

# **Europe Without Barriers conference "Accessible Tourism: Opportunity for All"**

## **Universal Design of Tourism Infrastructure**

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Lucignano

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# Misconception

**“Accessibility only concerns people with disabilities”**

**Wrong!**

- It concerns **everyone’s comfort and safety and their ability** to carry out any kind of activity
- It applies to ALL people with obvious or hidden problems, and also issues that can eventually arise, on a holiday trip or in the rest of one’s life.

**If we understand this, then we will understand that accessibility has to be a first priority in everything we plan or design.**



# Universal Design

The key to achieving Accessibility for All, is to follow the Universal Design approach.

Universal  
Design



Accessibility for  
All



- **Universal Design**
- The key to achieving Accessibility for All, is to follow the Universal Design approach.



**Good design enables**



**- bad design disables!**

# Universal Design



***‘Universal design*** is the design of products and environments **to be usable by all people**, to the greatest extent possible, without the need for adaptation or specialized design. The intent of the universal design concept is to simplify life for everyone. The universal design concept targets all people of all ages, sizes and abilities’.

*(Center for Universal Design, Raleigh, NC, USA)*

# Universal Design

- Universal Design (UD), originated in the USA.
- It is a **design approach, reflecting a new way of understanding and responding to people's needs.**
- It is not a list of particular solutions, measurements, or products.
- **Universal Design** is the way to reach the solution for creating comfortable, sustainable and safe environments, products and services for ALL.

# Design for All

- In **Europe** a similar development has taken place, named “Design for All”.
- **Design for All** means designing, developing and marketing **mainstream products, services, systems and environments** to be accessible and usable by as broad a range of users as possible.





# Who are we designing and planning for?

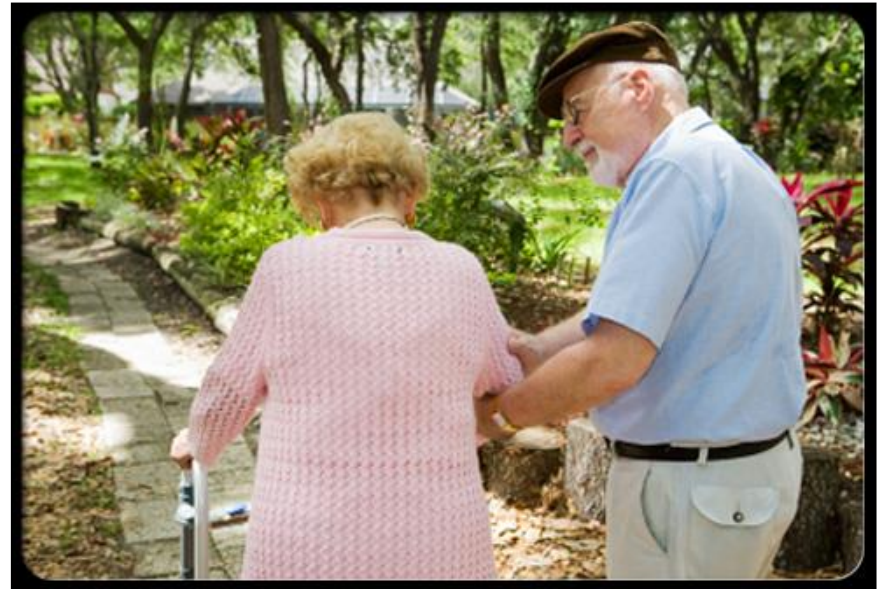
## For the widest range of visitors

Very small and...

Very large or tall people



- Older people, who may be frail, or tire easily or have multiple impairments
- People who are managing a long-term health condition



# Seniors – a **large** part of accessible tourism

- 1 in 5 persons in Europe are aged over 60
- They want to travel and enjoy life.
- Seniors from Europe take 6 to 7 trips a year





## Families with small children



## Pregnant women



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Guests with a temporary physical impairment, e. g. a broken leg.



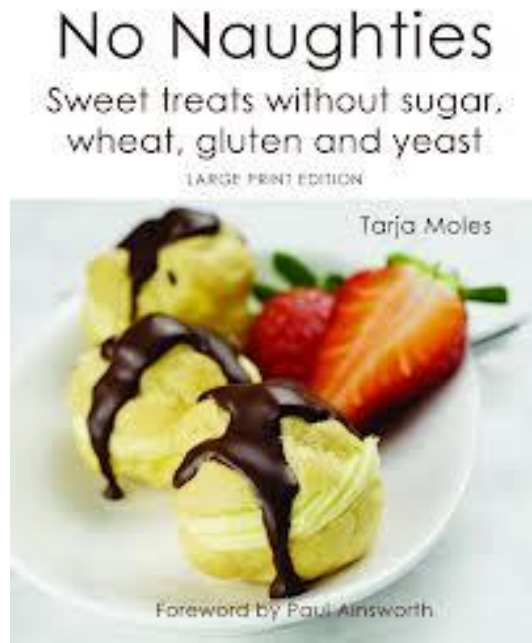
Guests with large and heavy pieces of luggage or equipment.



Tired, sleepy, stressed or absent-minded customers.



# People with asthma or allergies or dietary requirements



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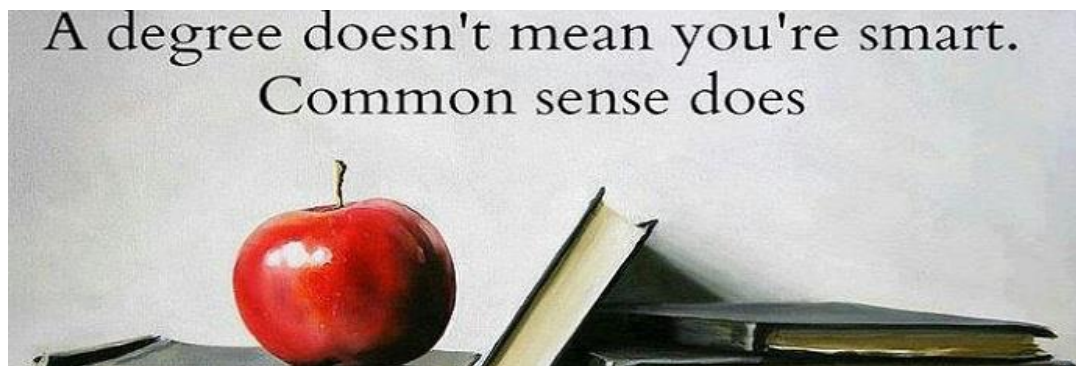
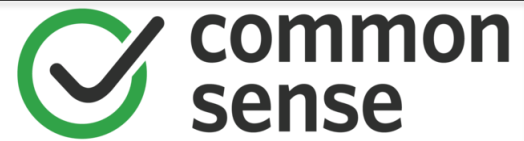
# Including visitors who have specific disabilities or impairments



Guide dogs and rehab dogs are naturally welcome at Scandic. This is Ada, who works for our Disability Coordinator.



... to be usable by all people...  
“It is all about common sense!!!”



# **The 7 Principles of Universal Design**



# The 7 Principles of Universal Design

- 1. Equitable Use:**  
The design is useful and marketable to people with diverse abilities.



# The 7 Principles of Universal Design

## 2. Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.



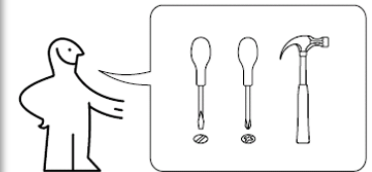
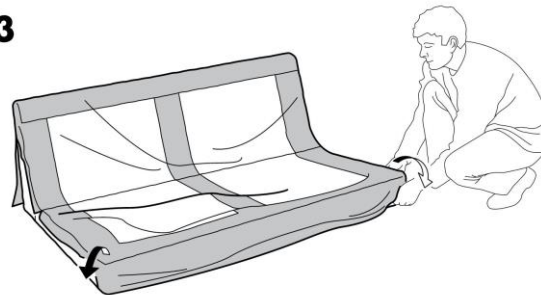
# The 7 Principles of Universal Design

## 3. Simple and intuitive use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.



3





# The 7 Principles of Universal Design

## 4. **Perceptible Information**

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.



# The 7 Principles of Universal Design

## 5. Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.



# The 7 Principles of Universal Design

## 6. Low Physical Effort

The design can be used efficiently and comfortably and with a minimum of fatigue.





# The 7 Principles of Universal Design

## 7. Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility



# What are the consequences of **not** following UD principles?

- **Exclusion of** some visitors from tourism experiences and offers
- **Lower** quality of services for the wider range of visitors
- **Less safe** environments and products
- **Not sustainable** environments, services and solutions
- **Need for adaptations**, re-design, re-building – requiring additional expense
- **Reduced** Return on Investment.

**UD** ➔ **Comfort, Safety, Quality, Sustainability, Growth**

# What needs to be done?



- **Awareness and Training is necessary.**
- **Education:** there is a gap in design education
  - UD to be taught across the whole range of education and actors in the tourism sector
  - ...from decision-makers, politicians, teachers and professors, managers, front-line staff, to product and web designers...
  - And all professions related to the built environment and transport, such as planners and architects.



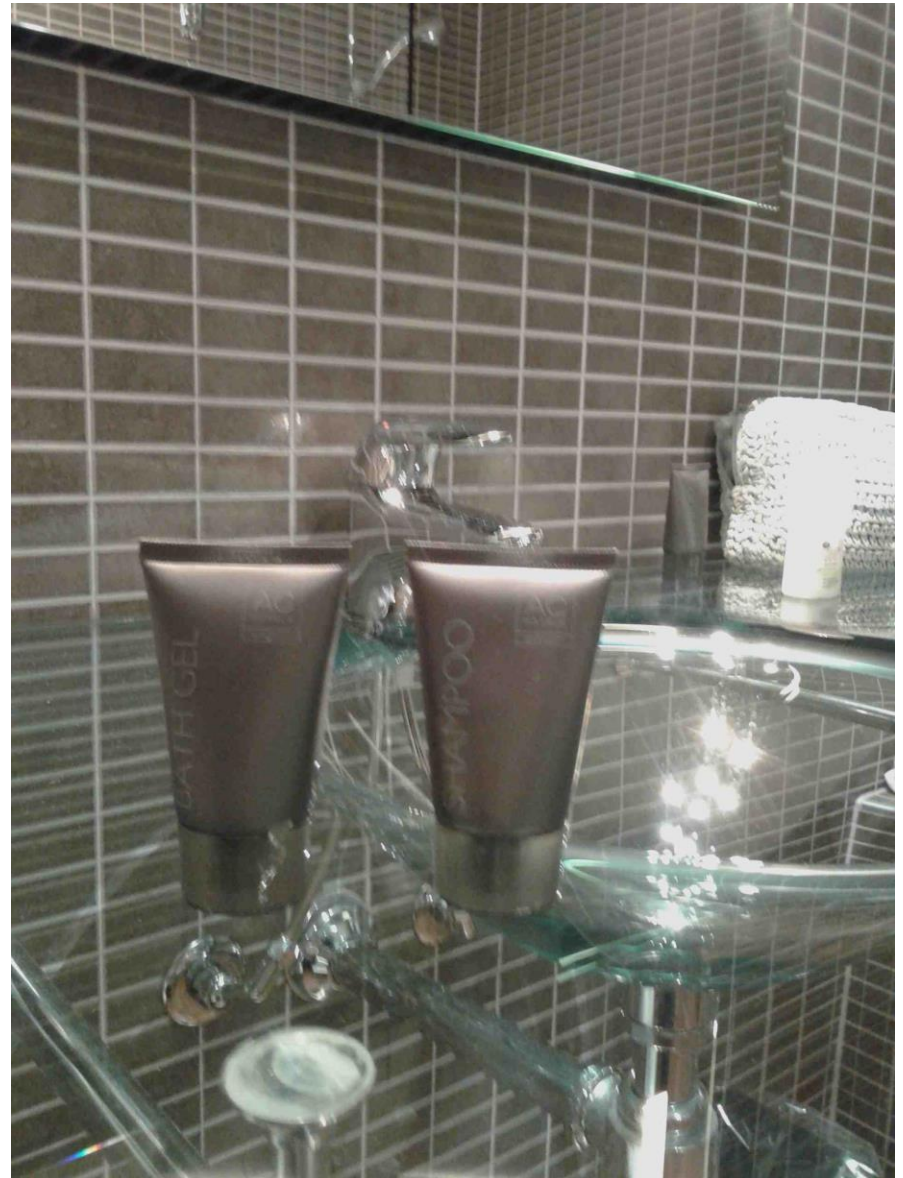
Do we follow UD Principles in practice?



# Do we follow UD Principles in practice?

## In product design

- A glass washbasin...!
- Shower gel or shampoo?



# Do we follow UD Principles in practice?

## In tourism infrastructure and businesses

### Why Steps?

What about moving the ice-cream freezer?

**The solution:**  
a small ramp





# Do we follow UD Principles in practice?

## In the built environment



Ponte della Costituzione, Venice

Accessibility was not specified in the procurement process.

Lack of requirements leads to poor access, not sustainable environments and expensive solutions...



Steps and glass surface cause inconvenience and confusion



# Ponte della Costituzione, Venice



The mechanical capsule solution for wheelchair users was added afterwards at considerable expense. It takes 17 minutes to cross the canal and still discriminates against people with reduced mobility.

# Millennium Bridge, London



A footbridge designed to be used by everyone.



Plan to allow **everyone** to visit, enjoy and participate



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# Public spaces- historical cities - cobbled or paved streets





# Activities in Nature



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# Access to beaches and the sea





# Hotels

Buffet / counter at suitable height for wheelchair users and children



# Hotels



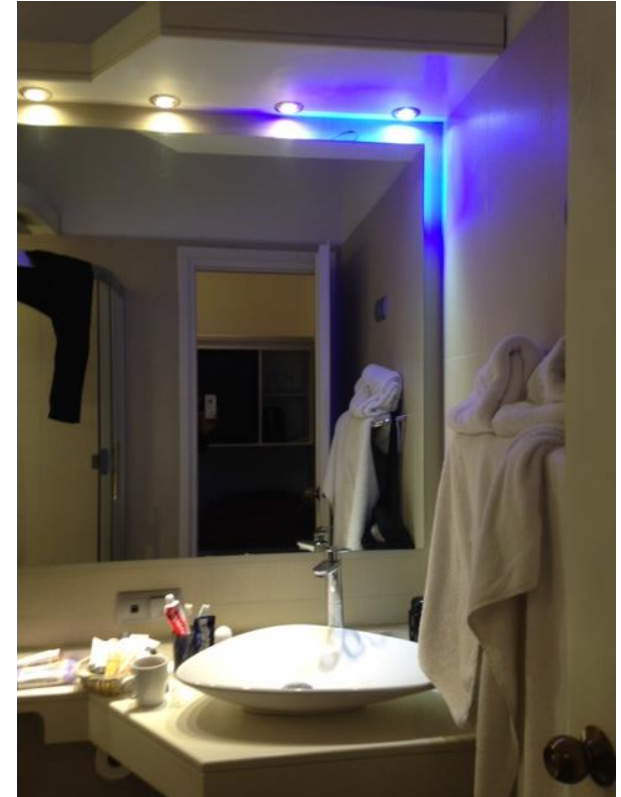
Roll-in shower,  
support handrails  
are suitable and safe for  
everyone



# Hotel rooms



Spacious rooms, moveable furniture, colour contrast



**Aegialis Hotel and Spa:**  
- bathroom night light and non-slip floor tiles



# Transport - accessible mini van, suitable for all





# Heritage Sites and Nature

Universal Design is a broad concept but sometimes it has practical limits.



# Access to the Acropolis – has been achieved



- through a discrete and careful intervention using technology. Since we could make the Acropolis – a UNESCO World Heritage site - accessible for wheelchair users and people with walking difficulties, it may be possible elsewhere to improve accessibility, **if we take the decision.**



# Stories of innovation and creation....

## Access to the Sea for All: *SEATRAC*

<https://vimeo.com/51886932>



Director Nikos Logothetis, DP Chris Ortentzio, DP Kostas Fasoulas  
Original music Leonardo Galanakis, Editing Kostas Bitinis



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