

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

*(Conceptual Paper)*

---

Andreas Kagermeier  
Trier University, Germany

**BEST EN Think Tank XVI**

Corporate Responsibility in Tourism – Standards Practices and Policies

12<sup>th</sup> – 15<sup>th</sup> July 2016, Berlin/Eberwalde



---

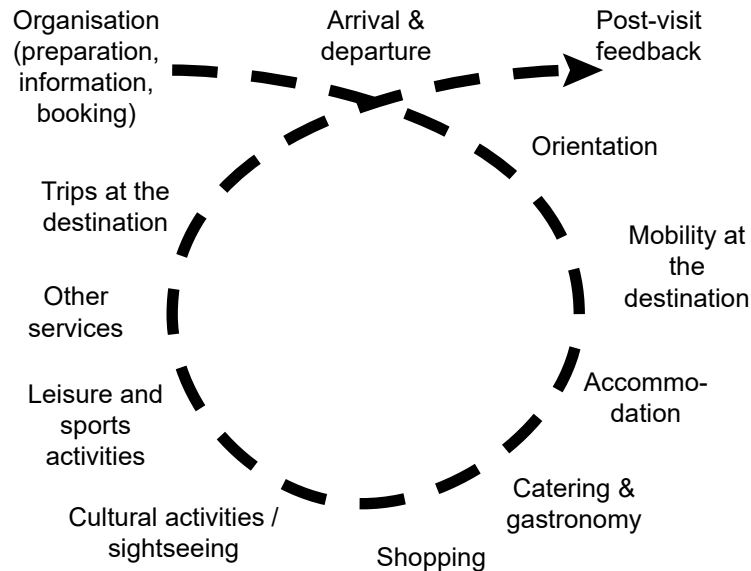
## **Starting Point**

---

- Discussion on Accessible Tourism has increased in intensity over the past 20 years
- Even if quite some examples of Good Practices have been implemented:  
Accessible Tourism still remains a niche segment
- High costs of investment and the lack of short-term yields as argument (secondary rationalisation?)
- Is a CSR based approach sufficient?

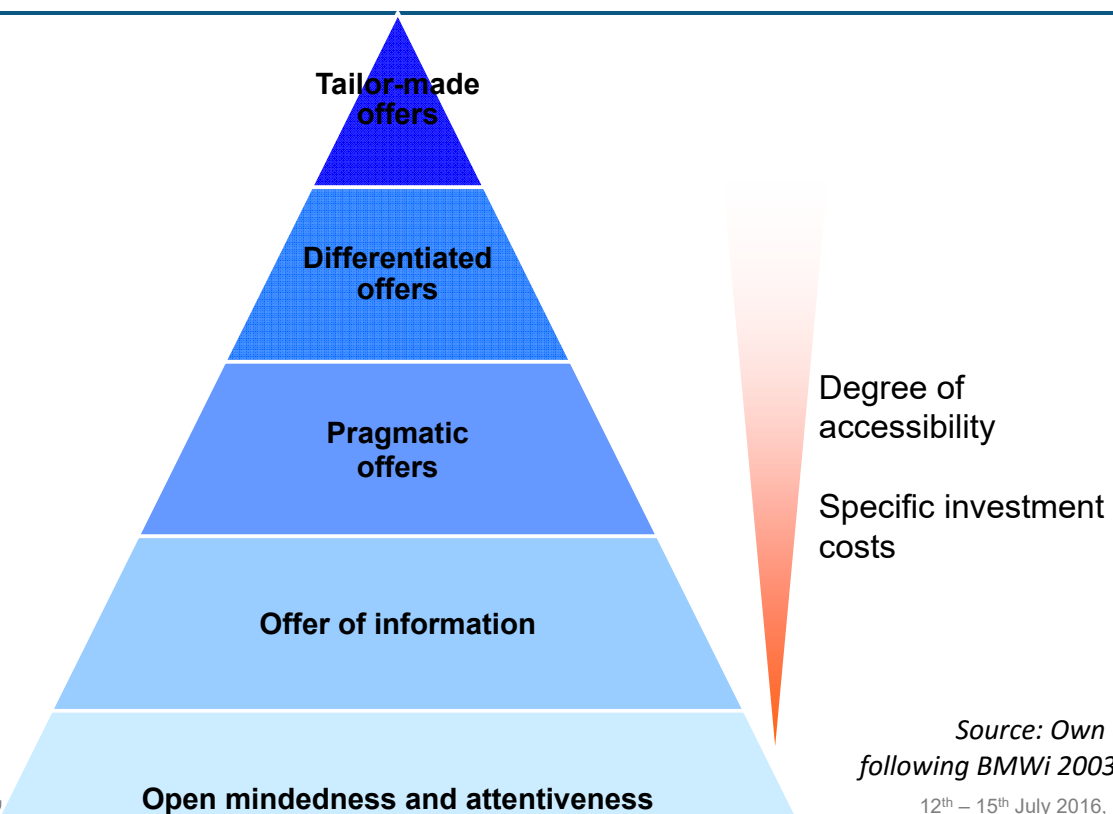
# Basic principles of Accessible Tourism for All

The entire tourism service chain as a key starting point for  
Accessible Tourism approaches



Source: Own design following ADAC 2003, p. 21

## Pyramid of accessibility



Source: Own design  
following BMWi 2003, p. 36

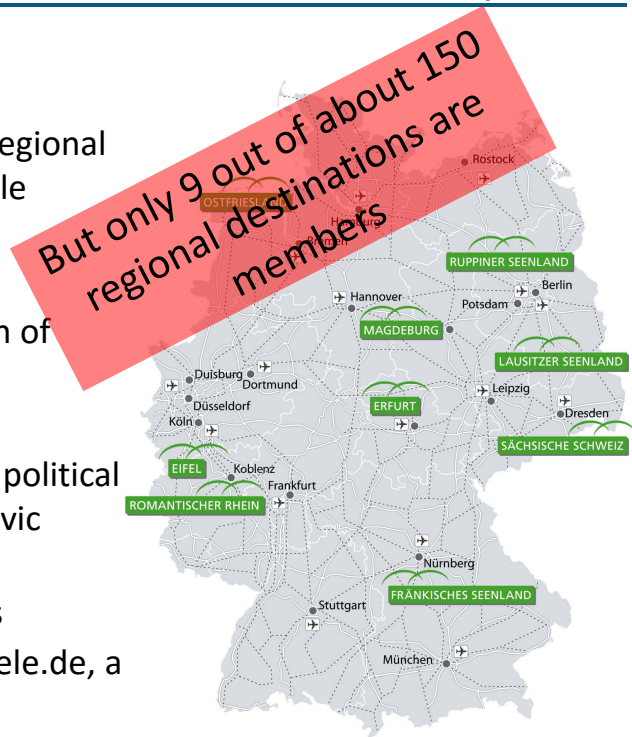
# AG Barrierefreie Reiseziele” (Working Group Accessible Destinations)

Founded in 2008 by 6 destinations.

Mission statement:

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

(AG Barrierefreie Reiseziele, 2015, p. 1).



Source: AG Barrierefreie Reiseziele, 2016, p. 3

Andreas Kagermeier

BestEN Think Tank XVI: CSR in Tourism

12<sup>th</sup> – 15<sup>th</sup> July 2016, Slide 5

## Accessible Tourism at the federal state level



Some federal state show  
a certain commitment

Source: RPT 2012

Andreas Kagermeier

BestEN Think Tank XVI: CSR in Tourism

12<sup>th</sup> – 15<sup>th</sup> July 2016, Slide 6

# Accessible Tourism at the federal state level

But on only 8 of the 16 federal state tourism agencies Accessible Tourism is directly linked on the homepage



# Accessible Tourism at the federal state level



- In Rhineland-Palatinate 163 accommodations are listed (99 of them certified), which address disabled guests  
 ⇒ Only 5 % of the registered accommodations
- 100 restaurants (36 certified)
  - 164 offers for leisure and sport (101 certified)
  - 93 Service & Transport (70 certified)

**Barrierefreiheit  
geprüft**



Source: RPT 2012 / DSFT 2015

# Accessible Tourism at the federal state level



In Bavaria only 196 accommodations (out of 12,500 = 1.5 %) are listed (only 4 of them certified), which address disabled guests

- Only 116 offers for leisure and sport (only 8 certified)
- No information on restaurants and Service & Transport available on the website of BayTM



Source: RPT 2012 / DSFT 2015

## The challenge on the national level

2002 Disability Discrimination Act

2005 “Target Agreement” was signed between the the Tourism for All National Coordination Board (Nationale Koordinationsstelle Tourismus für Alle e.V., NatKo) with the national hotel association (Deutscher Hotel- und Gaststättenverband, DeHoGa) on standards for Accessible Tourism in the hotel industry .

On a voluntary basis, the hotel industry was supposed to provide offers which would be appropriate for guests with different kinds of disabilities. => But only limited results

2009 Germany ratified the UN Convention on the Rights of Persons with Disabilities (UN-CRPD)

2011 German National Action Plan: AG Barrierefreie Reiseziele initiative, necessity of certification activities, the promotion of Accessible Tourism offers and the training of staff are mentioned , but without giving much more detail. => quite vague

Source: BMJV 2002, NatKo 2005, BMAS 2011)



# The challenge on the national level

2011 National certification system has been commissioned

2013 National certification system has been implemented

**Barrierefreiheit**  
geprüft



After more than two decades of debate on the subject the results seem quite limited

*Source: Schrader & Nowak 2015)*

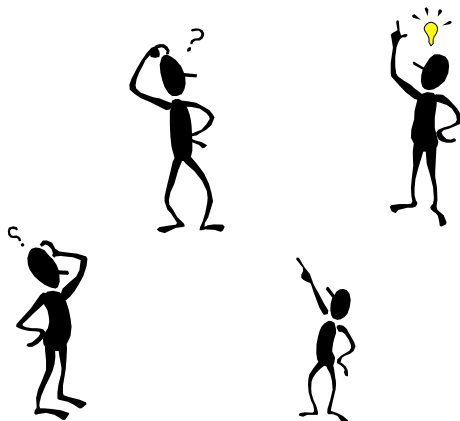
## Conclusion

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

## Conclusion

- After several decades of hoping for voluntary CSR-driven engagement in the tourism industry, it seems to be time to admit that a mere CSR approach is not sufficient to fully achieve the goal of Accessible Tourism.
- Governmental authorities (at all levels, including the European level) must be challenged to accompany their volunteer-oriented approach with “harder” measures.
- According to the traditional “carrot and stick” concept, clear positive stimuli as well as legislation seem to be necessary.
- The integration of inclusive aspects in tourism educational programmes at the vocational and university level would also be highly desirable in this context.

## Thank you for your attention ...



... and I look forward to  
a lively discussion!