Tourism for All

March 21

Accessibility as a quality and comfort feature in Germany

Verified. Reliable. Detailed. „Tourism for All“

German Tourism Academy (GTA/DSFT) Berlin e.V.
Tourism for All:
The information and rating system on accessible tourism throughout Germany.

- Suitable for businesses/establishments/offers of any size.
- For all businesses/offers in the tourism and leisure industry.
- For tourism and tourism-related services and offers (health & well-being, city tours, nature experiences etc.)
- For travel ideas / offer bundles / inspirations consisting of several individual suppliers/offers
- For destinations (cities, towns, regions) and trails (cycling, hiking, nature experience...)

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Tourism for All: The system’s quality criteria

- **Special trained surveyors** visit the establishments/places and collect data on accessibility, **no self-assessment method**
- **Staff members** in the establishments pass a special training.
- Detailed and **verified information** on the accessibility of the establishment/offer for all groups of people (wheelchair users, blind people, etc.) is **published on various websites**.
- **Quality criteria** (e.g. width of doors) are checked and **evaluated** – establishments/offers receive individual labels (accessible, partially accessible, information on accessibility).
- As a result, guests can **decide independently** which offer suits for their individual needs.
Information and labels for seven groups of people

- Logo: Accessibility certified
- People with walking disabilities
- Wheelchair users
- People with hearing impairment
- Deaf people
- People with visual impairments
- Blind people
- People with cognitive impairments
Benefits of the certification for operators:
Support in individual improvement process

- Motivation for optimization: "Businesses want to improve."
- (Increased) customer orientation: "Businesses focus on their guest’s needs."
- Quality and innovation processes: "Businesses do not stagnate."
- Competition between regions and communities: “Desire to be the best.”
Benefits for operators and destinations:
Local network and communication is strengthened

- Networking / knowledge transfer within the destination
  Partners (tourist information, POIs, hospitality industry, transportation, services, etc.) cooperate
- Designing travel ideas, holiday inspirations, bundles, packages
- Labeling of complete destinations/region
- Collaborative Communication of partners and inspirations in the region / destination
- Enhanced external communication of the certified destinations, inspirations and operators
Benefits of the certification of destinations:
Local network and external communication is strengthened

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Thank you to all travel destinations

- Travel Destination Bremerhaven
  27568 Bremerhaven

- Travel Destination Erfurt
  99084 Erfurt

- Travel Destination Vreden
  48691 Vreden

- Travel Destination Dortmund
  44137 Dortmund

- Travel Destination Frankfurt am Main
  60329 Frankfurt am Main

- Bad Bevensen – Health Resort in the Lüneburg Heath
  29549 Bad Bevensen
We look forward to the cooperation!
Your contact: rolf.schrader@dsft-berlin.de
www.inclusivegermany.com