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**O.S.S.A.T.E.**

**[www.ossate.org](http://www.ossate.org)**

**One-Stop-Shop  
for Accessible Tourism  
in Europe**

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EWORX SA



# Participating Organisations

<b>Partner no.</b>	<b>Name</b>	<b>URL</b>	<b>Country</b>
1	<b>EWORX S.A.</b>	<a href="http://www.eworx.gr">www.eworx.gr</a>	EL
2	<b>University of Surrey, SOM, Centre for eTourism</b>	<a href="http://www.surrey.ac.uk">www.surrey.ac.uk</a>	UK
3	<b>Toegankelijkheidsbureau vzw.</b>	<a href="http://www.toegankelijkheidsbureau.be">www.toegankelijkheidsbureau.be</a>	BE
4	<b>Ministry of Tourism</b>	<a href="http://www.mintour.gr">www.mintour.gr</a>	EL
5	<b>British Tourist Authority</b>	<a href="http://www.visitbritain.com">www.visitbritain.com</a>	UK
6	<b>Disability Now</b>	<a href="http://www.disabled.gr">www.disabled.gr</a>	EL
7	<b>Association National pour le Logement des personnes Handicapées asbl</b>	<a href="http://www.anlh.be">www.anlh.be</a>	BE



## Project Objective

*“To establish a high quality, versatile and innovative One-Stop Shop which will offer online and mobile services to stimulate Accessible Tourism in Europe, enabling its users to expand their options and enjoy more competitive and higher quality tourist products and services”.*



# Users & Benefits for Users (1)

## *End users*

- 50 million disabled people in Europe
  - A large minority *never* go on holiday, although many can afford to...
- The ageing (and travelling) population will make up 25% of the European population by 2025
  - Older, active people need accessible destinations!
- Towards genuine "Tourism for All" in Destination Europe



## Users & Benefits for Users (2)

### *Stakeholders*

- Focus on improved accessibility will give a **quality lift** and greater flexibility of use for destinations, venues, facilities and accommodations
- Accessibility opens up **new markets**, stimulates more **varied** tourism offers, gives **competitive** advantage for providers
- The e-Service will give national accessible tourism information services greater **reach** – into Europe and the global tourist market.



# Public Service Information: Re-used and Value Added

- Information about the accessibility of tourist destinations, infra-structure and accommodation, gathered and developed by National and Regional Tourist Boards, acting in collaboration across Europe (European Travel Commission).
- Leveraging the expertise, knowledge and capabilities of private sector actors and NGOs is the interface between the tourism industry and its customers – especially people with disabilities, their families and friends.



# Cross-Border Nature of Source Content & Service

**Information for *tourists*** will include:

- Cross-border data from destination providers and public sector organisations, via etools and methods that are easy to use
- Cross-border service provision in a way which is user-friendly, accessible, multi-lingual, user-driven and personalised
- New data-gathering approaches and new service approaches, with an accent on quality standards, reliability and trust



# Functional Components of the e-Service

- Web-based portal: Standards-compliant, Open-Source based
- Service interface to Mobile Operators
- User interface: accessible, multi-lingual, and allowing personalised search functions
- Relational database and XML-based
- Interfacing modules to existing national + regional tourist information databases
- Data-gathering tools for new venues and first-time “accessible tourism information schemes”, with dedicated data-entry service
- User feedback/ratings of venues posted on Web



# Business Case

- Tourism produces directly 5% and indirectly 12% of European GDP. (E.g. Greece: direct 8%): A major economic and industrial sector
- Accessible Tourism: moving from market niche to mainstream
- Public Service Information: Leveraging the knowledge base of 25 European National Tourism Organisations
- OSSATE Project Stakeholder analysis: will identify best practices and new business opportunities
- Marketing strategy
  - Create new brand for accessible tourism in Europe: Raise Awareness and stimulate demand
  - Promote the e-Service
  - Distribute the service via multiple outlets and pricing structures



# Participants and Roles

- VisitBritain, Hellenic Min. of Tourism, (*plus* additional tourism organisations joining during the life of the project):
  - Public Service Information on accessible tourism, Dissemination
- Univ. Surrey, School of Management:
  - Academic research, business development and eTourism
- Disability Now, TGB & ANLH:
  - Experts in disability and accessibility information systems
- EWORX S.A.:
  - Technical and e-Service expertise, co-ordination.
- *Plus* - The OSSATE Stakeholder Forum:
  - Validation and testing by users and providers



# Project Website at <http://www.ossate.org>

The screenshot shows the OSSATE website homepage. At the top left is the OSSATE logo and tagline: "One-Stop-Shop for Accessible Tourism in Europe". To the right is the eContent logo and text: "SUPPORTED BY THE EUROPEAN COMMISSION eCONTENT PROGRAMME, 2001-2005". Below the header is a navigation bar with "Home Page >" and a search box with a "GO" button. The main content area is divided into a left sidebar and a main column. The sidebar contains a menu with links: "About OSSATE", "Library", "Events", "Contact", "Links", "Sitemap", "Terms of Use", "Members Area" (with sub-links for "Surveys and Reports", "Resources", and "Registration"), and a login section that says "You are not logged-in" with a "Login" button. The main column features a "Welcome" message, a "News" section with a link to "Results of the OSSATE 1st International Workshop, London 12-13 May 2005", and an "Events" section with a link to "8 - 9 September 2005, GREECE: 2nd International OSSATE Workshop".

**OSSATE**  
One-Stop-Shop for Accessible  
Tourism in Europe

SUPPORTED BY THE EUROPEAN COMMISSION  
eCONTENT PROGRAMME, 2001-2005

Home Page > Search :  **GO**

**About OSSATE**

- Library
- Events
- Contact
- Links
- Sitemap
- Terms of Use

**Members Area**

- Surveys and Reports
- Resources
- Registration

**You are not logged-in**  
Login

## Welcome

The OSSATE project aims to implement a prototype multi-platform, multi-lingual digital information service providing national and regional content on Accessible Tourist Venues, Sites and Accommodation, initially from 2 EU Member States: Greece and the UK.

[Read more...](#)

### News

**Results of the OSSATE 1st International Workshop, London 12-13 May 2005**  
14-7-2005  
The meeting was attended by 67 delegates who are active in providing "accessible tourism information", both in Europe and beyond. In all 41 different organisations from 11 countries were represented. Presentations by the OSSATE Team and reports of the workshop sessions can be downloaded from the OSSATE site.

### Events

**8 - 9 September 2005, GREECE: 2nd International OSSATE Workshop**  
The Hellenic Ministry of Tourism and the OSSATE Team are pleased to invite you to take part in the 2nd International OSSATE Workshop on "Accessible Tourism", to be held in Athens, Greece on 8th-9th September 2005.

**Registration for the event is now closed.**  
For enquiries, please send an email to [ossate@ossate.org](mailto:ossate@ossate.org)

[More events](#)

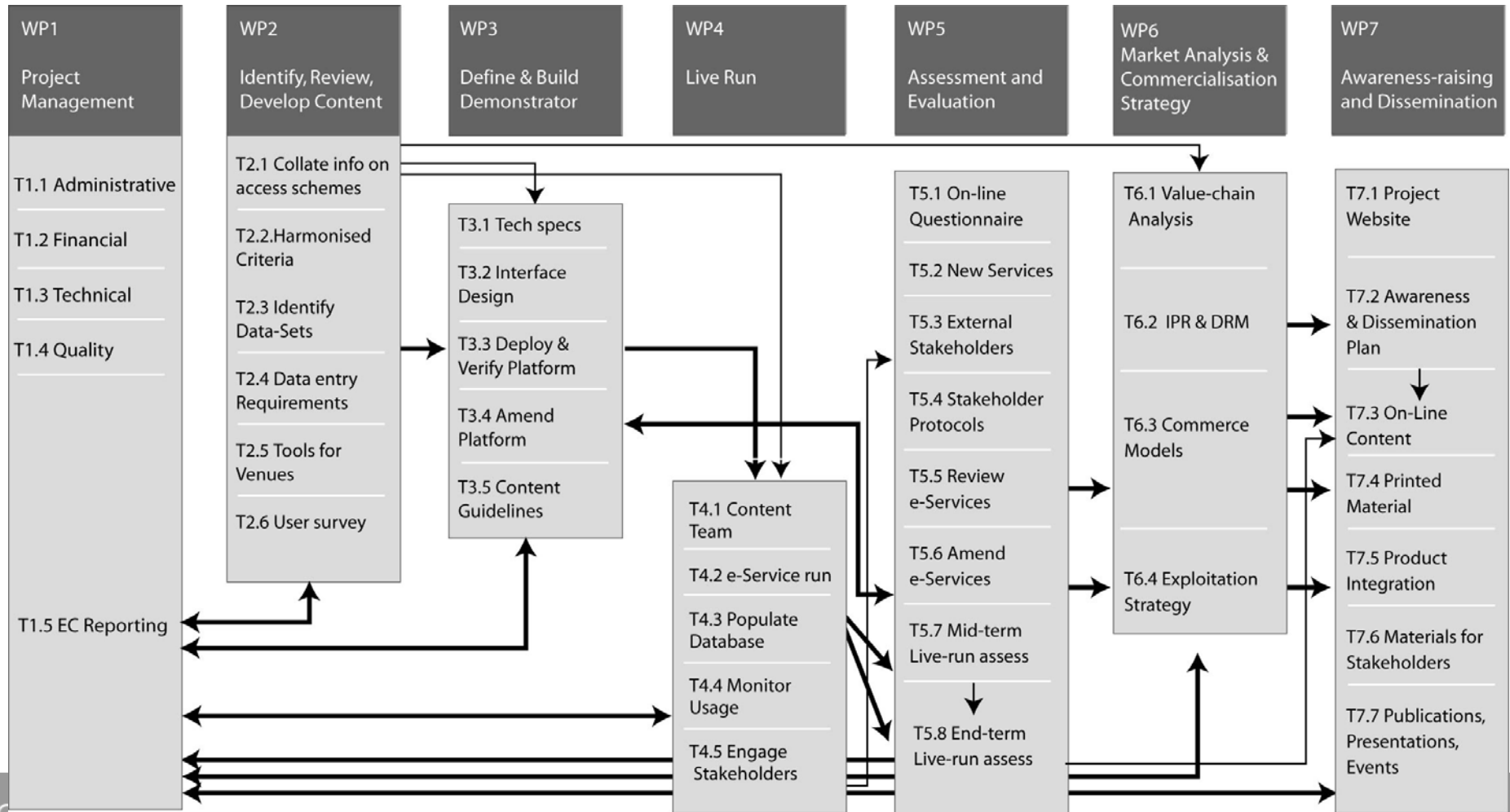


## Workpackages WP2 – WP7

- WP2 Identify, Review and Develop Content Sources; Requirements Capture
- WP3 Define and Build Demonstrator
- WP4 e-Services Live Run (2006)
- WP5 Assessment and Evaluation
- WP6 Market Analysis and Commercialisation Strategy
- WP7 Awareness-Raising and Dissemination

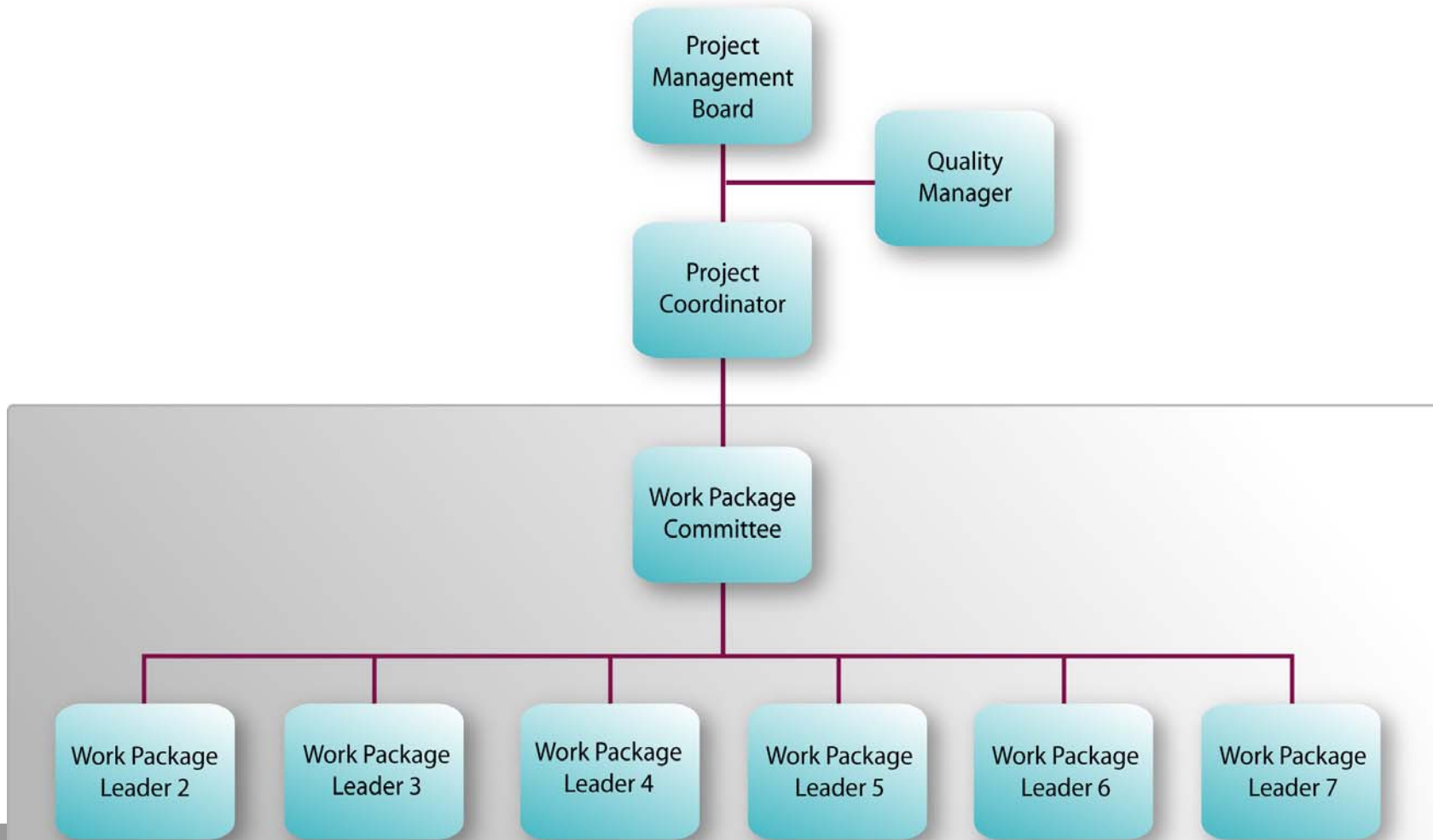


# Project Components





# Project Management Structure





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## **Work package 2:**

# **'Identify, Review and Develop Content Sources; Requirements capture'**

**WP Leader: Toegankelijkheidsbureau, Belgium**



## WP2 - Objectives

- Identify and analyse national, regional and local sources on accessibility of tourist venues, sites and accommodation;
- Establish a harmonised set of criteria for data collection, organisation and database design;
- Develop data collection tools for describing and measuring unregistered tourist destinations;
- Develop technical performance requirements and user requirements for the planned e-services.



## WP2 - Achievements

- Study of Accessible Tourism Information Schemes and review of e-services in the European tourism sector
- Study on countries policies, regulations and legislations on accessibility
- Survey on user needs for accessible tourism information services
- Establishment of a harmonised approach- 3 level scheme
- Construction of data collection tools for unregistered destinations (self-assessment forms and expert audit checklists)
- Construction of framework for interoperability between databases



## WP2 - Deliverables

- D-2.1 Inventory of accessibility schemes and data set within the EU-tourism sector + Figure Annex
- D-2.2 Harmonised criteria and standards for accessibility measurements
- D-2.2 Annex: users' survey Greece
- D-2.3 Data collection tools for unregistered destinations
- D-2.4 Technical Performance and User Requirements for the Service



# How we got there ...

Study of  
Accessible tourism  
information schemes

Review of  
Existing databases

User needs survey

Knowledge  
Experience  
Discussions

Other

**Objectives  
EuropeforAll**

## A three level system

Level 1  
- Framework  
- Tools

Level 2  
- Framework  
- Tools

Level 3  
- Framework  
- Tools



# Accessible Tourism Information Schemes

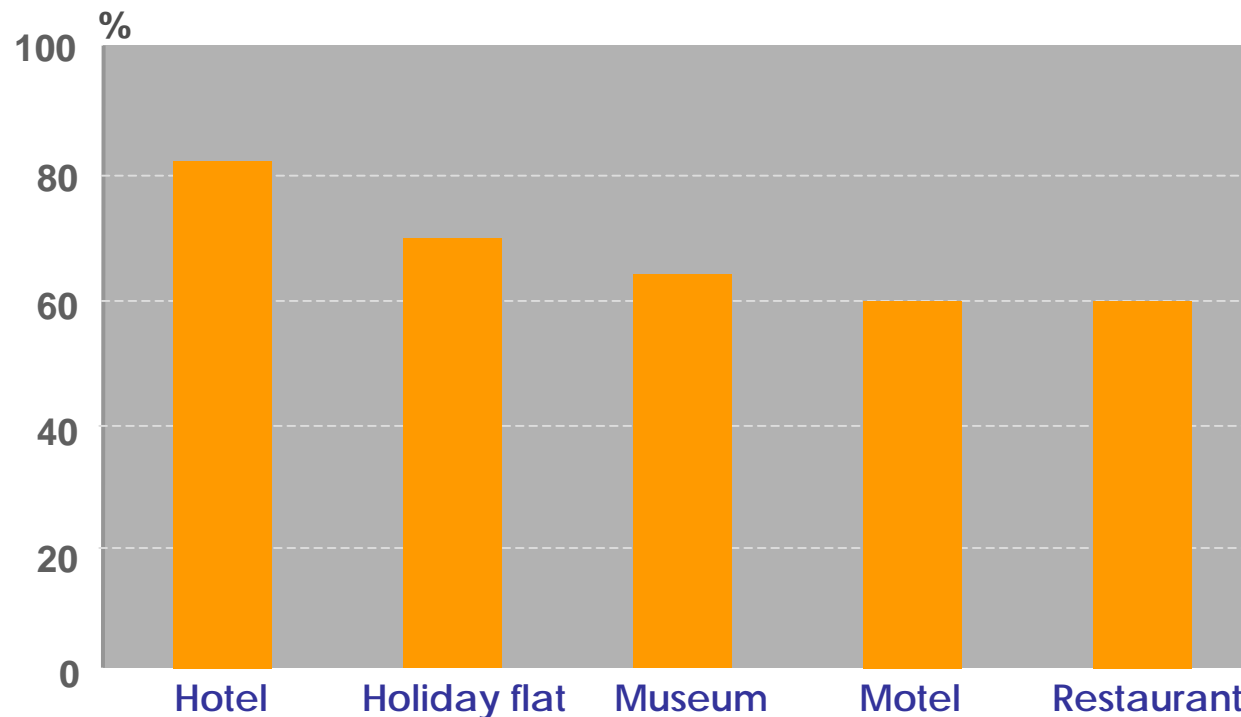
- Objectives of the survey
  - Information on existing schemes (+ comparison)
  - Ideas/desirable features for EuropeforAll
- 43 schemes – 19 different countries
- Focus on wheelchair access
- Data collection is often a skilled and labour intensive process





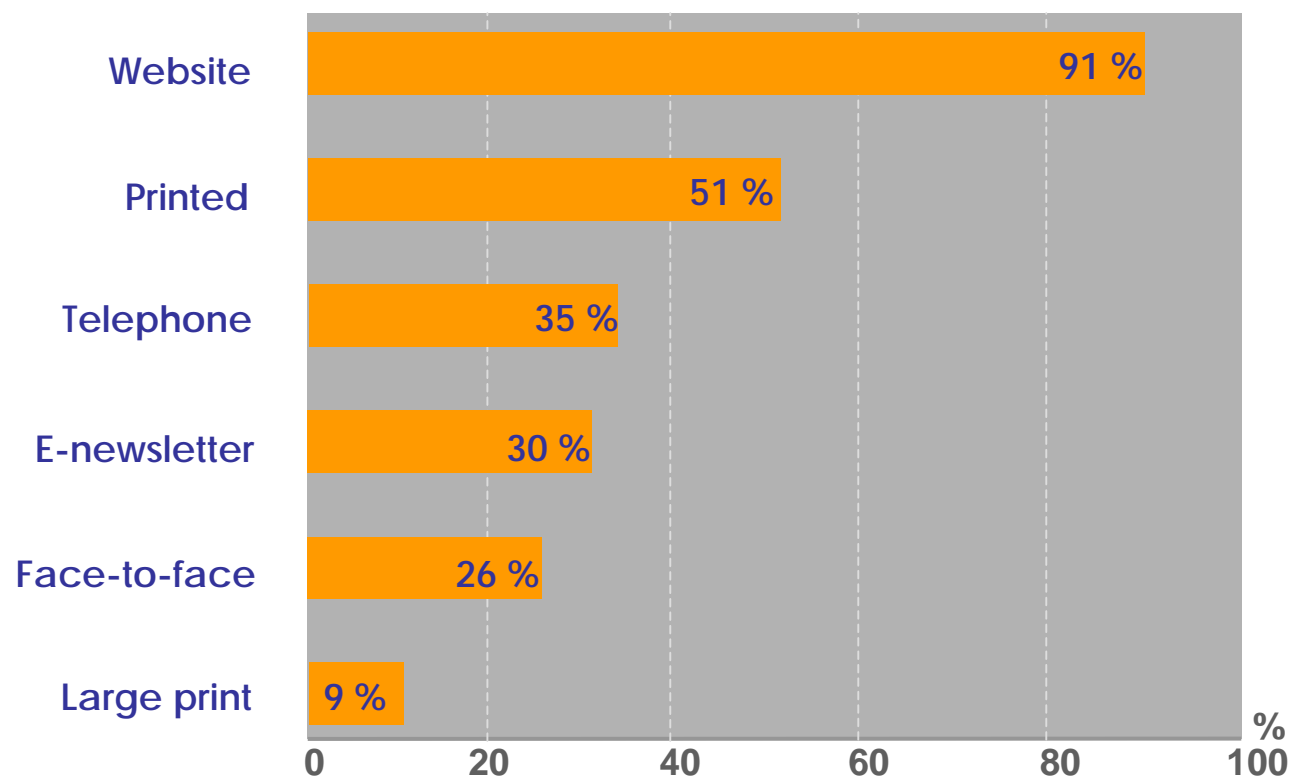
# Accessible Tourism Information Schemes

- Facilities covered
  - Focus on accommodation
  - > 70 types of venues



# Accessible Tourism Information Schemes

## ■ Provision of information





# Accessible Tourism Information Schemes

- Schemes vary enormously in
  - Facilities they cover
  - Number of facilities included
  - Methods and criteria used
  - Presentation of their information
  - Background
  - ...



Wide variation confirms the need for a cross-border information service

# (Accessible) Tourism Information Schemes

- Review of e-services in the 'mainstream' European tourism sector
  - Provision of accessibility information by large commercial provider is relatively scarce
  - Offered information is rather poor and of 'uncertain' quality
  
- Selection of ideas/desirable features for EuropeforAll
  - Personalised search tools/systems
  - Integration of 'service' information
  - Use of photographs
  - Web Accessibility
  - ...

## User needs survey

- Experiences in the UK and Belgium (NAS)
- Detailed survey in Greece
- Conclusions
  - Tourists with physical disabilities have more needs
  - Also many needs for people with visual/hearing impairments
  - Other disabilities: specific services
  - Credible information on the accessibility of tourist facilities is of great importance
  - Internet is the most effective information provider
  - Personalised search options
  - ...



## A Harmonised approach

- Harmonised 'system' of basic information fields
  - I.e. typical measurements, descriptions, ...
- Take into account several information fields used in ATIS across Europe
- Descriptive, not prescriptive
- User driven
- Criteria and measurements
  - Veto-criteria
  - Nice to know-criteria

## A three-level scheme

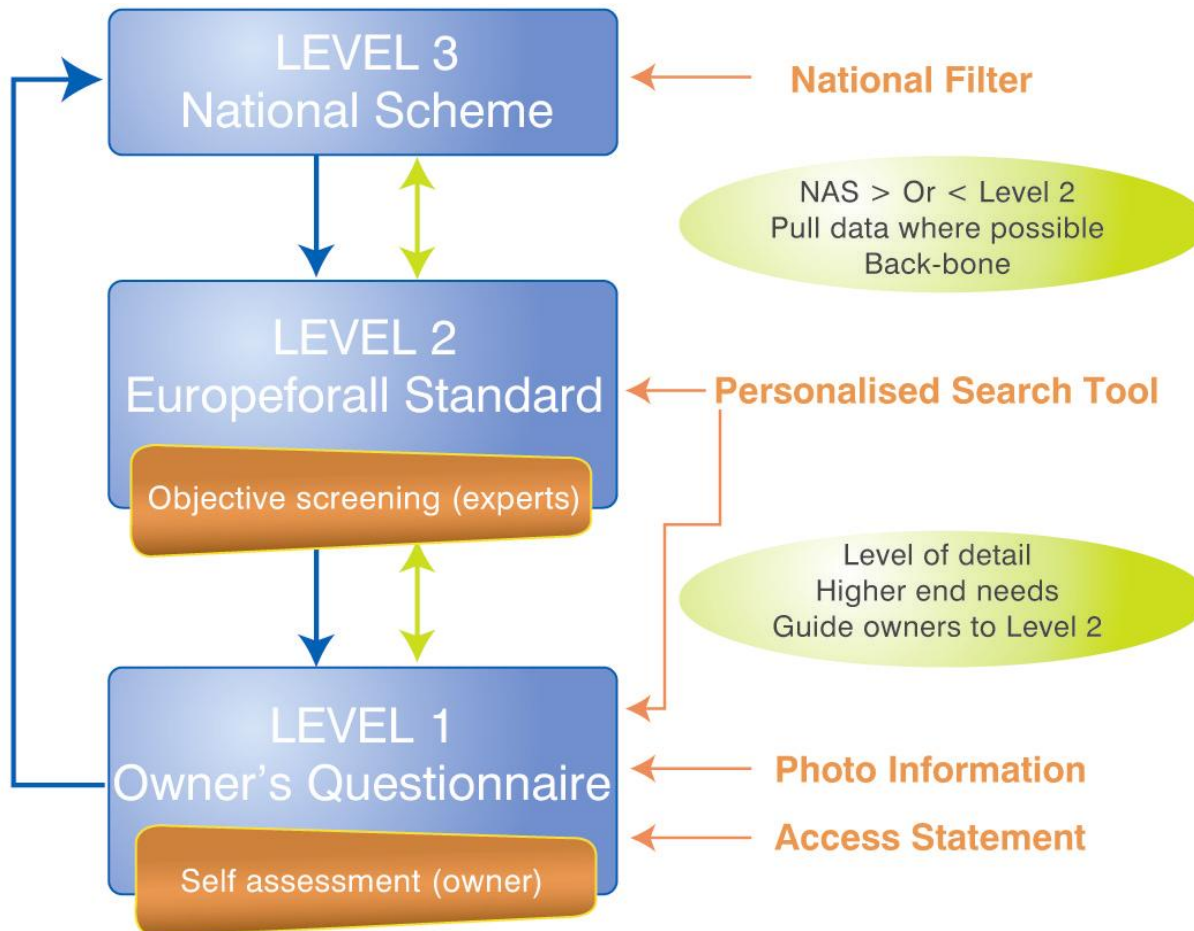
### *Why?*

- Several objectives for EuropeforAll
  - Reliable, accurate and detailed accessibility information
  - Database & tools for countries with no schemes
  - Integrate data from existing schemes and new schemes within a single database
  - Requirements of different parties
  - Include a rather large number of facilities in the database
  - Motivate owners to provide information
- Research, pre-existing know-how, pilot study, ..

**→ Quite impossible to fulfill with one level of information using one method of data collection**



# EuropeforAll: a three level scheme





## Level 1 –self assessment

- Self assessment (integrate a large number of facilities)
- Indicator of accessibility, covering basic information
- Information that requires little/no detailed checking
- Focus on all target groups that need accessibility information
- Get owners involved and interested
- Guide owners to level 2



## Level 2 – professionally audit venues

- Objective and detailed audit (reliable & valid information)
- Independent assessment by an external expert
- Detailed information gathered by checklists with a large number of measurements (Veto + nice to know criteria)
- Information corresponds to 'higher' level of access requirements
- Guaranteed quality of access information
- Marketing advantages for owners



## Level 3 – data from NAS

- National and regional accessibility information schemes
- Level of detail
  - > Level 2
  - < Level 2
- Advantages
  - Wider range of destination + quality information
  - NAS gain access to customers in other countries (languages)
  - Additional territories for EuropeforAll
- Framework for interoperability between databases is a crucial aspect (see WP3)



# Tools for unregistered destinations

## *Level 1 – self assessment questionnaires*

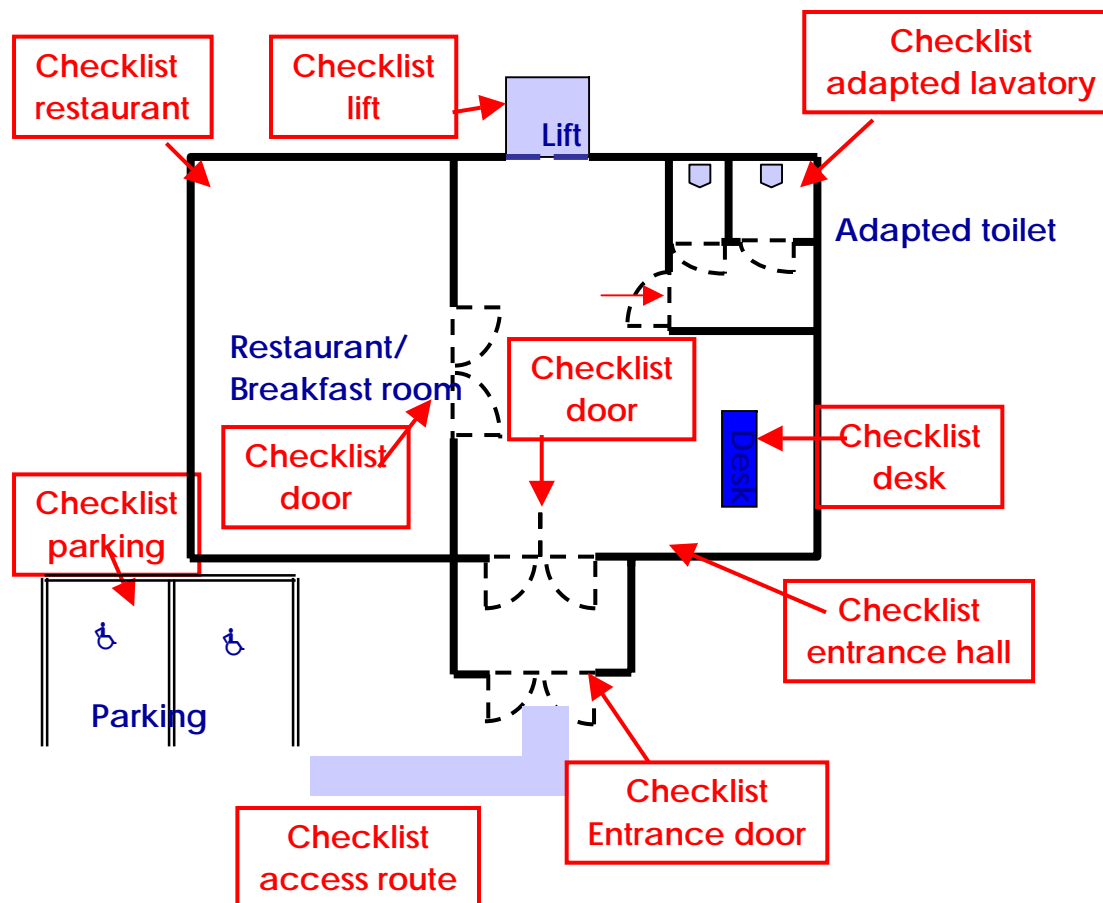
- Accommodation
- Self catering accommodation
- Tourist information centres
- Attractions

+ measurement & photo guide



# Tools for unregistered destinations

## Level 2 – modular checklist approach



### Independent:

- Assessment is conducted by trained auditors

### Verification:

- Incorporates items from level 1 self-assessment

### Extended:

- Covers measurements and details, which cannot be *reliably* self-assessed and that are necessary for users who want more extensive access information



# Tools for unregistered destinations

## *Level 3 – Interoperability with existing ATIS's*

- Identifies selected data fields from regional or national ATIS which can be shared with transferred to EuropeforAll database
- Interoperability protocols
- Introducing data from existing partners' on-line ATIS (Belgium, UK)
- Exploring interoperability with possible new partners?

# Tools for unregistered destinations

## *Continued development during the Live Run*

- New tools
  - Shops
  - Beaches
  - Walking and bicycle routes
  - ...
- Refinement of data collection tools



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Accommodation

Things to do

Stories

Products & Services

Search  60

What is it? | Start >>

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## Welcome

Plan your trip, check the access and book with EuropeforAll. [Read more...](#)

### Members

Username:   
Password:

[LOGIN](#)

[Forgot your password?](#)  
[Not a member?](#)



## Slopes in Central Greece

Sponsored by [Company](#)

Section: [Destinations](#)  
Where: [Parnassos, Greece](#)  
Cost per person: 500 €

It is not meant to be read. Designers use this to show clients how copy would look if it was inserted. This copy is used for placement only. It is not meant to be read. Designers use this to show clients how copy would look if it was inserted. [Read more...](#)



## Birdwatching

Section: [Things to do](#)  
Where: [SE England](#)  
Cost per person: 500 €

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## Hot springs

Section: [Things to do](#)  
Where: [Greece](#)  
Cost per person: 500 €

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## Comics in Europe

Section: [Things to do](#)  
Where: [Belgium](#)  
Cost per person: 500 €

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## Travel Packages



5-day skiing trip to Andorra  
Date: 08/02/2006  
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One of the best hotels I've ever tried...  
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- Things to do
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Search  GO

[EuropeForAll Home](#) >

## Accommodation

### Preferences [Hide](#)

Apply my Preferences (You must be a [member](#) - [Sign In](#))

Travel starts at: 15 06 2006

Travel ends at: 25 06 2006

Country: Greece

Region: Cyclades

Place: All

Type: Hotel

Rooms: 1

Persons: 3

Children:

Family Specials:

Rating: 5


Has story attached:

### Accessibility Options: [Hide](#)

- Wheelchair user  Motor impairment  Visual impairment  Hearing impairment
- Learning difficulties  Asthma/allergy  Have service animal  Language difficulties
- Access audit available

## Establishments checked by EuropeForAll

Sort Results by: Rating [Hide Pictures](#) [? Help about results](#)

Hotel	Place	Rating	Room	Story
 <a href="#">Alma Hotel</a>	<a href="#">Paros Island</a>	5 <b>bests</b>	€100	<a href="#">Yes</a> <a href="#">Reservation</a>
 <a href="#">Glaros</a>	<a href="#">Mykonos Island</a>	5 <b>bests</b>	€120	No <a href="#">Reservation</a>

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# Towards a commercial model for OSSATE... (Workshop outputs)

**In terms of the business model, OSSATE has to...**

- ... Cater to a wide audience related to accessibility
- ... Bring disability information into mainstream channels
- ... Achieve international reach
- ... Be mindful of existing players already active in this field
- ... Consider different national situations in terms of accessibility history, standards, schemes, etc.
- Achieve financial sustainability

**As a result, OSSATE needs a sound business model  
that embraces all these requirements**



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- Achieve financial sustainability

**As a result, OSSATE needs a sound business model  
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# The OSSATE network approach (1)

## Principles:

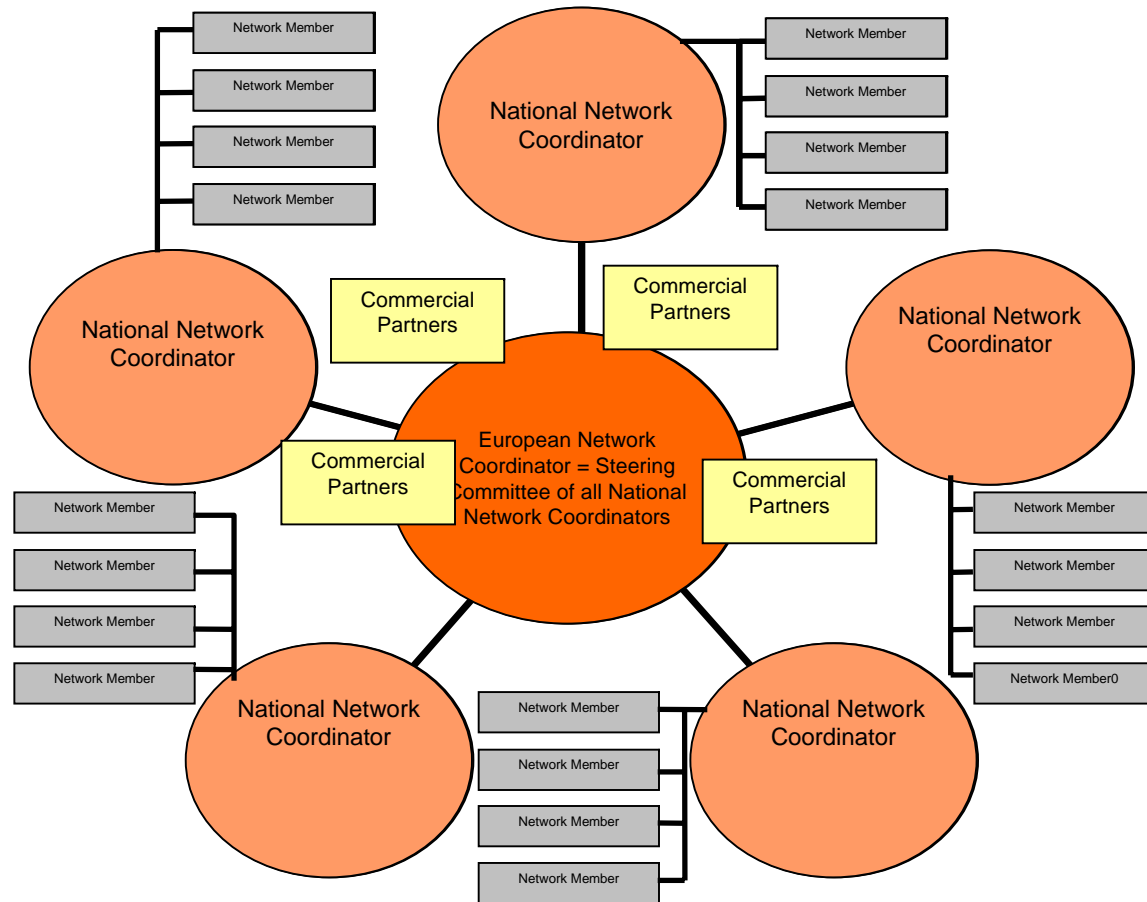
- Network consisting of an EU coordinator and one leading organisation per country.
  - National networks and the European network
- The national network acts as an aggregator for content at the national level, drawing together all stakeholders.
- The established pool of existing resources per country is then further aggregated at the European level on a coordinated website.
- Thus, the EU network leverages national knowledge and expertise and enables the expansion to a pan-European reach.



# The OSSATE network approach (2)

The successful operation of the network highly depends on:

- a well-defined set of conditions and responsibilities for all network actors.
- External commercial partners deliver value to the network in terms of booking facilities/ revenue.





# Future challenges for the network

- Network model is bound to need modifications for different countries/ situations, e.g.:
  - open pathways for countries with no/ or almost none, existing accessibility tourism sector
  - find solutions for countries that have a variety of strong players
  
- As such, network needs to handle certain variants without being overwhelmingly complex
  
- Clear route to practical funding proposals



## Introduction of Possible New Partners 2006

- An opportunity to assess organisational, technical and commercial parameters for future roll-out of europeforall.com with new regions and countries
- Additional testing of data-collection tools and data transfer protocols
- A “lift” to existing schemes, to bring them closer to the pan-European level
- A route to future collaboration

## Workpackage 8 EuropeforAll Networking

- (New partners): To describe in a Status Report the principal organisational, technical and commercial conditions related to the new partners' respective Accessible Tourism Information Schemes;
- (All partners): To analyse, the principle organisational, technical and commercial requirements that will be applied to EuropeforAll network members, using the OSSATE deliverables (WP2, WP6) and the above-mentioned Status Reports of the new partners as a foundation;
- (New Partners): To conduct pilot testing of EuropeforAll data-gathering tools, transferring data to the EuropeforAll database on a trial basis;
- (New Partners): To evaluate the EuropeforAll networking tools and procedures;
- (All Partners): To assess the overall results of WP8 and to prepare appropriate documentation for the dissemination and roll-out of the EuropeforAll network and services in the new partners' countries of origin.