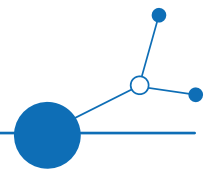


Report on jointly implemented pilot action in AT-CZ pilot area



Final Version

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Prepared by: BOKU, PPs

Period 5





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1. Introduction

1.1 About this document

This report presents the results of the jointly implemented pilot action carried out in the Austria-Czech Republic (AT-CZ) pilot region within the CE-Spaces4All project. The pilot action addressed accessibility challenges affecting persons with mobility impairments and visual impairments and aimed to improve independent tourism travel through the development, testing and validation of practical services and tools for accessible tourism.

The pilot was implemented jointly by partners from Austria and the Czech Republic in the Weinviertel and Znojmo regions. Building on the accessibility mapping and stakeholder consultations carried out during the earlier phases of the project, the partners developed and tested several complementary solutions, including the Accessibility Guide methodology, manuals for tourism providers, benchmarking analyses, accessibility information integrated into the Web Accessibility Viewer (WAV), educational webinars, awareness-raising materials and promotional activities.

The pilot action combined participatory testing, stakeholder cooperation and practical implementation in real tourism destinations. Tourism providers, destination management organisations, municipalities, organisations representing persons with disabilities, researchers and persons with disabilities themselves actively contributed to the development, testing and refinement of the proposed solutions.

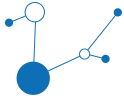
This report summarises the implementation of the pilot action, presents the developed services and tools, describes the awareness-raising activities carried out in both pilot regions, and highlights the main results, lessons learnt and recommendations for the further development of accessible tourism.

1.2 Accessibility definitions

All necessary accessibility definitions like “accessible tourism”, “accessible services and tools”, “accessible independent travel”, “rural tourism” can be found in the Compendium on Capacity Building on Territorial Planning for Accessible Tourism, which was prepared in August 2023 by the project partners BOKU and European Disability Forum (EDF). All detailed technical requirements for accessibility are collected in the Methodology for Data Collecting, which also has been prepared during the first reporting period of the CE-Spaces4All project and was finished in August 2023

1.3 Challenges on accessibility in the AT-CZ pilot region

The accessibility challenges addressed by the pilot action were identified during the first phase of the CE-Spaces4All project through accessibility mapping, stakeholder consultations and the preparation of the Accessibility Catalogue. These activities provided a comprehensive overview of the physical, communication and information barriers affecting



tourism services in the Weinviertel and Znojmo regions and highlighted the main obstacles encountered by persons with disabilities when planning and undertaking independent tourism travel.

The AT-CZ pilot region is characterised by a diverse tourism offer comprising historic towns, cultural heritage sites, vineyards, protected natural areas and rural tourism destinations. While many tourism facilities have gradually improved their physical accessibility, the project identified that independent travel continued to be limited by insufficient accessibility information and inconsistent communication regarding accessible services.

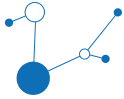
One of the most significant challenges was the lack of reliable, detailed and standardised accessibility information available to visitors before travelling. Tourism providers often published only limited or general information regarding accessibility, making it difficult for persons with disabilities to assess whether accommodation facilities, restaurants, cultural attractions or tourism services met their individual accessibility requirements. This lack of information represented an important soft barrier, even where physical accessibility had already been improved.

Accessibility assessments also demonstrated that tourism providers used different approaches to describing accessibility, resulting in inconsistent and difficult-to-compare information. In addition, many tourism providers expressed uncertainty regarding which accessibility information should be published and how it should be presented to meet the needs of different disability groups.

Historic buildings and protected cultural heritage sites represented an additional challenge. Due to conservation requirements, structural adaptations were often limited, increasing the importance of alternative accessibility measures such as accurate accessibility information, visitor guidance, accessible communication and well-trained tourism staff.

To address these challenges, the pilot action focused on developing practical and transferable solutions that complemented physical accessibility improvements with improved accessibility information, stakeholder education and innovative communication tools. The project introduced the Accessibility Guide methodology, benchmarking analyses, educational webinars, awareness-raising materials and the publication of harmonised accessibility information through the Web Accessibility Viewer (WAV). These solutions strengthened the capacity of tourism providers, destination management organisations and public authorities to communicate accessibility consistently and support more independent tourism experiences for persons with disabilities across the Austria-Czech Republic cross-border region.

The pilot further demonstrated that close cooperation between project partners, tourism providers, organisations representing persons with disabilities, public authorities and researchers is essential for developing accessible tourism services that are practical, user-oriented and transferable to other regions. By combining technical expertise with the direct experience of persons with disabilities, the project developed solutions that contribute to more inclusive, sustainable and accessible tourism across Central Europe.



2 Joint pilot action: Improving accessibility information for independent tourism

2.1 Overview of the joint pilot action

The jointly implemented pilot action in the Austria-Czech Republic (AT-CZ) pilot region aimed to improve independent tourism for persons with disabilities by developing, testing and validating practical services and tools that enhance the availability, quality and consistency of accessibility information. The pilot was implemented in the Weinviertel region (Austria) and the Znojmo region (Czech Republic), where project partners addressed common accessibility challenges through close cross-border cooperation.

Building on the accessibility mapping and stakeholder consultations carried out during earlier phases of the CE-Spaces4All project, the pilot focused on reducing one of the most significant barriers to independent travel: the lack of reliable and standardised accessibility information. While many tourism facilities had already introduced physical accessibility measures, visitors often lacked sufficient information to determine whether destinations met their individual accessibility requirements.

2.2 Development of the Accessibility Guide methodology

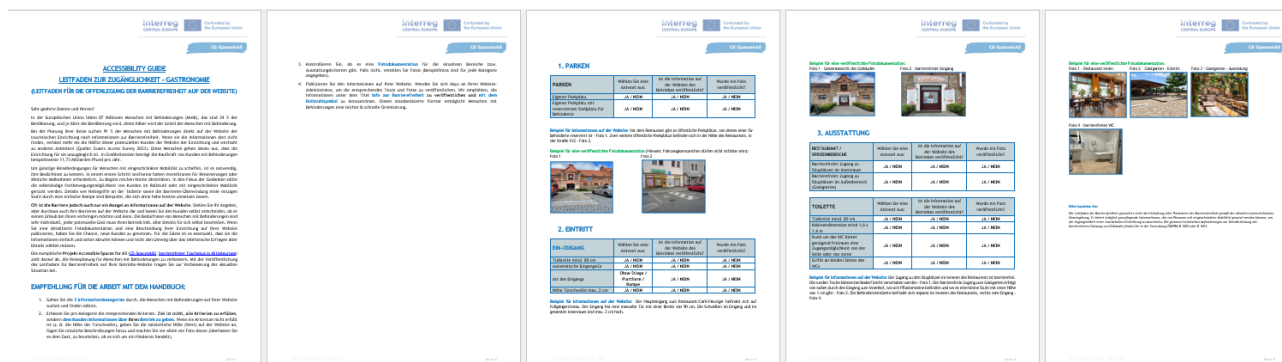
One of the principal achievements of the joint pilot action was the development of the **Accessibility Guide** methodology. The methodology was jointly prepared by Austrian and Czech partners based on accessibility mapping results, benchmarking analyses and consultations with tourism providers and organisations representing persons with disabilities.

The Accessibility Guide was designed to help tourism providers communicate accessibility information in a consistent, transparent and user-oriented manner. Rather than focusing exclusively on technical standards, it presented practical information required by visitors when planning independent travel, including access routes, entrances, internal circulation, sanitary facilities, communication accessibility and available support services.

To facilitate implementation, three manuals were prepared covering:

- accommodation facilities;
- restaurants;
- tourism attractions and destinations.

The manuals were developed in Czech and translated into German and English to enable their use by all project partners and to support wider transferability. They were published as freely available project outputs and promoted through educational activities targeting tourism providers.



2.3 Pilot testing and validation

The Accessibility Guide methodology and accompanying manuals were validated through pilot testing in tourism facilities across both pilot regions.

As the Manuals were being created, was tested at excursion destination: themed trail in the Hollabrunn cellar alley "in the footsteps of the cellar cat". We obtained valuable feedback from the process, which was used for the Manual improvement. Our first test of AG of accommodation facility was presented as a case study at online webinars to demonstrate this new approach to other tourism providers in the pilot area. AG is now published on: Themenweg Sitzendorfer Kellergasse Hollabrunn, NP Thayatal <https://www.np-thayatal.at/de/pages/barrierefreiheit-534.aspx>, Stadt Retz https://www.retz.gv.at/de/Tourismus_und_Freizeit/Info_ueber_Barrierefreiheit

Tourism providers, destination management organisations and persons with disabilities participated in the testing process by applying the methodology in real tourism settings and providing feedback on its usability, clarity and practical relevance. Their comments contributed to refining the manuals and ensuring that the final methodology reflected the needs of both tourism businesses and visitors with disabilities.

Pilot testing demonstrated that the standardised approach simplified the preparation of accessibility information while improving its consistency and comparability between tourism facilities. Tourism providers also reported increased confidence in publishing accessibility information on their websites and recognised its value for improving communication with visitors.

2.4 Accessibility benchmarking analyses

Accessibility benchmarking analyses formed an important component of the pilot action by providing tourism providers with an overview of the accessibility characteristics of tourism facilities and identifying opportunities for improvement.

Using data collected through the Web Accessibility Viewer (WAV), project partners prepared benchmarking analyses covering both physical accessibility and the availability of accessibility information. The analyses supported consultations with tourism providers,



demonstrated examples of good practice and encouraged improvements in both accessibility and communication.

Benchmarking results were also incorporated into educational webinars, where they served as practical examples illustrating how accessibility information could be presented more effectively and consistently.

	Sleep In Eggenburg	Sporthotel Hollabrunn	Freilich, Laa a.d.Thaya	Laa Natura, Laa a.d.Thaya	Hotel Therme Laa, Laa a.d.Thaya	Sgraffit Hotel Retz	Obenauf Unternalb	Wachtelwerks tatt Unternalb
Barrierefreier Eingang	✓	✓	✓	✓	✓	✓	✓	✓
Art des Eingangs	In der Ebene	In der Ebene	In der Ebene	In der Ebene	In der Ebene	In der Ebene	In der Ebene	In der Ebene
Rollstuhlgerechtes WC im Empfangsbereich	✓	✓	✓	✗	✓	✗	✓	✓
Rollstuhlgerechtes Zimmer	✓	✗	✗	✓	✓	✓	✓	✓
Griffe an den Seiten im WC	✓	✓	✓	✓	✓	✗	✓	✓
Rezeption - barrierefreier Zugang	✓	✓	✓	✓	✓	✓	✓	✓
Barrierefreier Zugang zum Speiseräume	✓	✓	✓	✓	✓	✓	✓	✓
Barrierefreier Lift	✓	✓	✓	nicht relevant	✓	✓	✓	nicht relevant
Gesamtbewertung								
Information auf Webseite	✗	✗	✗	✓	✗	✗	✓	✗
Beschreibung+Fotos des barrierefreien Zimmer	✗	✗	✗	✗	✗	✗	✗	✗
Beschreibung+Fotos des Gesamtobjektes	✗	✗	✗	✗	✗	✗	✗	✗

Vollständig zugänglich für Menschen mit
eingeschränkter Mobilität



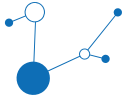
Teilweise zugänglich für Menschen mit
eingeschränkter Mobilität



2.5 Educational webinars and stakeholder consultations

Austrian and Czech partners jointly organised educational webinars, consultations and practical meetings for tourism providers, destination management organisations and public authorities. These activities introduced the Accessibility Guide methodology, demonstrated the use of the manuals and explained how accessibility information could be collected and published using a harmonised approach.

The webinars combined presentations of the newly developed methodology with practical demonstrations, case studies and discussions addressing the challenges encountered by tourism providers when preparing accessibility information. Individual consultations and site visits complemented the webinars by providing direct support during the preparation of Accessibility Guides.



Overall, the educational activities strengthened the capacity of tourism providers to communicate accessibility information and increased awareness of the importance of transparent accessibility communication for supporting independent tourism.

The webinars, entitled Accessible guide - Guide for the disclosure of accessibility on the website (Accessible guide - Leitfaden für die Offenlegung der Barrierefreiheit auf der Webseite), presented three guides and gave step-by-step instructions on how to create and publish AGs on the website. At the same event, the benchmarking (see above) and the use of WAVs were presented to tourism service providers. The webinars were recorded for future reference:

[29. 01. 2025 Accessible guide - Offenlegung der Barrierefreiheit auf der Webseite](#)

[26. 02. 2025 Accessible guide - Offenlegung der Barrierefreiheit auf der Webseite](#)

2.6 Publication of accessibility information through the Web Accessibility Viewer

The Web Accessibility Viewer served as the principal platform for publishing accessibility information developed during the project.

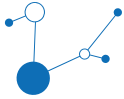
Following the accessibility assessments carried out during earlier project phases, project partners expanded the information available in WAV by incorporating additional accessibility attributes and describing both physical and information-related barriers. Accessibility Guides prepared by tourism providers complemented these data and provided visitors with practical information supporting travel planning.

The integration of Accessibility Guides with WAV created a harmonised and transparent system for communicating accessibility information, benefiting both tourism providers and visitors with disabilities while supporting long-term maintenance of accessibility information beyond the lifetime of the project.

2.7 Implementation highlights in the Weinviertel region

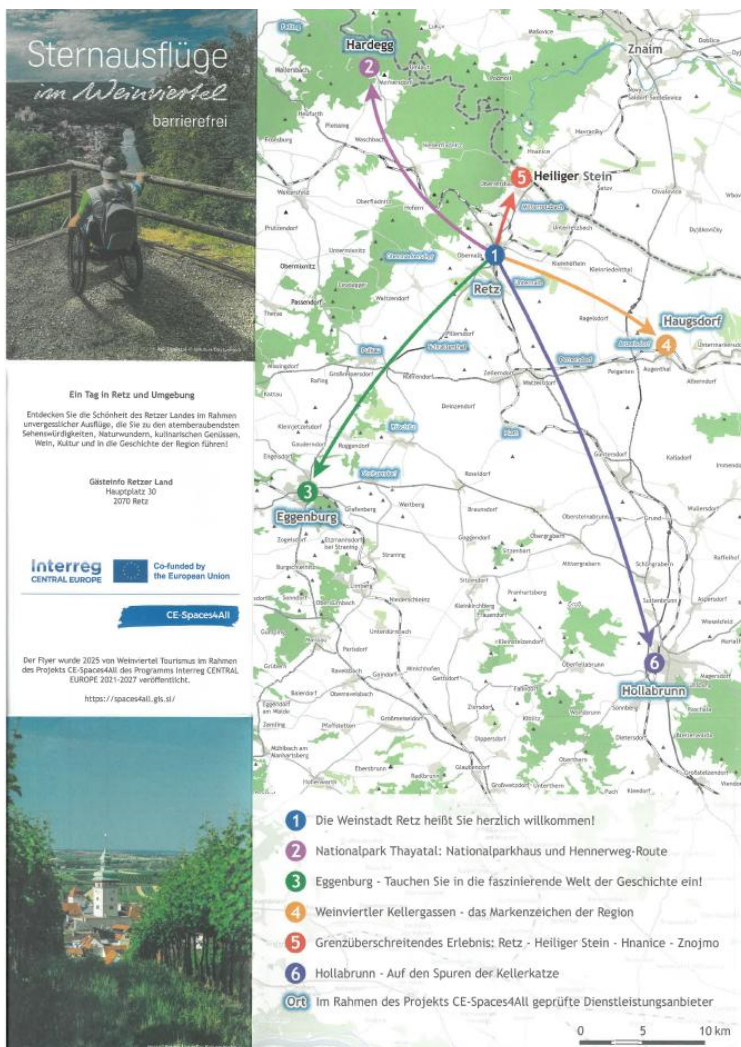
In the Austrian pilot region, the developed methodology was applied through pilot testing, stakeholder consultations and practical support provided to tourism providers. Additional activities included the preparation and distribution of accessible tourism leaflets, awareness-raising initiatives such as the Wings for Life event and the Promo-Wheelchair initiative, and the production of a promotional video illustrating the travel experience of persons with visual impairments.

These activities demonstrated how accessibility information could be integrated into destination management while raising awareness among tourism providers, public authorities and the wider public.



2.7.1 Promotional leaflet

The leaflet "**Star-trips in the Weinviertel without barriers**" was printed and distributed to tourist information centres in Retz, Eggenburg and Znojmo, as well as to points of interest and tourism service providers throughout the region. It is also available through the Weinviertel Tourismus ordering portal. The leaflet presents six tested excursion routes, while additional accessible destinations can be accessed via the QR code provided on the back page. The QR code links to the Weinviertel Tourismus website, where the content can be continuously updated and expanded with additional accessible tourism offers and services in the region. The link leads to the Weinviertel Tourismus website <https://www.weinviertel.at/top-tipps-barrierefreiheit>. The content can thus be constantly updated and expanded with additional offers of available services in the region.







Die Weinstadt Retz heißt Sie herzlich willkommen!

Streckenlänge: 400 m
Gezeit: 15 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Leicht, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

Wengrusch par einvarian Sie bei einer Erholungsstunde durch den historischen Stadtkern von Retz. Vor dem Stadtkern und im unteren Teil des Hauptplatzes in der Nähe der Sparkasse befindet sich jeweils ein Behinderten-Parkplatz. Der Hauptplatz hat ein leichtes Gefälle, auf einigen Abschnitten mit Kopfsteinpflaster kann evtl. Hilfe erforderlich sein. Während der Rundgänge auf den gepflasterten Gehwegen lässt sich bspw. die Architektur und Geschichte des Vorderbühnen, des Spitzbühnen oder des Rathauses bewundern. Die Rathauskuppel wird von Rundstufen als der stimmungsvollste sakrale Raum im Niederösterreich bezeichnet und ist über eine Rampe zugänglich (dickwandig bei der Gefährdung Retz Land während der Öffnungszeiten erhältlich: +43(0)2270). Verlassen Sie die Weine der Region in der oberer liegenden Gebietsverkehrszone des Weinquartiers und kaufen Sie Weine zu Ab-Hof-Preisen etc. Das per Lift erreichbare Restaurant im



Eggenburg - Tauchen Sie in die faszinierende Welt der Geschichte ein!

Streckenlänge Museum-Stadtzentrum: 300 m
Gezeit: 10 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Leicht, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

Das Kultur-Museum in Eggenburg zeigt die Kultur- und Naturgeschichte der Stadt und der Region. Persönlichkeiten gibt es direkt beim Museum. Der Zugang für Rollstuhlfahrer erfolgt über einen Lift an der Seite des Gebäudes, um den Aufzug zu benutzen, müssen Sie sich an das Museumspersonal wenden. Der Zugang zu den Ausstellungen und den Toiletten im Museum ist für Rollstuhlfahrer barrierefrei. Vom Museum aus können Sie sich auf einem asphaltierten Weg zum historischen Zentrum der Stadt bewegen, wo sich ein Jugendzentrum, ein Informationszentrum sowie eine öffentlich zugängliche Toilette befinden. Es gibt einen reservierten Parkplatz direkt auf dem Hauptplatz. Erfahrungen erhalten Sie im barrierefreien Restaurant in der Mitte des Platzes, anschließend empfiehlt sich ein Besuch der Sophienkirche sowie der historischen Stadtmauer. Das Stadtzentrum ist mit großen Pflastersteinen gepflastert, Unterstützung sowie ein Outdoor-



Grenzüberschreitendes Erlebnis: Retz - Hnаниц - Znojmo

Streckenlänge: 300 m
Gef./Fahrzeit: 10 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Leicht, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

In unmittelbarer Nähe der österreichisch-tschechischen Grenze befindet sich ein kleiner Aul- und Wäldchenort, der Heilige Stille. Die Auswahlgalerie ist für Rollstuhlfahrer zugänglich und bietet einen Blick auf die freigelegten Fundamente der Wallfahrtskirche sowie auf die Wengruschenschaft auf tschechischer und österreichischer Seite. Sie können Ihr Auto auf dem Parkplatz abstellen und die asphaltierte Straße, die vor dem Ziel in einen befestigten Schotterweg übergeht, benutzen, um die Stille bequem zu erreichen. Die Straße vom Parkplatz führt leicht bergauf, eine Unterstützung wird dabei empfohlen. Das Gelände rund um den Aussichtspunkt ist grasbewachsen, ein Zaunstreifen erschwert die Fortbewegung in der Umgebung. Während der Saison bieten die örtlichen Winter-Verkaufsstellen Ihre Produkte an, und es gibt Sitzgelegenheiten im Freien. Ausgehend vom Heiligen Stille aus ist es nur eine kurze Fahrt in die Tschechische Republik, wo Sie weitere



Nationalpark Thayatal: Nationalparkaus und Hennerweg-Route

Streckenlänge: 2,1 km
Gezeit: ca. 60 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Leicht, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

Das Nationalparkaus ist Ausgangspunkt für einen gemütlichen Rundweg durch den Wald mit Blick auf Pöchlarn, die kleine Stadt Österreich. Neben Parkmöglichkeiten bietet das Nationalparkaus eine barrierefreie Toilette mit Rollstuhlzugang, ein Café, ein Informationszentrum und einen Souvenirladen. Das Nationalparkaus ist barrierefrei zugänglich und befindet sich in unmittelbarer Nähe der Hennerweg-Route. Die Beschilderung ist in Brailleschrift bzw. in erhabener Schrift umgesetzt. Barrierefrei zugänglich sind auch die thematischen



Weinviertel Kellergassen - das Markenzeichen der Region

Streckenlänge: 1,4 km
Gezeit: ca. 60 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Mittlere Schwierigkeit, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

Die Weinviertel Kellergassen vereinen langjährige Tradition und die Geschichte des Weinbaus, die Kellergassen und eine Besonderheit des Weinviertels und sollen bei einem Besuch im Weinviertel unbedingt auf dem Programm stehen. In der Großen Kellerstraße von Hausdorf befinden sich Parkmöglichkeiten am Beginn der Kellergasse oder auch direkt in der Kellergasse. Der Rundweg durch die Kellergasse verläuft größtenteils auf Asphalt, die andere Hälfte des Weges ist teilweise asphaltiert oder in Kombination mit befestigten



Hollabrunn - Auf den Spuren der Kellerkatze

Streckenlänge: 2,2 km
Gezeit: ca. 60 Min.

P **N** **B** **E** **X**

Schwerfgehalt: Mittlere Schwierigkeit, Rollstuhl- und Kinderwagen-tauglich, teilweise Assistenz empfohlen

Für die in der Kellergasse angelegten Besucher steht ein markierter Teil des Themenwegs „Auf den Spuren der Kellerkatze“ zur Verfügung. Ein reservierter Behindertenparkplatz befindet sich vor dem Stadthaus/Stadtschloss Hollabrunn, dem Ausgangspunkt des Themenwegs. Eine Chip-Karte für den Zutritt zu den Kellern ist an der Rezeption erhältlich, der Eintritt ins Hotel und zur Rezeption befindet sich auf Gehsteigebene. Im Erdgeschoss des Hotels kann man eine rollstuhlgerechte Toilette nutzen. Die Kellergasse ist



Erklärungen: **P** Behinderten-Parkplatz **B** Barrierefreie Toilette
N Für Rollstuhlfahrer geeignete Straße **E** Für Familien mit Kinderwagen geeignete Straße
X Rollstuhlfahrer/Assistenz/Assistenz **inb** inb

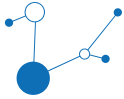
Weitere barrierefreie Ziele, Dienstleistungen, Übernachtungs- oder Verpflegungsmöglichkeiten finden Sie hier:

Weinviertel Tourismus ist Projektpartner des Interreg Programms CE-Spaces4All
<https://www.weinviertel.at/>
CE-Spaces4All

Die Stadt Retz ist ein assoziiertes Partner des Interreg Programms CE-Spaces4All

2.7.2 Meetings with representatives

The project partner Weinviertel Tourismus participated in the coordination meeting “Strategiegruppe Tourismus in der EU-Donaunraumstrategie”, which took place on 19 February 2025 in Vienna. In addition to the current developments in the EU Danube Strategy, the exchange of information on ongoing and completed EU Interreg projects, initiatives and planned projects and important topics for the coming year was presented.



2.7.3 Charity run Wings for Life

Project partner Weinviertel Tourismus, in cooperation with the city of Retz and project partners Cenia and CZEPA, organized the Wings for Life charity run and helped promote it in the region. The event took place on May 4, 2025, in Retz. The CE-Spaces4All project was presented and promoted during this event.





2.7.4 Promo-wheelchair

Project partner Weinviertel Tourismus purchased a special wheelchair with an additional electric drive. The choice of wheelchair was consulted with representatives of project partner CZEPA. The intention to purchase this wheelchair was discussed with representatives of the town of Retz and a service company (bike rental). The purchase was consulted with the lead partner and approved. The wheelchair is located in Retz on the main square at the bike rental shop and will serve visitors to the city with reduced mobility to facilitate visits to tourist attractions in Retz and its surroundings.

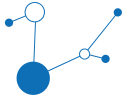
2.7.5 Video on a touristic trip of blind and visually impaired people

BOKU prepared a video showing the experiences of blind and visually impaired people on a touristic trip to Eggenburg, a medieval city in the border of Waldviertel and Weinviertel regions. The target group of this video are tourism stakeholders and spatial planners with responsibility for public infrastructure which is used in tourism. The video should show them where to pay attention to when acting with and for blind and visually impaired. It is about demonstrating feasibility and raising awareness.

The elements of the video were orientated towards the travel cycle, which includes all activities while preparing, carrying out and following up a trip. Visual impairments are partially shown with visual effects. The viewer should be able to put themselves in the shoes of the blind or visually impaired holiday maker and understand the journey from their first-person perspective.

The video was filmed with the support of BOKU's media department in Eggenburg end of May 2025 after an initial site visit at the beginning of May. The contents of the video are:

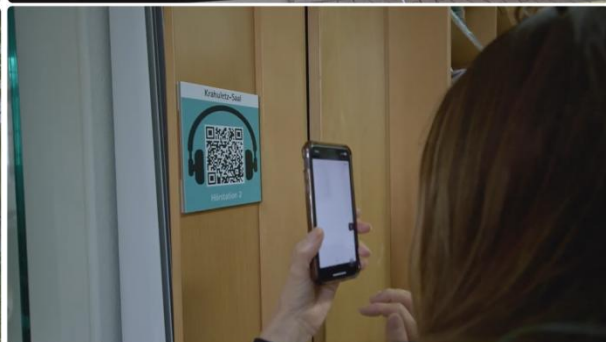
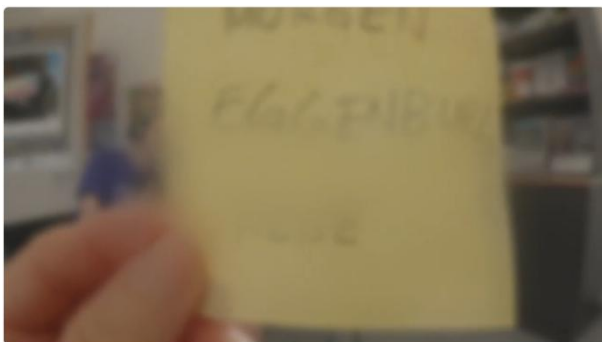
- test persons introducing themselves and explain their visual impairments
- arrival of the travellers by train



- walk from the railway station towards the city centre
- visit of the Krahuletz Museum
- visit of the city tourist information office
- using a public toilet
- visit of the historic city wall
- lunch break in a café-restaurant
- visit of St. Stephan's church
- walking trip along the historic city wall

While the action itself is filmed without additional comments (i.e. only what the test person talk to each other was recorded), interrupting sequences feature interview statements from both test persons about their experiences.

The video was produced in a length of 20-30 minutes and is planned to presented to representatives of target groups, tourism actors and other relevant stakeholders only in a moderated and accompanied manner. In the course of such events, the video is embedded in the sequence (1) introduction, (2) video presentation, (3) discussion. Although the production of the video limits its further usability with regard to accompanied screenings, the scope for communication with the relevant stakeholders and representatives of user groups is intensified as a result, and the presentation can be customised. The video was produced in German.





2.8 Implementation highlights in the Znojmo region

In the Czech pilot region, implementation focused on supporting tourism providers in preparing Accessibility Guides, integrating accessibility information into regional information systems and strengthening cooperation with local stakeholders.

Activities included consultations with tourism providers, cooperation with Mendel University, development of an online resource platform, publication of accessibility information through regional tourism websites and collaboration with GIS specialists to improve accessibility information management.

A total of 31 representatives from various tourism facilities attended the online webinars. The webinars provided tourism operators with practical knowledge on how to improve the transparency of accessibility information for their facilities. The discussions and exchange of experiences increased awareness of the importance of presenting clear, consistent and reliable accessibility information online. As a result, the webinars encouraged more tourism providers to prepare Accessibility Guides (AG), benefiting both persons with disabilities (PWDs) and tourism operators.

Several participants expressed interest in receiving assistance with the preparation of Accessibility Guides. CZEPA representatives subsequently supported several local tourism providers in the pilot region by conducting on-site visits, assisting with photo documentation and advising on which accessibility features should be included in the AG. Once prepared, each AG was reviewed and approved by the project team before publication.

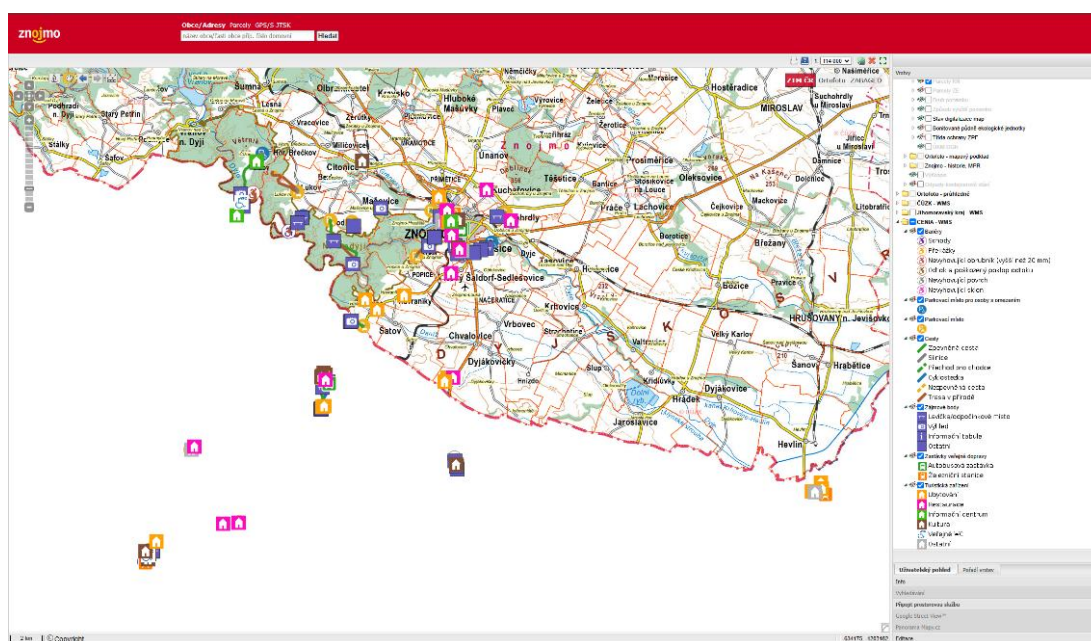
The three Manuals on how to create an Accessibility Guide were successfully tested, initially

at Hotel Premium in Znojmo. The project team assisted throughout the entire process, including the collection of accessibility information according to the Manual, photo documentation, preparation of the AG and publication on the hotel's website.

2.8.1 Meeting with data and GIS experts of Znojmo

Meeting to raise awareness about WAV - focused on data, content, usability for the agendas of the city of Znojmo. Experts for GIS, city geoportal and spatial planning were contacted individually as they had not participated in any of the project events organised in Znojmo since June 2023. There was no official meeting, CENIA team and GIS experts of Znojmo met at an occasion of two geoinformatics conferences on 23rd September 2024 and 21st November. Representatives of Znojmo were informed about the activities of the project activities and possibility of use of the open data coming from the project. CENIA offered to prepare a web map service (WMS) from WAV data that can be joined to Znojmo geoportal.

(https://mapy.muznojmo.cz/app/index.php?project=katastr_hsl) (under the CENIA - WMS)



2.8.2 Meetings with stakeholders

During the reporting period, three key meetings with stakeholders of the Spaces4All project were held, focusing on strengthening cooperation and coordinating activities in the pilot area. On 27 March 2025, the project was reintroduced to representatives of Podyjí National Park in connection with the appointment of the new park director (since February 2025). The meeting focused on ongoing cooperation, the significant support provided by park rangers and data specialists in designing accessible routes and conducting field checks, and the potential organisation of a student workshop by Mendel University to assess the accessibility of the area and propose possible improvements.

On 28 March 2025, a meeting took place with the leadership of the City of Znojmo and the organisation CZEPA. The project was presented to the newly elected mayor (autumn 2024)



and other city representatives, and current project updates were discussed. These included the preparation and distribution of leaflets promoting accessible trips, the newly planned construction of a footbridge in Podyjí National Park, participation of all project partners in the Wings for Life charity run, and opportunities for cooperation with Mendel University students

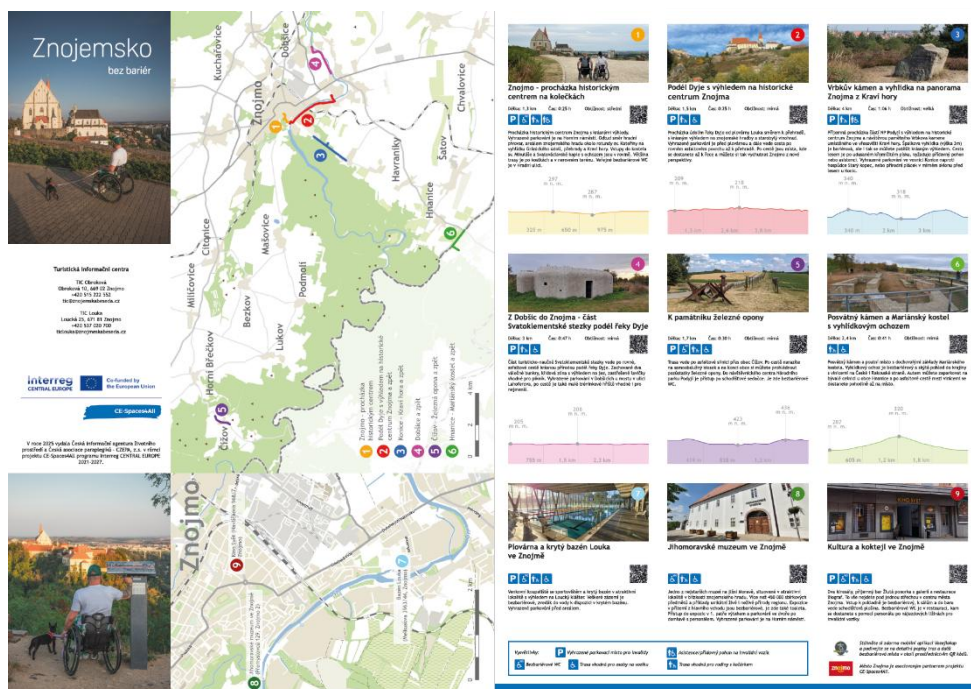
The final meeting was held on 2 May 2025 in Retz with partners from Weinviertel Tourism and the City of Retz, focusing on the organisational details of the Wings4Life event, including participant transport logistics and project publicity. The final leaflet with accessible routes in Znojmo and a draft of similar routes for the Retz area were also presented, reinforcing the cross-border nature of this activity

All meetings contributed to strengthening collaboration with local partners and ensuring better dissemination and practical implementation of project outputs.

2.8.3 Promotion and leaflets for visitors and for tourism providers

Tourism Authority South Moravia (CCRJM) has been active in promoting accessible tourism in the pilot region for years. It operates an online portal called South Moravia Without Barriers, where wheelchair accessible tourism attractions are being advertised. As some of the published venues have not had detailed information on accessibility, the project team reviewed the website and created a summary of findings. Recommendations for improvements were discussed with the representative from CCRJM and are now being transferred into the website.

A thematic leaflet “Znojmsko bez bariér” (Znojmo Region without Barriers) was prepared and published. It offers 6 recommended routes and 3 additional points of interest suitable for travellers with limited mobility in the Znojmo region. The leaflet was developed in cooperation with local tourist information centres and designed in alignment with the City of Znojmo’s visual identity to ensure its long-term use and distribution in printed form through the region’s tourist information centres. An electronic version is available on the websites of the main regional tourism authorities - ZnojmoRegion (<https://znojmoregion.cz/en>) and Tourism Authority South Moravia (<https://www.jizni-morava.cz/cz/vylety-bez-barier/>) - and can also be downloaded free of charge from the project partner CZEPA’s website ([leaflet link](#)). In project period 5, the leaflet was printed, distributed among local TICs, and actively promoted via social media targeting persons with disabilities. The leaflet contributes to better awareness of available accessible routes and strengthens the practical impact of the project in the pilot area

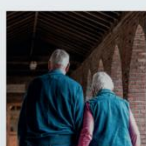


The project team created another leaflet, this time aiming at tourism providers. The leaflet summarises advantages of the Accessibility Guide (AG) and states the process of creating one - QR code takes the reader to the [online resource platform](#).

Průvodce přístupnosti



- Informujte o bezbariérovosti a získejte nové zákazníky!**
- Stále více lidí při výběru dovolené zjišťuje, zda je zařízení přístupné - senioři, osoby se zdravotním postižením nebo rodiny s malými dětmi. Chcete je oslovit? Představte jim, co nabízejte - vytvořte si Průvodce přístupnosti - jednoduchý a přehledný souhrn informací o tom, jak je vaše zařízení bezbariérové.
- Proč mít Průvodce přístupnosti?**
- Získejte konkurenční výhodu: Zákazníci si vybírají místa, kde ví, co je čeká. Pokud na vašich stránkách najdou jasné informace o přístupnosti, zvýšíte šanci, že si vyberou právě vaše zařízení.
 - Jděte s dobou: Populace stárne, v EU má každý čtvrtý člověk zdravotní postižení, roste zájem o přístupné služby a bezbariérové prostředí.
 - Ušetřete si čas: Předjďte opakovaným dotazům na přístupnost vašeho zařízení.
 - Zvyšte spokojenost zákazníků: Dostupné prostředí a otevřená komunikace vedou ke spokojenosti zákazníků a dobrému jménu vašeho podniku.
 - Splňte informační povinnost: Evropský akt o přístupnosti ukládá poskytovatelům služeb zveřejnit informace o přístupnosti pro osoby se zdravotním postižením.
- Jak na to?**
- 1) Stáhněte si zdarma návod a ikonu Průvodce přístupnosti.
 - 2) Vytvořte si stručný souhrn o přístupnosti vašeho zařízení.
 - 3) Umístěte viditelně na své webové stránky pod ikonu Průvodce přístupnosti.
 - 4) Přidejte své místo do VozekMap - největší databáze bezbariérových míst v ČR.
- Přístupnost je příležitost.
Neomezujte se - otevřete se všem zákazníkům!
- Sdílejte na sociálních sítích:
#Průvodce_přístupnosti
#Accessibility_Guide
- www.vozekmap.cz/page/pruvodce-přístupnosti
- 



2.8.4 Cooperation with MENDELU

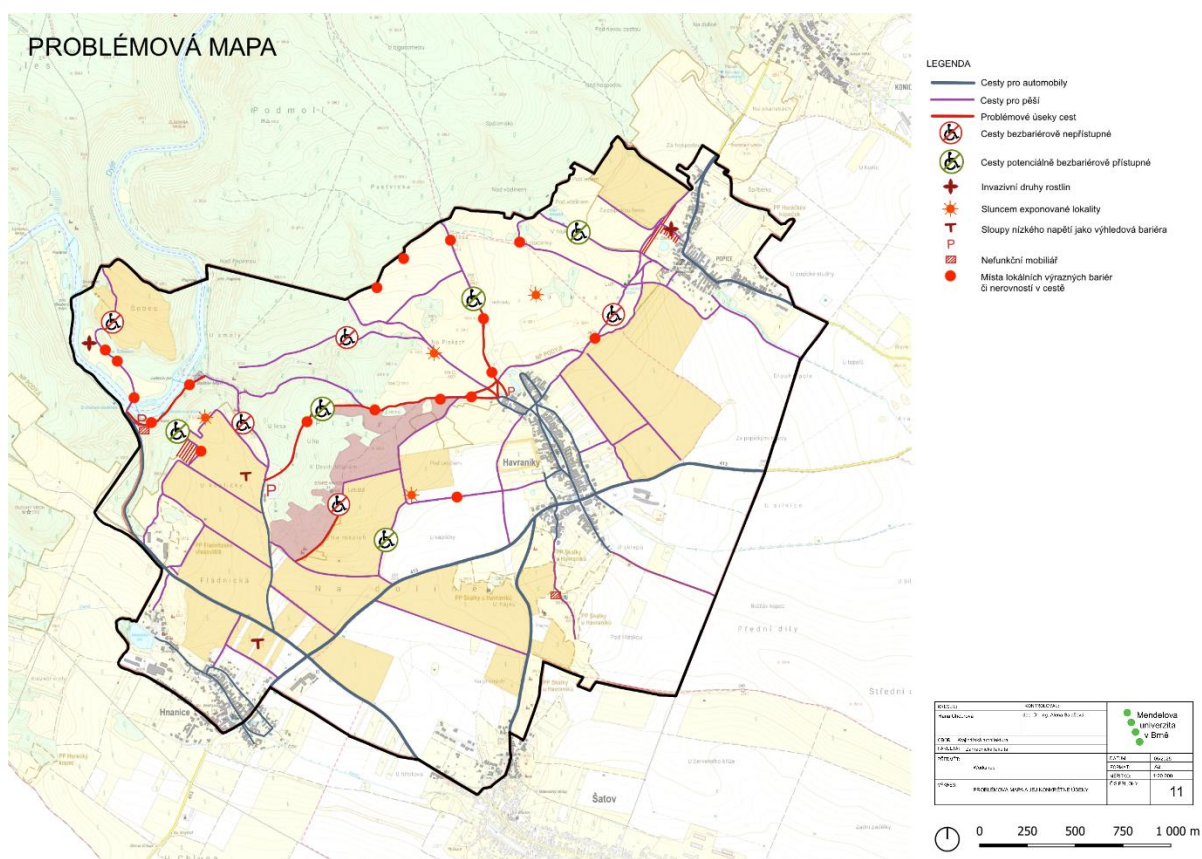
The Spaces4All project connects Mendel University, CENIA, Podyjí National Park, the

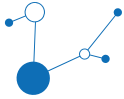


Weinviertel region, and the Czech Paraplegic Association (CZEPA) to improve accessibility of public spaces for all, particularly people with limited mobility. In May 2025, a series of field workshops began with an introductory meeting at MENDELU's Faculty of Horticulture. Students then joined experts in the field to experience nature alongside a wheelchair user, identifying barriers and challenges.

They conducted detailed analyses of two locations - Havraníky and Čížov - focusing on trail adjustments, viewpoints, shelters, furniture, and the information system. Proposals included new barrier-free paths, a three-level trail classification (blue, red, black), sensitive architectural solutions for viewpoints and footbridges, and accessible toilets and parking. The information system would feature QR codes with audio recordings and tactile elements for visually impaired visitors.

The aim was to remove physical barriers and create a safe, logical, and attractive trail network, allowing all visitors - regardless of physical ability - to move through Podyjí National Park comfortably and with dignity.





2.9 Outcomes and lessons learnt

The joint pilot action demonstrated that improving accessibility information is one of the most effective measures for supporting independent tourism for persons with disabilities.

The Accessibility Guide methodology, benchmarking analyses, educational activities and publication of harmonised accessibility information through WAV strengthened the capacity of tourism providers to communicate accessibility consistently and transparently. The active involvement of persons with disabilities, tourism providers, destination management organisations and public authorities ensured that the developed solutions addressed real user needs while remaining practical for everyday application.

The close cooperation between Austrian and Czech partners also confirmed the added value of cross-border collaboration in developing transferable methodologies for accessible tourism. The services and tools developed during the pilot provide practical solutions that can be adopted by other tourism destinations in Central Europe, contributing to more inclusive, accessible and sustainable tourism.

The manuals have been published and are freely available on the website:
<https://www.interreg-central.eu/projects/ce-spaces4all/?tab=outputs>

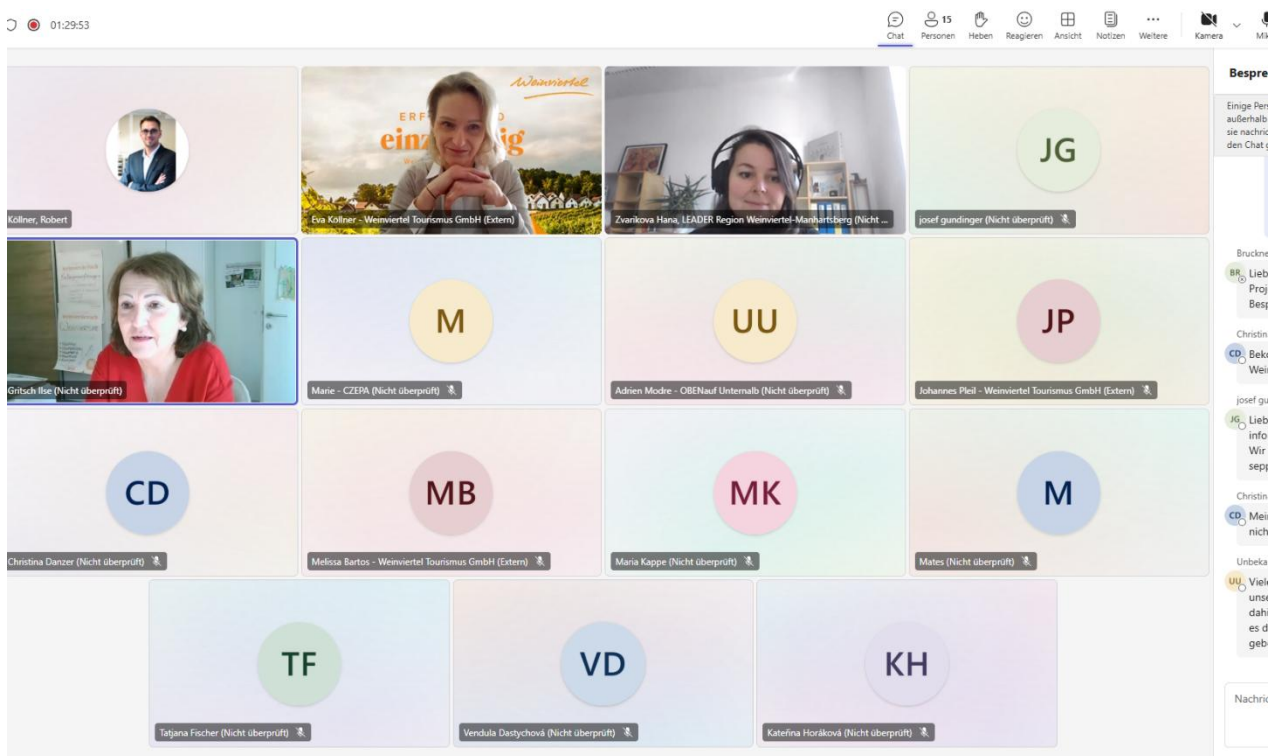
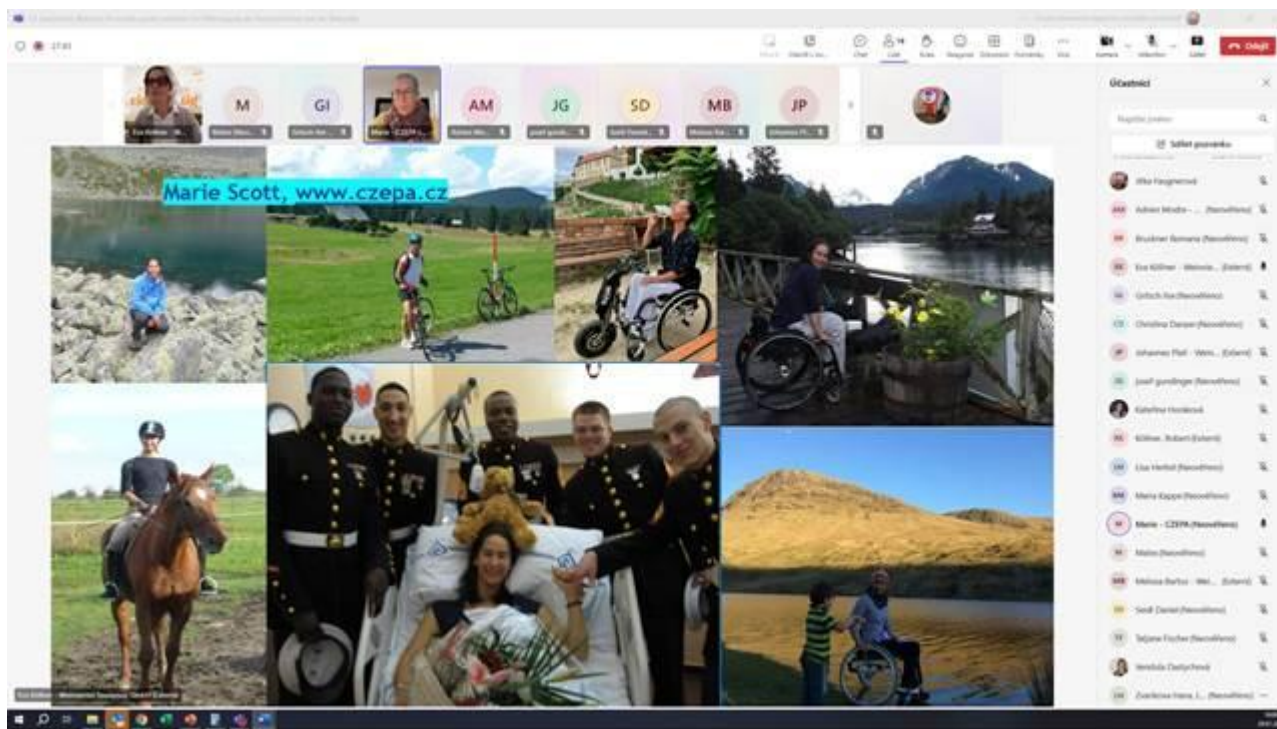
Information about the webinars was published on the project website:

<https://www.interreg-central.eu/news/another-webinar-about-accessibility-guide-this-time-for-austria/>



Screenprints from some of the online webinars:

29.1.2025:





26.2.2025:



January 2025

VÍTEJTE

Marie Scott
Česká asociace paraplegiků - CZEPA, z.s.

Jan Matoušek

Jitka Faugnerová
Česká informační agentura
životního prostředí - CENIA

Eva Köllner
Weinviertel Tourismus
GmbH

PROČ INFORMACE?

- 91% ZÁKAZNÍKŮ HLEDÁ INFO NA WEBU
- 77% NENAVŠTÍVÍ MÍSTO, KDYŽ NEJSOU INFORMACE
- 96% OZP UVÁDÍ INFO O PŘÍSTUPNOSTI JAKO MOTIVACI K NÁVŠTĚVĚ
- MORÁLNÍ, ETICKÉ, PŘÁVNÍ NORMY
- €14 MILIARD PRO TURIST. PRŮMYSL (ANGIE)
- OZP DELŠÍ DOVOLENÉ / DOPROVOD / VRACÍ SE

VSTUP

Celkový pohled - foto na šířku

Detail vstupních dveří

- Typ vstupu
- Šířka min. 80 cm
- Práh max. 2 cm



3 Implemented awareness raising activities

Awareness-raising and stakeholder engagement formed an integral part of the joint pilot action in the Austria-Czech Republic pilot region. Alongside the development and testing of practical accessibility solutions, the project sought to increase awareness of accessible tourism, strengthen cooperation between key stakeholders and encourage tourism providers to improve the accessibility of their services and communication.

The awareness-raising activities complemented the technical outputs of the pilot by promoting the Accessibility Guide methodology, demonstrating the importance of reliable accessibility information and supporting the long-term adoption of inclusive tourism practices. Activities were implemented jointly by Austrian and Czech project partners and involved tourism providers, destination management organisations, municipalities, organisations representing persons with disabilities, universities, researchers and public authorities.

Through conferences, educational events, stakeholder consultations, promotional campaigns and public demonstrations, the project increased understanding of accessibility challenges while showcasing practical solutions that support independent tourism for persons with disabilities.

3.1 Weinviertel

Date, place	Topic, title	Stakeholders involved
09. 2024	Creating an accessibility guide for tourism facility providers	Weinviertel Tourismus in cooperation with CENIA project team and CZEPA project team
2-3 Sept 2024, Bali (Indonesia), virtual attendance	project presentation at World Disability and Rehabilitation Conference (WDRC), paper title: Travel Behavior and Experiences of Persons with Disabilities Living in Austria - Findings from an Online-Survey	BOKU project team
2-6 Sept 2024, Ostrava (CZ)	project presentation at WMCCAU conference, paper title: The Web Accessibility Viewer: a Tool to Assist Travelling Persons with Disabilities	BOKU project team
8-12 Oct 2024, Siena (IT)	Special session at ISOCARP World Planning Congress, topic: Inclusive INVISIBLE CITIES - How to deal with blindness and visual impairments in Urban and Regional Planning?	BOKU project team
10/2024	Project partner meeting in Laa an der	Study visit - tourism providers from the Retz region.



	Thaya	
11/2024 - 12/2024	Benchmarking analyse- creation of overview with visually clear and simple evaluation of hotels. Evaluation based on accessibility catalogue - mapping in the pilot area and its data transcription into WAV.	Tourism providers from the Retz region identified in WAV + new
11/2024	Telephone consultations with tourism providers from the pilot area where mapping took place/WAV database	Tourism providers from the Austria site of the pilot region where mapping of accessibility took place and its results were saved in the WAV database.
12/2024	Creation of texts for a leaflet with routes suitable for people with reduced mobility.	Weinviertel Tourismus, CENIA project team, CZEPA project team. Developed in cooperation with Retz information centre
29 Jan 2025, online	Online webinar for tourism providers - what and how to publish info on accessibility - Accessibility Guide	Weinviertel Tourismus, CENIA, CZEPA, tourism providers from Retz region identified in WAV + any tourism provider in Weinviertel (Retz + Eggenburg - area)
26 Feb 2025, online	Online webinar for tourism providers - what and how to publish info on accessibility - Accessibility Guide	Weinviertel Tourismus, CENIA, CZEPA, tourism providers from Retz region identified in WAV + any tourism provider in Weinviertel (Area Retz, Hollabrunn, Laa, Poysdorf)
19 Feb 2025	Conference "Strategiegruppe Tourismus in der EU-Donaunraumstrategie"- information about the project, raising awareness, finding potential partners for pilot events. Acquiring new contacts for further cooperation, building networks and capacities.	Weinviertel Tourismus + BOKU project team + implementers of Interreg projects in area EU-Danube.
Spring 2025	communication with service providers - implementation of accessibility guide on service providers' websites	Weinviertel Tourismus + service providers in pilot area Retz
03-	field work for WAV	Weinviertel Tourismus project



05,08/2025, Retz and surroundings		team, CZEPA project team
04-08/2025	Preparing, editing, production and distribution of leaflets "Star trips in Weinviertel without the barriers"	Weinviertel Tourismus project team, CENIA project team, CZEPA project team, tourist information centres in Retz, Hollabrunn, Eggenburg and Haugsdorf, NP Thayatal,
04-05/2025	preparation for implementation for the charity run Wings4Life in Retz (4.5.2025). Presentation of the project at information stand (roll-up, distributions of information about project	Weinviertel Tourismus team, CENIA project team, CZEPA project team, BOKU team, Tourism Authority South Moravia (CCRJM), ZnojmoRegion, tourist information centres in Retz, Znojmo, town Retz, running clubs from Retz and Znojmo
06/2025	"Bildung hat Wert" - information about the project, raising awareness, finding potential partners for pilot events. Acquiring new contacts for further cooperation, building networks and capacities.	Weinviertel Tourismus team + implementers of Interreg projects
3/2025 - ongoing	Consultations and sites visits at tourism facilities listed in WAV to assist with creation of the AG	Weinviertel Tourismus team, local service providers
07-08/2025	Wheelchair with additional electric drive - preparation of purchase and purchase	Weinviertel Tourismus team, project partners CZEPA and LP GI of Slovenia, participants of Retz municipality, tourist information centre Retz and bike rental,
08 July 2025	Presentation of the project and project results during the expert conference "Fachgespräch Ländlicher Tourismus für Sehbeeinträchtigte" (Expert Discussion on Rural Tourism for the Visually Impaired), organized by project partner BOKU in Vienna on July 8, 2025.	Weinviertel Tourismus team, PP BOKU, stakeholders of project area.



3.2 Znojmo region

Date, place	Topic, title	Stakeholders involved
09 - 11/2024	Designing a unified format for publishing accessibility information online - 3 Manuals for tourism providers on how to create Accessibility Guide	CENIA project team, CZEPA project team
11 - 12/2024	Testing the Manual for accommodation at hotel Premium	CZEPA, CENIA, hotel Premium in Znojmo
11/2024 - 12/2024	Benchmarking analyses - creation of overview with visually clear and simple evaluation of 1. hotels/2. restaurants/3. other tourism attractions. Evaluation based on accessibility catalogue - mapping in the pilot area and its data transcription into WAV.	Tourism providers from the Znojmo region identified in WAV
11/2024 - 01/2025	Telephone + email consultations with tourism providers from the pilot area where mapping took place/WAV database.	Tourism providers from the Czech site of the pilot region where mapping of accessibility took place and its results were saved in the WAV database.
09 and 11/2024	Meeting for raising awareness about WAV - aiming at data, content, usability for agendas of the city of Znojmo.	CENIA, representatives of Znojmo
21. 11. 2024	Conference Inspirujme se - information about the project, raising awareness, finding potential partners for pilot events. Acquiring new contacts for further cooperation, building networks and capacities.	CENIA project team
11/2024 - 02/2025	Creation of texts for a leaflet with routes suitable for people with reduced mobility.	CENIA project team, CZEPA project team. Developed in cooperation with Znojmo tourism information centres.



10. 12. 2024, online	Online webinar for tourism providers - <i>How to create the Accessibility Guide for customers with disabilities.</i>	CENIA, CZEPA, Weinviertel, tourism providers from Znojmo region identified in WAV + tourism providers organised under Tourism Authority - South Moravia (CCRJM) + ZnojmoRegion + any tourism provider in South Moravia and beyond - advertising on social media.
14. 01. 2025, online	Online webinar for tourism providers - <i>How to create the Accessibility Guide for customers with disabilities.</i>	CENIA, CZEPA, Weinviertel, tourism providers from Znojmo region identified in WAV + tourism providers organised under Tourism Authority - South Moravia (CCRJM) + ZnojmoRegion + any tourism provider in South Moravia and beyond - advertising on social media.
23. 01. 2025, online	Online webinar for tourism providers - <i>How to create the Accessibility Guide for customers with disabilities.</i>	CENIA, CZEPA, Weinviertel, tourism providers from Znojmo region identified in WAV + tourism providers organised under Tourism Authority - South Moravia (CCRJM) + ZnojmoRegion + any tourism provider in South Moravia and beyond - advertising on social media.
05/2025, Znojmo and surroundings	field work for WAV	CENIA project team, CZEPA project team
30.04.2025	Final editing, print and distribution of leaflets Znojmo region without barriers	CENIA project team, CZEPA project team, Tourism Authority South Moravia (CCRJM), ZnojmoRegion, tourist information centres in Znojmo
04.05.2025	Promo campaign in Znojmo for the Wings4Life run in Retz. Presentation of the project at information stand (roll-up, distributions of leaflets with maps of accessible trips)	CENIA project team, CZEPA project team, Weinviertel team, BOKU team, Tourism Authority South Moravia (CCRJM), ZnojmoRegion, tourist information centres in Znojmo, Retz



06/2025	Provide summary of the online advertising of barrier-free destination offers in the pilot area - this will be based on the review of the main tourism authority websites - CCRJM.	Tourism Authority South Moravia (CCRJM), tourist information centres in Znojmo, CENIA project team, CZEPA project team
3/2025 - ongoing	Consultations and sites visits at tourism facilities listed in WAV to assist with creation of the AG	CZEPA, tourism providers from the pilot region where mapping of accessibility took place and its results are kept in the WAV database.
01.04.2025	Online meeting with Tourism Authority South Moravia (CCRJM) to discuss results of the report on publication of access. information of their listed venues	CENIA, CZEPA, CCRJM
16.05.2025	Offer solution to hard barriers in accessibility in National Park Podyjí - inaccessible viewing point Iron Trails, inaccessible resting cabins	Administration of the National Park Thayatal - Mr. Bursík and his team, CENIA & CZEPA project team, Mendel University Brno - Institute of Landscape Planning
10.06.2025	Online webinar for organizations in tourism (national, regional, local level)	CENIA, CZEPA, Tourism Authorities in the Czech Republic
19.06.2025	Online webinar for tourism providers - How to create the Accessibility Guide for customers with disabilities.	CENIA, CZEPA, tourism providers from the Czech Republic
06/2025	Leaflet to popularize AG concept for tourism facilities	CENIA project team, CZEPA project team, Znojmo town, CCRJM, ZnojmoRegion, CzechTourism

3.3 Event summaries -Weinviertel region

This chapter features short summaries from the most important events and workshops in the lists above.

Online webinars

According to the Austrian Federal Disability Act, a disability is defined as the effect of a non-temporary physical, mental or psychological impairment that makes it difficult to participate in social or working life. According to a survey conducted by Statistics Austria in 2015 as part



of the micro-census, 18.4% of the population were affected by disabilities. Permanent disabilities are strongly age-dependent, so this figure is constantly rising as society ages, making it more important to make tourism, leisure, and recreational activities accessible to this section of society.

Project presentation at WMCCAU 2024 conference: paper publication

According to the Austrian Federal Disability Act, a disability is defined as the effect of a non-temporary physical, mental or psychological impairment that makes it difficult to participate in social or working life. According to a survey conducted by Statistics Austria in 2015 as part of the micro-census, 18.4% of the population were affected by disabilities. Permanent disabilities are strongly age-dependent, so this figure is constantly rising as society ages, making it more important to make tourism, leisure, and recreational activities accessible to this section of society.

The EU-Interreg funded project CE-Spaces4All aims at the improvement of accessibility of tourism for persons with disabilities, concentrating on three groups with different requirements: persons with mobility impairments (wheelchair users), blind people and persons with visual impairments, deaf people and persons with hearing impairment. Public authorities, tourism development stakeholders and persons with disabilities from seven countries are working together in three European pilot regions (Poland, Austria/Czech Republic, Slovenia/Croatia/Hungary) in a capacity building process to improve conditions for accessible tourism development and independent tourism travel. A key element of the project is the Web Accessibility Viewer (WAV) which serves as a data-driven platform for recording and visualizing architectural, communication and other barriers, for developing tourism strategies and spatial planning, and for developing tools and services for persons with disabilities. The project partners organised field mapping events to capture barriers on-site in the pilot regions and record them on a map.

The WAV is a Geographic Information System (GIS) based online service with a desktop and a mobile application based on QGIS open source software to collect data according to a joint catalogue of barriers developed together with the European Disability Forum, an umbrella organisation of persons with disabilities that defends the interests of over 100 million persons with disabilities in Europe. The WAV comprises tourism-related barriers (for example parking, paths, public transport, tourism facilities, points of interest) from all pilot regions categorised by the three groups of persons with disabilities mentioned above supplemented by an easy-to-understand accessibility assessment with a semaphore system (red: not accessible, orange: partly accessible, green: accessible). Photos of the mapped spots are taken by the respective mapping teams and directly linked with the datasets. The WAV is available in English as well as all the national languages of each project partner country.

Work with the WAV subsequently resulted in a catalogue of barriers that serves as a starting point for further measures, for example for action plans for long-term territorial cooperation on improving accessibility of the pilot regions. Awareness raising events with local and regional stakeholders complement the agenda of sensitising institutions, companies and public administration related with tourism. This will lead towards a better governance for policy and territorial planning of accessible tourism as well as improvement of public services for persons with disabilities.



Project presentation at WDRC conference

Independent travel and access to leisure activities for persons with disabilities (PWD) are both at the heart of the EU Strategy for the Rights of Persons with Disabilities 2021-2030. A review of efforts in this regard reveals that tourism planning tends to focus on physical accessibility of buildings. Comparatively little attention is paid to low-barrier travelling and mobility on site. As part of the project “Accessible Spaces for All - Improving the Accessibility of Tourism for Persons with Disabilities in Central Europe” primary data on the travel behaviour and experiences of PWDs will be compiled. A questionnaire headed by the European Disability Forum was set up in English language and translated into the national languages of the project partners. In Austria, 40 national institutions, associations and PWD-organisations as well as selected stakeholders (individual persons) were asked to support the data collection and to distribute the link to the Microsoft Forms bilingual questionnaire via their communication channels in order to reach not only their members living in Austria, but also interested persons from abroad. As of March 2024, 29 respondents filled in the questionnaire; 23 persons disclosed Austria as place of residence. 9 respondents are female and two thirds of the respondents older than 55 years, either physically or visually impaired. For this is work in progress, the results of the descriptive data analysis using SPSS reveal the following: about half of the respondents travel 3 to 5 times a year, mainly accompanied by family members. Domestic and international trips are carefully planned in advance. Accessible websites of booking platforms, recommendations, the destinations’ compliance with accessible labels and cancellation options are important factors when planning the journey. A lack of information on accessibility along the journey is a focal commonly perceived barrier while traveling. Positive travel experiences increase the probability of revisiting the destination. Based on the findings from strategies on accessible tourism and good practice examples in Austria on the one hand and the preliminary results of the online-survey analysis on the other hand, we understand that there is plenty room for improvement regarding “all-round tourism packages” for PWD in Austria. A consolidation of all survey data collected by the project partners is planned in order to find out whether and to what extent (Austrian) rural regions may become a (more) appealing (international) travel destination for PWD.

Special session at ISOCARP World Planning Congress

There are many people for whom cities are “invisible” in the literal sense of the word - blind and visually impaired persons. Cities can be “invisible” but still with their fabric, their flair, their amenities they can be very attractive for people with disabilities, even for blind and visually impaired ones. How to make cities and regions barrier free and accessible (a challenge especially in historic surroundings) and inclusive (including the human interactions, e.g. qualified staff in hotels and restaurants, public institutions, awareness in general public) and let those persons have a chance to experience, feel and enjoy the cities and regions.

Some supportive technologies might be installed in cities - but what about the areas outside the urban conurbations - in rural areas, small towns, villages. Even though there are UN- and EU acts and guidelines, it seems that the needs and RIGHTS of persons with disabilities are hardly a major topic in urban and regional planning yet.

The implementation of guidelines like the UN Convention on the Rights of Persons with



Disabilities or the EAA - European Accessibility Act into national laws and urban planning practice will be an important part of the discussion. Blindness and visual impairment are only one segment to deal with when talking about persons with disabilities - mobility impaired persons, especially wheel-chair users might be more "visible" - but there is a wide range of disabilities, and average statistics say that about 15-20% of the population are facing disabilities - this is a topic that should not be neglected in Urban and Regional Planning.

The intention of the special session is to bring representatives of associations of people with disabilities in contact with the "international urban and regional planning scene", as it is represented by ISOCARP - to raise awareness and mutual understanding, in best case even find ways to work together in a structural way or on project basis.

Paper submission and presentation at WMCCAU 2025 conference

A paper on CE-Spaces4All titled "Creating Spaces for All: From Mapping the Barriers towards Accessible Tourism" was accepted for presentation and publication at WMCCAU 2025 conference in Ostrava, Czech Republic, which takes places from 1 to 5 September 2025.

The paper comprises highlights from two and a half years of project experience. From the first project idea generation over data collection, and implementation of tools and services the paper presents the path to raising awareness using two examples from the sub-pilot regions of Austria (video of a trip to Eggenburg) and Slovenia (Accessible Pomurje Region), outlining the key points of the planned measures and the achievements reached with these measures.

The paper "analysed which measures are effective in facilitating access to rural tourism for persons with disabilities. During the work on the CE-Spaces4All project, it emerged that the difficulties are mainly to do with a lack of information (so-called soft barriers). Many tourist facilities are fully or partially accessible, as the data collection for the Web Accessibility Viewer revealed.

Rather, it is the lack of information that represents one of the main barriers, in two different aspects:

- persons with disabilities are unable to adequately prepare themselves in the course of their travel preparations because they are unable to find information on whether the desired destinations or the desired tourism attractions and tourism offers are actually accessible to the extent that is necessary for them,
- tourism providers are not sufficiently prepared as to how they should prepare information on accessibility so that this information can be interpreted and correctly assessed by persons with disabilities.

The project is working on eliminating these gaps and other barriers in order to ultimately turn rural spaces into spaces for all in terms of tourism." (source: Beyer et al., Creating Spaces for All: From Mapping the Barriers towards Accessible Tourism. In: Proceedings of WMCCAU 2025 conference, 2025, [currently] unpublished).



3.4 Event summaries - Znojmo region

Webinars

Online webinars for tourism providers on how to create Accessibility Guide (AG) have been the main channel to introduce this new concept. When preparing the events, the project team focused on the content to be in the form of a simple step-by-step tutorial aiming to have attendees able to construct the AG themselves upon completion of the webinar. Presenting examples of the completed AG on the website of a local tourism provider from Znojmo (hotel Premium) proved to be very motivational. Case-study of the actual process of AG production and online publication at hotel Premium demonstrated how this new concept can be simple and straightforward with use of the Manuals. Number of tourism providers got in touch after the webinars and requested consulting and/or assistance with AG production for their venue.

Positive feedback from tourist service providers was expressed already at the webinar. They appreciated the length of the webinar (60 minutes), the presenters, mainly M. Scott who explained clearly the needs of PWD and the practical examples. Online surveys were distributed after each webinar with a return rate about 30%. The answers from the survey evaluated positively the content of the webinar. Some of the tourist service providers were willing to create the Accessibility guide of their facility after the webinar.

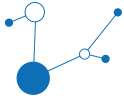
The project team focused on incorporating the feedback and past experience to make the process of creation of the AG as easy as possible for all interested tourism providers. Online resource platform was set up as a place where the necessary instructional materials can be found free of charge. Online webinar for tourism providers has the same structure of step-by-step tutorial on how to create the AG. Some parts were adjusted, e.g. online resource platform with new materials, more examples of tourism venues from the pilot region. One new online webinar was put together at this monitoring period - Accessibility Guide - publishing information on accessibility of tourism venues. This webinar was presented to tourism organizations across the country, thus promoting the new AG concept beyond the borders of the pilot area.

Telephone and face-to-face consultations with local tourism providers

Personal communication with tourism providers transpired to be one of the most crucial parts of the pilot testing of the AG approach in the area. Most managers do not read emails from unknown senders or ignore electronic invitations all together. Therefore, each tourism provider where mapping of accessibility took place earlier in the project, were spoken to via telephone or in person (CZEPA's project team member resides in the pilot area).

The structure of the phone calls/face-to-face were as follows:

- providing positive and venue-specific feedback from the mapping of accessibility (most tourism facilities provide services for PWDs) + referring to the benchmarking analysis sent to them via email previously for a full review of the detailed accessibility assessment of their place.
- explaining what a loss of business opportunity it is to have such a wonderful barrier-free venue yet not advertising it on the website, thus falsely presenting itself as non-



accessible.

- brief explanation of what Accessibility Guide is and how it benefits customers with disabilities and businesses in tourism.
- invitation to an online webinar to get hands-on tutorial on how to create AG for their venue + how and where to get assistance from the project team.

The project team carried on in personal communication with tourism providers in the pilot region. Number of providers attended our online webinars and asked for assistance with the creation of their AG. Number of site-visits took place and CZEPA's representatives supported the tourism facilities in production of the AG - see above.

4 Key findings

This chapter collects outcomes of the implemented events and what we learned for the project.

4.1 Weinviertel region

Tourism providers in the Retz region showed a strong interest in publishing information about the barrier-free services they offer once they were provided with clear guidance through the **Manuals on how to create the Accessibility Guide (AG)**. The majority of tourism providers listed in the WAV preferred hands-on assistance with the preparation of the AG, including on-site meetings with facility managers, support with photo documentation, guidance on using the Manual, and the transcription of information into the AG format.

The project aimed to increase awareness and adoption of the AG concept among local tourism providers. The Manuals were made freely available on the project website for use by tourism businesses. The long-term success of the AG approach will depend on the number of service providers that implement Accessibility Guides on their websites and on the willingness to adopt the methodology at the regional, national and international levels. Weinviertel Tourismus supports the AG approach and continues to promote it through its online communication channels.

The pilot activities confirmed that personal communication with the responsible staff of tourism service providers significantly improved the results of the project. Direct consultations and on-site visits proved to be the most effective way of supporting providers in the preparation of Accessibility Guides and encouraging their participation in the pilot action.

A lack of reliable accessibility information throughout the visitor journey remains one of the most commonly perceived barriers to accessible travel. Addressing this challenge was the main motivation for producing the awareness-raising video, which highlights the importance of providing comprehensive accessibility information for travellers with disabilities.

Although several publications on accessible tourism are available, including those produced by the Austrian Federal Economic Chamber, people who are blind or visually impaired are often underrepresented or not represented at all. The project therefore sought to raise awareness of



their specific accessibility needs and promote a more inclusive approach to tourism communication.

Accessibility in rural areas continues to present a number of challenges and requires ongoing attention. Through its activities and practical guidance, the project provided tourism stakeholders with valuable support in improving accessibility and strengthening inclusive tourism. It also demonstrated that even small, easy-to-implement improvements can make a significant difference for visitors with disabilities.

4.2 Znojmo region

Tourism providers in the Znojmo region appear to be keen on publishing information about barrier-free services they provide once they are given clear guidance - The Manuals on how to create the Accessibility Guide (AG). Majority of the tourism providers from WAV preferred hands-on assistance with production of the AG (on-site meeting of the facility's manager with a member of the project team, assistance with photo-documentation/following up The Manual, transcription of data into AG format). This is still valid in RP5.

The AG approach might work on a wider scale if more providers in tourism take on this concept and get into the habit of providing accessibility information as a standard service offering strategy. AGs have been used in the tourism industry in the UK for years and can help customers to explore barrier-free tourism destinations and assist businesses by tapping into the growing market. This is still valid in RP5.

The aim is to get the AG concept in a wider community of local tourism providers - closer alliance with the Tourism Authority South Moravia (CCRJM) - free Manuals available on their website for the affiliated tourism business to utilize (about 50 tourism providers), ZnojmoRegion and possibly CzechTourism? - all depends on how many AGs will be published on websites of tourism businesses and the willingness of adoption of the AG approach on a regional/national/international level. CCRJM has been supporting the AG approach and promotes it via their online channels, e.g. [Welcome guests with disabilities - it is easy](#). Znojmo town is an associated partner in the project and they assisted in promoting the pilot actions in the local newspaper [Znojenské listy - January 2025 \(page 10\)](#). In RP5, the project team established a plan with the CCRJM on how to promote AGs in the tourism industry. Firstly, tourism providers need to have instructional materials which enables them to generate the AG. [Online resource platform](#) was built on the website of the largest national database of wheelchair accessible places, VozejkMap. Many tourism providers already know this application and, therefore, having the resources there makes sense. CCRJM is also going to place all instructional materials on their [website](#) (summer 2025), as the local tourism providers are used to going to the website for information.

In the Czech Republic, each region has its central tourism authority, equivalent to the CCRJM in South Moravia. Managers of all these regional tourism authorities were contacted by CCRJM and invited to our project webinar on the 10th June. At this webinar, AG was introduced as a new approach in publishing accessibility information to allow travellers with disabilities to plan travel hassle-free. All regional tourism authorities are managed by the national tourism agency -



CzechTourism. The project team established communication with its representative and AG approach has been approved as a useful tool for promoting accessible tourism in the country.

Incorporating AG approach to an existing online platform of the Tourism Authority South Moravia (CCRJM) - "[Na jižní Moravu bez bariér](#)" - some tourism venues advertised as barrier-free fail to publish detailed information on accessibility (e.g. adapted toilets). This can be rectified by publishing AGs of the advertised venues. Success depends on the willingness of the tourism businesses to take an extra effort to create AGs etc. In RP5, a report on the findings with recommendations for amendments was produced and communicated with the representative of the CCRJM. We are expecting to see detailed accessibility information of the listed barrier-free venues in the form of AG.

Personal communication with tourism facilities' responsible personnel improves the outcomes of the project pilot activities. In RP5, more tourism facilities from the pilot area listed in WAV were contacted and AG were produced for those who showed an interest. Personal communication and site-visits still remain the best approach, as we see it.

4.3 Overall conclusions from the pilot action

The jointly implemented pilot action successfully demonstrated that improving the availability and quality of accessibility information, strengthening stakeholder capacity and promoting cross-border cooperation are essential for supporting independent mobility and tourism for persons with disabilities.

The Accessibility Guide methodology, benchmarking analyses, educational activities and the publication of harmonised accessibility information through the Web Accessibility Viewer (WAV) created practical, user-oriented and transferable solutions that enable travellers with disabilities to make informed decisions, plan their journeys independently and access tourism services with greater confidence.

By combining technical innovation with stakeholder participation and cross-border cooperation, the Austria-Czech Republic pilot region established a sustainable framework that promotes independent mobility and accessible tourism. The pilot action provides a transferable model that can support the development of more inclusive and accessible tourism destinations across Central Europe.