

Who benefits from the "Tourism for All" label?

Travellers/customers receive detailed, verified and reliable information regarding their travel decision. Whether it is a holiday or business trip – information on accessibility and usability gives them security to really look forward to travelling.

Establishments/providers have exactly the kinds of offerings which allow them to acquire a new, large and steadily growing clientele and regular customers, thus boosting their sales and profit.

Labelling for the entire service chain

Offerings along the entire tourism-related service chain can be certified:

- › railways, busses, ships, railway stations, airports
- › tourist information centres
- › hotels, guesthouses and youth hostels
- › camping sites, holiday rentals and holiday homes
- › restaurants, cafés, inns and bars
- › holiday facilities, e.g. amusement parks, swimming pools, baths and thermal baths
- › gardens, parks and zoos
- › museums, galleries and exhibitions
- › sights, such as churches, castles, palaces, mansions and monuments
- › event venues, e.g. theatres, cinemas, opera houses, trade fair and convention centres
- › offerings for activity and nature holidays, e.g. bicycle paths, hiking and nature trails

Project status

Most German federal states use the "Tourism for All" label. So far approx. 180 inspectors have been trained, and more than 1,500 establishments have already been inspected and certified (figures as of April 2016).

Over the next two years the labelling system will be refined with the financial support of the Federal Ministry of Economic Affairs and Energy and in cooperation with the association "Tourism for All Germany – NatKo". A central element of the current project is the development of a web-based collection and analysis database. It is to export the information on accessibility directly to the partners' websites and the information and booking portals.

It is also planned to present the certified establishments on the websites of the German National Tourist Board as of 2017.

picture: NatKo



Verified. Reliable.
Detailed.



Contact

www.inclusivegermany.com

German Tourism Academy (Deutsches Seminar für Tourismus [DSFT] Berlin e. V.)

Charlottenstr. 13
10969 Berlin
Germany

Phone: +49 (0)30 23 55 19-0
Fax: +49 (0)30 23 55 19-25
E-mail: info@dsft-berlin.de

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**Accessibility as a quality and
comfort feature in Germany**

Accessibility – comfortable for all

For people with a disability or persons who are impaired in their mobility and activities, detailed and reliable information on whether they can use and participate in tourism offerings constitutes an essential basis for their travel decisions. However, elderly people, families with children, travellers with lots of luggage and others also benefit from this.

For people with disabilities, accessibility is indispensable – but it is comfortable for everybody!

Transparent quality criteria that are recognized throughout Germany

“Tourism for All” is the label in the field of accessible tourism that applies throughout Germany. Information required for the guests is gathered by trained inspectors and assessed according to clearly defined quality criteria. They were developed as part of a project sponsored by the Federal Ministry of Economic Affairs and Energy (2011–2014) in cooperation with relevant organizations as well as players in the tourism industry. These are listed on the project website www.inclusivegermany.com.

The detailed and verified information on the accessibility of the offering/building can thus be checked by travel organizers and tour operators, which translates into greater transparency and reliability.

The “Tourism for All” label

“Tourism for All” is an information and rating system. It provides detailed information for guests so they can determine if they can use and participate in tourism offerings before booking them. As a result, they can select specific offerings that are suitable for them.

Trained inspectors

Specially trained inspectors visit the establishments and places and collect data on accessibility (e.g. width of doors and lifts, aids for the blind, audio induction loop systems, etc.) using check lists which are identical throughout Germany. The method is not based on a self-assessment of the establishments.

Detailed information

Detailed and verified information on the accessibility and usability of the offering/building is available for all groups of people and can be examined by guests. It is posted on the websites of the certified establishments, the partners (tourist boards of the German federal states, henceforth: German National Tourist Board) as well as the project website www.inclusivegermany.com.

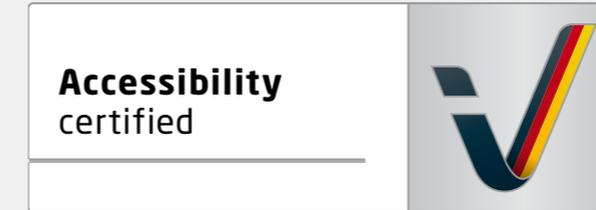
Trained staff

At least one staff member of the certified establishments/providers has undergone training on “Accessibility as a quality and comfort feature”.

The labels



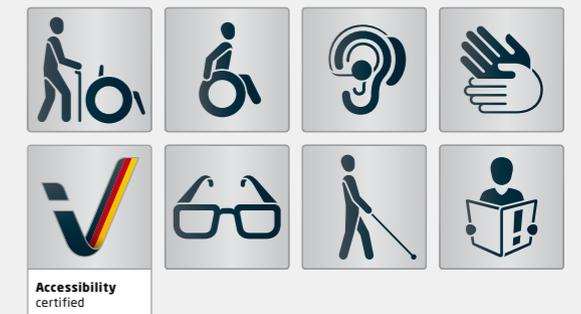
The “Information about Accessibility” label indicates that detailed and verified information on accessibility for all groups of people is available.



The “Accessibility certified” label is based on “Information about Accessibility”. It means that the additional quality criteria for specific groups of people are partly or completely met.

The “Accessibility certified” label is complemented by pictograms. They indicate the requirements the offering meets for the pertinent groups of people. The pictograms are generally recognized and are correctly identified by most people

Pictograms for different groups of people



“Accessibility certified” sample label