

Accessibility for visitors with mobility problems at Tourist Destinations

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Workshop C:

Providing Transport & Tourism services for:

- Persons with disabilities.
- ‘Persons with reduced mobility’ (PRMs).

Definitions:

Accessible Tourism:

‘The adaptation of environments and of tourism products and services so as to enable access, use and enjoyment by all users, under the principles of Universal Design.’

(Source: UNWTO, 2016) Accessible Tourism for All: An opportunity within our reach.

Size of the PRM segment

- 15% of the Global population is estimated to live with some form of disability (WHO).
- They face discrimination and barriers to exercising their rights on an equal basis with others.

Size of the PRM segment

As a segment it will grow rapidly:

- There is a correlation between 'PRM' and age
- In 2000 % of population over 60 = 11%
- By 2050 % over 60 will double to = 22%

Furthermore - most will need accessible services at some stage in their life cycle (temporarily):

- Disability
- Illness
- Accident or injury
- Pregnancy
- Advanced age
- Luggage of large dimensions
- Unfamiliar with the environment.

The case for Action:

1. Legal.

The UN Convention on the Rights of Persons with Disabilities recognizes it as an enforceable right.

- Many states have given legal status to the rights of persons with disabilities in domestic law.
- UK - Disability Discrimination Act 1995.

The case for Action:

2. Ethical.

- ‘Accessibility for all to tourist facilities, products, and services should be a central part of any responsible and sustainable tourist policy.’ UNWTO

Three phases of a Tourism Trip

“accessible touristic service chain”.

- Travel planning and preparation.
- Travel action:
 - journey to the destination
 - travel and activities in the destination
- Travel post processing.

1. Travel & Trip Planning

- Information is key: It is essential to provide reliable and timely data on the accessibility conditions at the destination.
- The information should reach all users through accessible documents and formats
- Good quality on-line information.

UNWTO Proposed indicators include:

- What percentage of official tourism websites of the country contains information about the accessibility of the destination?
- How many provide this information in accessible formats?

Examples of good practice

- **Tourism for all**

- <https://www.tourismforall.org.uk/>

- **Barcelona**

- <https://www.barcelona-tourist-guide.com/en/transport/disabled/disabled-tourist-visitor-experiences-barcelona.html>

- **Tyrol without Barriers**

- <https://www.tyrol.com/things-to-do/barrier-free>

Use of transport

- Disabled persons travel less.
- Preferred mode of transport is private car.
- Most other mode of transport used is taxi
- A large percentage do not use the various forms of public transport at all.
- The most use public transport is the bus

- Visitors with disabilities meet several barriers during their holidays
- Especially by using the public transport system and the local walkway networks
- 60% of visitors with disabilities rate transport at the destination as an important factor in their choice of destination.

1. Metro – Particularly low due to accessibility problem.
2. New modern systems can be designed for access – but converting historic networks can be difficult and expensive
3. Only around 40+ London stations are stair free.

- **Ensure overall accessibility at the destination, not only of individual services.**
- Requires coordination transport planning.
- Requires coordinated stakeholder planning with other tourism stakeholders (both public and private sector).

1. Vehicles:

- Low floor, wheelchair accessible and fitted with wheelchair ramps.
- Buses able to ‘kneel’ to pavement level to make it easier for passengers to board.
- Audio & visual bus stop information on vehicle.

2. Accessible bus stops:

- The benefits of Low floor vehicles are lost if not co-ordinated with accessible bus stops
- floating bus stops, bus shelters
- Kassel kerbs.
- There is currently no audio bus service information provided at bus stops in London..



- To secure mobility for people with disabilities, essential that the system is predictable and that accessibility is **from door-to-door**, not only from bus-stop to bus-stop.
- Important role for tourism stakeholders.

UNWTO Proposed indicators to measure how a destination is performing include:

- How many hotels at the destination can be reached directly via adapted public transport?
- What percentage of parking spaces is accessible for customers who decide to use their own vehicles?

UNWTO Proposed indicators include:

- What percentage of hotels has suitable access?
- How many have a certificate of accessibility?

One key question is whether the policy approach should be:

1. Make mainstream public transport accessible
 - Over 90% of surveyed respondents believe public transport should be more accessible
 - There is some concern over use from disabled passengers beyond access problems.

2. Provide bespoke services to disabled passengers and visitors:

- Dial a ride:
- Guided tours: Erfurt, Germany
- Electric vehicle service to World Heritage city centre: Cordoba, Spain

3. A mixed approach.

Buses:

1. 75% of respondents experienced at least one incident where either they faced accessibility problems or discriminating behaviour.
2. Concerns over the attitudes (and looks) from fellow passengers make disabled passengers feel uneasy

3. Staff attitudes to disabled passengers.

A proposed action by UNWTO indicator for specialist training for staff

A proposed indicator for accessibility accreditation is % of staff trained to attend special needs.

Linking back to Workshop B: Interchanges discourage disabled travellers.

1. Access at interchanges both within mode and also at intermodal hubs:
2. Issues can include differing levels, long distances between stations/bus stops



ATD
Accessible
Tourism
Destination

2019: Winner – Portugal.

Special Mention - Barcelona

Special Mention – Thrissur (India)

1 . Portugal:

Special recognition for the importance the country has attached to accessibility and for their involvement in the development and implementation of tourism products and services that have access for all in every part of the design.

2. Barcelona:

“really advanced in terms of accessibility”,
presenting good conditions in its tourist
resources, including accommodation and
catering establishments, in addition to
transport.



3. : Thrissur:

‘Emerging Destination’ for being “in full development of accessibility, with **strong involvement of public entities in this regard**”.

A recognition of the effort to maintain and increase the level of accessibility achieved in tourist destinations.

The 'Accessible Tourism Destination' awards are **not** formal certifications of accessible destinations that guarantee that accessibility

Key Bodies

1. European Network for Accessible Tourism (ENAT),

2. Fundación ONCE

Co-produced manuals on

‘accessible tourism for all’.

Currently module 1 & 5 are available in English and Spanish.

Modules 2 – 4 are available in Spanish only.

Module 1. Definition & Context

Module 2. Accessibility Chain & Recommendations

Module 3. Principal Intervention Areas

Module 4. Indicators for assessing Accessibility in
tourism

Module 5. Good practices of accessible tourism for all

Tourism Marketing Board – ‘Tourism for All:

- Tours by minibus with wheelchair-access
- Guided tours in German Sign Language
- Brochure “Erfurt erlebbar für Alle” - listing accessible offers
- “Barrier-free” destination created by widely accessible local public transport system (tram and bus) and walkway networks.
- Progress driven by Local working group of stakeholders.

Key Sources:

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