

Journal of Geology, Geography and Geoecology

Journal home page: geology-dnu.dp.ua

ISSN 2617-2909 (print)
ISSN 2617-2119 (online)

Journ. Geol. Geograph.
Geology,
30(3), 562–570.

doi: [10.15421/112151](https://doi.org/10.15421/112151)

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Geol. Geograph. Geoecology, 30(3), 562–570

Prerequisites of development of an accessible tourism for everyone in the European Union

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Received: 20.02.2021

Received in revised form: 06.03.2021

Accepted: 27.03.2021

Abstract. Modern approaches of understanding the concepts of accessible tourism for everyone are analyzed in this paper. Accessible tourism for everyone means that any tourism product should be designed irrespective of age, gender and ability, and with no additional costs for customers with disabilities and specific access requirements. The role

of the principles of universal design for accessible tourism for everyone is described. In contrast to the concept of accessibility, which only applies to low-mobility categories of the population and focuses on physical access to transport and premises, as well as access to information, the concept of universal design emphasizes creating the same conditions convenient for all users, without impersonating any of them. The connection between accessible tourism for everyone and the goal of sustainable development is revealed. Accessible tourism for everyone significantly contributes to the achievement most of sustainable development goals. Three main prerequisites for the development of accessible tourism for everyone in the European Union are determined and characterized by: existing accessibility legislation and standards at the global, European and national levels, population ageing and increase in the number of people with disabilities. In Ukraine there is a lack of accessibility standards for tourism facilities and services. It is important to transfer experiences and knowledge that exists in the European Union to Ukraine and ensure an adapted implementation to local requirements. A map of the most accessible cities of the European Union is created and the quantitative distribution of these cities by country of ownership is presented. Accessible to all tourism chain is analyzed on the example of Ljubljana city in Slovenia, which was twice noted by the European Commission as one of the most accessible.

Keywords: tourism, accessibility, universal design, European Union, Ljubljana.

Передумови розвитку доступного туризму для всіх у Європейському Союзі

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Анотація. У статті проаналізовано сучасні підходи до розуміння концепцій доступного туризму для всіх. Доступний туризм для всіх означає, що будь-який туристичний продукт повинен розроблятися незалежно від віку, статі і здібностей, без додаткових витрат для клієнтів з інвалідністю та особливих вимог доступу. Охарактеризовано роль принципів універсального дизайну для доступного туризму для всіх. На відміну від концепції доступності, яка застосовується тільки до маломобільних категорій населення і фокусується на фізичному доступі до транспорту і будівель, а також на доступі до інформації, концепція універсального дизайну підкреслює створення однакових умов, зручних для всіх користувачів. Виявлено зв'язок між доступним туризмом для всіх і цілями сталого розвитку. Доступний туризм для всіх вносить значний вклад у досягнення більшості цілей сталого розвитку. Визначено й охарактеризовано три основні передумови для розвитку доступного туризму для всіх у Європейському Союзі: існуюче законодавство і стандарти доступності на глобальному, європейському та національному рівнях, старіння населення і збільшення кількості людей з інвалідністю. В Україні існує проблема відсутності стандартів доступності туристичних об'єктів і послуг, тому важливо вивчати досвід Європейського Союзу і забезпечити адаптовану реалізацію до місцевих вимог. Створено картосхему найбільш доступних міст Європейського Союзу та представлено кількісний розподіл цих міст за країнами приналежності. Доступний для всіх туристичний ланцюг проаналізовано на прикладі міста Любляна в Словенії, яке двічі було відзначене Європейською Комісією як одне з найдоступніших.

Ключові слова: туризм, доступність, універсальний дизайн, Європейський Союз, Любляна.

Introduction.

The European Union (EU) is the main tourist destination in the world. Four EU member states

(France, Spain, Italy and Germany) belong to the top ten countries of the world upon arrival of tourists. The EU population is ageing. Considering the whole population,

the number of elderly people represented by the 65+ age group is above 88 million, which means that every 5th person belongs to this demographic group (Zsarnoczky, 2017). It is forecasted that in 2050 approximately 35 % of the population in developed countries will be at least 60 years old. Unlike past generations, today's seniors are seeking a more active and adventurous lifestyle for their post work lives. Tourism is an important component of their quest for life experiences. With the ageing of the baby boomer generation and their accompanying burden of disease, future disability rates are expected to increase (Bowtell, 2015).

Senior citizens and people with disabilities together represent a demographic group with significant economic importance within the EU (Zsarnoczky, 2017). The general demand for accessibility in Europe alone exceeded 120 million people in 2005, more than 27 % of the European population at the time. It is estimated that by the end of 2025 this demand will reach about 160 million people (Bowtell, 2015)¹. The accessible tourism market in the EU is estimated at approximately 12 % of the whole tourism market (UNWTO, 2016b). It includes tourists with varying levels of accessibility requirements who have been poorly served by the tourism industry in the past. An analysis of the accessible tourism market size shows that 70 % of the population demanding accessibility have the financial as well as the physical capabilities to travel, generating potential revenues of 88.6 billion euro by 2025 (Bowtell, 2015). Accessible tourism's direct economic impact was approximately 352 billion euro in 2012, while its overall contribution, given indirect and sub-contracted amounts, is estimated at 800 billion euro. This represents around 3 % of the EU 28's GDP. The accessible tourism market directly provided 4 million jobs, with multiplying effects creating a total of 9 million jobs in the EU (UNWTO, 2014). Europe and its tourism sector are very urbanized. Hence, European cities play an important role in ensuring adequate access for both citizens and tourists of all ages and capacities. Many European cities are working to build their reputation as accessible, livable cities that offer hospitality to all visitors. Therefore, it is of great importance to study their geography and the best practices of accessible tourism for all people.

The purpose of this study is to analyze the prerequisites to develop an accessible tourism for everyone in Ukraine. The EU serves as a model, with a more extensive consideration of the accessible tourism chain concept of Ljubljana (Slovenia). Tasks of this study are:

- to consider the modern approaches of understanding the concepts of accessible tourism for everyone;
- to evaluate the prerequisites for the development of accessible tourism for everyone in the EU;
- to depict cartographically the accessible cities of the EU, as well as the quantitative distribution of these cities by country of affiliation;
- to analyze the accessibility of the tourism chain on the example of the Ljubljana city in Slovenia.

Methodology and methods.

In general, qualitative methodology is mainly used in tourism, which is also reflected in this study. A review of relevant, existing academic research as well as statistics, legislation, manuals and reports were undertaken to inform the methodological development of the study, providing a wider overview of the matter under study and identifying the need for further research. The study used publications and data of the World Tourism Organization (UNWTO), the European Commission (EC), Eurostat and the European Network for Accessible Tourism (ENAT). It widely applies the method of analyzing documents, in particular the Global Code of Ethics for Tourism, the UN Convention on the Rights of Persons with Disabilities, the European Law on Accessibility, State Building Codes of Ukraine etc. Various statistical data (provided by Eurostat²) are analyzed in order to evaluate the aging of the population and the growth of people with disabilities in the EU as important prerequisites for the development of accessible tourism for everyone. A cartographic method is used to carry out a spatial analysis of accessible tourism, the most accessible according to EC Award cities are depicted on a map. The distribution of these cities by country of affiliation is shown in the diagram. The Access City Award is one of the measures foreseen in the EU Disability Strategy 2010–2020. It is co-founded by the EC in conjunction with the European Disability Forum and aimed to create a Europe without barriers for people with disabilities (EC, 2010). The award identifies cities that are leaders in overcoming the barriers in Europe today and is given to the nominee that noticeably improved accessibility in the main aspects of urban life. This includes the building-up of environment and public space, transport and related infrastructure, information and communication technologies, public facilities and services. The respective cities also must strive for continuous improvement of accessibility on an ongoing basis and can serve as a role model for best practices in other European cities. Thus, the competition covers the accessibility in the daily life of

¹ This and the following information about future developments of tourism provided by Bowtell (2015) include data for Great Britain that left the EU in 2020.

² This and the following information provided by Eurostat (2015) include data for Great Britain that left the EU in 2020.

city residents, and, to a certain extent, the accessibility of tourism offers (EC, 2018a).

The accessible tourism chain of Ljubljana basing on the UNWTO (2013) recommendations indicate the appropriate measures in order to ensure that persons with disabilities have access on an equal basis. This contains the physical environment, transportation, information and communications (including computer systems, information and communication technology) and other services and facilities open to the public or for public use. This applies to urban areas as well as rural and coastal zones. This is shown in detail below.

National, regional and local tourism authorities should evolve accessible tourism development strategies. It is necessary to ensure that tourism facilities or accommodation facilities located in regions without an accessible transport system, an appropriate environment and communication with other tourism facilities cannot advertised as accessible.

Travel literature and other promotional materials must contain clear information about the accessibility of services and amenities, preferably using international characters that are easy to understand. Wherever possible, information for people with disabilities should include general information materials. Promotional materials need to comprise information on how to contact the organization through accessible means of communication and whether it is possible to receive promotional materials in an alternative format. In places where tourists are welcomed, a list of all support services for tourists with disabilities should be available. Booking systems should be accessible in a way that any tourist can use them independently. Due to this, booking systems should be developed in accordance with the “Guide to the accessibility of web content” (WCAG).

Key indicators of the accessibility of urban environment and architecture include:

- Parking spaces (containing specially equipped and designated parking lots for people with mobility impairment, boarding as well as disembarking of tourists to and from transport);
- Information and communication systems (including the use of sign language, Braille, the presentation of texts in large print, the use of pictograms and symbols, visual and sound announcements etc.);
- The possibility of free horizontal movement (due to the standard width of doorways, corridors, no thresholds, accessibility tactile, visual and sound elements of accessibility for people with visual impairments);
- Vertical movement (elevators, stairs, ramps are equipped in accordance with the norms);
- Sanitary facilities of general uses;
- The price (do not provide high prices to ensure the accessibility of facilities services).

Passenger transport, including rental cars, buses, taxis, trams, funiculars, trains, ferries and cruise ships should be designed to be safe, comfortable and equally accessible to all people. Before and during the trip it is necessary to take the needs of people with hearing and visual impairments into account. Information should be presented in audio and visual format for them. Especially pedestrian crossings need to be equipped with traffic lights that have visual and audible warning.

Accommodation facilities should offer enough rooms equipped for people with disabilities. The design of all devices and mechanisms must comply with the principles of universal design. In such establishments, visitors with guide dogs must be accommodated appropriately. There should be a sufficient number of restaurants, cafes and bars with accessible conditions close to such buildings. This has to include accessibility to the premises, furniture design that takes the needs of people with reduced mobility and strollers into account, a lowered counter, a Braille menu (or an alternative format), accessible toilets, etc. The menu must include dishes for people with food restrictions (lactose or gluten intolerance), or beliefs (e. g., veganism or vegetarianism). Conference rooms should be equipped with special places or zones for accommodating guests using wheelchairs, headphones for audio-descriptive commenting on the use or amplification of sound as well as induction loops for people using hearing aids. It must be ensured that audiovisual information can be supplemented by audio description, subtitles or sign language translation if necessary.

Museum owners or administrators must ensure that their institutions are fully accessible to visitors with disabilities (e. g., with lifts and ramps). Information should be provided in both visual and audio format. Visitor staff must receive the necessary training to serve visitors with disabilities. A rental service for strollers or other equipment should be provided for visitors with reduced mobility.

Understanding the concepts of accessible tourism for all people. The Global Code of Ethics for Tourism (GCET) promotes the right of all people to equality in access the resources of the planet. This is the main postulate of the concept of accessible tourism for everyone (UNWTO, 1999). Accessibility is a fundamental feature of the built environment. Accessibility allows people to participate in social and economic activities for which the built environment has been created (ENAT, 2007a). The concept of accessibility is used primarily in the interests of people with limited mobility, which includes seniors, people with disabilities and temporary health problems or chronic diseases, as well as accompanying children in wheelchairs. These categories are considered by Ukrainian law since April 1, 2019 when the new

State Building Codes “Inclusiveness of buildings and structures” entered into a force. These Ukrainian codes don’t fully comply with EU-law because they don’t account for the children that are younger than seven years, people with non-standard body sizes and weights as well as some others. In the field of tourism, the following types of accessibility should also be considered legally (ENAT, 2007b):

- Physical accessibility (creation of a barrier-free environment in buildings, structures, transport);
- Communication and information accessibility (including accessibility of websites, information products, signage, a multiplicity of communication methods etc.);
- Accessibility of services (awareness of staff on disability, communication methods and services for people with various types of disabilities, various age groups etc.).

Accessibility is one of the signs of a “smart city”. Implementing innovative solutions based on the principles of universal design, the “smart city” is turning into a “smart city for everyone” (AT & T, 2017). A smart city characterizes itself by accessible websites, transportation systems and accommodation facilities, catering services, program offers, local information, a safe environment, professional service providers and staff (Zsarnoczky, 2017). From the geographical perspective, the accessibility of tourism space was once understood in terms of accessible transportation – to get to a specific destination. It also included transportation links, hiking trails and ski lifts within touristic destinations. Geographers also noted the meaning of accessibility represented by the concept of hospitable space, identifying hospitable tourism space as that which is attractive, accessible, safe and friendly (Zajadacz, 2014).

A good design is an important condition for accessibility. People refer to this kind of design with terms such as Design for everyone or Universal Design. Universal design means that the design of products, environments, programs and services is usable by all people, to the greatest extent possible, without the need for adaptation or specialized design (UN, 2007). This designing concept includes the following principles:

- Equitable use (the design is useful and marketable to people with diverse abilities);
- Flexibility in use (the design accommodates a wide range of individual preferences and abilities);
- Simple and intuitive use (use of the design is easy to understand, regardless of the user’s experience, knowledge, language skills, or current concentration level);
- Perceptible information (the design communicates necessary information effectively to the user,

regardless of ambient conditions or the user’s sensory abilities);

- Tolerance for error (the design minimizes hazards and the adverse consequences of accidental or unintended actions);
- Low physical effort (the design can be used efficiently and comfortably and with a minimal tiredness of fatigue);
- Size and space for approach and use (appropriate size and space is provided for approach, reach, manipulation and use regardless of user’s body size, posture, or mobility).

In addition to ensuring the rights of people with limited mobility, universal design creates conditions for gender equality. That’s why the concept of universal design emphasizes creating the same conditions that are convenient for all users, without impersonating some of them. Whereas the concept of accessibility applies only to people with limited mobility and focuses mainly on issues of physical access to transport, buildings and structures, as well as access to information. According to universal design, accessibility must be introduced from the beginning, considering the design, instead of waiting to improve it once products and services have been created (ENAT, 2007a).

In modern literature the concepts of “inclusive tourism”, “social tourism”, “sustainable tourism” and “accessible tourism” are also used. Often all these concepts are identified, which is wrong. *Inclusive or social tourism* are the concepts that incorporate the rights of underprivileged people, often including disabled people, to enjoy their holidays (Buj, 2010). *Sustainable tourism* is involved in the protection of environmental and cultural resources and the wellbeing of communities (UNWTO, 2016a). As defined by the World Committee on Tourism Ethics (WCTE, 2014), accessible tourism for everyone means that any tourism product should be designed irrespective of age, gender and ability and with no additional costs for customers with disabilities and specific access requirements. Accessible tourism takes the full human life cycle into account. It additionally considers the fact that anyone can benefit from certain types of facilities, depending on their physical condition (which can change) and the stage of someone’s family life. Problems of restricted access to tourism space (due to physical, technical, social, information-based, economic barriers) affect many social groups. That includes people with a disability, elder people, families with young children and those at risk of social exclusion (e. g., immigrant families, the poor, ethnic or religious minorities; Zajadacz, 2014). Accessible tourism requires a joint approach across the tourism supply chain (i. e., transport, accommodation, leisure activities, hospitality, destinations) to ensure a positive tourism experience. Elderly people and people with disabilities get the

greatest benefit from accessible tourism because they face the strongest obstacles through an inaccessible environment. However, people of different ages and with different opportunities can benefit from accessible tourism for everyone. The target group of accessible tourism is not limited only to tourists; it also includes tourism workers and creates employment opportunities for people with disabilities (ENAT, 2007a).

Accessible tourism significantly contributes to the achievement of most of the sustainable development goals (SDG). This applies above all to SDG 10 (Reduced inequalities), SDG 11 (Sustainable cities and communities) and SDG 17 (Partnerships for the goals; UNWTO, 2017).

Main prerequisites for the development of accessible tourism for everyone in the EU. The main prerequisites for the development of accessible tourism for everyone in the EU now and in the future will be an aging population (Fig. 1), an increase in the number of people with disabilities and state of the legislative framework on accessibility.

Elderly people are motivated to travel by different motives like visiting relatives, getting cultural or gastronomic experience. They are interested in cruise ship trips, coastal holidays, participation in sporting events or ethnic holidays. They tend to spend more while traveling and stay longer. Baby boomers who were born in 1946–1964 are the dominant travelers in the world. They are becoming more and more adventurous in the choice of travel, in search of new experiences and active types of recreation. Another type of old age tourists is a flashpacker who is not faced with the task of various cost savings, but the main principles is the freedom of movement and maximal experience – remains unchanged. The largest share of elderly people was observed in the population structure of Italy, Greece, Germany, Portugal, Bulgaria and Finland (Eurostat, 2017).

Tourists with disabilities make travel decisions based on the opinions of their friends and rely less on special offers aimed at them. Travel agencies' online offers and printed brochures influence their decision

on the same level. France and the UK have the most people with disabilities in the EU (Eurostat, 2015).

In this study the existing legislative framework on accessibility in the EU is considered at three levels: global, European and national. The main documents regulating accessibility issues at the global and European levels are for examples UN Convention on the Rights of Persons with Disabilities, Global Code of Ethics for Tourism etc.

Regulatory acts that are applied at the European level with specific requirements for accessibility of services for persons with disabilities include (ONCE, 2009):

- European Regulation on the Rights and Obligations of Railway Passengers;
- European Regulation on the Rights of Persons with Disabilities and Persons with Disabilities Traveling by Air;
- EU Maritime Safety Directive;
- European Lift Directive etc.

Making Europe accessible to people with disabilities was a key part of the EU's overall disability strategy for 2010–2020. This Strategy provided an EU-wide framework for action on disability and accessibility to complement and support member states. On November 8, 2018, the European Parliament and the Council tentatively agreed with the EC proposal for a European accessibility law. This law will cover the following products and services (EC, 2018): computers and operating systems, ATMs phones and smartphones, television equipment related to digital television services, audiovisual media services, services related to air, bus, rail and water passenger transport, banking services, eBooks as well as e-commerce. The law will establish pan-European functional requirements for the accessibility of the listed products and services. However, the tourism facilities are not represented here at all and tourism services are represented only indirectly. The current absence of common accessibility standards in the EU can be considered a consequence of its historical development, when countries and regions continue to practice their sovereignty in this area, based on the legal principle of subsidiarity – this also includes tourism.

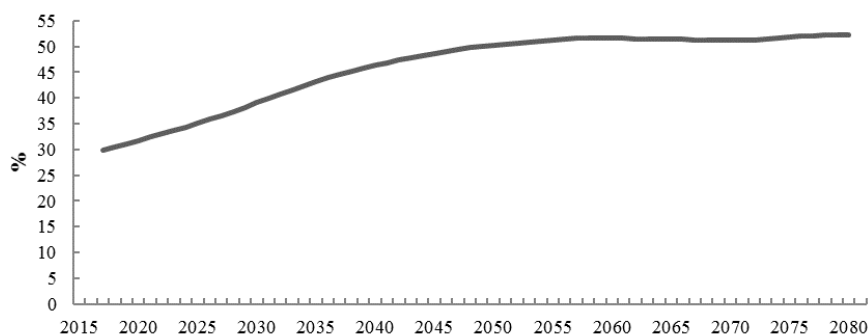


Fig. 1. Forecast of the demographic burden of an aging population (65 years and older) on the working age (15–64 years) in the EU (Source: Eurostat)

The impetus for accessible tourism for all people from the EU was the preparation of the EC Guidelines for the tourism industry under the title “For Accessible Europe, for Tourists with Disabilities” (1996) and the adoption of the Regulation of the European Socio-Economic Committee entitled “For accessible and socially sustainable tourism for everyone” (ENAT, 2007a).

The following accessibility tools for tourists are used at national level in EU countries (ONCE, 2009):

- National laws on non-discrimination of persons with disabilities;
- National or community accessibility standards;
- National standards for the accessibility of tourism facilities;
- Regional legislation and / or accessibility standards for tourism facilities;
- National or regional information accessibility systems (and labeling) for tourism facilities managed by government agencies;
- Labeling schemes managed at the regional or national level by private tourism organizations;
- Participation of national representatives (authorities, manufacturers or consumers) in the work according to international accessibility standards.

We give two examples according to which the Standards relating to the rights of people with disabilities, accessibility and design for everyone can directly affect the tourism industry. One type of regulation is centralized, like in the United Kingdom. There only one law exists – the Law on the Prevention of Discrimination of Persons with Disabilities, which equally regulates the actions of travel providers in terms of accessibility and design for everyone throughout the country. Another example is decentralized regulation, like in Spain. There each autonomous region sets its own laws to regulate tourism and accessibility. In practice, this means different levels of accessibility in the tourism industry of each of these regions (ENAT, 2007a).

On the way to integration into European and world communities, Ukraine ratified several international legal acts that had a certain impact on the formation of national state policy, the granting of equal opportunities for all citizens and the introduction of principles of accessibility of persons with disabilities. Most of these acts are transformed into national legislation – for example the national law called “On the Basics of Social Protection of Persons with Disabilities” (Zakon Ukrainy..., 2020). In addition, the following Ukrainian laws have been adopted to regulate the legal status of certain groups of persons with disabilities and to ensure accessibility principles (Azin, Baida, Hrybalskyi, Krasiukova-Enns, 2013):

- On Social Services;
- On the Regulation of Urban Planning Activities;

- On Access to Public Information;
- On Protection of Consumer Rights;
- On Transport;
- On Amending Certain Legislative Acts of Ukraine Regarding Strengthening Responsibility and Improving State Regulation in the Sphere of Urban Development.

Furthermore, the topic is promoted by several decrees by the President of Ukraine and decisions of the Cabinet of Ministers of Ukraine. Some of these documents support the participation of representatives of public organizations of people with disabilities in the preparation and adoption of decisions that affect their lives.

In April 2018, the Ukrainian government approved three new State Building Codes – “Planning and development of territories”, “Streets and roads” as well as “Buildings and structures. Educational institutions”. All buildings and structures in Ukraine must be designed with accessible elements. This also includes the necessary infrastructure. The introduction of these standards is a significant step towards creating a real barrier-free environment in Ukraine and one of the priority requirements in connection with the ratification of the UN Convention on the Rights of Persons with Disabilities and the Association Agreement with the EU. However, the problem of insufficient standards for the accessibility of tourism facilities and services in Ukraine remains relevant. In this regard, it is important to study the experience of individual EU countries where such standards exist.

Spatial analysis of accessible tourism for everyone in the EU. The cities of the EU, which, according to the EC, are trying to maximize accessibility, are presented on the Fig. 2. Most of these cities were in France (4), Germany (4) and Sweden (3)³. With 23 of the most accessible cities, only five are state capitals. At the same time, the city of Ljubljana in Slovenia was twice marked by the EC as one of the most accessible cities. Among the 23 most accessible cities in the EU, six are known for sea resorts. In addition to the cities that took first, second and third places, there are also cities with “special notes”. For example, the city of Budapest (Hungary) received an award for actions in the field of transport in 2015. The city of Bilbao (Spain) received an award for actions in the field of information and communication in 2013. The city of Talla (Ireland) received an award for actions in the field of public institutions and services in 2013. The city of Viborg (Denmark) received an award for actions in coordinating the historical heritage and the hilly landscape with accessible infrastructure in 2018. The city of Toulouse (France) was noted as a “smart city” in 2018.

³ The displayed data comprise the years 2011–2018.

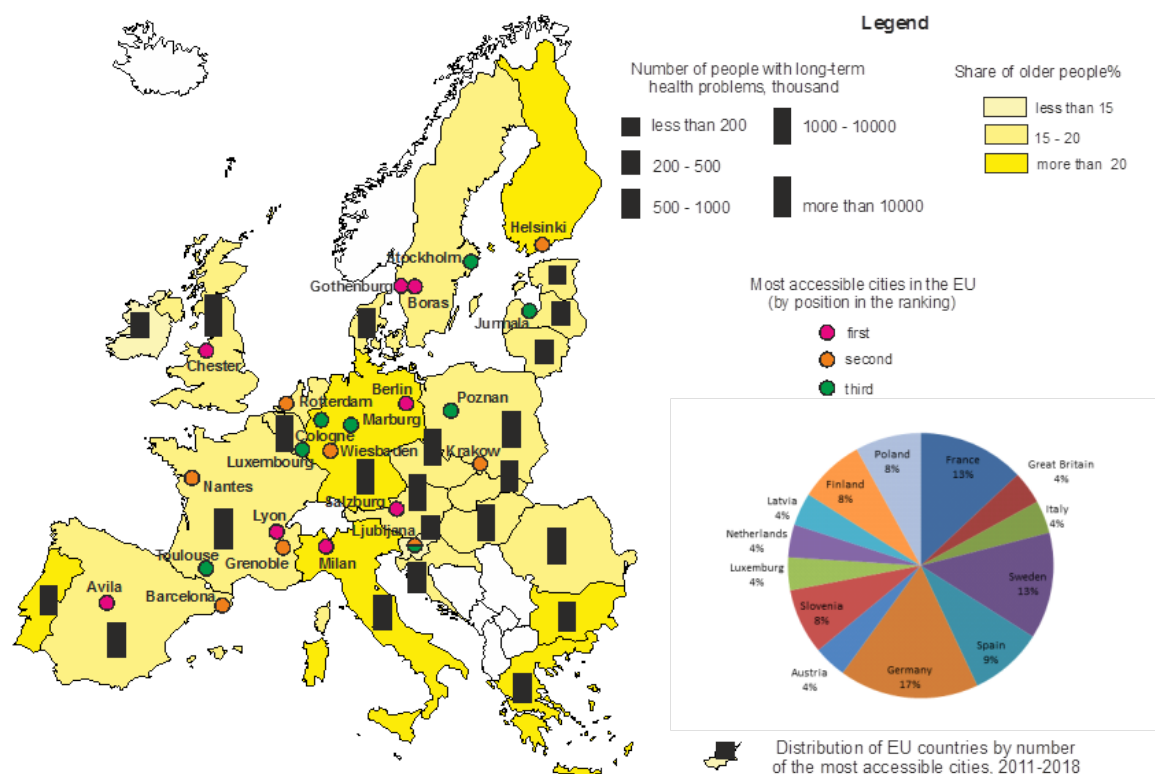


Fig. 2. Geography of the most accessible cities of the EU in 2011–2018

Accessible tourism chain in Ljubljana city

Ljubljana was the finalist of the EU Access City Award for the year 2018 (2nd prize) and 2015 (3rd prize), where it was recognized as an accessible city, actively developing accessibility and with strong commitment at political and operational levels. Accessibility is integrated in overall city policy and work (EC, 2018a). The most important points are summarized below:

Tourism destination management

Monthly open-day-meetings with the mayor to listen to people's suggestions for improvement, including accessibility issues. Direct involvement of elder and disabled people in city policymaking through mayoral advisory bodies which offer advice on priorities for access improvements both to the city authorities and to private sector providers. Action plans for improving accessibility with clear deadlines and concrete objectives. Improvements of accessibility are combined with sustainability issues (Ljubljana as named European Green Capital in 2016; Elevator, 2015).

Tourist information

A city map of accessible locations is available. A specialized tourist city centers provide the information for visitors over 65 and those with a disability.

Transport

All the city's buses are low floor with space for wheelchair users, almost everyone with boarding ramps and with audible and visual on-board announcements. The main railway station is equipped with elevators, with support from trained staff for access to platforms.

Travel is free for disabled residents and their careers. A system of unique identification cards means that assistance can be provided quickly if needed during a journey. A demand responsive service, which users can call when they want it, is available for those who need door-to-door transport.

Accommodation

Many hotels in Ljubljana are convenient and friendly for persons with reduced mobility and disabled people. They offer easy access for wheelchairs, wheelchair accessible rooms and bathrooms.

Cultural establishments and destinations

Sign language is used in theatres, tactile exhibits and maps (for example in the castle). Adapted videos, multisensory guiding and easy-to-use information are offered. Access to the castle is provided via a funicular railway and a tourist train equipped with a ramp. A tactile model of the castle is also available for visually impaired people. In addition to many new footbridges over the river, the "Mesarski most" (Butcher's bridge) provides wheelchair access to boats.

Public Places

Slovenian laws regulate the presence of accessible services. Thanks to this, parking spaces for disabled are generally available. The city's public toilets are free of charge and currently ten out of 19 are accessible.

Staff

There is a wide range of initiatives to promote both open and sheltered employment opportunities. One example of social entrepreneurship is the restaurant

“Druga Violina” (Second Violin) in the old city center where people with intellectual disabilities participate in a real work environment. A course about accessible tourism is available for restaurateurs, hotel staff and travel guides.

Conclusions.

Accessible tourism for everyone means that any travel product must be designed oriented to different customers in mind and be accessible regardless of age, gender, disabilities or restrictions, without any additional costs. Accessibility should be integrated into all links of the tourism chain: booking, providing information, transportation, accommodation, food, accessibility of historical monuments and excursions, accordingly trained personnel and the like. The concept of accessibility only applies to people with limited mobility and focuses mainly on issues of physical access to transport, buildings and structures as well as access to information. In contrast, the concept of universal design emphasizes the creation of the same conditions that are convenient for all users, without impersonating some of them.

Elderly people and people with disabilities can obtain the greatest benefit from accessible tourism because they face the greatest obstacles through an inaccessible environment. The main prerequisites for the development of accessible tourism in the EU are an aging population and an increase in the number of people with disabilities. The state of the legislative framework on accessibility is also an important prerequisite for the development of accessible tourism.

For Ukraine, it is important to study the experience of individual EU countries, their standards for accessibility of tourism facilities and services. Many European cities are working to build their reputation as accessible, livable cities that offer hospitality to all visitors. Most of these cities are located in France, Germany and Sweden. Ljubljana city in Slovenia was twice awarded by the European Commission as one of the most accessible.

In the future, subsequent studies will be based on a quantitative and qualitative survey among five types of stakeholders, developing five types of questionnaires. This includes:

- Accommodation providers (including owners or managers of hotels, hostels, caravan parks, cruise companies etc.);
- Airport managers (including managers who work for the airport owner or managers from companies that are contracted to manage passengers and ground handling operations);
- Destination and attraction managers (including managers of city tourism marketing offices, museums, sports venues, leisure and amusement parks, national parks, heritage sites etc.);
- Access experts;
- Visitors with access needs.

Acknowledgement. The authors are grateful to Olena Ivanova, Senior Lecturer of National University of Kyiv Mohyla Academy, Kyiv, Ukraine for her comments on differences between concepts of accessibility and universal design.

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