

# Universal Design

## Guide for Inclusive Tourism



“Inclusive tourism is a global movement to ensure the full social participation of all persons with disabilities in travel, citizenships, and cultural contribution - and in the process, to ensure the same for everyone else.”

- Dr. Scott Rains

PARSA | [parsa.ge](http://parsa.ge)

Eurasia Partnership Foundation | [epfound.ge](http://epfound.ge)

Universal Design Partners | [universaldesign.org](http://universaldesign.org)

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# About Inclusive Tourism

The word “inclusive” refers to the concept of “social inclusion.” This is the opposite of the exclusion found in stereotyping, pity as a substitute for justice, and outright discrimination.

Inclusive Tourism is the systematic application of universal design by the travel and hospitality industry at every stage of its product, service, and policy life cycle. It starts by looking at real people as they exist in all their diversity of abilities. It looks at them at all stages of the human life cycle: children, adults, and seniors.

## **WHY NOT “ACCESSIBLE” INSTEAD OF “INCLUSIVE?”**

When people hear the word “accessible” attached to tourism they think they have a pretty good idea what that means. **This is the problem.** Almost everybody thinks they know what it means but, since it has never been fully defined, almost everybody has invented their own personal definition. That is a recipe for disaster.

It is possible for a place to be accessible while the activities taking place there or the attitudes of those employed there remain grossly exclusionary.

## **INCLUSION REFERS TO THE ACTIVE ACCEPTANCE OF ONE PERSON OR GROUP BY ANOTHER.**

Inclusion involves communication at the level of values and traditions. It is a cultural transformation process where all participants receive appropriate value. Cultural identities may remain intact but quality of interaction expands the capacity for tolerance and understanding on all sides.

## **INCLUSIVE TOURISM INVOLVES A CIRCLE OF COMMUNICATION BETWEEN TRAVELERS, INDUSTRY PROFESSIONALS, POLICY MAKERS, DESIGNERS, AND BUILDERS TO BECOME STAKEHOLDERS IN THE BEST POSSIBLE OUTCOME FOR ALL.**

That outcome is a product and quality of customer service that is predictable and understandable. A transformation in attitude, practice, and design takes place when travelers with disabilities are recognized for their potential as profitable customers.

Once the travel industry seriously begins to consider the variability in capabilities of the individuals they serve, practical questions arise related to creating products, spaces, or policies that honor individuals of differing abilities.

## **THE NEED FOR PRINCIPLES THAT GUIDE DESIGN AND CONSTRUCTION DECISION IS WHY INCLUSIVE TOURISM IS INSEPARABLE FROM UNIVERSAL DESIGN.**

This guide explores what universal design looks like for inclusive tourism.

(Credit for this page: Scott Rains)

# What is Universal Design?

**Universal design is a way of thinking about design to eliminate barriers and make things easier to use. It is the best approach to designing things that are accessible and user-friendly for the entire population.**

Universal design grew from the priorities of human-centered design and social goals of civil rights movements, dating back to the 1960s and 1970s. These ideas included: affordable housing, urban revitalization, mental health, aging, and early childhood education (Steinfeld & Maisel, 2012). Several definitions of universal design have since emerged, but they all share the same goals: social inclusion, equality, and independence for the entire population:

"The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design."  
(source: Ron Mace, 1985)

"...design for human diversity, social inclusion, and equality"  
(source: Design for All Europe, 2008)

"Universal design is a framework for the design of places, things, information, communication and policy to be usable by the widest range of people operating in the widest range of situations without special or separate design. Most simply, Universal Design is human-centered design of everything with everyone in mind. It is not a design style but an orientation to any design process that starts with a responsibility to the experience of the user." (source: Adaptive Environments)

The seven principles of universal design (Center for Universal Design, 1997; Connell et al., 1997) were developed to help make universal design easier to understand:

## **Principle 1: Equitable Use**

Designs are useful and marketable to people with diverse abilities.

## **Principle 2: Flexibility in Use**

Designs accommodate a wide range of individual preferences and abilities.

## **Principle 3: Simple and Intuitive Use**

Designs are easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

## **Principle 4: Perceptible Information**

Designs communicate necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

## **Principle 5: Tolerance for Error**

Designs minimize hazards and the adverse consequences of accidental or unintended actions.

## **Principle 6: Low Physical Effort**

Designs can be used efficiently and comfortably and with a minimum of fatigue.

## **Principle 7: Size and Space for Approach and Use**

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

# Economics: Universal Design for Inclusive Tourism

Universal design helps create social sustainability by providing safe and convenient access to places, products, and programs. It promotes health, wellness, and inclusion by providing opportunity for as many people as possible.

**US TRAVELERS WITH DISABILITIES SPEND OVER \$13.5 BILLION USD PER YEAR, OR OVER 22 BILLION GEL PER YEAR.**

More than 70% of people with disabilities in the United States - over 22 million adults - travel at least once every 2 years, most of the time for leisure, for an average of 5 days per trip.

**REVENUES FROM TRAVELERS WITH DISABILITIES COULD DOUBLE IF BETTER ACCOMMODATIONS WERE AVAILABLE FROM BOTH AIRLINES AND HOTELS.**

There is tremendous economic opportunity in serving travelers with disabilities. These numbers will increase as the aging population increases.

(Source: Open Door Organization, 2002 & 2005; Research Among Adults With Disabilities: Travel and Hospitality.)

US Tourism expenditures were around \$82 billion USD in 2002, and has since increased to over \$117 billion in 2011. (Source: World Tourism Organization)

**NEARLY 16.5% OF US TOURISM SPENDING IS FROM PEOPLE WITH SOME DISABILITY.**

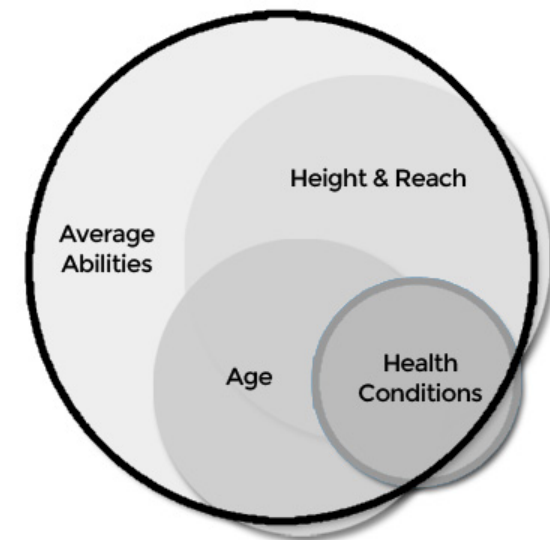
**HOWEVER, UNIVERSAL DESIGN APPLIES TO A MUCH LARGER DEMOGRAPHIC THAN ONLY PEOPLE WITH DISABILITIES.**

It is important to look beyond traditional disability and aging statistics of the target population, especially as modern societies experience vast socioeconomic shifts and rapid technological and economic changes. (Steinfeld & Maisel, 2012)

Designs that are free of unnecessary barriers are useful to everyone. Access and usability should be considered basic human rights, available to ALL.

N.B.: some people's needs aren't fully met by universal design, but are easier to address if UD is the starting point.

**UNIVERSAL DESIGN BENEFITS EVERYONE.**



○ = the focus of universal design  
○ = the focus of design for disability

(Concept credit: Esther Greenhouse)



## SIGNS & INFORMATION ▲

Information should be displayed using easy-to-read type, with contrasting colors and/or backgrounds. Signs should be placed in easy-to-see locations that are logical for finding one's way. Signs should not be printed on shiny material to help prevent glare.



## ◀ COMMUNICATION

Security systems and all types of communication to the general public should be both heard and seen. This is important for those who get information primarily by seeing and/or hearing. This includes alerts for emergencies, safety, security, and general announcements.



# Basic Access Considerations

## DOORWAYS

Doorways need a minimum width of 85cm. 100cm or more is recommended. Thresholds should be no taller than 2cm. No steps should be required to enter/exit.

## PATHWAY WIDTH

Pathways should have a clear width of 100cm, or at least 150cm to allow people to pass each other.

## PATHWAY SLOPE

Pathway slope should be 1:20 or less. Cross slope should be no more than 1:50. Steps should not be required to use in pathways.

## REACH

Objects should be no higher than 120cm and no lower than 40cm. Everything should be in reach for anyone standing, sitting, and people short of stature.



## LIGHTING & CONTRAST ▼

Spaces need to be evenly lit with minimal shadows and minimal glare. Contrast should be used with colors or textures to alert people about transitions between different areas.



## CROSSWALKS

Street crossings should be clearly indicated with crosswalks. The use of contrast with color and/or texture is important to indicate transitions and safe routes of travel.

Crosswalks should be free from obstacles or barriers.



## CROSSWALK SIGNALS

Visual and auditory alerts are helpful for everyone, but offer additional safety and cues for people who are deaf, hard-of-hearing, have low vision, or blindness.

## PATHWAY SURFACES

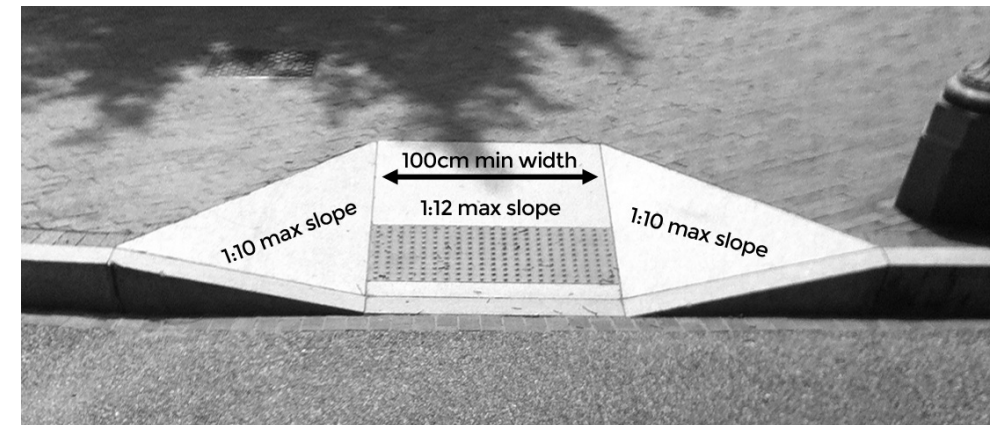
No pathway should have cracks or gaps over 5mm wide. All pathways should be easy to maintain, slip-resistant, and durable. Design should allow water to drain away from pathway.



# Pathways and Roads

## CURB RAMPS

Curb ramps are important for access on and off sidewalks, especially at street crossings. They are critical for anyone who uses a mobility device, and offer safety and convenience for everyone else, whether pushing a stroller or hauling wheeled luggage. The path in the middle should be no less than 100cm wide with a slope no greater than 1:12. Side slopes should be no greater than 1:10. The use of tactile warning strips at the base of the curb ramp provides safety and orientation for people with low vision or blindness.

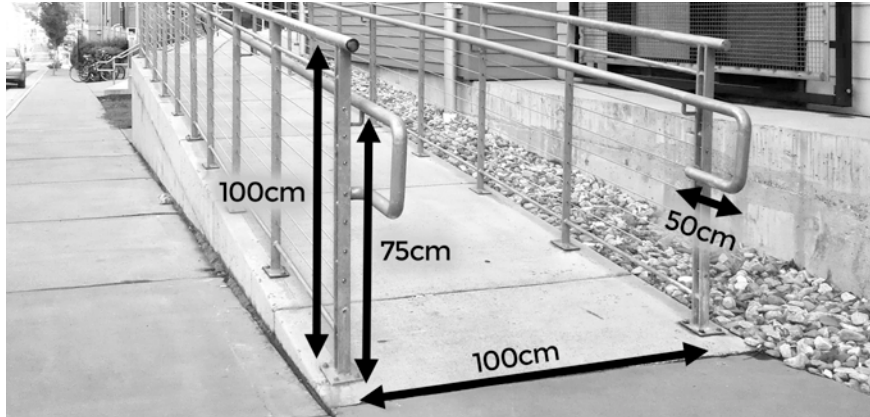


## PATHWAY WIDTH

Pathways and crosswalks should be at least 180cm wide to accommodate groups of people traveling in different directions. A minimum of 150cm width will provide space for a wheelchair and a pedestrian, side-by-side.

Paths should be free of obstructions, and all pathways between destinations should connect without requiring the use of any steps.

# Ramps and Steps



## RAMP SLOPE, LENGTH, AND LANDINGS

New universal design construction should avoid using ramps, but some retrofitted areas of travel will require them, based on available space. Slope of ramps should be no greater than 1:12. More than 10m of ramp length needs a level place for rest (or change in direction) after each 10m section, measuring 1.5m x 1.5m, with a maximum slope of 1:50. Side protection measuring 5-10cm high is recommended to keep any mobility devices on the ramp.

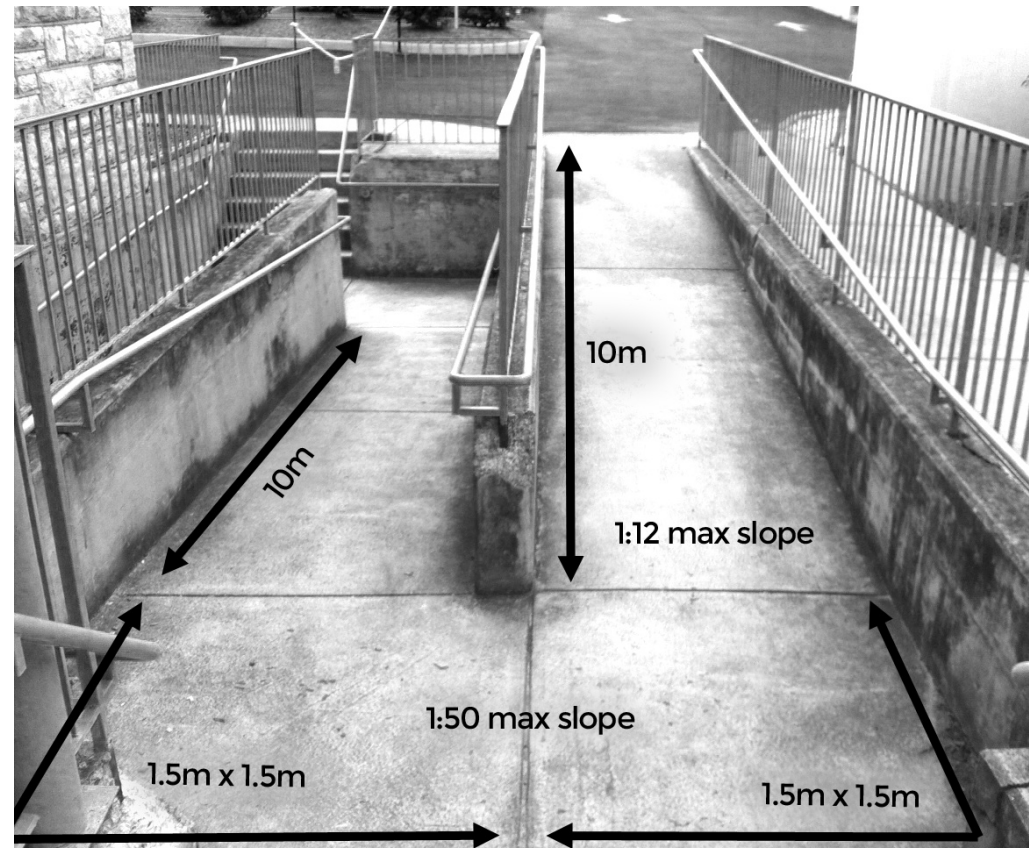
## RAMP HANDRAILS

It's ideal to have two handrails provided on each side of a ramp, one at 100cm for people walking, and a lower one at 75cm for people who use wheelchairs. Handrails need to extend 50cm past the top and bottom edges of the ramp for increased safety.



## STEP SAFETY

Steps are not present in true universal design, but they exist in many existing facilities. If there is no way to remove steps, they need to be safe for people who can use them. Contrasting color should be used to indicate transition. Handrails installed on both sides are recommended at a height of 100cm.



# Entrances and Doors

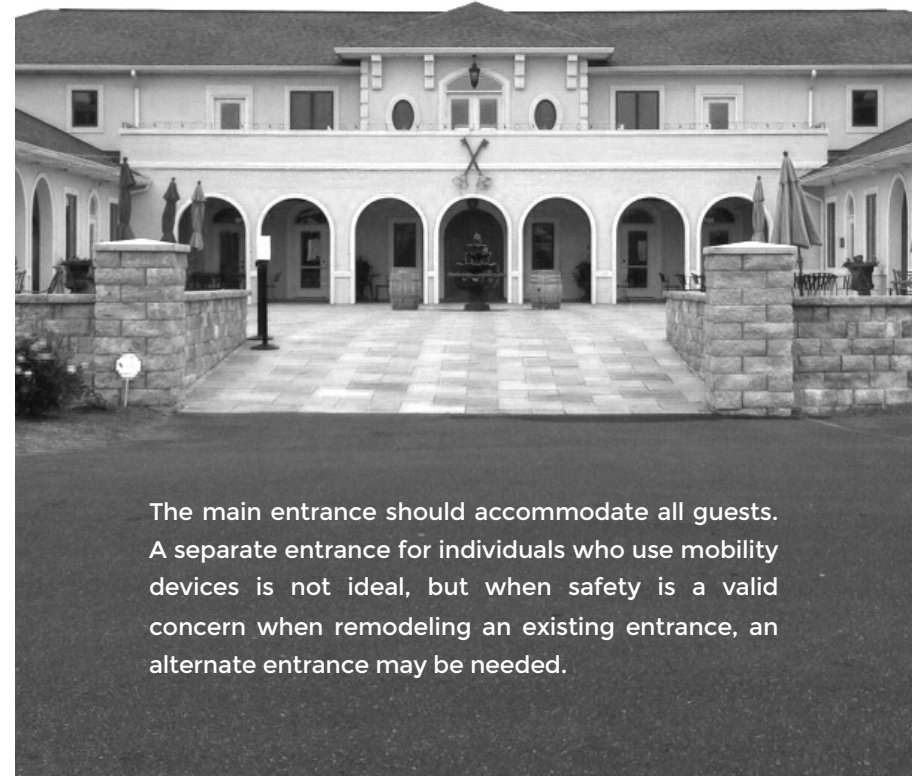
## DOORWAYS

Width clearance in doorways should be a minimum of 85cm for access by a wide variety of people. 100cm is recommended for new construction. Wide doorways accommodate those carrying luggage and groups of people with ease. 50cm of wall space on the latch side of the door increases ease of use to open the door.



### DOOR HARDWARE

Doors should be easy to open or close, without the requirement to grip or pinch. Lever handles (above) and D-handles (below) work well.



The main entrance should accommodate all guests. A separate entrance for individuals who use mobility devices is not ideal, but when safety is a valid concern when remodeling an existing entrance, an alternate entrance may be needed.

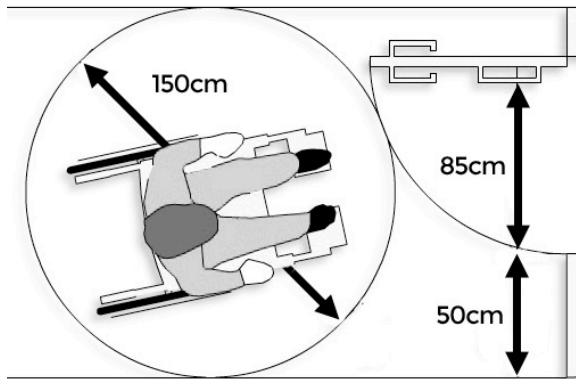
## POWER-ASSIST DOORS

Sensor-activated or push-button door openers create added convenience by eliminating the need to push or pull a heavy door. They also increase the speed at which people are able to enter/exit with the flow of pedestrian traffic.

## VESTIBULE ENTRANCES

Multiple sets of doors in a sequence should have adequate floor space in-between for easy flow in traffic - a minimum of 120cm between the doors when open. Glass doors need markings for safety to make them noticeable for everyone, particularly people with low vision.

# Interior Access



## DOORWAY WIDTH

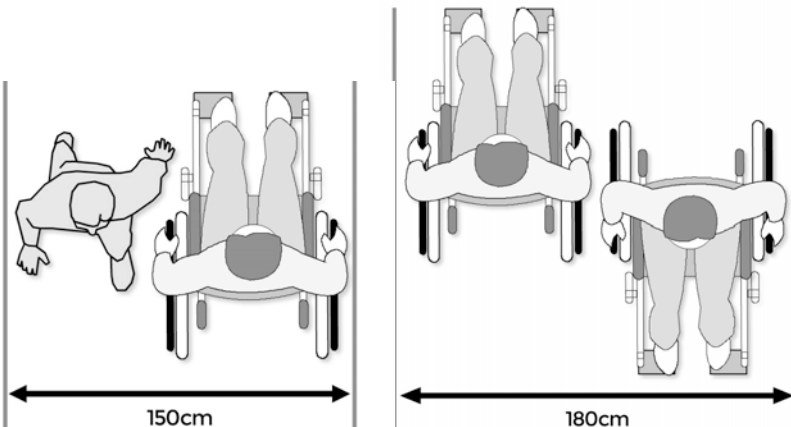
Interior doorways should be between 85-100cm wide.

## WALL SPACE

A minimum of 50cm of floor and wall space adjacent to the latch side of every door is recommended. Items should never protrude from walls more than 10cm. (e.g., water fountains, signs)

## PATHWAY WIDTH

Interior pathways should be at least 100cm wide for ease of maneuverability. 150cm of width is recommended so people who use mobility devices can turn around easily, in addition to allowing passage of someone walking alongside someone else using a wheelchair or carrying luggage. 180cm of width, or greater, is preferred to provide adequate space for two wheelchairs to pass.



## PATHWAY SLOPE

Slopes should be no greater than 1:20.

If ramps are used indoors, the slope should be no greater than 1:12, and handrails should be in place on both sides for safety.



Use contrast with lighting or color to alert individuals about transitions between areas.

## LEVEL CHANGES

Universal design uses no steps in any pathway. Minimal level changes (e.g., thresholds) should be no greater than 2cm.

Any cracks or gaps should be filled/repaired if greater than 5mm.

## SIGNS & DISPLAYS

Signs and displays should be in logical locations for finding one's way.

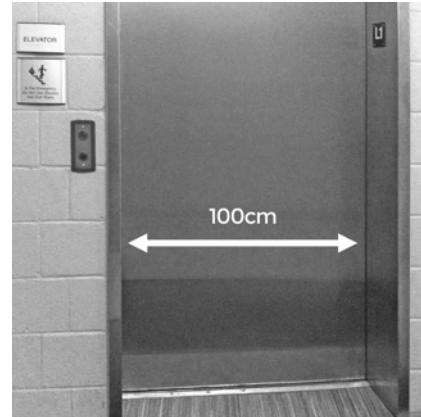
Easy-to-read type and raised lettering should be used, and glare can be avoided by not using reflective material.

# Multi-Story Access

## ELEVATORS

Elevators are the easiest way for individuals to move up or down multi-level areas. They should be located in easy to reach locations in main areas of the building. Commercial elevators should be enough to accommodate individuals in wheelchairs, those carrying luggage and groups of people.

Directional signs to locate the elevator should be easy to read and displayed well throughout the building.



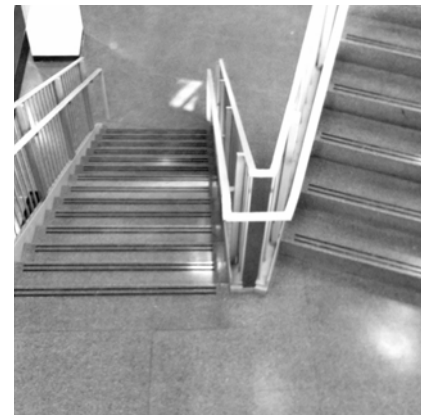
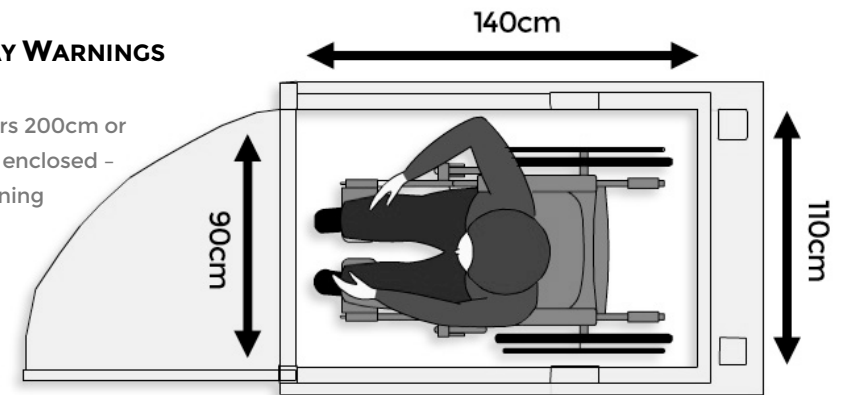
## PLATFORM LIFTS

Platform lifts should only be used when there is inadequate space for a ramp. Inside dimensions should be no less than 110cm wide and 140cm deep. Visual and audible alerts are recommended, along with easy-to-reach buttons and raised lettering. All buttons should be between 90-120cm from the floor, reachable by people seated, standing, and short in stature.



## STAIRWAY WARNINGS

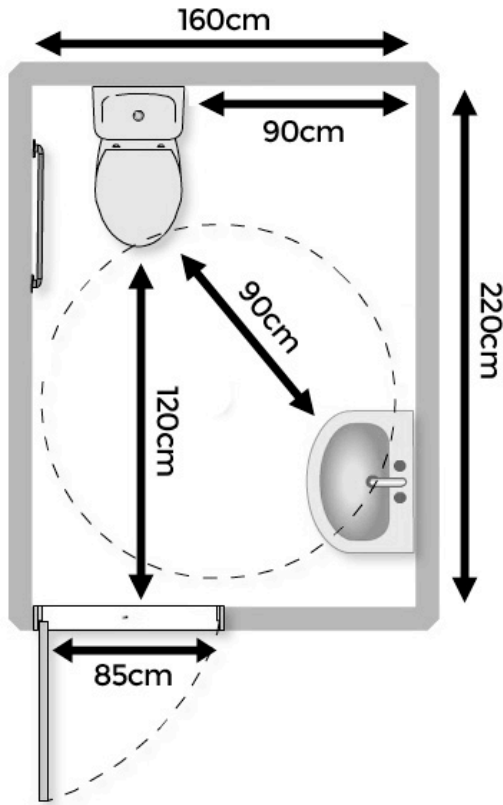
Undersides of stairs 200cm or less - that are not enclosed - need a safety warning for people with low-vision or blindness.



## STEPS

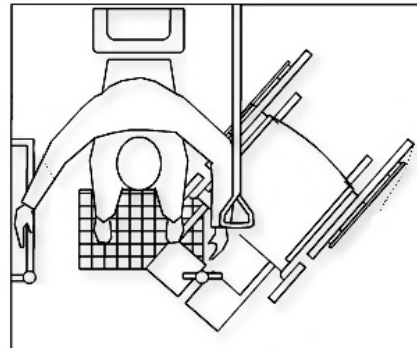
Steps are not used in true universal design, but are common in multi-story buildings and retrofits. Steps should have contrasting colors and tactile changes on the edges for safety.

Steps should be 90cm or wider, enclosed in the back, with depth of tread between 28-32cm, and a rise in height between 15-18cm. Handrails 75-100cm high on both sides are necessary.



### TOILETS AND STALLS

Toilet seat height should be 45-50cm from the floor. There should be 120cm of floor space in front of the toilet and 90cm to the side to facilitate a transfer from a wheelchair. A turning radius of 150cm is necessary for any wheelchair users. A nearby washbasin in a stall or restroom offers convenience and cleanliness.



### STALL DOORS AND HARDWARE

Doors to stalls and restrooms should open out to increase usable space inside. Hardware to lock/unlock doors should be easy to use without the need to grip or pinch. Hooks at various heights will allow people to hang items away from the floor while using the restroom.

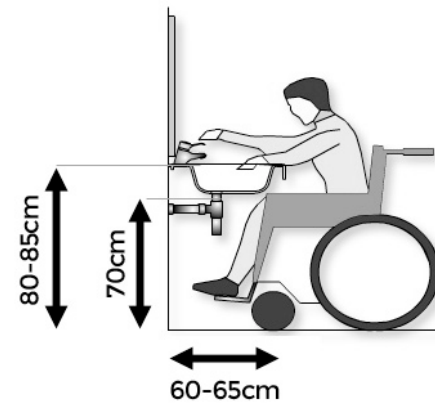
Grab bars should be securely attached to the wall, 80cm from the floor.



## Restrooms

Restrooms should be easily located within short walking distances from attractions and public spaces.

Doors should open outwards or be sliding to maximize floor space inside the restroom. Minimum doorway width is 85-90cm.



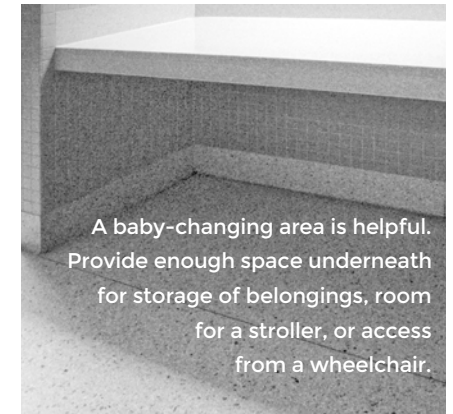
### ▲ SINKS, FAUCETS, AND MIRRORS

Sinks should have a clearance of 70cm underneath, and be no higher than 80cm. Faucets should be controlled by a single lever handle or a motion sensor. Mirrors should be visible at any height between 100-200cm from the floor.

### SOAP, TOWELS, AND TRASHCANS

Everything should be in easy reach (height: 90-120cm) of a person, regardless if they are seated or standing.

Motion sensor soap dispensers, towel dispensers, and/or electric hand dryers increase ease of use.



A baby-changing area is helpful. Provide enough space underneath for storage of belongings, room for a stroller, or access from a wheelchair.

# Guest Rooms & Bathrooms

## REACH

Light switches, electrical sockets, and access to heating and cooling controls should be no higher than 90-120 cm and no lower than 40 cm.

## ALERTS

Alarms need visual, vibratory, and audible alerts.

## FLOOR SPACE

Floor space in guest rooms is important for daily tasks. Turning radii of 150cm are necessary in guest rooms and bathrooms.

90cm of width is necessary for any routes to/from storage, desks, and bathrooms.

## SHOWERS

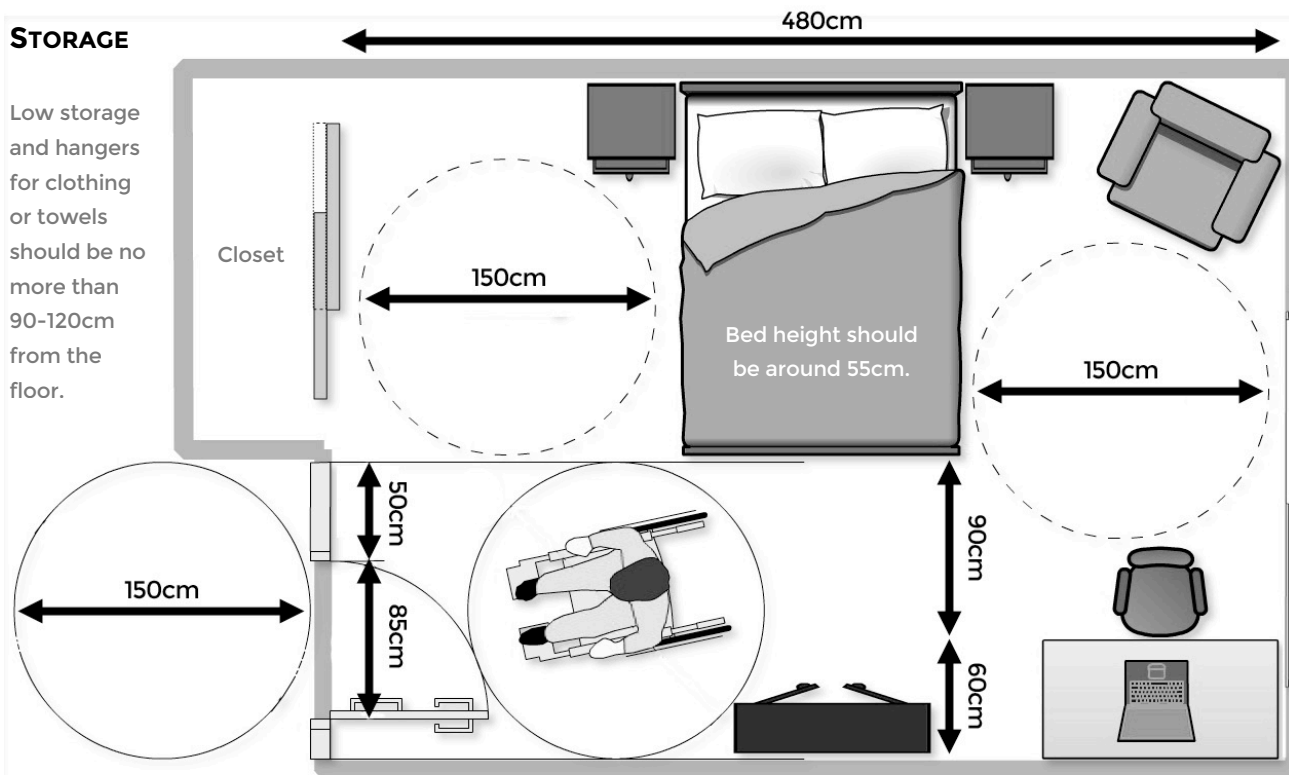
A shower is preferable to a bathtub, with no step required. A seat should be provided for the safety of guests who are unable to stand. Seats should be securely mounted, 45-50cm from the floor, and have back support (which can be a wall).

Shower heads should be hand-held and removable from the wall, located in an adjustable position between 95-220cm from the floor. Water controls should be lever-operated and located close to the seat.



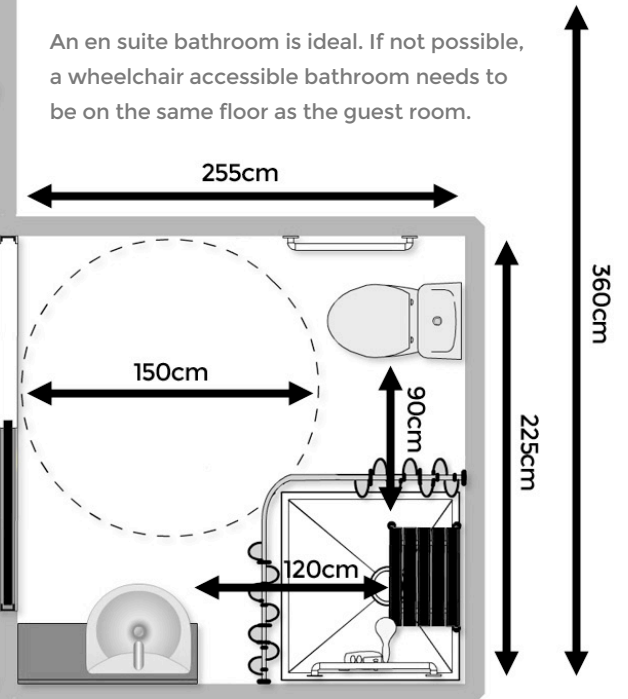
## STORAGE

Low storage and hangers for clothing or towels should be no more than 90-120cm from the floor.



## BATHROOM

An en suite bathroom is ideal. If not possible, a wheelchair accessible bathroom needs to be on the same floor as the guest room.



# Food Service and Retail

## FLOOR SPACE AND REACH

The ability to move around a facility and reach other destinations (such as bathrooms) requires floor space with 100-120cm of clearance in-between objects, such as tables or displays. Pathways and aisles should be free from obstacles.

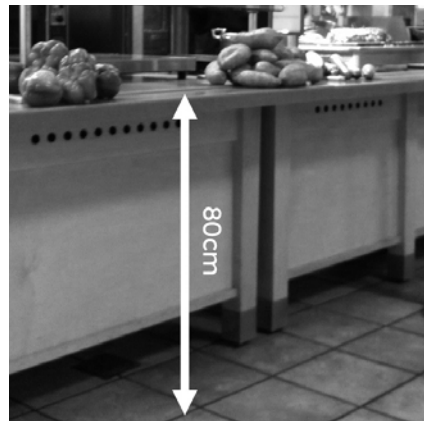
Products need to be in easy-to-reach places, regardless if people are seated or standing, between 90-120cm.

Large dressing rooms are helpful for all, whether someone is using a wheelchair, or have several kids, packages, or a stroller with them. This includes a 150cm turning radius, low hooks on the wall for hanging clothing or bags, and a bench inside to sit that is at least 45cm tall.



## SIGNAGE

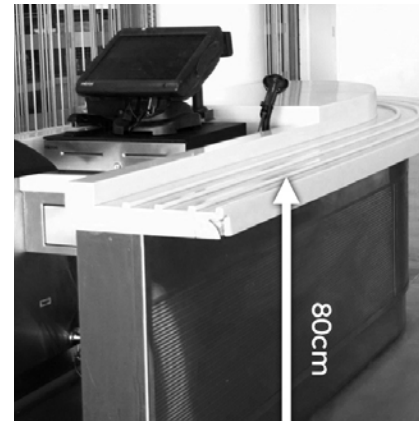
Signs should be easy to read, using contrasting color with easy-to-read type. Large text print menus can compliment a wall-mounted display and provide another option.



## TABLES AND SEATING

Tables with center supports allow individuals who want to remain in a wheelchair the ability to roll underneath comfortably. The underside of table should be between 70-75cm in height.

A bar can be accessed by offering seating at a lower table and sinking the floor behind the bar so workers are face to face with their customers.



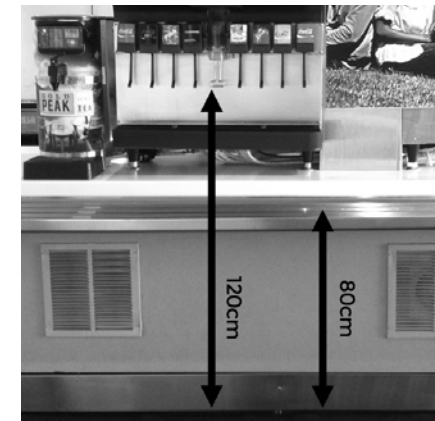
## SELF-SERVICE

All aspects of getting food, drinks, utensils, payment seating, and putting away trash should be considered self-service. Items should be easy-to-reach from a seated or standing position.

Items should be between 90-120cm from the floor, used one-handed if applicable, e.g., drink machines.

## COUNTERS

Counters for payment/ticketing/reservations/information should give individuals a reachable working surface, 80cm from the floor. This provides easy communication for people who use wheelchairs or are short in stature. An overhang to allow wheelchairs to roll under is also useful.



# Beach and Sea

## BEACH ACCESS POINTS

Points of access are best located near parking, restroom facilities, and inclusive shower/changing facilities. Multiple beach access points should be used along the shoreline.

## BOARDWALK

A multipurpose path (boardwalk) can connect hotels, restaurants, shops, and multiple beach access points for convenience. This has positive economic benefits and provides opportunity for a wide variety of people to enjoy the area because of ease of access to multiple locations. A boardwalk should follow the same pathway guidelines as other areas: no steps, level surfaces, minimal slope.

## WALKWAYS

Walkways should be at least 100cm wide with a slope less than 1:20 to help people gain access to the beach. They should be durable and without steps, large cracks, or gaps over 5mm. Rocky or sandy terrain makes it difficult for individuals using wheelchairs and other mobility devices to move without getting stuck.



## WATER ACCESS

A path or ramp into the water provides ease of access for all. Some individuals may need adaptive equipment (speciality chairs and flotation devices) to get into the water safely. Lifeguards and other staff to assist with equipment are great assets and provide added safety.

## SHADE AND REST

Ample shade and rest areas are important to help those who have difficulty with heat or need breaks because of fatigue.

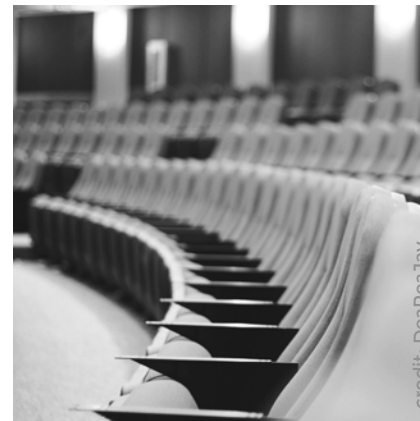
# Leisure Venues and Locations



## PLAYGROUNDS

Inclusive playgrounds are a great way for families to interact together. Not only does a playground allow children to play in a safe and welcoming environment, but it allows parents and/or other family members to participate and keep watch over their children. Same concepts of reach, pathway width, and slope apply.

Information in this section relates to any leisure-related venue or location. It is important to note that design standards for parking, pathways, bathrooms, reach, lighting, and signage should still apply throughout these venues. When all design elements are considered, individuals will easily be able to participate in leisure activities with others.



## SEATING

Event seating should provide a clear line of sight for all individuals whether seated or standing. Spaces available for people using wheelchairs should be located on a flat surface next to other seats for friends and family.

Seats can be removable to accommodate a wide range of individuals. Designated areas should be close to bathroom and eating areas.



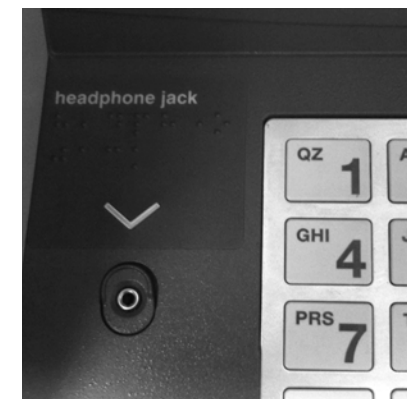
## CYCLING AND PEDESTRIAN LANES

Areas/lanes with specific designations for bikes and walking traffic increase safety and convenience for everyone, especially with separation from automotive traffic.

No steps or obstructions should be in cycling or pedestrian lanes. Lanes should be clearly marked, particularly if intended for two-way travel. Added benefits are decreased dependency on cars, less fuel use, more available parking, and greater health and wellness from physical fitness.

## DISPLAYS

Informational displays and signs at museums and other cultural sites where tours are given should provide audio and visual options for visitors to take in the information.



# Transportation

Location of transportation hubs, stops, or stations should be dispersed equally throughout city. All stops in the network should allow people to enter without steps. Elevators and lifts or ramps may be needed to allow people to reach their destination, but riders should not be required to seek alternate paths from other patrons just to find an accessible route. The main route should be free from barriers.

If terminals require people to travel long distances, moving walkways and areas of rest are important to help decrease fatigue while getting to destinations within the station.



## PAYMENT AND GATES ▲

Machines should be easy to reach and manipulate at various heights, located on the pathway used to reach a destination. Directions on machines should be easy to see and easy to understand, using contrasting colors. For added convenience, staff can be used in high traffic areas to assist riders with process. Access gates should be a minimum of 85cm wide to accommodate all individuals.

## SHELTERS AND SEATING ▶

Outdoor shelters are a great way to provide protection from weather while waiting on public transportation. Shelters should include benches/seats to rest, including floor space for those using wheelchairs, strollers, and bags.

Seating areas on busses and trains should utilize wide aisles and extra floorspace to accommodate all riders and their belongings.

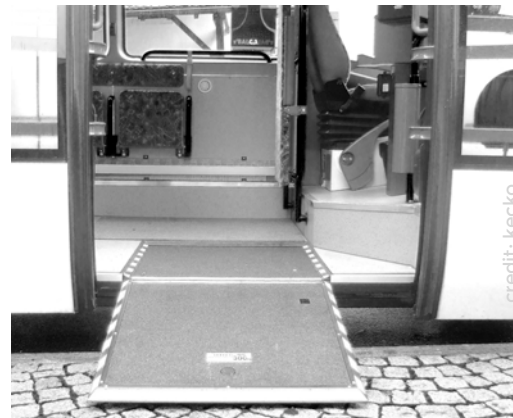


## LOADING AND RIDING ▼

Contrasting colors, tactile changes, & lighting are features that can indicate the edge of a platform, providing cues for safety. Entrance doors need to be 85cm or greater, with a minimal gap between the platform and the vehicle for safety. If a ramp is used, the slope should be no more than 1:12.

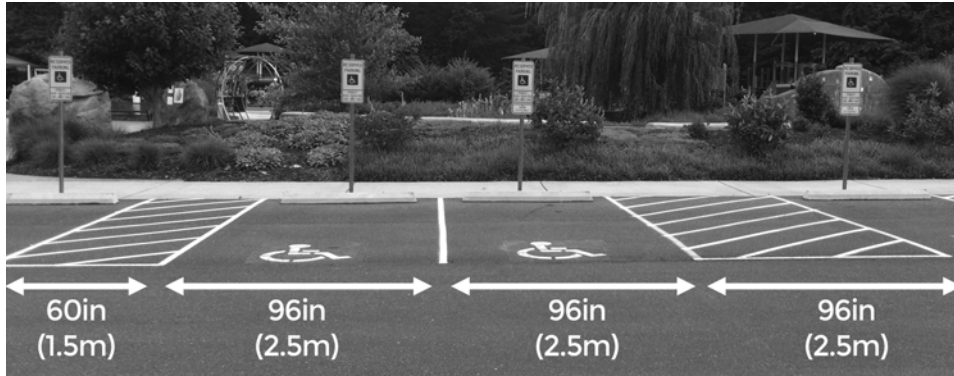
Floor space inside a vehicle should accommodate individuals using mobility equipment as well as those with strollers and luggage. Provide places to hold onto for security while in motion, including low and high options for anyone sitting or standing.

### Bus ▼



### Train ▼



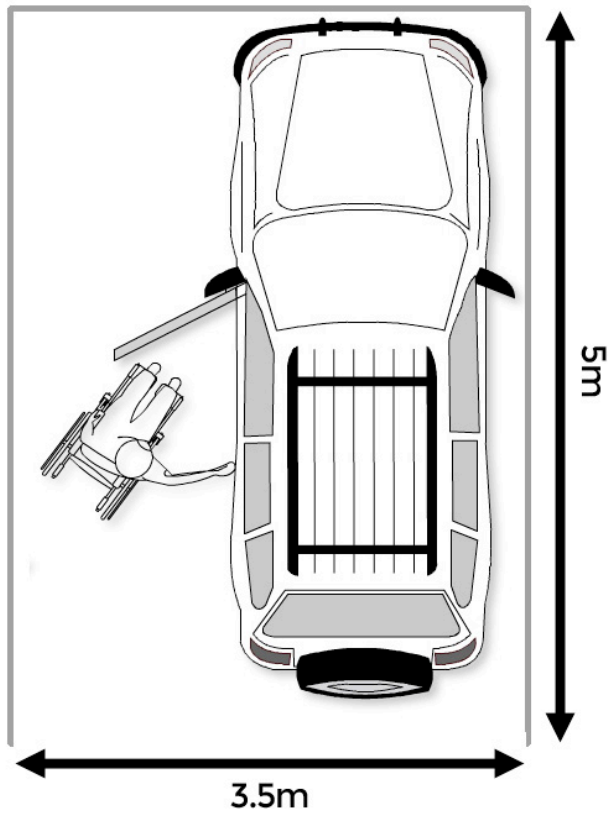


# Parking

All accessible parking should be close to the main entrance, labeled by markings on the ground and signs. Bike storage should also be present. Signage should identify separate areas for parking, loading, and keeping away from traffic.

## SURFACE AND SLOPE

Parking should not have any bumps, gaps, or cracks, and be well-maintained. Parking spaces should be on a flat surface, with a slope of no more than 1:50.



## ▲ US ADA-ACCESSIBLE SPACES

In the US, accessible parking spaces are 96in (2.5m) with access aisles for individuals to get in and out of a vehicle when using mobility equipment. Access aisles for cars are 60in (1.5m) and those for vans with lifts are 96" (2.5m) wide.

## ◀ UNIVERSALLY-DESIGNED SPACES

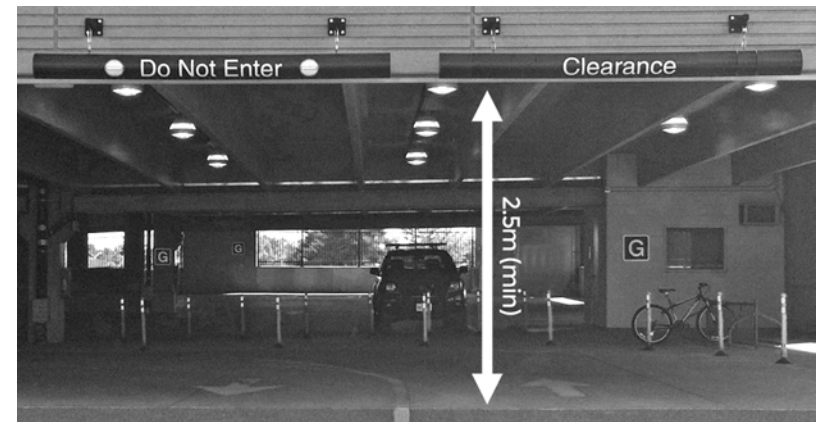
Every parking space can be designed without access aisles, but 3.5m wide for increased usability. This provides plenty of space for people who use mobility devices. Vehicles with side-entry wheelchair lifts may need additional space.

## GATES AND DOORS

People should not be required to exit a vehicle to open gates or doors. Remote access or an easy-to-reach keypad makes entry and exit convenient and fast.

## GARAGES ▶

If a garage is present, clearance of 2.5m is needed to allow for tall vehicles.



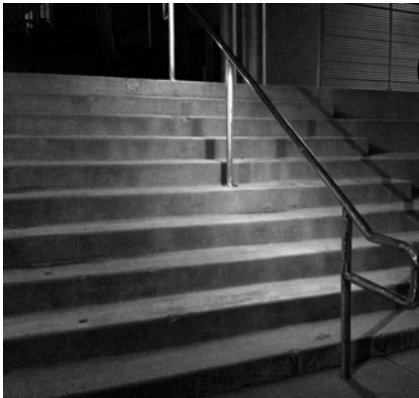
# Lighting

Multiple light sources using different types of lighting are important for safety, security, and comfort.

## **LIGHTING SHOULD BE SEEN AS A DESIGN ELEMENT OF INDOOR AND OUTDOOR ENVIRONMENTS.**

Lighting is important for safety and security. Appropriately placed light sources will assist individuals with decreased vision and visual impairments in navigating their environment to find their way, in addition to serving as alerts for safety reasons. Individuals who are deaf or hard of hearing also benefit from the use of lighting to get information from the environment, as they rely on their vision due to their decreased ability to hear.

## **LIGHTING CAN BE USED TO ILLUMINATE DIRECTIONAL PATHS, ENTRY POINTS, KEY PADS, AND INFORMATIONAL SIGNS.**



## **AMBIENT LIGHTING**

Ambient lighting helps create ambiance, or “feeling” of a space by lighting general spaces. This is the basic light source in outdoor and indoor spaces. These lights can even be added to dimmers, timers, and motion detectors to make a space more functional. It should not be too bright or cause glare. Ambient lighting should be accompanied by other light sources to reduce shadows.

## **TASK LIGHTING**

Task lighting will specifically highlight an area or workspace to compliment the ambient (general) lighting. Ambient lighting is great for some things, but it can create large shadows. Task lighting helps reduce shadows, glare, and hazards to perform tasks such as reading/writing, cooking, eating, and doing daily tasks in a bathroom. Good task lighting helps reduce eye strain.

## **ACCENT LIGHTING**

Accent lighting draws attention to the important things in a space, e.g. a picture or a sculpture, or a landscape or building feature. Accent lights can help make people aware of a hazard, such as the edge of a train platform. The purpose is to draw attention to the item or situation wanted to be seen versus the light itself.

## **NATURAL LIGHTING**

Natural light can help reduce power/electric bills and create an ambiance of it's own. Paying attention to the direction of the sun and how the light is affected by different seasons will make a difference on how natural light effects a space.

# Education, Training and Communication to Public

## EDUCATION/ADVOCACY

The media and other social outlets are creating more awareness of the benefits of universal design versus accessible design, especially in regard to inclusive tourism for the population as a whole. Educators need to be able to teach professionals the importance of these concepts to increase the likelihood that continued progress will be made in advancing the access and participation of all members of our population, which will increase quality of life and health.

Stakeholders, such as government organizations, local advocacy groups, business owners, inventors, and supporters of universal design need to work together in creating a cultural change by increasing consumer demand for their places, products, and programs to be welcoming and usable. Many individuals tend to accept only partial access in communities around the world because they are unaware of the potential for positive change. Universal design can make major improvements to our society if people are willing to expand beyond the traditional mindset of accessibility codes.

## ONLINE INFORMATION AND DESIGN

People are using phones, tablets, and all types of computers to access information online, and it should be easy to find and understand.

Details about local attractions, menus, entertainment and even tourism videos give consumers the chance to gather information and learn about an area from afar. Accurate and up-to-date information will help increase interest about the things an area has to offer.

## MARKETING

Accessible details should be marketed in a way that visitors will understand the functional aspects of an environment. This applies to all tourism-related material, specifically key destinations and the activities available. A rating scale may help visitors gauge their own abilities based on the content presented. This must be based on a knowledge and understanding of how people function in regard to accessibility, inclusion, and tourism.

Universal icons denoting services and information located at various sites is helpful as well (e.g., sign language, audio, and accessible travel available).

## KNOWLEDGEABLE STAFF

Staff need to be educated about the potential needs of guests. Training sessions for emergencies, customer service, and communicating accurate and well-thought-out information is important for safety. Disability etiquette training will help create more comfortable conversations and experiences.

**“INCLUSIVE TOURISM IS A GLOBAL MOVEMENT TO ENSURE THE FULL SOCIAL PARTICIPATION OF ALL PERSONS WITH DISABILITIES IN TRAVEL, CITIZENSHIPS, AND CULTURAL CONTRIBUTION – AND IN THE PROCESS, TO ENSURE THE SAME FOR EVERYONE ELSE.”**

- Dr. Scott Rains