

“Promoting of accessibility in tourism attractions” seminar

28:th August 2014

Latvia, Līgatne

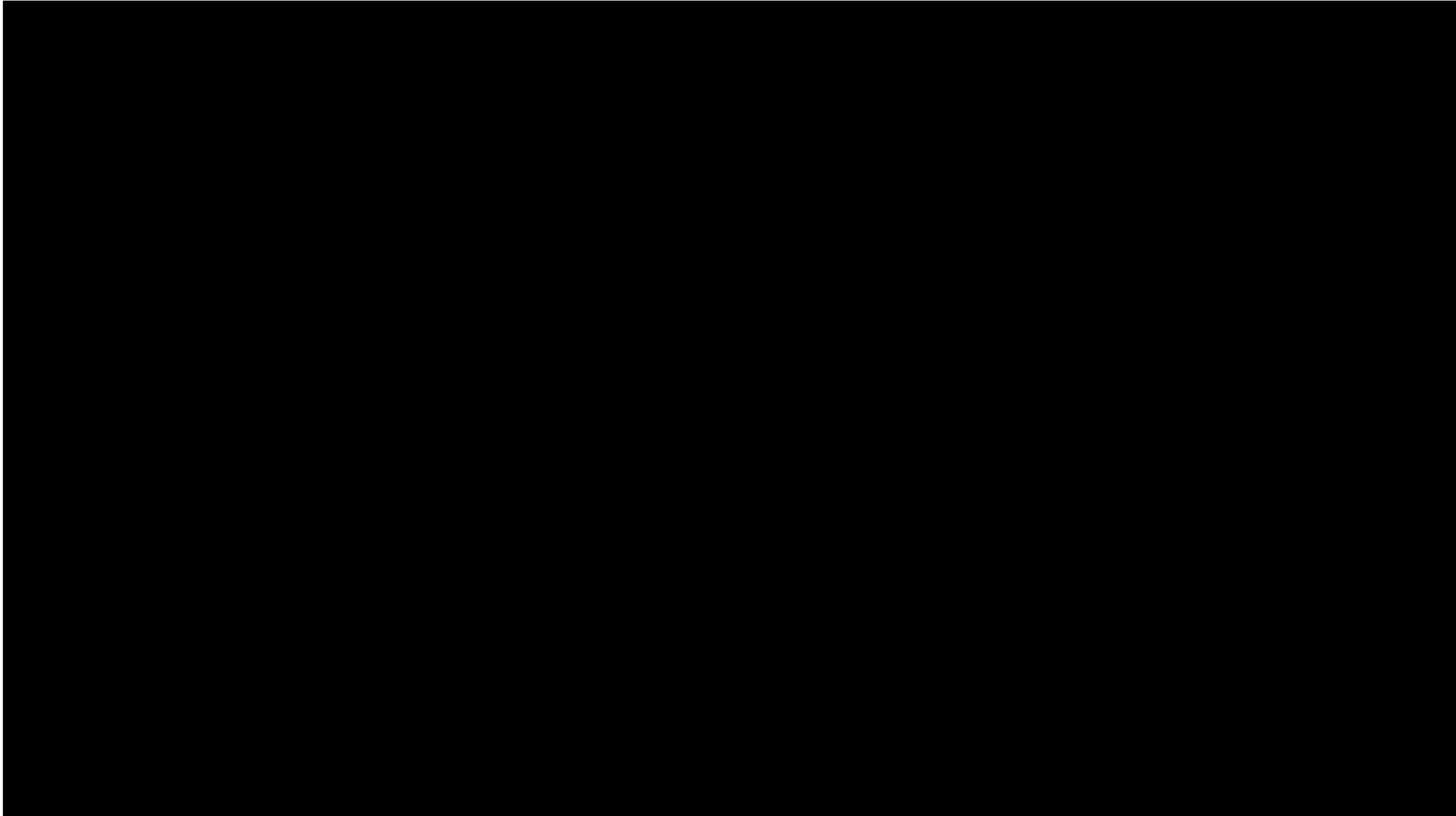
“Accessibility as a sign for high quality and a premise for extended customer groups”

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Video clip; "Nature without barriers"

Accessibility

- Customer's perspective

- ✓ Makes environment or service accessible despite of customers' diversified challenges or needs



Accessibility

- Customer's perspective

- ✓ Increases equal possibilities for common participation



Accessibility

Customer's perspective

- ✓ Makes possible to keep existing hobbies or also reach the new ones



Accessibility

Customer's perspective

- ✓ Promotes independent management in daily activities and living



Accessibility

Service provider's perspective

- ✓ Functional guidance grounds the basis for successful and pleasant attractions



Accessibility

Service provider's perspective

- ✓ Signs may also be touchable for visually impaired or for weak-eyed



Accessibility

Service provider's perspective

- ✓ Accessible logistics and transport services shall be taken into account



Accessibility

Service provider's perspective

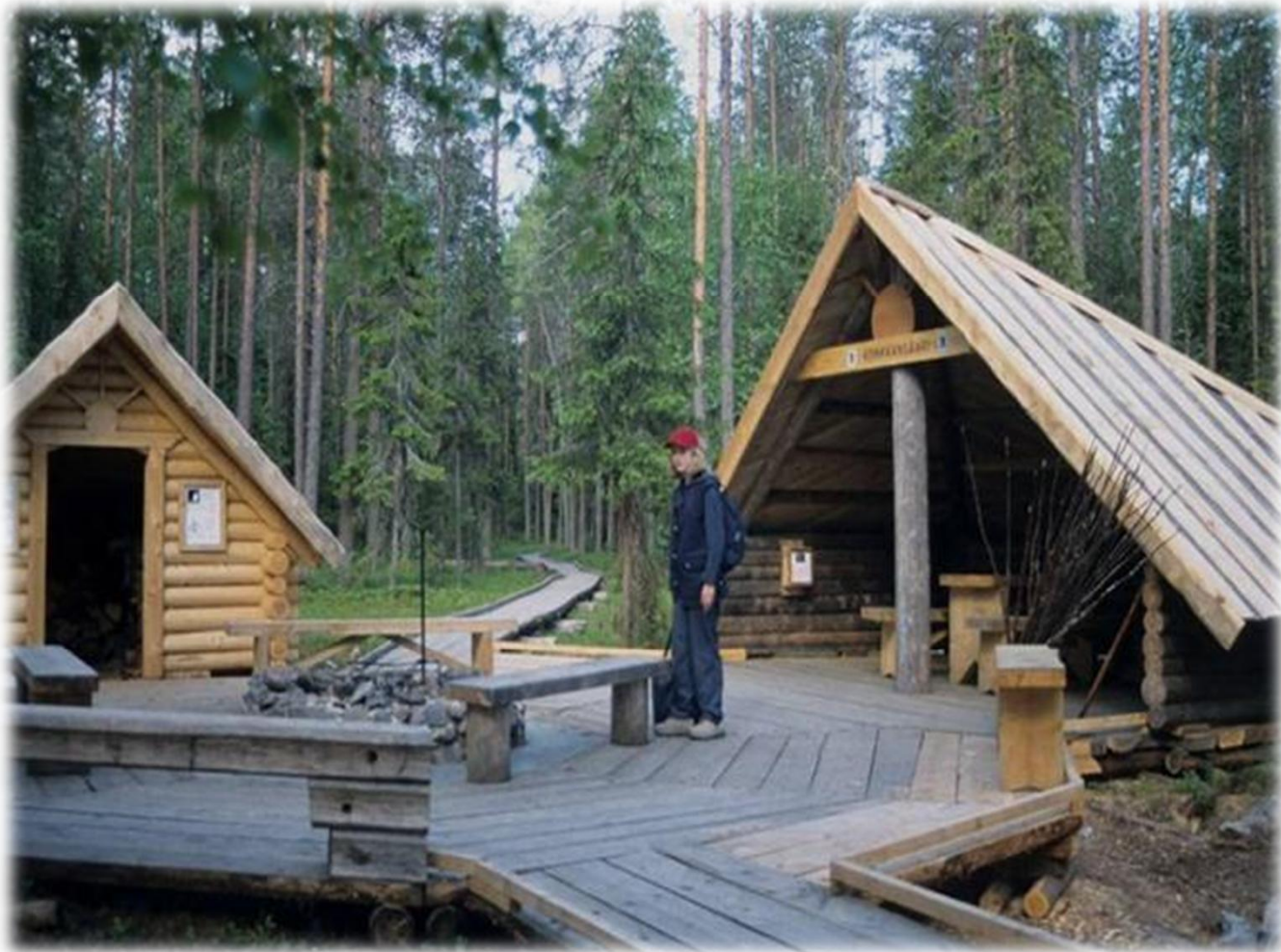
- ✓ Innovative planning make premises for tailored services and attractions



Accessibility

Service provider's perspective

- ✓ Increases high quality of environments for all customers and visitors



Accessibility

Service provider's perspective

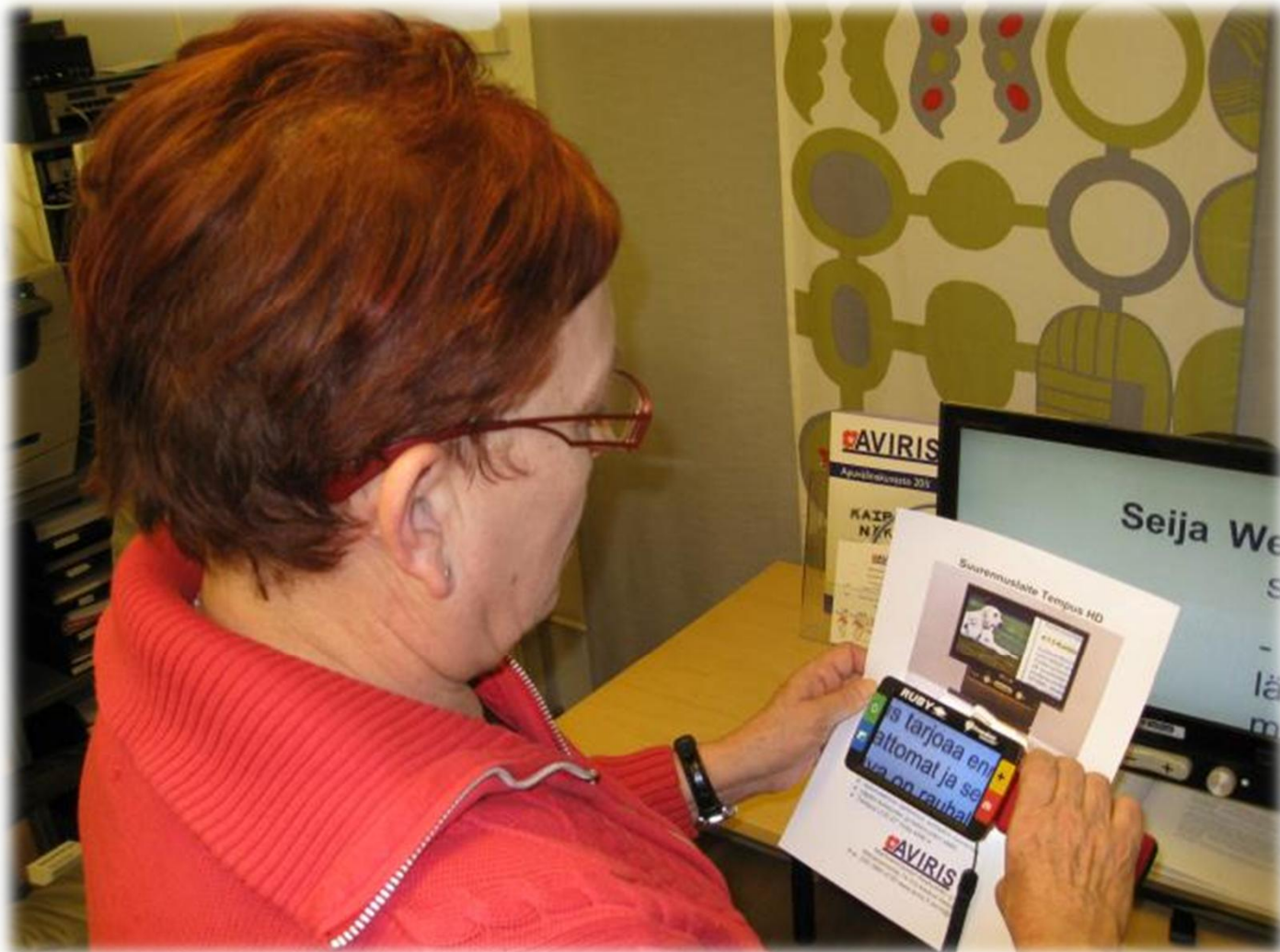
- ✓ Increases high quality of services for all customers and visitors



Accessibility

Service provider's perspective

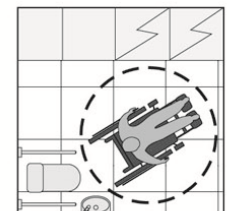
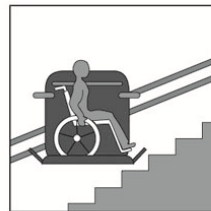
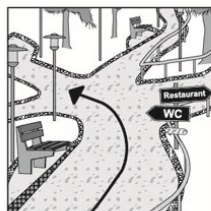
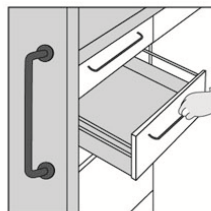
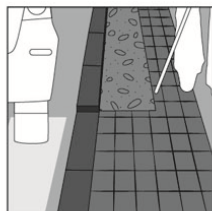
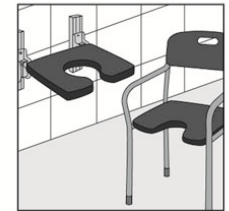
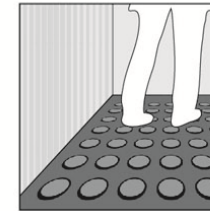
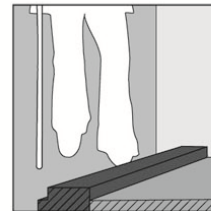
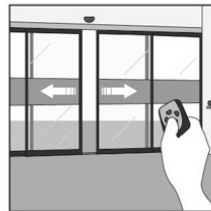
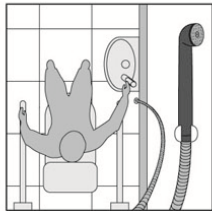
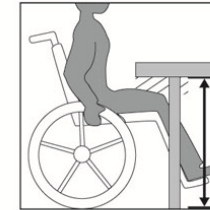
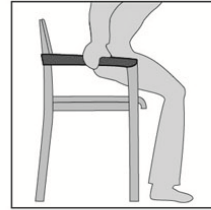
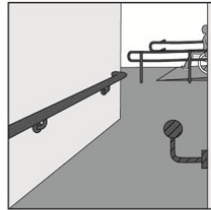
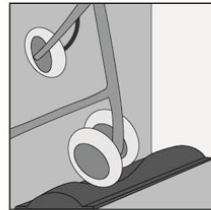
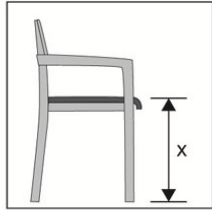
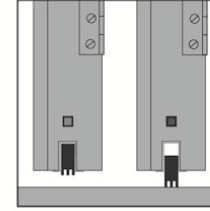
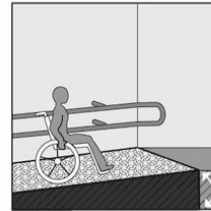
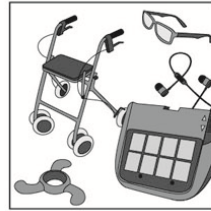
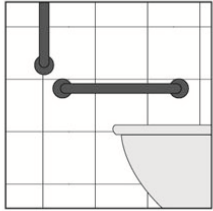
- ✓ Do not forget accessibility of information and in marketing



Accessibility

Development perspective

- ✓ Make common with the basic challenges, guidance and recommendations



Accessibility

Development perspective

- ✓ Challenges are often rather simple to be resolved



Accessibility

Development perspective

- ✓ Pay attention to multiprofessional planning model and process



Accessibility

Development perspective

- ✓ Do not forget customers themselves and call them along



Accessibility

Development perspective

- ✓ Peer advisors have been proved to be very useful when promoting accessibility



Accessibility

Development perspective

- ✓ Positive attitude will be saved even the challenges seems to be huge!



Conclusions

What shall be reached by promoting accessibility in tourism attractions?

- New customer groups (elderly and disabled people)
- Extended value and high quality of environments and services (for all customers)
- Specialization and distinction as an authority of accessibility
- Simplified maintenance of environment
- Positive and progressive company image and visibility

Conclusions

What will be demanded?

- Par excellence positive attitude for accessibility
- Understanding of the needs of special customer groups
- Information retrieval about backgrounds for accessibility in built environment and in services
- Common and user-centered planning of environments and services
- Targeted financial and employee resources
- Accessibility in services and in built environment must be understood as an ensemble, not only as single solutions
- Networks and cooperation with other actors (for example common, accessible tourism products or routes)

Some examples of accessible attractions from North Karelia



Rafting is easy for everyone with accessible river boat and with specially designed rest stops and docks

Rapids of Ruunaa, City of Lieksa, Finland

Some examples from North Karelia



Observation of birds or predators in easy access bird towers or cabins
Bird tower in Reposuo, Pankakoski, Finland

Some examples from North Karelia



In accessible beach area you can enjoy of the lake nature alone or with friends
Honkalampi center in Liperi, Finland

Some examples from North Karelia



Accessible fishing area makes possible for example angling and spin casting
Wilderness park in the City of Outokumpu, Finland

Some examples from North Karelia



Husky safari in specially designed sledge can be an impressive winter experience
Kaisaguide, Ilomantsi, Finland

Some examples from North Karelia



Well applied and clear guidance is a good start for a successful ramble
Pamilonkoski hiking area, Lieksa, Finland

Some examples from North Karelia



Well equipped and located maintenance buildings are essential part of high-quality nature tourism environment

Ruunaa, Nature house, Lieksa, Finland

Some examples from North Karelia



Substantial changes of the water level requires a special and automatic adjustable landing stage

Haapalahti Vacation home, City of Joensuu, Finland

*"Accessibility is more than a feeling because
it will make possible to have unforgettable experiences"*

Thank You for your attention and sincerely welcome to North Karelia Finland!

