



OSSATE

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O.S.S.A.T.E.
www.ossate.org

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

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Participating Organisations (1)

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



Participating Organisations (2)

- since September 2006

Partner no.	Name	URL	Country
8	Turism för alla i Sverige	www.turismforalla.se	SE
9	ProWorker IBFT - Infoplattform Barrierefreier Tourismus	www.ibft.at	AU
10	Foreningen Tilgængelighed for Alle	www.godadgang.dk	DK
11	VisitOSLO AS	www.visitoslo.com	NO



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!
- Up to 130 Million Europeans have significant accessibility requirements (OSSATE Study, 2005)
- **Equal Tourism Opportunities 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 (e.g. 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 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 Ministry of Tourism,
Tourism for All Sweden, IBFT Austria,
Accessible Denmark, VisitOSLO:
 - Public Service Information on accessible tourism, Dissemination
 - Pilot-testing of “**EuropeforAll**” Accessibility Information System
- 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>

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WAI-AA WCAG 1.0

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 3rd OSSATE International Workshop, Brussels 12 May 2006
25-5-2006
The OSSATE Project Team at Toegankelijkheidsbureau, organised the third OSSATE International Workshop held in Belgium on 12 May 2006. The workshop was kindly hosted by The Flemish Tourist Board, at their Headquarters, situated just a stone's throw from the famous 'Grand Place' of Brussels.

Results of the OSSATE 2nd International Workshop, Athens 8 - 9 September 2005
21-9-2005
The OSSATE Project Team at the Hellenic Ministry of Tourism, together with EWORX S.A., organised the second OSSATE International Workshop held in Athens on 8 and 9 September 2005. The event was attended by over 120 delegates from 13 countries, representing 86 organisations drawn from the tourism sector, consumer groups, research organisations and public authorities.

Events

Thursday 18 - Friday 19 January 2007, BELGIUM, Europe for All: Stakeholders' Conference on Accessible Tourism

11 May 2006, Brussels, Belgium: "European Network for Accessible Tourism" (ENAT) - Inaugural General Meeting

12 May 2006, Brussels, Belgium: 3rd International OSSATE Workshop



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Slopes in Central Greece

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Section: **Destinations**
Where: **Parnassos, Greece**
Cost per person: 500 €

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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



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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

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 Alma Hotel	Paros Island	5 bests	€100	Yes Reservation
 Glaros	Mykonos Island	5 bests	€120	No Reservation



www.europforall.com

A three-level scheme

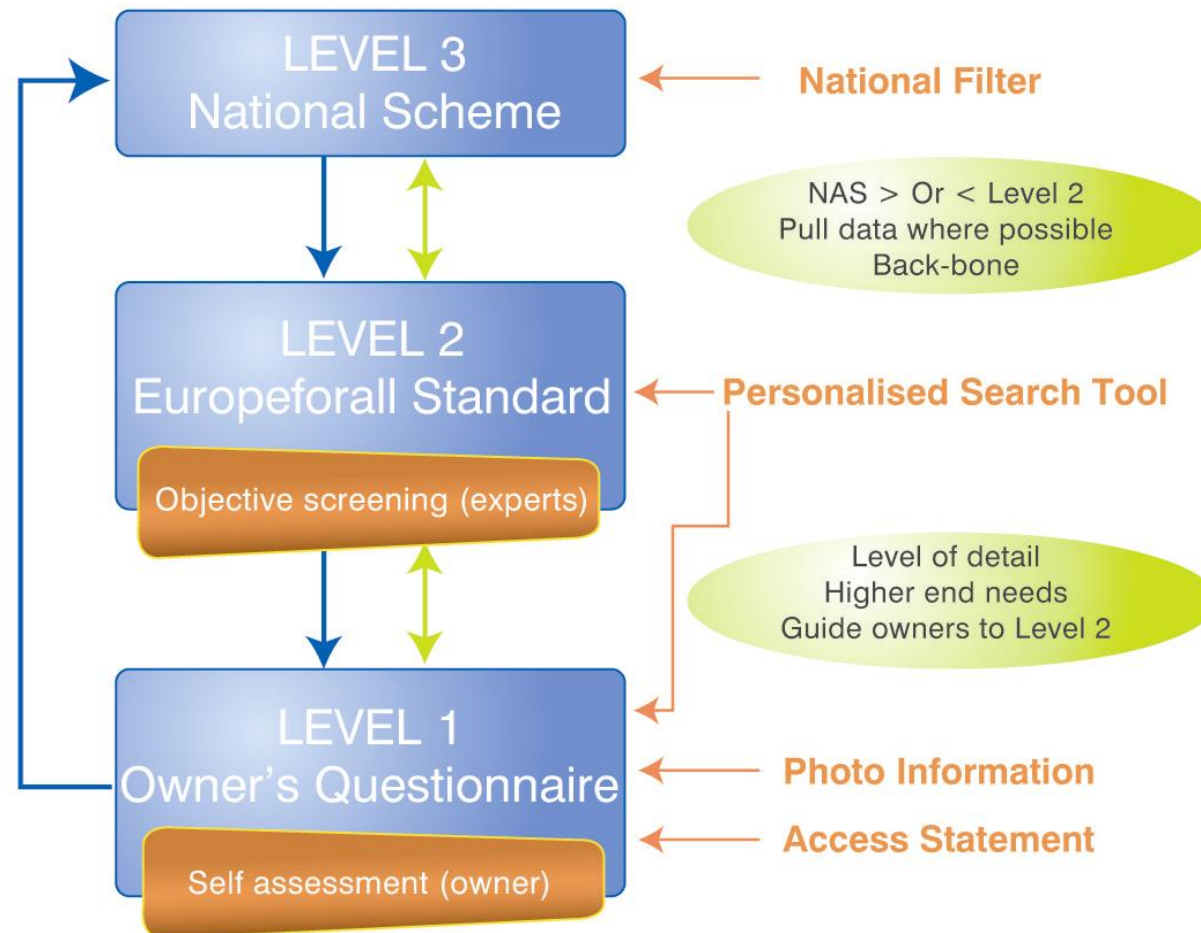
Why?

- Objectives for **EuropeforAll**
 - Reliable, accurate and detailed accessibility information
 - Database & tools for countries with no info-schemes
 - Integrate data from existing schemes and new schemes within a single database
 - Requirements of different parties
 - Include a 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 – professional access auditing



Level 2 – professional venue audits

- Objective and detailed audit (reliable & valid information)
- Independent assessment by an external expert
- Detailed information gathered by checklists with a large number of measurements (Critical + “nice to have” 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



Tools for unregistered destinations

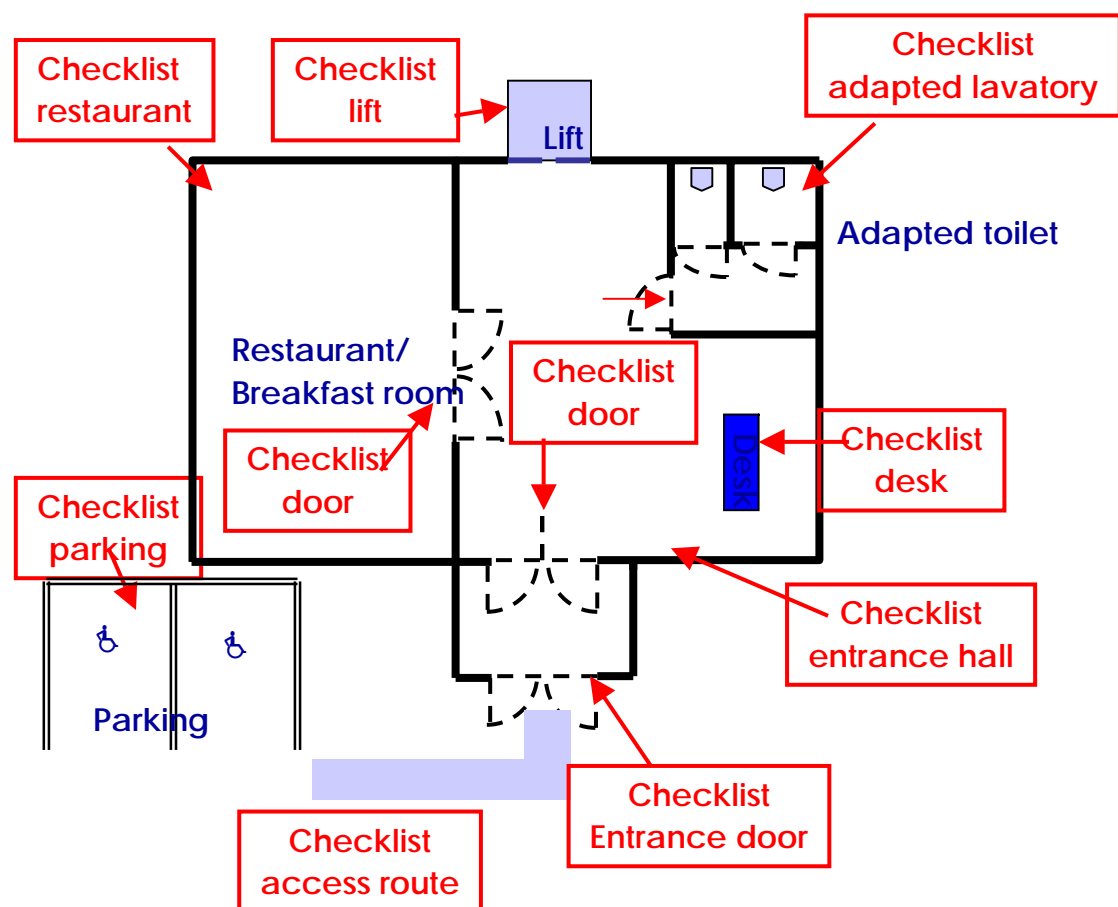
Level 1 – self assessment questionnaires

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

+ EuropeforAll Photo and Measurement 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



'EuropeforAll' and Existing Accessible Tourism Information Schemes

Level 3 – Interoperability with existing ATIS's

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

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, varying sets of regulations, standards, schemes, etc.
- Achieve financial sustainability

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

The OSSATE network approach (1)

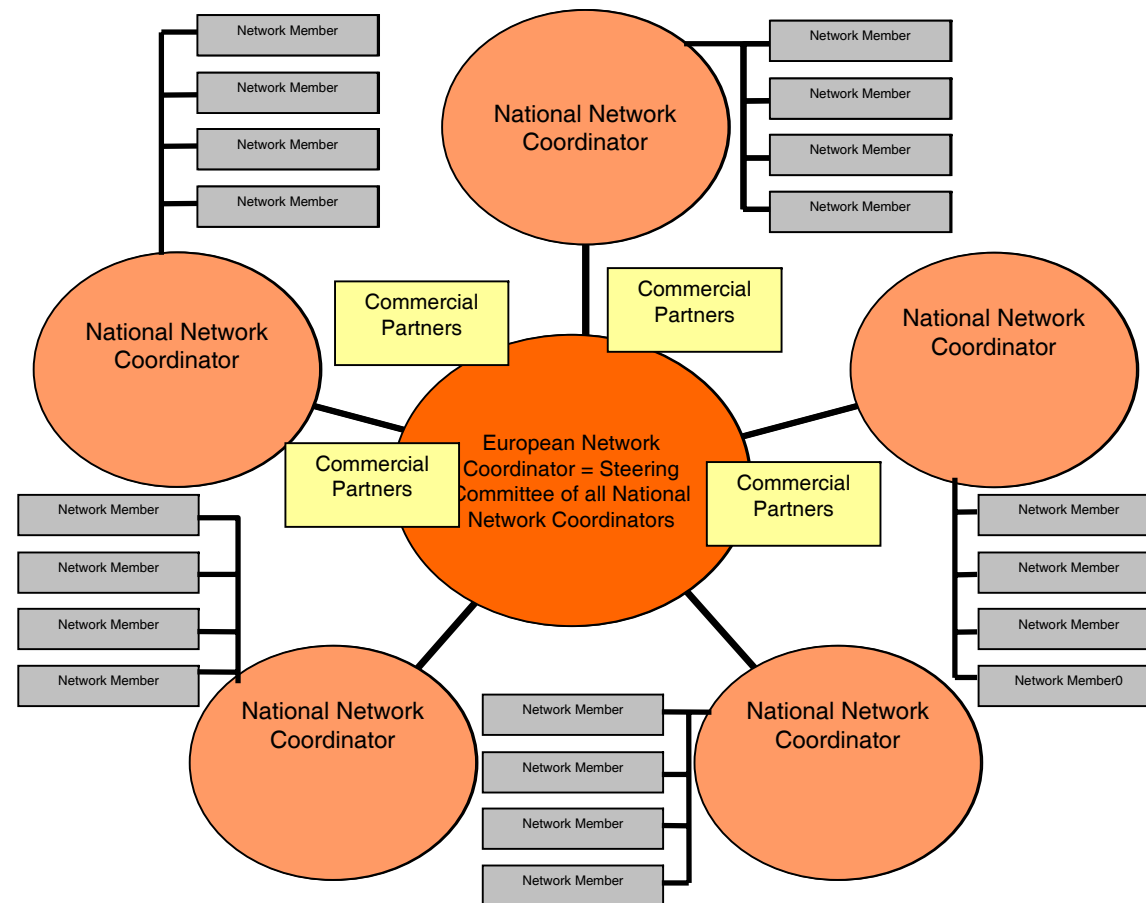
Principles:

- 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 needs modifications for different countries/ situations, e.g.:
 - Open up pathways for countries with no, or almost no existing accessibility information scheme to
 - Encourage collaborative network solutions for countries that have a variety of strong players

- As such, network needs to handle certain variants without being too complex

- Clear route to practical funding proposals



New Partnerships: 2006 >>>

- An opportunity to adjust organisational, technical and commercial parameters for future collaboration 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
- Involving user communities across Europe
- “EuropeforAll” – a pan-European Accessibility Information Service for the Tourism Sector.