

## ACCESSIBILITY GUIDE - A TOURISM ATTRACTION (MANUAL TO PUBLISHING ACCESSIBILITY INFORMATION ON WEBSITE)

In the European Union, there are [101 million people with disabilities \(PWD\)](#), which accounts for 24% of the population. As the population ages, the percentage of people with disabilities increases.

When planning their trips, 91% of PWD look for accessibility information directly on the website of a tourist facility. If they do not find this information, more than half of these potential customers leave the website and look elsewhere ([Euan's Access Survey 2023](#)). These individuals assume that the facility is inaccessible to them. In the United Kingdom, businesses lose approximately [EUR 2,3 billion a month](#) by ignoring the needs of PWD.

To create suitable conditions for travellers with a disability, it is essential to understand their needs. You don't need to immediately invest a lot of money in extensive renovations. You can start by considering how a customer in a wheelchair or a person with visual impairment could move around independently at your facility. In case of a single step, this barrier can be eliminated with a simple ramp; in case of a glass door, this barrier can be eliminated with a high contrast sticker, and so on.

One of the most significant barrier is a **lack of information on your website**. Publish what you have and let the customer decide whether they will choose to stay with you (the needs of PWD vary, and each person must assess their situation themselves). If your website includes **Accessibility Guide** - detailed photo documentation and a description of your facility, you are likely to attract new customers. They will choose your establishment because they can access the necessary information easily and quickly without having to contact your facility to ask for details.

The European project [CE-Spaces4All](#) aims to improve the planning and management of tourism for PWD. By publishing the **Accessibility Guide** on your website, you can contribute to improving the current situation.

## INSTRUCTIONS

1. Review the **3 categories of information** that people with reduced mobility need to find on your website.
2. Record whether the categories meet the specified attributes. **The goal is not to fulfil all attributes, but to provide the customer with information**. If an attribute is not met (e.g., the height of door thresholds), state the actual value, include any other useful descriptions, and most importantly, take a photo (leave it up to the customer to decide if it presents an obstacle).
3. Check if there is **photographic documentation** for the given requirement. If not, take the necessary photos. Example photographs are provided for each category. Make sure that each photo has a proper **alt attribute**, which is a textual description of the image content for persons with visual impairments (examples included).
4. Follow the instructions to create your Accessibility Guide. Contact the person who manages the website and request them to add the information and photos to the website. It is recommended to publish the information under the title **Accessibility Guide** with a **wheelchair icon**. A unified format will help PWD navigate easily.



## 1. PARKING

PARKING	Select the answer:	Is the information published on the web?	Is the photo published on the web?
Private parking for visitors	YES / NO	YES / NO	YES / NO
Private parking with a designated spot for disabled	YES / NO	YES / NO	YES / NO
Tactile guidance system towards the entrance	YES / NO	YES / NO	YES / NO

**Example of information provided on the website:** In front of the museum, there is a parking lot for visitors, which includes one designated space for disabled individuals. From the parking lot to the museum entrance, there is a slightly uphill path paved with cobblestones. Two additional public designated parking spaces for disabled are located near the museum on Castle street.

**Example of published photographs (note: car license plates must not be visible):**

Photo 1 - view of the parking area



Photo 2 - detail of disabled parking



**Examples for image alt texts:**

Photo 1 - Cobblestone street with two parked cars beside a historic building. Brick wall and trees provide a tranquil setting under a clear blue sky. There are two signposts near the parking area.

Photo 2 - Two parking lots for disabled with signs on a post and on the street on a paved surface. There is a kerb between road surface and pavement. The entrance is right next to these parking lots.

## 2. ENTRANCE

ENTRANCE	Select the answer:	Is the information published on the web?	Is the photo published on the web?
Door width min. 80 cm	YES / NO	YES / NO	YES / NO
Automatic entrance doors	YES / NO	YES / NO	YES / NO
Type of entrance	Level access / ramp / lift	YES / NO	YES / NO
Door threshold max. 2 cm	YES / NO	YES / NO	YES / NO
High contrast elements on glass door	YES / NO	YES / NO	YES / NO
Reachable through tactile guidance system from street level (or property boundaries)	YES / NO	YES / NO	YES / NO

**Example of information provided on the website:** The main entrance to the museum is at street level for pedestrians. The entrance features automatic doors with a width of 90 cm. The thresholds at the entrance and throughout the interior are a maximum of 2 cm.

Example of published photographs:

Photo 1 -overal view of the building



Foto 2 -accessible entrance



Examples for image alt texts:

Photo 1 - The entrance is located at the corner of the building. Next to the pavements there are lawn strips except at the crossing where separate pedestrian crossings are paved across the lawn.

Photo 2 - The main entrance has an automatic sliding door with a big, high contrasting yellow circle symbol across the two halves of the sliding door. The outside area is paved with small cobblestones.

### 3. INTERIOR

CUSTOMER DESK	Select the answer:	Is the information published on the web?	Is the photo published on the web?
Accessible without barriers	YES / NO	YES / NO	YES / NO
Reachable through tactile guidance system	YES / NO	YES / NO	YES / NO
Audio guide available	YES / NO	YES / NO	YES / NO
Exhibited items may be touched	YES / NO / NOT APPLICABLE	YES / NO / NOT APPLICABLE	YES / NO / NOT APPLICABLE
QR codes are marked with a tactile attention indicator	YES / NO / NOT APPLICABLE	YES / NO / NOT APPLICABLE	YES / NO / NOT APPLICABLE

LIFT / STAIRS	Select the answer:	Is the information published on the web?	Is the photo published on the web?
Cabin width min. 90 cm x depth min. 110 cm	YES / NO / NO LIFT	YES / NO	YES / NO
Tactile buttons or Braille labelled buttons	YES / NO / NO LIFT	YES / NO	YES / NO
Acoustic floor announcements	YES / NO / NO LIFT	YES / NO	YES / NO
Reachable through tactile guidance system	YES / NO / NO LIFT	YES / NO	YES / NO
Stair lift	YES / NO	YES / NO	YES / NO
Tactile elements on staircase handrails	YES / NO	YES / NO	YES / NO
Contrasting elements on first and last step	YES / NO	YES / NO	YES / NO

ADAPTED TOILET	Select the answer:	Is the information published on the web?	Is the photo published on the web?

Door width min. 80 cm	YES / NO	YES / NO	YES / NO
Cabin size min 1,6 x 1,6 m	YES / NO	YES / NO	YES / NO
The space around the toilet allows for side and front w/chair access	YES / NO	YES / NO	YES / NO
Grab bars on both sides of the toilet	YES / NO	YES / NO	YES / NO
Reachable through tactile guidance system	YES / NO	YES / NO	YES / NO
Tactile floor plan of toilet available	YES / NO	YES / NO	YES / NO

LIST ATTRACTIONS	Wheelchair accessible:	Not wheelchair accessible:	Is the information published on the web?	Is the photo published on the web?
			YES / NO	YES / NO
			YES / NO	YES / NO
Garden accessible without barriers	YES / NO / GARDEN NOT AVAILABLE		YES / NO	YES / NO

DINING/DRINKING AREA	Select the answer:	Is the information published on the web?	Is the photo published on the web?
Barrier-free access to seating inside	YES / NO	YES / NO	YES / NO
Barrier-free access to seating outside (beer garden)	YES / NO	YES / NO	YES / NO
Reachable through tactile guidance system	YES / NO	YES / NO	YES / NO
Full menu available in large font with high contrast	YES / NO	YES / NO	YES / NO
Full menu available for download from website (e. g. for use with screen readers)	YES / NO	YES / NO	YES / NO
Personal assistance for buffet available	YES / NO	YES / NO	YES / NO
Acceptance of assistance dogs	YES / NO	YES / NO	YES / NO

**Example of information provided on the website:** On the ground floor of the museum, there is a ticket office, three of the six museum exhibitions (all level access), a restaurant, a souvenir shop, and the adapted toilet. A lift provides access to the remaining exhibitions on the first floor, where all exhibits are either at level or accessible via a stair platform lift and mobile ramps. The first and the last steps are marked with high contrasting yellow stripes. Both indoor and outdoor seating areas in the museum restaurant are barrier-free. The garden is accessible via the side entrance of the restaurant. Straight paved paths run through the grass-covered garden area.

**Example of published photographs:**

Photo 1 - customer desk

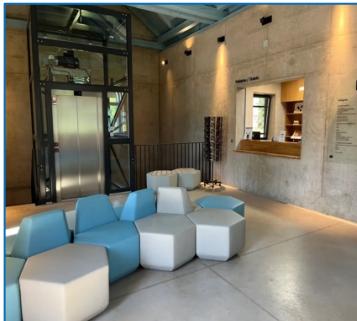


Photo 2 - ground-floor exposition



Photo 3 - a lift

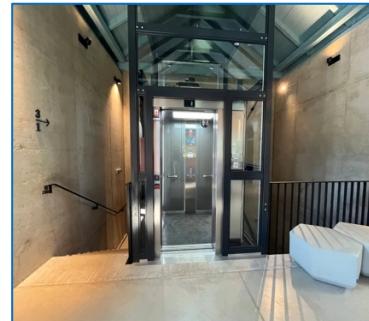


Photo 4 - stair platform lift



Photo 5 - a mobile ramp



Photo 6 - museum restaurant



Photo 7 - adapted toilet



Photo 8 - museum garden



**Examples for image alt texts:**

Photo 1 - Modern lobby with blue and white hexagonal seating and a concrete wall. An elevator, whose door stands out clearly from its surroundings due to its brightness, and the reception desk are visible, creating a minimalist, welcoming tone.

Photo 2 - A brightly lit gallery hallway with colourful displays and a central table show casing small animal models in contrasting colours. The atmosphere is playful and inviting.

Photo 3 - The bright lift door is easily recognisable in the dark background. Left from the lift there is a staircase leading down. Be careful as the steps do not have contrasting elements.

Photo 4 - A platform lift for wheelchair users showing a wheelchair user using the platform lift.

Photo 5 - The raised area, which is protected by a handrail, can be accessed via a mobile folding ramp.

Photo 6 - Modern cafe interior with wooden ceiling and floor, bright lighting, wooden tables and chairs, and a long, wooden counter against a red wall. The black column is easily noticeable due to its contrasting colour scheme.

Photo 7 - Accessible toilet with white walls and beige tiles. Features include a sink, handrails, a wall-mounted toilet, manoeuvring space, and paper towel dispensers.

Photo 8 - The historic building with cream walls and a red roof is shown. In front, a detailed stone statue stands on a pedestal on the lawn.

*Notice: The Accessibility Guide does not guarantee compliance with all accessibility standards as stipulated by current Czech legislation. It provides basic information that can help individuals with limited mobility assess the accessibility of the tourist facility. Exact technical requirements ensuring barrier-free use of buildings can be found in [Ordinance No. 398/2009 Coll.](#)*