

Tourism for All



Supported by:



on the basis of a decision
by the German Bundestag

March 21

Accessibility as a quality and comfort feature in Germany

Verified. Reliable. Detailed. „Tourism for All“

German Tourism Academy (GTA/DSFT) Berlin e.V.

Tourism for All: The information and rating system on accessible tourism throughout Germany.

- Suitable for businesses/establishments/offers of **any size**.
- For **all** businesses/offers in the tourism and leisure industry.
- For tourism and tourism-related **services and offers** (health & well-being, city tours, nature experiences etc.)
- For **travel ideas / offer bundles / inspirations** consisting of several individual suppliers/offers
- For **destinations** (cities, towns, regions) and **trails** (cycling, hiking, nature experience...)



Tourism for All: The system's quality criteria

- **Special trained surveyors** visit the establishments/places and collect data on accessibility, **no self-assessment method**
- **Staff members** in the establishments pass a special training.
- Detailed and **verified information** on the accessibility of the establishment/offer for all groups of people (wheelchair users, blind people, etc.) is **published on various websites**.
- **Quality criteria** (e.g. width of doors) are checked and **evaluated** – establishments/offers receive individual labels (accessible, partially accessible, information on accessibility).
- As a result, guests can **decide independently** which offer suits for their individual needs.

Information and labels for seven groups of people



Logo: Accessibility certified



People with walking disabilities



Wheelchair users



People with hearing impairment



Deaf people



People with visual impairments



Blind people



People with cognitive impairments

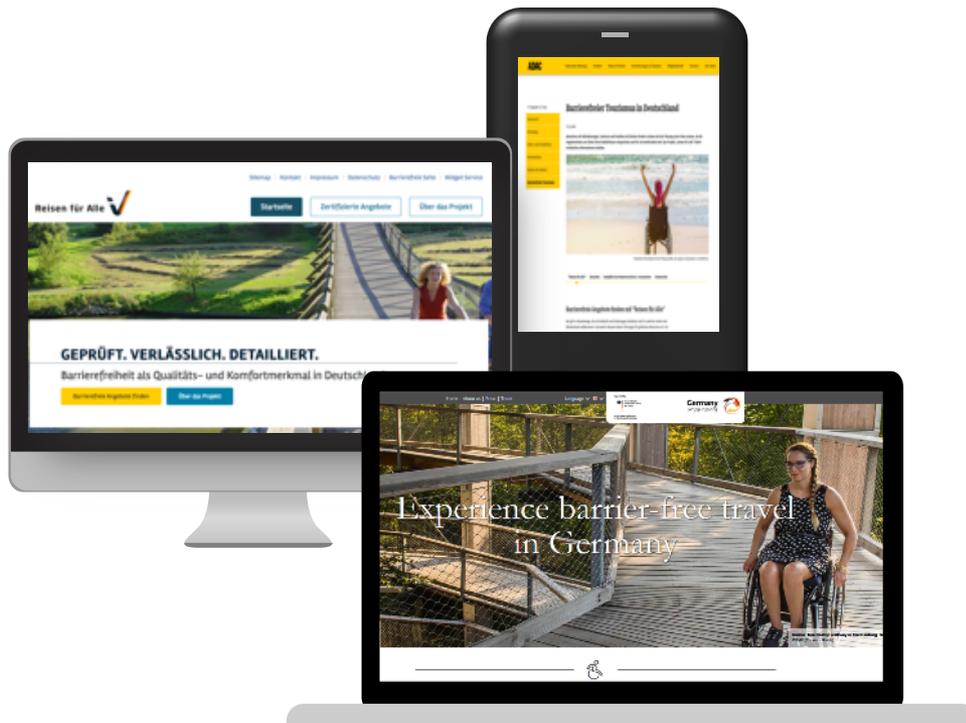
Benefits of the certification for operators: Support in individual improvement process

- Motivation for optimization: "Businesses want to improve."
- (Increased) customer orientation: "Businesses focus on their guest's needs."
- Quality and innovation processes: "Businesses do not stagnate."
- Competition between regions and communities: "Desire to be the best."

Benefits for operators and destinations: Local network and communication is strengthened

- **Networking / knowledge transfer within the destination**
Partners (tourist information, POIs, hospitality industry, transportation, services, etc.) cooperate
- **Designing travel ideas, holiday inspirations, bundles, packages**
- **Labeling of complete destinations/ region**
- **Collaborative Communication** of partners and inspirations in the region / destination
- **Enhanced external communication** of the certified destinations, inspirations and operators

Benefits of the certification of destinations: Local network and external communication is strenghtend



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Thank you to all travel destinations



Travel Destination Bremerhaven
27568 Bremerhaven



Travel Destination Erfurt
99084 Erfurt



Travel Destination Vreden
48691 Vreden



Travel Destination Dortmund
44137 Dortmund



Travel Destination Frankfurt am Main
60329 Frankfurt am Main



Bad Bevensen – Health Resort in the Lüneburg Heath
29549 Bad Bevensen



Travel Destination East Frisia
26789 Leer



Teutoburg Forest
33602 Bielefeld



We look forward to the cooperation!
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Tourism for All

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