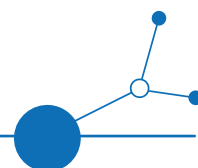


Toolbox of jointly developed services and tools for accessible tourism in the cross-border Austria-Czech Republic pilot area



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1. Introduction

This toolbox presents the jointly developed and validated cross-border toolbox of services and tools created by the Austrian and Czech project partners to improve independent tourism and mobility for persons with disabilities in rural border regions. Rather than functioning as stand-alone outputs, the developed tools form an integrated solution that enables tourism providers to collect, communicate and publish reliable accessibility information, allowing travellers with mobility impairments and blind or visually impaired travellers to plan and undertake trips more independently.

The joint solution combines capacity building for tourism providers with practical information tools for travellers. The Manuals for creating Accessibility Guides, educational webinars and on-site consultations support tourism providers in collecting consistent accessibility information. This information is then published through Accessibility Guides, tourism websites and digital platforms, while promotional leaflets and awareness-raising activities help travellers identify accessible destinations and encourage tourism providers to adopt inclusive practices. Together, these complementary tools create a common cross-border model that improves access to reliable accessibility information and supports independent travel across the Austria-Czech Republic pilot region.

This toolbox summarises the jointly developed services and tools implemented and validated in the pilot region. For each tool or service, the target groups, priority, description, strengths, weaknesses, opportunities and transferability are presented. Where applicable, examples of implementation are provided.

The toolbox explains the final validated solutions and demonstrates how the individual tools work together as an integrated system to improve independent tourism and mobility for persons with disabilities. It supports tourism organisations, destination management organisations, public authorities, accessibility experts, disability organisations and tourism providers wishing to implement or adapt the developed solutions.

The toolbox also explains how the jointly developed solutions can be transferred to other target groups and replicated in other pilot regions and rural tourism destinations. The integrated approach provides a practical model for improving accessibility information and supporting independent tourism beyond the Austria-Czech Republic pilot region.

The contents of this document have been used for the promotion and mainstreaming of the developed solutions and have been incorporated into the Joint Strategy for Territorial Planning for Accessible Tourism in Rural Regions of Central Europe.



2. Target groups

The services and tools presented in this toolbox were developed through a participatory co-design process involving persons with disabilities, disability organisations, tourism providers, public authorities and project partners from Czech Republic and Austria. Representatives of different disability groups actively contributed to identifying barriers, evaluating tourism services, proposing improvements and validating the developed solutions.

The toolbox was jointly developed by organisations from Czech Republic and Austria through collaborative workshops, field testing and exchange of good practices.

Several target groups were involved in the process:

Persons with a mobility impairment

Persons with a mobility impairment - includes persons with reduced mobility due to an illness and age (seniors).

Visually impaired persons

Visually impaired persons (visual impairment is any form of a reduction of the ability to see which cannot be corrected with aids like glasses or contact lenses) are the second target group in the AT-CZ pilot area. An emphasis on visually impaired persons is especially made in the Austrian part of the pilot region.

Tourism providers

Tourism providers from the pilot region - operators of the tourism facilities that were mapped in the initial phases of the project and listed in the Web Accessibility Viewer (WAV).

Tourism authorities

Local and regional tourism organizations which promote tourism in their region.



3. Toolbox - developed tools and services

The services and tools presented in this chapter were jointly developed through the CE-Spaces4All pilot activities implemented in the pilot area. Their purpose is to support independent tourism mobility of persons with disabilities by addressing barriers identified during the project and by providing practical, transferable solutions for tourism destinations, public authorities and tourism providers.

3.1. Overview of the integrated model

The Austrian and Czech project partners jointly developed and validated an integrated cross-border model that combines education, accessibility assessment, information publication and awareness-raising into a single system supporting independent tourism and mobility for persons with disabilities. Rather than functioning as stand-alone outputs, the developed tools complement one another and address different stages of the travel planning process.

The integrated model begins with the Manuals for creating Accessibility Guides, which provide a common methodology for collecting accessibility information. Educational webinars and on-site consultations equip tourism providers with the knowledge and practical support needed to assess accessibility consistently and prepare high-quality Accessibility Guides. The resulting Accessibility Guides provide reliable, standardised information that is published on tourism websites and digital platforms and promoted through leaflets, making accessibility information easy to find before travelling. The awareness-raising video complements these tools by increasing tourism providers' understanding of the needs of blind and visually impaired travellers and encouraging more inclusive tourism services.

The integrated model supports different groups of travellers according to their specific needs. **Travellers with mobility impairments** benefit from detailed information on physical accessibility, including entrances, parking, sanitary facilities, internal circulation and other accessibility features that enable them to determine whether they can visit a destination independently. **Blind and visually impaired travellers** benefit from improved communication, greater awareness among tourism providers and clearer information that supports orientation, trip preparation and interaction with tourism services.

By providing reliable accessibility information before the journey, the integrated model reduces uncertainty and enables persons with disabilities to make informed travel decisions, plan accessible routes and undertake their journeys with greater confidence and independence. At the same time, it helps tourism providers communicate accessibility in a consistent and user-friendly way, contributing to more inclusive tourism destinations and offering a transferable model that can be adopted by other rural regions.

3.2. Manuals to create Accessibility Guide

The Manuals provide tourism providers with a harmonised methodology for collecting and publishing accessibility information. They represent the first step of the jointly developed cross-



border solution, ensuring that accessibility information is collected in a consistent, reliable and comparable manner across the Austria-Czech Republic pilot region.

Mobility barriers addressed

One of the main barriers to independent tourism is the lack of reliable and standardised accessibility information. Tourism providers often do not know what accessibility information should be published or how to describe accessibility features consistently. As a result, travellers with mobility impairments cannot determine in advance whether a destination is suitable for their individual needs, while blind and visually impaired travellers often lack information that would help them prepare their visit.

Developed solution

The Austrian and Czech project partners jointly developed three practical Manuals for creating Accessibility Guides covering accommodation, gastronomy and tourism attractions. The Manuals provide step-by-step guidance on collecting accessibility information, documenting key accessibility features through photographs and preparing Accessibility Guides for publication on tourism providers' websites. The Manuals were jointly tested and validated through educational webinars, on-site consultations and pilot implementation with tourism providers in both pilot regions. As the first component of the integrated model, they provide the common methodology on which all subsequent tools—including Accessibility Guides, webinars, on-site consultations and digital publication—are based.

Name of the tool/service	Manuals to create Accessibility Guide (Návody k vytvoření Průvodce přístupnosti/Accessibility guide - Leitfaden für die Offenlegung der Barrierefreiheit auf der Webseite)
Target group(s)	Tourism providers, tourism authorities
Priority	Must have: tourism businesses need guidance on the content of the Accessibility Guide (AG) to make sure that all basic attributes of accessibility are included to provide a reliable source of information for customers with disability.
Description	These Manuals serve as a template to create the Accessibility Guide (basic information on accessibility of a tourism facility). 3 Manuals: Accommodation, Gastronomy, Tourism Attraction. All available for free download at https://www.weinviertel.at/accessibility-guide-leitfaden and online resource platform.
Strengths	Includes basic attributes of built-environment accessibility. Step-by-step guidance with examples of how to describe each chapter of the Accessibility Guide + examples of photographs.
Weaknesses	Contains only attributes of built-environment accessibility, which are important for persons with limited mobility.
Opportunities	Manuals can be expanded and other attributes of accessibility can be added to provide information to other disability groups, e.g. persons with visual impairment.



Threats	/
Date of implementation	AT: Winter 2025, CZ_ Autumn 2024
Example of implementation	“Accessibility Guide: Leitfaden für die Offenlegung der Barrierefreiheit“ at https://www.weinviertel.at/accessibility-guide-leitfaden Chapter 1 - “Návody ke stažení” at online resource platform .
Remarks	



3.3. Accessibility Guide

The Accessibility Guide enables tourism providers to publish reliable, standardised and user-oriented accessibility information, allowing persons with disabilities to assess whether a tourism facility meets their individual accessibility requirements before travelling. As the central element of the jointly developed cross-border solution, the Accessibility Guide supports informed decision-making and independent tourism.

Mobility barriers addressed

A major barrier to independent tourism is the lack of detailed and reliable accessibility information. Even where tourism facilities are physically accessible, visitors often cannot determine in advance whether they can enter, move around and use the services independently. The absence of consistent accessibility information creates uncertainty, discourages travel and limits opportunities for independent mobility.

The information needs differ between disability groups. Travellers with mobility impairments require detailed information on physical accessibility, such as entrances, internal circulation, accessible toilets and parking, while blind and visually impaired travellers benefit from clear descriptions and photographs that improve their understanding of the destination before travelling.

Developed solution

The Austrian and Czech project partners jointly developed and validated the Accessibility Guide as a standardised format for publishing accessibility information on tourism providers' websites. Based on the jointly developed Manuals, the Accessibility Guide provides structured descriptions of the accessibility of accommodation facilities, gastronomy establishments and tourism attractions, supported by photographs illustrating the most important accessibility features.

The Accessibility Guide was tested with tourism providers in both pilot regions and further refined through educational webinars, on-site consultations and stakeholder feedback. Published through tourism providers' websites and linked to digital platforms, the Accessibility Guide forms the core of the integrated cross-border model, providing reliable accessibility information that supports independent journey planning and encourages tourism providers to communicate accessibility in a transparent and consistent manner.

Name of the tool/service	Accessibility Guide (Průvodce přístupnosti/Info über Barrierefreiheit auf der Webseite der touristischen Einrichtung)
Target group(s)	Tourism providers, persons with disabilities
Priority	Must have: to create conditions for independent travel and holiday planning for persons with disabilities, it is desirable for tourist facilities to publish accessibility information on their websites. Only in this way can the customer make an informed decision whether the facility is barrier-free for them. The Accessibility Guide must contain basic accessibility information and



	photo-documentation as per the manuals.
Description	The Accessibility Guide is a document presented on a tourism provider's website which gives a basic description of the accessibility of the venue. The Accessibility Guide contains information important for customers with limited mobility, such as building entrance access, barrier-free movement inside the facility, and the availability of the accessible restrooms. The Accessibility Guide also contains photographs as they represent the best description format.
Strengths	Travellers with limited mobility need to know how accessible the venue is before they visit. The Accessibility Guide is a useful tool that helps customers to plan independent travel based on their access needs.
Weaknesses	The Accessibility Guide approach was tested with a focus on individuals with limited mobility.
Opportunities	After the successful pilot of this new concept, the Accessibility Guide might serve as a template for publishing information on accessibility for other disability groups.
Threats	
Date of implementation	AT: Winter 2025, CZ: Autumn 2024
Example of implementation	https://www.premiumhotel.cz/en/accessibility-guide https://www.np-thayatal.at/de/pages/barrierefreiheit-534.aspx
Remarks	More examples of published AG under https://www.weinviertel.at/barrierefreiheit . More examples of published AG under chapter 4 - "Příklady dobré praxe" at online resource platform .

3.4. Educational webinar on how to create the Accessibility Guide

The educational webinar was developed to build the capacity of tourism providers to prepare and publish high-quality Accessibility Guides. It provides practical guidance on collecting, documenting and communicating accessibility information in a consistent and user-friendly manner, supporting the wider adoption of the Accessibility Guide methodology across the pilot region.

Mobility barriers addressed

Many tourism providers recognise the importance of accessible tourism but lack the knowledge and practical skills to communicate accessibility information effectively. As a result, accessibility information is often incomplete, inconsistent or missing altogether, making it difficult for persons with disabilities to assess whether a destination meets their individual needs and to plan their journeys independently.



Developed solution

The Austrian and Czech project partners jointly developed and delivered a series of educational webinars introducing the Accessibility Guide methodology. The webinars explained the purpose and benefits of publishing accessibility information and provided step-by-step guidance on preparing Accessibility Guides based on the jointly developed Manuals. Participants were introduced to examples of good practice, photo documentation requirements and the key accessibility attributes to be included for different types of tourism facilities.

The webinars formed an integral part of the integrated cross-border solution by preparing tourism providers to apply the Accessibility Guide methodology correctly and consistently. Together with the Manuals and on-site consultations, they ensured that the published Accessibility Guides provided reliable and comparable accessibility information, enabling persons with disabilities to plan their journeys with greater confidence and independence.

Name of the tool/service	Educational webinar
Target group(s)	Tourism providers, tourism authorities
Priority	Should have: tourism providers are better motivated to publish information on accessibility of their venue when they know why and how to do it. Tutorial webinars on how to create the Accessibility Guide provide such guidance.
Description	Online webinar in a form of tutorial aimed at tourism providers. Explains how to create the Accessibility Guide - each part of the Accessibility Guide reviewed and examples of good documentation of each accessibility attribute presented. Online format, length of webinar - 45-60 minutes.
Strengths	Online format is convenient: attendees can join from anywhere with internet access, cost efficient, larger and more diverse reach.
Weaknesses	Might be less favourable for personal networking.
Opportunities	Webinar content and format can be transferable to other regions.
Threats	
Date of implementation	AT: January and February 2025, CZ: December 2024
Example of implementation	https://www.weinviertel.at/accessibility-guide-leitfaden https://www.youtube.com/watch?v=NExjE5wAvJo https://cenia.gov.cz/wp-content/uploads/2024/12/Mista_dostupna_vsem_webinar_10.12.2024_final.pdf
Remarks	Number of these practical webinars organised for tourism providers in periods 4 and 5: 6.



3.5. On-site consultations for tourism providers

The on-site consultations were developed to provide tourism providers with practical, individual support in assessing the accessibility of their facilities and preparing high-quality Accessibility Guides. They complemented the Manuals and educational webinars by helping providers apply the methodology correctly in real tourism settings and improve the quality and reliability of published accessibility information.

Mobility barriers addressed

Many tourism providers have limited experience in assessing accessibility and may find it difficult to identify and describe accessibility features objectively. Without expert guidance, accessibility information can be incomplete, inaccurate or inconsistent, reducing its value for persons with disabilities and limiting their ability to make informed travel decisions.

Developed solution

The Austrian and Czech project partners jointly implemented on-site consultations with tourism providers across the pilot region. Accessibility experts visited accommodation facilities, gastronomy establishments and tourism attractions to assess accessibility conditions, explain the methodology for collecting accessibility information and support providers in preparing Accessibility Guides based on the jointly developed Manuals.

During the consultations, providers received tailored recommendations on documenting accessibility features, taking appropriate photographs and presenting accessibility information in a clear and consistent manner. The consultations also increased providers' awareness of the diverse accessibility needs of travellers with mobility impairments and blind or visually impaired travellers, encouraging them to adopt more inclusive tourism practices.

As part of the integrated cross-border solution, the on-site consultations ensured the quality and consistency of the Accessibility Guides and strengthened the capacity of tourism providers to maintain reliable accessibility information beyond the lifetime of the project. Together with the Manuals, educational webinars and Accessibility Guides, they contributed to a harmonised system that supports independent journey planning and accessible tourism in the Austria-Czech Republic pilot region.

Name of the tool/service	On-site consultations
Target group(s)	Tourism providers
Priority	Could have: the new Accessibility Guide tool has been introduced to the tourism businesses in the pilot region for the first time. On-site consultations serve as a good opportunity for valuable feedback from the providers and promote cooperation and mutual understanding.
Description	A personal consultation intended for operators of tourist facilities in the pilot area. During the on-site visit, a team member assists in gathering information, which is then included in the Accessibility Guide (e.g. guidance



	on how to correctly take photographs of the building entrance, restrooms, etc.). In some cases, a member of the Czech project partner team, who is himself a wheelchair user, was invited to contribute to the creation of accessibility information.
Strengths	Customised support focusing on the individual tourism facility, increases chances for greater commitment in the task, relationship building, immediate feedback, learning opportunity.
Weaknesses	High time and staff demand, financial costs (travel to the destination etc.)
Opportunities	Tourism providers might be interested in paid service where a trained professional documents accessibility of the facility and prepares the Accessibility Guide for them.
Threats	After the project ends, there might be no personnel available to provide such professional service.
Date of implementation	AT: Spring 2025, CZ: Autumn 2024
Example of implementation	See video under chapter 5 - “Inspirujte se” located on the Accessibility Guide (AG) online resource platform . After successful personal consultation, one hotel provider in the pilot region agreed to talk about his positive experience with AG on the camera.
Remarks	



3.6. Accessible tourism leaflets

The leaflet promotes accessible tourism in the Znojmo region and the Weinviertel region by providing visitors with easy-to-understand information on accessible tourism attractions and suggested excursion routes. It encourages independent travel and raises awareness of accessible tourism opportunities.

Mobility barriers addressed

Visitors with disabilities often lack concise and accessible information on suitable destinations and accessible routes. This can make it difficult to identify appropriate places to visit and plan trips with confidence.

Name of the tool/service	Leaflet - Znojmo region without barriers (Znojemsko bez bariér) Leaflet - Star trips in region Weinviertel without barriers (Sternausflüge im Weinviertel barrierefrei)
Target group(s)	Persons with disabilities, seniors
Priority	Must have: project places a particular emphasis on rural and peripheral areas, which often face greater challenges in terms of accessibility and tourism infrastructure. A leaflet with accessible tourist sites and routes can attract tourists with restricted mobility into the area.
Description	The leaflet is a promotional material designed to provide information about accessible tourism sites in the Weinviertel region/Znojmo region. It aims to support individuals with reduced mobility, by offering practical details about accessible locations and services in the area. In Austria, the central point is the town of Retz, from which tourists can take star-shaped trips based on themed circuits - culture, nature, wine, and gastronomy.
Strengths	AT: The leaflet contains six tips for trip destinations with descriptions of parking, refreshments, and restrooms. For trips into the countryside, the difficulty of the route is also indicated. The leaflet includes a QR code linking to a website https://www.weinviertel.at/barrierefreiheit where you can find more tips for barrier-free trips in the surrounding area. One of the trips is listed as cross-border and refers to the possibility of visiting tested barrier-free trips on the Czech side of the border CZ: Each location in the leaflet is accompanied by a QR code that directs the reader to the VozejkMap application, where they can find the nearest disabled parking spot or accessible restroom. The terrain



	difficulty and need for assistance are also indicated for each location.
Weaknesses	
Opportunities	The leaflet format is transferable into other project pilot regions.
Threats	
Date of implementation	AT: June 2025, CZ: March 2025
Example of implementation	AT: Printed leaflets are located at tourism information centers in Retz, Eggenburg, Znojmo and at tourist destinations (e.g., Thayatal National Park), as well as from local service providers. The leaflet can be also downloaded on the Weinviertel Tourismus website https://www.weinviertel.at/flyer-barrierefreie-sterneausfluege CZ: Printed leaflets are located at tourism information centers in Znojmo. The leaflet can be also downloaded on the CZEPA's project website under "project news" ("Aktuality v projektu") number 18 - "Znojensko bez bariér".
Remarks	

3.7. Leaflet - Accessibility Guide

The leaflet promotes the Accessibility Guide and encourages tourism providers to publish reliable accessibility information using the jointly developed methodology. It also informs visitors where they can find detailed accessibility information when planning their trips.

Mobility barriers addressed

Many tourism providers are unaware of the benefits of communicating accessibility information, while visitors often do not know where to find reliable information on the accessibility of tourism facilities. These includes information on mobility as well.

Name of the tool/service	Leaflet - Accessibility Guide
Target group(s)	Tourism providers, tourism authorities
Priority	Should have: to make the Accessibility Guide a common practice among tourism businesses, it's essential to actively raise awareness about its purpose and benefits.



Description	The leaflet for tourism providers contains benefits of having the AG and a simple guide on how a provider should proceed if they want to create the AG. The leaflet includes a link to instructional materials (QR code) which are freely available on the online resource platform.
Strengths	Providing tourism providers with a clear guidance ensures consistency, accuracy and certain standards of the AGs, making it easier for persons with disabilities to plan their independent travel.
Weaknesses	
Opportunities	The leaflet can be translated to other languages and used in other European countries.
Threats	
Date of implementation	CZ: June 2025
Example of implementation	
Remarks	See the leaflet under chapter 6 on the Accessibility Guide (AG) online resource platform .



3.8. Awareness raising video for adapting tourism to visually impaired persons

The awareness-raising video increases tourism providers' understanding of the needs of blind and visually impaired travellers and promotes practical measures that improve the accessibility and inclusiveness of tourism services.

Mobility barriers addressed

Tourism providers often have limited awareness of the barriers experienced by blind and visually impaired persons, including challenges related to orientation, navigation, communication and access to information. This lack of awareness can reduce the quality and accessibility of tourism services

Name of the tool/service	Awareness raising video for adapting tourism to visually impaired persons
Target group(s)	Tourism providers, tourism authorities
Priority	Should have: With the help of a video, it is easier to convey the desired content in order to draw attention to the problems faced by people with visual impairments..
Description	Visual impairments can be extremely diverse in nature, and visually impaired people are not always immediately recognisable as such. A video was filmed in Eggenburg with test persons to show how to interact with visually impaired people and to highlight potential barriers and how to reduce or remove them. The video simulates a day trip of two persons with different visual impairments to Eggenburg, Weinviertel.
Strengths	The video is a powerful tool for awareness raising.
Weaknesses	The video is available in German (longer version), only a shorter video is in English language.
Opportunities	A short version of the video (10 min) in English language is used for dissemination and international use.
Threats	/
Date of implementation	AT: Summer 2025
Example of implementation	A short version of the video (10 min) in English language for dissemination and international use is available on the link: https://www.youtube.com/watch?v=s8SH_IH99_M More information about the video are available on the link: https://boku.ac.at/en/news/newsitem/88406
Remarks	



4. Concluding remarks on transferability

4.1. Transferability of services and tools to other target groups

In the Austria pilot region, some of the implemented tools and services are transferable to both other target groups and pilot areas. The tools were developed in cooperation with Czech project partners and drew on experience from the Czech pilot area.

4.1.1. Manuals

Transferability to other target groups: existing Manuals include accessibility attributes of the given facility that are important for customers with limited mobility. The list of these attributes varies for each group of people with disabilities. Therefore, the manual should always be adjusted by a person or team with appropriate expertise in the field. Also, the Manuals are now being adjusted into an accessible format, due to be ready for use during this monitoring period.

Transferability to other pilot areas: all three manuals are in English, making them available for use by other project partners. They are at hand at the project website under Outputs in the chapter titled “Model for improving mobility of PWD for independent tourism travel in the transborder area.”

4.1.2. Accessibility Guide

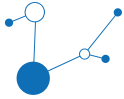
Transferability to other target groups: explained above.

Transferability to other pilot areas: the Accessibility Guide is a document that is created by tourism service providers based on the instructions from the Manuals, which have been translated into English and can be used by any project partner to further utilize in their local language.

4.1.3. Educational webinar

Transferability to other target groups: the idea of educating tourism providers about why and how to publish accessibility information for different disability groups could also be applied to other target groups. The content and format of the webinar would need to be adapted to include accessibility attributes relevant for each specific disability group.

Transferability to other pilot areas: content of the practical webinars for tourism businesses mainly follows the Manuals on how to create the Accessibility Guide. Additional parts in the webinar includes: reasons for the creation of the new tool - Accessibility Guide, surveys on the need of accessibility information in tourism (European surveys transferable to other pilot areas), comparative analyses regarding the accessibility of tourist facilities from the WAV (format and structure transferable, content available at WAV of each pilot area), examples of published Accessibility Guides from the pilot area and abroad, ways of ensuring awareness of barrier-free locations in the pilot area among persons with disabilities.



4.1.4. On-site consultation

Transferability to other target groups: the consultation must be attended by a person who is familiar with accessibility requirements of persons with the given disability.

Transferability to other pilot areas: with the Manual in hand, on-site consultation is straightforward, as the consultant follows the steps in the Manual. All three Manuals are available in English (see above).

4.1.5. Leaflet - Accessibility Guide - for tourism providers

Transferability to other target groups: the idea of providing tourism providers with clear guidance ensures consistency, accuracy and certain standards of the AGs. This applies to addressing any disability group of potential customers.

Transferability to other pilot areas: the leaflet contains benefits of having the AG. These are common for any tourism business and thus transferable. The structure and content are also applicable in other European regions, yet each pilot region would be required to create its own online resource platform (e.g. at national tourism authority).

4.1.6. Leaflet for persons with reduced mobility

Transferability to other target groups: format with icons would need to be adjusted for certain disability groups (e.g. larger text and accessible format for persons with cognitive disabilities). Persons with visual impairment could transfer the text into a readable format.

Transferability to other pilot areas: format, structure, icons, difficulty level - these can all be copied in other pilot areas. Content would need to be changed, of course.

4.1.7. Awareness raising video for adapting tourism to visually impaired persons

Transferability to other target groups: The video was especially designed to show needs, barriers and obstacles regarding visually impaired persons. It is not transferable to raise awareness for the needs of wheelchair users or persons hard of hearing.

Transferability to other pilot areas: The video was filmed in Eggenburg without explicitly mentioning the places. It is therefore transferable to any other region. However, it is only available in German. A shorter English version was published in September 2025, available on the link: https://www.youtube.com/watch?v=s8SH_IH99_M.

4.2. Transferability of services and tools to other pilot areas

Slovenia:

The Slovenian pilot area can adopt and integrate several services and tools from other pilot regions.



One particularly interesting tool would be to encourage tourism providers to use the Accessibility Guide to describe basic accessibility features on their websites. Since most providers currently do not include accessibility information on their webpages, this would represent a valuable improvement and an added benefit for both providers and tourists. As the Slovenian pilot area is working with four disability groups, it would be beneficial to expand the scope of accessibility attributes in order to provide information relevant to all of them. In this case, manuals for the Accessibility Guide would be used to collect accurate information.

To start with the process, educational webinars/tutorials could be organized to present the topic effectively and answer any questions. Additionally, personal consultations with operators of tourist facilities in the pilot area would be conducted, including on-site visits, photography, and research of destinations. In the long term, the best outcome would be for providers themselves to supply all the necessary information for preparing or upgrading the guides. However, at this stage, EU projects or local/regional authorities would need to provide the initial push.

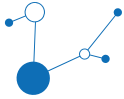
The preparation of leaflets as promotional materials to present accessible tourism sites is also planned in the Slovenian pilot area, and this tool will therefore be transferred.

The awareness-raising video on adapting tourism for visually impaired persons would also be valuable to present at national dissemination events, helping stakeholders better understand their needs. Insights from the video will also contribute to improving the accessible travel programme in Slovenian pilot area.

Croatia:

Actions and tools described for the AT-CZ pilot region can also be applied to Međimurje, with some adjustments. Here's why:

- Manuals for Creating an Accessibility Guide - they are already translated into English and available online, which means Međimurje can download and localize them (adapt the language and possibly add local accessibility requirements).
- Accessibility Guide - the guide format is universal and based on the same principles (entrance access, movement inside the building, accessible restrooms, photos). It can be applied to tourist facilities in Međimurje so visitors can plan their trips.
- Educational Webinar - the content and format of the webinar can be easily adapted, only requiring the inclusion of examples from Međimurje and an emphasis on local accessibility regulations.
- On-site Consultations - the method is transferable and would enable cooperation with local service providers in Međimurje, including practical on-site support.
- Promotional Leaflets (e.g. "Znojmo Region Without Barriers") - the format and structure (icons, QR codes, route difficulty levels) can be copied and filled with Međimurje-specific content (e.g., Mura river, walking trails, wine roads).
- Awareness-Raising Video on People with Visual Impairments - although filmed in Eggenburg, it is not tied to a specific location and can be used in Međimurje (with subtitles or translation).



Conclusion: All tools and actions were designed to be transferable to other regions, which the document explicitly highlights. Međimurje has a rural and tourism context similar to Weinviertel and Znojmo, so implementing these actions would be logical and would support the development of accessible tourism.

Poland:

The good practices developed in Austria and the Czech Republic focus mainly on systematically collecting and publishing information on the accessibility of tourism facilities. They include, among others, manuals for creating accessibility guides, ready-made guides published on providers' websites, webinars and on-site consultations supporting operators in preparing such materials, promotional leaflets presenting "barrier-free" regions, as well as awareness-raising videos about the needs of visually impaired visitors.

These solutions could be effectively applied in the Podkarpackie region. Accessibility guides would be particularly useful for museums, castles, landscape parks, and accommodation facilities across the region. A standardized format for publishing accessibility information (e.g. entrances, restrooms, internal communication) would make travel planning much easier for persons with disabilities. Webinars and consultations for local businesses and cultural institutions could strengthen their skills in sharing accessibility information and serving tourists with specific needs. Leaflets and educational videos, on the other hand, would help raise public awareness and promote Podkarpackie as an open and welcoming destination.

The transfer of these practices is relatively simple, as it does not require costly infrastructural investments but relies instead on education, information, and improved communication with tourists. Their implementation in Podkarpackie could quickly enhance service standards and strengthen the region's image as accessible to all.