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Challenges to attaining “Accessible Tourism for All” in German destinations as part of a CSR-oriented approach (*Conceptual Paper*)

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Key words: Accessible Tourism, destination management, Corporate Social Responsibility, Germany

Summary

Although the discussion on Accessible Tourism has increased in intensity over the past 20 years, and by now there are even a few examples of Good Practices being implemented, it nevertheless must be pointed out that this approach is not yet so widespread that it can be seen as part of the mainstream – Accessible Tourism must still be regarded as a niche segment.

One of the reasons often cited for the relatively low penetration rate of offers designated as “Accessible Tourism” is the high costs of investment and the lack of short-term yields. Another hurdle to a broader offer of Accessible Tourism is a certain “barrier in the mind”. Broader dissemination of “Tourism for All” options represents a major challenge, particularly for destination management organisations. Destination management organisations are particularly well equipped to undertake such actions; however, merely implementing a general CSR programme is likely to be insufficient. This paper argues that supportive governmental structures have to be implemented if a more comprehensive level of Accessible Tourism is to be attained.

Basic principles of Accessible Tourism for All

In Germany (as well as in many other Western industrialised countries), the discussion on Accessible Tourism for All started at the end of the 1970s (cf. Ev. Akademie Loccum, 1976). During the 1980s, it remained a discussion in academic and charity circles (cf. Studienkreis für Tourismus, 1985). Since the 1990s, engagement with Accessible Tourism has significantly increased and has increasingly included tourism professionals, bringing about change in tourism policy (cf. UNWTO, 2013; GfK Belgium et al., 2014). In the Federal Republic of Germany, the 2002 Disability Discrimination Act (*Behindertengleichstellungsgesetz, BGG*) (BMJV, 2002) marked a turning point in public policy (see also DZT, 2014). Before then, accessible facilities for persons with disabilities were primarily provided by non-profit and charitable providers as “protected” offers outside the normal market; the overcoming of barriers had often been assigned to the disabled themselves. As a legal standard, the

Disability Discrimination Act explicitly sets the goal of ensuring that disabled people have equal opportunities in their self-determined participation in social life.

An example of this change in perspective and the recognition of the responsibility of the supply side in tourism – to provide appropriate services that seek to fulfil this objective of equal opportunities – is documented in a publication by the German Automobile Association (*Allgemeiner Deutscher Automobilclub, ADAC*) in the following year, the “Accessible Tourism for All” planning guide (*Barrierefreier Tourismus für Alle, ADAC 2003*). One of the key aspects developed in this planning guide, which is still valid and relevant today, is the emphasis put on the entire service chain as a whole. Accessible facilities are only adequate for the target groups if the entire tourism service chain is included (see Figure 1.).

Isolated offers of individual service providers (e.g. in the accommodation sector) fall short when the other stations of the customer path, from information and booking on arrival and the range of different activities during the stay at the destination, are not prepared for visitors with disabilities. Even at this stage it becomes clear that, although the individual service providers are responsible for providing adequate services for visitors with disabilities, Tourism for All can only fulfil its mission if extra emphasis is placed on the coordination and harmonisation of the individual elements in the service chain.

As a result, local and regional destination management organisations (DMOs) and the marketing organisations of the federal states (*Landesmarketingorganisation, LMO*) are particularly challenged when appropriate Tourism for All packages are to be created. At the same time, no single service provider at a destination can achieve the goal of creating a comprehensive Tourism for All product on its own. As a result, a coordinating and governing institution including all respective stakeholders is necessary to achieve this. However, this has implications for the voluntary nature fundamental to the Corporate Social Responsibility paradigm.

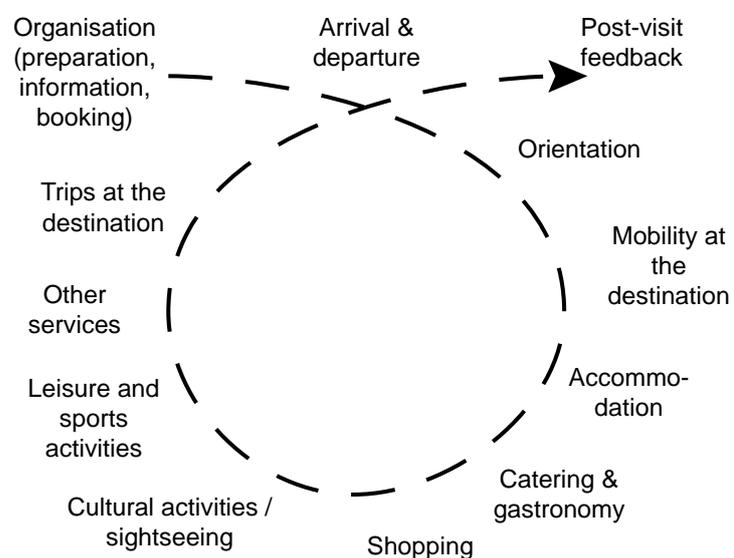


Figure 2: The entire tourism service chain as a key starting point for Accessible Tourism approaches
(Source: Own design following ADAC 2003, p. 21)

Two studies commissioned by the German Federal Ministry for Economic Affairs and Energy (*Bundeswirtschaftsministerium, BMWi, 2003 and 2008*) address the importance of

promoting the concept of Tourism for All and facilitating appropriate measures for it. The objective of the first study (BMW_i, 2003) was to create awareness among the relevant tourism stakeholders about the economic potential of this particular market segment. As a result, the study focused primarily on quantitative aspects of the demand potential of disabled people in the tourist market. The study convincingly demonstrated that Germans with disabilities have a travel intensity rate (i.e. participation rate) of about 50%; this is almost a third lower than the average of the German population as a whole (BMW_i, 2003, p. 17). One reason for this below-average intensity of travel is due to a lack of supply; almost 40% of disabled people responded in the representative survey that they avoid travelling due to a lack of options (BMW_i, 2003, p. 19). The potential of people with disabilities would be even more attractive for the German tourism industry because not only are they more likely to spend their holidays within Germany, they are also likely to do so during the off-season (BMW_i, 2003, p. 18 et seq.). As a result, not only was the current economic relevance of travelling by people with disabilities shown to be about €2.5 billion; the study also revealed an additional untapped potential estimated to be up to nearly €2 billion. This further bolstered the arguments regarding Accessible Tourism.

In addition to this economic perspective, another virtue of the study is the way it tackles head-on one of the key objections to the implementation of Accessible Tourism offers: the high costs involved. The model of the “pyramid of accessibility” (see Figure 2) makes it clear that the basis as well as the starting point of Accessible Tourism lies not in (cost-intensive) packages tailor-made for individuals; instead, the foundation consists of intangible psychological aspects.

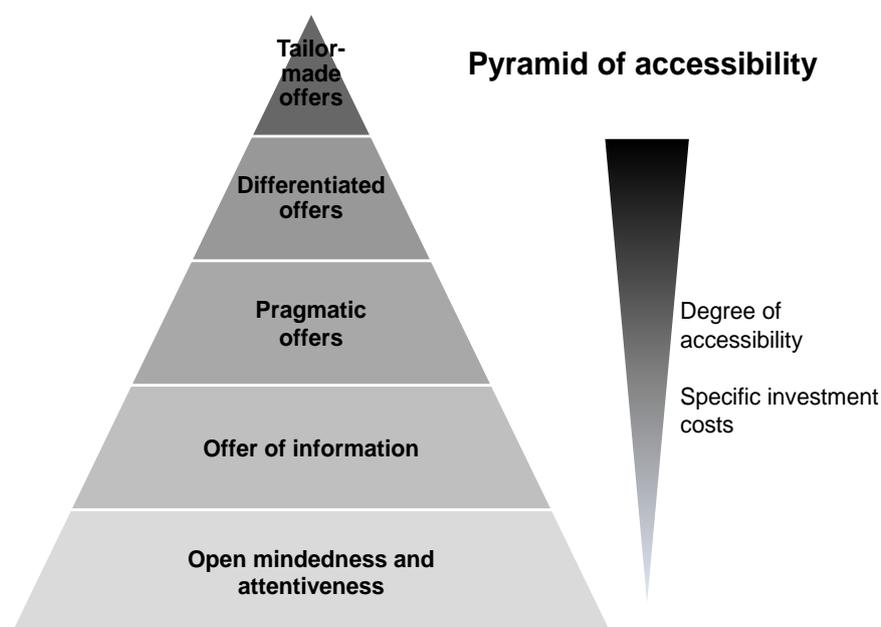


Figure 3: The “pyramid of accessibility”
 (Source: Own design following BMW_i 2003, p. 36)

Empathy towards people with disabilities and providing them with a warm welcome is critical, and can often compensate for suboptimal physical conditions. For these reasons, one way to orient the tourism industry toward disabled individuals in the market would be to reduce fear of contact and the threshold of inhibition.

The second study, dating from 2008, used this foundation to consequently focus on particular strategic implementation aspects. It discussed financial funding opportunities for Accessible Tourism for All as well as the relevance of various coordinated marketing approaches at the destination level and the importance of networking and cooperation among stakeholders. The authors of the study also emphasised that after the initial phase – as in many other tourism segments – at the stage of development and market penetration, the role of quality standards increases in importance. This in turn means that certification and approval processes must be further developed and standardised.

Since just before the turn of the millennium, development in Germany has of course been intertwined with European and international activities. One milestone at the European level was a manual published by the European Commission in 1997, “Making Europe accessible for tourists with disabilities: Handbook for the tourism industry”; the European Year of People with Disabilities in 2003 created a similar impetus. Despite the wide range of activities, for example, at the level of the European Network for Accessible Tourism (ENAT) established in 2006, by 2012, the head of ENAT, Ivor Ambrose had noted that nevertheless no clear coordinated road map had yet been created for the development of a comprehensive approach.

One study commissioned by the European Commission, entitled “Economic impact and travel patterns of accessible tourism in Europe” (GfK Belgium et al., 2014) can be considered to a certain degree to be a European-level continuation of the aforementioned German national-level predecessors (BMW, 2003 and 2008). In the EU, the volume of physically-challenged travellers is estimated to be nearly 800 million single-day or multi-day trips a year (GfK Belgium et al., 2014, p. 22). Like their predecessors at the national level, the authors of this study also come to the conclusion that this amount could be increased considerably – up to 40% – if the range of offers was optimised. However, the study also made it clear that in the future the expansion of accessible travel will become even more important in light of demographic changes. In other words, Accessible Tourism faces a growing market. Ultimately, the objective of this study was to increase the acceptance of accessible offers on the side of service providers. Conversely, however, this objective also implies that the idea of Accessible Tourism for All has generally not yet been developed in many destinations and in the tourism industry, even 20 years after the start of an intensive discussion in scientific and tourism industry circles.

Snapshots of what is possible: examples of Good Practice

Although we are still far from a comprehensive range of offers in Tourism for All, many options nevertheless have emerged over the last 20 years that can be seen as “Good Practice” examples and that show the potential of those options. Although a few individual

initiatives (cf. Neumann and Kagermeier, 2016) can be found, in which accommodation enterprises in particular have tried to cater to guests with disabilities, there is no evidence in Germany of any real bottom-up networks of private tourism stakeholders that have attempted to cover the whole service chain and thus provide complete holidays for handicapped tourists.

Given the fact that the entire travel chain must be covered, the following examples are not voluntary bottom-up CSR activities of individual private-sector service providers. Instead, local or regional DMOs and LMOs generally play the roles of initiators and/or facilitators. Even though the participation and engagement of private tourism stakeholders in approaches initiated by the DMOs or LMOs is voluntary, the impetus and supervision lies in the hands of (primarily public) organisations. Of course the presence of a few private stakeholders addressing accessibility issues in a destination helps DMOs to focus on accessibility aspects themselves, but in any case the comprehensive chain-oriented approach to services is usually brought into the discussion by local, regional or state level authorities.

AG Barrierefreie Reiseziele (Barrier-free Destinations Working Group)

One example of Good Practice in Germany is the “AG Barrierefreie Reiseziele” (Accessible or Barrier-free Destinations Working Group). This is a partnership of currently nine urban and regional DMOs:

- 1) Eifel Tourismus Gesellschaft mbH
- 2) Erfurt Tourismus & Marketing GmbH (owned by the City of Erfurt)
- 3) Tourismusverband “Fränkisches Seenland” (promoting the area around the Franconian Lakes)
- 4) Magdeburg Marketing Kongress und Tourismus GmbH (owned by the City of Magdeburg)
- 5) Tourismusverband Lausitzer Seenland e. V. (focusing on the area of Lower Lusatia)
- 6) Ostfriesland Tourismus GmbH (East Frisia Tourism)
- 7) Romantischer Rhein Tourismus GmbH (RRT) (Romantic Rhine Tourism)
- 8) Tourismusverband Ruppiner Land e.V. (Ruppin country) and
- 9) Tourismusverband Sächsische Schweiz e.V. (Saxon Switzerland) (see Figure 3).

The mission statement of the working group includes the following goals:

- To develop Accessible Tourism in the regional destinations and in Germany as a whole
- To establish a network of “accessible destinations in Germany
- To create transparency in the provision of Accessible Tourism
- To regularly exchange experiences
- To intensify cooperation with German political and administrative bodies as well as civic organisations
- To undertake joint marketing activities
- To maintain www.barrierefreie-reiseziele.de, a jointly operated website (AG Barrierefreie Reiseziele, 2015, p. 1).

The working group was founded in 2008 by six destinations. Activities centre on two poles: on the one hand, there is an internal dimension of creating synergies through cooperation and exchange of experiences in a network. On the other hand, the working group has attempted to join forces for the purpose of communication to the external market, leading to increased visibility of Accessible Tourism activities – at the end of the day, of course, this hopefully leads to an increase in tourists with disabilities at the member destinations. In its efforts to increase visibility and awareness of tourism opportunities not only among domestic customers, but also among disabled tourists internationally, the working group has cooperated with the German National Tourist Board (Deutsche Zentrale für Tourismus, DZT; cf. AG Barrierefreie Reiseziele, 2015, p. 1) since 2010.



Figure 4: Members of the “AG Barrierefreie Reiseziele” (Working Group Accessible Destinations) in Germany
(Source: AG Barrierefreie Reiseziele, 2015, p. 3)

Although this certainly is a remarkable initiative, it must not be overlooked that, if we take into consideration that the Federal Statistical Office lists almost 150 travel areas in Germany (Statistisches Bundesamt, 2014, C-3.8; see also Kagermeier, 2015 p. 195), only a tiny portion of the destinations have signed up as members.

The fact that during the last eight years only three destinations (the City of Magdeburg, Niederlausitz and Romantischer Rhein) have joined the cooperation network means, conversely, that there is no dynamic membership development. Moreover, it must be noted that the member destinations are certainly not among the top destinations in Germany as measured by the share of tourists or the most dynamic development of the overnight stays. In particular, none of the so-called Magic Cities (Dresden, Düsseldorf, Frankfurt, Hamburg, Hannover, Cologne, Leipzig, Munich, Nuremberg and Stuttgart; DZT, 2016) – the metropolitan destinations in Germany which attract the lion's share of international tourists and have demonstrated significant growth in tourism figures (Kagermeier, 2009, p. 79 or 2015, p. 210) – are members of the network. To a certain extent, the network can be characterised as an association of (mainly rural) "B" destinations that focus on Accessible Tourism in the hope of achieving a competitive advantage and strengthening their position.

Simultaneously, a hypothesis can be put forth that (given the fact that private stakeholders and representatives at the local level are not capable of meeting all the needs of customers along the entire service chain) even the regional level does not yet possess an adequate organisational framework to position Tourism for All successfully.

Good Practice at the federal state level

The previous paragraph formulated a hypothesis stating that the regional level of destinations probably lacks the resources to catalyse dynamic development in Accessible Tourism. So it seems likely that the level of the federal states in Germany (Länder) with their LMOs (the tourism marketing organisations of the federal states) may be the appropriate frame for fostering Accessible Tourism.

Some LMOs have put a specific focus on the subject in recent years. In addition to Thuringia (Thüringer Tourismus, 2007) and Brandenburg (since 2008; see TMB, 2012), Rhineland-Palatinate (RPT, 2012) and, more recently, North Rhine-Westphalia (Tourismus NRW, 2014) and Saxony (TMGS, 2015) have in particular tried to spur changes at the federal state level. Of course it is not only by accident that the LMOs are likely to get particularly involved in aspects of Accessible Tourism in states where regional destinations are members of the AG Barrierefreie Reiseziele. Indeed, the AG Barrierefreie Reiseziele was founded and still has its headquarters in the city of Erfurt, the capital of Thuringia. As a result, it is obvious that interaction takes place between the local and regional DMO stakeholders and the federal state level.

Nevertheless, the level of engagement varies widely among Germany's 16 federal states. One indicator of this can be seen on the websites of the 16 LMOs. As of February 2016, on eight of these websites, information on Accessible Tourism is placed on the homepage

(including the five states mentioned above for their high level of engagement). On five LMO websites, information on accessibility aspects can be found following a more general link from the homepage (such as “Service”, “Info”, “Travel Planning” or “Searching and Booking”). Finally, on the websites of three LMOs no information on this aspect could be identified even on the second level. This indicates that Accessible Tourism is not yet a mainstream component of market communication in all LMOs.

However, even the states (such as Rhineland-Palatinate) that show remarkable attention to Accessible Tourism concerns mention only limited response from private stakeholders in the tourism industry.

High-quality Accessible Tourism aspects already started to play a role in 2008, when Rhineland-Palatinate adopted its “Tourism Strategy 2015” (MWVLW-RLP, 2008, p. 29). The LMO responsible, “Rheinland-Pfalz Tourismus GmbH” (RPT), thereafter reinforced the importance of this aspect in 2009, starting the “Accessible Rhineland-Palatinate” project (“Barrierefreies Rheinland-Pfalz”) to inform target enterprises and tourism professionals of the importance of the subject as well as to create attractive barrier-free packages. A manual for tourism practitioners, “On the way to Accessible Tourism in Rhineland-Palatinate” was published in 2012. It contained general information on the medium-term and long-term importance of Accessible Tourism as an economic factor. This can be interpreted as an argument to motivate private stakeholders to get more involved in Accessible Tourism. In addition to a general introduction, the manual provides practical examples and concrete assistance for the improvement of accessibility. This manual also later served as a model for similar publications by the states of North Rhine-Westphalia (Tourismus NRW, 2014) and Saxony (TMGS, 2015). In addition, Rheinland-Pfalz Tourismus GmbH (following the example of Brandenburg; cf. TMB 2012) has offered seminars and training for tourism professionals to assist them in addressing the needs of different groups of disabled guests. To further stimulate interest and raise awareness about Accessible Tourism issues, in 2015 a contest was even launched, awarding outstanding projects in the industry (RPT, 2015).

As a result of the different activities in Rhineland-Palatinate, at this point (February 2016) there are 163 accommodation offers listed which address disabled guests (RPT 2016). 99 of them are even certified according to a national rating system (see DSFT 2015). While this may sound impressive, one has to be aware that the number of accommodation facilities in Rhineland-Palatinate is about 3,500 (Statistisches Bundesamt, 2014, C-3.5). In other words, only some 5% are oriented to Accessible Tourism. However, it is important to take into account the challenge of offering not only accessible accommodation facilities, but the rest of the service chain as well (see Figure 1). In light of this, the RPT website includes 100 dining offers focusing on disabled guests (36 of which are certified) as well as 164 offers for leisure and sports activities (101 certified) and 93 offers in the category “Service & Transport” (mainly Tourist Information Offices; 70 certified).

Even if the absolute figures may still have a lot of growing to do, one has to look at other federal states to appreciate the level of attention given to Accessible Tourism in Rhineland-Palatinate. Bavaria is the state with the highest tourism figures in Germany. With about

12,500 officially registered accommodation facilities (Statistisches Bundesamt, 2014, C-3.5), more than one fifth of the accommodation facilities in Germany are concentrated in this state. However, BayTM, the Bavarian tourism agency, lists only 196 accommodation facilities (BayTM, 2016); this represents only about 1.5% of the registered units. Of these, only four (!) are certified according to the national rating system (DSFT 2015). The Bavarian LMO's lack of interest in Accessible Tourism is further demonstrated in other areas of the service chain, underscored by a mere 116 cultural and leisure facilities in Bavaria listed on the BayTM website as being oriented to disabled guests (with only eight of them certified). Information on restaurants and other service facilities are not available at all on the BayTM website.

This contribution started with the hypothesis that – given the complexity of a complete tourism experience along the entire service chain – an individual tourism service provider (whether it is in the hotel or restaurant business, or provides other tourism-related services for activities at a destination) is usually unable to develop a comprehensive Accessible Tourism product. With the exception of major cities, the same seems to be true at the local level. As a result, it became necessary to research DMOs at the regional level to discover the level of their voluntary commitment to Accessible Tourism. However, at this level only very few urban or rural destinations demonstrated significant interest in this market segment. Therefore, a second round of investigation took place to look at the federal state level (federal states are the bodies in Germany responsible for tourism development). Even though some examples of Good Practice could be identified, the voluntary nature of focusing on Accessible Tourism results in a high degree of heterogeneity, with some federal states showing a rather low degree of interest in this field. But even in federal states with a relatively intense focus on Accessible Tourism operating with different soft instruments to facilitate more widespread activity by private stakeholders in the area of Accessible Tourism, it nevertheless must be conceded that Accessible Tourism is still a niche segment and far from reaching a mainstream level.

Therefore, one intermediate conclusion that can be drawn is that – apart from voluntary engagement committed to the CSR approach at all levels (starting with private tourism enterprise, local and regional DMOs, and up to the LMOs) – it is necessary to ask what role the federal government is currently playing and what its role could be if Accessible Tourism is to enter the mainstream.

The challenge at the national level

In light of the fact that voluntary approaches at the local, regional and federal state level have failed to bring the Accessible Tourism concept out of the niche segment and that it is still quite far from entering the mainstream, these last few paragraphs look at the role of the national level of government.

In Germany, the first phase of specific measures at the national level occurred during discussions in preparation of the aforementioned 2002 Disability Discrimination Act (BMJV, 2002) as well as after the adoption of this law. To stimulate the discussion and provide some arguments on the positive economic effects of Accessible Tourism, the German Federal

Ministry for Economic Affairs and Energy commissioned the first study on Accessible Tourism (BMW i 2003). The intention was to provide a soft instrument to create awareness among private tourism professionals and to shift their focus to the Accessible Tourism issues.

Prior to that, in 1999, the Tourism for All National Coordination Board (*Nationale Koordinationsstelle Tourismus für Alle e.V.*, NatKo, 2007) was founded as a central organisation for Accessible Tourism in Germany, sponsored by the German Federal Ministry of Health. NatKo is an umbrella organisation of different national disability associations and was established as a non-profit organisation. The organisation tries to develop Accessible Tourism options in cooperation with different tourism stakeholders. Following the Disability Discrimination Act, in 2005 NatKo signed a “target agreement” (*Zielvereinbarung*) with the national hotel association (*Deutscher Hotel- und Gaststättenverband*, DeHoGa) on standards for Accessible Tourism in the hotel industry (NatKo 2005, p. 2). On a voluntary basis, the hotel industry was supposed to provide offers which would be appropriate for guests with different kinds of disabilities. The target agreement marked a turning point in the discussion, because the whole range of disabilities was taken into account (after a long period in which the chief focus was on mobility constraints); nevertheless, the results of this voluntary approach have remained limited.

A second phase of more intensive activity at the national level can be identified around the discussion on the UN Convention on the Rights of Persons with Disabilities (UN-CRPD). The convention was adopted by the General Assembly of the UN on 13 December 2006 (UN 2006) and came into effect in 2008. Germany ratified the convention in 2009 (BMAS, 2011, p. 10). While Article 30 of the Convention deals with “Participation in cultural life, recreation, leisure and sport” (UN 2006), the German National Action Plan on the implementation of the convention included a short paragraph on tourism as well (BMAS, 2011, p. 82). However, the position of the German government has remained rather vague. Apart from a mention of the *AG Barrierefreie Reiseziele* initiative, the document also refers to the necessity of certification activities, the promotion of Accessible Tourism offers and the training of staff, but without giving much more detail.

In any case, as a result of this action plan, in 2011 the BMW i commissioned the DSFT (*Deutsches Seminar für Tourismus*), a consulting agency, to undertake a second attempt to establish a nationwide certification system in cooperation with NatKo. This certification system was intended to be based on NatKo’s target agreement, but would include not only accommodation, but all aspects of the tourism market (Schrader & Nowak, 2015, p. 2). The starting phase of the project – which the author has been partially involved in as a member of an accompanying working group – was marked by intense discussions between representatives of the national project and the LMOs that had already been engaged in Accessible Tourism and worked on certification systems at the federal state level (see the previous paragraph) after the national certification system (DSFT 2015) was implemented in 2013 (Schrader & Nowak, 2015, p. 24). As already argued in the previous paragraph, the participation level is quite unequal in the different federal states. At the same time, it is necessary to reiterate that even in those states with a rather intensive focus on Accessible

Tourism, there is still a great deal of room for improvement in terms of the amount of certified tourism offers.

In light of the rather poor results of Accessible Tourism in Germany after more than two decades of debate on the subject, the limited engagement of the federal government must be assessed as insufficient. Even though it is conceded that the subject (with economic and social aspects) needs the cooperation of several ministries (including the responsible bodies for higher and vocational education as far as training and awareness are concerned), neither the Ministry of Economic Affairs and Energy nor the one responsible for Social Affairs have demonstrated very intensive engagement in the subject, sometimes referring to the other ministry as being more responsible. At the same time, it should be pointed out that the interaction on this topic between the federal government and the states could also be improved. Finally, the role of national umbrella organisations, such as those for the hotel industry (DeHoGa) and the tourism industry (*Deutscher Tourismusverband*, DTV), as well as other national associations of tourism-related infrastructure seems quite limited.

Conclusion

The aim of this paper was to outline the current state of approaches to Accessible Tourism in the tourism industry as part of approaches to CSR in tourism. It became clear that the level of implementation must be characterised as suboptimal. Since individual private tourism enterprises are usually unable to provide a comprehensive Accessible Tourism product along the entire service chain, the role of regional DMOs and federal states LMOs to coordinate the development of integrated Accessible Tourism offers has been emphasised. Research of their activities in creating integrated Accessible Tourism products showed a high heterogeneity among different destinations as well as among the different states.

At the same time, the question arises whether and to what extent relying on a merely voluntary approach following the CSR paradigm to achieve Accessibility Tourism mainstreaming seems feasible. Now that the questions of standardisation and certification of Accessible Tourism products have been solved at the national level, this aspect cannot serve as an excuse for inactivity at the level of private tourism enterprises. At the same time, the development of “Design for All” in recent years has shown that accessible solutions for disabled guests do not have to dissuade other guests (see, e.g. Neumann et al., 2014).

One of the remaining excuses for a wait-and-see attitude among private tourism enterprises is the economic question of return on investment when engaging in Accessible Tourism “hardware”. Even if this argument might to a certain extent be more forceful, it still has to be regarded as one of the major constraints for more intensive voluntary engagement. Therefore, after several decades of hoping for voluntary engagement according to the norms of corporate social responsibility in the tourism industry, it seems to be time to admit that a mere CSR approach is not sufficient to fully achieve the goal of Accessible Tourism.

This means that the governmental authorities (at all levels, including the European level)

must be challenged to accompany their volunteer-oriented approach with “harder” measures. According to the traditional “carrot and stick” concept, clear positive stimuli (like financial incentives) as well as legislation seem to be necessary if the goal of Accessible Tourism is to be achieved to a greater extent. The integration of inclusive aspects in tourism educational programmes at the vocational and university level would also be highly desirable in this context.

Nevertheless, the most challenging aspects in the implementation of “barrier-free” tourism still seem to be the “barriers in the minds” (see, e.g. Eichhorn & Buhalis 2011, p. 54 et seq.) of the relevant stakeholders, regardless of whether they are in the public sector or the private sector, and which level they are on. As a result, it cannot be expected that Accessible Tourism will be achieved without a more global transformation towards a more inclusive society.

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