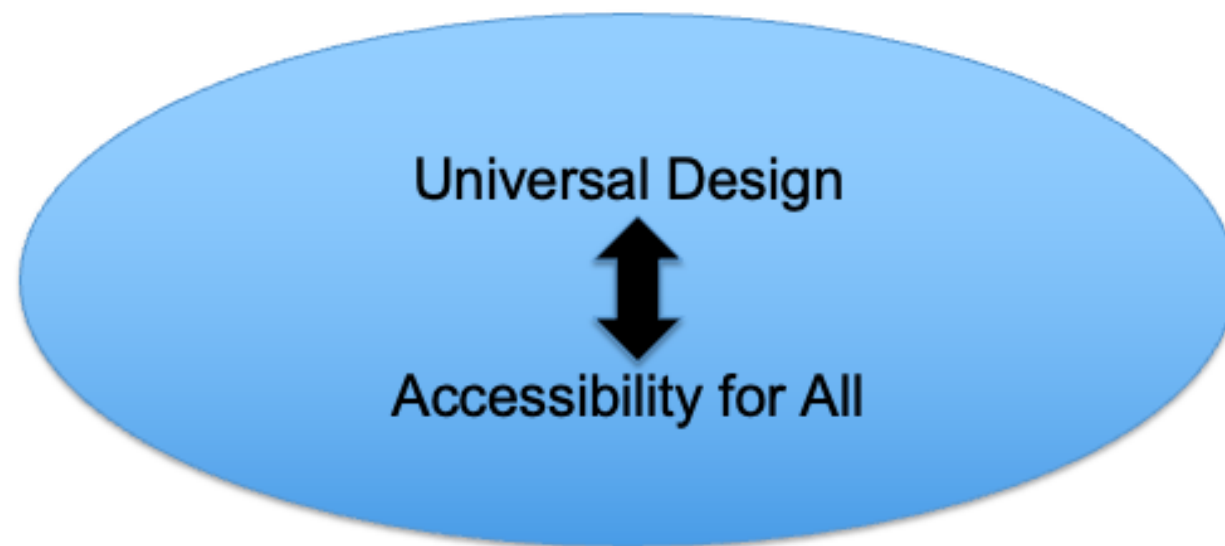**Wednesday 23rd June 2021**

Universal Design in Tourism

Katerina Papamichail

European Network for Accessible Tourism a.s.b.l.
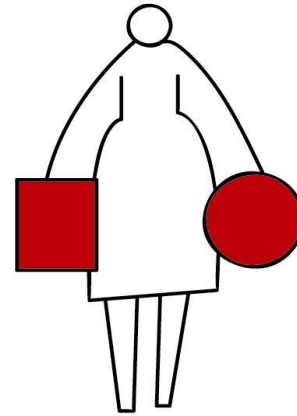
https://www.accessibletourism.org

Tourists come in **all** shapes and **sizes**

Let them in!

Katerina Papamichail | 23rd June 2021

Tourism for All

ENAT
European Network for
Accessible Tourism
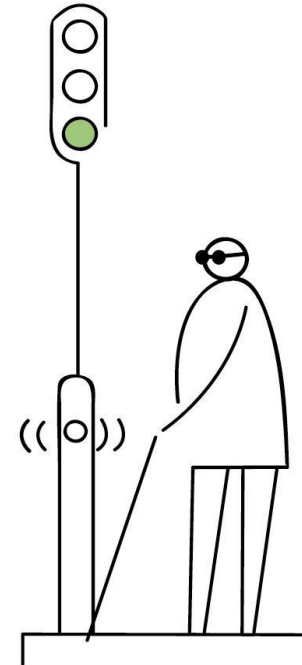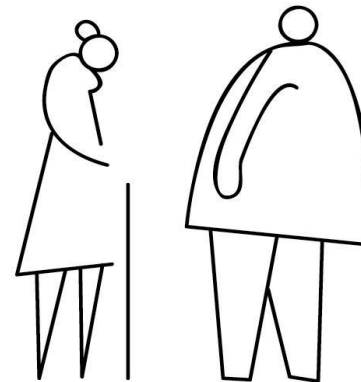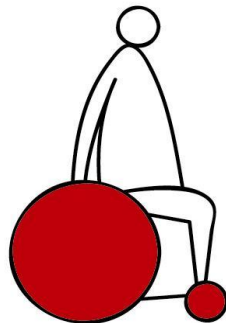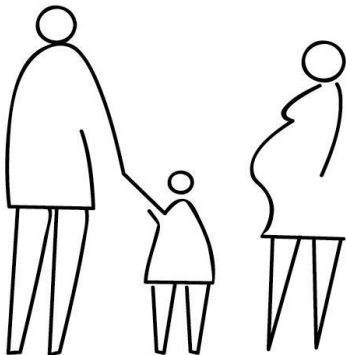
Providing Great Experiences for Everyone

Barcelonaturisme.com

Accessible Tourism – Open to Everyone

- **70-80% of disabilities are invisible!**

- Visitors with a temporary disability

- Visitors with a long-term health condition

- Visitors who are frail, with age-related health problems

POSITIVE LIVING with MS

Not all disabilities look like this.

Some look like this.

Not all disabilities are visible!
Please don't be so quick to judge.

positivelivingwithms.com

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A misconception…

"Accessibility only concerns people with disabilities "

- Wrong!

It concerns **everyone's comfort and safety and their ability** to carry out any kind of activity

It applies to ALL people with obvious or hidden problems, and also issues that can eventually arise, on a holiday trip or in the rest of one's life.

If we understand this, then we will understand that accessibility has to be a first priority in everything we plan or design.

Accessible Tourism is not "special"…

It is part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids

- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals
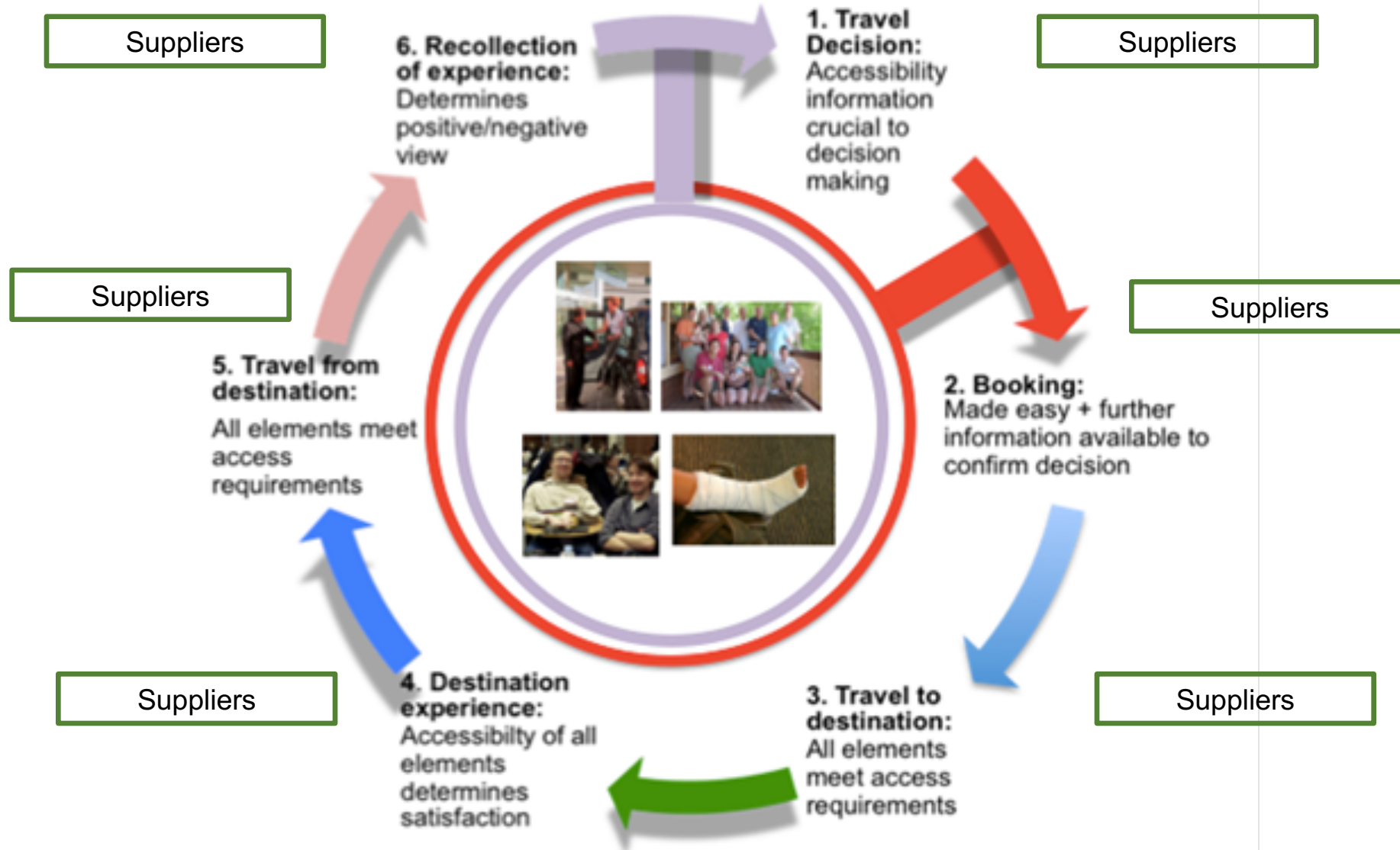
HOTEL

ACCOMODATION

RESTAURANTS

SHOPPING

TOURS & ATRACTIONS

The Visitor Journey

Suppliers

Suppliers

Suppliers

Suppliers

Suppliers

Suppliers

6. Recollection of experience: Determines positive/negative view

1. Travel Decision: Accessibility information crucial to decision making

2. Booking: Made easy + further information available to confirm decision

3. Travel to destination: All elements meet access requirements

4. Destination experience: Accessibilty of all elements determines satisfaction

5. Travel from destination: All elements meet access requirements

Adapted from Lane (2007)

The Accessible Tourism Supply Chain

"A chain is only as strong as the weakest link..."

Information

arrival

eat, sleep

shopping

local transport

visit attractions

departure

The Accessible Tourism Supply Chain

Information

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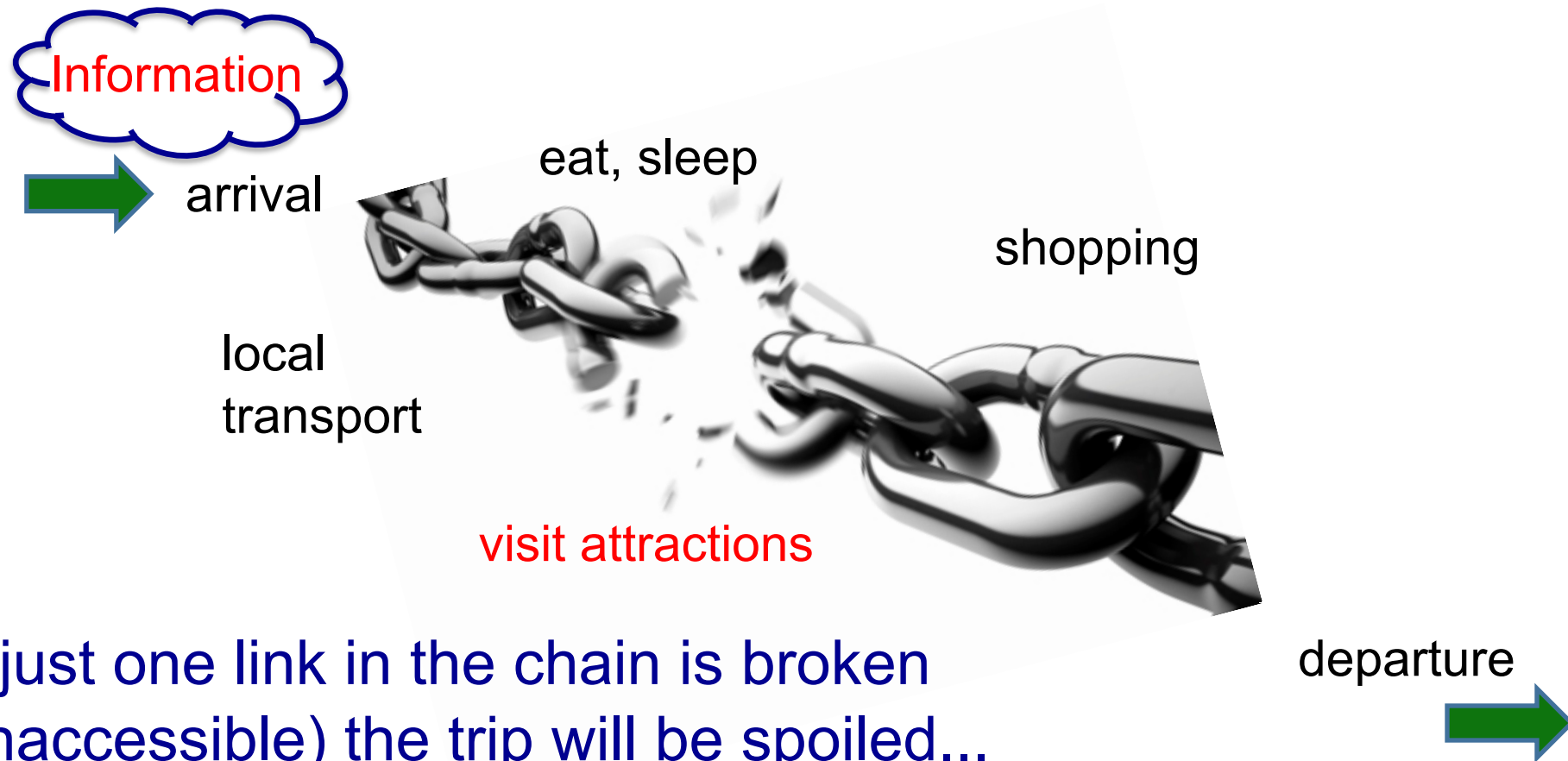
If just one link in the chain is broken (inaccessible) the trip will be spoiled...

Accessibility – What is the problem?

Many factors affect accessibility:

- The majority of the existing (older) building stock was not built to accessibility standards
- Lack of training on accessibility in architecture and design schools
- Lack of awareness and training of the decision makers
- Laws and regulations on accessibility are not monitored, not applied
- Lack of accessibility in renovations and new buildings
- Laws and regulations on accessibility are not monitored, not applied
- EU funded building projects are not consistently checked for accessibility conformance - Accessibility is not sufficiently required in tenders and contracts (public procurement).
- Lack of accessibility is often expensive to fix, wasteful of public funding

Lack of accessibility denies many EU citizens their rights to free movement and access to buildings and services

Accessible Tourism is…

"Universally Designed Tourism for All"

Making environments, venues and services suitable for the widest range of customers, including:

- Seniors,
- Families with small children,
- People with disabilities,
- People with long-term health conditions … and many more.

Ensuring equal opportunity to enjoy tourism experiences

Accessibility means : Inclusion, comfort, safety, sustainability

Universal Design

The key to achieving Accessibility for All, is by adopting the Universal Design approach.

Universal Design

Accessibility for All
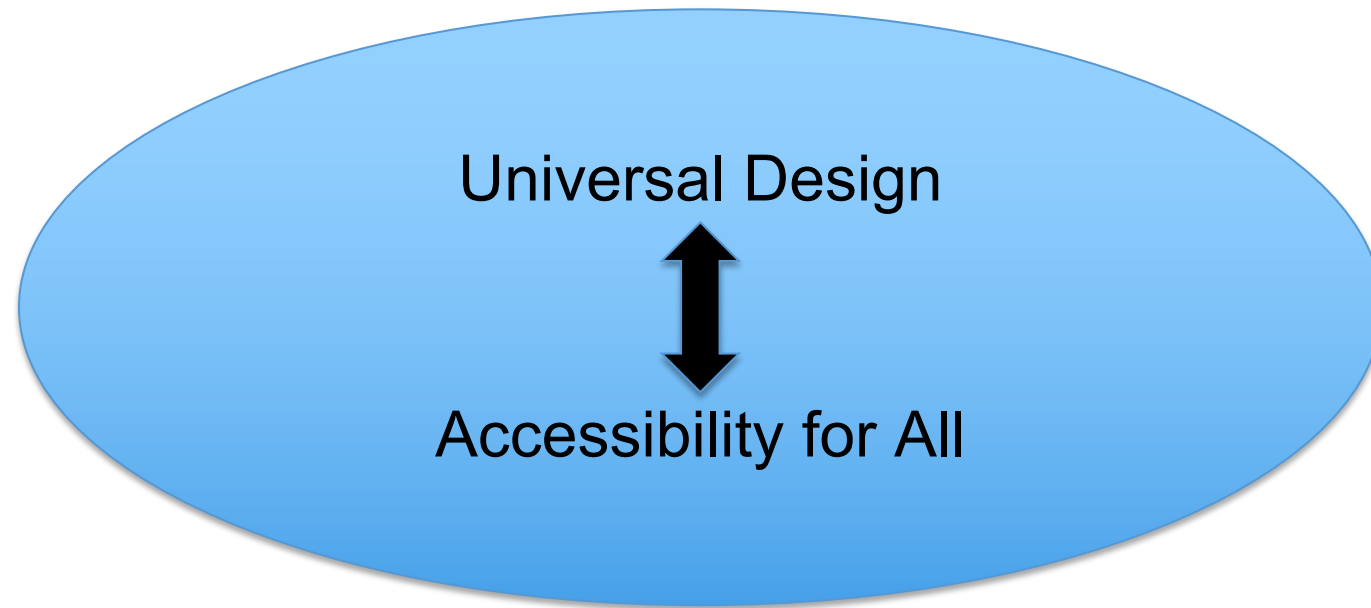
A similar development "Design for All", means designing, developing and marketing **mainstream products, services, systems and environments** to be accessible and usable by as broad a range of users as possible

Universal Design

'Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

➢ The intent of the universal design concept is to simplify life for everyone.

➢ The universal design concept targets all people of all ages, sizes and abilities'.

(Center for Universal Design, Raleigh, NC, USA)

Toegankelijkheidsbureau vzw. Belgium

Universal Design

- Universal Design (UD), originated in the USA.

- It is a design approach, reflecting a new way of understanding and responding to people's needs.

- It is not a list of particular solutions, measurements, or products.

- It is the way to reach the solution for creating comfortable, sustainable and safe environments, products and services for ALL

- Based on 7 principles

Equitable Use,   **Perceptible Information,**

Flexibility in Use,   **Tolerance for Error**

Simple and intuitive use   **Low Physical Effort**

                                                              Size and Space for Approach and Use

The 7 Principles of Universal Design

Katerina Papamichail | 23rd June 2021

The 7 Principles of Universal Design

1. Equitable Use:
    The design is useful
    and marketable to
    people with diverse
    abilities.

2. Flexibility in Use

    The design accommodates a wide range of individual preferences and abilities.

3. Simple and intuitive use

   Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

The 7 Principles of Universal Design

3. **Simple and intuitive use**

   Design can also refer to planning a guided tour, taking into account actual or possible needs of all the clients.

The 7 Principles of Universal Design

4. **Perceptible Information**

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

5. **Tolerance for Error**

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

The 7 Principles of Universal Design

6. **Low Physical Effort**

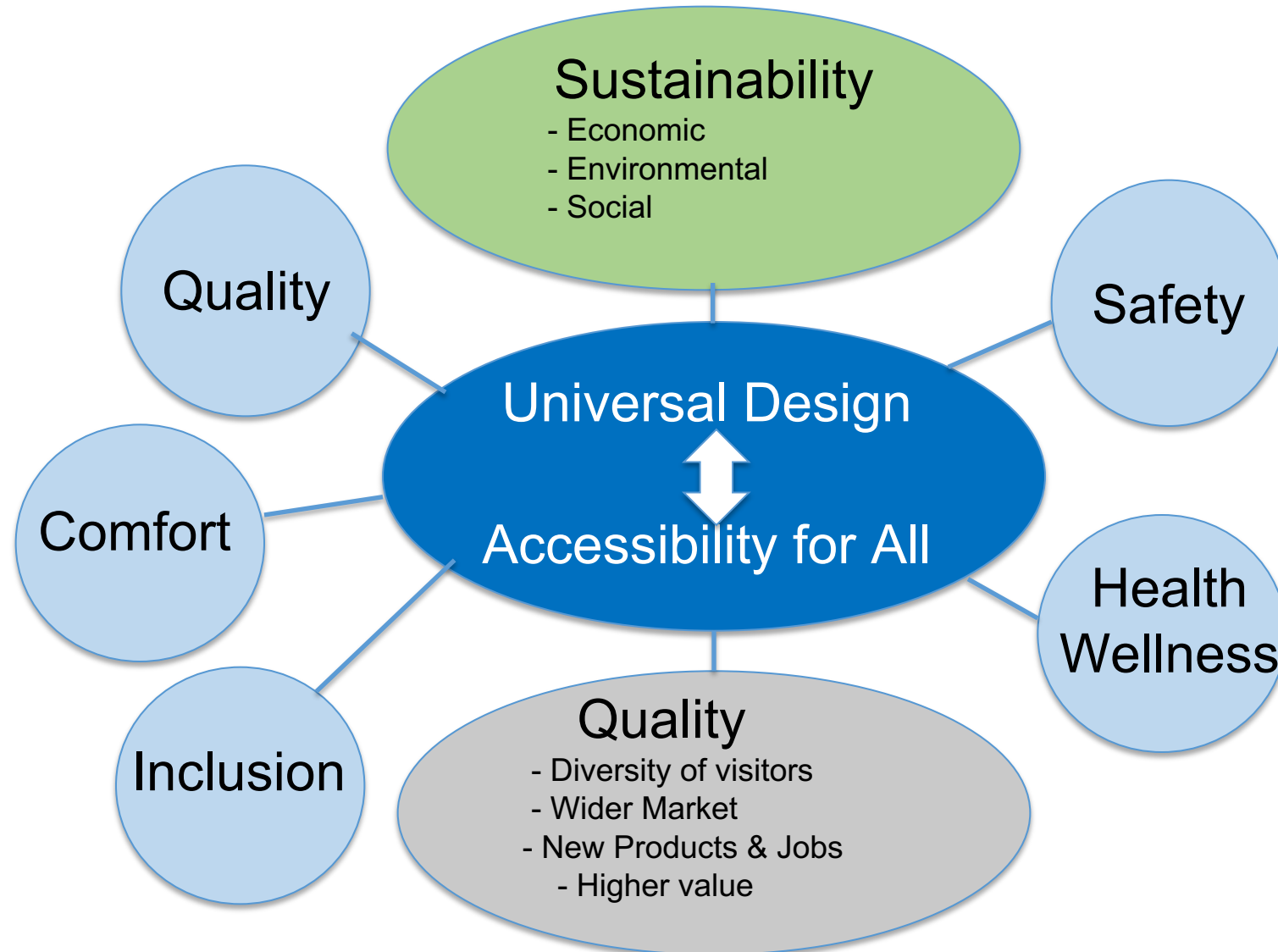The design can be used efficiently and comfortably and with a minimum of fatigue.

The 7 Principles of Universal Design

7. Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility

Universal Design in Tourism

Do we follow UD Principles in Practice?

In product design

- A glass washbasin…!
- Shower gel or shampoo?

Do we follow UD Principles in Practice?

In product design

Tables with a central support leg allow wheelchair users to enjoy their meal, and they are better and more comfortable for all

In the built environment

Ponte della Costituzione, Venice

Mistakes in new projects
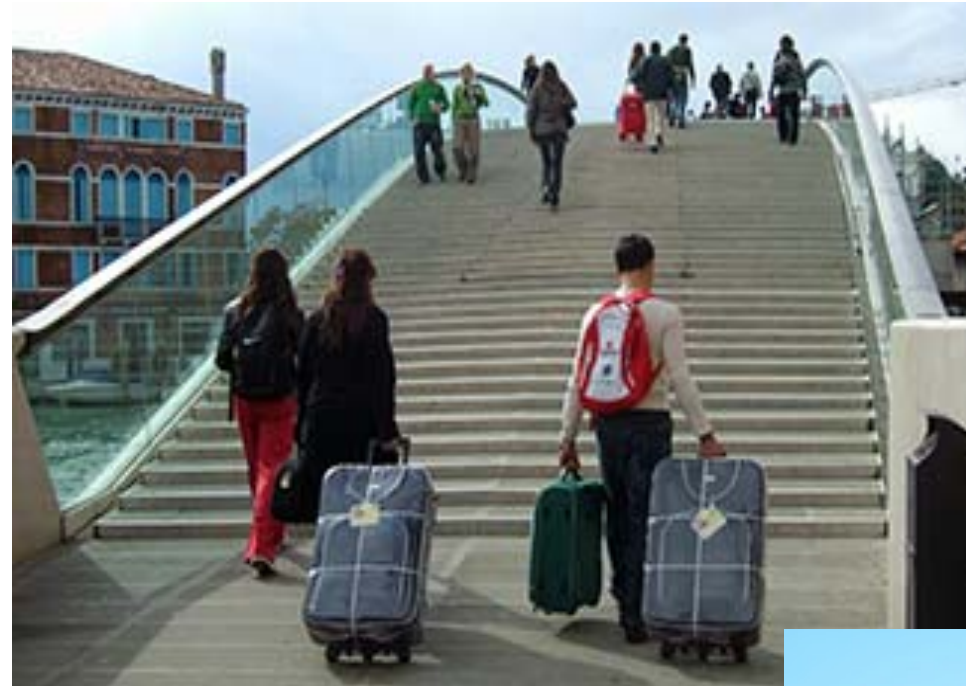
Ponte della Costituzione, Venice

**The mechanical capsule solution was added afterwards
- for wheelchair users. And later, removed due to unreliability**

Mistakes in new projects

Town Entrance in Chatenay Malabry
Village centre of Meilen, Zurich, Switzerland

Good examples of pedestrian access

Millennium Bridge, London
A footbridge designed to be used
by everyone

Ramp access next to steps

Good examples in hotel accommodation

Hotel rooms comfortable for all visitors

Bad and good examples in bathrooms

Level access
shower
suitable
and safe for all

Bad and good examples in restaurants
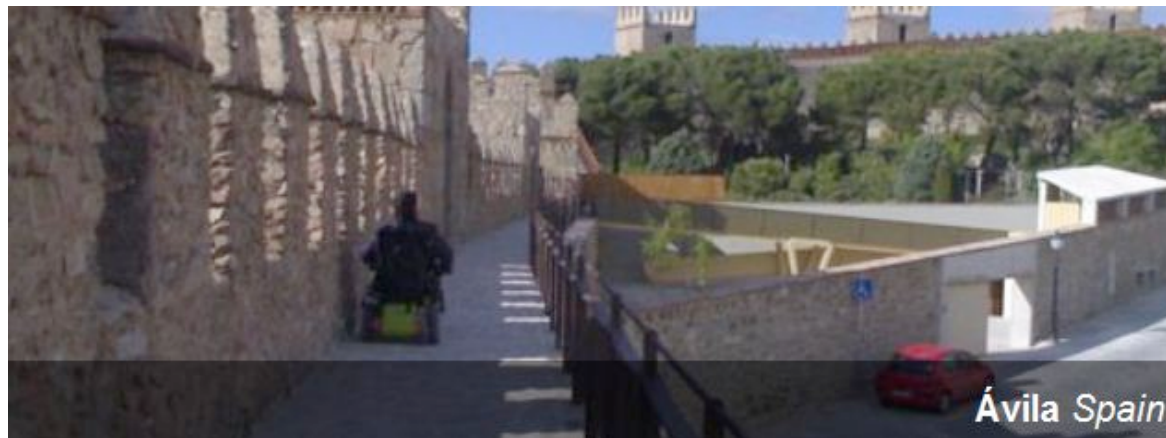

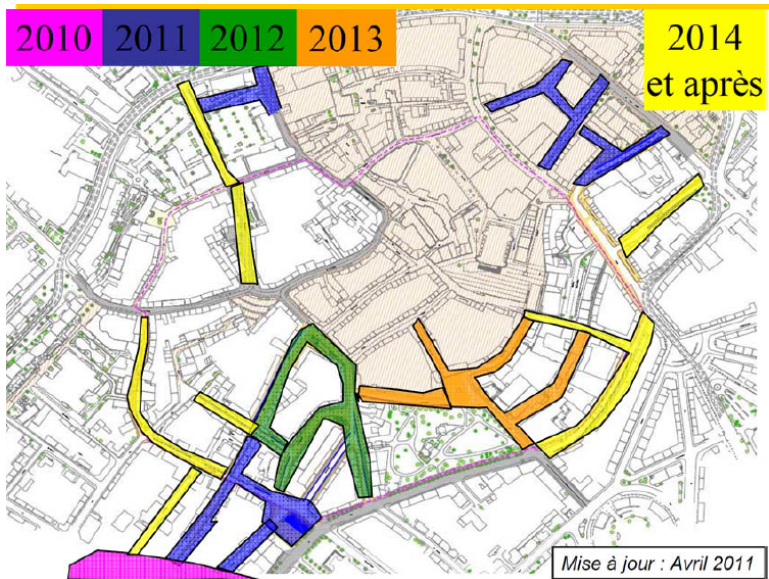## In cafes and restaurants

Buffet easily reached by all

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In heritage sites

Before

After

Versailles:
New cobble-stones

Ávila *Spain*

Avila – access to the city walls

Enabling access for all through careful and smart interventions and provisions

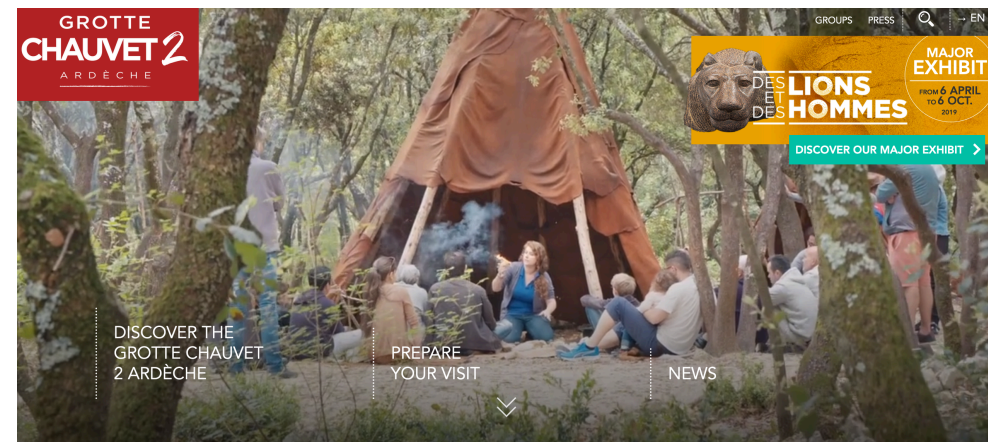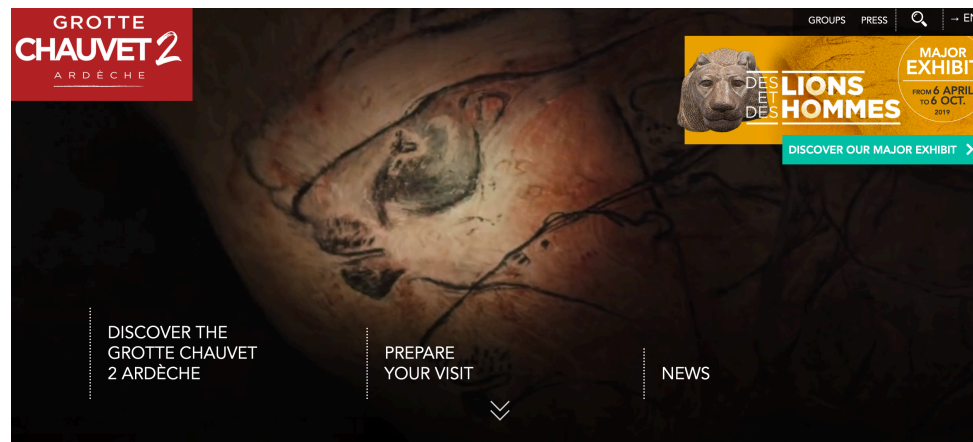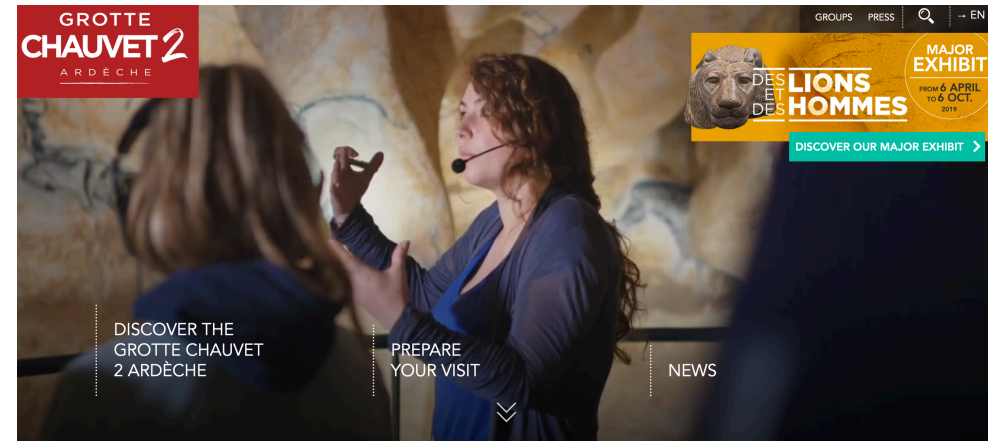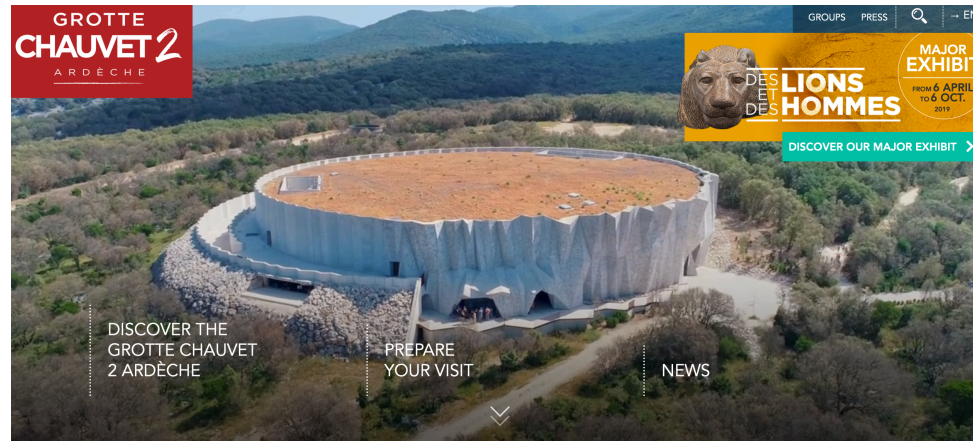Mulhouse – accessible heritage routes

Ljubljana - tactile city plan

Conservation and Accessibility for All
Alternative solutions where access cannot be achieved

Replica of prehistoric caves, Chauvet 2, Ardèche, France

https://en.grottechauvet2ardeche.com/home-page/

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Gallerie dell'Accademia in Venice, Italy
Guided Theme Tours with Multimedia

Guided theme tours, using touch screens and tablets, featuring various levels of detail, making the visit a better experience for many visitors.

Venice, Italy

Credit:
ETT Solutions, Genoa / Samsung

Gallerie dell'Accademia in Venice, Italy
Guided Theme Tours with Multimedia

A beacon technology system with Bluetooth transmitters communicates directly with the exhibition app installed on smartphones and tablets

Credit: ETT Solutions, Genoa / Samsung

Good examples in access to nature

Good examples in access to sea and water

Access to heritage sites and monuments

- Heritage sites are some of the main attractions for those who come to Athens

- **The Acropolis - the top visitor attraction with more than 1,5 million visitors**

Transformation of Athens historical centre

The historical centre of the city was transformed for the Olympic and Paralympic Games 2004, with **accessibility** at the centre of the improvements.

Focus on:

• Public spaces, with the "unification" of the archaeological sites by a 5 km. accessible pedestrian route

• Access to the UNESCO World Heritage Site of The Acropolis

• The New Acropolis Museum

• Public transport

Before

After

Pedestrian routes designed for everyone to enjoy the city

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The Acropolis

A combined construction with a "temporary" construction site lift…to carry only one disabled visitor in a wheelchair and their companion, in addition to the lift operator.

Making the impossible possible, 2004

New smooth, firm pathways

The new type lift can take two wheelchair users or a stretcher and it is a proper lift construction
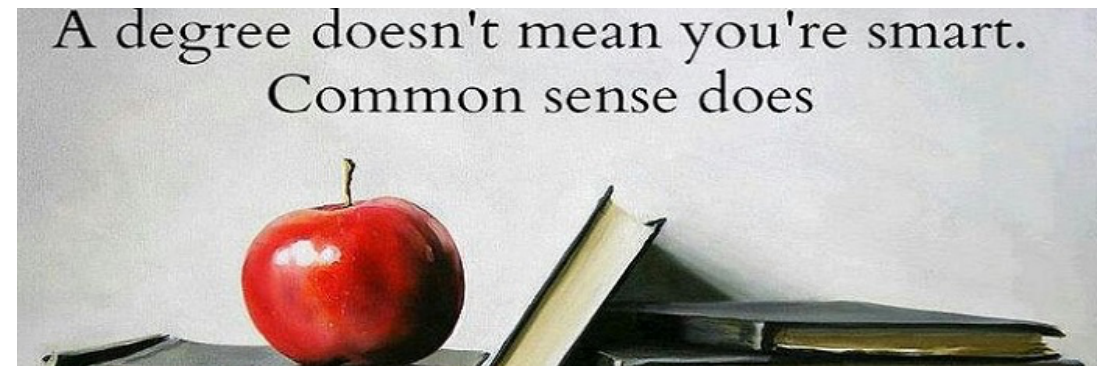
Consequences of NOT following UD Principles

➢ **Exclusion of** some visitors from tourism experiences and offers

➢ **Lower** quality of services for the wider range of visitors

➢ **Not sustainable** environments, services and solutions

➢ **Need for adaptations**, re-design, re-building – requiring additional expense

➢ **Reduced** Return on Investment.

Universal Design

It just takes Common Sense...   And Training

Common sense is not so common.

—VOLTAIRE

I WISH
COMMON
SENSE
WAS MORE
COMMON

FBWALLPICS

A degree doesn't mean you're smart.
Common sense does

Following a UD approach, accessibility is really «invisible» when it is considered from the beginning of the project

Thank you for your attention!

https://www.accessibletourism.org