organisations.
- Interface between tourism policy, tourism enterprises and people with disabilities.
- Main goal: Improving the participation of people with disabilities in tourism.

Types of accessibility needs

- Accessibility of the whole tourist service chain.
- Reliable and accessible information on the accessibility of tourism products/establishments.

Providing Reliable Information

- Years ago most of the information systems in Germany relied on self-reporting.
- Since 2012 the German government has been supporting the development of a new and nationwide labelling system:
“Travels For All”.

Main goals of Travels For All

- Enabling tourists with disabilities to take informed decisions on their journeys.
- Substituting the various labelling systems in Germany by an universal standard.
- Motivating tourism establishments along the tourist service chain to adapt their products to the accessibility needs of their customers.

Main principles

- Providing audited information only.
- Defining the accessibility criteria in close cooperation of disability organisations and the tourism industry.
- Application in all segments of tourism.
- Application on single products/establishments.
- Application on “complex products”: package tours, destinations.

Types of disabilities

- The criteria describe the accessibility needs of seven groups of travellers:
- Tourists with walking impairments, wheelchair users,
 - blind, partially sighted persons,
 - deaf, hearing impaired persons,
 - people with cognitive impairments.

Main Elements of Travels For All

➤ The criteria sets (check lists):

- do not refer to certain products/establishments
- but describe functional elements, such as:

- ✓ the width of doors
- ✓ visual and tactile contrasts
- ✓ the availability of induction loops.

Main Elements

- Thus, the system can be applied on various products/establishments.
- The auditors get a set of several hundred questions and decide case by case which are relevant in a specific situation.
- The auditors have to take part in a three days training to become familiar with the subject and the system.
- At least one staff member must have taken part in an one day training.

The Certificates

An audit can lead to three results:

➤ Grade 2: “Accessible”:

- The establishment meets all the criteria at least for one target group, indicated by the pictograph below, that refers to people with walking impairments and wheelchair users.



The Certificates

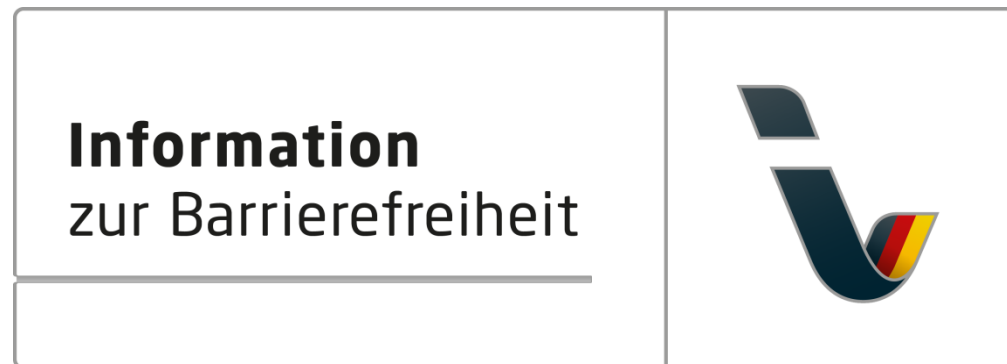
➤ Grade 1: “Partly accessible”:

- The establishment meets only a set of minimum accessibility requirements, indicated by the pictograph below, that refers to blind and partially sighted people.



The Certificates

- Grade 0: “Information on accessibility is available”
 - The establishment does not even meet the minimum requirements. Audited information is available, referring to all seven target groups, indicated by the pictograph below.



The Certificates

- The certificates „Grade 1“ and „Grade 2“ refer to a certain type of disability.
- But the auditors always collect accessibility information for all seven target groups.
- Grade 0 certificates indicate that reliable information referring to all seven target groups are available.
- Thus, the traveller is able to take an informed decision.

Accessible Destinations

- Requirements of the certificate “Accessible City” or “Accessible Destination”:
 - Depending on the number of accommodation establishments a certain number of certified establishments and “product packages” is needed:
 - A “product package” consists of at least two certified products, e.g. one overnight stay and a guided tour.

Accessible Destinations

The grade of the certificate for a destination is determined by the establishment/product with the lowest grade.

Accommodation Establishments	Certified Packages	Certified Tourist Infos
Up to 50	3	1
Up to 250	5	1
Up to 400	6	1

Costs

➤ Average costs per establishment/product:

- The audit: € 250
- The certificate: € 195
(valid for three years)

Costs

- Fee for certified product packages:
 - Two-product-package: € 149
 - Three-product-package: € 199

- Many regional governments bore these expenses for the first certification.

Costs

➤ Fee for “Accessible Destinations” or cities:

- Up to 50 accommodations € 249
- Up to 250 accommodations € 349
- Up to 400 accommodations € 449.

In these days the first “Accessible Destination” will be certified.

Results

- After four years about 1286 establishments are audited.
- Most of them for travellers with walking impairments.
- Around 70 for blind and partially sighted persons.
- Around 30 for deaf visitors.
- 40 % of the certificates refer to accommodation establishments.
That equals around 1% of all accommodation establishments in Germany.

Results

- In spring 2018 the first establishment received a grade-2-certificate for all seven guest groups:
 - Nationalpark Eifel in the West of Germany.
 - Tobias Wiesen will present it tomorrow.

Thank you for your attention!