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TAD Module 2

The access requirements of
tourist with disabilities and
others



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Objectives and Contents of the Module

This module allows participants to examine the diversity of tourists with access needs, including people with various types of disabilities, referring to their specific requirements, so as to choose appropriate services/products for each customer. Participants will then examine the possibility to develop service solutions for different types of customers, as well as necessary improvements which can serve the broadest number of users.

The trainees will be able to:

1. Understand the disability/special needs in the context of the particular tourism service;
2. Recognise special needs linked to the different types of disabilities
3. Anticipate the need of customized service/environment for the different types of customers
4. Design service structures which include the widest range of users

Theoretical-technical skills:

- To know the characteristics of different typologies of disabilities
- To know the main access needs of tourists related to different disabilities
- To know how the design of the service/offer should match the access needs of customers
- To know what are the main problems and barriers encountered in the existing tourism offer by people with disabilities and others who may have specific access requirements

Introduction to Module 2

The first module introduces the concept of Tourism For All and its target groups. You have the opportunity to understand the economic impact of this market sector on tourism businesses and the macro-economy.

The information presented in this module raises the questions:

What should a company do, if it wants to become a part of tourism for all?

What important aspects of the business should be reviewed and assessed in order to become a provider of tourism for all services?

[The first module](#) helps us to find out that EVERYONE can have some access requirements for a limited period or in particular stages of his/her life: for example, when pregnant or travelling with a baby, when temporarily injured after having an accident or simply when getting older.

Everyone of them has INDIVIDUAL ACCESS REQUIREMENTS, however, they can be CATEGORIZED according to certain features and needs. You will learn more about them in this module.

Module 2 will invite you to examine the diversity of tourists with access requirements including people with various types of disabilities, referring to their specific requirements, so as to find the way to provide appropriate services/products for each of your customer. Absorbed knowledge of the MODULE 2 will enable you to develop solutions for different types of customers, as well as solutions, which can serve the broadest number of users.

At the end of the module you will be able:

- Recognize all access requirements linked to the different types of visitors with specific access requirements or disabilities
- Respond adequately to the specific access requirements expressed by the different types of customers
- Design service structures which include the widest range of users

Point of view: Services for customers with disabilities / specific access requirements

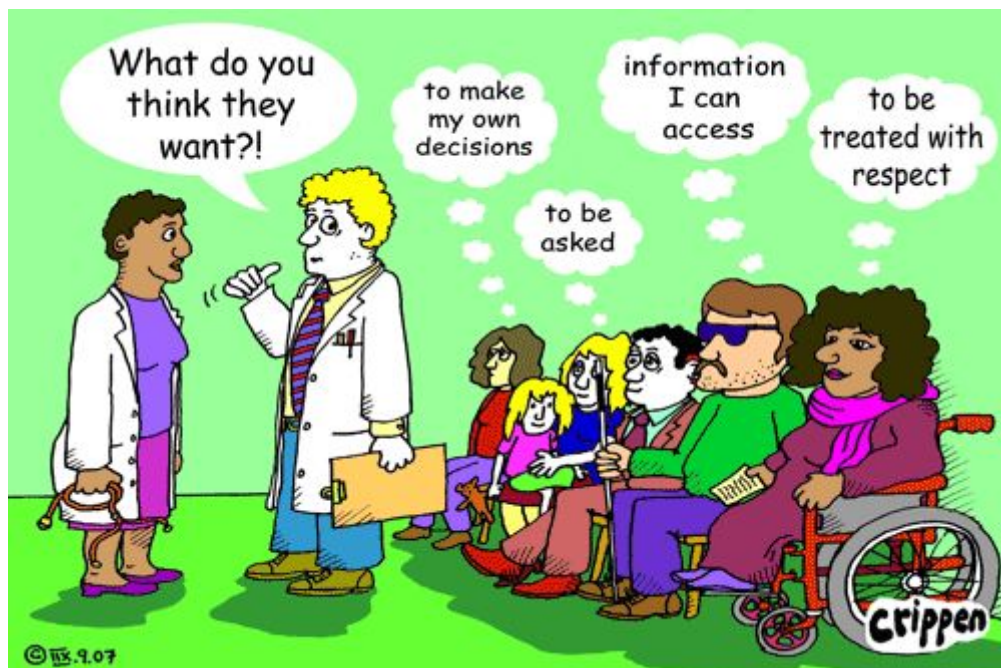
Imagine that you are at the job interview / offer your services as a consultant to a tourism service chain company. It is likely that your future employer will want to know **"what is good customer service?"**

Your potential employer wants to know what, in your opinion, the quality customer service is, what it means to you and how you would like to qualitatively serve customers. Being a tourism specialist, you will mention such features of good customer service as:

- Good knowledge of the product/service
- The individual approach to each customer's needs and expectations
- The effective customer service

But what if you were asked – What is good service of customers with specific access requirements?

Can you say that good customer service = good service of customers with specific access requirements?



Yes, because everyone, including you, has individual/specific access requirements. Some needs/access requirements are easier to recognize and respond to by following one's life and professional experience: almost in every catering establishment, a child who cannot reach a table will be provided with a special chair.



A type of adjusted chair for the kid in a restaurant.

Source:

<https://christineknight.me/2013/11/clarks-restaurant-kid-friendly-diners-brooklyn-heights-ny/>

On the other hand, to help an adult in a wheelchair to reach a table,



Women in a wheelchair tries the regular table at the restaurant.

Source:

<https://pushliving.com/voices-of-the-community-high-top-table-trend-how-restaurants-and-bars-exclude-post-ada/>

one should have the **knowledge of specific access requirements** and **be able to apply appropriate solutions**.

People may have specific access requirements due to temporary health problems or some specific environmental factors that, taken individually, are of no importance, but combined may result in significant limitations. This is especially true for elderly people. Many people with specific access requirements may be part of any group of ordinary, non-disabled customers, (e.g. everybody who use glasses to read a menu).



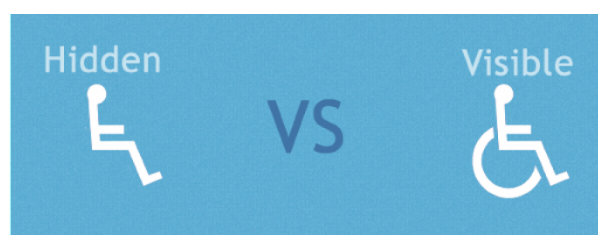
Adjustments for the people with the vision loss to read the menu.

Source:

<https://wvdrs.org/index.cfm?fuseaction=home.displaystory&groupID=84&itemid=37>

Our ability to use certain services is determined by our age, individual features or both

A fact: 70% of disabilities are hidden



Source: <http://disabilityhorizons.com>

Possessing the comprehensive knowledge of the particularities of a product/service and combining this with the knowledge of disability and specific access requirements, you will be able to:

- decide, if a product/service is suitable for a person with specific access requirements;
- find appropriate solutions;
- if necessary, make appropriate adjustments;
- ensure service accessibility for a wider range of customers.

The individual attitude towards a customer, while serving people with specific access requirements, allows you:

- to recognise the needs of a particular customer;
- to find out what experience a customer expects from your institution;
- to understand customer`s potential fears or, on the contrary, their overconfidence;
- to find mutually acceptable solutions.

The effective service of customers with disabilities or specific access requirements includes:

- finding appropriate and timely solutions to the customers` needs;
- offering the service that has been announced or promised (being reliable).

The service personnel, who don`t have adequate knowledge of disabilities and/or specific access requirements, often ask the following questions:

- How to detect the specific access requirements of a customer?
- What information should be provided when introducing a product?
- How to satisfy specific individual needs and effectively solve arising problems?

Treatment of each customer as of a complex of specific access requirements, along with the wish to know and satisfy the customer helps to avoid prejudices, fears and frustrations for all the parties concerned – business owners, service personnel, and also customers. The International Classification System of Functioning, Disability and Health is presented below. The understanding about the features of the generalised groups of persons with disabilities, their limitations and possible solutions to problems will help any representative of the tourism sector and any customer develop the experience of good and accessible service.

Sources, to learn more about the topic:

<https://www.disabled-world.com/disability/types/invisible/>

The I.C.F. (International Classification of Functioning, Disability and Health)

Context of ICF

The International Classification of Functioning, Disability and Health, known more commonly as ICF, is a classification of health and health-related domains. As the functioning and disability of an individual occurs in a **context**, ICF also includes a list of environmental factors.

ICF is the WHO (World Health Organization) framework for measuring health and disability at both individual and population levels. ICF was officially endorsed by all 191 WHO Member States in the Fifty-fourth World Health Assembly on 22 May 2001 (resolution [WHA 54.21](#)) as the international standard to describe and measure health and disability.

ICF belongs to the WHO family of international classifications, the best known member of which is the ICD-10 (the International Statistical Classification of Diseases and Related Health Problems). ICD-10 gives users an etiological framework for the classification, by diagnosis, of diseases, disorders and other health conditions. By contrast, ICF classifies functioning and disability associated with health conditions. The ICD-10 and ICF are therefore complementary, and users are encouraged to use them together to create a broader and more meaningful picture of the experience of health of individuals and populations. Information on mortality (provided by ICD-10) and information about health and health-related outcomes (provided by ICF) can be combined in summary measures of population health.

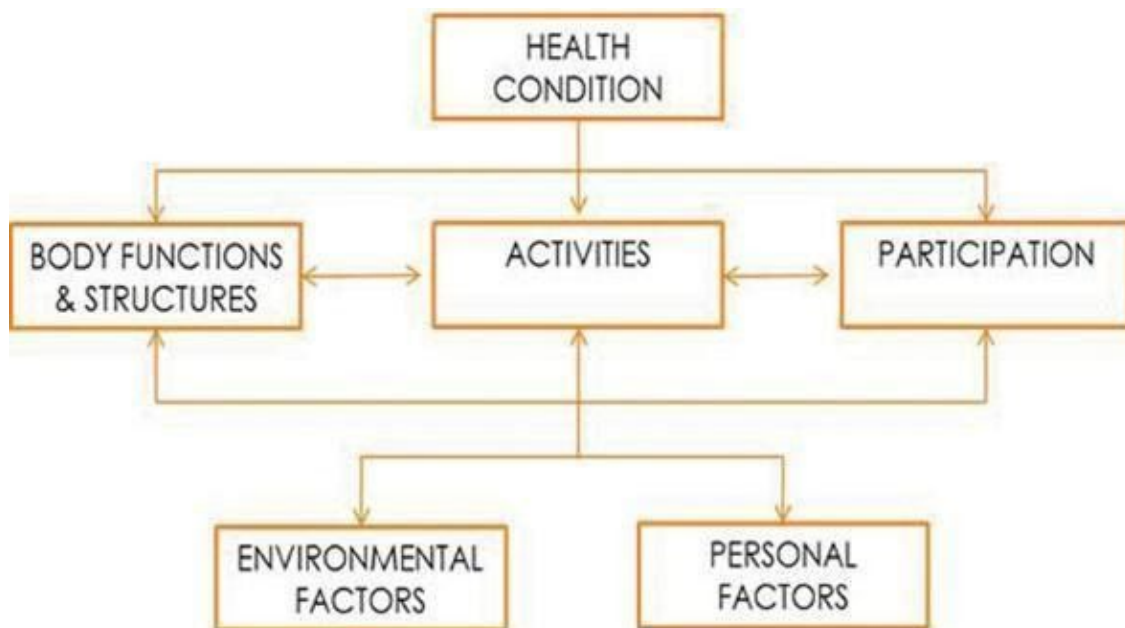
The need for ICF was confirmed by the studies, which showed that diagnosis alone did not predict services demand, length of hospitalization, level of care, or functional outcomes. Likewise, neither was the presence of a disease an accurate predictor of required disability benefits, performance at work, return to work potential, or likelihood of social integration therefore, only using a classification of diagnosis will not provide enough information for health planning and management and therefore, complementary information on the levels of functioning and disability is missed. ICF was developed with the goal of collecting those data in a consistent and internationally comparable manner. ICF provides the framework and the classification system for determining the overall health of populations.

In the ICF, functioning and disability are multi-dimensional concepts, relating to:

- the body functions and structures of people, and impairments thereof (functioning at the level of the body);

- the activities of people (functioning at the level of the individual) and the activity limitations they experience;
- the participation or involvement of people in all areas of life, and the participation restrictions they experience (functioning of a person as a member of society);
- the environmental factors which affect these experiences (and whether these factors are facilitators or barriers).

The ICF conceptualises a person's level of functioning as a dynamic interaction between her or his health conditions, environmental factors, and personal factors. It is a biopsychosocial model of disability, based on an integration of the social and medical models of disability.



ICF model of disability (source: World Health Organization, WHO).

TASK. Reflect / discuss these topics:

- Which of the factors, mentioned in the Figure 1 are important for the tourism sector provider? Why?
- How tourism chain representatives can influence these contextual factors (positively and negatively) for the individual with the specific access requirement?

Sources, to learn more about the topic:

Full online version of ICF: <http://apps.who.int/classifications/icfbrowser/>

Full online version of ICD <https://icd.who.int/browse10/2016/en>

Practical ICF manual:

<https://www.who.int/classifications/drafticfpracticalmanual2.pdf?ua=1>

The ICF framework:

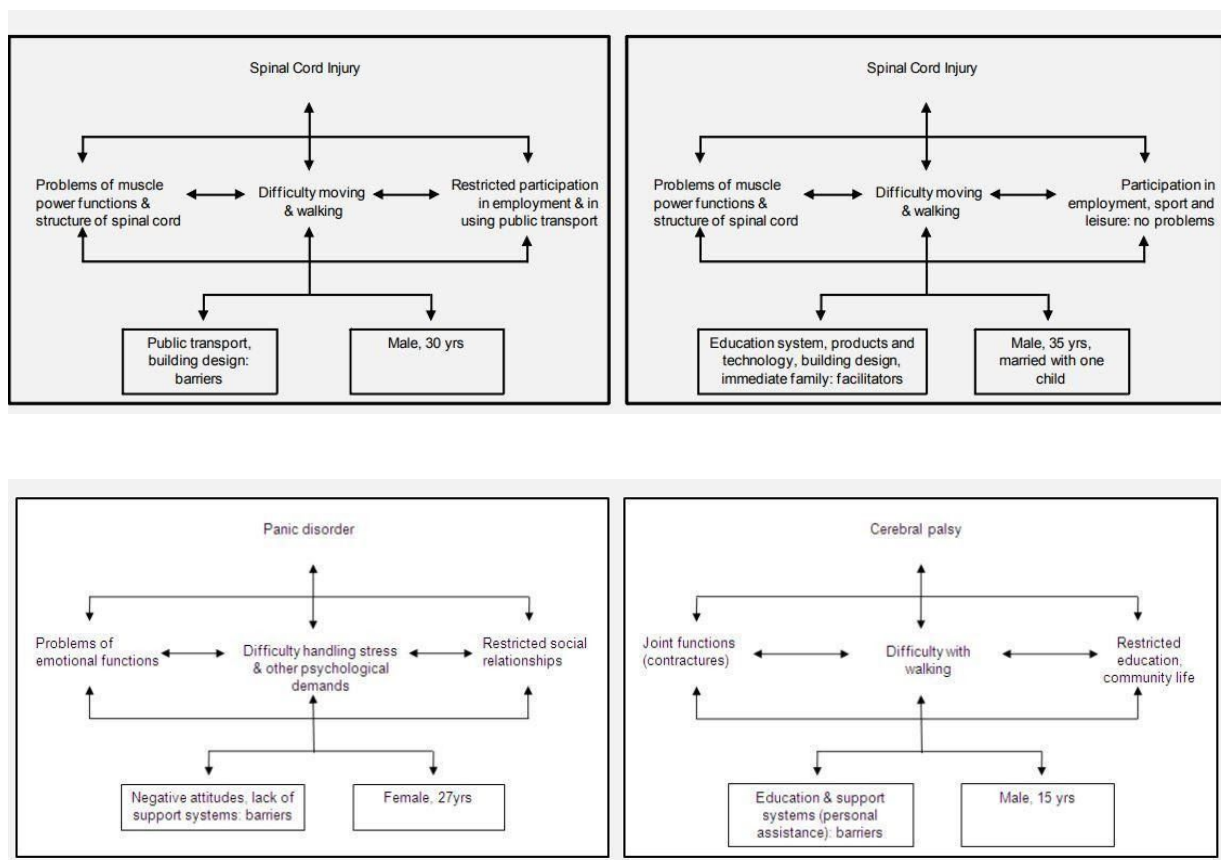
<https://www.unece.org/fileadmin/DAM/stats/documents/ece/ces/ge.13/2008/zip.2.e.pdf>

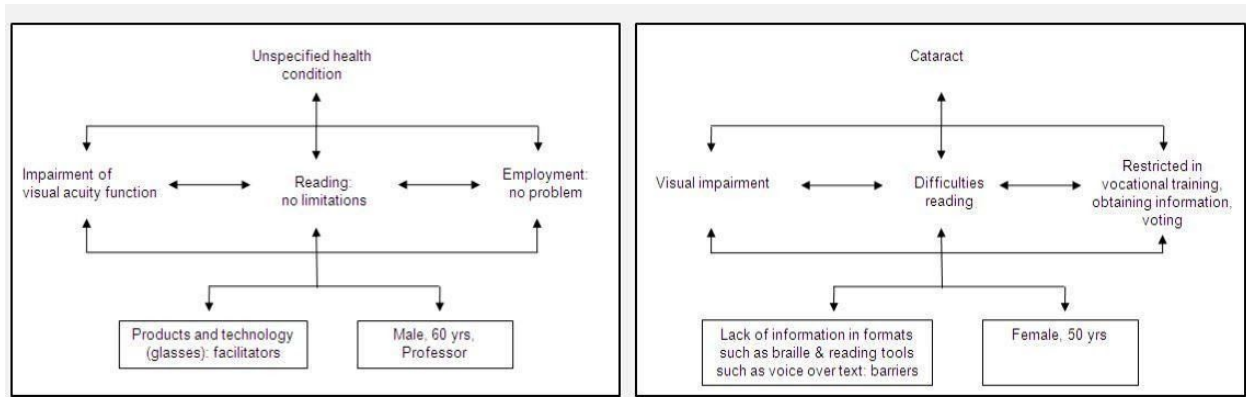
ICF e-learning tool/ quiz: <https://www.icf-elearning.com/>

Video about ICF usability: <https://vimeo.com/164742298>

Individual application of ICF

Although personal factors are recognised in the interactive model shown in Figure 1, they are not classified in the ICF. Such factors influence how disability is experienced by the individual and some, such as age and gender, are commonly included in data collections. The ICF can provide or underpin a descriptive profile of an individual's pattern of functioning, not a 'yes' or 'no' answer about whether he or she is disabled. A decision about where to draw a line between 'no disability' and 'disability' depends on the purposes for doing so. Individual measures must be based on this understanding as well as the knowledge that there are multiple dimensions of disability, and potentially multiple perspectives to consider. For example:





Examples of ICF use with individuals (source: World Health Organization, WHO).

Every participant of the tourism service chain seeking a good service should bear this in mind. Such prejudices as:

- Our product/service doesn't suit you;
- Your disability prevents us from satisfying your specific requirements;
- We can't solve your problems.

The customer's visualization through ICF allows you to consider other options. For example:

- Why/For which purpose are you going to use our service/product?
- How can we help you - Do you have any particular requirements?
- Can we find a solution?

TASK: Use Figure 2 to discuss the questions that might be important to service personnel working for a tourism service provider, and find possible solutions to these situations:

- A customer calls a taxi company and orders a taxi for a person with reduced mobility.
- A person books a table via Facebook. The customer informs that he/she has hearing disability.
- An elderly couple contacts a tourism service company. They want to buy a trip abroad.

ICF usability

Because of its flexible framework, the detail and completeness of its classifications and the fact that each domain is operationally defined, with inclusions and exclusions, ICF can be used for a myriad of uses to answer a wide range of **questions also important for the tourism service provider**. For specific examples of the uses of ICF in the area of service provision, and the kinds of practical issues that can be addressed:

- For the needs assessments related to providing accessible tourism services:
What are the needs of persons with various levels of disability - impairments, activity limitations and participation restrictions?
- For environmental assessment for universal design, implementation of mandated accessibility, identification of environmental facilitators and barriers, and changes to social policy: **How can we make the social and built environment more accessible for all person, those with and those without disabilities? Can we assess and measure improvement?**

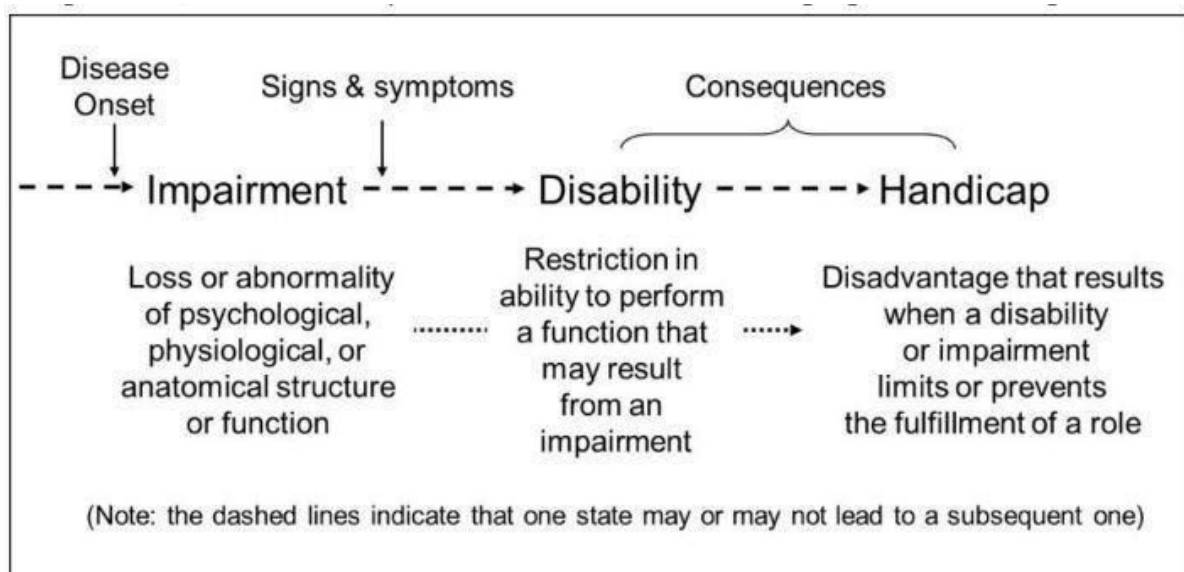
Information prepared by World Health Organization information <https://www.who.int/>

Types of disabilities / specific access requirements

Before we start speaking about specific access requirements, we suggest getting acquainted with the following three terms that describe their possible causes and consequences:

- Impairment
- Disability
- Handicap

The terms disability, impairment, and handicap have been used synonymously within the education, counseling and health literature. Although, each of these three terminology can be used when discussing disabling conditions, they convey three different meanings. To promote the appropriate use of these terms the World Health Organization (WHO) provided the following definitions in the ICF:



Differences and relations between Impairment-Disability-Handicap

Source:

<https://engagedsociology.wordpress.com/2017/12/20/social-psychology-and-disability/>

To make sure you have successfully mastered these terms, we propose you to do the following quizzes:

<https://quizlet.com/37238749/learn>

<https://quizlet.com/37238749/match>

Based on these definitions, it should be understood a handicap is not a characteristic of a person, rather a description of the relationship between the person and the environment. Consider the following. A person who is born blind (the impairment) is unable to read printed material, which is how most information is widely disseminated (the disability). If this person is prevented from attending school or applying for a job because of this impairment and disability, this is a handicap. This person may be able to perform the daily activity (reading) using some type of assistive technology (AT) to overcome this handicap. By attributing the handicap to the environment as opposed to an individual, the emphasis is placed on using AT to produce functional outcomes as opposed to focusing on functional limitations (information prepared by World Health organization).

Sources, to learn more about the topic:

Physical disability: <https://www.disabled-world.com/disability/types/>

Other sources:

Inspiring talk about physical disability in TED MED

https://www.youtube.com/watch?v=L_v99AsKJVk

Visitors with Motor Impairments

Motor impairment is the partial or total loss of physical faculties that include walking, balance, holding and manipulating objects, pulling, pushing, lifting and reaching. Many activities involve simultaneous use of more than one of these skills. Disability in mobility can be either an in-born or acquired with age problem. It could also be the effect of a disease. People who have a broken bone also fall into this category.

Catering for the access requirements of visitors with motor impairments may require:

- clear pre-information about possible handicaps in all means of information (social network, internet);
- access to accessible facilities should be direct and unobstructed;
- a “barrier-free” environment and accessible parking;
- building adjustments and special equipment or installations.

N.B. It is a very varied group differentiated by the type and scope of their impairment.

Sources, to learn more about the topic:

<https://www.healthyplace.com/neurodevelopmental-disorders/motor-disorders/what-are-motor-disorders-signs-symptoms-causes-treatments>

Other sources:

We offer you to visit these links to understand practical issues, people with motor impairments have to deal with:

<https://www.sagetraveling.com/amsterdam-disabled-access>

<https://wheelchairtravel.org/inaccessibilitymeans-hashtag-exposes-barriers-to-equal-access/>

Walking, Balance and Stamina

Problems with walking can have different scope, can be caused by different impairments or other reasons. People with impaired sense of balance, reduced stamina and coordination are typically older people but also include children. This can be manifested in not being able to walk a long way or even stand up for a long time, becoming tired quickly, moving slowly, etc. They may be more likely to slip, fall down and injure themselves. For some of them walking on the level or up or down gradients or stairs is difficult. Some people may have a limited range of motion, others may not be able to move on foot independently at all.

Important tips for the tourism service provider:

- They may use supporting walking aids such as a mechanical or electric wheelchair, crutches, walker/rollator, walking canes.
- They may need seating where they can stop frequently, to rest, regain strength or catch their breath.
- They may only manage short distances.
- They may not be able to manage steps and may need ramps or lifts.
- Support handrails on both sides of a ramp or staircase may be necessary for many users, for safety and support.
- Uneven surfaces or loose walking surfaces may be difficult or impossible to cross, non-slip floor surfaces are also important.
- Availability of walking aids, wheelchairs or scooters for rent or loan may be necessary in specific venues.
- They may need another person to help them walk.

Sources, to learn more about the topic:

<https://www.disabled-world.com/disability/types/mobility/>

Handling Objects - Dexterity and Manipulation or Operation of Objects

Motor difficulties do not involve only legs but also arms, hands or even finger movements. These can be manifested in not being able to manipulate or grasp objects, combine movements, turn the wrist, lift objects etc. You can identify individuals with reduced motor or dexterity abilities seeing difficulty to grip a pen, holding a bag, opening doors, etc. They may also have difficulty in handling coins, turning handles, using taps or manipulating equipment. They may try to use their forearm and elbow to make gross movements, such as opening doors.

Overcoming such impairments may cause various injuries. As mentioned in the previous paragraphs of the module, every situation demands individual purposive evaluation of the situation before the judgement - able or disable is the client is to use the service. Possible impacts of disabilities and impairments must be foreseen and prevented.

Important tips for the tourism service provider:

- If the item requires hands use - **user** must first be **able to reach it**.
- Items should be **gripped in multiple ways** to respond the variety of preferences.
- **Shape** of the item should be **suitable for the task**, requiring **less** as possible **use of force, comfortable contact** area between the object and the user's palm.

Sources, to learn more about the topic:

<http://www.inclusivedesign toolkit.com/UCdex/dex.html>

Reaching

The reach range is dependent on the height of the person, their ability to use their arms and balance, strength and mobility of the upper body.

A “comfortable reach range” has been defined as one that is appropriate to an activity that is likely to be frequent and in need of precise execution and that does not involve stretching or bending from the waist.

Having things within easy reach is particularly important for those with more severe mobility limitations. Telephones, desks and counters, electrical and other service controls, taps, door handles, window catches and furniture should be positioned within reach.

For wheelchair users, the reach range is limited depending on the seated position. Where reach is across a desk or counter the range is limited by the presence or design of the wheelchair's arms. The wheelchair itself should be accommodated by having table-tops at a suitable height and space for the wheelchair user's legs to be positioned under a sink or table-top.

Important tips for the tourism service provider:

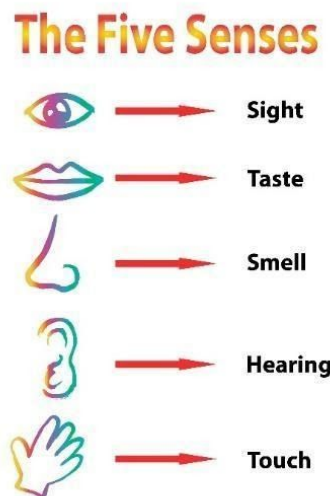
- Items should be accessible, understandable and comfortable to everybody: short, tall, wheelchair user, etc.
- Items that could be dangerous for the families with the small kids should not be accessible.

Other sources:

We offer you to watch this the video to get acquainted with the reaching issues people can face at the hotel: https://www.youtube.com/watch?time_continue=4&v=IlyHpOMdbvY

Visitors with Sensory Impairments

Having an impairment in one or more senses – vision, hearing, touch, taste and smell - reduces a person's ability to perceive, understand and act in various situations.



Typically, when one of the senses is missing or impaired, an individual learns, to some extent, to “compensate” for a disability by developing the use of the remaining senses. However, this may not always be the case.

Especially people who lose one of the senses later in life may find their activities severely restricted, whilst those who, for example, have been blind or deaf since birth may have learned skills that help them to communicate, orientate themselves and carry out their daily activities in an independent manner and find their way.

It cannot be assumed that a person with a sensory impairment can function independently and many individuals will have another person - a companion, helper or assistant to help them, especially when travelling and when coming to unfamiliar surroundings for the first time.

People with sensory impairments may use specialised assistive technologies to help them communicate with other people, read or interpret visual or auditory messages, orientate themselves and move around., e.g.

<https://www.nhs.uk/conditions/social-care-and-support-guide/practical-tips-if-you-care-for-someone/how-to-care-for-someone-with-communication-difficulties/>

Vision

Vision problems can vary from complete blindness to different degrees and types of sight limitations. Those with impaired vision may use other senses, such as touch, hearing and smell in order to comprehend the environment.

Walking, negotiating changes in level, moving over rough ground and around obstacles can be difficult. People with vision impairments are exposed to several types of dangers, including injuring themselves by walking off paths, tripping on steps, bumping into unmarked objects or hurting themselves on hot or sharp objects, edges and surfaces. If the problem of vision is combined with balance problems the individual is exposed to higher risks, including colliding with objects, slipping and falling.

Visitors with vision impairment (not only blind person) may use a cane to detect obstacles on a route. Some may use a guide dog (service animal) to assist them in way-finding, negotiating road crossings and warning them of dangers.

Their access requirements will vary according to the person's level of sight and will be related mainly to the access to information, safety of movement and orientation in an unknown environment.

Important tips for the tourism service provider:

- In general, for people with vision impairments, the less complex environments and services are, the better.
- Sounds, such as splashing from water fountains or changes of walking surfaces, and smells from fragrant plants can provide cues for orientation which may help people with vision impairments when moving through a building or in outdoor spaces.
- Information in Braille or raised text may be useful, mainly for blind persons.
- People with vision impairments may need more verbal information and more detailed description, with greater accuracy, but keep in mind that the person may not be able to pick up on non-verbal communication, such as body language. Bear this in mind when talking to them.
- Introduce yourself or try to gain the person's attention before starting or ending a conversation. If you don't, they may become confused about who is talking, be unsure if they are being spoken to, and may not know if people enter or leave the room. If you are helping the person with a task, let them know what you are going to do before and during it.

- Use references when describing where something is - for example, your water is on the table on your right. It may be helpful to use imaginary hands on a clock face to describe where something is, especially for people who have lived with sight loss for many years (e.g the cup is in front of you at 12 o'clock position).
- Audio messages can be a good way of informing about the facilities, evacuation procedures in the event of fire or other emergencies.
- Adequate tactile and/or audible warnings should be present wherever there may be a hazard for those who have vision impairments. Evacuation procedures that are based only on visual indications will not be perceived by blind individuals or may not be perceived by persons with visual impairment and therefore additional warnings need to be given by audible and/or tactile warnings.
- Entering and leaving different means of transport, such as small boats and motor vehicles can be difficult and assistance may be required.





Examples of tactile aids for visitors with vision impairment.

- Tactile aids for visitors with vision impairment - Model of the Ljubljana Castle (Slovenia);
- Tactile path on the floor in the Slovene Ethnographic Museum in Ljubljana (Slovenia);

Source: Municipality of Ljubljana (Slovenia):

<https://www.visitljubljana.com/en/b2b-press/news/ljubljana-received-the-access-city-award-2015/>

- Tactile version of painting (Kunsthistorisches Museum Vienna, Austria)

Source: <https://www.vrvis.at/research/projects/tactile-paintings/>

Check these inspiring tourism examples, adjusted for persons with visual impairments:

Museum: <https://www.vangoghmuseum.nl/en/whats-on/feeling-van-gogh?v=1>

Hotel:

<https://www.tyrol.com/things-to-do/barrier-free/accommodation-for-blind-visually-impaired-deaf-hard-of-hearing>

Other sources:

We offer you to visit this link to understand practical issues, people with sensory impairments have to deal with:

Sightseeing when you can't see : <https://www.bbc.com/news/magazine-18826373>

Story of the world explorer who travels blind:

<https://www.mappingmegan.com/can-blind-people-travel/>

To understand the issues of persons with visual impairments, in some cases it is necessary to formally instruct about what it is like to be blind or have a visual impairment. You can find an example of the simulation activities here:

<https://www.teachingvisuallyimpaired.com/simulation-activities.html>

Hearing

Hearing impairment is one of those hidden impairments, invisible at a first glance. It may include partial hearing loss or complete deafness. The strength, pitch and intensity of sound that can be perceived vary from person to person.

Their access requirements will be related particularly to the communication and access to information.

People who are born with a hearing impairment or deafness communicate mostly using sign language. Sign languages used by the Deaf community vary from country to country, so it is important to know which sign language Deaf visitors use for interpretation purposes. Those who are born with a hearing impairment may also have difficulty in writing and speaking because of the difficulty they have experienced in acquiring language.

The majority of people with hearing difficulties acquire hearing impairment later in life. This means they are unlikely to be proficient at sign language. They make themselves understood mostly in a signed form of their native language or in writing. They have often maintained their ability to speak so they are capable of communicating with hearing people relatively well. Some individuals are able to lip-read. Some people use a hearing aid.

Important tips for the tourism service provider:

- Verbal announcements given by public address systems may not be heard or understood correctly.
- Verbal communication is especially difficult in noisy environments, which disturb the persons hearing abilities.
- The acoustic qualities of rooms will affect the ability of a person with hearing difficulties to understand language.
- To be able to lip-read a good overhead lighting is needed.

- Hearing loop systems which provide amplified sound directly to a person's hearing aid can be useful in reception areas and ticket sales points to improve verbal communication between staff and customers with hearing difficulties.
- Some people may have difficulties also in reading written information, especially in a foreign language and may prefer to see ideograms (pictograms) and drawings to understand and communicate.
- Evacuation procedures that are based only on acoustic alarms will not be perceived by deaf individuals or may not be perceived by persons with hearing impairment and therefore devices with light signalling that can indicate different important signals (smoke detectors, fire alarms etc.) are needed.

Inspiring tourism example for persons with hearing impairments:

Museum:

<https://www.vangoghmuseum.nl/en/plan-your-visit/accessibility/deaf-visitors-and-the-hard-of-hearing>

Hotel:

<https://www.tyrol.com/things-to-do/barrier-free/accommodation-for-blind-visually-impaired-deaf-hard-of-hearing>

Other sources:

Check this simulator to understand better the issues people with hearing impairments are facing:

<http://www.hearinglikeme.com/hearing-loss-simulator/>

Story of the deaf world explorer: <https://jessieonajourney.com/deaf-travel/>

Touch

People with an impaired or reduced sense of touch include those who may have nerve damage, paralysis or missing limbs. They can have problems in sensing any kind of objects that they have to interact with.

Some people may not be able to feel anything with the lower part of their body and legs, others may also have a loss of feeling in the hands and arms and upper body.

Lack of feeling can affect the ability to use a touch screen or other devices that need to be perceived partly by touch.

Important tips for the tourism service provider:

- Risk of injury from objects that are very sharp, very hot or very cold, as they do not react to them on contact should be prevented.

Sources, to learn more about the topic:

<https://www.healthline.com/symptom/impaired-sensation>

Smell and Taste

Although these may be considered two different categories, people who lack a sense of smell and taste can experience similar problems linked to their lack of sensory perception. The main dangers associated with lack of sense of smell/taste are in failing to react to toxic chemicals, other dangerous airborne pollutants or smoke from a fire.

Important tips for the tourism service provider:

- Make sure that all the dangerous substances are clearly identified and labelled.
- Make sure that customers can “hear” danger by using several senses (fire should be not only smelled, but also heard (fire alarm) and seen (flashing light alarm)).

Sources, to learn more about the topic:

<https://www.healthline.com/health/living-without-your-sense-of-smell#coping-and-treatment>

To make sure you have successfully absorbed the provided information, we propose you to do the following quiz:

<https://docs.google.com/document/d/1L-ORqonkRpQcyYGPmCERIOCROI96UUBbFGic0PpBfLA/edit>

Visitors with Cognitive Impairments / Learning Difficulties

People with a cognitive impairment do not have an ability to learn and understand as most people do, to process information at the same speed or in the same way as others and may therefore find it difficult to follow instructions, to understand where they are, to identify people or to behave in an appropriate manner in a given setting. This can lead to dangers of disorientation – getting lost – and the possibility of becoming separated from others. Memory loss is a form of cognitive impairment. Guests who have this characteristic may be confused if they are not often reminded or assisted. They can be more anxious and may not follow complicated information or long instructions. This may lead to problems of acting inappropriately in a given situation. People who have a cognitive disorder often try to hide their symptoms. It can be embarrassing and difficult to admit experiencing memory loss or having trouble performing everyday tasks.

Important tips for the tourism service provider:

- Those with cognitive problems may need assistance and simplified, well-structured information to enable them to be safe and to enjoy a visit.
- It is better to use signs, symbols and pictograms than rely on printed word. ‘Easy Reading’ is a [form of writing](#) (Module 5 is designated for it) that has been developed to inform people with learning difficulties in a simpler way.

Sources, to learn more about the topic:

[Audio record: Communication in cognitive impairment.](#)

Other sources:

Talk to Me: Treating People with Intellectual Disabilities with Respect

<https://www.youtube.com/watch?v=nc9aAY6-ujQ>

To make sure you have successfully absorbed the provided information, we propose you to do the following quiz: https://quizlet.com/_bq7ti

Mental Abilities

Mental faculties include those processes that are carried out in the mind of the individual. They include cognition, intellect, interpretation, learning and memory. To provide a good guided tour experience for these visitors, all means of communication should have an immediate impact and be easily understood.

Important tips for the tourism service provider:

- They may need clear and repeated instructions with simple wording, so as to follow a tour successfully and safely, and to keep with the group.
- Older people may have limited memory and some find it difficult to absorb new information.
- They require both audible and visual messages that are concise, easy to understand and relatively frequent.
- Way finding plans or maps should clearly indicate the person's position in the building or facility, and should not include extraneous information.
- Along a route, way finding cues should be considered, that are easy to follow, e.g. tactile, graphic and audible signs or drawing attention to architectural features.
- It can be helpful to combine text information with universally recognisable symbols, such as graphics (pictograms, etc.) that are in accordance with international standards.



Examples of standardized pictograms according to the ISO 7001 Public information symbols (toilets, accessible facility/accessible toilet, museum, slope or ramp access, elevator, accessible elevator, stairs, emergency exit, information)

Other visitors with access requirements

Visitors with access requirements form a very wide group. These include not only visitors with disabilities but also seniors, children, people with a variety of chronic diseases and other issues.



Ageing Adults

The life span within the human population is increasing. More and more people now expect to maintain an active economic and social life with a variety of suitable leisure options in both the public and private domains as they age. However, many human faculties are in marked decline as we grow older.

Familiarity with a particular environment can be a valuable aid to independent activity in all ages, while many older people enjoy travelling, experiencing new places, people and cultures.

Seniors have a strong need to get enough information: detailed information about the place itself, the transportation, the services provided and the surrounding area, including information about the availability of health care. They can be afraid to move around alone in an unfamiliar place.

Tourist guides and other group leaders may use badges, colourful clothing or other identifying props/marks to help members of a group keep together and to identify anyone who may stray from the group.

Old age is not a disease but seniors are more likely to suffer from a chronic illness. Consideration should also be given to a possible worsening of hearing and visual perception and potential problems with physical faculties. An accessible environment is important to them.

Important tips for the tourism service provider:

- Be patient and ready to have extra time for the communication.
- Repeat, write down and underline important information. Signage should be written with large enough text in order to be able to see it, and this is the same for leaflets and brochures and for websites
- Availability of 24-hour service and/or staff assistance is preferred
- Keep in mind possible age-related impairments, disability and multiple disabilities. Staff should be aware of the availability of doctors/pharmacies.
- Short breaks during activities should be scheduled to let them rest and relax. Calm places to rest and relax are preferred.

Other sources:

Get acquainted with Good practices in tourism services for older adults:

- https://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf
- https://ec.europa.eu/eip/ageing/sites/eipaha/files/library/publication_eip_on_aha_action_group_d4_age-friendly_tourism.pdf
- http://www.tourage.eu/uploads/Good_practice_brochure_web_pdf.pdf
- http://www.silvertourism.eu/ficheros/archivos/2017_10/io2FinalVersionOpt.pdf

Senior traveler experience and attitude:

- <https://www.nomadicmatt.com/travel-blogs/interview-senior-backpacking-travel/>

TASK: Do You have inspiring stories about such kind of travelers among Your friends, relatives etc.? Discuss issues they have experience/solve during the trips and present to Your class friends.

Developing Child

An element of risk is an essential part of a child's development. However, it is important to ensure that the tourist venues and environments are safe for children.

Important tips for the tourism service provider:

- Guarding walls and barriers should not encourage small children to climb on them.
- Windows and doors on upper floors and in supervised areas should have secure fastenings that small children cannot reach.
- Parents and guardians should supervise young children to ensure they do not become separated from the group or lost.
- It can be useful to create a special corner for the small children and cater the adults of the family. Make sure it is visible from any point of the room.
- Areas of open water should be fenced off.
- Children should not be left unsupervised near water.

Children have a specific perception and attention span requiring adapted communications and a suitable programme. Children under the age of 7 like to play, repeat, they are curious, but they have a short attention span. Children under 11 like to learn new things and engage in activities and they have a longer attention span.

Other sources:

Check this mom and her 14 month baby trip report from Italy:

<http://havebabywilltravel.com/baby-travel-destinations/trip-reports/italy-trip-reports/>

TASK: Find and discuss the key point she mentioned as important to have travelling experience with the baby.

Diversity of Stature - People of Very Large or Very Small Stature

People who are very tall or short, big or small, have different capabilities in terms of their reach and often their general mobility may be affected too. Smaller people can have difficulties in negotiating levels or steps and seeing (due to other people standing in the way).

Larger people may have difficulty in sitting or moving in confined spaces. Those who are grossly overweight may have difficulty in going up or down steps.

These guests may be exposed to danger in emergency situations because of their lack of ability to move easily or quickly, especially in case of evacuations.

Important tips for the tourism service provider:

- Make sure someone will be ready to provide special assistance, especially in emergency cases for such kind of clients.

Speech Impairment

Speech impairment includes both lack of ability to speak (dumb) and people with dysarthria. Both categories of impairment can imply difficulties when holding a conversation with others. They may be misunderstood and this may lead to the danger of not being able to alert service personnel or another individual when needing help or when there is a danger.

Some people with speech impairments use sign language to speak to other people and they may also use assistive devices to enhance or supplement their speech, either with a keyboard or another communication device.

E.g.

<https://www.nhs.uk/conditions/social-care-and-support-guide/practical-tips-if-you-care-for-someone/how-to-care-for-someone-with-communication-difficulties/>

Important tips for the tourism service provider:

- Pictograms may also serve as a medium of communication for those who lack speech.
- Having paper and pencil handy can help to overcome communication problems for this group, in many situations.

Not Understanding the Language

People who do not read and write the local language have difficulties due to not recognizing the written or spoken word and possibly symbols of a language.

They may not understand the meaning of speech or text and this can give problems and dangers such as not understanding warnings, directions or written instructions.

Important tips for the tourism service provider:

- Be patient and reasonable – nowadays, many apps can help you speak different languages. However, it is important to ascertain that customers have understood you properly. Don't forget that a customer may have other specific access requirements. It is essential to discuss them.
- In case of emergency (a foreign customer has got sick), you should have a translation center phone number.
- Make sure that all signs are international (e.g. evacuation directions) and clearly visible from every spot of the room.

More tips You can find here:

<https://www.dummies.com/business/customers/how-to-deal-with-a-customers-language-barrier/>

Other sources:

If you can't image what problems you may face when serving customers that speak a foreign language or have an accent, you should definitely watch an extract from the popular comedy "Chinglish," a new comedy about the misadventures of miscommunication which had its world premiere at Chicago's Goodman Theatre, makes its way to Broadway's Longacre Theatre:

<https://www.youtube.com/watch?v=LEaLxLdVhv4>

Allergies and Other Sensitivities

Some people are highly sensitive to certain substances in the environment, in foodstuffs or by direct skin contact which cause allergic reactions. The type and degree of allergy varies between individuals and can range from mild irritation to poisoning with severe debilitating conditions and even death.

Allergic reactions may be due to plants, hair of animals, food, chemicals and materials such as nickel and latex.

Contact allergy is caused by contact with the skin or by breathing in certain chemicals which the body then reacts to.

Environmental allergens include dust (often associated with carpets), building materials, smoke and flowering plants.

Allergic reactions can include running nose and eyes, and breathing problems which in acute circumstances can restrict activities of a person. Their reactions may be similar to those of the person who is lacking in stamina.

More about it:

<http://www.sja.org.uk/sja/first-aid-advice/illnesses-and-conditions/allergic-reactions.aspx>

Where meals and drinks are included in a tour, guests should be asked to inform the group leader and/or catering outlet if they have food allergies.

Important tips for the tourism service provider:

- Staff needs to be trained about the risks associated with allergic reactions. They must also be proactive and engaged. Being proactive means they make sure they

are aware of any and all allergies that could affect customers' choices. Being engaged means that they are clear about services/ products they offer.

- There are legal requirements about the provision of information about allergens in food; actions should be taken to avoid possible allergy risks, but you always can do more: education, cooperation, and teamwork are the keys to safely serving a guest who has a food allergy. Accurately plan handling guests with food allergies actions:
 - Who will answer guests' questions regarding menu items?
 - Who will be responsible for checking the ingredients used in menu items?
 - What steps should the kitchen staff follow to avoid cross-contact between different foodstuffs?
 - How should staff members handle an allergic reaction?

Other sources:

Check the example of the hotel, welcoming clients having allergy:

<https://www.hotelcalipolis.com/en/hotel/allergy-friendly-hotel/>

Example of the allergy friendly menu: <https://www.restaurantgut.com/welcome>

Epilepsy

Epilepsy is a neurological disorder characterized by epileptic seizures. Individuals reactions to the seizure may differ. The seizures which occur with sudden loss of consciousness can cause problems because the person can get hurt fainting, falling or hitting inappropriately any object. It would be ideal to prevent the fall, something which is not always possible.

The seizure mostly lasts a few minutes and stops spontaneously. When the person regains consciousness, they can be confused, disoriented, have difficulty in speaking, or may not be lucid and do not realise what happened.

Generally, people with epilepsy need regular and sufficient sleep, rest, enough liquids, avoid overheating, avoid situations and places that may trigger the seizures (lack of sleep, tiredness, change of climate, stress, places with bright and flashing lights, etc.).

Important tips for the tourism service provider:

- Make sure Your staff members are able to recognize symptoms of epilepsy and are able to provide necessary help in such case.

Short video about it: <https://www.youtube.com/watch?v=4qWPFCFmRII>

References: Information prepared and based on project ELEVATOR Report 2. Inclusive Tourist Guiding:

<https://www.accessibletourism.org/?i=enat.en.elevator-project-library.2072>

Conclusions

- Treatment of each customer as - possibly - having a variety of specific needs and requirements helps to avoid prejudices, fears and frustrations for service providers and also customers.
- The ICF model enables the service provider to anticipate the possible service requirements of clients with disabilities or impairments.
- Impairment can cause the disability and handicap to use the service.
- Detail prior-information about the accessibility of the services helps the visitors with the motor or other impairments to plan and prepare for their visit. .
- The provision of information on the safe use of the service must be ensured for customers with sensory impairments as they may have difficulty to access the service.
- Service provision for the visitors with the cognitive impairments/ learning difficulties should have an immediate impact and be easily understandable.
- The provision of accurate and precise information increases the confidence of the older clients about the accessibility of the service.
- Possible risks must be evaluated and adequate safety means prepared for the tourism services for the families with small children.
- Pictograms and printed information can eliminate barriers for the clients with the speech impairments/ not understanding the local language.
- Applying the legal requirements and an internal control system is necessary to cater for the clients with allergies, food intolerance and other sensitivities.
- Special staff training must be organized to avoid the possible risks for clients with allergies, other sensitivities and epilepsy in emergency cases.