



EUROPEAN

YOUTH

ROOTS

## A Tourism SME Guide

How to Implement  
Accessible and Inclusive  
Design Approaches





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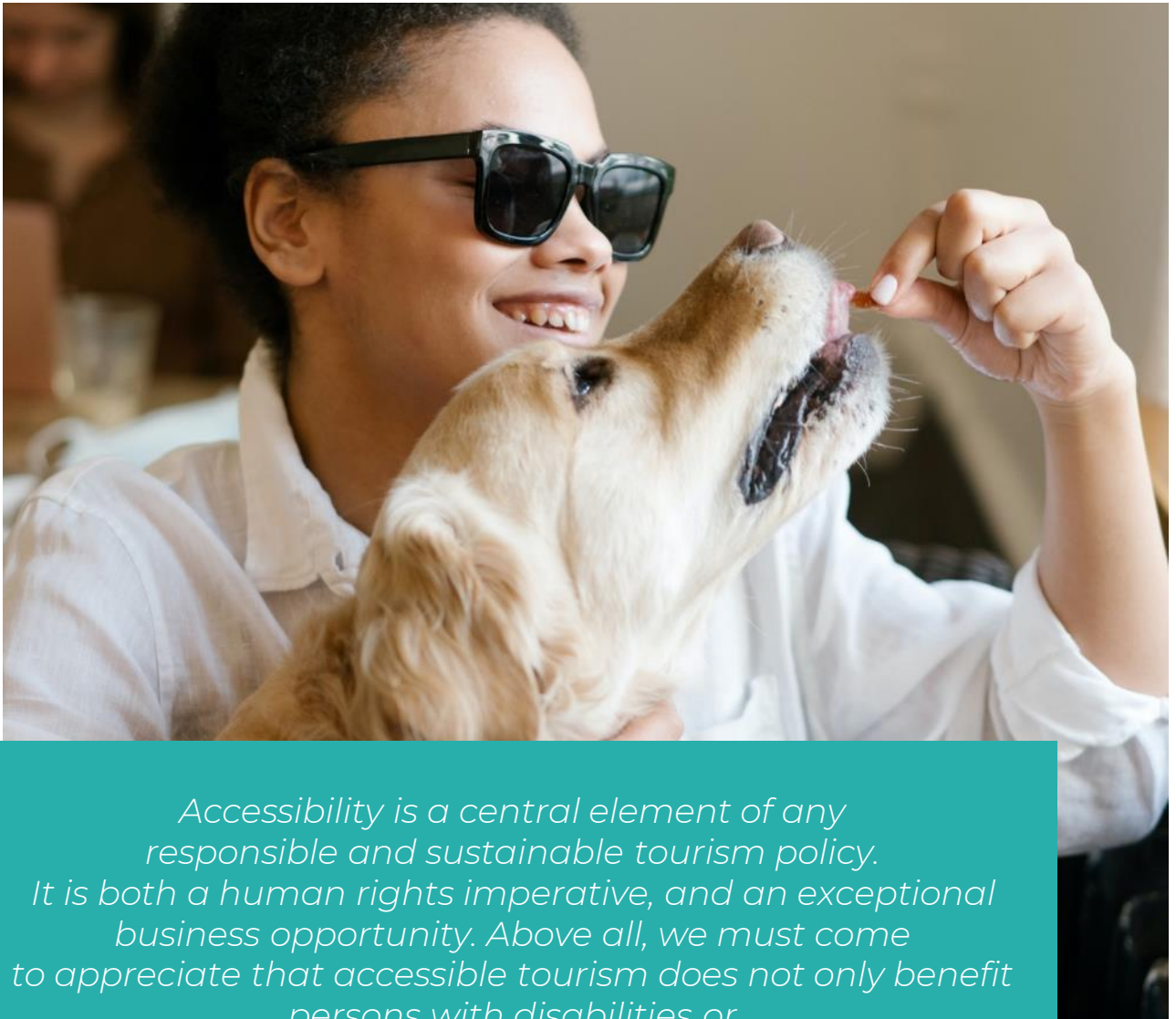
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# About this Guide

This Guide shows tourism SMEs how to implement an accessible, inclusive cultural, heritage or natural tourism business. Get ready to be inspired to transform your business using our easy-to-use step by step Guide, rich with compelling case studies.



*Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special need; it benefits us all.*

Taleb Rifai

*United Nations World Tourism Organization Secretary-General*



# Introduction to this Guide



The ambition of the **European Young Roots Guide** is to show **young tourism entrepreneurs** how to implement inclusive tourism into **future or existing culture, heritage or nature based business!**

With demand for inclusive tourism growing, inclusiveness can make the difference between winning and losing visitors, for both our tourism operators and our destinations. Accessibility needs to be regarded as an integral part of the service sector and be integrated into all our visitor facilities, products and services, ideally from their very inception.

This Guide was developed with the support of ERASMUS+ by partners across Europe from France, Italy, UK, Demark, Ireland, Malta and France . Its aim is to assist young tourism operators to embrace the tremendous opportunities inclusive and accessible practices present. Young operators will learn from expert knowledge and exemplary best practices how to be future game changers and benefit from such opportunities.

Throughout the Guide, operators will be presented with tools, ideas and solutions on how to develop or tailor their experiences for people with a disability, their families, carers and the wider community enabling greater social and economic participation. As a result they will be able to ensure their destinations, facilities and services deliver an exceptional experience for all their visitors – disability or non-disability.

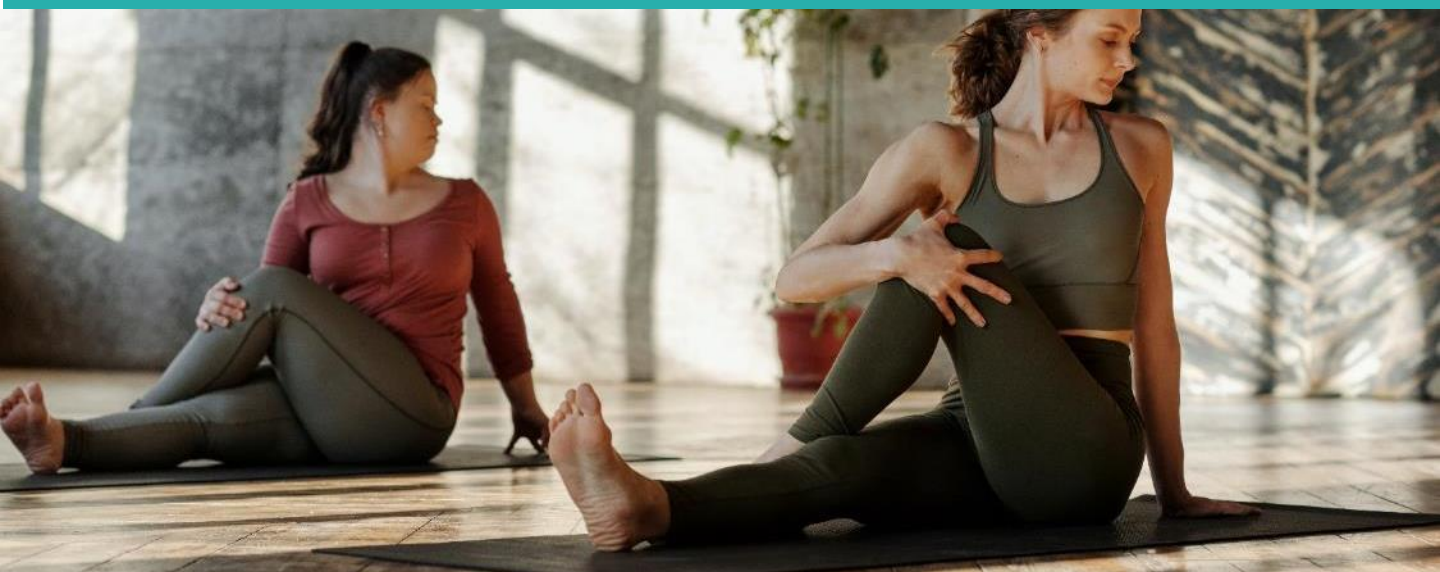
Businesses who incorporate the practices outlined in the Guide will become more dynamic in the tourism sector. They will grow with sustainable (environmentally friendly), participatory and inclusive strategies incorporated that will assist them to understand the business opportunities they present. They will include what it means to be a sustainable and participatory tourism business directly contributing to the needs of their regions, communities but most importantly their customers.



# Introduction to This Guide



Inclusive tourism is not just a legal requirement. Beyond ensuring there are accommodation or facilities to enable people of all abilities to enjoy a holiday, it is the aspiration of ensuring tourism destinations and experiences are available to everybody. It is also a standard expectation of all visitors.



This Guide is a resource to assist young tourism operators in embracing the tremendous opportunity inclusiveness presents for business growth. At its core is the concept of Universal Design where our built environment and experiences are designed to meet the needs of people of all abilities, in all aspects of our society.

This resource intends to assist young operators in benefiting from the game changing opportunities tailoring their experiences for people

with a disability, their families, carers and the wider community enabling greater social and economic participation. This guide hopes to educate young tourism providers and industry by including the users themselves as a key driver to provide valuable awareness and understanding how inclusive tourism can play a significant role in achieving greater accessibility, inclusion and equal opportunity for people with disability.

# Introduction to Accessible, Inclusive Tourism

*Too often, our awareness and understanding of the needs and desires of people with a disability has been limited to our own experiences. The message is simple—people with a disability have the same desires and needs as each one of us, which is respect and dignity. Our built environment should be safe, equitable and provide dignified access to goods and services to everyone, that includes people with disabilities.*

Many people with disability cannot experience what European tourism has to offer because of a lack of suitable accessible accommodation and other inclusive activities. This Guide will inform, support and assist young people in the tourism industry to effectively implement such requirements. It will guide them on how to address disability challenges in service and design. You will specifically;

- Learn how to become a **future game changer** in tourism by integrating accessible and inclusive tourism practices into your business
- Understand the **opportunities and increase your knowledge** about the market for accessible tourism and how to accommodate specific needs through different products and services
- Develop **strategies to implement and improve the accessibility** of your operation to appeal to a wider range of visitors of all abilities and ages
- Be able to **assist people with disability in planning and engaging in your holiday experience** and become their chosen holiday experience – particularly during a pandemic.
- Learn how to **support and promote and incorporate inclusive and accessible design** into your business design and planning

# Introduction to Accessible, Inclusive Tourism

**Everyone regardless of their ability or disability has the right to go on holiday,**

Take part in holiday activities, visit attractions, stay in comfortable accommodation, eat at a nice café or restaurant, go to a bar, attend a festival or event etc. People with disabilities, impairments or illnesses should be able to enjoy, see or participate in a cultural and heritage experience in an accessible way. They should be able to access all they need from a destination level and not just from the level of a singular attraction, service or experience.

Everyone regardless of their disability should be able to access and enjoy a variance of activities and attractions from museums, pathways, accommodation, galleries, theatres, castles...and so on.

**Barriers to people with disabilities are surprisingly very common but easily overcome.**

A wheelchair user cannot go to an attraction if there are stairs but can if there is a lift or ramp installed. A visually impaired person cannot enjoy a painting or statue but if there is audio or a braille description they can.

A hearing impaired person cannot hear the video but if there are subtitles available they most likely can enjoy the full experience. In this Guide, no matter what your tourism business type, you will find a solution to make your tourism business more accessible.



# Who Benefits from Inclusive Tourism? Everyone!



The first question we have to answer is who benefits from inclusive tourism? The short answer is everyone!

People who have a disability, impairment or chronic illness, the elderly, children, people who use wheelchairs, people with temporary mobility limitations, people with prams or trolleys, people with hearing or vision impairments, those with short term or long term injuries, and their traveling companions.

## Who are people with disabilities?

People with a physical disability for example, people who use wheelchairs or mobility scooters, people who use a walking frame or crutches, or people who have difficulty with finger or hand coordination.

## Other disabilities include;

- People with a vision or hearing impairment\* or who are deaf
- People with a perceptual or cognitive disability that affects communication and understanding
- Having injured, broken or missing limbs, having aging ailments, recovering from a stroke or other physical seizure

\*'Impairment' includes physical, psychosocial, sensory, neurological and other conditions, for example, learning difficulties, epilepsy, autism and intellectual disabilities.



# That's Right, Everyone Benefits!

Images by northflash.com



*When speaking of disabilities, the blind, deaf and those in a wheelchair and their needs are most often used as an example. It is deceptively simplistic since accessibility is something most of the population can benefit from*

Marcus Osterberg

Consider how much easier it is to read something (even when you have perfect sight) that is in decent font size and uses clean font style (sans serif) text. Consider how signs with symbols are easier to understand not only for people who are vision impaired but for children, visitors who don't speak the language of your country, those who are have learning challenges etc. Best of all, there is often no reading at all involved when instructions or information is provided in audio!

*Also consider how much easier it is to access attractions without unnecessary obstacles, furniture or dangerous uneven ground – for EVERYONE!*

# Various Types of Accessibility

***Accessible tourism is about making it easy for everyone to enjoy tourism experiences.***

Making tourism more accessible is not only a social responsibility, there is also a compelling business case for improving accessibility as it can boost the competitiveness of tourism businesses. Evidence shows that making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers.

## There are Different Types Of Accessibility



### Physical Accessibility

Improving spaces and infrastructure to create an environment where citizens can move around freely.



### Communication Accessibility

Helping people with communication difficulties to get a message across via tools and trained staff



### Web Accessibility

Making information sourcing, booking services and related websites easier to access ([view the EU tutorial on making your website e-accessible](#))

## What is Accessible Travel?

Accessible, or inclusive, travel is about equality. Accessibility is about facilities, information and attitude. It is about everyone being welcomed as your guest. It is about more than compliance, wheelchairs and dogs – all of which are very important. In the next section we will look at how accessible and inclusive tourism is a game changer for tourism businesses and destinations, but first a case study to inspire!



## Description

*Ulisse is a community of deaf travellers and sign-language-speaking guides. Ulisse's offer is specifically designed for the national and international deaf community interested in experiential travel.*

**2017** *Ulisse* was conceived as being a **social advancement association** which promotes **experiential tourism**. *Ulisse's* commitment is making this new form of cultural tourism **accessible to the deaf community**.

**2018** The first International Sign class of Southern Italy was organized by *Ulisse* in **Lecce**, involving 15 young Apulians interested in tourism and hospitality

**2019** *Ulisse* becomes a strong **community** of deaf people with an immense **passion for travel**. *Ulisse* continues to promote the **deaf culture**, the **International Sign**, and lively and open debates on themes such as **sustainable tourism**, **social innovation**, and **"NEET" deaf people education**.



**Website** <https://www.Ulisse.Travel/>



**Watch - YouTube Video**



# Section 02

## Game Changer Opportunities for Tourism Businesses & Destinations



### GAME CHANGER 01 Page 15

**Attracts a High Demand Market.** It's a Tourism-for-All Approach!



### GAME CHANGER 02 Page 20

**A Reputation Builder.** It Shows You Care About All Your Guest Needs!



### GAME CHANGER 03 Page 21

**Good Strategic Business Practice.** One Size Doesn't Fit All!



### GAME CHANGER 04 Page 23

**Presents Growth Opportunities** for the tourism businesses, destinations and regions.

# So Why Improve Accessibility?

This section covers why accessible, inclusive tourism is a future game changer for tourism businesses and regions!

*All tourism businesses and institutions should aim to be universally accessible and create barrier-free tourism. This means ensuring tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It aims to allow tourism destinations to be enjoyed equally by everyone.*

EU, Internal Market, Industry, Entrepreneurship and SMEs



*As an entrepreneur, you have to consider accessibility of tourism and leisure spaces as a basic quality factor – but you should also see it as an opportunity for differentiation and as a way to attract new customers.*

*While designing, executing, operating, maintaining and communicating about your tourism business, you must ensure that it is accessible and available to everyone.*

EU, Internal Market, Industry, Entrepreneurship and SMEs

# Let's Look at the Evidence!



## Irish Wheelchair Association Research



**77%** of people with physical disabilities have **poor or no access to public spaces and amenities** because of issues with pavements, parking, pedestrian crossings and more

**66%** of people reported **difficulty accessing public buildings**, which include healthcare, retail and leisure facilities

**68%** of people experience **inadequate toilets, lifts, emergency exits** and parking machines in public spaces

**63%** said that they often faced **poor or no accessible public parking** at public buildings

**73%** said they often **faced with steps** to the main entrance of public buildings



# Game Changer

# 01

Attracts a High Demand Market. It's a Tourism-for-All Approach

*Adopting a 'Tourism-for-All Approach' by improving inclusivity and accessibility, tourism operators benefit from the opportunity to attract a wider visitor type reach and high demand market!*

"Tourism-for-All" is a concept that is addressing a growing segment of travellers with a diverse range of needs and requirements. You could be excluding visitor potential without even knowing it. An inclusive tourism business or destination works to offer positive travel experiences to people with different needs by addressing them from various perspectives, and by providing design and service solutions that aim to cover as many different groups as possible.

What is "accessible" to one traveller who is a wheelchair user, for example, may be very difficult to access or completely inaccessible to another traveller with a different type of disability, mobility impairment or other condition. Businesses may not be aware or understand of some of their customers impairments, disabilities or needs because they are not obvious.

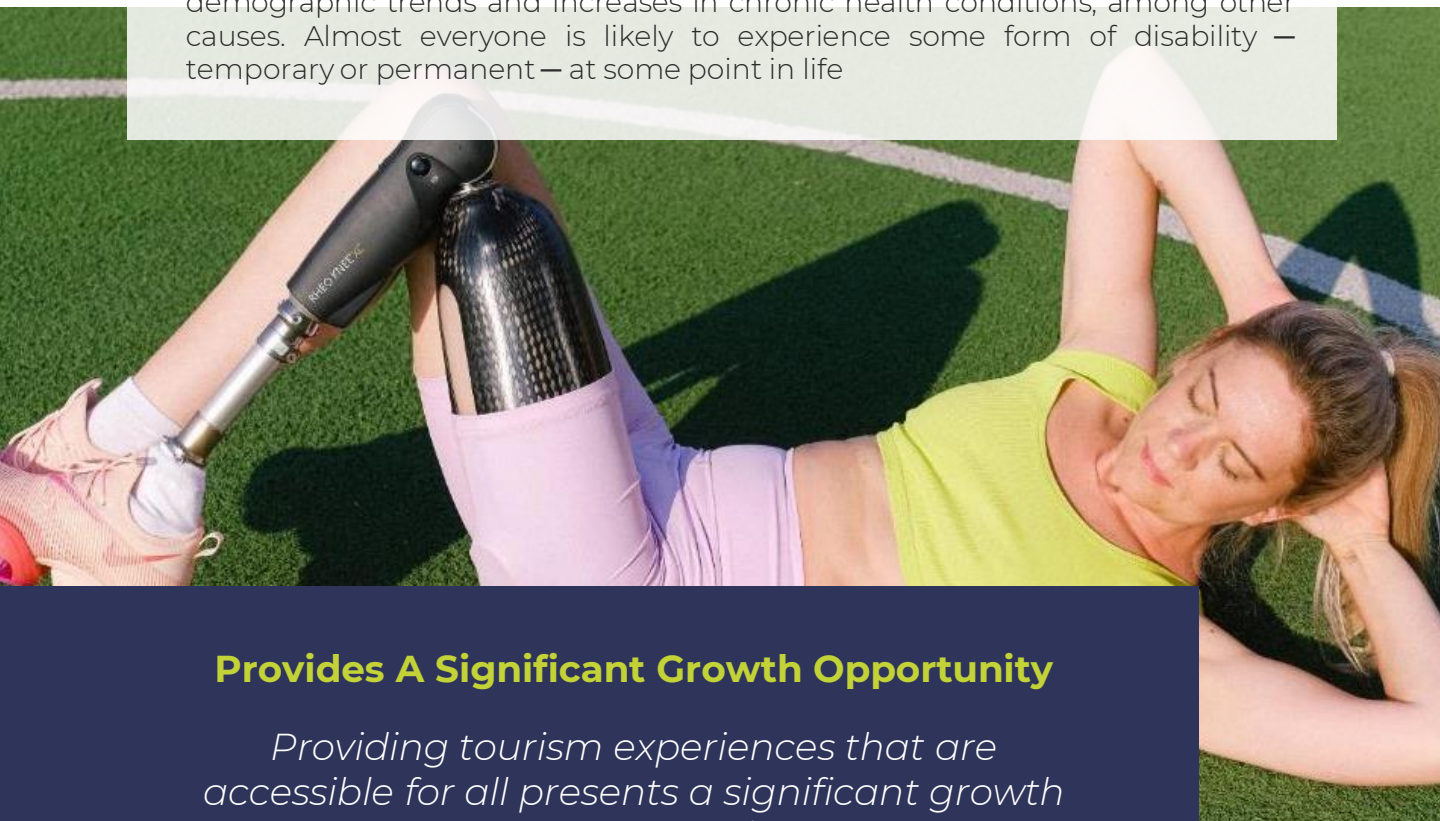


*"I miss out on some family occasions because I can't access the venue, or toilets are not accessible"*

Wheelchair User, Co Limerick, Ireland

# Missing Out on a High Demand Market

Inclusive and accessible tourism is an evolving trend that is believe it or not is a basic necessity that is not part of many existing tourism businesses – they are missing out on a large and increasing high demand market! The World Health Organisation tell us over 1 billion people live with some form of disability The number of people with disability are dramatically increasing. This is due to demographic trends and increases in chronic health conditions, among other causes. Almost everyone is likely to experience some form of disability – temporary or permanent – at some point in life



## Provides A Significant Growth Opportunity

*Providing tourism experiences that are accessible for all presents a significant growth opportunity. Businesses aren't just missing out on people with disabilities, they are missing out on the groups they are part of, the families that have prams, the family who want to bring grandma and grandad on holiday, the elderly couple who often stay longer and during off season, their friends who are gathering to celebrate...the groups they are with book a holiday that is accessible for everyone!*

***(Tourism For All, Europa)***





## Some Visitor Categories Who Have Different Accessibility Needs



### Families

Families where either an adult or a child has a disability



### Couples

Couples where both or one partner has a disability



### Wheelchair

Where one or more guests is a wheelchair user



### Deaf or Blind

Where one or more guests are visually or hearing impaired



### Families

Families with buggies for children



### Elderly

Elderly people who have limited mobility or are vision or sight impaired



### Injured

Those who are temporarily disabled as a result of an injury e.g. broken leg or arm



### Group Gatherings

Where a friend or family member has a disability



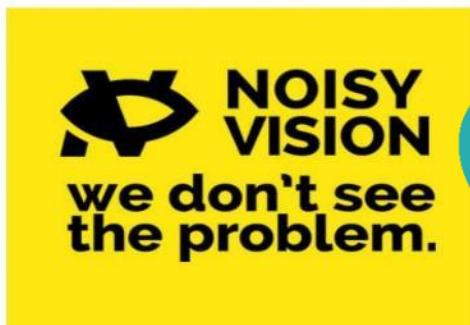


*In the Global Sustainable Tourism Criteria, the baseline standard for sustainability in travel and tourism is 'Tourism for All'. With an estimated 15% of the world population living with some forms of disabilities (World Health Organization, [World Report on Disability 2011](#)), and the changing demographic of the "rapidly ageing" populations around the world (WHO, [Aging and Life Course](#)), sustainable development can only be achieved through an inclusive approach to creating solutions and opportunities.*



*[Martin Heng](#), Accessible Travel Manager & Editorial Adviser for Lonely Planet, says 'we should promote not just accessibility, but also inclusive tourism that benefits everyone'. He emphasizes that 'people with disabilities and people with different access needs do travel, and are likely to travel with others'. These travellers represent, according to the [Amadeus Accessibility Study](#), a "\$70 billion market" just in Europe and the USA.*





## Description

*Provide trekking and walking tours plus other nature experiences for blind and/or deaf people.*

NoisyVision is a non profit organization that shares their skills, resources and experiences to make environments, services and information more accessible to people with visual and / or hearing disabilities, in order to transform the perception of limit that the individual has for himself and for others. Noisy Vision build training, recreational and meeting OPPORTUNITIES open to all and designed to be INCLUSIVE and accessible to the sensory disabled. Their excursions, paths and sailing itineraries are focused on fun, personal and collective GROWTH. YELLOW is their colour because it is more easily perceived by the visually impaired. Yellow is a vital and energetic colour and the key colour of the #YellowTheWorld campaign that connects our projects acting for a wider accessibility of environments and services to people with sensory disabilities.



[Website https://www.noisyvision.org/category/read/projects/](https://www.noisyvision.org/category/read/projects/)



[Watch YouTube Video](#)



[Projects](#). Check out [#vEyes4YellowTheWorld](#). A visually impaired and blind person towards the central craters of the Etna volcano.



# Game Changer

# 02

A Reputation Builder. It Shows You Care About All Your Guests Needs!

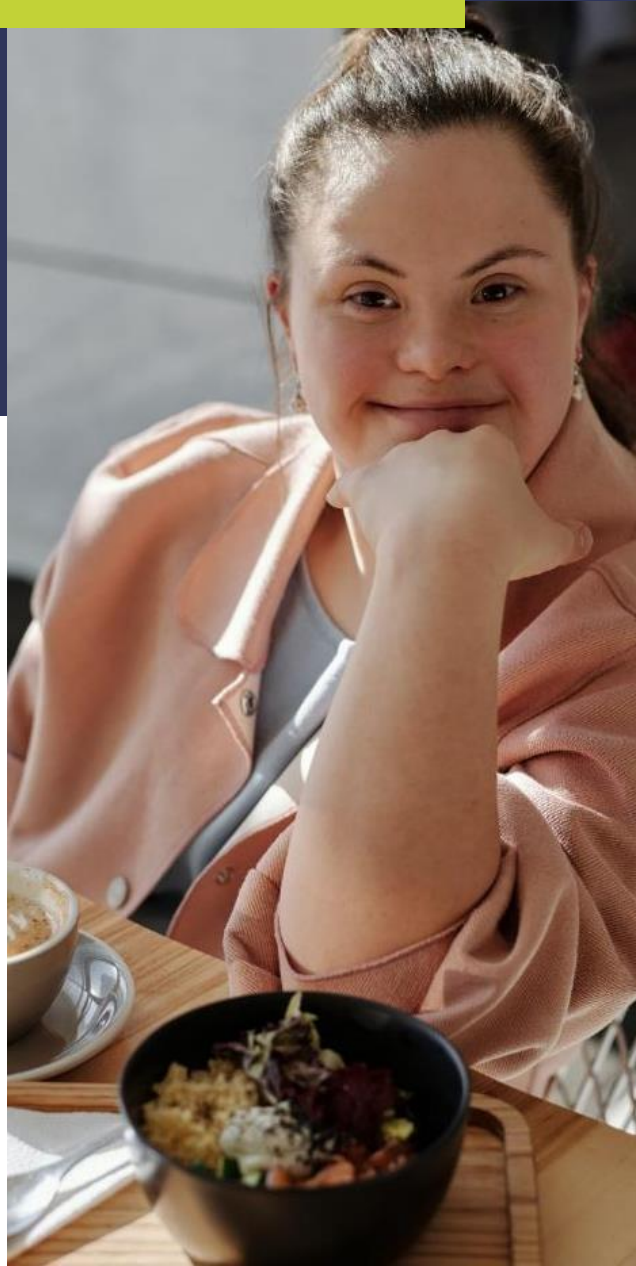
*Adopting a 'Tourism-for-All Approach' by improving inclusivity and accessibility, tourism operators benefit from the opportunity to attract a wider visitor type reach and high demand market!*

**Taking care of others and offering equal services to everyone is the right thing to do.**

Having an inclusive tourism business means you care about all your visitors needs, therefore nobody is excluded. Almost everyone will have someone in their life who will benefit from an easier way to find travel options that are accessible for them.

This may be a friend or family member with disability, ageing parents or grandparents, someone recovering from an accident who has limited mobility, or someone with a chronic illness that limits them in some way.

Accessible and inclusive travel is about equality. It is about doing the right thing to ensure everyone can easily find places to stay and things to do.



## **All Guests Feel Welcome When Accessibility is a Priority!**

The success of tourism businesses in competing across global and domestic markets is reliant upon a service culture that shows a spirit of inclusiveness where people of all abilities and ages feel welcomed as guests and enjoy the exceptional experiences offered regardless of their ability or abilities.



## Game Changer

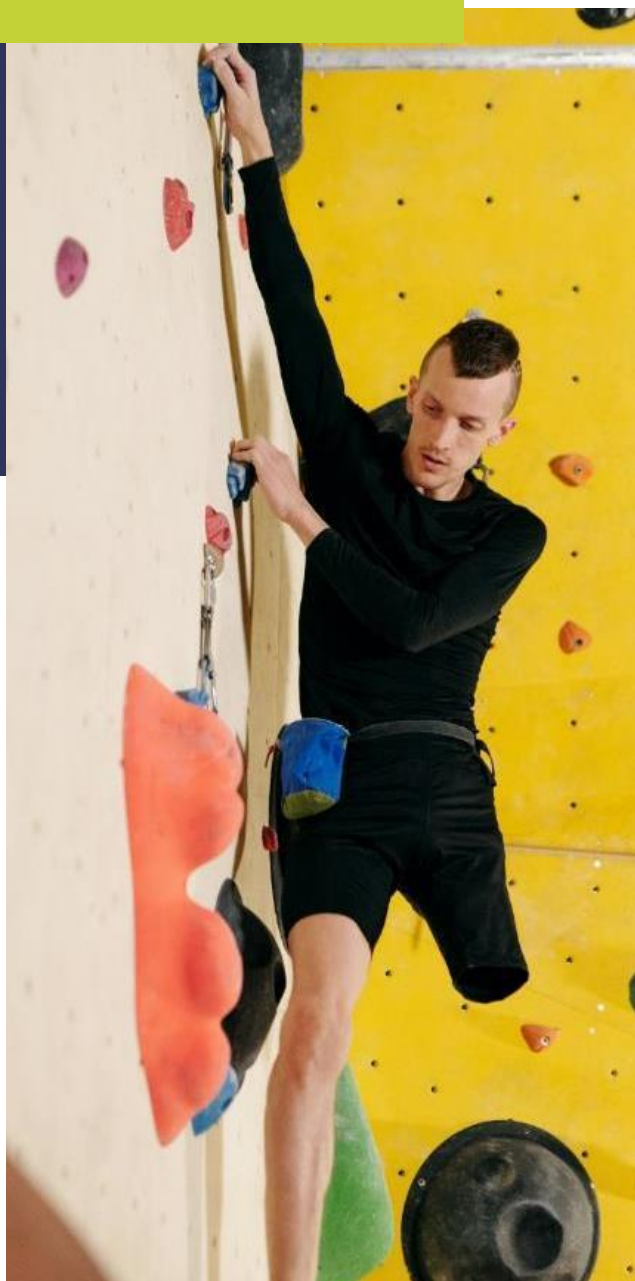
# 03

Good Strategic Business Practice.  
One Size Doesn't Fit All!

*Going from good to exceptional customer service is only the start. It is not just about providing services and experiences for people with 'disabilities'. Don't forget not all disabilities are 'visible' there are many 'invisible' impairments you may not be aware of!*

### A 'one size fits all' customer service approach doesn't work.

Good accessibility as a mainstream service equates to great service for all, rather than an optional extra for 'people with disability only' market. Accessible and inclusive tourism is not just about providing facilities that are wheelchair accessible. It also includes senior travellers, parents travelling with small kids, travellers' with allergies or medical conditions. These are all different types of travellers' who have different degrees of accessibility restrictions and mobility requirements. And a large proportion of traveller's with disabilities have "invisible" impairments (such as cognitive or mental health conditions and long-term illnesses) that may not be, unlike wheelchair users, immediately obvious just by looking at them.



The prospect of direct and personal access to discovery and enjoyment of the planet's resource is constitutes a right equally open to all the world's inhabitants. Family youth, student and senior tourism and tourism for people with disabilities should be encouraged and facilitated.

Source: UNWTO, [Global Code of Ethics for Tourism - Article 7](#)

# It's a Good Investment and Money Well Spent!

## Examples

Good Strategic Business Practice  
UK

### Description

*Video showcasing UK business owners telling how have invested small sums of money in accessibility of facilities and services, bringing more customers and more income.*



### **People with disabilities have the greatest need for accessible facilities and services.**

Accessibility is about making things easier and comfortable for all your visitors, whether they come as an individual or a group and regardless of ability.

To be accessible to all means providing

your product and services in a way that ensures people of all abilities feel welcomed as guests with equity and dignity. Remember accessibility benefits all visitors not just those with a disability, including those with prams, temporary injuries, or heavy bags, or an older person who may find it harder to walk, see or hear.

# Game Changer

# 04

Presents Growth Opportunities.  
For the tourism business,  
destination and region

*Providing tourism experiences that are accessible for all also presents a significant growth opportunity for destinations to reach a large and increasing high demand market.*

Despite the large numbers of people with disability living independently in the community; their growing financial wealth; and their desire to travel; this group of consumers is largely untapped by the tourism industry.

There is a heightened need for increased accessibility within Europe and other international destinations because more and more [people with disability] are able to engage in travel opportunities, which in turn means there is a much greater opportunity for the tourism industry to benefit from longer seasons and new incomes if they are more creative with the buildings and services they offer.





*Destinations, tourism communities and regions should consider access to and from the destination for people with disabilities and accessibility challenges e.g. public transport, road walkways, parks, access to national heritage and attractions, facilities, information points and other major footfall areas that should accommodate the physical needs of both the community and visitor in mind.*

### **Accessible tourism implemented at destination level**

should involve a collaborative process among stakeholders to enable people with access requirements (including mobility, vision, hearing and cognitive dimensions of access) to function independently and with equity and dignity by delivering universally designed tourism products, services and environments.

### **There is also the potential multiplier effect.**

With the growing importance of the accessible tourism market, and especially the spending power of this market segment including the "multiplier effect", each traveller with impairment is likely to influence the purchase decisions of multiple members of their party. Businesses at destination level can each become part of the multiplier effect by investing time, effort, and resources needed to become more accessible and inclusive as a business or destination. To realise this potential and be competitive, tourism businesses and destinations should be investing in universal design and inclusive solutions.

*A report for VisitScotland highlighted that, for some people at least, the time, energy, stress and planning required for disabled people to have a successful holiday in Scotland was so great as to put them off. Indeed, when asked where the best place was to go in Scotland as a disabled person, one participant answered simply "Home"! How many other disabled people feel like this about businesses and destinations that don't necessarily put themselves into the lens of their visitors? How many providers do not empathetically see accessibility in the perspective on booking, travelling to and from the destination, getting around and identifying in an easy and consistent way what each business offers them?*

*The VisitScotland research found that what disabled people want are the things that every visitor wants: good **customer service**, that makes them feel welcome; **marketing and information** that is reliable, accurate and relevant, to help them in their decision making, and appropriate **facilities** to enable them to enjoy their experience to the full. At present these are key barriers for some people, but they can be removed by businesses with the support of their DMO.*

*Tourism businesses should work with other tourism businesses, their destinations, local communities and regions to consider and resolve access to and from the destination for people with disabilities e.g. public transport, road walkways, parks, access to national heritage and attractions, facilities, information points and other major footfall areas that should accommodate the physical needs of both the community and visitor in mind.*

## Basic Tourism Destination Needs

When it comes working together as a destination, people of all abilities and disabilities should be encouraged and invited to participate to the fullest extent possible in all experiences and activities at all levels within a destination. They don't expect you to do everything for them but be considerate about their needs regarding;

- ✓ The physical environment (s) you provide and what needs to be modified or improved to ensure they are accessible and people can move around without obstruction
- ✓ The transportation needed to, around and from your business for people with disabilities. That it is suitable, safe, reliable and affordable.
- ✓ That the information, communication and technologies you provide are accessible e.g. website for the blind and deaf or an information board translated into braille
- ✓ The facilities and services they need are accessible. This includes toilets, car parking, storage, seating areas, equipment, eateries, entertainment venues, alternative bike hire etc. For equipment, this means either you can provide what they need or they can hire or purchase locally e.g. for accommodation they may need to hire a bed hoist. Make this easy for your guest.
- ✓ That they can access specialised people if required e.g. carers, assistance, guides, readers, professional sign interpreters, drivers to facilitate their accessibility and inclusivity. A solution is that you have someone inhouse or at least qualified care teams who can be hired by different disability service users.

## Learn From Others

European Network for Accessible Tourism (ENAT). By leveraging the knowledge and experience of the network, our members are improving the accessibility of tourist information, transport, infrastructure, design and service for visitors with all kinds of access needs, providing models of excellence in accessible tourism for the whole of the tourism industry.

<https://www.accessibletourism.org/?i=enat.en>

**Examples**  
Destination  
Tourism for All

**'Azores For All'**  
<http://azoresforall.com/en/>





# 'Destination-for-All' Resources



## Video Change Your Destination

The video "Change your Destination" was issued by **Fundación ONCE** and **UNWTO** as part of the 2019 International Fair of Tourism (FITUR). Facilitating travel for people with disabilities is an exceptional business opportunity.



Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues.

## Check Out The Following Resources ....

1. [UNWTO Recommendations on Accessible Information in Tourism](#)  
Ensuring that the information is **accessible** is without any doubt a key to communicating successfully with visitors in all stages of their journey, particularly with regards to travellers with disabilities and special needs.
2. [UNWTO Recommendations on Accessible Tourism for All](#) a general, basic mainstreaming framework for ensuring that people with disabilities have access to the physical environment, the transportation system, information and communications channels, as well as to a wide range of public facilities and services.
3. [Accessible Tourism Destinations Awards](#) was launched in 2019 by UNWTO and the ONCE Foundation, to recognize and promote accessible tourism destinations.
4. [Reopening Tourism For Travellers With Disabilities: How To Provide Safety Without Imposing Unnecessary Obstacles](#) a set of practical steps to ensure accessibility for all, under the new circumstances. "[Reopening Tourism for Travellers with Disabilities](#)" provides recommendations for destinations and service providers to accommodate customers with disabilities and specific access requirements, including seniors.
5. [Inclusive Recovery Guide](#) suggests measures for the whole tourism value chain to build back better, becoming more accessible and more competitive post Covid 19



You don't have to 100% inclusive for everyone but by using this Guide you can identify and promote ways that suit how your business caters for a range of people and provides an "inclusive" tourism experience. We have tried to include cost effective and easy to implement solutions, together with a long term strategy that will assist you along your journey to becoming more inclusive.









# Section 03

## Universal Design

Go From a Good to a Great Experience! Designing with Everyone in Mind Can Set You Apart from Others!



### INTRODUCTION

Page 31

#### Introduction to Universal Design



### STEP 01

Page 32

#### Assess Your Customer Journey

**Exercise:** Don't assume you are accessible, test it out with real people!



### STEP 02

Page 37

#### Prepare Your Accessibility Checklist

# Universal Design Should Be Standard Tourism Design!



**Go From Being Good to  
Being a Great Accessible  
Tourism Experience!  
Designing with Everyone in  
Mind Can Set You Apart!**

When it comes to being inclusive and promoting Tourism-for-All, a key concept that underlies the solutions to be implement by tourism businesses and destinations is **Universal Design**.

**For business owners it is an opportunity to set yourself apart. How can you cater for a wider range of guests and win ahead of competition at the same time?**

Take into consideration the entire travelling experience, from the planning phase through to review of your operation. Think about a travellers experience at every stage. Put yourself in a variety of customer's circumstances and pay attention to the details...small things can make a huge difference! A key way to achieve this and promoting 'Tourism for All', is to look at solutions tourism businesses can achieve through Universal Design.

# Assess Your Customer Journey

**Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.** An environment (or any building, product, or service in that environment) should be designed to meet the needs of all people who wish to use it. This is not a special requirement, for the benefit of only a minority of the population. It is a fundamental condition of good design. If an environment is accessible, usable, convenient and a pleasure to use, everyone benefits

Centre for Excellence in Universal Design, [\*What is Universal Design\*](#)



## STEP 1

Assess your current customer journey to determine if your business is barrier free and accessible for someone with a disability or impairment?

To understand where you need to improve in order to offer universally accessible experience for everyone's benefit, you need to look and consider the whole customer journey from the perspectives of guests with different access needs and mobility requirements.

Think about how they experience travel - from the customer finding your business, to booking their trip, to arriving in your destination, to getting around during their stay.

Every step counts! You may have barriers that make it difficult for customers with particular access or mobility impairments to enjoy a certain product or service, because you have a lack of awareness that those barriers exist. By removing these barriers you open up your business to new visitor markets and growth opportunities. To get a better understanding it is recommended to put yourself in the position of those with a particular disability or impairment.



People with disabilities and extra needs require you to have minimum standards and guidelines in place and that you and your staff have some form of training and understanding about accessibility and inclusivity. Participation and engagement is imperative in some way in cultural, recreational, leisure, history, social activities, both as observers and as actors. Businesses should encourage people with disabilities to participate in activities regardless of whether they are intended for people with or without disabilities.

## BASIC TOURIST NEEDS

As a tourism provider, Universal Design should be conducted in a holistic manner. It should be applied to as many aspects of your business as possible, for example the physical building environment, information and communications technology (ICT), products and goods, experiences, entertainment facilities, access points, transportation, accommodation, equipment, interior and exterior spaces so a maximum number of people with disabilities can use them. Consider physical, sensory, cognitive and language requirements during the initial design phase of any product you build. All tourists with a disability or not require the below in order for a holiday experience to be fulfilling, they expect;

- ✓ Access to tourist **information and signage** in accessible formats. It is also preferable to have access to destination tourism information services, tours and other add on experiences
  - ✓ Be able to access **entertainment and performance** activities, in accessible formats
  - ✓ **Deaf or hearing impaired** if you can't use sign language at least provide them with signs that have sign language symbols, or show subtitles
  - ✓ **Blind or sight impaired** provide access to audio visual, for instance by adding additional soundtracks
  - ✓ **For wheelchair users** have wheelchair paths and elevators constructed to ensure they can participate
- ✓ Comfortable accommodation and places to eat
  - ✓ Enjoy access to some form of cultural, heritage and natural tourism **experience, attraction, exhibition** such as; scenic views, cultural and heritage sites, natural landscapes and activities, experiences such as castles, boats, museums, cinemas, libraries, and, as far as possible, enjoy access to monuments and sites of national cultural importance.

It is always advised to work and collaborate with people who have a disability in this process to reduce barriers and promote their inclusion. UD is intended to facilitate the optimum use of a built environment for all people with optimum access to the services and facilities within the environment.

**For Example:** wider and automated doors and wider corridors will make access more comfortable for a broad range of people, including parents with buggies, elderly people, people

who use wheelchairs, etc. This same principle applies to: well planned and spacious guest bedrooms; internal building designs that do not need to incorporate lobbies; lifts that are large enough to comfortably accommodate a person using a powered wheelchair and an accompanying person; lifts that can be used for evacuation purposes; and approach routes to buildings that are sufficiently wide to allow two people using wheelchairs or pushing buggies to pass each other or to go along side by side; etc.



Image: [Best Practice Access Guidelines – Irish Wheelchair Association](#)

*By considering the diverse needs and abilities of all throughout the design process, universal design creates products, services and environments that meet peoples' needs. Simply put, universal design is good design*



Centre for Excellence in Universal Design, "[What is Universal Design](#)"

Start with the top access issues that continually impact the daily lives of people with disabilities such as;

## Wheelchair Users

- Poor or no access to public transport or taxi services
- Inaccessible parking, entrances, aisles, hallways, paths etc
- Inaccessible accommodation or tourism attraction design
- Not enough and badly designed accessible parking
- Narrow, uneven and dangerous footpaths
- WC facilities that are too small and not fit for purpose
- Public access terminals that cannot be reached or used i.e. ATMs, etc

---

## Blind & Deaf

- Can't access websites and information in alternative formats (raised text, audio/video format, plain language easy to understand, good contrast between the colour of text and background, appropriate font type easy to read, etc.)
- Information and attractions with no sensory elements (tactile, visual and audio elements)

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## Deaf

- Poor or no access to public transport or taxi services
- Inaccessible accommodation or tourism attraction design
- Not enough and badly designed accessible parking
- Narrow, uneven and dangerous footpaths
- WC facilities that are too small and not fit for purpose
- Public access terminals that cannot be reached or used i.e. ATMs, etc

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## Other e.g., the elderly

- No access to technical aids and equipment to rent or loan (wheelchairs, bath chairs, toilet raisers etc.)
- No resting places to sit or good lighting
- Clearly marked and identifiable entrance
- No hand rail where there are steps to an entrance. Doors difficult to open and mats are always a hazard (not flush with the door or none at all for slippery floor surface)



# EXERCISE

Don't assume you are accessible, test it out with real people.

## 01 | Internal Test

Start by testing your accessibility by getting staff to wear a blindfold or ear plugs, test drive a wheelchair and engage with as many aspects of your business as possible; what they experience, how they purchase, how they get around, what they can access or can't access etc. Then make the necessary modifications to address the barriers and obstacles identified. Before you make any modifications make sure you follow the guidelines provided in the next section.

### Example Modifications for Wheelchairs

- Install ramps where wheelchairs can't enter because of steps
- Remove furniture if they can't get around or manoeuvre easily
- Extend doorways if they are not wide enough
- Widen parking bays
- Build a larger toilet with wash facilities

## 02 | External Test

Next invite in someone with a disability (sight impaired, hearing impaired or a wheelchair user) don't forget to invite someone elderly and a family to test out your accessibility. Get them to engage in your businesses how they typically would at each stage of the funnel from researching information on your website, purchasing, travelling to, getting around and experiencing all the facilities, services and things they need.

- Find out what is easily accessible?
- What they do not have access to that they need?
- What do they not have access to but would like to?
- What can be improved and how?

When it comes to accessible tourism businesses, people of all abilities and disabilities should be encouraged and invited to participate to the fullest extent possible at all levels. They don't expect you to do everything for them but be considerate about their needs.



## STEP 2

# Prepare an Accessibility Checklist that covers all the key areas identified in Step 1

In this section, we will cover different measures and modifications that can be implemented into your tourism business to make it more accessible and inclusive. We will look at the different aspects of your business from the external environment, accommodation, reception area, information, internal design access and assist you in identifying the key accessibility issues. Each environment or space should have a dedicated checklist. At the end of each Checklist, pick the items that apply to you and start with your highest priority. One area that should be top of everyone's list as a priority is the toilet and wash facilities. The next priority areas are usually around traversing and access i.e. the main access and footfall areas e.g. doorways, parking, walkways, reception areas, bedrooms and catering facilities. Each Checklist will provide you with resources, measurements, possible solutions or alternatives and graphic image suggestions.

## Sample Checklist Created From Step 1 as a Result of Staff and Users Feedback

### Parking

- Surface of the car park and pathway leading to the main entrance needs to be smoother e.g. solid tarmac or concrete
- Need a drop off point for guests outside the entrance
- Route from parking area to entrance has steps so will need to install a ramp

### Public Areas

- Entrance to reception is too narrow, doors needs to be widened
- Need to install sitting area
- Need to install handrails on steps to entrance
- Entrance could do with better lighting and a lower bell

### Toilets and Facilities

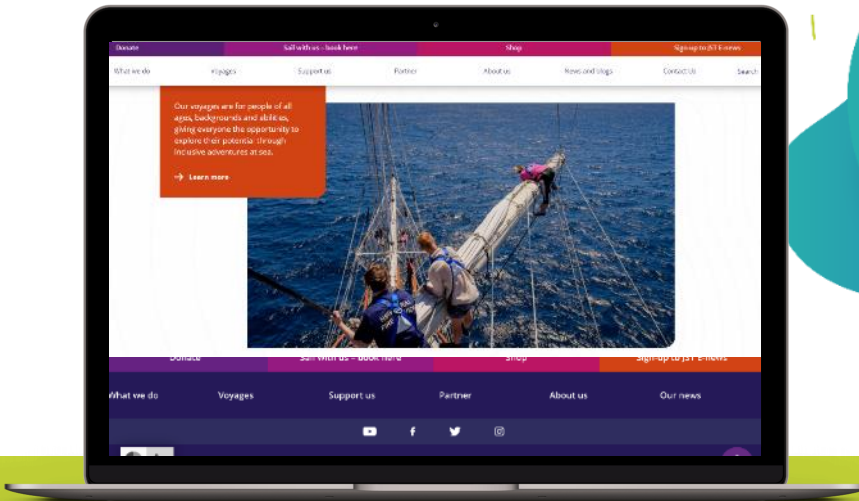
- Wheelchair accessible toilet and washroom is dated, an upgrade is required.

### Information

- Menu font is too small and cluttered
- Staff need training in disability communication
- Need to install wayfinding and information signs using symbols and larger lettering

## Examples

### SV Tenacious UK



## Description

*SV Tenacious is an amazing example of universal design. It is the largest wooden tall ship, and the only one of its kind designed and built to be fully accessible for people with disabilities or impairments (including wheelchair users).*

Martin Heng, who joined *Tenacious'* voyage from Sydney to Melbourne in 2018, describes his experience in this [Lonely Planet blog](#):

*There are no passengers on JST voyages, only crew – made up of nine permanent crew members and 30 to 40 voyage crew – and everyone is expected to fulfil their duties to the best of their ability, whatever that ability is. Experiencing a voyage on Tenacious (or her sister ship Lord Nelson) is an object lesson in the benefits of inclusion and accessibility. People living with a disability can challenge themselves, experience adventure and explore what they are capable of given the opportunity, while able-bodied crew members are shown that disability doesn't necessarily mean incapacity.*

**Martin Heng**, *Setting sail for accessible adventure on the SV Tenacious"* (Lonely Planet)

 [Website Jubilee Sailing Trust](#)

[Accessibility Information On Website](#)



# Section 04

## Accessible Tourism Checklists



### INTRODUCTION

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### EXTERNAL ENVIRONMENTS

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- Accessible Car Parking
- Pavements & Crossings
- External Ramps & Steps



### MAIN ENTRANCE & INTERNAL ACCESS

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- Main Entrance Design
- Hallways, Stairs and Lifts
- Public Facilities
- Public Toilets
- Reception and Interior Design
- Staff Communication & Training
- Signage & Wayfinding
- Accessible Information
- Office and Staff Areas



### ACCOMMODATION

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- Hallways and Doorways
- Bedrooms
- Bathrooms and Showers



### EVACUATION PLAN

Page 83

# Accessible Tourism Checklists

## Implementing Universal Design Accessibility



This information is compiled from various sources and should be used as a guide and source of inspiration only. You are duty bound to research all accessibility regulations that apply in your country.

### Examples of publications and sources used in developing this guide.

- [Best Practice Access Guidelines – Irish Wheelchair Association](#)
- [Access for People with Disabilities to Culture, Tourism, Sports and Leisure Activities: Towards Meaningful and Enriching Participation](#)
- [Economic Impact and Travel Patterns of Accessible Tourism in Europe](#)
- [Inclusive Tourism - Making your business more accessible and inclusive](#)

# Facilitating and Managing Access

While the goal of improving access to the tourism environments is to give independent access to all, universal, equal and integrated access for all must be balanced with workable solutions for your tourism business. Often countries have a National Disability Authority who develop a Code of Practice on Accessible Places.

The core elements of the NDA Code are typically access planning; pre-visit information; approach and entry; wayfinding; external landscaping; internal circulation; interpretative information; programmes; facilities; and emergency egress.

It is advised as a first port of call that you look up your NDA representative body in your country who has experience, expertise and in depth knowledge that can guide you.

**United Nations Convention on the Rights of Persons with Disabilities (UNCRPD).** Articles 24, 25 and 30 of the UNCRPD concern the right to work, to participation in political and public life and to participation in cultural life, recreation leisure and sport.

*Countries that ratify the UNCRPD commit to “promote the employment of persons with disabilities in the private sector through appropriate policies and measures [...] to ensure that persons with disabilities can effectively and fully participate in political and public life on an equal basis with others and [...] to encourage and support the participation to the fullest extent possible of persons with disabilities in mainstream sporting activities at all levels.*

*United Nations Convention on the Rights of Persons with Disabilities (2006).*





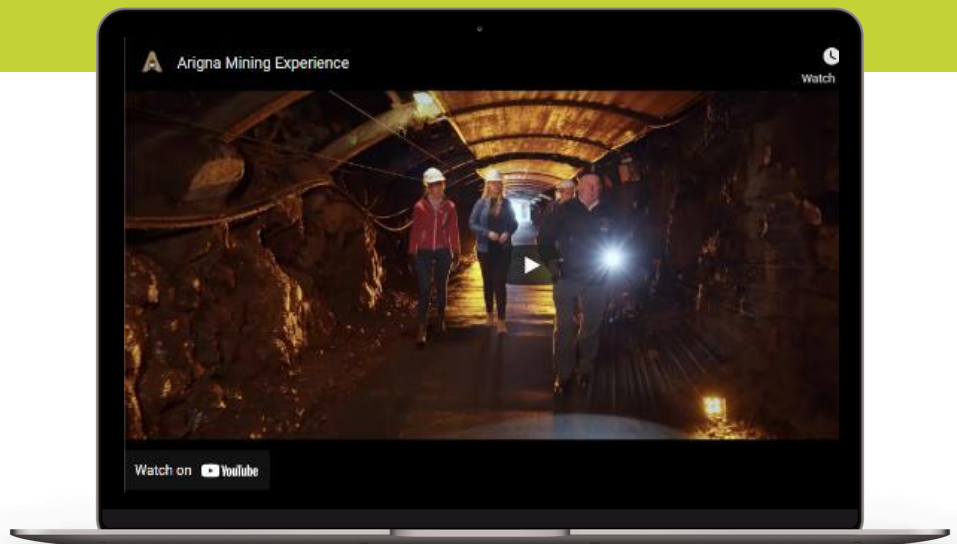
## Case Study

# Arigna Mining Experience

### Ireland

## Description

*Arigna Mining Experience tells the underground story of Ireland's coal mining industry to people with wheelchair and mobility limitations. Arigna take all their visitors on a journey back in time, they get to meet the actual miners who worked there before it officially closed, they are your tour guides!*



Arigna Mining Experience have worked hard to ensure their site, museum, café, toilets and mining tunnel is fully accessible for people with disabilities or mobility issues. All ground surfaces have been made level or adapted with ramps where required for the safe access and travel of all visitors who are wheelchair users, elderly, have mobility equipment and families with prams and push chairs. They are currently investigating and assessing implementing their signage to be adapted to braille and have audio information for visitors who have sight or hearing impairments.

 **WEBSITE** <https://www.arignaminingexperience.ie/>

# External Environments

## Example Of Advice Available

Back to our friends in the Irish Wheelchair Association

In setting out design guidance for the external environment and building approach, the intention of Irish Wheelchair Association (IWA) is to support design planning for an outdoor environment whereby there is safe and easily used and understood access for people of all ages and with different degrees of personal mobility.

IWA guidance is based on always affording priority to streetscape users through the use of clear sightlines, appropriate pavement widths, recognisable crossings, uncluttered pavements that give rise to recognisable streetscapes that intuitively draw people to key destinations, and clear, uncompromised physical divisions between pedestrians, vehicles and bicycles.

IWA considers the provision of pavements with appropriate widths, kerbs with appropriate heights, and including designated level access crossings points (always on opposing sides) as fundamental to creating a safe urban environment.

Within such an environment the materials and finishes used should support the safe and confident use of the streetscape and include the provision of visual clues and information systems to create a strong and legible framework. In order to maximise on opportunities for social and physical inclusion within the external environment, the specific detail of accessibility provisions should be addressed from the outset of any project before design parameters are set.

IWA considers that a consultative and collaborative approach with key disability stakeholders throughout any project will result in the best and most inclusive design outcome.

## Resources

### Irish National Disability Authority – Code of Practice on Accessible Heritage Sites

- For further information, please see: [http://nda.ie/File-upload/Heritage\\_Code\\_of\\_Practice.pdf](http://nda.ie/File-upload/Heritage_Code_of_Practice.pdf)
- Refer also to the Department of Arts, Heritage and the Gaeltacht's guidance document Access - Improving the Accessibility of Historic Building and Places. See: <https://www.buildingsofireland.ie/app/uploads/2019/10/Access-Improving-the-Accessibility-of-Historic-Buildings-and-Places-2011.pdf>

# Accessible Car Parking



Ideally, public car parking should be provided adjacent to the shortest accessible route to the building entrance, with a **maximum travel distance of 25m**. If this is not possible due to the character and setting of your building, it is recommended that there should be dedicated parking for drivers and passengers with disabilities close to the entrance. If this is also not possible, set-down areas or accessible mini-bus transport from the main car park area may be a solution.

The dedicated parking bays should be clearly signposted with an upright sign sited out of the circulation space. The signage should be designed using a white international symbol of accessibility on a blue background. The bays should be on firm and level surfaces with a maximum **crossfall of 1:50**. Avoid the use of inappropriate materials such as gravel, sand, cobbles, etc.

The design of the parking bay should also plan for the safe transfer (dished kerbs, level approach routes, adequate lighting, etc) from the parking bay to the access route leading to the building without undue effort. Barriers to wheelchair users or hazards that could cause a person to trip or to tip from their wheelchair should be avoided.

The size of the bay should allow for the safe transfer of a passenger or driver to a wheelchair, including a space allowance or accessibility zone for the use of a transfer hoist or ramp which may be attached to some vehicles.

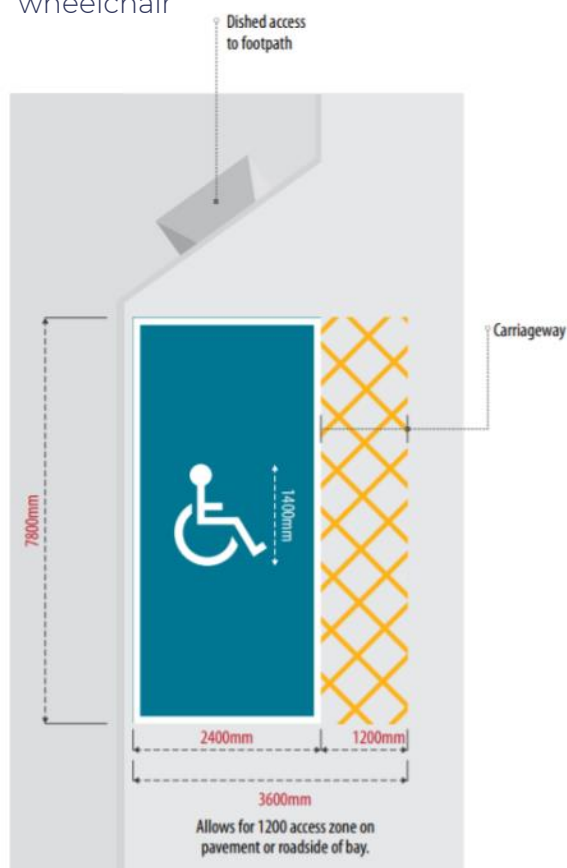


# Accessible Parking Bay Checklist



- ❑ Locate as close as possible to main entrance - **maximum distance 25m**. Signage for easy identification.
- ❑ Minimum one accessible bay, then one accessible bay for every **15 parking bays**
- ❑ Firm, level surface with white markings on blue background. Dished kerb to access pavements
- ❑ Size of standard accessible bays should be **3600 x 6000mm**. This includes **1200mm wide** access zones to one side and to the rear of the vehicle
- ❑ Size of bay for multipurpose vehicles should be **5400 x 7800mm**. This includes **3000mm** wide access zones to one side and to the rear of the vehicle
- ❑ On-street parallel parking bay should be **3600 x 7800mm**, this includes access zones **1200mm wide to one side and 3000mm length** to the rear of the vehicle
- ❑ Minimum to be maintained at entry and exit and along the route to accessible parking bays **2600mm height clearance** within an enclosed parking facility. Height requirement for multipurpose vehicle and car roof-top box that stores a wheelchair

Dished or level access along the full length of the pavement if bay less than 3600mm in width.



[Best Practice Access Guidelines – Irish Wheelchair Association](#)

# Pavements & Crossings Checklist



Pavements, crossings and walkways to buildings should be designed to give easy and safe access to all. Avoid surfaces which are difficult to walk on or impede wheelchair movement.

## Colour & Texture

Careful consideration is required to ensure that the surface is in keeping with the colour and texture of the site. Pavements, crossings and approach routes should be distinguishable from the surrounding area visually by use of colour contrast with the background.

## Clutter

Street and pavement clutter should be avoided, and clear space regularly maintained and/or enforced as appropriate where unlicensed street furniture encroaches. The pathway should be sufficiently wide for all users to move freely and to pass each other. Any street furniture provided should not intrude into the circulation route and should be clearly detectable by design and contrast against the background. Street furniture which can assist with route identification should be located in a line along or set back into the pavement or approach route.

## Surface

The surface of the pathway should be level, smooth and slip-resistant, with **no obstacles** located within the clear width of the circulation route. Slip resistant hard surfaces such as brick or stone paving are more suitable than gravel, chippings, cobbles and decking.

## Edging

Pavement and approach routes should incorporate a continuous and detectable physical edge (kerb) which people who are visually impaired or blind can follow using a cane or with guide dog assistance. The provision of kerbs is recommended, particularly where pavements and approach routes adjoin a carriageway or cycle route, in order to provide both way-finding and protection to vulnerable pedestrians. Kerbs should be flat faced, not chamfered, with a minimum height of 60mm, but preferably 100mm.

## Cycle Lanes

Cycle lanes should never be located on or within pedestrian routes. There should be a minimum 100mm flat topped high kerb that separates a pavement and any adjacent cycle lane.

# Accessible Parking Bay Checklist



- ❑ A **2000mm** pavement width allows two wheelchair users to pass each other safely
- ❑ Create a firm and level surface, with no gaps of more than **10mm** and paired dishing at all pedestrian crossing points
- ❑ Provide **2300mm headroom clearance**
- ❑ Use tactile paving as follows: red blister-type for controlled crossings; buff, yellow or grey blister-type for uncontrolled crossings; and corduroy-type for hazard warning.
- ❑ Provide seats for long and sloping routes. Circulation route to be clear of any shop displays, bins, seats, etc.





# Accessibility Solutions and Resources for Transport and Mobility Around Your Tourism Attraction

## Solution – Provide A Mobility Vehicle

Some outdoor spaces, particularly those in rural areas, can be very hilly, vast and may have rough terrain. If your attraction is spread out and attracts lots and lots of visitors, you might want to consider having a designated wheelchair accessible mobility vehicle on site. This can give people the opportunity to view much more of your landscape, and it gives you the chance to add some live commentary along the way!



## Solution –Create An Accessibility Guide

An Accessibility Guide can help you to communicate your facilities and services to disabled people and other customers who want specific accessibility information, such as older travellers and families with young children. Detailing the accessibility of your venue in an Accessibility Guide will enable these people, their family and friends to make informed decisions as to where to stay and visit in view of their individual requirements.

## Example Accessibility Guides

Take a look at these example real-life guides for a self-catering property, attraction and restaurant. [https://www.visitbritain.org.\\_SelfCatering\\_Attraction](https://www.visitbritain.org._SelfCatering_Attraction)

# External Ramps & Steps Checklist



## External Ramps

- ❑ Shallowest possible gradient for any sloped approach
- ❑ Gradient 1:20, maximum rise 500mm and maximum length 10m.
- ❑ Ramp width 1500mm, with a 1800 x 1800mm level landing at top and bottom.
- ❑ Non-slip surface, with 1:50 cross-fall to ensure drainage, and 150mm-high edge protection
- ❑ Provide a continuous handrail on both sides, at a height between 900-1000mm, extending 300mm beyond the ramp and terminating in a closed end

## External Steps

- ❑ Steps should be provided in conjunction with a ramp. Avoid single steps
- ❑ 1500mm stairway width recommended. Tapered treads and open risers to be avoided
- ❑ Consistent step design is critical. Risers to be between 150-180mm and goings between 300-450mm
- ❑ Provide corduroy tactile warning on top and at bottom of the staircase, running across full width of steps
- ❑ Provide a continuous handrail on both sides, at a height between 900-1000mm, extending 300mm beyond the last step and terminating in a closed end. Central handrail required when stair width greater than 2000mm
- ❑ Step edges should contrast with the rest of the surface. Provide adequate lighting. Avoid confusing shadows

# Main Entrance Design and Internal Access

The main entrance design to a building should give accessible entry to all people, including wheelchair users, people with limited mobility, people who are blind, people with a visual or hearing impairment, older persons, people with cognitive disabilities, and people pushing strollers. The entrance to a building should be easy to locate, safe, and convenient to use. The lighting level at the main entrance to a building should be **150 lux**. The main building entrance/s should contrast with the surroundings, have level access, be clearly signposted and have self-activating automated doors.

The method and direction of opening of the main entrance door/s should be clearly indicated. In order to provide shelter for those having to pause before entering a building, the main entrance should incorporate some form of weather protection such as a canopy or have the door set back from the building. Protection from weather is necessary if people are required to operate security or entry devices at the entrance of a building. A door recess or canopy should be **1200mm deep and have a clear height of 2200mm to 2500mm**. No part of the structure of a canopy should present an obstruction to people who are blind or partially sighted.

The principal entrance should be accessible to everyone. If a barrier exists, solutions can be devised involving the use of the following means:

- **Well-designed ramps, steps and handrails**, which respect the existing ambience of the building, can be used at the main entrance. Ramps which use existing ground slopes and planting can be less obtrusive. New walls should be constructed with materials that harmonise with the existing walls and buildings.
- **Platform lifts**, which when positioned at the main entrance may sometimes be incorporated within an existing porch and in this way be visually less intrusive.
- **Temporary ramps**, where all other options have failed. Though not compatible with independent access, temporary ramps can occasionally be a necessary solution.
- **Alternative entrances**, where a ramp or platform lift is not an option. It may be possible to create an alternative entrance by reorganisation of the internal space. It is important that this new point of entry is available to all, and not exclusive to visitors with limited mobility.
- **Doors which, where heavy**, should be fitted with automatic door-opening devices



Careful attention to the smaller details of the building and to the interior design, in conjunction with good and regular space management, are the most important elements in creating a welcoming interior environment that is easily understood and accommodating to everyone, regardless of age, size or ability.

From the reception area, right through all parts of the building, all services and facilities should be easily identifiable and readily available to all potential users. The range of services and facilities includes reception areas, WC facilities, lighting, window coverings, telephones, fire equipment, countertops, public access terminals, cash desks, etc.

All wall-mounted controls on any permanent or occasional-use equipment or self-service terminals should always be located within the comfortable common reach zone that is suited to people both standing and seated. There should be clear space beneath any freestanding public access terminals to allow a person using a wheelchair to position in order to use the facility.

Wall mounted controls should be situated at **least 500mm** from any corner and not behind any door that will swing open to obscure the controls. The internal design of a building, signage, lighting and acoustic properties should all combine to enable users to identify and interpret the space and facilities within the building.



# Main Entrance Design Checklist

It is always recommended to use doors that are automatic doors. They can be operated in a variety of ways e.g. push pads, proximity cards, key fobs especially for people with limited hand function or upper body strength. Clear instructions for any door fitted with a self closing and opening or push-button device are required in visual and tactile format.

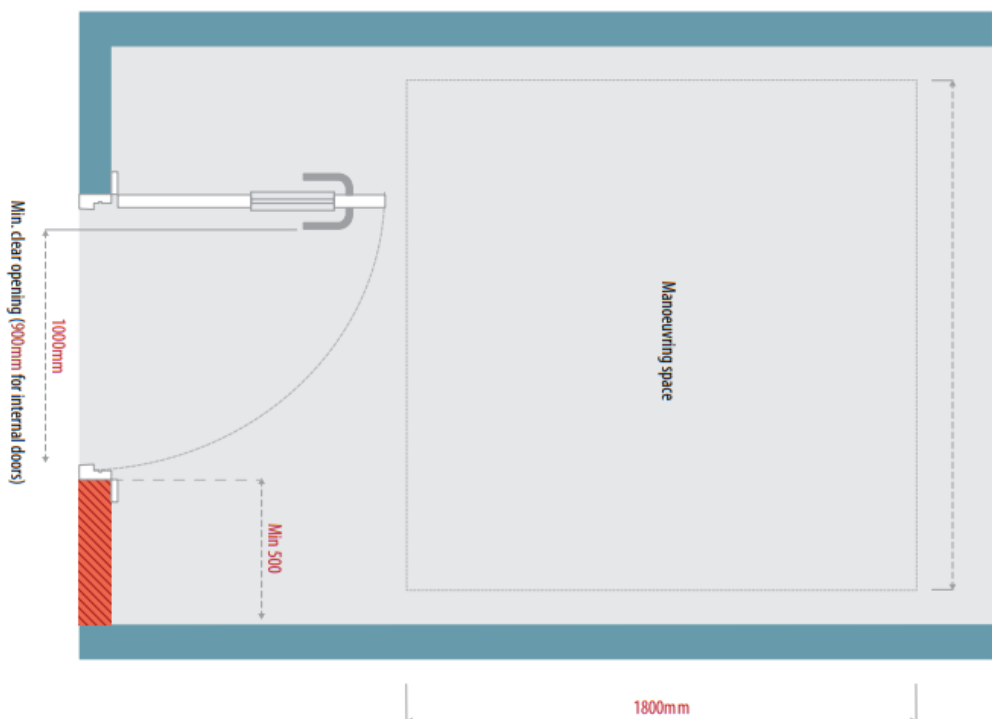


*Image: Irish Wheelchair Association*

Where access to a building is not possible, an alternative experience such as audio-visual presentation, viewing points or virtual tours should be provided.

# Main Entrance Design Checklist

- ❑ Main entrance should be easily identifiable and well signposted. Revolving doors are not suitable. Self-activating automatic doors should be provided
- ❑ Provide **2400 x 2400mm level manoeuvring space** outside the main entrance, with weather protection. A door recess or **canopy should be 1200mm deep** and have a clear height of **2200mm to 2500mm**
- ❑ Minimum **clear door width is 1000mm** for a main entrance, and **900mm for all other doors.**
- ❑ There should be **500mm clear space** at the leading edge on the pull side of the door and **400mm of clear space** at the leading edge on the push side of the door; the clear space on either side should be maintained with **no obstruction for 1800mm.** Heavy door springs are not recommended
- ❑ Vision panels should extend **between 500-1500mm.** Door handles should be located **between 900-1000mm from the floor**
- ❑ Fully glazed panels should be marked **between 850-1000mm and between 1400-1600mm from the floor**



*Best Practice Access Guidelines – Irish Wheelchair Association*



# Hallways, Stairs & Lifts Checklists



## CORRIDORS AND HALLWAYS

- ❑ Recommended minimum corridor width is **1800mm**. Wall-mounted objects should not cause obstruction
- ❑ Doors opening into a corridor should be recessed
- ❑ Design and colour scheme should aid wayfinding
- ❑ Magnetic catches should be used to hold the doors in the open position to facilitate accessibility

## INTERNAL STAIR AND STEP DESIGN

- ❑ The rise of each step on a flight of stairs should be consistent, and **between 150-180mm**. The going or height rise of each step should be **between 300-450mm**. Nosing should be colour distinguishable on the top and bottom step e.g. yellow.
- ❑ **Clear headroom of 2200mm** should be maintained throughout the full length of the stair flight and any landings.
- ❑ Areas below stairs/ramps should be enclosed where the headroom is **less than 2100mm** from finished floor level



*Best Practice Access Guidelines – Irish Wheelchair Association*



# Solutions for Passenger Lifts



Access to changes of level within a historic building must be managed sensitively and the solutions must be in keeping with the historic fabric of the building. Minor changes of level can be overcome by sensitive design in the location of steps, ramps and handrails.

## Colour & Texture

Gently sloped ramps that are provided alongside steps are always the preferred option, requiring little or no maintenance.

## Platform Lifts

Positioned in a sensitive manner with minimal structural disturbance, platform lifts can be a solution where the level change is relatively large or where a ramp is not possible. Doors on platform lifts should always be automated, with external controls located within easy reach on approach to the lift. Consideration should be given to the use of platform lifts that are built into steps to maintain the character of a building, e.g. Sesame Lift or FlexStep.

## Passenger Lifts

The installation of a passenger lift provides the most effective means of vertical movement. The installation of internal lifts that meet evacuation standards is recommended, i.e. with fire-resistant properties and suitable for use in an emergency evacuation. These lifts reduce reliance on assisted evacuation for people with disabilities.

## Platform Stair Lifts

Where the installation of a passenger lift is not possible, the installation of a platform stair lift on a secondary staircase may be an option.

For further information on built-in platform lifts see: <https://sesame-access.com/> and <https://www.liftup.dk/en/products/flexstep/>

**REMEMBER IN THE EVENT OF A FIRE  
THE ELEVATORS AREN'T ACCESSIBLE!**





## Examples Lincoln Castle England



### Accessibility Solutions for Hallways, Stairs, Steps and Lifts

#### Challenge

If physical features such as ramps or wheelchair lifts cannot be installed, can you change the primary entrance to the property? Is there a ground level, wide doorway which could work equally well as an entrance for visitors to a reception or ticket desk?

#### Solution

Lincoln Castle installed this lift and adjoining spiral staircase to improve access to the castle wall walkway. The feature is clearly distinguishable from the original stone castle, but its muted colours and turret-like shape make it an unobtrusive addition that does not affect the castle's historic character.

Consider also propping doors open or installing electronic push pads on heavy doors that cannot be removed for preservation purposes.

You could also adjust or remove the furniture in hallways to make them wider or add ramps so they can access from other doors. Adding a ramp over small steps won't remove or damage the original features.

Try to keep frayed or loose carpets maintained to prevent trip hazards for visually impaired people as well.

# Public Facilities Checklist



*Access to public facilities includes access to reception areas and desks, WCs, restaurant and shop facilities, etc. should be located close to the main thoroughfare, walkways and attractions of the heritage site or building*

## Public Facilities

- ❑ All public access terminal controls to be between **900-1200mm high**, with an **1800 x 1800mm** space in front
- ❑ Accessible public telephone controls between **750-1000mm**; provide induction coupler within handset and text display
- ❑ Storage locker height between **750-1250mm**, with **900 x 1400mm** clear area in front.
- ❑ In a low usage communal kitchen: consider **850mm height** as a compromise height for both seated and standing users in low-usage kitchen with **700mm high 'knee clearance'** under preparation area, sink, hob etc, and accessible storage options. In a full-use communal kitchen consider duplicating provision of hob, sink, worktop areas i.e. **900-1050mm height** for standing users and **760mm height** for seated users. Oven to be located at worktop height



*Best Practice Access Guidelines – Irish Wheelchair Association*

# Public Toilets



## Toilets

- ❑ In each male and female block, provide at least one Ambulant WC Cubicle, size **1500 x 900mm**
- ❑ In each male and female block, provide at least one Enlarged WC Cubicle, size **1500 x 1200mm**
- ❑ In male blocks provide low urinal at **380mm height**, with clear space in front and grab rails on the wall.
- ❑ Provide at least one Unisex Accessible WC, size **1800 x 2500mm** with door opening out
- ❑ In toilet blocks with more than six cubicles, provide one wheelchair accessible WC cubicle in each block, in addition to the single unisex accessible WC.
- ❑ In large public facilities provide at least one Changing Place bathroom with full room cover ceiling track hoist and an adult changing bench; room size **12m<sup>2</sup>**
- ❑ There should be no boxed-in or open pipes behind the WC bowl in a wheelchair accessible cubicle or changing places bathroom
- ❑ Toilet seat height should be between **460-480mm**, with **900mm clear transfer space** beside toilet bowl. Spatula-shaped flush handle on the transfer side
- ❑ In a wheelchair accessible WC, recommended **wash-hand basin height is 800mm**. 'Finger Basin' not recommended. Provide small wash hand basin with a **450 x 300mm** internal size. and lever-type mixer tap
- ❑ Changing places bathroom, provide full sized wash-hand basin preferably electronically height adjustable
- ❑ Flooring material should be non-slip and should have an anti-slip minimum PTV grading of **51-70 with a PTV grading of 70-100** offering the best protection
- ❑ Install a mirror at least **400mm wide**, extending between **600-1600mm height**. Provide dual-height coat hooks
- ❑ Emergency alarm system to be installed and connected to the security desk or information point
- ❑ Provide emergency lighting where there is no borrowed or overflow lighting



# Accessible Public Toilet & Shower Floor Plan

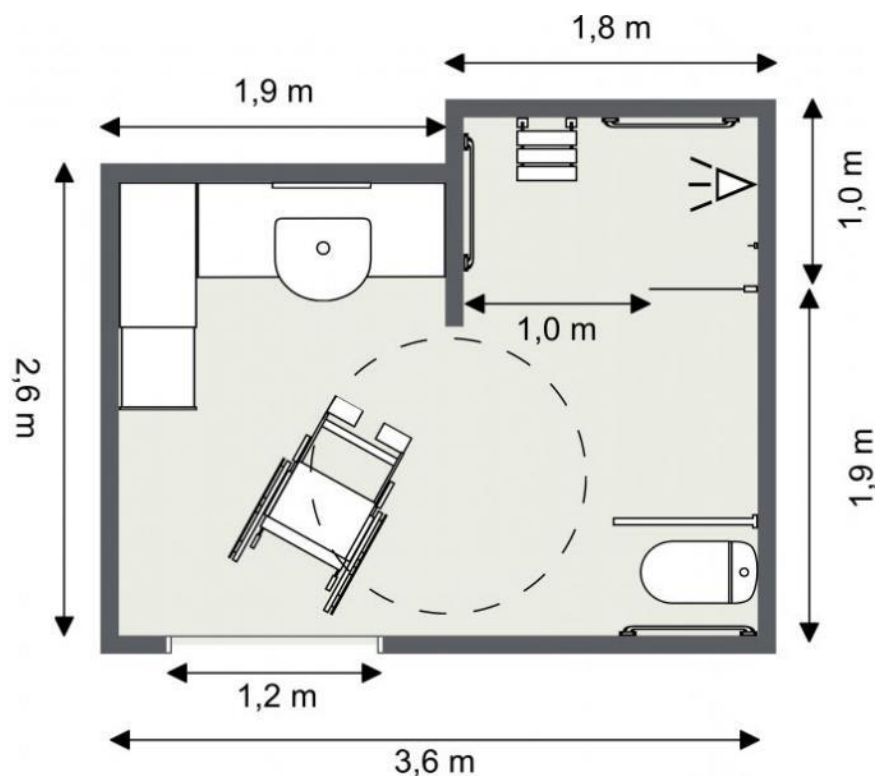


Image: *Best Practice Access Guidelines – Irish Wheelchair Association*

## EXTRA TIPS

- ✓ Make sure travel operators and charities who represent people with disabilities and set up or arrange holidays for people with disabilities are aware of your accessible accommodation!
- ✓ Contact your local volunteer or disability carers organisation sometimes they can provide carers at a discounted rate

[Drawings and 3D Designs by Room Sketcher](#) for Accessible Floor Layout Ideas for the Elderly and Wheelchair Users

# Reception & Interior Design Checklists



## Reception Area

- ❑ Where turnstiles are used, a clear **turnstile width of 900mm** is recommended
- ❑ Overall size of reception should be determined by location and opening direction of the reception doors. Provide **1800mm diameter** of clear turning space on both sides of reception counter
- ❑ Reception size should **allow 1700 x 900mm of clear space** free from any door swing.
- ❑ Door widths to be **minimum 900mm, with 500mm** of clear space on leading edge side of the door
- ❑ Reception area should be easily identifiable from the main building entrance, with a direct and unobstructed approach. Recommended reception **width is 1800mm**
- ❑ Counter height should be **760mm, with 700mm high** clear space underneath to accommodate a wheelchair user. A higher section of 1050mm is required if standing persons are required to write. Consider 850mm compromise height to suit both people standing and seated
- ❑ Ensure that at least one of your ticket aisles is wide enough and has a lower counter (**750–800 mm**), and is always open
- ❑ Lighting level 250 lux
- ❑ Install Loop System and signage to indicate its presence
- ❑ Seating should allow suitable wheelchair spaces alongside fixed seating
- ❑ Information should be available in alternative formats (large print, Braille on request, audiotape, sign interpreter on request, accessible website, etc)
- ❑ Light switches and commonly used sockets to be mounted between **750-1000mm**
- ❑ Make a chair available for someone who may be older and frail, uses crutches or has poor balance, particularly if your guest needs to wait
- ❑ Ensure that electronic payment systems and machines are on a long cord or cordless so they can be passed over to someone using a wheelchair
- ❑ Ensure the floor or ground is free from trip hazards and is non-slip

*Best Practice Access Guidelines – Irish Wheelchair Association*

# Reception & Interior Design Checklists



## Surfaces, Soft Furnishings and Windows

- ❑ Create colour, tonal and textural contrast between surfaces (flooring, doorways, light switches, etc)
- ❑ Avoid shiny surfaces to minimize glare and reflection. Create good lighting levels and avoid creating shadows
- ❑ Floor surfaces should be non-slip, Avoid deep-pile carpet flooring. No door saddles or thresholds
- ❑ The choice of soft furnishings and the use of noise-absorbing panels can reduce echo and absorb reflected noise
- ❑ Windowsills no higher than 850mm. No transoms between 850-1200mm. Window opening mechanism between 750-1000mm
- ❑ Place public goods, such as newspapers, magazines and drinks within reach of someone using a wheelchair—if this is not always possible, make sure staff are trained to offer assistance





# Staff Communication Checklists



## Staff Communication

Being inclusive doesn't require you or your staff to be an expert in disabilities. Just give every one of your customers a friendly welcome and ask them if there is anything you can do to help make their experience enjoyable! Their requests could vary from calling a taxi to filling out a form. People are the best at determining their own abilities, you don't need to guess how to be of assistance, just ask! Remember that not all barriers are of the physical kind. Your attitude can be the difference between being physically accessible, to being inclusive to all.

- ❑ Focus on the person, not their disability
- ❑ Address your guest directly, not the other people who may be with them
- ❑ Ask guests with disability if they have any specific needs or support they may need
- ❑ Ask your guest if they want help first before providing assistance and accept the answer if your guest declines your help
- ❑ If you have a conversation that will last more than a few moments with a guest who uses a wheelchair, bend to eye level or pull up a chair

## Hearing Impaired

- ❑ Face your guest so they can read your lips—try to make sure there are no bright lights behind you that may limit their ability to see your lips
- ❑ Use your normal tone of voice and volume—if possible, move out of the way of background noise
- ❑ Address your comments directly to your guest rather than to the sign language interpreter or assistant interpreter
- ❑ Have a pen and paper on hand to help you communicate with your guest.

## Sight Impaired

- ❑ Identify yourself by name—if appropriate, ask for their name so you can address them directly and so that they know you are talking to them and not to someone else
- ❑ Provide assistance if a guest asks for help to go somewhere—ask which side you should be on and offer your arm so they can hold you just above your elbow
- ❑ Never attempt to pat or distract a guide, hearing or assistance dog or offer it food while it is in a harness—it is a working animal under the control of its handler

## SOLUTION

Fifty percent of ILUNION Hotels' employees have disabilities. The hotel is committed to integrating its approach to universal accessibility not just in its services for customers with disabilities, but also throughout its business model, including its employees and suppliers. Illunion Hotels received the 2016 UNWTO Ethics Award for its work in the area of accessible tourism for all and its contribution to change attitudes, break down social barriers and make the accommodation industry more inclusive.

# Resources

## Staff Training

*For some staff, there may be a barrier of fear when serving disabled people. They may not know what to say, or do, and don't want to do the wrong thing. This is of course applicable when serving all customers. Training staff in awareness and understanding of disability and accessibility can help overcome any fear they may have and help them serve all customers with confidence.*

- ✓ Free online [Accessible Tourism training course](#) is designed for managers and frontline staff of tourist accommodation, attractions, eating and drinking establishments;
- ✓ [Inclusive Tourism training slides](#), can be downloaded from Visit England, for use in staff induction and refresher training.
- ✓ Visit England has also produced guides with tips on welcoming those with [hearing loss](#) and customers [with assistance dogs](#).



**54%**

of people with access requirements will avoid you if they can't find accessible info



**86%**

of seniors make return visits, making them loyal customers



**83%**

of disabled travellers tell others about their experiences



**49%**

share their experience on social media

### Visit Scotland [Inclusive Tourism Toolkit](#)

Join over 2,000 other businesses in committing to improve your customer [experience for disabled people](#). Scotland is a naturally welcoming destination – a fact we're incredibly proud of. Inclusive tourism is a hugely important part of this. They run several programmes that advise and provide support for inclusive practices which benefit the widest range of customers possible, as well as the businesses that cater for them.

# Signage & Wayfinding



Wayfinding is the ability to safely and independently orient yourself within a building or in the natural or built environment and navigate from place to place. Travellers' wayfinding begins when they start planning their trip using internet searches, travel guides or direct advice from friends, family or agents. Wayfinding often involves signage, asking locals for directions, maps, guide books (particularly when the street names are in a different language) and Visitor Information. Implementation plans should consider the landmarks, pathways, environmental cues and signage that will help first-time visitors navigate.

## Solutions

**Mobility Maps** are specifically designed to help people with limited mobility use and enjoy the facilities and experiences you or your destination provides such as:

- accessible toilets and telephones
- Teletypewriter (TTY)17 telephones
- accessible car parking spaces
- accessible off-street parking
- accessible pathways
- public seating
- street gradients

**Accessible Signs & Maps** is something everybody can understand, whether by sight, touch or audible means. Maps should organise the environment into clear spaces and shows all the elements, such as paths, landmarks and districts, of the area—ensure that it only includes important, memorable connections so as not to overload the map with unimportant details

- ❑ Consistent graphic design elements of size, colour, lettering (of appropriate typeface and readable height) and pictograms, directional arrows and symbols
- ❑ Key information only being presented at critical decision-making points
- ❑ Unambiguous, clear and easy-to-understand information and symbols
- ❑ Colours and colour contrast that are appropriate to the lighting and setting, and also enhance readability consideration should also be given to communicating wayfinding information in Braille
- ❑ Consider raised pictures (pictograms) where appropriate. (In a variety of situations pictograms alone are not enough and should be supported by text and Braille)
- ❑ Textual wayfinding information in a number of foreign languages, either on the sign or on supporting signs
- ❑ Legible text and graphic information with ease of readability at realistic viewing distances i.e. decent font sizes that are sans serif
- ❑ Maps should particularly allow the user to identify their current position and provide sufficient information to lead the user to the next map or directional sign



# Signage & Wayfinding Checklist



- ❑ Signage should be easily detectable, consistent and readily understandable
- ❑ Suspended signs to allow minimum 2300mm height clearance
- ❑ Close distance signs should be mounted with centreline at 1400mm height from floor. Safety instruction signage to be duplicated at height between 1000-1100mm and between 1600- 1700mm
- ❑ Use San serif typefaces, white lettering on dark background, recognised symbols and pictograms
- ❑ Suitable character height is a minimum of 150mm for long distance signs, 50-100mm for medium distance signs, and 15-25mm for short distance signs



# Accessible Information



- ❑ Pre-visit information should be provided in alternative formats, i.e. brochure as a readable webpage, audio, etc. The information given should include specifics on the level of access provisions throughout the visiting experience and any areas where access is not possible for people with different impairments.
- ❑ Contact numbers for information and assistance in planning a visit should be easily available.
- ❑ It is preferable that onsite information is provided at all public facilities such as reception, WCs, restaurant, and shop in different formats e.g. audio, braille, large reading font, video...
- ❑ Large font should be at least 14 size but 16 is best. Use sans serif e.g. Arial or Verdana
- ❑ Ensure contrast between text and background. Avoid using red text.
- ❑ Avoid justifying text as large gaps can be confusing
- ❑ Don't use italics or capitals for large blocks of text
- ❑ Use pictograms and symbols to help users navigate text
- ❑ Use images with a diverse range of visitors · Structure content in a logical order
- ❑ Use plain English and avoid long sentences
- ❑ When you commission a new website or upgrade, make sure your designers are familiar with web accessibility guidelines



# Accessible Information



Where it is genuinely impossible to provide access to all or some parts of a building or tourism due to building challenges (especially in heritage buildings), an alternative experience of that part of the site or building should be provided. Alternative experiences could include:

Audio Visual presentation

Viewing points

Reconstructions

Virtual representative tours, mock-ups, etc. All presentations and experiential mock-ups should be accessible to all people.

## **Make Your Website More Accessible**

Make sure that any information and services that you provide through your websites are accessible to customers with disabilities. The best way to make sure that your website is accessible to your customers is to make sure that everything on it has Level AA conformance with the Web Content Accessibility Guidelines (WCAG) 2.0. That includes: HTML pages, PDF documents, Word documents, Audio, Videos, Games, Maps.

### **Click for more information;**

<http://nda.ie/resources/accessibility-toolkit/make-your-websites-more-accessible>

### **ReadSpeaker:**

A software solution that critically enhances the accessibility for all of the web, as it allows visitors to listen to the text of every webpage being read aloud. For more info visit <http://www.readspeaker.com/>.





# Accessible Information



## Multimedia & Virtual Guides

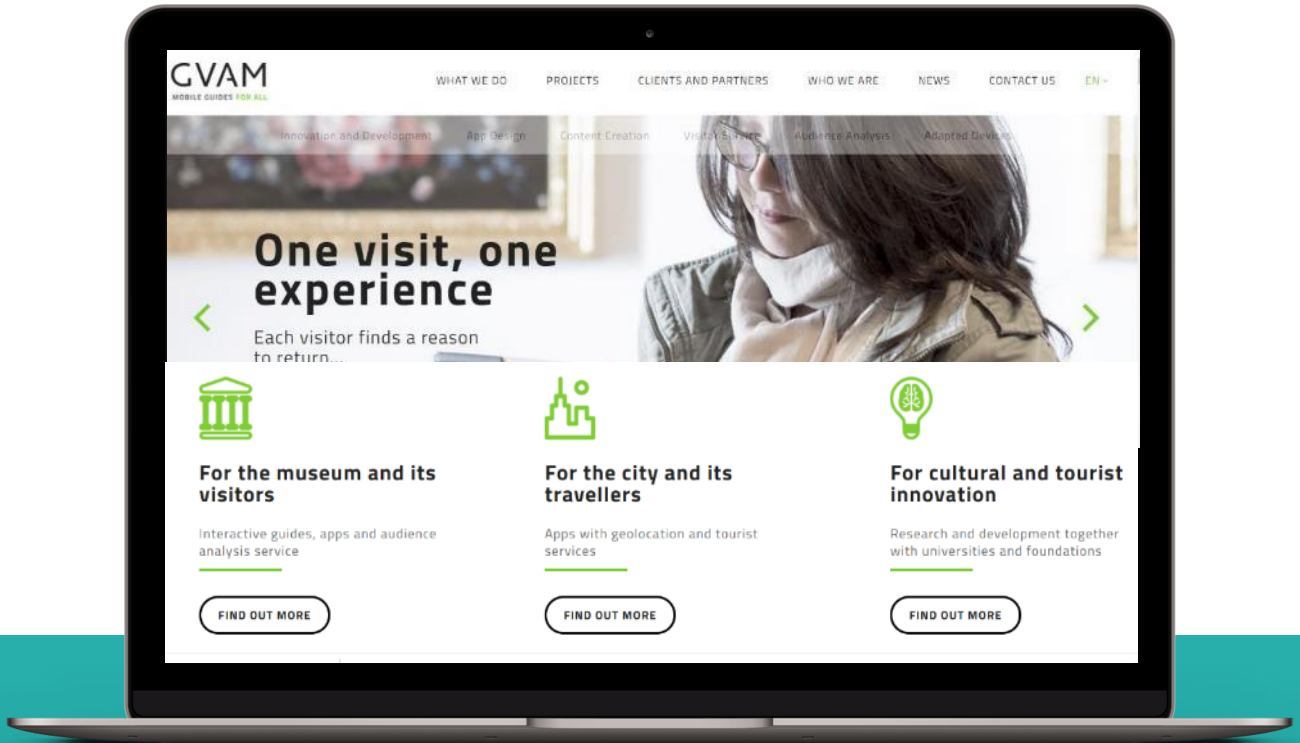
- ❑ Consider a multimedia, digital and Virtual Guides which can provide interactive visits for all types of users including people with disabilities. They facilitate the design of accessibility resources essential for persons with sensory disabilities, such as subtitles, audio description, audio navigation, sign language, narrative images, multimedia guides. [GVAM Mobile Guides For All](#) are a company who use all six senses to discover what motivates each visitor and offer them a unique guided experience
- ❑ Consider multimedia and virtual technology for illustrations and designs in 3D, responsive designs to smart phone, tablet and other models, VR immersive experiences with images in 360 videos, 3D creations and audio visual resources, map design and way finding to where you are located, signage at the point of interest, content creation so you can actually smell the objects, art or experience.

## Interactive Gaming

- ❑ Through games, participating to reach a goal or competing against other users, visitors discover details and facts they did not know before
- ❑ Especially when it comes to language barriers educational games and experiences invites all visitors to observe, understand and enjoy reality through digital interaction.



# Example -GVAM



## TIPS Watch Your Wording and Language!

- 'Accessible Toilet' Not 'Disabled Toilet'
- 'Accessible Parking' Not 'Disabled Parking'
- 'Accessible Entry' Not 'Disabled Entry'
- Refer to 'A Person With Disability' rather than a 'Disabled Person'
- 'A Person Who Uses A Wheelchair' rather than 'Someone Confined To A Wheelchair'
- 'A Person Who Is Blind' rather than a 'Person Who Suffers Blindness'

# Office and Staff Areas Checklist



- ❑ Main entrance doors to office buildings should provide a minimum clear opening width of not less than **1000mm**
- ❑ Reception desks should be at a compromised height of **850mm**
- ❑ Clear access routes of **1200mm wide** should be maintained throughout all floor spaces within office open-plan areas, and turning spaces provided within and at the end of access routes
- ❑ A minimum of **1800mm diameter of clear manoeuvring space** should be provided between workstations, with knee clearance of **700mm in height** beneath any desk; the desk should be **760- 780mm in height** from floor level or as per individual requirements
- ❑ WC facilities should be universally designed to accommodate wheelchair users, including people who use powered wheelchairs
- ❑ Food and drink displays should be located no higher than **1200mm above floor level**. Self- service counters should be at a height of **850mm, with 700mm knee clearance** underneath
- ❑ Canteen/Café counters should be at a compromise height of **850mm**. Clear space on the countertop should be maintained. Queuing lines at self-service counters should be at least **1200mm wide**
- ❑ Accessible lockers should be a minimum of **300mm** in width and not more than **600mm in depth**
- ❑ Personal Emergency Evacuation Plans (PEEPS) should be developed for office accommodation occupants who require assistance to evacuate the building
- ❑ Lifts should be usable for evacuation purposes (except fires)

*Best Practice Access Guidelines – Irish Wheelchair Association*





## Case Study

# Typological Museum Croatia



## Description

*The Typological Museum is one of the leading museums in Europe to specifically address the problems of disabled persons, especially of the visually impaired. One of the ways they do this is through their website, compatible with the new visual identity of the Museum.*

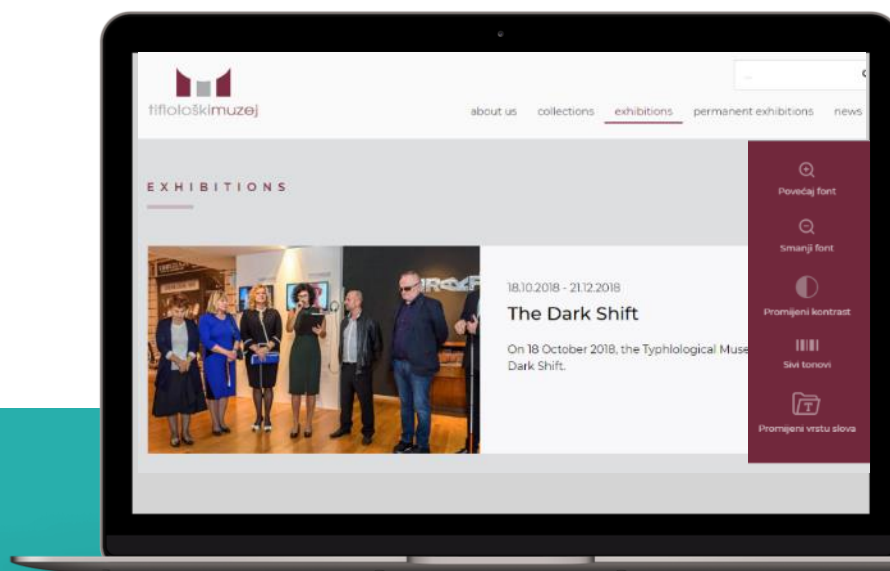
## Permanent Exhibition Accessibility

- The museum exhibition is completely accessible to all, from the museum entrance to the information desk and further through the exhibition, floor tactile stripes lead and facilitate visitor flow.
- A relief tactile map is on the information desk to help visitors get acquainted with the space, museum and its contents.
- The permanent exhibition is accompanied by a catalogue in large black print, a guide is provided through the exhibition in large print and in Braille. There is also an audio guide through the exhibition.
- Introductory and explaining labels are provided for each unit of the exhibition printed in a large font for the partially sighted and in Braille for the blind. They are placed in a way to be easily read by fingers.
- Exhibited photographs are enlarged. All the exhibited objects are in a height suitable to wheelchair users. Replicas of original objects are available for touching.
- Documentary feature films are available about blind sculptors Remzija Gjumišić, Sanja Fališevac and Ivan Ferlan and are subtitled for visitors with hearing impairments so they can enjoy them.



**WEBSITE** [Art Works by Blind Authors](#)

# Website and Information Accessibility



All texts are written in a large font, and the size of the letters can be adjusted to visitor's preferences. They can choose between six different page backgrounds. The entire webpage content is available in audio form.

## External Accessibility Exhibitions

### Art Works by Blind Authors

The skill of handling the material and the manner of interpreting contents and shape which these blind authors draw from their memory, or which they have conceived by touch and impressed into their sculptures is impressive, and even outside that context their works have undeniable artistic value..

### The Breathing New Life

The Breathing (New) Life exhibition presents the oldest theatre in the world where blind and partially sighted actors realize their inspiring acting creations.



### Space, Shape, Touch

"Space, Shape, Touch" was a visiting project of the Museum of Contemporary Art using graphics, paintings and sculptures from the Museum collection. Typological Museum in Zagreb was the expert who organized the first adapted and specialized exhibition for the blind and the visually impaired in Bosnia and Herzegovina.





## Case Study

# Tours, Museums & Puppet Shows Czech, Republic

## Description

**Special sightseeing tours for visitors with any type of disability** – information for the public is available on the city website. d) Annually organised sightseeing tours for disabled persons in barrier-free sites of Buchlovice, Kozel, Kynžvart, Rájec

## Blind Museum

**Protection of Movable Cultural Heritage, Museums and Art Galleries** organise both exhibitions and, occasionally as part of their lecturing initiatives, programmes for citizens with disabilities to enable them to satisfy their cultural needs and to create works of their own, such as: Blind Museum and develops collections, presentations and other activities (such as digitising publications and archiving materials, invitations and other works in order to subsequently transfer them into

Braille, and cooperation in various projects). The department offers specific services in terms of making the resources of the Technical Museum and other museums accessible to blind and partially sighted persons. The exhibitions include an audio library, archives and a library of publications printed in several types of embossed Roman script and Braille, which are available for study on request.

## Annual “Dny s handicapem” (Days with Disability) Český Krumlov Castle, Czech Republic



**WEBSITE** [Blind Museum](#)

**WEBSITE** [Blind Museum](#)



## Case Study

# Tours, Museums & Puppet Shows

Czech, Republic

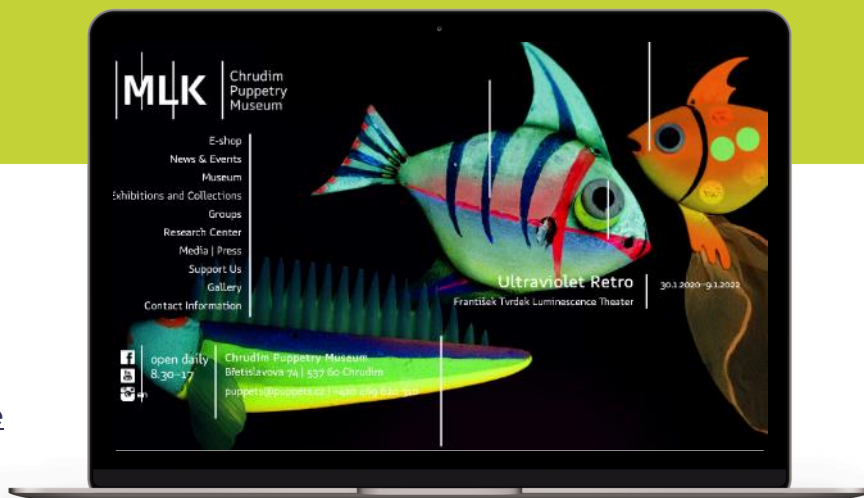


## Description

Regular programmes for visually disabled visitors, especially children and young people, are also organised by Puppet Culture in Chrudim, enabling visitors to get to know puppet theatres by touch



**WEBSITE**  
**Puppet Culture**





# Accommodation



Make people feel at home and treated the same as everyone else!

In this section, accessible accommodation focuses on the guest bedrooms and bathrooms. People with disabilities have the same level of expectations and deserve the same standards of quality, comfort and standards as everyone else. Hotels and businesses differ in what they offer. For example, some places are fully accessible and others are partially accessible to a wheelchair user travelling independently.

Here are some ways to become a fully accessible accommodation provider.

Starting with the most important, people with accessibility challenges want to **feel welcomed by your staff**. This means staff that are understanding, willing, resourceful and trained to assist depending on the disability needs. People with disabilities expect a room that is of **equal quality and comfort** with the venue's other rooms. Note that 'comfort' also relates to amenity such as **pleasant views**.

## Resources

[Wheelchair Accessible Holiday Homes in Ireland | Holidays Ideas](#) examples include unique converted culture and heritage accommodations; old cottages and barns, beach houses and courtyard cottages.

[Self Catering Accessible Accommodation Ireland](#) focuses on self catering options such as converted stables, lodges, farms and cottages.

Accessible accommodation includes all aspects of the place and space within the holiday destination, which may include communal areas, landscaped areas, gardens, recreation facilities, onsite restaurant, entry areas, and the various rooms within the private accommodation such as the kitchen, bathroom, toilets, dining/living areas and bedrooms

Most travellers looking for accessible accommodation will seek out accommodation options listed as accessible, and potentially call providers to confirm rooms' and facilities' level of accessibility. Businesses providers should clarify and confirm with potential guests their requirements, and the suitability of the accommodation to meet their specific needs



# Accessible Hall & Doorway

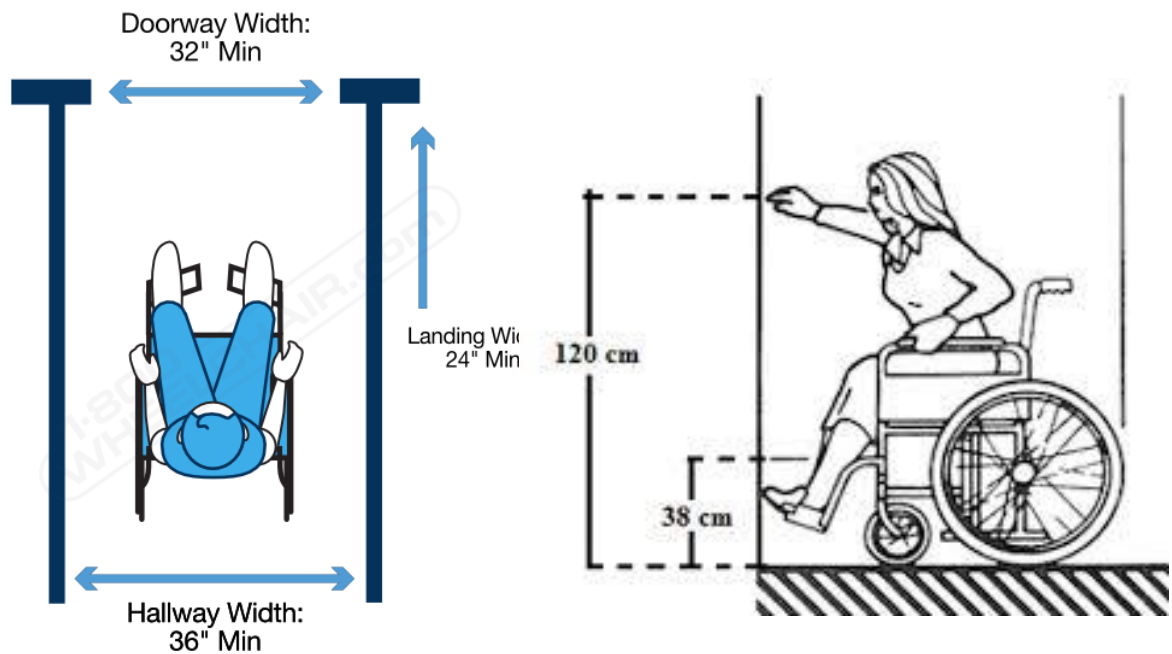


Image: *Best Practice Access Guidelines – Irish Wheelchair Association*

## Extra Tips

- ✓ Make sure travel operators and charities who represent people with disabilities and set up or arrange holidays for people with disabilities are aware of your accessible accommodation!
- ✓ Contact your local volunteer or disability carers organisation sometimes they can provide carers at a discounted rate



# Accommodation Bedroom Only Checklist



Provide one in every 15 guest bedrooms for independent use and one in every 20 accessible rooms for assisted use by a wheelchair user

- ❑ All doorways and hallways are **wheelchair accessible**, for example, in-wall sliding doors maximise internal room circulation space
- ❑ They need **clear circulation space** for turning a wheelchair in bedrooms, dining areas and living rooms and basic circulation space for wheelchair use elsewhere. This also means **wide corridors and doorways**. Doors should have a clear opening width of 900mm with two 1800mm diameter turning spaces in bedrooms
- ❑ **Bed hoists** to get in and out of the bed independently or with the help of a carer. About 30 inches wide must exist on both sides of the bed to accommodate the wheelchair to be in a parallel position for side transfer (i.e. 900mm access zone around bed). The bed should also be of suitable height usually this is done by having a taller mattress. Bed height to top of mattress should be 450-500mm. Clear space of 300mm required underneath bed for footrests and hoist for feet. Assisted-use bedroom should have a larger turning circle of 2300mm adjacent to the bed if mobile hoist is used
- ❑ **In-room temperature controls** for different personal needs—ranging from ceiling fans to fully integrated control systems with auto-balancing
- ❑ **Low-pile carpet that is non-slip** and suits wheelchair traffic
- ❑ **Accessible light switches** beside the bed and all light switches and power points are at an accessible height for people at an eye level of 900 mm-1100 mm
- ❑ **Digital televisions** in bedrooms and common areas have **captions (subtitles) enabled**
- ❑ All **remote controls**, the computer area and the telephone are at **table height**. **Phones with large buttons**.
- ❑ **Laundry facilities can be accessed** and used by people who use a wheelchair
- ❑ In case of **emergency cords or switches**. **Fire alarm systems** in rooms should be suited to deaf and blind people (e.g. vibrating alarms for deaf people)

# Bathroom & Shower Checklist



- ❑ For all wheelchair, walkers and other mobility aids the **doors and entryways width** should be at least 32 inches to allow for turning and accessibility
  - ❑ Level deck shower room dimensions are **2500 x 2500mm** for independent-use. Bathroom dimensions for assisted-use should be **2700 x 3000mm**. Clear space of **900mm** is required on transfer side of WC
  - ❑ **Non-slip bathroom floor** with a turnaround **60 inch diameter circle**
  - ❑ Wheel in showers also known as a '**hobless shower**' so the wheelchair can roll into the shower recess
  - ❑ **Hand-held shower head** and manual and electric **bath hoists**
  - ❑ Toilets and showers should all have ample **grab rails** and include a **shower seat** or **bath tub seat**
  - ❑ **Raised toilet seats**. The toilet seat must be at least **17 inches** but not more than **19 from the floor**. Grab bars should be provided on the side wall closest to the toilet and also on the wall behind the toilet
- Further Reading [here](#)

## Go the extra mile! Offer Equipment for Free, for Hire or Provide Information to External Sources

Have available in the room or prior to a booking or visit a list of helpful local resources and equipment for people to use freely, hire inhouse or hire from another source. This can include

- ✓ Shower chairs and a hobless shower
- ✓ Hi-lo electric beds
- ✓ Pressure care mattresses
- ✓ Ceiling mounted electric hoists or mobile hoists
- ✓ Height adjustable tables
- ✓ Electronic games and media room

# Accessible Bedroom with En-Suite Bathroom & Shower Floor Plan

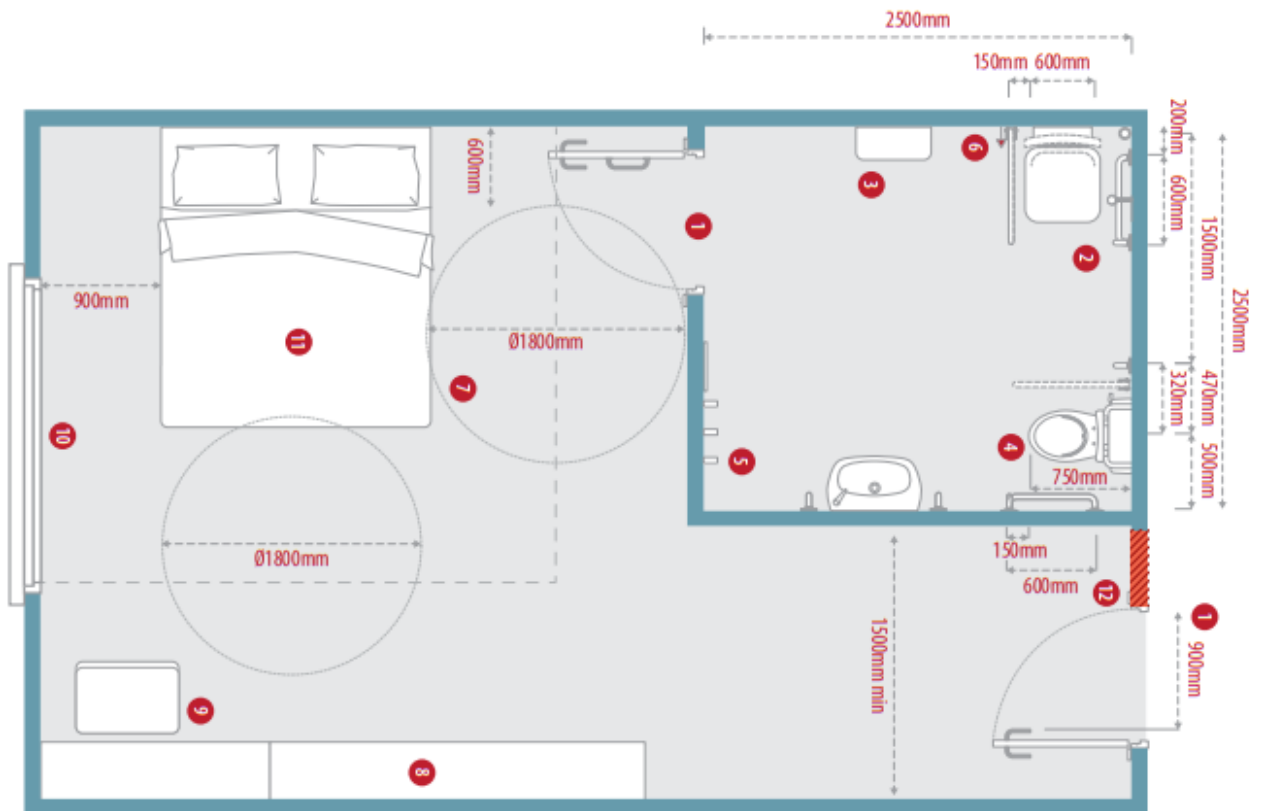


Image: *Best Practice Access Guidelines – Irish Wheelchair Association*

See number references on next slide with specifications



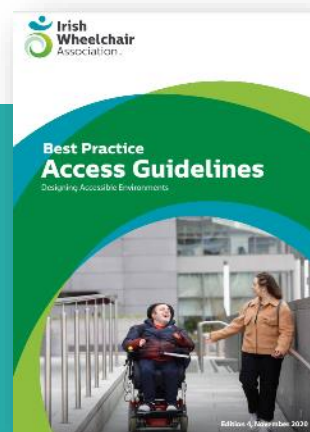
# Accessible Bedroom with En-Suite Bathroom & Shower Floor Plan



1. Doors with **900mm clear opening**, **1800mm** diameter turning space in the bedroom area and in the bathroom
2. Shower
3. Colostomy shelf **850mm** from ground.
4. The front of the toilet bowl **750mm** from the back wall
5. On the rear wall, a folding horizontal grab rail and a vertical grab rail, **320mm** and **470mm** respectively from the centreline of the toilet bowl, both at **700mm** from floor level should be provided
6. Provide coat hooks both at **1200mm** and **1700mm** over floor level
7. Pull cord with two red rings placed at **100mm** and **900mm** over floor level. It should be activated in the event of emergency
8. Space in the bedroom to incorporate **900mm access zone** around the bed and **1800mm turning circle** on one side of the bed
9. Windows and blinds to be easily opened with one hand. Any window opening handle or switch located between **750mm - 1000mm**. Window sill no higher than **850mm**.
10. Bed height to be between **450mm** and **500mm** to top of mattress and a clearance of 300mm beneath all beds; At least one sleeping area shall provide a clear floor space of **900mm x 1400mm** positioned for parallel approach to the side of the bed.
11. Wardrobe
12. Work desk
13. Hoist
14. Clear space of preferably **500mm** (minimum **300mm**) on the leading edge of the door.
15. **2300mm turning area** for manual hoist if track hoist not provided. If track hoist provided, **1800mm turning area** is sufficient

## Irish Wheelchair Access Guidelines Resource

Provides more detail on accessibility and inclusivity guidelines across construction, housing, public amenities, retail, tourism, hospitality and sport.



# Evacuation Plan Checklist



Building evacuation is a key element in any organisational health and safety management plan. When relating to the safe evacuation of people with disabilities it is always advised to refer to the Building Regulations Technical Guidance and Fire Safety Evacuation Standards in your country relative to your type of tourism building and experience

Principle Evacuation Strategies include total evacuation, phased evacuation and zoned evacuation.;

- ❑ Develop a building egress policy and action plan which is recorded in a building evacuation handbook
- ❑ Develop a Personal Emergency Evacuation Plan (PEEP) for people regularly visiting/using the building and needing assistance to evacuate the building
- ❑ Identify trained staff members with responsibility for ensuring the safe evacuation of all
- ❑ Regular practice and review of emergency evacuation plan is required
- ❑ Maintenance of fire equipment and egress areas of the building is essential



# Evacuation Plan Checklist

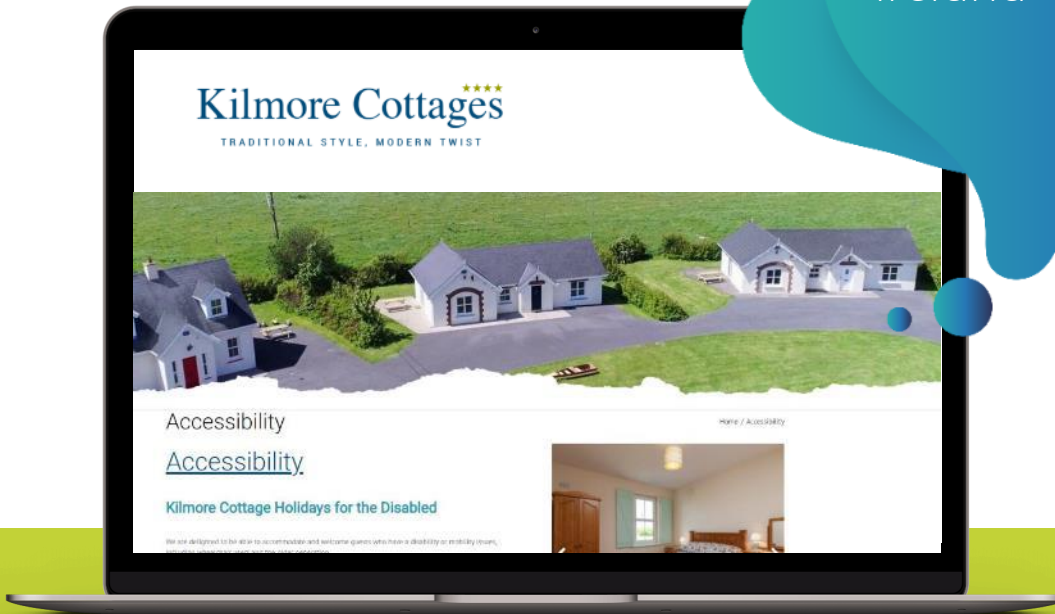
## Principle Evacuation Strategies include total evacuation, phased evacuation and zoned evacuation

- ❑ Evacuation plans should be displayed at heights of **1000-1100mm and 1400-1700mm** from floor level
- ❑ Fire alarms should be both visual and audible
- ❑ Suitable escape and refuge signage is essential to the safe evacuation of a building.
- ❑ Signage should be easily understood, i.e. in easy-read format, and use of pictograms can be helpful.
- ❑ Internal escape routes should have minimum corridor widths of **1800mm**
- ❑ Stair width of **1500mm** is recommended to facilitate the assisted evacuation of people with disabilities.
- ❑ All doors for use as emergency exits should open outwards with level access, i.e. no threshold upstand
- ❑ External escape route should be a minimum **1500mm** in width, preferably **1800mm**, with a firm and level surface. If the route crosses a carriageway, the opposing pavements should be dished with appropriate tactile paving
- ❑ Internal refuge areas should be clearly signposted and located within a protected stairway, equipped with a two-way communications system, with controls at **900-1100mm** from floor level and contain an evacuation chair
- ❑ Refuge areas should contain a sufficient number of refuge spaces, **sized 900 x 1400mm** for a single refuge space, for the numbers of people likely to require use of this location. In leisure centres/sports halls the refuge spaces should be sized **1200 x 1500mm** to accommodate the larger type sports wheelchairs
- ❑ Internal lifts should be fire-resistant. Existing lifts can be upgraded to be usable in an emergency evacuation
- ❑ Good management procedures and staff training are essential for safe evacuation of a building in an emergency

## Case Study

# Kilmore Cottages

Ireland



## Description

*Kilmore Cottages are awarded the ABLE Tourism Award for accessibility in tourism business, and reflects their commitment to the provision of holidays for those with disability. All three cottages can provide an accessible holiday for individuals, families and groups. You can download a summary of the accommodation provided in each cottage, which highlights*

## Example of Some of the Accessibility Measures they Have Put In Place;

- Level concrete set down area at front door
- Ground floor bedrooms with adjoining bathroom
- All beds are a wooden frame so a hoist can be slide under
- Accessible bathrooms with a wheel-in, wet room style shower, grab rails, shower chairs, toilet seat raisers, lever taps and ample turning space
- There is turning space in kitchen living, room, bedrooms, bathrooms and hallways
- Wide doorways, low level light switches and sockets
- Provide specialist equipment
- Accessible beaches, restaurants, attractions and a farm



**WEBSITE** <https://kilmorecottage.com/accessibility/>



# Conclusion

*The success of tourism businesses in competing across global and domestic markets is reliant upon a service culture that shows a spirit of inclusiveness where people of all abilities and ages feel welcomed as guests and enjoy the exceptional experiences offered*

Inclusive Tourism is about reducing uncertainty around what to expect from a destination or service. It's about creating an environment where all people feel welcome and included. It creates choice and instils confidence in all people, empowering them to sign up for new experiences.

Accessible tourism is a matter of equal rights of all visitors to tourism services and a central element of any responsible and sustainable development practice. It presents huge potential in business opportunities. It is important to understand that accessible tourism aims at travellers with access needs but will benefit all travellers.

Taking steps toward better accessibility will have a positive impact on the quality of your offer and thus on your competitiveness. Businesses that are accessible will attract more guests, because they cater for a wider range of guests.

These persons rarely travel alone, they are accompanied by a family member and/or a companion to give support. If they are satisfied with the offer they receive, they will most probably give good a review of the facilities to their friends and there is a great chance they will return to the location.

## Businesses benefit from having

- A high demand market therefore more visitors and loyal (returning visitors)
- New income, higher reputation and demonstrate customer orientation values
- Competitive advantage and are often the only inclusive providers in their area or region
- Support off season business and increase business sustainability
- Have a business that is appealing to a wider market source
- Be able to provide a business offering that is accessible and flexible to all visitor needs whether they are temporary or long term disabilities, ailments or impediments

