
**Tourism and related services —
Accessible tourism for all —
Requirements and recommendations**

*Tourisme et services connexes — Tourisme accessible pour tous —
Exigences et recommandations*

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ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

Tourism is one of the fastest growing sectors of the global economy. At the time of writing, there are around 1,4 billion people travelling the world and the sector is responsible for 1 out of 11 jobs worldwide. However, travelling can be a challenging process throughout the entire tourism supply chain for the 15 % of the world's population who live with some form of disability and people with access requirements.

An improvement in accessibility in the tourism sector would equally benefit elderly people, in particular considering that the share of people aged 65 and over is projected to increase from 9 % in 2019 to 16 % in 2050. (Source: UN Commission on Population and Development reports, <https://population.un.org/PofilesOfAgeing2019/index.html>)

People with disabilities or other access requirements can face physical, sensory, cognitive and cultural barriers within the tourism sector and in many destinations. When searching for suitable venues and tourism services, it can be difficult to find clear and accurate information on the accessibility of the offer, service or the destination facility. This situation can be improved with more consistently applied standards and better training of tourism professionals.

Some documents exist (e.g. codes, standards and guides) which outline the recommendations and requirements for some of the key aspects of accessibility in different environments and services (e.g. aviation). In addition, there are also standards which refer to Universal Design for transport services and work environments without taking into account the core aspects of travel and tourism. However, the existing standards present gaps and can differ between countries and even between different regions within the same country. This can create unrealistic expectations about the accessibility of services and facilities that the visitor is expecting to find at the destination.

Most studies of accessible tourism have shown that one of the major difficulties for the application of standards is the lack of knowledge among tourism providers about the existing tools and possible solutions. There is a lack of information on where to find guidance and there can be contradictory information in different standards between different countries and regions, while in some countries there are no available standards. Furthermore, tourism providers face difficulties in knowing how to proceed in situations for which no International Standards have been adopted yet.

The public sector has a responsibility to promote universally accessible tourism environments and services for citizens and visitors. This can be achieved by establishing procedures to require accessibility for every project that receives public funding. It is estimated that public procurement makes up between 15 % and 20 % of global GDP¹⁾. Thus, public authorities can show leadership in tourism development by requiring Universal Design in public procurement tenders and when awarding contracts for infrastructure, buildings, transportation and equipment. In this way – where public investments are directed towards tourism development – planners, designers, manufacturers and tourism suppliers will be encouraged to create accessible tourism environments and destinations, thus bringing benefits to visitors, businesses and local communities.

Currently there is a relatively low supply of accessible services in the tourism supply chain, while the demand for such services is growing. The development and application of an International Standard will assist travel providers and their suppliers in addressing their current accessibility provisions.

This aspirational document sets out best practice requirements and recommendations. It is possible that for some travel providers in some settings, meeting these requirements will be a disproportionate or undue burden, in which case these travel providers will possibly not be able to apply this document.

A mapping exercise has been completed to inform the development of this document.

This document takes into account the following aspects:

- a) Core requirements and recommendations (applicable to all stakeholders) dealing with design of services, information and communication, training and built environment.

1) https://ec.europa.eu/growth/single-market/public-procurement_en

b) Separate clauses for different types of stakeholders:

- policies and strategies for the public sector;
- transport;
- urban and rural tourist spaces;
- leisure activities;
- MICE (meetings, incentives, conventions and exhibitions);
- accommodation;
- food and beverage services;
- tour operators and travel agencies.

This document is addressed to a wide range of stakeholders in order to cover the whole accessible tourism value chain:

- national or regional public administrations [including national tourism administrations (NTAs), national or regional tourism promotion boards, destination management organizations (DMOs), municipalities, public entities in charge of infrastructure polices, development and legislative or regulatory frameworks, organizations or professionals working in the field of cultural heritage management and protection];
- travel and tourism industry stakeholders [investors in destinations and tourism industry, travel and tourism businesses, especially small and medium enterprises (SMEs) across the tourism sector: transportation, accommodation, tour operators and travel agencies, transport manufacturers, hospitality and catering, other tourism providers and trade associations];
- enterprises and organizations from the support sectors: for example, companies entrusted with the execution of construction works within destinations, architects, developers and promoters of support tools and services for people with specific access requirements, and companies or professionals operating in the area of information and communication technology (ICT);
- tourism destinations;
- end users (i.e. tourists and the local population with or without specific access requirements).

Tourism and related services — Accessible tourism for all — Requirements and recommendations

1 Scope

This document establishes requirements and provides guidelines for “accessible tourism for all” with the aim of ensuring equal access and enjoyment of tourism by the widest range of people of all ages and abilities.

This document provides information on the key aspects of policy making, strategy, infrastructure, products and services and is addressed to all stakeholders involved in the tourism supply chain, whether from the public or private sector. It applies at local, regional, national and international levels.

NOTE Stakeholders include, but are not limited to, public administrations, accommodation services, catering and restaurant services, transport, tour operators and travel agencies, MICE and leisure activities, as well as service providers from other economic sectors related to tourism, travel and destination management, including their contractors and suppliers.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

IEC 60118-4, *Electroacoustics — Hearing aids — Part 4: Induction-loop systems for hearing aid purposes — System performance requirements*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

accessibility

extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities to achieve identified goals in identified contexts of use

Note 1 to entry: Context of use includes direct use or use supported by assistive technologies.

[SOURCE: ISO 9241-112:2017, 3.15]

3.2

accessible guest room

room that has specific characteristics that allow accommodation for persons with disabilities and that facilitates independence, comfort and a safe environment

**3.3
accessible tourism**

tourism that involves a collaborative *Universal Design* (3.19) process with stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity through the delivery of accessible products, services and environments

**3.4
accessible tourism observatory**

monitoring body that carries out systematic, timely and regular analysis of the tourism sector's performance in terms of *accessibility* (3.1) with a view to the continuous improvement of accessible tourism policies and strategies

**3.5
alternative format**

multiple means of presentation
different ways of presenting information

Note 1 to entry: Providing different ways of manipulation and control can improve the accessibility of systems.

Note 2 to entry: Alternative formats ensure equal access to the information for the user.

**3.6
assistance dog**

dog specifically trained by professionals to perform tasks to mitigate the limitations of a person with a disability

Note 1 to entry: There are three recognized categories of assistance dog: guide dogs, hearing dogs and service dogs for persons with disabilities (see <https://assistancedogsinternational.org/>).

Note 2 to entry: Other type of animals can sometimes be assimilated in this category.

**3.7
destination management organization
DMO**

leading organizational entity which can encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision

Note 1 to entry: The governance structures of DMOs vary from a single public authority to a public or private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.

Note 2 to entry: The functions of DMOs can vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

[SOURCE: United Nations World Tourism Organization (UNWTO), *UNWTO Tourism Definitions*, available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284420858>]

**3.8
disability**

physical, mental, intellectual or sensory *impairments* (3.10) which in interaction with various barriers can hinder a person's full and effective participation in society on an equal basis with others

[SOURCE: United Nations Convention on the Rights of Persons with Disabilities, Article 2, available at <https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities.html>]

3.9**hearing enhancement system**

piece of equipment, product system, hardware, software or service that is used to increase, maintain or improve listening capabilities of individuals with hearing impairments

Note 1 to entry: Hearing enhancement systems amplify audible communication and can be helpful to people who have hearing loss. They include a direct wire system, an induction loop system, an infrared system or a radio frequency system. All of these systems transmit a signal. Special-purpose receivers are required for infrared and radio frequency systems, while hearing aids equipped with a T-switch can receive the signal from an induction loop system. Receivers can be equipped to be compatible with hearing aids.

[SOURCE: ISO 21542:2021, 3.14]

3.10**impairment**

limitation in body function or structure such as a significant deviation or loss which can be temporary or permanent, slight or severe and can fluctuate over time

[SOURCE: ISO 21542:2021, 3.16]

3.11**organization**

person or group of people that has its own functions with responsibilities, authorities and relationships to achieve its objectives

Note 1 to entry: The concept of organization includes, but is not limited to, sole-trader, company, corporation, firm, enterprise, authority, partnership, association, non-governmental organisation (NGO), charity or institution, or part or combination thereof, whether incorporated or not, public or private.

[SOURCE: ISO 9000:2015, 3.2.1, modified — Note 1 to entry has been modified and Note 2 to entry has been deleted.]

3.12**participation**

person's involvement in a life situation

[SOURCE: WHO, *International Classification of Functioning, Disability and Health (ICF)*, 2021]

3.13**reasonable adjustment**

reasonable accommodation

necessary and appropriate modification and adjustments not imposing a disproportionate or undue burden, where needed in a particular case, to ensure that persons with disabilities enjoy or exercise on an equal basis with others all human rights and fundamental freedoms

Note 1 to entry: In order to avoid confusion, reasonable adjustment is the term used in this document.

[SOURCE: United Nations Convention on the Rights of Persons with Disabilities, Article 2, available at <https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities.html>, modified — 'reasonable adjustment' is now the permitted term.]

3.14**requirement**

need or expectation that is stated, generally implied or obligatory

[SOURCE: ISO 9000:2015, 3.6.4, modified — Notes to entry removed.]

3.15

resting area

non-supervised area designed to accommodate persons who need to rest and relax during a tourism activity

Note 1 to entry: This type of area is intended for people who need to take medication, those who have chronic pain or fatigue or people with autism, Asperger syndrome or epilepsy who need to relax and calm down for a while. This area is not intended for the treatment of people with illness or other conditions that possibly require medical attention.

3.16

stakeholder

individual, group, organization or authority involved in the *accessible tourism* (3.3) value chain

Note 1 to entry: Stakeholders can be grouped into the following major categories:

- national or regional public administrations [including national tourism administrations (NTAs), national or regional tourism promotion boards, destination management organizations (DMOs), municipalities, public entities in charge of infrastructure polices, development and legislative or regulatory frameworks, organizations or professionals working in the field of cultural heritage management and protection];
- travel and tourism industry stakeholders [investors in destinations and tourism industry, travel and tourism businesses, especially small and medium enterprises (SMEs) across the tourism sector: transportation, accommodation, tour operators and travel agencies, transport manufacturers, hospitality and catering, other tourism providers and trade associations];
- enterprises and organizations from the support sectors: for example, companies entrusted with the execution of construction works within destinations, architects developers and promoters of support tools and services for people with specific access requirements, and companies or professionals operating in the area of information and communication technology (ICT);
- tourism destinations;
- end users (i.e. tourists and the local population with or without specific access requirements).

3.17

tourism destination

physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight, consisting of a clustering or co-location of products and services and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism

Note 1 to entry: A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity, which can influence its market competitiveness.

[SOURCE: United Nations World Tourism Organization (UNWTO), *UNWTO Tourism Definitions*, available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284420858>]

3.18

Universal Design

design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design

Note 1 to entry: Universal design shall not exclude assistive devices for particular groups or persons with disabilities where this is needed.

Note 2 to entry: Terms such as Universal Design, accessible design, design for all, barrier-free design, inclusive design and transgenerational design are often used interchangeably with the same meaning.

[SOURCE: United Nations Convention on the Rights of Persons with Disabilities, Article 2, available at <https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities.html>]

3.19**usability**

extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use

[SOURCE: ISO 9241-210:2019, 3.13, modified — Notes to entry removed.]

3.20**verbal communication**

sounds and words used by somebody to communicate a message to someone else

4 Core requirements and recommendations**4.1 General****4.1.1 General consideration**

The requirements and recommendations of [Clause 4](#) are applicable to all tourism service providers, together with those requirements and recommendations established for the specific activity in the relevant clause of this document.

EXAMPLE A restaurant will conform to the common requirements of [Clause 4](#) plus the requirements indicated in [Clause 11](#), the specific clause relevant to restaurant services.

Tourism service providers shall make the necessary changes in order for their offer to be inclusive and accessible for all, taking into consideration the principle of reasonable adjustment.

In addition to this core clause, this document includes specific clauses for tourism service providers, such as but not limited to:

- policies and strategies for the public sector;
- transport;
- urban and rural tourist spaces;
- leisure activities;
- MICE;
- accommodation;
- food and beverage services;
- tour operators and travel agencies.

It is important that the whole tourism value chain is accessible.

4.1.2 Legal requirements

The tourism service provider shall:

- a) identify the legal requirements applicable to the services offered;
- b) determine how these requirements apply to the services offered;
- c) ensure that these applicable legal requirements are taken into account when offering its services.

NOTE Data protection regulation is relevant when collecting and sharing information provided by the tourist.

4.1.3 Specific consideration

If a person with a disability is accompanied by an assistance dog (or other service animal depending on jurisdiction), the provider of goods or services shall ensure that the person is permitted to enter the premises with the animal and to keep the animal with them, unless the animal is otherwise excluded by law from the premises. Whenever the destination country does not have a legal requirement for allowing assistance dogs to enter premises, the policy of the tourism service provider about guidance and assistance dogs and other pets should be indicated at the entrance and other formats of customer communications.

In the entrances of places where leisure activities are undertaken and in other spaces where people wait, priority access should be given to people with reduced mobility and any other needs that create a difficulty in waiting (e.g. people on the autistic spectrum, people with mental health problems).

4.2 Design of accessible services

4.2.1 General

Tourism service providers should adopt a holistic approach, ensuring that all parts of the tourist experience use a Universal Design approach in the processes to be inclusive and accessible for all. This can result in a gap analysis (i.e. identification of the weakest link) of the supply chain which identifies the needs of diverse customers with respect to the kind of disability or impairment they have – since the chain is not stronger than its weakest link for the tourist with disabilities.

This means that all the “touchpoints” of customer service should be accessible, from the initiation phase involving customer information and booking or reservation processes to the preparation and execution of the journey, the design and organization of services offered at the venue and the overall management of customer relations.

The emphasis on designing accessible services is to ensure that, firstly, each supplier adequately addresses customers’ access requirements and, secondly, that suppliers cooperate with each other, upstream and downstream in the value chain, to deliver an unbroken chain of accessibility for the customer.

Tourism products and services should be designed in accordance with the Universal Design principles (see [Annex A](#)) and guidelines (see [Annex B](#)).

4.2.2 Product development

The design of accessible tourism services shall:

- a) take into account the various access requirements that meet the needs of tourists, including persons with disabilities;
- b) be provided in an equitable way or through reasonable adjustments where necessary;
- c) take into account the safety and security of users.

Accessible tourism services should:

- allow flexibility and choice;
- be in sufficient supply for the number of customers (e.g. accessible menus, accessible areas in venues, hearing loops)
- be available without surcharge wherever reasonable.

NOTE Providing a paid service can be better than providing no service at all.

4.2.3 Access plan

The tourism service provider shall ensure that accessibility is an integral feature of their customer service action plans and, where applicable, strategic plans or strategy statements by:

- a) ensuring that front line staff are given disability awareness training to enable them to provide appropriate information and assistance to people with disabilities;
- b) identifying the barriers to accessibility that can be experienced during the visit and along the journey sequence (e.g. by using tools such as access audits of their venues and activities) and highlighting these barriers in their pre-visit information available to the public.

The tourism service provider should develop an access plan and integrate accessibility into its work plans and customer service plans for venues and activities within its ownership, management or control, to which the public has access.

4.2.4 Monitoring, evaluation and continual improvement

The tourism services provider shall review and evaluate services, allowing for continual improvement, based on the experience of customers and staff.

The monitoring system should include the following measures:

- a) consistent, regular collection and evaluation of information;
- b) accuracy of information collected;
- c) revision and correction procedures as part of routine maintenance and review;
- d) complaints-handling procedures in place;
- e) rewards and awards systems, where available.

The tourism service provider should consult with and involve people with a wide range of accessibility needs, stakeholders and accessibility consultants when reviewing and evaluating their services (e.g. access audit) in order to capture diverse needs and to best identify the different barriers to accessibility that should be addressed along the tourism supply chain.

4.3 Information and communication

4.3.1 General requirements

This subclause outlines requirements and recommendations that facilitate accessibility of products and services through the provision of information and communications that can be easily accessed, understood and used by tourism customers.

Since communications can employ multiple channels, tourism service providers shall ensure that the messages are nonetheless equivalent and consistent and, in particular, that they are maintained. When referring someone to further information, the means of accessing the information should be easily achievable.

Information provided shall:

- a) be clear and concise;
- b) be up-to-date and reliable;
- c) be available in different formats including alternative formats (e.g. not only in the form of text but also in audio, Braille or other formats);
- d) indicate if there is further information available;

e) be free of charge.

All information should be in conformity with the Universal Design principles and guidelines (see [Annexes A](#) and [B](#) to assess conformity with these principles).

Tourism service providers shall:

- ensure the availability of information about the accessibility of their own facilities and services offered within the general tourist information;
- identify communication channels general and/or specific to tourists with disabilities;
- make the information about the accessibility of facilities and services available to relevant staff and intermediaries;
- indicate in customer information, such as advertising material, whether it is possible to contact the tourism service provider; the means of contact shall be accessible and usable by all (e.g. text, fax or email, accessible online forms, accessible download forms).

NOTE CAPTCHA (completely automated public turning test to tell computers and humans apart) and human verification bots (build, operate and transfer) pose significant barriers to persons with visual impairment to communicate on automated systems.

- provide accurate, descriptive data on the accessibility of the facilities and services advertised for tourists with disabilities, in order to properly inform and facilitate the desired booking.
- set up transparent complaint-handling procedures regarding any failures in the accessibility of services and facilities.

Tourist information centres and tourism destinations should provide information regarding locally available support services for tourists with disabilities. As a general rule, support services include: facilities for the repair, hire and replacement of prosthetics or prosthesis and assistive products; veterinary clinics for assistance dogs and specialized medical care providers, pharmacies and personal assistance.

Specific requirements apply for information provided using or through:

- written communication ([4.3.2](#));
- face-to-face, telephone and video communication ([4.3.3](#));
- digital (i.e. electronic and web-based) communication ([4.3.4](#)), as laid out in the following subclauses.

4.3.2 Written communication

Written communication (e.g. brochures, menus, bills, image-based text, graphics, symbols and signage) should:

- a) use plain language, considering the following:
 - use useful headings to break up the text;
 - provide clear and concise content;
 - explain abbreviations and acronyms used;
 - use short, simple words;
 - write short sentences and paragraphs;
 - omit unnecessary words;
 - use the same term consistently for a specific thought or object;

- avoid legal, foreign and technical jargon;
 - cover only one topic in each paragraph;
 - use examples;
 - use lists, where appropriate;
 - use tables to make complex material easier to understand, where appropriate.
- b) give relevant information in the logical sequence;
- c) support customers in easily accessing, understanding and using this information;
- d) provide customers with a simple way to get further clarification;
- e) use images, illustrations or photographs where appropriate;
- f) use graphical symbols;
- NOTE Graphical symbols are standardized by ISO/TC 145 and its subcommittees, whose key documents are ISO 7000, ISO 7001 and ISO 7010.
- g) indicate the option to receive the information on the display board through other devices (e.g. information transmitted via Bluetooth, WiFi, 3G or IR to a mobile device);
- h) use affirmative phrases rather than negatives;
- i) write text in lower case with the corresponding capital letters and the minimum spacing between words being equivalent to the space occupied by a capital letter;
- j) display text in readable fonts, sans serif (e.g. Verdana, Arial) and with appropriate size;
- k) avoid italic letters, underlining, justified text and text using only capital letters;
- l) use colour contrast (i.e. using different and contrasting colours between the background and the written words), on a solid background (i.e. without images or watermarks), following the recommendations set in Annex C.

4.3.3 Face-to-face, telephone and video communication

4.3.3.1 General

When engaging with customers via face-to-face, telephone and video communications, tourism service providers shall communicate in plain language.

Tourism service providers shall ensure that the information is delivered through different means (e.g. written, visual and acoustic), see [4.3.3.4](#) to [4.3.3.6](#) as applicable.

4.3.3.2 Face-to-face communication

Effective non-verbal communication and verbal communication contribute to a better service for all customers.

When engaging in verbal communication (e.g. conversations, presentations, speeches, voice recordings, sound-based signals such as alarm announcements and public announcements), tourism service providers should:

- a) communicate verbally in clear language;
- b) speak slowly and clearly;

- c) offer the option of written communication (i.e. using a paper and a pen) for those who cannot hear or speak;
- d) give relevant information in the logical sequence;
- e) support customers in easily accessing, understanding and using this information;
- f) listen carefully to what customers say;
- g) confirm that customers have understood the information given;
- h) provide a good acoustic environment (i.e. including construction, materials and technical equipment);
- i) limit background noise;
- j) provide good lighting so that gestures and facial expressions can be seen clearly;
- k) offer translation from the verbal information into sign language when needed (e.g. public presentations or speeches);
- l) understand the ways in which the body communicates non-verbally.

NOTE Non-verbal communication refers to the ways the body communicates through gesture, posture, appearance, eye contact, physical contact, facial expression, proximity, orientation, written communication and attire.

4.3.3.3 Telephone and video communication

When engaging in telephone and video communications (e.g. telephone calls, video calls), in addition to [4.3.3.2](#), tourism service providers should:

- a) promote the use of captioning, subtitles or both in recorded videos to improve communication for customers with hearing impairments or language or learning difficulties;
- b) facilitate the use of a video relay service for persons wishing to communicate using sign language.

Where an interactive voice response system (IVR) or call routing is used by a tourism service provider in their call centre, the following shall be applied:

- The call routing system shall be kept as simple as possible. It should have no more than three levels, with no more than four options per level. The number of options should be indicated at the start of each question.
- The call system shall indicate optional languages, if any, in the first interaction with the customer.
- Only essential relevant information shall be provided at the beginning of automated options.
- Options should be presented in order of priority based on the number and types of calls the supplier receives (e.g. if reservation queries generate the highest number of calls, this shall be the first option presented to the customer).
- Where a customer fails to make a recognized choice, they shall be automatically diverted to an agent. This should take place no later than when the options have been presented twice.
- Where a customer is placed on hold by the system, music or some other signal shall be given to indicate that the customer is on hold. Customers should be kept informed of their progress or their position in the queue, if possible.
- Callers shall be informed when they have completed a transaction successfully.
- Where it is necessary to transfer a customer to a different agent or section during a call, repetition of unnecessary gathering of information shall be avoided.

Where tourism service providers use telephone-based systems, alternative channels shall also be available to customers who are not able to use this service.

4.3.3.4 Tactile communication

Tactile communication in environments and buildings can facilitate orientation and navigation of all people and especially of persons who are blind or partially sighted. Specific means such as tactile maps and models, positive relief writing and drawing are very useful for tactile recognition and the general understanding of the organization and structure of a space. These assist the sequential perception of an object, building or space so that when it cannot be perceived entirely by sight (e.g. a large statue, a foyer, a park), it may provide a representation of the space or element that allows the construction of spatial concepts, supporting navigation throughout these spaces.

Tactile models and representations should be accompanied with additional, Braille or audio information.

NOTE Further information about tactile guide maps, tactile dots and bars and tactile symbols and characters can be found in ISO 19028, ISO 24503 and ISO 24508, respectively.

4.3.3.5 Acoustic communication

In general, all of the content as well as the most relevant information that is transmitted by visual means should also be provided in an audible format with description.

A hearing enhancement system (e.g. induction loop, FM system) should be provided to enable users of cochlear implants and other assistive devices to access information and communicate effectively.

When induction loops are installed, these shall meet the accessibility technical criteria provided in IEC 60118-4 or equivalent.

NOTE ISO 21542 provides useful information concerning noise levels, geometry, dimensions and reverberation of the rooms. In addition, ISO/IEC 20071-23 provides information on visual presentation of audio information (including captions and subtitles), and ISO/IEC TS 20071-25 provides guidance on the audio presentation of text in videos, including captions, subtitles and other on-screen text.

4.3.3.6 Audiovisual panels

Digital panels, screens or boards used to display information should follow [4.3.2](#) as well as the following recommendations:

- a) They should be placed at a suitable reading height for people of all sizes and users of assistive mobility devices (e.g. wheelchair users) and should be free of any obstacles.
- b) Displays should present relevant information and be regularly updated.
- c) All information should be complemented visually, using text and in audio, so that sufficient and relevant information is conveyed in both ways. In this regard, speakers should not be placed close to other sources of sound that prevent messages from being heard.
- d) With regard to the screen, it should not have reflective glass, it should be protected from direct light, and flashes and flickering should be avoided.
- e) With respect to dynamic content, the text line and rolling text should be displayed with enough time to facilitate reading.
- f) Illuminated signs with letters in red, green or blue should not be used on a black background.

NOTE Additional information can be found in WCAG, <https://www.w3.org/TR/WCAG20-TECHS/G18.html>

4.3.4 Digital communication systems

4.3.4.1 General

This subclause applies to electronic and web-based communication: websites, emails, e-zines, telephone-based communication systems, mobile devices and other technology-based communications, computers, facsimile, video recorders, the internet, electronic fund transfer and data communications systems.

NOTE Further information can be found in ISO/IEC 30071-1.

4.3.4.2 Web-based communication

4.3.4.2.1 General

Electronic content supplied by the tourism service provider, including web pages, billing information and emails in applications such as marketing, bookings and reservations should be designed to meet ISO/IEC 40500.

Tourism service providers shall incorporate the applicable requirements of [4.3.2](#) and [4.3.3](#) in their digital communications.

Information content in a web page or web application, for example text, images, forms or sounds, shall be:

- perceivable (i.e. usable regardless of a person's ability to see, hear or touch);
- operable (i.e. forms, controls and navigation are usable);
- understandable (i.e. the content and interface are clear and easy to comprehend);
- robust (i.e. content can be used reliably by a wide range of devices).

4.3.4.2.2 Accessibility of off-line documents

Digital documents that can be used to convey information to a general audience should be saved in formats that make them readily accessible to the widest range of users, including those who use screen readers or other assistive technologies to navigate and access digital contents. When creating accessible formats, images and data tables should be tagged with alternative descriptions, and other interactive elements, such as form controls or links, should be labelled if such elements are embedded within the document.

The most recent versions of some word processing software or apps have automated tools for saving documents in accessible formats. These should be selected whenever possible.

- For accessible PDF advice, see <https://www.w3.org/TR/WCAG-TECHS/pdf.html>
- For accessible Libre Office advice, see https://wiki.documentfoundation.org/Accessibility/Creating_Accessible_LibreOffice_Files
- For accessible MS Word advice, see <https://support.office.com/en-us/article/make-your-word-documents-accessible-d9bf3683-87ac-47ea-b91a-78dcacb3c66d>

4.3.4.2.3 Mobile web content and apps/small form factor devices

If tourism service providers choose to develop applications for their customers, the content should follow the Mobile Web Best Practices Guide at <http://www.w3.org/TR/mobile-bp/> and the associated Mobile Web Application Best Practices at <http://www.w3.org/TR/mwabp/>.

NOTE Additional information can be found in ISO/IEC 40500 and EN 301549.

4.3.4.3 Digital text-based communications

It is considered a best practice for the design of digital text-based communications (e.g. email notifications and newsletters) to provide an option to choose between plain text and Hypertext Markup Language (HTML). All content shall conform to 4.2.2 in relation to content in HTML and conform to 4.3.4.2 in relation to web-based communication. This includes both auto-generated and individually written emails clarifying and confirming messages to the customer. Guidance and resources for written communication can be found in Annex B.

4.4 Training

4.4.1 General

Staff shall be made aware of the specific needs and difficulties associated with a range of conditions which customers can have, regardless of whether the condition is visible or invisible.

Based on their occupational role, all staff shall be trained to assist and accommodate all tourists, with equal attention, respect and support.

Awareness raising of the staff plays an important role in minimising the impact of potential shortcomings in access or in solving unforeseen problems.

Persons responsible for public administration and infrastructure management organizations, tourism products and services should provide their own staff with the training in accessible tourism, based on the different occupational roles (e.g. managers with or without customer contact, frontline staff, others including technical specialists).

The training should provide appropriate and adequate knowledge about the needs of customers with a range of ages and functional capabilities.

Training of staff should be adapted and tailor-made to different occupational roles, previous education and responsibility in the business. In addition, a strategy to employ staff with specific knowledge (e.g. sign language, Braille) can be a way to raise the knowledge and awareness in the business.

For example, a short web-based introduction for all staff can raise the necessary awareness of human diversity, Universal Design and specific needs of people with disabilities. Further training in the field can be varied according to the professional role and how to, in different contexts, meet the customer's special needs based on functional capabilities.

Training initiatives can be arranged in collaboration with existing vocational schools and programmes, in collaboration between companies or activities and in classrooms or as distance learning online.

4.4.2 Training contents

Depending on the work area, training content and learning outcomes should include:

- a) awareness raising and knowledge of the meaning of human diversity, inclusion, Universal Design and accessibility in context with the customer, including appropriate and person-first language;
- b) identification of beneficiaries of accessible tourism, and how to improve the way the staff would be interacting with people with disabilities, specifically:
 - how to communicate with persons with hearing impairments and Deaf guests;
 - how to guide persons who are blind or have vision impairments;
 - how to assist persons with mobility impairments and use assistive devices (e.g. wheelchair users);
 - how to communicate with persons with cognitive, mental and/or intellectual impairments.

- c) understanding of Universal Design principles and their application in the provision of facilities and services (theoretical and/or practical knowledge);
- d) strategic development of accessibility in business (e.g. accessible tourism as a business opportunity; handling customer complaints and objections from customers with disabilities and turning them into opportunities);
- e) knowledge of the level of accessibility of the offer by the business, and awareness of existing barriers;
- f) marketing and promotion of accessible tourism destinations, products and services;
- g) knowledge of the accessibility services provided by the tourism service provider;
- h) knowledge of the safe use and maintenance of technical aids and/or accessibility equipment provided at the venue;
- i) recognizing and responding appropriately to people using personal supports, assistance dogs and/or assistive technology;
- j) protocols to address assistance dogs, for example regarding interactions with wild animals and how to respond to the situation; what to do if an assistance dog is misbehaving; what if one of the tourists has an allergy to the assistance dog;
- k) training evaluation.

Training can be held in cooperation with people with a wide range of disabilities or organizations which represent the interests of people with disabilities, and be led by trainers with a documented knowledge of tourism and accessibility.

There are circumstances where it can be appropriate to use staff volunteers in the training on how a specific technology or device used by staff and customers works, such as training on the use of a stair lift, or practising the use of recreational, adventure, transportation, safety or evacuation equipment.

There should be a plan to keep the knowledge and awareness updated and current within the tourism service provider.

Concerning emergency protocol training, the following should be considered:

- Emergency evacuation processes and drills should be inclusive of the needs of persons with disabilities and be developed in consultation with staff, persons with disabilities and organizations representing persons with disabilities.
- Emergency drills should be practiced and executed with staff and replicate a variety of situations, such as assisting a person, using evacuation devices or guiding a person with a vision disability.
- Service providers should consult with local emergency responders when developing their emergency evacuation plans.
- Monitoring and auditing of emergency procedures and drills should take place periodically to ensure staff remember procedures.

4.5 Common functional requirements for the built environment

4.5.1 General

Where the delivery of accessible tourism services takes place in a specific building, facility or environment, the related built environment shall be designed, constructed, maintained and managed to ensure accessibility for the widest range of users so as to enable people to approach, enter, use, egress and evacuate the facility in an equitable manner.

ISO 21542 establishes requirements and recommendations to create a sustainable and accessible built environment. The design of key common elements of the built environment and tourism facilities should conform to the requirements and follow the recommendations contained in ISO 21542, where relevant.

ISO 21542 addresses accessibility of buildings and associated common spaces, including passenger pick-up or drop-off and parking areas; the pavements and walkways of the building approaches; access areas for reception and visitor information, corridors and spaces in buildings, doors and elements that allow horizontal circulation on each floor and the use of all its spaces; stairs, ramps, lifts and other mechanisms that facilitate vertical circulation between floors; as well as elements concerning fire and life safety, protection and evacuation.

Buildings or facilities which conform to certain defined access criteria within an accessibility information scheme should be promoted as such, with labels or similar signage placed at the entrance door, easily visible to tourists.

4.5.2 Approach to a building

The service provider should take into consideration the following:

- a) arrival by motor vehicle, with passenger drop-off points located close to entrances, enabling convenient access for passengers who arrive by taxis, public transport or private vehicles; with dimensions and design to facilitate access for all users;
- b) accessible main (or principal) entrances that are easy to identify; orientation and wayfinding systems to guide all users; and with appropriate signage and adequate lighting.

NOTE ISO 21542 provides additional technical information on approach to a building.

4.5.3 Designated accessible parking spaces

The service provider should take into consideration the following:

- a) locating designated accessible parking spaces close to the main entrance, with accessible paths to enable easy access to the building or facility;
- b) provision of a sufficient number of designated accessible parking space(s) for persons with mobility impairments;
- c) adequate dimensions and suitable surfaces and design of parking spaces, including parking for long vehicles or vans with auxiliary ramps, hoists or lifts to accommodate persons with mobility impairments;
- d) directional signage from the entrance of the site or car park to the designated parking spaces and appropriate signage of designated parking spaces;
- e) continuity of the accessible route to and from parking areas to facilities, including the provision of kerb ramps;
- f) provision of accessible parking control systems;
- g) provision of hearing enhancement system wherever communication devices exist near the accommodation access.

NOTE ISO 21542 provides additional technical information on designated accessible parking spaces.

4.5.4 Paths to the building

The service provider should take into consideration the following:

- a) provisions of wayfinding and/or other physical support of information (e.g. signage) to assist ease of identification, to ensure access for all users;

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- b) avoidance of solitary obstacles on the path or route, and the provision of hazard warnings where necessary to ensure safe use by all users, including persons with vision impairments;
- c) design parameters to ensure a continuous accessible route, including cross-fall gradients and slope, even and slip-resistant surfaces, sufficient surface drainage and unobstructed width according to traffic flow to allow users to pass each other, including persons using wheeled mobility devices;
- d) provision of adequate clear headroom;
- e) provision of stepped paths, in addition to ramps, for ambulant persons who have difficulty using a ramp;
- f) provision of adequate landings for stepped paths and ramps.

NOTE ISO 21542 provides additional technical information on paths to the building.

4.5.5 Ramps

The service provider should take into consideration the following:

- a) the slope (gradient) and length to ensure safe and independent use of ramps by all users, including persons using wheeled mobility devices;
- b) the design parameters for width, landings and handrails for support and guidance of users;
- c) drainage and surface materials to ensure safe use;
- d) provision of guarding and edge protection to protect users against injury as a result of falling off a ramp or sloping path.

NOTE ISO 21542 provides additional technical information on ramps.

4.5.6 Building entrances

The service provider should take into consideration the following:

- a) ease of identification from the boundary of the site and from any designated accessible parking spaces on the site, means of wayfinding and limited exposure to rain and snow, to ensure safe and convenient use;
- b) level or ramped access, with entrance doors with low thresholds, to allow convenient access for all users including persons using wheeled mobility devices;
- c) entrance doors that are easy to operate and with adequate width, clear height and circulation space to allow unobstructed passage;
- d) provision of alternative accessible entrance(s) that are clearly marked, in case of the presence of steps, stairs or a revolving door at the main entrance, to ensure unhindered access;
- e) entrance lobbies and vestibules with adequate manoeuvring space between doors;
- f) conveniently located information addressing fire safety and fire evacuation procedures, including in alternative formats to enable all users to understand;
- g) Security or automatic locks on elevator or lobby doors in underground car parks with an emergency call button or phone. Visual notification as well as sound notification, activated when someone has answered the call.

NOTE ISO 21542 provides additional technical information on building entrances, fire exits and lobbies.

4.5.7 Reception areas, counters, desks and ticket offices

The service provider should take into consideration the following:

- a) ease of identification and approach from a building entrance;
- b) provision of a hearing enhancement system (e.g. induction loop system) to assist hearing aid users;
- c) provision of sufficient lighting and even illumination without glare, to facilitate lip reading;
- d) provision of accessible surfaces for communication (including writing) or transactions, with suitable manoeuvring space to accommodate a forward approach by persons using wheeled mobility devices.

NOTE ISO 21542 provides additional technical information on reception areas, counters, desks and ticket offices.

4.5.8 Accessible routes within buildings

The service provider should take into consideration the following:

- a) provision of a horizontal circulation design that ensures that the building is accessible to all people;
- b) provision of ramps or lifts where differences in level cannot be avoided;
- c) ease of circulation with the provision of wide and unobstructed corridors that allow a person using a wheeled mobility aid to pass another person and to turn;
- d) circulation routes that are free of obstacles and hazardous protrusions to ensure safety of everyone, particularly of persons with vision impairments;
- e) provision of tactile walking surface indicators (TWSIs) to warn of changes in level if there is a risk of falling or stumbling, or to facilitate orientation and circulation for routes that are part of large open spaces (see ISO 23599 for additional information);
- f) provision of internal ramps where necessary, with the lowest practical slope (gradient) and with adequate illumination levels to facilitate safe and comfortable circulation to everyone;
- g) the use of a lift or elevator whenever the change in vertical height is greater than one floor.

NOTE ISO 21542 provides additional technical information on horizontal circulation.

4.5.9 Floor and wall surfaces

The service provider should take into consideration the following:

- a) provision of floor surfaces that are slip resistant when dry or wet, to ensure safety of users;
- b) provision of firm and stable floor surfaces that do not pose a trip hazard (e.g. avoid loose or raised corners).
- c) provision of visual walking surface indicators, TWSIs or both to warn of hazards or guide persons with vision impairments;
- d) provision of flooring and wall surfaces that do not affect perception and orientation (e.g. non-glare, contrasting with the furniture and walls, avoiding heavy patterns with different colour);
- e) design parameters contributing to an acoustic environment that supports orientation of persons with vision impairments.

NOTE ISO 21542 provides additional technical information on floor and wall surfaces.

4.5.10 Doors and door fixtures and fittings

The service provider should take into consideration the following:

- a) design parameters for doors of adequate width and height and with easily operable door furniture (e.g. lever handles) and level thresholds to facilitate ease of use for all users;
- b) provision of adequate level manoeuvring space on either side of a door;
- c) visual contrast between doors, doors frames, adjacent walls and floors to facilitate ease of navigation and circulation;
- d) wherever provided, use of vision panels in doors to facilitate safety;
- e) provision of visual indicators on glazed doors and panels to aid orientation and prevent collisions for all users and especially persons with vision impairments;
- f) provision of a complementary accessible door where there is a revolving door;
- g) recommendations for fire-resisting doorsets.

NOTE ISO 21542 provides additional technical information on doors and door furniture.

4.5.11 Windows and window fixtures and fittings

The service provider should take into consideration the following:

- a) windows that are easy to operate, with appropriate positioning and design of hardware that can be used with only one hand or remote controls;
- b) suitable height of lower edges of glazing to enable a seated person to see through the window.

NOTE ISO 21542 provides additional technical information on windows and window fixtures and fittings.

4.5.12 Stairs

The service provider should take into consideration the following:

- a) uniform step treads and risers, without open risers or nosings which can be tripping hazards;
- b) visual markings to identify the edge of each step and TWSIs at the top of entry landings;
- c) flights of stairs with adequate width between handrails to support regular use and pedestrian flow, and in case of fire to allow the evacuation of persons using evacuation devices (e.g. evacuation chair) while permitting access of emergency services;
- d) minimum illuminations levels to facilitate safe circulation.

NOTE ISO 21542 provides additional technical information on stairs.

4.5.13 Handrails

Handrails provide means of support, stability and guidance for the user, when going up or down a flight of steps or a ramp.

The service provider should take into consideration the following:

- a) provision of continuous handrails on both sides of flights of stairs or ramps to support and guide users;
- b) design parameters for mounting heights and horizontal extensions;

- c) handrails with a size, shape and surface that is easily graspable, with visual contrast and tactile information to support guidance of persons with vision impairments.

NOTE ISO 21542 provides additional technical information on handrails.

4.5.14 Lifts (elevators)

The service provider should take into consideration the following:

- a) lift door widths and lift car (i.e. cabin) dimensions that can accommodate a range of manual and powered wheeled mobility devices and walking aids;
- b) provision of handrails, a mirror in the cabin and, where provided, a fold-up seat;
- c) design parameters for floor and wall surfaces, materials, lighting and control panels to accommodate all users;
- d) internal and external elevator control panels reachable from a seated position;
- e) communication system to inform the user of the elevator's location and direction;
- f) provision of an accessible alarm or alerting device that is a two-way communication system, permanently connected to a staffed security point.

NOTE ISO 4190 and ISO 21542 provide additional technical information on lifts (elevators).

4.5.15 Vertical and inclined lifting platforms

Vertical and inclined lifting platforms are used to provide accessibility in existing buildings when it is not possible to implement solutions such as ramps or lifts (elevators). Vertical and inclined lifting platforms are designed to be used independently and also with an accompanying person. Their installation should conform to ISO 9386-1 and ISO 9386-2.

The service provider should take into consideration the following:

- a) platform dimensions that can accommodate a range of manual and powered wheeled mobility devices;
- b) internal and external control panels reachable from a seated position;
- c) access routes to areas of rescue assistance.

NOTE ISO 21542 provides additional technical information on vertical and inclined lifting platforms.

4.5.16 Escalators and moving walkways

Escalators and moving walkways cannot be used easily and safely by many persons, including persons with mobility or sensory impairments, as well as older people and small children. However, they can be incorporated as a way to complement accessible routes in larger buildings and facilities for public use with a high density of users. Some people with mobility aids feel comfortable using them and are able to use them independently. Lifts (elevators) are more convenient for most people with disabilities, in particular persons who use mobility aids (e.g. wheelchair users, crutches, walkers) and persons with assistance dogs.

Their installation should conform to ISO 9386-1 and ISO 9386-2. EN 115-1 also provides guidance for escalators and moving walkways.

The service provider should take into consideration the following:

- a) safety warnings at top and bottom of escalators;
- b) design parameters for inclined moving walkways corresponding to those for ramps.

NOTE ISO 21542 provides additional technical information on escalators and moving walkways.

4.5.17 Toilets and sanitary rooms

When providing general-use public toilets, consideration of accessibility in the design can benefit many users who possibly do not have specific access requirements or impairments. For example, spacious toilet stalls benefit people who have a bariatric condition; good visual contrast between walls, floors, doors and fitting support orientation of all users and especially of persons with vision impairments; wall-hung urinals of different heights are convenient for persons who are tall or short; provision of grab rails beside the washbasin benefit people who are older and people with poor balance; single lever taps are easy to operate for users with temporary injuries or arthritis; and sufficient lighting contributes to convenient and safe use of toilets by all users.

NOTE 1 Additional information can be found in [Annex E](#).

The service provider should take into consideration the following:

- a) provisions for the minimum numbers of accessible facilities per toilet complex and tourist facility;
- b) design parameters for water closet (WC) compartments for ambulant disabled people (e.g. toilet seat height, clear manoeuvring space, type of door, provision of grab rails and independent water supply beside toilet);
- c) design, layout, dimensions and fittings for different types of wheelchair user, accessible toilet rooms with manoeuvring space to allow frontal, oblique and lateral transfer to and from the toilet seat, independent water supply beside toilet, suitable toilet and washbasin, grab rails, emergency systems, including visual alarms and monitored emergency call devices;
- d) design parameters of wall-hung urinals for wheelchair users and standing users, where provided;
- e) design parameters, layout, dimensions and fittings for showers with level access, suitable for wheelchair users and ambulant disabled people (e.g. adequate manoeuvring space, provision of shower seat and grab rails, shower controls and shower head, easy to reach and use);
- f) design parameters, layout, dimensions and fittings for bathrooms with a bathtub, where provided, with transfer area, grab rails and provisions to allow use of a mobile or ceiling-mounted hoist.

Washrooms, toilets and sanitary facilities may also include facilities such as baby changing facilities. Baby-changing tables, washing and sanitary disposal facilities shall be provided in toilets for both men and women.

Larger premises such as shopping malls, retail parks, amusement parks and exhibition venues should provide larger changing places, washrooms with a suitable floor area, changing table, person hoist and washing facilities for customers who require assistance and the benefits these facilities provide (e.g. persons with severe disabilities, frail older persons).

NOTE 2 ISO 21542 provides additional technical information on toilet rooms and sanitary rooms.

NOTE 3 Additional information can be found here: <http://www.changing-places.org/>.

4.5.18 Lighting

Having adequate illumination and lighting is particularly important for persons with vision impairments. It also ensures that persons with hearing impairments can read lips or properly see a sign language interpreter.

The service provider should take into consideration the following:

- a) the co-ordination of artificial lighting with natural lighting;
- b) the role of artificial and natural lighting, and the potential issues associated with glare, reflections, shaded areas and pockets of light and dark excessive contrast;

- c) lighting and illumination levels for areas with different functions (e.g. access routes, counters, desks, washrooms).

NOTE ISO 21542 provides additional technical information on lighting.

4.5.19 Equipment, controls and switches

Controls and switches installed along the accessible route, at a height that is accessible and reachable by persons seated in a wheelchair or using a wheeled mobility device, enable people to operate them safely and independently.

The service provider should take into consideration the following:

- a) installation location and manoeuvring space provisions to facilitate ease of access and use;
- b) mounting heights of equipment, controls and switches (e.g. thermostats, door locks, light switches) to facilitate ease of operation for persons with a range of disabilities;
- c) provision of visual contrast, tactile and Braille characters;
- d) illumination levels to facilitate operation and reading where required;
- e) clearance between adjacent fixtures and fittings to prevent accidental operation;
- f) functional design and activation mechanisms;
- g) emergency call button or phone whenever security or automatic locks are installed with activation of visual and sound notification to notify answers;
- h) layouts, mounting heights and notification of queuing systems (e.g. guide barriers), devices (e.g. ticket dispensers) and controls (e.g. service counter or service location identification);
- i) access to and usability of public and service provider's telephones, charging stations or both for mobile telephones;
- j) location and accessibility of devices and controls for ticketing machines, automated teller machines (ATMs), automatic banking machines (ABMs) and vending machines.

NOTE ISO 21542 provides additional technical information on equipment, controls and switches.

4.5.20 Furnishing

Seating facilities and furniture in public buildings provide people with a place to wait, to rest or simply to receive the service.

The service provider should take into consideration the following:

- a) provision of seating areas with different types of seating furniture (e.g. with or without backrests, armrests, fixed seats and larger seats) to facilitate sitting down and standing up for a range of users regardless of age, size, ability or disability;
- b) design parameters of tables, desks, counters, displays and similar furniture, so as to be approachable and usable by everyone, including persons using wheeled mobility devices;
- c) locations of seating at waiting areas for users of wheeled mobility devices, so as not to disturb the general circulation;
- d) consideration for persons with guide or other assistance dogs.

NOTE ISO 21542 provides additional technical information on furnishings.

4.5.21 Signage

Signage design that takes into account the access needs of a diverse range of visitors with differing functional requirements allows tourists to locate places and possible hazards, and to orientate themselves in an unfamiliar environment.

The service provider should take into consideration the following:

- a) provision and location of clearly visible directional, informative and orientation signage that allows users to identify places and orientate themselves in buildings, facilities and public spaces;
- b) appropriate provisions for floor markings, maps, routing elements, signs for direction and identification panels;
- c) signage materials and durability;
- d) design parameters regarding use of colour and light reflectance values, text font styles, size and character spacing;
- e) provision of alternative formats (e.g. audible or tactile: tactile letters, figures, signs and graphical symbols for persons with vision impairments) according to the two-sense principle;
- f) use of plain language and pictograms or symbols to convey a message that is simple, easy to interpret and understandable to all, and especially to persons with learning or cognitive disabilities or those who do not understand the written language;
- g) lighting and illumination.

NOTE For additional technical information, ISO 21542 provides clear instruction for the design and installation of signage to ensure accessibility (including visual contrast, orientation and information). There are other recommendations in Module II of the UNWTO *Manual on Accessible Tourism for All: principles, tools and best practices*^[42]. In addition, ISO 7000, ISO 7001 and ISO 7010 provide information concerning graphical symbols, especially concerning the International Symbol of Access. These ISO documents and their symbols can be found on the ISO Online Browsing Platform (OBP) at <https://www.iso.org/obp/ui>.

4.5.22 Fire safety and other emergencies

The service provider should take into consideration the following:

- a) reliable protection of people with disabilities based on equitable fire prevention and safety measures and building management practices;
- b) a fire defence plan that elaborates the particular fire engineering strategy developed for a specific building, including provisions for persons with disabilities, taking into account their different needs;
- c) conditions of the building and procedures for an independent fire evacuation for all and, when this is not possible, for an assisted evacuation;
- d) guaranteed provision of a protected area (area of rescue assistance or refuge) with suitable communication systems, where people who cannot evacuate the building independently and persons requiring assistance can wait until an assisted evacuation;
- e) provision of specialized lifts capable of being used for people with difficulties to evacuate in an autonomous way in a fire situation;
- f) installation and maintenance of warning and alarm systems, both visual and acoustic, perceivable from anywhere, including guest rooms, washrooms and toilets;
- g) accessible design, location, installation and maintenance of the signage for evacuation routes and fire protection systems.

Additionally, it can be necessary to have evacuation guidance for other types of emergencies (e.g. during attacks or natural disasters) that do not relate to the situation of a specific building, but rather happen in a large urban, rural or natural area.

NOTE ISO 21542 provides additional technical information on fire safety and other emergencies.

4.5.23 Management and maintenance

The main considerations for management and maintenance of buildings and facilities should be followed as described in ISO 21542.

4.6 Self-service machines

Ticketing machines, automated teller machines (ATM), automatic banking machines (ABMs) and car parking machines shall be accessible and usable by tourists. This includes approaches to and location of this equipment.

Such machines should also:

- incorporate simple and clear instructions for both the use of the machine itself and the types of tickets and prices;
- provide the instructions that appear visually on screens in audio format and include an output jack or incorporate software that can interact with a mobile device (e.g. via Bluetooth);
- be capable of enlarging text on the screens and have suitable interface illumination.

NOTE ISO/IEC 13066-1, ISO/IEC 29136, ISO/IEC 40500 and EN 301549 provide further information.

5 Policies and strategies for the public sector

5.1 General considerations

Tourism destinations which aim to position themselves as inclusive and open to all visitors, whatever their abilities, shall base their activities on an 'accessible tourism for all' policy framework, which enables adequate and well-coordinated planning, implementation, monitoring and regular improvements.

Accessible tourism strategies represent concrete actions to implement the adopted policies and make accessible tourism sustainable, profitable and competitive. The scope of these policies and strategies will depend on a range of factors, including the level of tourism development, the number of visitors and socioeconomic factors.

Designing policies and strategies for accessibility driven by Universal Design principles shall fully engage all relevant stakeholders to ensure that the actions undertaken will benefit all sectors of the host community and visitors alike.

The present requirements and recommendations targeting public administrations can be implemented by a wide range of organizations, in particular:

- a) NTAs in charge of policy-making and regulatory instruments;
- b) national tourism organizations (NTOs) or DMOs in charge of marketing and promotion at different levels (national, regional and local) and with different management models (public or public-private);
- c) legislators at the national and regional levels;
- d) other national, regional and local governmental bodies, including municipal departments in charge of leisure and tourism, infrastructure development, education, culture, industry, trade, health and

social affairs, and other bodies that tender contracts for tourism-related interventions through public procurement procedures.

5.2 Proposals for public administrations

5.2.1 General

NTAs, DMOs and other public bodies in charge of tourism at national, regional and local levels shall play an essential role in creating an enabling environment for the consultation process between the different stakeholders in designing and adopting policy frameworks relevant to accessible tourism.

Policies shall be supported by clear strategies which define how to establish specific lines of work with the tourism industry stakeholders, by proposing priority actions, guidelines for their development, responsibilities of the different parties for each action, and the budget and deadlines for their compliance.

The activities of public administration bodies should include accessible tourism as a crosscutting component of the tourism policy and strategy, which should promote an action agenda aimed at fostering accessibility in tourism and the creation of specific accessible tourism services and products.

In order to implement these objectives, public administration bodies should undertake the following actions:

- a) Approach the application of Universal Design principles either within the general tourism planning or as a specific strategic action, or by combining both approaches.
- b) Develop normative instruments that ensure the application of Universal Design principles in tourism infrastructure, products and services.
- c) Develop mechanisms that allow public administrations to monitor compliance with the implementation of the relevant legislation on accessibility by tourism sector stakeholders and apply sanctions, when necessary.
- d) Encourage and incentivize investments for refurbishing or adapting the existing tourism infrastructure, products and services and for the development of new ones.
- e) Develop accountability mechanisms for public administrations regarding the disbursement of funds allocated to promoting accessibility, as well as the monitoring instruments to assess the results of their usage by beneficiaries.
- f) Gather systematic visitor feedback and statistics on numbers, satisfaction, behaviour, expenditure and other variables in order to quantify and monitor the outcomes of accessible tourism policies and actions and to improve overall performance in destinations. Include qualitative questions related to accessible tourism in visitor satisfaction surveys (e.g. number or persons with disabilities, type of disability, number of travel companions), considering that disabilities vary in nature and cannot always be easily quantified.
- g) Provide relevant information to service providers on all available instruments and training schemes which enable them to respond to the different needs of customers.
- h) Consult disabled people's organizations (DPOs) and tourism industry stakeholders during all phases of accessible tourism planning and development.
- i) Incentivize, reward and disseminate best practices in accessible tourism.
- j) Provide information about the accessibility of facilities and services. This information should be provided in an accessible way.

All the above-mentioned actions can be developed or promoted by public administration bodies within the following frameworks:

- legislation, policies, standards or guidelines;
- awareness-raising and training;
- research and innovation in accessible tourism;
- marketing and promotion strategies;
- accessibility management in tourism destinations.

5.2.2 Legislation, policies, standards or guidelines

5.2.2.1 Suggested contents

Public administrations should be encouraged to adopt policies or an appropriate normative framework relevant to the accessibility in tourism on the basis of the principles of equal opportunities for all, including people with disabilities.

These instruments should observe the following basic aspects:

- a) access to infrastructure, products and services for persons with any form of disability (physical, sensorial and intellectual) or specific access requirement;
- b) elimination of physical, attitudinal, informational and cultural barriers in attaining accessibility;
- c) ensuring the integrity of the accessible tourism value chain so all elements are adequately covered by the legislative framework;
- d) consideration of the principle of reasonable adjustment;
- e) consultation with the stakeholders.

Policies and the normative instruments in the field of accessibility should cover the environments and services that are used by tourists and the local population, particularly those directly related to the tourism sector, such as:

- built environments;
- public and urban spaces;
- cultural assets;
- infrastructure;
- transportation;
- communication and information;
- general and specific services;
- training.

5.2.2.2 Development methods

Accessibility legislation or regulation should be developed in one of the following manners:

- a) by adding the legislation on accessibility into the general tourism legislation;
- b) by adopting a specific law on accessible tourism;
- c) by developing general legislation on accessibility which includes the whole value chain of tourism, taking into account the specificities of the sector;

- d) by developing other legal or regulatory instruments depending on the governmental and administrative structure of each country with the aim of providing a normative framework and addressing the inclusion of people with disabilities in tourism.

5.2.2.3 Potential actions

Once the normative framework has been adopted, public administrations should proceed with the following actions:

- disseminate specific requirements which enable different stakeholders to assess their extent of accessibility;
- set priorities for the application of the normative instruments;
- coordinate the implementation of specific actions and projects aimed at improving Universal Design;
- define minimum accessibility requirements;
- adopt technical standards and indicators to assess levels of accessibility within destinations and promote consistent uniform assessment schemes based on Universal Design principles;
- establish economic and fiscal incentives for tourism companies to apply accessibility requirements;
- promote training programmes;
- develop support programmes that foster labour inclusion of people with disabilities.

5.2.3 Awareness-raising and training

Awareness-raising and training programmes shall be aimed at removing barriers to accessibility, in particular physical, cultural, informational, communicational and attitudinal barriers, in order to achieve constant improvement of services provided to all customers. These programmes shall also foster the vision of accessible tourism as a major business opportunity for destinations and the private sector.

Awareness-raising and training programmes organized or facilitated by public administrations shall encompass the spheres of legislation, communication, promotion of accessibility and best practices.

These programmes shall target different stakeholders and especially those tourism professionals or public administration employees dealing directly with people with disabilities and specific access requirements (e.g. in tourist information offices, visitor centres, complaints desk services).

During the design of training programmes, public administrations in charge of tourism should involve the following partners in the content development:

- a) ministries responsible for trade, education, culture, industry, infrastructure development, health and social affairs, and so on;
- b) trade associations representing the tourism industry;
- c) tourism companies;
- d) DPOs and civil society entities representing the voice of the people with disabilities or local population in general;
- e) accessibility consultants.

Public administrations should promote the inclusion of training programmes in the following areas:

- formal education (e.g. vocational tourism and hospitality schools, undergraduate and postgraduate tourism studies, training institutions targeting professionals attending to people with disabilities);

- public administration bodies at all levels;
- professionals of crosscutting sectors with an indirect relation to tourism (e.g. architects, urban planners, transportation engineers, safety and security companies, web and ICT developers);
- continued learning programmes for active tourism professionals.

While this document is of interest to the staff of NTAs, DMOs or other public bodies, the training on their role in fostering accessible tourism is especially important. In the design and development of awareness raising and training programmes, public administrations in charge of tourism should take into consideration [4.3](#) and the following:

- accessible tourism policies in place;
- applicable regulatory instruments;
- assessment and sanction mechanisms;
- awards and incentives;
- accessible tourism benchmarking;
- future development targets;
- quality standards: indicators, auditing and monitoring mechanisms.

5.2.4 Research and innovation in accessible tourism

Specific research on accessible tourism is still relatively scarce and, when existent, lacks broad dissemination among key target groups, as well as coordination between research entities, public administrations, tourism destinations, the private sector and direct beneficiaries of accessibility.

Public administrations should develop and promote standardized and user-friendly research methodologies to enable DMOs to assess the economic and social impacts of accessibility within tourism destinations.

This research can be either specific and focused exclusively on accessibility or be included in generic surveys on tourism demand.

Destinations should conduct systematic, rigorous, regular and well-coordinated research with the following aims:

- to advance knowledge on accessible tourism demand;
- to obtain quantitative and qualitative data on accessible tourism offer;
- to provide decision-makers with the basis for future interventions within tourism destinations;
- to promote innovation.

These are the principal types of research that should be taken into consideration:

- consumer behaviour;
- accessible tourism offer;
- competitiveness in accessible tourism;
- those carried out by the accessible tourism observatory.

Consumer behaviour research should result in a clear situation analysis of the existing demand for accessible tourism and encompass the widest possible range of its end users on a given territory. This research should provide at least the following information:

- number of persons with a disability and specific access requirements with comprehensive demographic data;
- percentage of these persons who wish to travel;
- reasons for travel;
- consumer data from transport facilities and services;
- if people don't travel, what is the reason for not doing so;
- the way people access tourism information and proceed with bookings;
- which means of transportation people use and if they request special assistance or reserve wheelchair parking facilities;
- preferred travel destinations that people have already visited;
- the list of tourism destinations people would like to visit and have not been able to visit before;
- whether or not people travel with accompanying persons;
- average number of travelling companions;
- whether or not people travel with a service animal;
- preferred activities within tourism destinations;
- specific services that people require;
- level of satisfaction with the provided facilities and services;
- average expenditure on travel and tourism;
- the communication channels to search for travel information;
- average length of stay.

The research on accessible tourism offers should constitute the basis of any product development as it provides thorough situation analysis of accessible infrastructure, products and services. Given the current lack of International Standards, this research poses certain difficulties in the assessment component which can be remedied by involving all stakeholders in designing the research methodology, its application and dissemination of results.

The research on accessible tourism offer should be based on the following principles:

- coverage of the entire accessible tourism value chain in the analysis process;
- application of indicators or assessment criteria;
- application of Universal Design;
- training delivered to research staff prior to the assessment exercise;
- due diligence and accountability mechanisms, which include sanctions stipulated by the law to be imposed in cases of non-compliance with the current legislation or false advertising.

The research on competitiveness in accessible tourism responds to the following question: can accessible tourism be considered a competitiveness factor on tourism destinations?

Competitiveness on accessible tourism should:

- analyse models of competitiveness in tourism and especially determinant factors of accessibility (for people with disabilities);
- develop a methodology to measure conditions of accessibility in tourism;
- add a variable related to accessibility into travel and tourism competitiveness.

An accessible tourism observatory enables systematic, sectorial and regular research on accessible tourism within a destination, which is based on a comparative and objective analysis and follow-up of improvements and evolution of results. The observatory also serves as an adequate monitoring and accountability mechanism which evaluates the results of all parties involved in accessible tourism development. The results issued by observatories should feed in the political and strategic framework of accessible tourism destinations, which should be periodically revised.

An accessible tourism observatory should:

- analyse specific types of tourism in the destination (e.g. mountain, adventure, beach) and their shortcomings in terms of accessibility in order to be able to produce concrete recommendations for service providers on possible improvements;
- analyse accessible tourism in other destinations in order to produce benchmarking results and suggest improvements based on other destinations' success;
- analyse economic benefits of accessible tourism and objective costs for service and product providers in making their offering accessible.

5.2.5 Marketing and promotion strategies

5.2.5.1 General

Public administrations at all levels play a crucial role in designing well-coordinated marketing and promotion strategies as most tourism operators are individual SMEs with limited capacities and outreach.

Public administrations should therefore act as drivers of business development in the sphere of accessible tourism by promoting and incentivizing product development, its promotion and its overall quality within tourism destinations.

Marketing and promotion strategies should have the following aims:

- a) enable SMEs to promote their products on search engines and in destinations' accessible tourism offer, thus facilitating the creation of accessible tourism packages catering for all customers;
- b) support SMEs with innovative products for promoting accessible tourism;
- c) include accessible services in all the links of the tourism value chain;
- d) develop local, regional and national networks to support the development and sales of accessible tourism offerings;
- e) promote partnerships with and membership of international networks to promote new service providers and new destinations;
- f) improve customer experience by adopting national standards on customer service;
- g) create integrated marketing and distribution channels for service providers by using new information communication technologies which are also adapted to people with disabilities;
- h) encourage opinion-sharing platforms for end users.

5.2.5.2 Management and marketing tools

The action plan of a marketing and promotion strategy of accessible tourism should include the following objectives:

- a) analyse the needs of both potential and current customers, while bearing in mind that persons with a disability and specific access requirements are individuals with their own individual needs, just like any other customer;
- b) integrate marketing strategy into the overall organizational strategy;
- c) set achievable aims and objectives which can be attained by following a series of steps that should be defined from the very beginning and periodically revised;
- d) set a clear three-year vision, with specific goals to achieve in a year and more detailed quarterly implementation plans;
- e) create a methodology based on formal and precise guidelines and indicators used for planning, executing and measuring the success of marketing and promotion;
- f) manage information by establishing SMART objectives (specific, measurable, actionable, realistic and time-bound), as well as evaluation and reassessment mechanisms in order to achieve efficiency and return on investment (ROI);
- g) organize continuous capacity-building to understand the evolving needs of customers, whatever their abilities;
- h) ensure that different stakeholders within a public tourism administration work together internally, particularly sections in charge of product development, marketing and promotion, ICT, PR, trade shows and MICE;
- i) identify key skills and the required training for staff managing and operating in accessible tourism marketing and promotion-related activities.

5.3 Accessibility management in tourism destinations

Tourism stakeholders should adopt accessibility management systems to identify and remove existing access barriers, to meet the requirements of end users which have not been taken into consideration and to remedy shortcomings resulting from a lack of planning and coordination.

Accessibility management systems should be preceded by awareness-raising, training and the inclusion of accessibility criteria into the design of infrastructure, products and services. This approach saves costs and focuses on continuously improving the quality of the tourist experience.

Tourism stakeholders shall incorporate a Universal Design approach, accessible for all, either into their regular management systems or by establishing a specific management system. However, the latter should never function as an isolated system from the overall management system of a destination or a company.

Public administrations should establish the following objectives in order to apply accessibility criteria and the principles of Universal Design within tourism destinations:

- a) Conduct a situation analysis to determine which infrastructure, products and services are accessible. The analysis shall include the following elements:
 - built environments (infrastructure and equipment);
 - tourist information and promotion;
 - communication and customer service;
 - general tourism products and services;

- specific products and services for persons with disabilities and access requirements.
- b) Develop an action plan that includes:
- actions that should be implemented to make the infrastructure, products and services accessible;
 - actions that should be implemented whenever these infrastructure, products or services are being modified;
 - activities that should be carried out to ensure effective maintenance and regular improvement of accessibility levels;
 - indicators that should allow verification that the plan is being executed and the objectives are being achieved;
 - creating employment opportunities for people with disabilities.
- c) Define policies on customer service, targeting persons with disabilities (e.g. relevant to staff, customers, suppliers), so that the facilities and services provided are available for everyone, regardless of their abilities.

The following tools shall be put in place to allow for effective accessibility management and provide a basis for corrective actions:

- Internal audits that assess the extent of the execution of planned actions, the application of legislation and standards and the conformity with general internal management protocols.
 - Surveys that regularly evaluate customer satisfaction and their suggestions for improvements. Surveys should also encompass other elements of the value chain (e.g. personnel, suppliers) in order to collect more comprehensive data.
 - Complaints management, which ensures a proper follow-up and feedback protocol at both the internal management level and customer service level.
- d) Accessibility management systems shall be supported by specific documentation, which should include the following:
- An overall accessibility policy, including a clear statement or a commitment of a destination or a company towards achieving accessibility. This policy should be made publicly available to staff, clients and suppliers. It should also match the overall vision of the entity and be included in its general policy framework.
 - An accessibility management manual which defines the management scope, objectives and their dissemination, concrete actions to achieve the objectives, legal requirements to be applied, definition of key resources, verification mechanisms and responsibilities of each party. It can be included in the overall quality manual of the organization or function as a separate document.
 - Supporting documentation, including accessibility situation analysis data, specific procedures, protocols and instructions to implement Universal Design, emergency and evacuation plans, and maintenance requirements.

6 Transport

6.1 General

Transportation systems and vehicles often present obstacles to people with disabilities when travelling, due to their lack of accessibility. Travelling is an experience where anyone can be going through an unfamiliar environment and become disorientated, possibly carrying some luggage that reduces mobility.

The main processes while travelling are:

- accessing accurate and updated information;
- purchasing the ticket;
- accessing and navigating through the transport station, terminal or stop;
- accessing, embarking, using the transport and disembarking;
- exiting the transport station, terminal or stop;
- accessing connections with other means of transport.

Whatever the infrastructure and means of transport, including privately hired vehicles, buses or coaches, taxis and similar means, trams, cableways (cable cars), trains, boats (e.g. ferries, cruise ships) and planes, they should be designed in such a way as to permit the safe, comfortable and equitable transportation of everyone, including persons with disabilities.

Accessibility in transport shall be considered in three main sectors: means of transport used to travel to and from any destination; means of transport used to travel within the destination; and their connections. All tourism destinations shall ensure the provision of sufficient accessible transport vehicles or services in those three areas to meet expected demand.

When infrastructure, means of transport and services are not accessible, then providers should offer other viable alternatives that take accessibility for all customers into account.

NOTE In the context of transport, the term 'persons with reduced mobility' (PRM) is widely used. It refers to "any person whose mobility when using transport is reduced due to any physical disability (sensory or locomotor, permanent or temporary), intellectual disability or impairment, or any other cause of disability, or age, and whose situation needs appropriate attention and the adaptation to his or her particular needs of the service made"^[45].

6.2 Providing information and purchasing tickets in advance

Anyone who travels should have access to appropriate information about the features and accessibility on the transport services. In order to do this, providers (DMOs, public administrations and private companies) shall make the information on transports services publicly available for all.

Also, providers of every means of transport and operators of every transport infrastructure shall provide accessible information about their available services prior to and during the trip (e.g. web, contact, brochures, information staff).

This information shall, wherever reasonable, be displayed in accessible formats and supplemented with alternative formats when required. All information provided shall conform to the requirements and should follow the recommendations provided in [4.3](#).

With respect to transport infrastructure, information should be available as open data where possible and contain data related to:

- a) services located in the infrastructure (e.g. ticket offices and vendors, information desks, security control, catering, rest areas, gift shops, clothes stores, news stands);
- b) types and location of the means of transport, if there are more than one (e.g. buses, boats, trains, planes, cars);
- c) accessibility features of the infrastructure and services and, where necessary, their conditions of use (e.g. where shopping or the use of rest areas are only accessible once through security or fare control);
- d) a map of the infrastructure, with a key or legend showing the main services mentioned above;
- e) timetables, costs (including possible reduction for an accompanying person) and itineraries;

- f) types of vehicle infrastructure and their accessibility features;
- g) services provided during the trip;
- h) information about assistance services, how to book them and how they work.

Timetables and tickets purchased should be available in and via various formats, such as online, mobile web applications, brochures, phone recordings, vending machines and staffed ticket offices. At least one of these shall enable anyone, regardless of their ability, to carry out the purchase, cancellation and modification actions required for each case.

When transport companies do not have fixed infrastructure, or when they do but information is difficult to display (e.g. taxi stands or other small public transport vehicle waiting areas), local tourist information services and transport companies should have sufficient and alternative information, so that any tourist can find those providers and services that are accessible.

Regarding accessibility in transport, in addition to 4.4, specialized training in transportation (e.g. service staff, drivers and vehicle crew) shall include training on providing assistance in a safe and dignified manner, for transfers and for specific procedures regarding passengers with reduced mobility.

6.3 Assistance services

Assistance services in transport (AST) are designed to help a person who faces difficulties when using a particular means of transport (e.g. people with disabilities or who are elderly, injured or pregnant). The use of AST in transport infrastructure is often the key for a person being able to successfully travel from their origin to the destination.

Tourist travellers shall be provided with assistance throughout the travel chain process by transport providers. AST can include: the issuance of tickets, during the check-in process, getting to the boarding area or gate, during boarding or disembarking of passengers, retrieving baggage or making a baggage claim and exiting. Advanced notice can be required for some services and can improve the customer experience.

Depending on the mode of transport, assistance services for passengers should include a wider profile of travellers who require it, such as elderly people, travellers with children, pregnant women or anyone who has a condition of reduced mobility.

The requests for assistance should be able to be done in several ways to ensure the provision of options according to people's needs (e.g. via a conventional telephone, text phone or mobile phone, via videoconference and chat, by web and email and, in the case of an automatically operated switchboard, via menus that combine voice recognition and keypad input).

Transport infrastructure may include assistance points designed to be accessible for all users.

The AST service shall be provided with sufficient resources to provide a safe, dignified and appropriate process during boarding and disembarking of passengers (e.g. wheelchairs, ramps, lifts, transport systems, narrow wheelchair for aircraft aisles) to the greatest extent possible.

Assistance services for passengers with disabilities should enable the traveller to use travel options, facilities and schedules on equal terms with other passengers.

6.4 Transport terminals infrastructure

6.4.1 General

Accessibility requirements in the built environment are applicable to transport infrastructures (i.e. airports, seaports, train stations or bus terminals). See 4.5 for more information.

Hereafter other requirements and recommendations are provided relating to transport.

6.4.2 Information systems

In order to inform travellers about how to get to the precise platform or gate, different information systems shall be considered in terms of accessibility (e.g. tactile maps in multiplatform stations).

6.4.3 Public address or announcement (PA) systems

Information broadcast over a PA system is purely auditory; therefore, it shall be complemented with alternatives, such as panel displays which simultaneously transmit the audio information visually, a hearing enhancement system or other systems such as accessible mobile applications.

In any transport infrastructure where there are no announcements through PA systems, other systems shall be implemented to redirect passengers to the correct place in case of unexpected events.

See additional information related to acoustic communication in [4.3.3.5](#).

6.4.4 Informative panels

Informative panels convey information about destination, platform, gate, access, timetables and vehicle identification number.

Information displayed in dynamic panels can be difficult to understand due to the speed, amount of information and other features.

These panels shall follow the requirements on signage set in [4.3.3.6](#).

6.4.5 Automatic queuing allocation services

If there are several ticket booths and there is an automatic system for identifying service for the next person in the queue, the system should alert audibly and visually both the number of the person to receive service and at the window, stall or booth providing the service.

6.4.6 Organization of people flow

When organizing people flow, the tourism service provider shall consider accessibility measures.

If turnstiles are used, there shall be at least one alternative route with enough clear width to allow wheelchair or cane users or people with other needs (e.g. people with luggage, people with a baby stroller) to go through. There are various types of turnstiles that facilitate control and work with sensors that detect the person or that can be manipulated remotely by the staff in the service of the infrastructure.

Neither suspended nor retractable queue barrier systems are detectable for cane users, thus they should be extended to the floor.

If corridors and directional systems are organized into different spaces or services, such as posts and mechanical walkways, they should be of adequate width (i.e. as if it were a corridor). Those elements should be detectable by persons using a white and green, white and red or long white cane.

For longer journeys, there should be alternatives available which do not require people to walk long distances.

The transport infrastructure or places of departure and arrival should be interconnected with the rest of the spaces through accessible routes, even those referring to non-urban environments, where appropriate (e.g. natural spaces).

6.4.7 Security controls

All passengers shall pass the same security procedures and customs formalities. To guarantee accessibility for all passengers it will possibly be necessary to adapt some of these procedures without reducing the required safety and security levels.

Security detectors may use a magnetic field, extremely low-energy radio waves, metal detectors or radio wave scanners. These systems are harmless to everybody, but it is possible that some of them will interact with assistive products and create an inconvenient situation.

If fingerprint-reading devices or biometric devices such as retinal scanners are used, they should be accessible to everyone, including having a redundant feature or alternative method in place of such technologies for verification or validation.

Transport infrastructure should consider a specific security protocol for passengers using certain assistive products or devices (e.g. hearing-enhancement systems, pacemakers, breathing apparatus, orthopaedic limbs, assistance dogs) which shall also ensure the person's dignity.

A priority line for people with disabilities should be considered.

6.5 Transport stops (quay, intermodal transfer, bus stop)

When the place from where a means of transport departs or arrives is not urban (e.g. bus stops, taxis and other small transport vehicles, tourist buses) the following applies:

- a) There should be signage for the exact location from where the means of transport departs or arrives.
- b) A space for the safe and accessible boarding and disembarking of passengers shall be provided, at the vehicle floor height, to enable getting on and off the vehicle (see 7.2.3).
- c) In the case of buses, coaches or road transport, associated infrastructure should be located on the pavement or incorporate standardized edged pavements equipped with kerb ramps, to achieve a better positioning of a ramp to the vehicle or for the safer boarding of passengers.
- d) Shelter stops like bus stops shall be provided with a minimum obstacle clearance of lateral or central access to the structure of the stop or awning. The obstacle clearance inside the shelter should be enough to accommodate a certain number of people and wheelchair users.
- e) The shelter should have elements that provide shade or shelter from the sun, rain and wind. It is preferable to have a partial enclosure and whenever it is available it should have enough contrast to be detectable by anyone. It should also have well-designed seats and sciatic supports.
- f) The design of the shelter or stop should facilitate its location and provide information on the transport service inside it (e.g. stop number, lines, timetables) in an accessible way (i.e. visual, acoustic and in alternative formats using various technologies).
- g) Tactile flooring at the stop can be used to facilitate its location and to indicate a warning in the gap between the fixed surface and the vehicle. This tactile flooring should conform to the relevant clause on TWSIs of ISO 21542 and to ISO 23599.
- h) On platforms, bus stops or taxis stops or other waiting bays for small public transport vehicles, where the wait is usually shorter, there should be sciatic support elements at various heights.
- i) For taxi stands, there is often only one location signal with information, such as a phone number. If this is the case, they should conform to all the indications given with regard to their location, signage and the provision of information to ensure accessibility.

6.6 Transport boarding and disembarking features

6.6.1 General

The gap between the fixed and mobile element (platform and means of transport) is often a key element, along with the transport link and the connection to the point of boarding and/or disembarking. Accessibility of moving elements of transport is essential to ensure people with disabilities can access the transport in a safe and dignified way.

Signalling with colour-contrasted tactile flooring pavement, placed along the edge of platforms in the case of train stations, trams and metros and on the edge of the boarding areas at bus stations, is essential to warn in a visually and tactile manner about the risk of falling.

Means of transport that allow or require the passenger to operate the doors at requested stops (e.g. bus, metro) should have audible and visual signals on doors.

The width of the doors should allow for the comfortable transit of all travellers.

The following information focuses on the accessibility of boarding and disembarking features in different means of transport and the relationship between the infrastructure and the vehicle.

6.6.2 Aircraft

The boarding and disembarking of aircraft passengers should be done through a telescopic bridge (limiting the degree of slope as much as possible), directly from the boarding area to the plane. This route should have the same features as any other accessible route, especially with regard to the signage and lighting.

In the absence of such a passenger boarding bridge, mechanical lifting equipment or ramps should be used to provide access to the aircraft for passengers with mobility impairments.

Adequate management and transport of passengers' wheelchairs, assistive device(s) or medical equipment to be used when arriving at their destination is a key point of the service of the airline and whoever manages the AST and/or baggage services of each airport shall take special care to avoid damage, loss or the impossibility of using them upon arrival at the destination.

Where the aircraft is accessed through a passenger bridge, people shall be able to use their own manual wheelchair or other personal assistive devices up to the door of the plane and receive them back at the door of the plane upon arrival.

Airline systems transmit information about assistance needs by using four-letter codes. These codes identify passengers with different disabilities (see [Annex H](#)).

Passengers taking mobility aids will need to provide information on its size and weight and the type of battery installed, if any. Batteries shall be isolated prior to loading.

6.6.3 Train

For the boarding or disembarking of train passengers, there should be no height differences between the platform and the train threshold.

When there is a difference between the height of the entrance of the car and the platform, there should be ramps, portable lifts or platforms on the rolling stock, to be used by the railway company staff or staff belonging to the the station operator.

6.6.4 Metro tram

In order for the boarding and disembarking of the carriage of a metro, tram or similar means of transport to be accessible, the floor of the wagons should be at the height of the platform. When there is a space between the carriage and the platform (e.g. in curved stations), at least one carriage from

each convoy should have a board or electro-mechanical surface that bridges the gap to allow the transit without the possibility of accidents. When these circumstances arise, the access point to the accessible carriage should be marked on the platform.

6.6.5 Buses (urban, interurban and tourist)

To allow passengers to board and alight buses (urban, interurban and tourist), a differentiation has to be made between raised-floor buses, which should be provided with a lifting platform, and low-floored buses, which should have a ramp for persons who cannot climb stairs and for persons that use assistive technologies to access the vehicle.

Vehicles should incorporate adequate handrails on doors to help all people maintain their balance.

6.6.6 Ship and boat passengers

The boarding and disembarkation of ship and boat passengers for either urban or interurban transportation should have, for example, gangways, ramps and piers that conform to the appropriate technical criteria, where appropriate, allowing for the safe boarding and disembarking of passengers. The difficulty is in minimizing the height or distance gap between the pier and the boat, when accounting for the movement of water and frequently a wet floor or deck.

6.6.7 Taxis or small vehicles

Boarding and alighting from commonly used taxis or small vehicles is not possible for many people with disabilities, therefore a sufficient number of these should be adapted using specific criteria, so that they can be used by any person.

6.7 The interior of vehicles

Areas with clamping systems, fastening systems or both should be reserved for wheelchair or scooter users on buses and trains. Seats should also be reserved for persons with other mobility needs or persons who wish to transfer to a seat from their mobility aid. All these spaces should have handholds as well as stop and emergency call buttons.

Consideration should be given to the location, contrast, height and design that allows the adequate reach and use of the different services, such as ticket detectors, handholds, bars and handrails, and door openers.

Transport companies shall accept assistance dogs. The interior of vehicles should have passenger seats that provide enough floor space for a guidance and assistance dog to lie down.

Although there are no specific regulations on the conditions of on-board accommodation of passengers with assistance dogs, or of dogs themselves, it is necessary to consider some recommendations and best practices to provide a safe and comfortable trip.

When the vehicle has toilets (e.g. on a train), it should include some wheelchair-accessible toilets and be located near to spaces reserved for wheelchair users.

Airplanes should have an “on-board aisle chair” that allows passengers to use it (even if it requires assistance) to be able to move from their seat to the toilets. If the interior dimensions of the aircraft allow it, the airplane should have at least one toilet larger than the others, in which passengers with mobility impairments can make transfers to the toilet from the on-board chair.

For maritime transport, there is a differentiation between large ships, which function more like accommodation buildings that have their own food catering and leisure services, and smaller urban and interurban vessels and tourist watercraft. In the first case, the same criteria and technical recommendations for interior accessibility should be considered as in a housing-type building with the services it includes. In the case of small boats for excursions or other services, they should make the specific adaptations whenever possible.

Other aspects that should be considered for the improvement of accessibility of transport vehicles are the proper location and design of:

- a) seat numbers if they are assigned, so they can be perceived by everyone;
- b) the priority seats for use by persons with mobility or communication disabilities and, where applicable, for the areas designated for those who use wheelchairs or scooters and for those with assistance dogs;
- c) horizontal and vertical handrails;
- d) call buttons and door-opening buttons;
- e) areas reserved for the storage of luggage;
- f) audiovisual services offered on long journeys, with captions and audio description;
- g) when providing further information on a bus or metro line, it should have light and audible indicators (i.e. panels with itinerary) that provide information about, for example, stops and locations along the route, if possible with an induction loop system;
- h) the information on the services inside the vehicle or about tourism, in various formats including audio, paper, Braille and large print.

6.8 Road infrastructures

Road design and resources affect those who travel by car, taxi, bus or similar means of transport.

On main roads, particularly on toll roads, there should be rest areas at regular intervals, equipped with facilities and services, such as car park spaces, furniture, toilets and emergency phones, accessible for everyone, in particular for travellers with disabilities.

Petrol stations shall consider including similar services for people who require them.

7 Urban and rural tourist spaces

7.1 General

Urban space is a fundamental environment in accessibility in tourism, since any destination needs to use the urban space as an intermediate space for access to tourist buildings, to transport or as a tourism destination itself.

This clause focuses on the recommendations and requirements which enable access to urban tourist spaces, whether in cities or rural areas, in particular with regards to urban planning, characteristics of streets and urban furnishings, squares, parks and urban beaches.

7.2 Pedestrian tourist routes

7.2.1 General

The design of pedestrian routes in a tourism destination shall consider the accessibility characteristics of any pedestrian route in the urban space, taking as reference the existing regulations in each place. It is necessary to address in the pedestrian routes horizontal circulation, level changes, public services and pedestrian spatial orientation.

7.2.2 Exterior horizontal circulation

7.2.2.1 General

- a) The design of pedestrian areas shall consider at least one accessible pedestrian route to reach any point of tourist interest, or service for tourists (e.g. access to accommodation, transport).
- b) The streets shall incorporate all detailed requirements for accessible routes, spaces circulation and accessible pedestrian routes and pavements, as indicated in 4.5.

7.2.2.2 Circulation spaces and accessible pedestrian routes

Accessible pedestrian routes shall be of sufficient width and height to guarantee the possibility of circulating, crossing and manoeuvring for all pedestrians (e.g. people with vision impairments who use assistance dogs, persons using a wheelchair). The urban elements in the accessible pedestrian route shall be aligned in an orderly manner and without interfering with the clear passage of the pedestrian clearway. In commercial areas, obstacles (e.g. signage, products for sale, tables and chairs, bar umbrellas, awnings) that invade accessible routes shall be avoided.

7.2.2.3 Surface materials and pavements

Inclement weather (e.g. rain, ice, snow) shall be considered in the accessibility of the pavement with respect to slip resistance and ease of walking. Therefore, the pavement should be non-slip in dry or wet conditions and be maintained free of snow, ice, leaves or any other element that makes walking difficult. Likewise, the arrangement of grids and drains prevents the formation of puddles and shall have a size that does not hinder the passage with a wheelchair or cane.

7.2.2.4 Pedestrian crossings

The following requirements and recommendations apply:

- a) Pedestrian crossings shall have adequate width to allow two people to cross the roadway side-by-side or to pass each other easily and safely and without unnecessary delay or hindrance. Signal timings should be optimized according to pedestrians' crossing speeds.
- b) Pedestrian crossings shall be suitably located and clearly marked and without obstacles, to be visible by all pedestrians.
- c) Pedestrian crossings shall have level access with a kerb ramp or a raised road crossing (e.g. with suitable transversal and longitudinal slopes) to enable all individuals, including people who use wheeled mobility devices, parents with pushchairs and those with walking difficulties, to cross the roadway independently, easily and safely.
- d) Tactile warning to alert people with vision impairments should be provided across the full width of the flush surface where there is a dropped kerb or a raised road. If the pedestrian crossing is not perpendicular, tactile direction should be provided across the road.
- e) Where necessary, audible signals on traffic light status should be provided for people with vision impairments.
- f) Where visual crossing signals are provided, they should be supplemented with audible signals.

7.2.2.5 Bicycle lanes

Bicycle lanes should have a separate section from the pedestrian route and they should not prevent the use of available furnishings and facilities (e.g. bus stops, kerb ramps). Although there are various criteria for priority, according to different countries, pedestrian accessibility and safety should be ensured.

7.2.3 Level changes: stairs, ramps, lifts

7.2.3.1 Stairs and ramps

In addition to the requirements included in [4.5](#), the following specific considerations apply for exterior routes:

- a) External ramps and their approaches shall be properly drained to avoid water flowing down the ramp or accumulating on landings and approaches.
- b) A drainage grating that is within the boundaries of a ramp shall be set flush with the surface and shall have narrow openings, perpendicular to the pedestrian path of travel, to avoid discomfort or trapping.
- c) The surface materials used for an external ramp should be durable and easy to maintain, and should be slip-resistant when wet, to allow for rain and other environmental factors.
- d) The material of handrails provided for external stairs or ramps should have low heat-conducting properties to avoid discomfort when grasped by users.

7.2.3.2 Mechanical elements to overcome level changes

The design of escalators, travellers, lifts and lift platforms shall consider all detailed requirements in [4.5](#). In addition, local or country codes can apply.

7.2.4 Provisions and public services in pedestrian tourist routes

7.2.4.1 Sitting areas

Along tourist routes there shall be resting areas available with suitable seats (e.g. height, backrest, armrest) and protection zone (e.g. rain, sun, wind, snow).

7.2.4.2 Public toilets

Public toilets shall be promoted to facilitate their use by tourists. These toilets should be accessible (i.e. easy to locate and use) and should have the dimensions and characteristics to facilitate the use of any person, regardless of their capabilities (see [4.5.17](#)).

7.2.4.3 Tourist information points

There should be tourist information points in the main points of the city. These spaces shall be accessible (e.g. location, step-free, manoeuvring space, a counter, visual and acoustic information).

7.2.4.4 Other provisions and public services in touristic streets

In touristic areas there are many elements of urban furniture, such as kiosks, public telephones, vending machines, ATMs or ABMs, litter bins, waste containers, post boxes, drinking fountains, terraces and sunshades, and these shall respect the clear space along the route and have accessibility features (e.g. height, space of use, devices, instructions) that allow easy use by any person, even if they are not familiar with its use.

7.2.5 Accessible urban wayfinding systems for tourists

Various criteria for pedestrian orientation in tourist areas can be found in [4.5](#). In particular, the use of specific accessible elements in the urban environment, such as urban maps, directional signalling for pedestrians of points of interest, lighting and illumination and pedestrian routes, should be promoted.

Accessible phone applications that provide information about the accessibility of, for example, washrooms and restaurants can also be used.

Location maps at specific points on the route should be provided with indications about the pedestrian paths, spaces, distances and accessible services, or to specify the accessible route(s) and current location.

7.3 Specific considerations in special tourist areas

7.3.1 Surroundings of points of tourist interest

The surroundings of tourist attractions (i.e. nearby museums, monuments, stations, hotels, beaches) are areas of greater influx of tourists who will possibly not be familiar with the city, so accessibility of some elements and spaces shall be taken into account, particularly:

- a) the reservation of parking areas and reserved space(s) for people with reduced mobility and continuous and safe routes for pedestrians;
- b) connections with public transport and the provision of areas of connection to public transport, which shall have simple and precise information of the services that are provided there, such as destinations and schedules;
- c) outdoor signage with indications of the pedestrian routes to go to or return from the points of interest in the city (e.g. urban centre).

7.3.2 Tourist routes in heritage sites

7.3.2.1 Historic city centres

In many tourism destinations the historic centre of the city is one of the most visited areas, but it presents more accessibility difficulties for visitors. For this reason, the following specific requirements and recommendations apply:

- a) Pavements shall have sufficient clear width for a person and a wheelchair user to pass. If this is not possible, the possibility of pedestrianization (i.e. restricting street access to pedestrians only) or shared space should be studied.
- b) The accessible pedestrian route shall be flat, avoiding the use of cobblestones or individual pavements with separate pieces. If this is not possible, one solution can be to provide a flat route with the joints between the cobblestones levelled to facilitate the passage of wheelchairs or baby strollers, as well as avoiding stumbles and falls. It should also be ensured that the surface is not slippery, in either dry or wet conditions.
- c) In complex itineraries, the directional signage and signalling of the main points of interest and of reference should be reinforced, in order to facilitate the orientation of tourists and to prevent people from getting lost.
- d) Accommodating the means of transport for people with mobility impairments should be facilitated, especially when the entire centre is very hard to cross. The passage of adapted vehicles (public or private) that provide services to people with disabilities should be allowed (i.e. even in restricted spaces). In addition, the proximity of public transport stops should be facilitated without having to walk long distances.

7.3.2.2 Archaeological sites

In excavations or archaeological sites, the area that can be visited should be accessible in its entirety with an accessible itinerary (see 4.5). However, great care should be taken not to damage the very features which render the site an attraction in the first place.

The following should be considered specifically:

- a) Route accessibility means that steps and ramps with a steep slope should be avoided. The route shall have a suitable width for the passage of two people or the manoeuvre of a wheelchair, and in addition it shall have lateral protections (i.e. guards) when it is necessary, without obstructing the view of archaeological remains.
- b) Steel grating floor materials should be avoided as a cane, crutch or shoe heels can become caught or hooked, resulting in potential falls. In addition, such flooring can cause vertigo problems.
- c) The site should be well lit in its entirety during opening hours, whether day or night.

7.3.2.3 Natural parks and historic gardens

Natural environments that are tourism destinations have an added difficulty in terms of maintenance. Some elements that should be considered specifically include:

- a) Vegetation, including the location and size of branches (i.e. have a periodic pruning plan) should be taken care of to avoid posing an obstacle along the route. Likewise, the presence of plant elements that pose a difficulty on the road shall be addressed (e.g. slippery leaves, branches or fruits that can be tripped over).
- b) Weather can impact on the accessibility of routes. Pedestrian routes should be reviewed and conditioned to ensure accessibility after a rainy season, to avoid the presence of bulges, runoff, puddles, or any deformation or circumstance that hinders passage.
- c) Waterside environments such as beaches, marinas and quays have specific requirements to ensure accessibility. See [8.4.2](#) for more information related to maritime and beach features and requirements.

7.3.3 Tourist routes in shopping streets and leisure and catering areas

In streets or commercial areas of tourism destinations, large numbers of people and elements can hinder accessibility, so in these areas the following should be considered:

- a) Signage should be ensured, so that there is always a reference for tourists to be guided, regardless of the number of people and elements.
- b) Commercial elements, including elements within stores (e.g. menu information, sample products), should be arranged so that they are easily detectable and do not pose an obstacle to tourists.
- c) Access to stores is important for everyone; stores with steps should be avoided. In addition, stores with confusing or difficult identification should be avoided.

8 Leisure activities

8.1 General

For all activities, regardless of where they are undertaken, the service provider shall meet the requirements and consider the recommendations as follows:

- a) There should be a ticketing and pricing policy that offers the same opportunities for all clients. When the main experience cannot be adapted for safety or security reasons, an alternative experience should be provided, according to the ticketing and pricing policy.
- b) The service provider shall offer a way of contacting the persons responsible for the service for any enquiries (e.g. information desk, manager call).

- c) All policies regarding access, restrictions or limitations on services (e.g. priority, animal policy, assistive devices, lending equipment, showing identification) shall be available to the audience online and onsite and shall be clearly displayed.
- d) Persons with disabilities will possibly be travelling with a personal or care assistant, assistance dogs or both. Service providers shall not refuse to provide service to persons with disabilities travelling independently.
- e) Information about accessible transport to get to the venue, other accessible spaces and services in the tourism attraction should be given online and onsite.
- f) To carry out some activities, the use of scooters, crutches, wheelchairs and vibrating alarm clocks for Deaf persons is necessary for the activity to be enjoyed. The provision of and information about such devices and products shall be available at all tourist services where required.

In addition to the requirements and recommendations noted above, the service provider shall also take into consideration those established in [4.2](#), [4.4](#) and [4.5](#).

For activities connected to a means of transport (e.g. bicycles, tour boats, tourist buses), recommendations shall be established as described in [Clause 6](#).

For outdoor activities such as sports and hiking, the requirements and recommendations established in [8.4](#) on natural or outdoor activities shall be considered.

8.2 Cultural tourism

8.2.1 Museums, exhibition halls, performance centres and buildings of tourist interest

Museums and buildings of cultural interest, including stadiums, factories, skyscrapers, theme parks, monuments, city centres or any attraction that has something to experience, discover or learn, have always been iconic centres for tourists.

Besides ensuring accessibility of the built environment, it shall be ensured that the content is accessible and that it is presented in different formats. The information and sensory experiences shall be conveyed to each person in a manner in which it can be understood and perceived.

The service provider shall offer an alternative to persons with disabilities that allows them to enjoy an experience through activities and services provided periodically or on demand.

To ensure accessibility of content, the following measures apply:

- Advertisements should address a wide range of people, by using different formats (e.g. easy to read, sign language videos) and involving different stakeholders.
- Booking or reservation services should be provided in a manner that is accessible for people with disabilities and provides an equitable level of service.
- Accessible and educational programmes should address different senses.
- Intellectual, cultural and language barriers should be avoided. Museums should take into account multiple intellectual levels and share their knowledge in different ways.
- Information should be given in alternative formats (e.g. acoustic, visual, tactile).
- Museums should allow artefacts to be touched whenever possible, or should make scaled models, replicas in 3D or educational sheets in relief, identifying the content of the original. For the position of tactile objects (e.g. plans, exhibits) in highly frequented museums, it should be considered that experiencing them needs time and a quiet environment. Succinct information in raised tactile letters and Braille should also be provided.

- High contrasts between exhibits and their backgrounds should be used, and there should be an opportunity to look at them from a short distance.
- Information in exhibit label text should be suitable and accessible in terms of location and design (e.g. height, text size, contrast, raised tactile letters and Braille).
- Hearing-enhancement systems should be provided to assist hearing-aid users during tours, workshops or events (e.g. induction loops, FM systems or neckloops and radio receivers).
- Services in sign language should be provided. Videos in sign language can be used in permanent exhibitions.
- The furnishings, especially glass display cabinets or cases, should be ergonomic. People standing or seated at different heights shall have a good view of the artefacts.
- Technological resources should be offered, such as audio guides and video guides that are also accessible with regard to their manner and operation and their communication resources with audio description, closed captions and sign language, where appropriate. Content available over the internet may also be included.
- The development of ICTs, informational panels, interactive screens and internet applications (e.g. IR, NFC, two-dimensional codes such as QR codes) should be equally accessible to all people and should conform to the technical requirements of ISO 9241-20 and EN 301549.
- If interactive games for children are offered, they should be accessible.
- Guides should receive awareness-raising training and have knowledge about the usage of facilities for people with disabilities (e.g. induction loop).
- Cooperation with organizations or experts who represent the interests of people with disabilities should be established.
- Appropriate lighting shall be guaranteed. Reflections and disturbing glares at different eye heights and angles of view shall be avoided.
- Information (e.g. brochures, publications) about the exhibition and the artefacts shall be offered in different formats (e.g. simplified itineraries, simplified and concise description of the exhibition and the artefacts, large-print guides with high contrasts for permanent galleries, publications in audio format).
- In places expected to be crowded, noisy or both, there should be a quiet space or rest room for people with disabilities or people who need to rest.

8.2.2 Cinemas, theatres, concert halls and auditoriums

8.2.2.1 Concerning information and reservations

- Information about cinemas, theatres and auditoriums as well as their programmes shall be provided in different and accessible formats.
- To ensure the accessibility of reservations and booking of tickets, different options shall be provided (e.g. via websites, in person).

8.2.2.2 Accessibility of spaces

- Service providers should ensure the provision of accessible reserved spaces in all rooms.
- The specific location of the reserved spaces shall be determined based on the criteria of equality, without reserving any areas with low or zero visibility or impeding circulation areas, taking into account the visibility of other people who are behind them.

- The service provider should integrate accessible seating (i.e. used by wheelchair users) with other seats.
- To allow wheelchair users to transfer onto a seat, the armrest of the seats at the end of the row should be movable.
- To avoid isolating the person who requires the reserved space, there shall be the possibility of reserving adjacent seating.

8.2.2.3 Accessibility of the content

- Facilities should have magnetic induction systems, optional closed caption and audio description systems, able to be selected voluntarily by those who require them.
- Audio description and closed captions may be broadcast live or pre-recorded and conveyed to devices made available inside the premises.
- Audio description can also be received via mobile devices belonging to the audience. Another alternative is to provide an audio introduction that, as a minimum, establishes the type of presentation and the context of the performance.
- Translation in sign language should be provided on demand.

8.2.2.4 Additional services or facilities

- In places expected to be crowded, noisy or both, there should be a quiet space or rest room for people with disabilities or people who need to rest.
- If inside the cinema, theatre or auditorium other services are provided, such as cafeterias or parking areas, dressing rooms and toilets in backstage areas (used by persons involved in a performance), these shall follow the general requirements in [Clause 4](#) and the specific ones in the relevant subclauses.

8.3 Cultural heritage buildings, monuments or sites

8.3.1 General considerations and planning for accessibility

Cultural heritage landscapes, sites and buildings have particular features and, for most countries, specific regulations with regard to their preservation. Improving their accessibility requires planning and ongoing management to respond to changing needs and to ensure that improvements are maintained. Staff training, accessibility awareness and good management can complement the physical interventions.

Accessibility information regarding cultural heritage landscapes, sites and buildings shall follow the requirements of [4.3](#).

The surroundings (e.g. paths, resting points, activity areas and viewing points) of a heritage site and the setting for a heritage building or monument should be accessible, without compromising the character of the heritage site.

Requirements and recommendations for accessibility of transport, approaches to the site, access, circulation routes, equipment and furniture, communication and safety shall follow the range of requirements given in [4.5](#).

Whether newly built or adapted from existing structures, facilities such as cafes, education centres and toilets are part of the visitor experience and shall be accessible.

8.3.2 Pre-visit information

8.3.2.1 General

The diverse needs of people with disabilities should be considered when preparing and publicising pre-visit information that is specific to heritage sites. This information is essential to ensure that people with disabilities are aware of which parts of the site have limited or no accessibility.

8.3.2.2 Requirements

The organization shall consider the following when determining how to provide information in relation to accessibility and usability of the site by a wider range of users:

- a) the provision of accessible information on how people with a range of different disabilities are able to access and journey through the site;
- b) highlighting to what degree different parts of the cultural and heritage sites are accessible to people with different kinds of disabilities.

Additional requirements with regards to the communication of information and the design and development of an accessible built environment are addressed in [4.3](#) and [4.5](#), respectively.

8.4 Natural or outdoor activities

8.4.1 Accessibility of natural environments

8.4.1.1 General

In contrast to urban environments, natural or rural spaces or non-urban areas do not always have continuous, accessible pedestrian routes. Motor vehicles, including those that can carry wheelchair users, will also possibly have limited access to some rural environments. The most important element of the route is, in many cases, the natural terrain with its specific characteristics, according to the topography and the orography in question. The route may be on gravel or crushed stone or on natural surfaces such as grass or soil.

Tourism is becoming more frequent in natural environments and the need to improve accessibility should take into account the need to preserve these. Any intervention shall be carried out with respect towards the environment.

Up-to-date information on the state of maintenance and conservation, especially of roads and natural routes for public use, shall be available. This information can be given by the staff of the park or the guides who accompany visitors, so as to ensure comfort and safety.

8.4.1.2 Accessible pedestrian routes in natural environments

- a) Accessible routes:
 - should have stable and continuous solid ground (i.e. an obstacle-free space to circulate) by providing accessible alternatives for existing uneven sections (e.g. boardwalks, crushed gravel or pea-stone);
 - should also provide sufficient signage and lighting, warning and protection systems at crossings and guiding elements, especially where there is an alternative accessible route for some sections;
 - shall provide continuity (e.g. in natural environments, where there have been interventions to make them accessible, there cannot be inaccessible sections once a person commences along the route);

- shall provide details on the itinerary, before starting the route, to avoid any risks or accidents.
- b) A recreational trail shall have at each trail head signage that provides information on the length of the trail, the type of surface of which the trail is constructed, the average and the minimum trail width and the average and maximum running slope and cross slope and warning about possible dangers or dangerous points along the trail.
- c) It should be ensured that the accessible routes are the same as the general ones, so as to avoid unnecessary segregation.
- d) The surface of the paths and the materials used will determine, to a greater extent, the degree of their accessibility. The surface should be:
 - firm and consistent;
 - regularly maintained;
 - sufficiently compacted and adequately treated (e.g. with a drainage system that evacuates rainwater to prevent the pavement from losing compactness); when loose pavements or crushed gravel are used, they should provide a degree of compaction greater than 90 % (in modified Proctor compaction test);
 - smooth, homogeneous with no bumps or protrusions, especially in the case of surfaces that are formed of several sections or various types
 - made of materials following the features of the natural area.
- e) Pavements shall be safe and accessible and offer a continuous, natural, durable, non-slippery, waterproof and environmentally friendly surface.
- f) For wooden walkways or bridges, planks should be placed perpendicular to the direction of movement, without gaps, being perfectly flush with the ground and treated with a surface coating to prevent slipping. On both sides of the walkway there should be a safety baseboard that serves as a guide and prevents wheels from leaving the path unexpectedly.
- g) It shall be ensured that paths and trails have a minimum width and height free of obstacles.
- h) Where a recreational trail is constructed adjacent to water, ledge or a similar drop-off, the trail shall have edge protection that is an elevated barrier that runs along the edge of the recreational trail in order to prevent users of the trail from slipping over the edge. The edge protection shall be designed so as not to impede the drainage of the trail surface.
- i) Boundaries should be defined in the routes to facilitate their use. Although it is more complicated for rural environments, several resources can be used, such as installing raised edges with boards or logs or a line of large stones that remain stable.
- j) In relation to the slopes, wherever possible, the routes that run along smooth slopes should be used. Alternative routes (e.g. zigzagging) will often have to be created. Frequent rest areas along steep slopes should include supports, such as handrails, or enable means of transport or assistive devices. Information that indicates the features of each area shall be provided so that each tourist is aware of any existing difficulties and can make a decision whether or not to follow an itinerary.
- k) Maintenance, which is always required, shall be done for routes through natural environments subject to weather conditions and the transit of and use by animals.
- l) Where applicable, guides can monitor pedestrian routes through different means:
 - guides or park managers can perform daily checks for major obstacles; incidents reports shall be filled out as well as reported to the supervisor relating to obstacles or potential safety issues on the route;

- where applicable, there should always be a guide both in the lead and behind the tourists on the path to ensure safety at all times.
- m) These accessible routes through natural environments should conform to the same features, by adapting their implementation to the type of place or climate.

8.4.1.3 Protected natural spaces

The use and enjoyment of natural protected spaces should be compatible with the preservation of the variety, uniqueness and beauty of natural ecosystems and the landscape. Legislation regulates the management of these environments and the interventions that can be carried out in most countries. Because of their nature and due to legislative restrictions, the possibilities of providing accessibility are limited. Even so, their design and modifications should take into consideration the criteria on design for all (see [Annex A](#)) and accessibility, allowing them to be enjoyed by a greater number of people.

To ensure that the landscape of a protected natural space that forms or is part of a tourism site can be accessible and usable by a wide range of users, the organization shall take into account the following:

- a) the provision of accessible paths, routes and trails in keeping with the character of the site;
- b) the provision of benches and chairs with arms and backs at frequent rest points along paths, routes and trails, set back so there is no obstruction of other users;
- c) the provision of areas adjacent to rest points that are wide, flat and smooth to facilitate ease of movement;
- d) the provision of picnic areas with wide, level routes; with furniture set at various heights; with picnic tables reserved for people with disabilities that provide a forward approach option;
- e) the provision of shelters, appropriate to the site's character, at rest points;
- f) the provision of handrails, appropriate to the site's character;
- g) the provision of tapping rails for vision impaired visitors;
- h) the provision of access to rougher or less firm terrain over short distances with different types of boardwalk and other sustainable trail solutions;
- i) the use of alternatives to loose gravel for paths, routes and trails into the natural landscape;
- j) the provision of boardwalks that are covered in materials that reduce slipping in damp areas;
- k) the provision of tactile terrain markers at regular intervals or at points of interest;
- l) the monitoring and regular maintenance of paths, routes and trails;
- m) the regular maintenance of lawns and grassed areas.

8.4.1.4 Common provisions for natural parks

8.4.1.4.1 Visitor interpretive centres

These spaces are commonly built in natural environments. See [4.5](#) and [8.2.1](#) related to the design of the built environment.

8.4.1.4.2 Wildlife observatories

The creation of these observation spaces should be compatible with accessibility criteria and, whenever possible, they should conform as much as possible with the following:

- Ensure levelled access or ramp access to the platform when this is built above the natural landscape.

- Design routes along paths or tracks commonly facilitating the approach for the greatest number of people possible.
- Incorporate observation areas (e.g. windows, viewing portals) at two different heights, so that, for example, people of various heights, children and wheelchair users can observe.
- Do not include furnishings that hinder the act of observation and make the existing ones available to persons who need them, such as raised drawings of animals or 3D models, buttons that allow listening to the sounds emitted by each species, or that release odours or other similar solutions.

8.4.1.4.3 Viewpoints

Requirements for accessibility features shall be met wherever possible, for both parking areas and along routes, together with the dimensions of the obstacle-free spaces at the viewpoint, in their provisions and signage, especially those that are interpretive.

There should be accessible alternatives to the routes for the usual changes of level at viewpoints, where the ramp or lift design respects the landscape and prevents falls. They should have stable vertical barriers put in place that are non-scalable and at a sufficient height to ensure safety, allowing for the views to be contemplated by people of different heights, children and wheelchair users.

8.4.1.4.4 Educational camps

Special care shall be taken with accommodation and activities, especially in guest rooms, dining rooms, bathrooms, changing rooms and classrooms. In the case of dormitories, if it is not possible for all of them to be accessible, at least a certain percentage of them should meet the requirements for accessible rooms. The same applies for the toilets and changing rooms, while the other provisions for the carrying out of activities should be accessible.

In order for staff to perform activities targeting children with different abilities and capabilities, they shall have the appropriate skills for teaching, organization of activities and care needs of persons with disabilities, in order to develop an appropriate programme. There shall also be assistive technologies, such as adapted sports equipment.

8.4.1.4.5 Camping

This form of accommodation is characterized by its relationship with the natural environment and it can be found in a variety of options, including camping tents, campervans, caravans, cabins and bungalows. There is also a wide variety of associated services, such as cafés, supermarkets and shops, sporting areas and programmed activities.

Accessibility shall be ensured in at least some guest rooms and, if possible, in camping tents and campervans. The same applies for the toilets and changing rooms, while the other provisions for the carrying out of activities should be accessible.

8.4.2 Accessibility on beaches

8.4.2.1 Access to the beach and seafront promenade

In urban beaches or those with a large number of visitors, there shall be accessible public transport to get there, and enough provision of car parking spaces reserved for people with reduced mobility.

Along the seafront promenade, at least one accessible route shall be provided, exclusive for pedestrians. It shall have enough provision of banks and seats, if possible of different types, and if it has different levels, they shall be connected by ramps.

8.4.2.2 Accessible beach point

In urban beaches or those with a large number of visitors, at least one accessible beach point should be provided.

The accessible beach point shall at least:

- have information about the facilities and accessible services of the beach;
- have an accessible shower;
- have an accessible toilet;
- have an accessible route from the entrance to the water;
- be near the lifeguard post on the beach;

Also, this accessible beach point should have:

- a rest area with shade and a firm pavement;
- accessible drinking water;
- personal assistance services for bathing or swimming;
- mobility equipment available for bathing or swimming, such as amphibious chairs, amphibious crutches or beach wheelchairs.

8.4.2.3 Accessible walking routes on the beach

Accessible walking routes shall be continuous from the seafront promenade to the water's edge. They shall have proper slopes and no rungs. Their surfaces shall be wide enough, with stable wooden boardwalks or paved paths and without projections that make walking difficult. Their edges shall be contrasted to make them easy to identify and should take into account the change of water level with the tides.

8.4.2.4 Accessibility services for bathing or swimming

Some accessibility services, such as the following, can improve beach autonomy for many visitors:

- Bathing or swimming services for people who are blind or have a vision impairment [e.g. services such as Audioplaya® (Spain) and Audioplage® (France)²⁾].
- Loan services of amphibian crutches or beach wheelchairs.
- Information about the availability of personal assistance services for bathing or swimming, including time schedules and times of the year in which this service is provided.

8.4.3 Accessibility in adventure tourism activities

Prior to an activity, all of the risks associated with the activity shall be communicated in an appropriate manner to the participant and confirmation received that the information presented is understood. If a waiver of liability is applicable or required, it should also be presented, clearly explained and confirmed to have been understood prior to an activity.

Furthermore, prior to the activity, safety instructions and hands-on instructions on how to perform the activity shall be given. Guides should have all participants perform the activities in advance, to a level they feel demonstrates that the participant has understood and is able to safely participate in

2) Audioplaya® and Audioplage® are example of suitable products available commercially. This information is given for the convenience of users of this document and does not constitute an endorsement by ISO of these products.

the activity. Messages can be better understood and communicated cross-culturally through the use of various modes of communication (e.g. speech, demonstration, illustrations).

See also [8.1](#) and ISO 21103.

8.5 Shopping

8.5.1 General

This subclause addresses the full range of retail outlets from small shops to large department stores, supermarkets, shopping centres and retail parks.

Customers should be able to receive information and communicate with staff, to examine merchandise, including trying on garments, and to make purchases or payments.

In the event of an emergency, customers shall be guided to facilitate evacuation of the premises quickly and safely.

8.5.2 Physical access to the premises

Access requirements for the built environment in general should be considered regarding pedestrian areas, car parking facilities, setting-down points, public transport connections and approaches and shall conform to [4.5](#).

Retail businesses shall ensure equal and safe access for all customers, including people with disabilities, allowing them to enter, find their way independently and safely, move around and locate the desired products and services that are offered.

Where turnstiles or one-way gates are installed at entrances, the full range of users that pass through them should be considered. Where turnstiles or other ticketing control devices are not accessible, an adjacent opening gate with adequate width shall be provided to allow free and clear passage for persons who use a wheelchair, scooter or other wheeled mobility aid. It shall be marked with the International Symbol of Accessibility.

Single-bar gates designed for ambulatory users can be hazardous both to children, as they are at neck and face height, and to wheelchair users, who encounter them at chest height, and should therefore be avoided.

8.5.3 Internal circulation

An efficient layout makes best use of the sales area and also provides adequate access routes for internal circulation.

Customers should have independent and step-free access to all areas, including goods, displays, fitting rooms, cashiers, customer service points and toilets.

Circulation routes should have a minimum clear width to enable people to move in both directions and pass each other with ease and comfort. All access routes should be well maintained, be free of obstacles and have adequate headroom.

Potential obstructions or hazards should be adequately guarded and visually highlighted.

In multi-storey stores, accessible lifts should be installed (see [4.5.14](#)). The size or load capacity of the lifts should respond to the anticipated numbers of customers and the equipment they use (e.g. shopping trolleys).

Independence and freedom of movement should be facilitated either by a wheelchair shopping trolley or by an assisted service.

8.5.4 Display areas and storage

Display areas in accessible shops should be as conveniently located as possible for customers using mobility devices. As many display shelves as possible shall be on an accessible route with adequate space to allow customers using mobility devices to access goods.

Shop display units, such as shelving, rails and cabinets, should be solid, stable and without sharp edges. Units should be adequately illuminated and contrast visually with adjacent surfaces to facilitate identification.

Shelves and displays should be positioned to enable goods to be viewed and selected easily by people at a range of heights. Visibility of shelves and products for people with a lower eye level should be ensured. A vertical display arrangement with a proportion of every item for sale on shelves at different heights will ensure maximum accessibility.

Product categories and individual products should be labelled regarding their content or composition, especially when there are products of similar appearance, to facilitate their identification.

8.5.5 Counters and checkouts

Where counters, checkouts or self-payment machines are provided to view, exchange or pay for goods, they should conform to the specifications of [4.5](#), be wide enough for all customers and facilitate both left- and right-hand transfer of goods.

When a series of checkouts are provided, at least one of them should be marked as prioritized for people with reduced mobility, and consideration should be given to having a dual-height counter or a series of counters provided at different heights wherever possible (see [4.5.7](#) and [Annex D](#)). Where counters are dispersed throughout the facility, accessible counters shall also be dispersed throughout the facility.

Consideration should be given to providing a place to sit down near counters and checkouts.

At pay counters, at least one counter with a cash register shall have a part of sufficient length, at the appropriate height above floor level and with adequate adjacent clear floor space to be accessible by people using wheeled mobility devices. When there are only self-payment machines, there shall be a member of staff available to assist customers.

A hearing enhancement system shall be provided at all counters and payment positions for customers with hearing difficulties.

8.5.6 Storage and sales equipment

Where vending machines, large refrigerators or other similar storage units are provided, these shall be designed to enable their use by all customers. For example, front-opening refrigerators and freezers with sliding doors should be used rather than chest-type units.

8.5.7 Fitting rooms

In clothes shops, at least one fitting room should have step-free access and enough clear width inside to provide adequate manoeuvring space for people using wheeled mobility devices. There should also be a bench that allows resting and transferring from the wheelchair.

8.5.8 Sanitary facilities, baby-changing and toilets

Larger retail premises, shopping malls and retail parks shall provide toilets that are accessible for people with disabilities.

Baby-changing tables, washing and sanitary-disposal facilities shall be provided in toilets for both men and women.

8.5.9 Information and signage

Information regarding orientation and way-finding shall be universally designed to benefit all customers (see 4.5.21 and 4.3). Customer announcements should be delivered by audible and visual means wherever possible (see 4.3.3.5).

8.5.10 Provision of wheelchairs on loan

Larger retail outlets should provide wheelchairs or shopping scooters on temporary loan for the use of customers with walking difficulties while inside the facility.

9 Meetings, incentives, conventions and exhibitions (MICE)

9.1 General

The term MICE covers a broad range of functions such as exhibitions, conferences, awards ceremonies, large or small meetings, festivals, fundraisers, exhibitions and trade fairs, outdoor concerts and local community street fairs.

NOTE ISO 17069 provides information on consideration and assistive products for accessible meeting.

Key things to consider include:

- a) legal obligations;
- b) providing information and/or advice on getting to the event venue;
- c) parking provision;
- d) accessibility of the event venue;
- e) the event programme and how to make sure it is accessible;
- f) how to ensure everyone is welcomed to the event;
- g) communications and making marketing and information provision as accessible as possible.

9.2 Planning of the event

Ensuring access for everyone requires planning for accessibility at the very earliest stages of preparing the event. It is possible that all participants at the event will have access requirements, including attendees, staff, speakers, performers and exhibitors who will possibly have a disability.

Considering accessibility issues as an integral part of the planning will make the process easier, save costs of "additional" access measures and make the event function more smoothly and effectively.

9.3 Planning the programme

The event planner should develop an access policy and strategy to address all relevant issues. An event planning group should include representatives of organizations of people with disabilities and invite people with disabilities to join the group.

Where larger events are planned, and in particular for outdoor events that often raise complex access questions, the assistance of a resource person with expertise in access issues should be sought.

Planning the programme should include issues such as:

- a) time required for people with mobility disabilities moving between rooms and sessions;

- b) if sign language interpreters are to be used, time for regular breaks and changeovers to avoid fatigue;
- c) allocating time for more frequent breaks into the programme in consideration of people with diabetes or people with low attention spans.

9.4 Interpretation services and supports

Services such as sign language interpretation, hearing loop systems and simultaneous text-typing services such as CART (communication access real-time translation) should be provided to facilitate the full enjoyment of events and performances by all visitors. It is advisable to book these services well in advance.

9.5 Choosing a venue

In many cases, MICE events take place in existing facilities that have not been designed to accommodate people with disabilities.

Venues where accessibility through Universal Design has been the objective allow people to enter and exit in an equitable manner and move around the building in safety and comfort. The event organizer or promoter should specify Universal Design requirements as part of the tender specifications for the venue.

Where the event organizer is not able to obtain assurances that a venue meets access requirements, the venue should be assessed by a team of accessibility experts in order to identify barriers and/or gaps in provisions, enabling the event planning group to make a considered choice of venue or to require access improvements are carried out prior to contract signature.

Other criteria to consider when choosing the venue are location, public transport and distance from public transport stations, availability of parking, an accessible stage and having a drop-off point close to the venue.

9.6 Getting to the venue

Information about all modes of available public transport and private vehicle access should be provided.

An interactive tool or link, including maps and platform information with step-free access routes and accessible stations, where relevant, can be added to help people with specific access requirements.

Contact details should be provided for companies that offer accessible taxis or vans.

Additional information can include:

- a) stations or platforms with step-free access;
- b) whether buses are 'low-floor' buses;
- c) whether assistance needs to be booked in advance;
- d) whether transport providers offer assistance in making bookings (e.g. text telephone numbers, numbers which allow communication by text, hearing enhancement systems for people who are Deaf or who have a hearing impairment).

9.7 Parking facilities

Adequate parking facilities for the size of the event should be required when tendering. A sufficient number of designated accessible parking spaces should be ensured for the expected number of participants who will be arriving in private cars or vans.

If the venue does not have a car park, information shall be provided about the possibility of finding accessible on-street parking or other car park facilities in the vicinity of the event. Information should indicate the distance of parking facilities from the venue, and also the ground conditions of the route from the car parking spaces to the venue (e.g. whether the route is level or sloping, about any obstacles or uneven surfaces and whether there are any roads to cross).

When the venue provides its own private parking area, it shall conform to the requirements of [4.5.3](#) and follow these recommendations:

- a) Confirm with the venue management that they will have stewards to monitor the use of accessible parking spaces, to be used only by people who need them.
- b) Consider having staff ready to assist people from their cars to the venue entrance, especially if the car park is not on a level surface.
- c) If parking is provided in basement level, ensure there is an accessible lift to the venue.

9.8 Physical access at the venue

Venues and facilities shall conform to the physical design, configuration and access requirements as detailed in [4.5](#). The following additional issues should be considered:

- a) Provide wheelchairs on temporary loan for the use of customers with walking difficulties while inside the facility.
- b) Ensure that events take place in rooms that have level entry, or in rooms that can be accessed by lift.
- c) Ensure that the furniture placement and event set-up allows enough space for movement by everyone, including persons using mobility aids, persons using a red/white, green/white or white cane and persons with assistance dogs.
- d) If temporary or moveable seating is provided, include a range of chairs, some with arms and some without. Wheelchair users who wish to transfer from their wheelchair to a chair will possibly find it easier to use a chair without arms.
- e) Provide seating, even in areas where it is expected that most people will be standing, in case someone needs to sit down.
- f) For “standing” coffee breaks and buffets, provide lower tables where wheelchair users can rest their plates and drinks.
- g) At the reception or sign-in desk, have a lowered counter so that it can be easily reached by everyone. More information on reception counters can be found in [4.5](#) and [Annex D](#).
- h) Ensure there is a room near the conference activities where persons can quietly sit and rest, away from noise and stimulation.
- i) Ensure there is level (step-free) access from the arrival point at the venue, through the main entrance(s), to all the areas being used by participants.
- j) Ensure there are no steps or other barriers to facilities such as break-out or workshop rooms, dining areas, outside areas and exhibition areas being used by participants.
- k) Ensure the speaker’s platform allows safe and easy access for wheelchair users. The podium, if any, should allow the speaker to be seen, even if seated.
- l) Ensure clear signage is used to direct people from the entrance(s) to any information desk and all of the facilities in use.
- m) Ensure a hearing loop system is installed in conference and meeting rooms and at reception desks in accordance with IEC 60118-4 or equivalent.

- n) Ensure clear evacuation plans and procedures are in place and explained during events, taking account of people with disabilities, including people with sensory impairments and mobility impairments.
- o) Good manoeuvrability around exhibition stands and in areas where food and drinks are served should be ensured.
- p) Ensure event staff, including volunteers, receive disability awareness training so that they can respond appropriately to the requirements of participants with disabilities.
- q) Ensure security staff are aware of the right of people using assistance dogs to bring them into the venue.
- r) Provide bowls of water and a designated spending (toilet) area for assistance dogs.

9.9 Outdoor events and venues

Some access features which should be considered to provide access for all at outdoor events include:

- a) Provide wheelchairs for the use of customers with walking difficulties.
- b) Ensure the event layout provides the best access and circulation.
- c) Ensure the location of stalls or performance areas do not block kerb ramps.
- d) Provide accessible parking spaces close to the event for people with disabilities.
- e) Make sure any street closures do not include the use of traffic control barriers that result in blocking kerb ramps or paths of travel.
- f) Install portable accessible toilet facilities, marquees or first-aid cabins.
- g) Supply seating in the shade and, in general, protected from weather conditions (e.g. rain, wind, sun).
- h) Provide fresh drinking water at clearly identified points.
- i) Designate small areas close to the stage for use by people using wheelchairs.
- j) Cover some grassy areas with matting or other materials that make mobility easier.
- k) Ensure electric power cables and all other cables are secure and do not present a trip or entanglement hazard.
- l) Produce an access map for the event and put the map and other access-related information online.
- m) Consider the inclusion and positioning of viewing platforms.
- n) Consider including the above accessibility features as license conditions for hosting an event.
- o) Consider the ground conditions in the layout of the event. Ideally avoid gravel, bark or sloping surfaces; where this cannot be avoided, provide an alternative route.
- p) Ensure any potentially challenging ground conditions are noted in the access guide and indicate recommended routes in event communications.

10 Accommodation

10.1 General

Within the tourism sector, accommodation can be defined under various types, including hotels, short-term accommodation rentals (e-platforms), hostels, lodgings, bed and breakfasts, camping sites, guest

houses, log cabins, cottages, apartments and holiday homes. Accessible accommodation constitutes one of the main concerns for people with disabilities.

Accessibility is not standardized in the accommodation industry. However, accommodation establishment requirements to provide different elements to guests with different access needs are often subject to national standards or regulations.

10.2 Services

The following requirements and recommendations apply:

- a) Accessibility of services offered by accommodation establishments shall be described and made available to customers and front desk staff (e.g. in the form of an access guide, see [Annex G](#)).
- b) The reservation management system of the accommodation establishment shall be designed to allow staff to check if a room is available matching the accessibility needs of guests. In the management of reservations these rooms should be the last to be occupied by guests without disabilities.

NOTE If hotels in certain areas have limited accessible guestrooms, building partnerships with other hotels and tourist information offices and having a thorough knowledge of their accessible rooms will ease the process for the tourist in obtaining alternative accommodation.

- c) The reservation system of the accommodation establishment shall be designed to allow guests to reserve an accessible room through their website. When a reservation for an accessible room has been confirmed in writing, this room shall not be reallocated to another guest unless the reservation has been cancelled.
- d) The accommodation establishment shall provide guests with different audio and visual means with which to communicate in public areas or in guest rooms.
- e) Hearing enhancement systems shall be available at reception. They should be available in other public areas as appropriate (e.g. meeting rooms) to assist Deaf persons or persons with hearing impairments.
- f) In guest rooms, an alternative two-way communication system with reception (e.g. app, phone text, smart TV programme) shall be available upon request to guests who are Deaf persons or persons with hearing impairments. There should be other systems such as:
 - visual or vibrating alarm, wake-up service;
 - visual doorbell;
 - hearing enhancement system for the television in the guest room.
- g) Features and equipment that benefit guests who are blind or have vision impairments should be available in guest rooms, as required, including:
 - electronic door key with tactile detectable marking;
 - housekeeping or do not disturb sign, in large print, tactile font or both;
 - switches with tactile markings;
 - equipment for assistance dogs (i.e. bed and water bowl);
 - tactile indicators for hot- and cold-water taps;
 - hygiene amenities (e.g. shampoo, gel) easy to manipulate with wet fingers and easy to differentiate with colour contrasting and easy-to-read fonts.

- h) A range of assistive devices and equipment (e.g. wheelchairs, toilet seat raisers, shower chairs, bath seats, adjustable beds, hoists) should be available to be borrowed, on previous demand, by guests with mobility impairments.
- i) Guest events and activities at the accommodation establishment should be organized and designed based on the Universal Design principles so as to allow participation of persons with various access requirements or disabilities.

10.3 Accessibility in guest rooms

10.3.1 General

Accessibility is important in the design, layout and equipment of all types of guest rooms, since a wide range of guests (e.g. children, people with small or large stature, people with temporary injuries or impairments, people with mobility impairments, people with sensory or cognitive impairments, seniors, guests with a pram or bulky luggage) will benefit from using guest rooms that are designed and equipped with accessibility considerations in mind, following the principles of Universal Design.

The “accessible guest room” is described as serving the needs of all users with any kind of impairments and its specifications are to be considered. Standard types of rooms should be suitable for all guests, with the possible exception of wheelchair users.

10.3.2 General accessibility considerations for all guest rooms

Guest rooms should have elements and features that improve accessibility, as many guests do not use accessible rooms but need equipment and design considerations that facilitate the accessibility of the room (e.g. people who are elderly, Deaf people, people who are vision impaired).

All the following considerations should preferably be addressed in all guest rooms, but at least in some rooms; however, their implementation will depend on each particular case.

- a) Visual contrast between elements and surfaces within the room shall be provided to facilitate orientation for all customers.
- b) Elements, devices and controls (e.g. switches, plugs, climate controls and TV controls) should be reachable and easy for any user to operate, without the need for wrist rotation or fine motor skills (e.g. tight grasping).
- c) Upon request, a guest room should have a system that lets the occupier know if a person is calling or knocking at the door.
- d) Floor surfaces should be firm (e.g. hard flooring or low pile carpet) to allow easy movement and avoiding tripping, and also to alleviate allergies or breathing issues. The use of floor rugs or mats should be avoided. In guest room bathrooms, the floor surface shall be slip-resistant when dry or wet.
- e) Grab rails should be provided in shower stalls and bathtubs at an appropriate height for support when standing and to enable safe transfers.
- f) Assistive devices for persons with hearing impairments (e.g. vibrating or flashing alarm clocks, neck induction loops, vibration pads, personal hearing enhancement systems) should be provided upon request, and shall be compatible with the telephone and fire alarm system. Additional electrical sockets for these devices shall be provided near the bed.
- g) Visual and audible alarm systems should be accessible to warn people with hearing and vision impairments, respectively.
- h) The use of furniture with sharp edges or transparent table tops should be avoided.

- i) As appropriate, there should be a system available to identify the different elements in the guest room that are possibly difficult to perceive for people with vision impairments (e.g. different amenities, hot or cold water tap, different control devices).
- j) Adjustments shall be arranged for an assistance dog stay in the guest's room.
- k) Guest rooms that have been identified as the quietest (i.e. on upper floors, at the end of halls away from elevators, amenities and common areas) should be made available to guests upon request.

10.3.3 Accessible guest rooms

10.3.3.1 General

Many countries have regulations requiring a percentage of guest rooms in hotels and other overnight accommodation to be designed to be accessible for guests with disabilities, and especially guests using wheelchairs. These guest rooms and their related bathrooms can be subject to certain specific requirements regarding their size, layout and provision of equipment, which are intended to ensure accessibility, comfort and safety for these guests.

The following requirements and recommendations apply:

- a) An adequate number of accessible guest rooms (e.g. at least one accessible guest room) with space for two suitable beds and a suitable accessible en-suite bathroom for persons using wheeled mobility devices shall be provided.

NOTE The required percentage of accessible guest rooms for hotels or other accommodation can be subject to national, regional or local legislation.

- b) When more than one accessible guest room with an en-suite accessible bathroom cannot be provided, the bathroom shall be located within a short distance of the guest room and on an accessible route.
- c) In accommodation facilities with guest rooms of different types and categories, there should be the possibility of providing accessible guest rooms in these different categories (e.g. accessible suites or family rooms).
- d) Accessible guest rooms should have a preferred, non-exclusive character. Therefore, if there is no specific demand from guests with disabilities, the room should be made available for use by other guests.

NOTE In some cases, accessible guest rooms allow removal of some equipment, such as support handrails at the toilet, to offer a more comfortable use to guests without disabilities.

10.3.3.2 Accessible guest room design and equipment

Accessible guest rooms have been conceived, in their design and equipment, to especially address the needs of users of mobility devices. Also, the following specific requirements and recommendations apply:

- a) Adequate manoeuvring space shall be provided to allow easy and convenient use of all facilities, including mini-bars, safe boxes, coffee- and tea-making equipment, wardrobes and luggage racks and access to the bathroom, as appropriate.
- b) Furniture, including tables, seating, shelves, benches for luggage, hangers and counters, shall be accessible to facilitate the approach (at an appropriate height and with free space on the underside for the knees).

NOTE Moveable furniture in accessible guest rooms allows alternative layouts to accommodate different user requirements.

- c) Adequate clear manoeuvring space shall be provided on at least one of the long sides of one bed, in the case of two beds, and at the foot of the beds (see [Annex F](#)).
- d) The height of beds, measured from the floor to the top of the mattress, whether or not it is compressed, shall be suitable to facilitate transfer from a wheelchair or other wheeled mobility device to the bed. Information on the height of the beds shall be available.
- e) Beds shall have a clear space underneath to allow the use of a portable hoist. Where possible, at least one accessible guest room should be equipped with a ceiling-mounted hoist, serving the guest room and the en-suite bathroom.
- f) Some accessible guest rooms, where possible, should be connected to a standard room, to facilitate assistance to the guest with a disability, providing separate accommodation in close proximity for the personal assistant.

A list of those main elements and spaces that shall be taken into account in the design and equipment of an accessible guest room is detailed in [Annex F](#), with graphic examples that include reference dimensions.

10.3.3.3 Bathrooms in accessible guest rooms (en suite bathrooms)

In addition to [4.5](#) and [Annex E](#), the following requirements and recommendations apply:

- a) At least one accessible guest room shall have access to an adjoining (en-suite) accessible bathroom.
- b) Where more than one accessible guest room and en-suite accessible bathroom cannot be provided at all, the bathroom shall be located within a short distance of the guest room and on an accessible route.
- c) If only one accessible guest room is provided, the en-suite bathroom shall have a level “roll-in” shower (see the relevant subclause in ISO 21542).

NOTE The provision of showers or bathtubs in accessible hotel bathrooms and other accommodation facilities can be subject to national or regional building regulations.

- d) If a bathtub is installed, there shall be sufficient clearance underneath the bathtub to operate a portable or ceiling hoist for transferring the guest into and out of the bathtub. An adequate seating edge on the long side of the bathtub or a larger area at one end should be provided to support transfer and for any other user who needs to be seated. Shower seats and grab rails shall be provided in shower stalls at an appropriate height (for support when standing and to enable safe transfer).
- e) There shall be enough space for the approach and manoeuvre and an adequate height of taps, controls and accessories in the bathroom.
- f) The accessible bathroom shall be provided with an emergency call system that can be activated when seated or lying on the bathroom floor.

10.4 Common areas

Each establishment shall assess their services and facilities and decide (e.g. via an access plan, see [4.2.3](#)) which ones are relevant in its offer according to its business plan and marketing strategy.

In the common areas of the accommodation the following considerations apply:

- a) Common areas in accommodation establishments shall meet the provisions and requirements indicated in [4.5](#) (further detailed in ISO 21542).
- b) In addition to the basic spaces necessary to guarantee the reception (lobby), accommodation (guestrooms) and catering (restaurant) and its access and evacuation routes, if the establishment highlights other relevant services or facilities through its promotional channels (e.g. a swimming

pool in a holiday hotel, an auditorium in a business hotel) then these services and facilities, and their access and evacuation routes, shall be accessible. If there are several similar services or facilities promoted (e.g. several swimming pools), at least one shall be accessible.

- c) Additional services, whether outsourced or not (e.g. shops, spa, hairdresser, disco), should be accessible and their access and evacuation routes shall be accessible.

11 Food and beverage services (catering spaces)

11.1 General

Catering spaces such as restaurants, bars or other food and beverage service places are an essential component of any tourism destination, besides the accommodation.

For these spaces, access to amenities, circulation routes, toilets, equipment and furniture, communication and safety shall be considered.

11.2 Service point

If there are dedicated spaces that are used as the service point of communication between staff and customers (e.g. bar or restaurant counters), these shall conform to the requirements and recommendations described for reception areas, counters, desks and ticket booths in [4.5.7](#). See also [Annex D](#).

11.3 Type of service

When table service is not provided or customers are required to make self-service selections of food, beverages, condiments or cutlery, staff members shall be available to provide assistance.

11.4 Information provision

The establishment should provide information about their products (e.g. food, beverages) in accessible formats in a way that allows everyone to browse the menu or products independently (e.g. easy-to-read large-print text, in Braille or alternative formats such as web or mobile applications, pictures of the dishes in the menu). Characteristics of the printed menu shall conform to [4.3.2](#). When accessible formats are not available, information shall be provided by staff upon request.

Information on allergens shall be available to customers. Information on ingredients of dishes should be available.

Where the food is on display (e.g. self-service restaurants, bars, cafeterias), showcases or cabinets should allow people standing or seated at different heights to have a good view of the products. Alternatively, a sample of the products can be presented to the customer. Displayed products should be clearly labelled. Labelling should conform to [4.3.2](#) on written communication.

When products are not visible or labelling is not provided in alternative formats, information shall be provided by staff upon request. Verbal information should be provided in different formats, including the possibility of incorporating hearing enhancement systems when taking customers' orders.

11.5 Service provision

The offer should include options for people with food intolerances (e.g. people with diabetes, coeliacs and those with intolerances to lactose, nuts or crustaceans).

The restaurant should offer:

- a) the possibility of staff describing the menu and its contents;

- b) the possibility of staff describing the presentation of the dishes (i.e. to facilitate food orientation for persons who are blind or have a vision impairment);
- c) cutlery and glassware adapted upon request.

11.6 Dining room or services room

Dining rooms, bars, saloons, restaurants or any other space where customers are eating at a table or counter tops shall conform to [4.5.7](#).

Accessible tables should be placed on accessible routes within the establishment. If toilets are provided within the establishment, at least one should be accessible.

Where self-service food areas are used, there shall be adequate space for accessing the offer. The majority of food choices (including condiments), as well as dishware, cutlery and glassware, should be reachable by all people (including wheelchair users or people with short stature) and assistance should be offered.

Decorations and elements on the table that hinder good visual communication should be removed upon request (e.g. vases, flowers, candles).

12 Tour operators and travel agencies

12.1 General

Tour operators and travel agencies can play an important role in helping all customers to choose travel arrangements that address their accessibility needs.

In addition to the core requirements and recommendations related to the built environment found in [4.5](#) which apply to all stakeholders where within their control and the relevant clauses on transport ([Clause 6](#)) and accommodation ([Clause 10](#)) where within their control, this clause addresses:

- a) points of sale;
- b) collecting and transmitting pre-departure information;
- c) property information;
- d) other services.

12.2 Point of sale

Whether a tour operator or travel agency with shops, a website, a call centre or a direct-sell tour operator, the point of sale should be accessible for all customers.

12.3 Collecting and transmitting pre-departure information

Tour operators and travel agencies should collect information about a customer's specific needs to help find a holiday or make travel arrangements that address the customer's requirements and help the customer make an informed choice.

A customer-care disability needs form or similar can be used to record this information. The information should be transmitted securely to those who require it, including key staff, transport providers and suppliers at the destination. Tour operators and travel agencies shall consider relevant data protection implications, such as not storing personal data longer than necessary and only using data for the purpose for which it has been collected. Information regarding a person's disability can often be seen as sensitive data, and therefore should be treated with greater care.

The International Air Transport Association (IATA) has a set of special service request codes to categorize the types of assistance required by air passengers that are used throughout the global aviation industry. The codes cover a broad range of assistance, including physical or invisible or hidden disabilities. See [Annex G](#) for further information.

If a customer shares assistance needs with the tour operator or travel agent relevant to their travel arrangements, this information should be passed on to the airline or travel provider.

12.4 Property information

In order to enable customers to make an informed choice of accommodation, travel agents and tour operators should make all reasonable efforts to provide customers with verified information about the accessibility of the accommodation.

This can be done by contacting the hotel directly or, if appropriate, by collating data, including relevant measurements, for example, within an access guide or property information form (PIF) that is held on file. For further information, see [Annex G](#).

This can be collected when the property is contracted. The tour operator should ask the hotel to notify them of any subsequent changes.

12.5 Other services

In order to enable customers to make an informed choice of any other service provided, travel agents and tour operators should make all reasonable efforts to provide customers with accessibility information on those services (e.g. excursions, transfer services, equipment hiring).

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Annex A (informative)

The seven principles and 29 guidelines of Universal Design

Universal Design is based on seven principles. Each of the principles has four or five descriptive guidelines. They are applied to evaluate existing designs, guide the design process and educate both designers and consumers about the characteristics of more usable products and environments.

The seven principles and 29 guidelines of Universal Design are:

- Principle 1: Equitable Use.
 - 1a. Provide the same means of use for all users: identical whenever possible; equivalent when not.
 - 1b. Avoid segregating or stigmatizing any users.
 - 1c. Provisions for privacy, security, and safety should be equally available to all users.
 - 1d. Make the design appealing to all users.
- Principle 2: Flexibility in Use.
 - 2a. Provide choice in methods of use.
 - 2b. Accommodate right- or left-handed access and use.
 - 2c. Facilitate the user's accuracy and precision.
 - 2d. Provide adaptability to the user's pace.
- Principle 3: Simple and Intuitive Use.
 - 3a. Eliminate unnecessary complexity.
 - 3b. Be consistent with user expectations and intuition.
 - 3c. Accommodate a wide range of literacy and language skills.
 - 3d. Arrange information consistent with its importance.
 - 3e. Provide effective prompting and feedback during and after task completion.
- Principle 4: Perceptible Information.
 - 4a. Use different modes (pictorial, verbal, tactile) for redundant presentation of essential information.
 - 4b. Provide adequate contrast between essential information and its surroundings.
 - 4c. Maximize "legibility" of essential information.
 - 4d. Differentiate elements in ways that can be described (i.e. make it easy to give instructions or directions).