HOW TO ADDRESS THE REQUIREMENTS OF THE TARGET CUSTOMER SEGMENTS

ACCESS IT

1. WHAT IS THIS GUIDELINE ABOUT?

This guideline is a business support toolkit for undertaking a strategic approach to the development of accessible tourism services and products as well as information on accessibility.

The "Visitor Journey", as described in Topic 1, can be used to identify the critical points of the service chain where access barriers may typically occur

At each phase it is important to identify the specific accessibility requirements of customers, based on their needs and preferences, so as to minimise access barriers and provide high quality tourism services. It is, therefore, evident that all managers and staff who are employed in a service role at any part of the "visitor journey" must have appropriate knowledge, skills and competences to offer such services to all visitors.

Service design must follow the so-called "Universal Design" approach, which was developed in the USA in the 1990s.

2. WHO CAN BENEFIT FROM THIS GUIDELINE?

The guidance is addressed to:

· Owners of Small and Medium-sized Enterprises (SMEs) e.g. accommodation services,
  food and beverage.
· Managers of private SMEs or public tourism enterprises, including managers of tourist attractions (e.g. museums, galleries).
· Front-line staff.
· Facilitators and Trainers.
· Policy Makers and decision makers.

3. HOW TO PROMOTE YOUR BUSINESS IN AN ACCESSIBLE WAY?

The development of an accessible tourism offer follows 6 key steps, as shown in Figure 1.
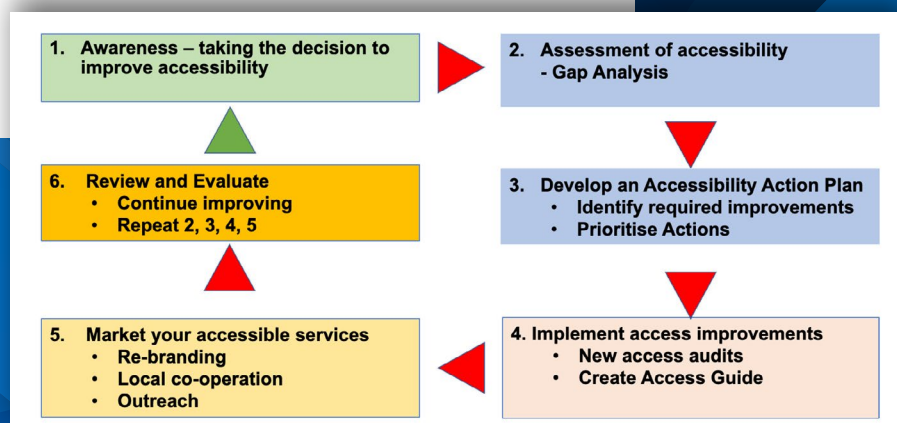
**Figure 1.
Six steps in developing
accessible tourism services**

1. Awareness – taking the decision to improve accessibility
2. Assessment of accessibility - Gap Analysis
3. Develop an Accessibility Action Plan
   · Identify required improvements
   · Prioritise Actions
4. Implement access improvements
   · New access audits
   · Create Access Guide
5. Market your accessible services
   · Re-branding
   · Local co-operation
   · Outreach
6. Review and Evaluate
   · Continue improving
   · Repeat 2, 3, 4, 5

When planning access improvements, besides physical access measures, businesses should consider improving the quality of each individual service. Some examples of accessible services are given in Figure 2.
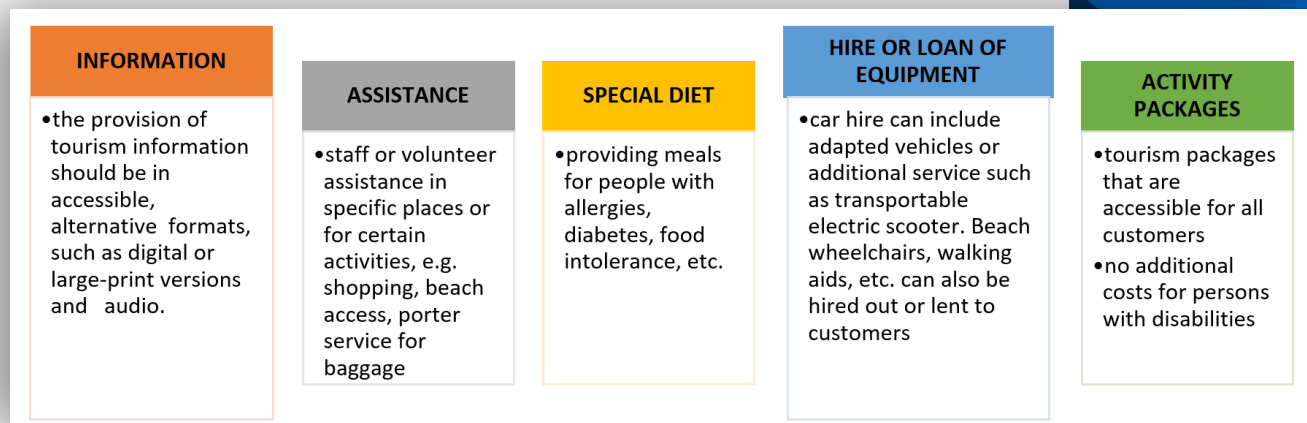

INFORMATION
- the provision of tourism information should be in accessible, alternative formats, such as digital or large-print versions and audio.

ASSISTANCE
- staff or volunteer assistance in specific places or for certain activities, e.g. shopping, beach access, porter service for baggage

SPECIAL DIET
- providing meals for people with allergies, diabetes, food intolerance, etc.

HIRE OR LOAN OF EQUIPMENT
- car hire can include adapted vehicles or additional service such as transportable electric scooter. Beach wheelchairs, walking aids, etc. can also be hired out or lent to customers

ACTIVITY PACKAGES
- tourism packages that are accessible for all customers
- no additional costs for persons with disabilities

**Figure 2.
Examples of accessible service provision**

For the development of the company's **Accessibility Action Plan**, businesses should refer to the main priorities addressed in the ACCESS IT guidelines under Topics 1, 2, 4 and 5, which – together provide detailed information on how to provide accessible tourism services.

4. MONITORING SERVICE QUALITY

In relation to Step 6 of the actions outlined in this guideline, **Review and Evaluate**, the aim of monitoring service quality through visitor feedback is to identify both good and bad points which can indicate how the services may be further improved or developed. Businesses may use several means to gather information from customers, the main methods being customer surveys and "screening" of social media sites and review websites where tourism businesses are featured, such as TripAdvisor.

1. Questions on the demographics of the participants, including question on possible assistance needed during their stay

2. Questions on information requirements with respect to their trip (means of transportation, accommodation facilities, duration of the trip, accompanying persons...)

3. Questions on tourists' satisfaction and overall experience during their stay with suggestions for improvements
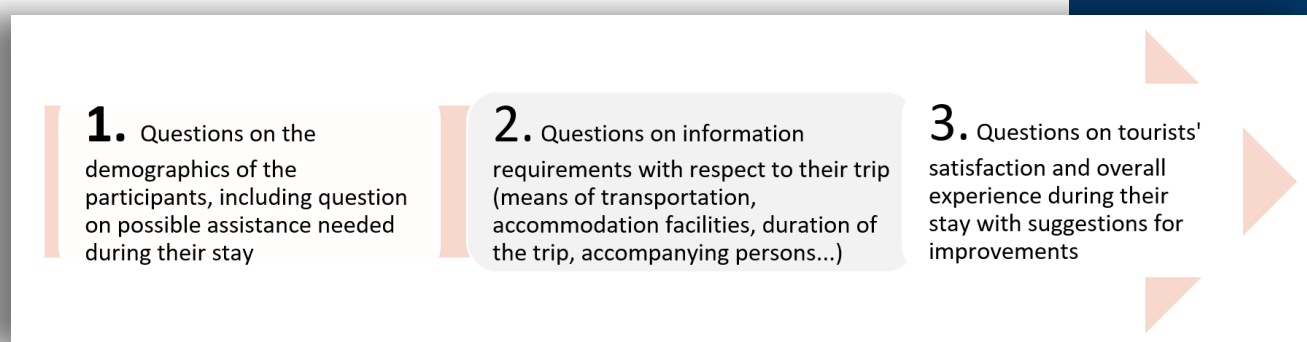
**Figure 3.
The three parts of a monitoring questionnaire**

The questionnaire can be distributed at each activity/ attraction/ service/ accommodation venue. Assistance in filling the form may be offered to tourists with disabilities, if necessary. Alternatively, visitors may receive a survey questionnaire by e-mail, so they may fill it in after returning home.

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