

The OSSATE Network Model: Discussion Document

**1st OSSATE UK Meeting:
Guildford, 11th of July 2005**

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Content:

1. **OSSATE – review of its objectives**
2. The 1st International Workshop in London: some key results
3. The pyramid of market segments
4. Aims/ priorities of the OSSATE project
5. The network model
6. OSSATE per country
7. OSSATE EU
8. Benefits to all partners and stakeholders
9. Main considerations
10. Discussion

- Overall aim of the OSSATE project:

“To create a new trans-national e-service which will allow disabled citizens, their families and others with more modest access needs to find information enabling them to decide which tourist products, in destinations throughout Europe, are accessible to them.”

- OSSATE stresses that providing information on accessibility is about addressing people with high accessibility requirements and also people with more modest needs

- The service will stimulate accessible tourism in Europe and will enable users to expand their options and enjoy more quality tourist products.

- OSSATE aims to establish a high quality, versatile and innovative e-service for handling data sets for accessible sites and venues, making use of ICTs:
 1. All information about accessible tourism products, services and “accessible pathways” is presented to customers and other intermediaries on an European electronic platform.
 2. The OSSATE website is designed to be accessible for all users.
 3. Based on user profiles, the service will provide a personalised search facility, enabling users to find products that are accessible to them personally

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... some key results

- During the 1st International OSSATE workshop, delegates have been introduced to 10 complementary scenarios for the commercialisation of the proposed e-service
- Underlying reason:
 - Project has to be self-sustaining after December 2006
- The 10 scenarios covered a variety of product deployment options ranging from a OSSATE stand-alone service to a distributed service, provided as an integrated application on one or more host sites (including DOs, DMOs and mainstream actors)
- Delegates have been asked for feedback/ expertise on the presented scenarios in a twofold way:
 1. Group discussions during 2 workshop sessions
 2. Voting paper for an evaluation of the scenarios

1. Group discussions/ workshops (I)

Main outcome/ participants opinions:

- **Questions about what OSSATE should actually develop?**
 - Information source leading to booking system / Network of expertise at pan-European level

- **Who should pay for OSSATE?**
 - no fees for customers to receive information unless registration and membership fee is linked to value
 - tourism suppliers should be charged (commission fee for bookings and certification)
 - various revenue streams have to be employed to achieve sustainable commercial activities

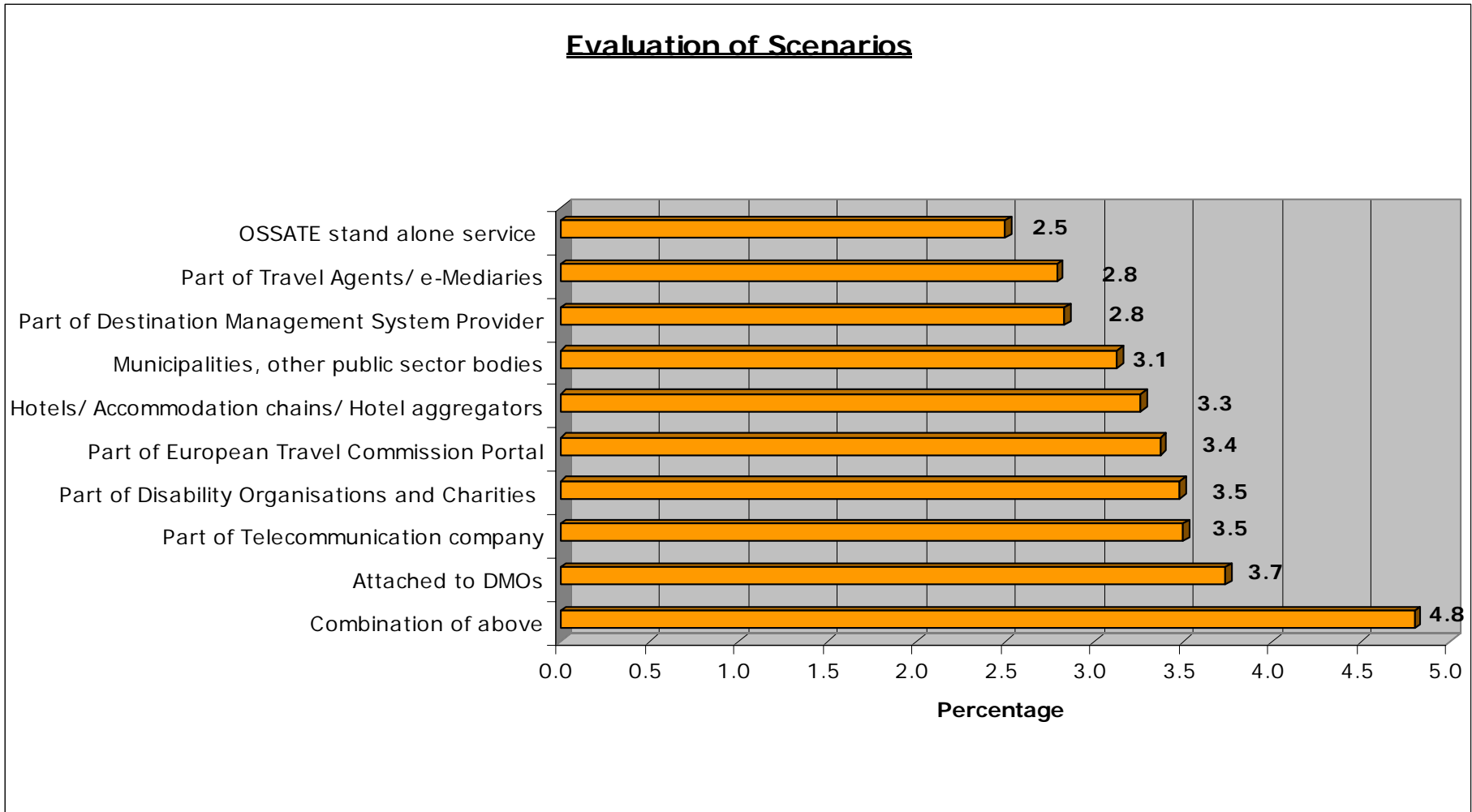
1. Group discussions/ workshops (II)

Main outcome/ participants opinions:

- **Main benefits expected to derive from OSSATE as mentioned by the participants:**
 - A portal that allows international web presence/ international reach
 - Everyone saw advantages/ potential arising from a network model
 - Network should allow a holistic view on all aspects related to accessibility
 - Network of DOs and DMOs to cooperate and create products and services as a joint task and responsibility
 - Need for a good business model
 - Network approach might not include booking functions but gives important references to appropriate booking agencies
 - OSSATE needs to cater to a wide audience related to accessibility
 - OSSATE needs to be mindful of existing players already active in this field
 - OSSATE needs to bring disability information into mainstream channels

2. Voting paper (quantitative)

- o Response rate: approx: **37%**



2. Voting paper (qualitative)

- o Content analysis grid:

Key issues evaluated with comments	Cases (n)	%	Relevance
<u>Trust of information</u> (concern about the reliability of information sources)	26	29.9	High
<u>Importance of networks</u> (what is needed is a combination of scenarios/ service should signpost to relevant organisations) & <u>OSSATE as “inclusive & broad”</u> (importance of bringing all existing information on accessibility together)	22	25.3	High
It is important to consider <u>mainstream channels</u>	14	16.1	Medium
Suppliers, responsibilities & sustainability (concern about responsibilities of various suppliers and sustainability of the service)	7	8.0	Low
<u>3G services</u> are a future opportunity (customers are not ready for this service yet)	5	5.7	Low
<u>Harmonisation and standards</u> (it is important to develop a standardised way of giving information on accessibility)	4	4.6	Low
What is the <u>objective of the OSSATE service?</u> (What OSSATE should actually develop)	3	3.4	Low
<u>Booking issues</u>	3	3.4	Low
<u>Education</u> for all tourism suppliers is needed	3	3.4	Low

Some fundamental principles:

- Users' trust in information source
- Importance of networks
- Inclusive & broad
- Mainstream channels
- Suppliers, responsibilities & sustainability
- Mapping & translating existing schemes

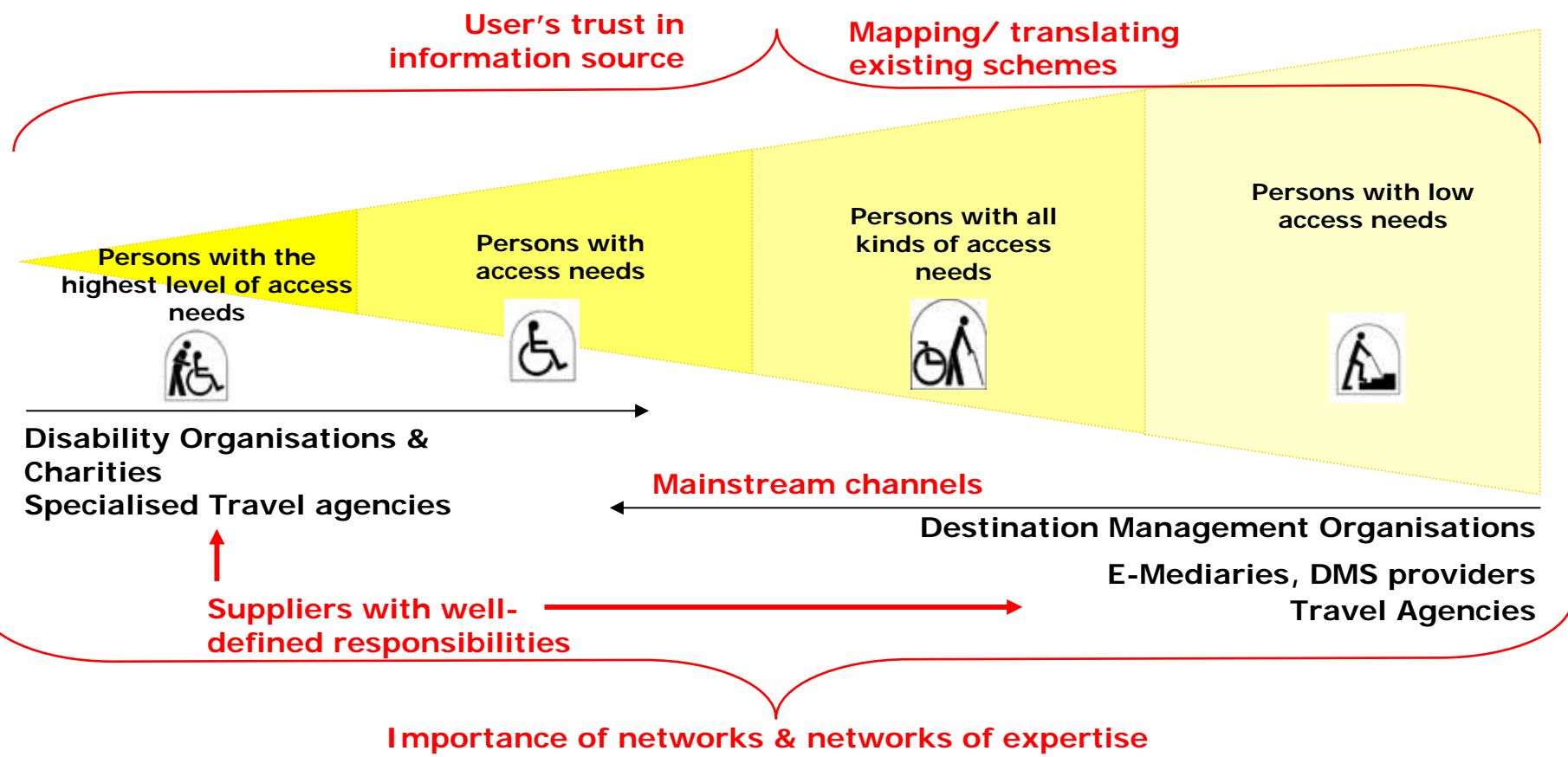
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...a model to embrace all fundamental principles to ensure sustainability:



Inclusive & broad: OSSATE needs to cater to a wide audience related to accessibility



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"The OSSATE service should aim to address an inclusive audience which ranges from the market segment that has the highest level of accessibility requirements to a more generic/mass market that might not have obvious accessibility information needs such as the ageing population and others with access requirements."

"The market is a continuum of requirements from high to low access needs."

"By incorporating all information in the same database and by empowering multiple accesses (a common database can be used by disability organisations that may run the OSSATE per country, but also by Destination Management Organisations and mainstream travel agencies) OSSATE facilitates maximum coverage of the market and empowers consumers to choose for themselves."

"OSSATE will cater for the disability market and will also address all other markets which have access requirements."

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○ **Definition of a network model**

A network is based on the involvement of a variety of stakeholders in the creation, production, distribution and marketing of products and services as a joint task and responsibility

○ **Advantages of a network model**

- Partnerships at the local, regional, national, European and international level
- Employment of local and regional expertise
- Knowledge of the relevant customer base
- Trust in existing players
- Showcase of “best practices”
- “Not reinventing the wheel” & pool of resources

○ Prerequisites of a network model

- Trust between partners and common objectives
- Flexibility within regions/ countries
- Enforcement by a strong trans-national coordinator
- Strong collaboration and information sharing by disability organisations and destination management organisations that run their own accessibility scheme and/ or give information on accessibility
- Commercially viable proposition for all partners that ensures sustainability

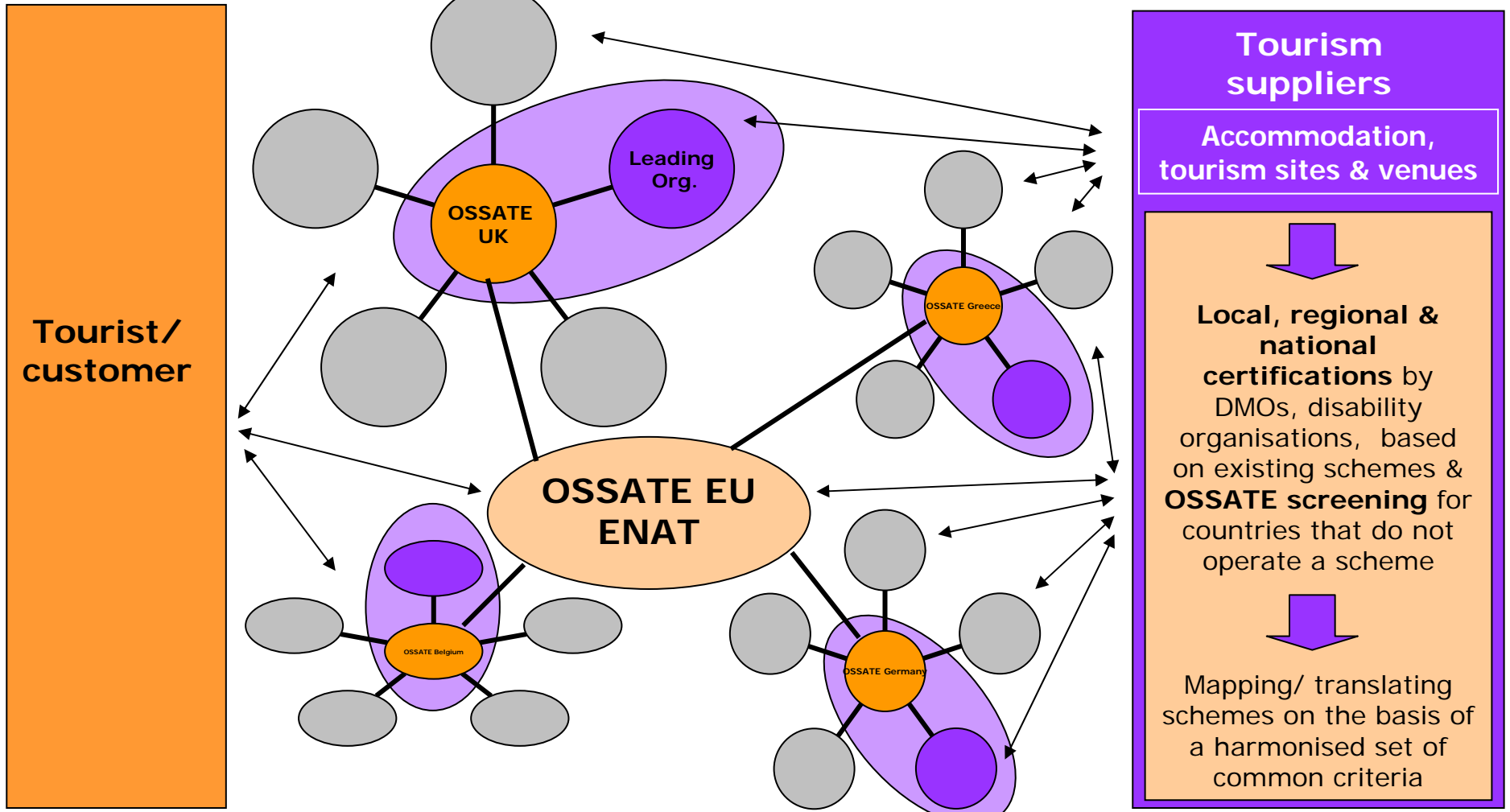
○ **Principles of the OSSATE network model (I):**

- Create network of OSSATE services by country thereby working as a “smart” multi provider aggregator for content
 - Establish a pool of all existing resources
- Content is then aggregated at the European level on a coordinated website
 - Leverage local/ national knowledge and expertise and bring it up to European level
 - Expand the reach to a Pan-European level
 - Promote accessibility tourism at the European level
 - Act as a strong European coordinator to ensure network collaboration on international level
- Increase the mutual benefits amongst players

○ **Principles of the OSSATE network model (II):**

- Define certain basic standards concerning objective measurements/ criteria in order to assure quality requirements and demonstrate relationships between existing schemes
- Include filters per country for “acceptable tolerances” in the way the data/ information is gathered/ checked and then given to the customer
- OSSATE should provide an inclusive service where users will judge for themselves according to their ability/disability and be funnelled to the right providers, regardless of the way they get there

- Structure of the OSSATE network model:
 1. OSSATE per country
 2. OSSATE EU



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○ Network of OSSATEs per country

- OSSATE services are offered by a variety of stakeholders per country
- Include all major players (disability organisations, DMOs, TAs & TOs, etc.).

○ Organisational structure

- OSSATE per country should be led by one organisation per country
- Leading organisation per country coordinates all major players per country
- OSSATE country is a member of OSSATE EU

○ **Development of a common database**

- All data will be joined to a central database incl. descriptive information about accessibility schemes (per country and then feeds to EU level)
- Existing databases should be used as much as possible and interoperability has to be assured
- All participating organisations can access the common data pool and use it

The underlying idea of a shared database is that OSSATE should provide an inclusive service where users will judge for themselves according to their ability/disability and be funnelled to the right providers, regardless of the way they get there.

- Disabled travellers from the UK enter the market through the OSSATE UK portal which is run by a disability organisation that they know and trust
- People with slight disabilities or those who do not see themselves as disabled search the same database from mainstream sites (e.g. Visit Britain or other suppliers/ intermediaries)

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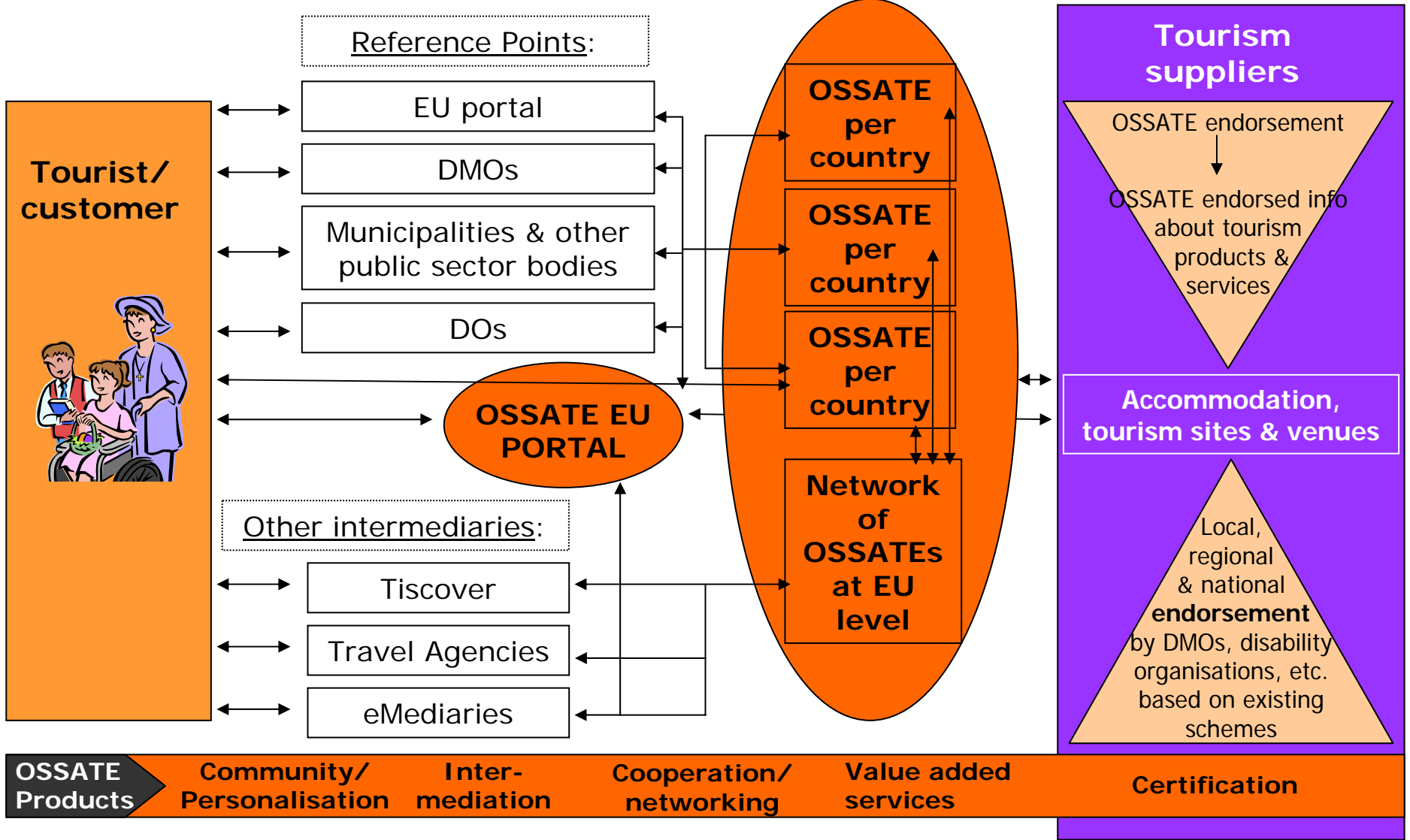
○ OSSATE EU

- All OSSATE country databases are aggregated to the OSSATE EU database
- OSSATE EU represents a meta tourism portal for accessibility in Europe
- A meta portal produces increased reach: Whereas UK residents might enter through the OSSATE UK portal, non UK residents might enter through the OSSATE EU portal and get then diverted to the specific OSSATE UK portal
- OSSATE EU (and the OSSATE per country) act on a multi provider solution by aggregating content (similar to Kelkoo or new VB booking engine), allowing customers to search for available rooms, etc. based on certain key criteria
- Search functions can be powered by personalisation, e.g. according to the level or type of disability
- After the search/ retrieval of results, the booking process will be finalised on the providers' platform – no bookings on OSSATE EU/ OSSATE per country

○ Issues/ challenges for OSSATE per country & OSSATE EU

- Provide comprehensive information for entire travel path
- Coordination at national and EU level
- Investigate business models of all partners
- Manage ownership of data
- Analysis generating revenue streams
- Manage revenue share at national and EU level

Combination of scenarios



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... to all partners and stakeholders (I):

- **End users – people with access needs:**
 - Credible and pan-European information on accessibility
 - “Best practice” content (per country)
 - One-Stop-Shop for accessible tourism products and services in Europe by providing links to other organisations
 - Data enabling users to find products that meet their personal needs

- **All partners/ suppliers:**
 - Allows all players an international reach of their products and services
 - Promote their products and services to a wider audience.
 - Can share content and enhance complementation
 - Extend their content to more products and services
 - Learn from best practice examples
 - Cooperation of mainstream and specialised distribution channels
 - Reduces the risk in the market place through collaboration

... to all partners and stakeholders (II):

○ **Disability organisations, charities, NGOs and DMOs:**

- Maintenance of existing national and regional schemes
- Creation of an international web presence
- Multilingual features to promote their services
- Establishment of strong collaborations with other institutions to join forces and to create accessible products and services as a joined task and responsibility
- Improved objectivity of their services by comparing them to others
- Priority positioning of reliable information
- Making use of regional, national and EU expertise

... to all partners and stakeholders (III):

○ **Travel agencies & Tour operators:**

- Commercial value for TAs and TOs by providing them with information about suppliers (TAs and TOs have a very high demand by customers but experience a lack of accessible supply)
- Promote products at the OSSATE per country and on the OSSATE EU portal
- Extended reach and strengthening of suppliers' position in a world-wide marketplace
- OSSATE acts as an enabler and a marketplace – not as a competitor!
- Collaboration through trans-national associations to exchange information, set up databanks and launch joint marketing campaigns
- Learn about the availability of special facilities in various countries

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1. How can e.g. OSSATE UK be organised and run?
Who would run the OSSATE per country?

Main challenges:

- A variety of stakeholders working together
 - Access to databases/ existing information schemes in all participating countries
 - Integrating dynamic content to a central database
2. What opportunities will the OSSATE structure create for stakeholders?
 3. How can organisations contribute to OSSATE?

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THANK YOU!

Open discussion:

**Your feedback/
point of view!**