

Best Practice Guide on Cycle Friendly and Other Certifications for Services Along Greenways



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Best Practice Guide on Cycle Friendly and Other Certifications for Services Along Greenways: December 2012

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For Whom is the Best Practice Guide?

The main objectives of the project Greenways4tour are the promotion of **international visibility** of European Greenways as suitable infrastructures for cyclists, hikers, people with disabilities and families as well as to provide an **information channel** on a European scale, which provides information on Greenways in Europe. Greenways contribute directly to the promotion and development of a **sustainable tourism** offer at a European level.

The main objective of this guide is therefore, on one hand to encourage **improvement in the offer of services along Greenways for all users** through awareness-building and an improvement in the know-how of local service and equipment providers on Greenways. On the other hand, the focus is to encourage the **use of Greenways**, which generally run through rural areas, by specific groups of tourists, particularly **cycle tourists** and **people with disabilities**.

The first objective is for *local authorities, local entrepreneurs and service providers*, especially in rural areas near Greenways, to have **more information about the Greenways tourism product**. The second objective is to increase local *entrepreneur's* and *service providers'* knowledge and capacities in regard to the needs of two specific groups using Greenways—**cyclists and cycle tourists** and **people with disabilities**—so that they can adapt their services to these users and provide accessible facilities and equipment.

This Best Practice Guide contains carefully selected examples of cycle friendly and accessible tourism certifications from various countries across Europe as well as basic recommendations for service providers on how to satisfy the needs of cycle tourists and tourists with disabilities.

The examples presented in this guide can be a valuable source of inspiration for:

- Entrepreneurs and service providers in tourism (accommodation, gastronomy, services for bicycles etc)—members of EuroGites
- Local, regional and national tourism authorities
- Cycling associations and associations of disabled people in the field of tourism
- Health insurance companies
- Chambers of Commerce
- Organizations that lobby the European Union on cycling issues and tourism of disabled people
- Health centers/clubs

The guide is divided into six chapters that provide best practices of facilities catering to cycle tourists and handicapped tourists for entrepreneurs and service providers in tourism (accommodation, gastronomy, services for bicycles etc)—members of EuroGites, the European Federation for Farm and Village Tourism. Each chapter contains a brief description of relevant examples of best practices.

Acknowledgements

The Best Practice Guide is drawn from the project Greenways4tour, which is funded by the European Union under the preparatory action “Sustainable tourism”.

DISCLAIMER

This publication, entitled “Best Practice Guide on Cycle Friendly and Other Certifications for Services Along Greenways”, was prepared by the Greenways4tour consortium of partners to provide information about cycle tourism and accessible tourism along Greenways in Europe. The information contained herein was compiled based on the existing cycle friendly certifications in various European countries as well as recommendations on accessible tourism at the time of writing and is subject to change. Many cases have links to additional information and a list of resources is provided on the last pages of this document. It is important for readers to refer directly to this information and the supporting materials for full and complete information about individual cases.

1. Accessible Tourism Along Greenways in Europe

For 50 million Europeans tourism is connected with a special psychical challenge. **People with limited walking abilities, people in wheel chairs, blind or people with limited sight or hearing or other disabilities** encounter many barriers and obstacles during their every day or leisure and holiday trips. Besides this large group there are hundred of millions of Europeans with limited mobility such as **senior citizens** or **families with children** that can benefit from Greenways and tourism products along these infrastructures. There are suitable infrastructures available in Europe that can accommodate the **needs of various users of non-motorized transport** with a wide range of disabilities. These infrastructures are called **Greenways** and they can be found across the continent. In May 1997, it was decided within the framework of the First European Conference on Soft Traffic and Railway Paths (Val-Dieu, Belgium) to set up the **European Greenways Association (EGWA)**. The association's constituent assembly was held in Namur, Belgium, on January 8th, 1998. EGWA Statutes were signed by 17 representatives of institutions and associations from many European countries.

The elderly and the disabled: A study conducted by members of the **European Network of Accessible Tourism (ENAT)** in 2005 estimated the market of travelers who need accessible tourism was **27% of the European population**, with a market value of at least 83 billion Euros per year.^[1]

In addition, figures from the UK Tourism Survey show that 11% of overnight trips in the period January to June were made by people who either have or are accompanied by someone with a health condition or impairment. These visitors contributed almost £2 billion to the English domestic visitor economy in 2009.^[2]

According to **PREDIF**, the State Representative Platform for the Physically Disabled (Spain), over 50 million people are estimated to be disabled in Europe, with some 3.5 million people in Spain. Moreover, taking into account the

aging of the population in developed countries, there is a market niche for elderly people in addition to the niche for people with disabilities. According to Spain's INE (National Statistics Institute), between 2005 and 2050 the percentage of the Spanish population over 65 years of age will have risen from 16.9% to 30.8%.

The figure in the UK for the National Cyclist Network for people who need accessible tourism for mobility impaired people, indicates that "on rural traffic-free sections of roadway **over 6%** of trips are made by those registered as disabled" (Sustrans "The National Cycle Network Route User Monitoring Report 2008", 2010).

For the reasons mentioned above getting rid of barriers in every day life as well as in tourism is

- an absolute necessity for **10% of the European population**
- for **30% very helpful** and
- for **100% of the population very comfortable**.

(Source: www.natko.de)

Greenways on the European Level

There are thousands of kilometers of Greenways across the continent with the highest concentration of these unique infrastructures being scattered in countries such as Spain, Belgium, Italy, France or the UK. The Lille Declaration adopted by European Greenways Association in 2000 defines **Greenways** as

"Communication routes reserved exclusively for non-motorized journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities. In this respect, canal towpaths and disused railway lines are a highly suitable resource for the development of Greenways"

[1] See OSSATE (2005) *Accessibility Market and Stakeholder Analysis*, University of Surrey. Download PDF from this page: www.ossate.org/efa_showcase/reports.htm

[2] ENAT—Response by ENAT to the European Commission Communication: COM (2010)

The European Greenways Association (EGWA)

currently has 43 members in 11 European countries and its main goals are to:

- Contribute towards the **preservation of infra-structures** such as disused railway corridors, tow paths and historic routes (Roman roads, pilgrim paths, drove ways) in the public domain to develop, along them, **non-motorized itineraries**.
- Encourage & promote the use of non-motorized transport, draws up inventories of potential routes and writes technical reports.
- Promote and coordinate **the exchange of expertise and information** among different associations and **national and local bodies** which are currently developing these initiatives in **Europe**.
- **Inform** and **advise** local and national bodies on how to develop non-motorized itineraries.
- Collaborate with **European bodies** to support their policies in terms of *sustainable development, environment, regional balance and employment*

www.aevv-egwa.org

2009 study “The European Cycle Route Network, EuroVelo: Challenges and Opportunities for Sustainable Tourism” have been commissioned by the European Parliament to update their work.

Study:

The European Cycle Route Network EuroVelo: Challenges and Opportunities for Sustainable Tourism

www.europarl.europa.eu/committees/en/studiesdownload.html?languageDocument=XL&file=30589

EuroVelo project incorporates existing and planned national and regional cycle routes into a single **European network**. It currently consists of well over 45,000 km of bike paths and Greenways and thousands of kilometers more are planned—when completed it will total over 70,000 km. The development and operation of the EuroVelo routes is carried out by national, regional and local governments, commercial service providers and NGOs. The aim is to establish an official **National EuroVelo Coordination Centre** (NECC) to lead on this work in every country through which EuroVelo routes pass.

Especially along popular cycle routes and Greenways new tourist offers are being extended to other user groups of non-motorized transport such as **in-line skaters, hand bikes** or active **wheel chair users**.

According to the German Tourism Union (Deutscher Tourismusverband) based on demographic developments by 2020 the share of tourists with impaired mobility will reach almost 30% (Hansen 2002). With the growing use of **hand bikes** new opportunities in tourism and leisure are opening up for people in wheel chairs or for example, blind people on tandems.

But also other groups with limited mobility such as **senior citizens, families with children, wheel chair users, cyclists with trailers, recumbent cyclists, tridems**, and others can benefit greatly from Greenways.

Europe is the world's largest tourist destination which applies also for cycle tourism. Cycling for leisure and cy-

Cycle tourism in Europe

Majority of users of Greenways are cyclists and cycle tourists. Cycle tourism is a booming tourism sector in many European countries and **one of the biggest growth sectors in tourism in general**. According to a new study commissioned by **the European Parliament on benefits of cycling tourism**, which was released during the 2012 European Mobility Week, there are an estimated 2.295 billion cycle tourism trips in Europe with a value of €45 billion per annum. The same study also states that the European Cyclists' Federation (ECF) EuroVelo network will generate €7 billion of direct revenue when complete. EuroVelo, the European cycle route network, is a project managed by the ECF in cooperation with national and regional partners. The authors of the ground-breaking

cle tourism represent some of the most popular forms of active travel for individuals, groups and families in many European countries. Europe as prime cycle tourist destination features favorable geographical conditions as well as dense network of cycle routes—especially the EuroVelo routes that connect our continent from North to South and from West to East—which are essential for further development of this form of sustainable tourism. But the infrastructure must be accompanied with adequate services along the routes or in major European cycle tourist destinations. Besides the interest of domestic cycle tourists, an increasing trend in cycle tourists from abroad can be observed Europe wide. In order to accommodate the needs of cycle tourist there need to be provided basic services tailor-made for cyclists and cycle tourists. There should also be enough information available online and in printed form which would inform the clients about services they need.

Following this trend there have been several national or regional certification schemes in Europe created since middle of the 1990s. The certifications reflected the needs of cycle tourists mainly along long distance cycle routes. To date thousands of businesses in the accommodation and catering industries as well as tourist attractions or shops are offering cycle friendly services in more than 18 European countries.

ECF Study: **European Cycle Friendly Service Network Concept Study**

www.eurovelo.org/downloads/studies/

The European Network for Accessible Tourism (ENAT)

The ENAT is dealing with accessible tourism on the European level as much as ECF and EGWA are associations for users and authorities responsible for development of infrastructures suitable for all users of non-motorized travel and transport. ENAT is a non-profit association for organizations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. The **mission** of the European Network for Accessible Tourism is to make European tourism destinations, products and services accessible to all travelers and to promote accessible tourism around the world.

ENAT

- aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.
- promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.
- supports the development and spread of good policies and practices.
- works to develop knowledge and expertise on accessibility issues in the European tourism field.
- provides a platform for those who support accessibility in tourism, and a representative voice towards European and national institutions and organizations whose actions have a direct influence on the tourism sector.

www.accessibletourism.org

2. Analysis of Existing Cycle Friendly and Other Certification Systems for Services in Europe

In 2011, the **European Cyclists' Federation** together with the Czech Environmental Partnership Foundation (**Nadace Partnerství**) conducted a **European Cycle Friendly Service Network Study** on **Cycle Friendly Service** Networks across the continent. This document was prepared as part of the EuroVelo Central Coordination Project, which was co-financed by the European Union under the preparatory action "Sustainable Tourism". This concept study serves as a base for further unification of services for cycle tourists on long distance EuroVelo routes as well as along Greenways. Greenways, however, are used by a wide variety of users including hikers or pedestrians and by mobility impaired citizens. This Manual gives examples of various criteria and existing certification schemes across Europe for users of non-motorized mobility.

Benefits of cycle friendly certifications

- improving conditions for sustainable forms of tourism
- development of tourist offers and products in tourist regions, introduction of new tourist attractions
- targeted promotion of lodging and catering services for cycle tourists
- participation of businesses in promotion of tourist regions

The most significant overall trend is the implementation of such certification systems represents an active collaboration of state, regional and municipal organizations with SMEs and cycling NGOs.

In order to further develop cycle tourism in Europe and to increase its competitiveness it is necessary to take measures to improve **services** and to bring their quality up to the level of the TOP cycle tourist European countries. The certification scheme **Cycle Friendly Service** evaluates tourist services such as **gastronomy, accommodation, camp sites and tourist attractions or shops** catering to needs of cycle tourists. In all mentioned categories cycle tourists are able to store bicycles safely, have access to basic tools necessary for a simple repair and information about cycling in the region.

The certification criteria vary by the type of establishment and to some extent also by country in Europe. In some countries there are two categories of criteria: **obligatory criteria** that *must be* fulfilled and **criteria** that are *optional*.

The certified establishments are typically **labeled** with a logo that features either a bicycle and/or bed plus name of the organization/scheme.

The study conducted among ECF members and other organizations managing cycle friendly certification in Europe identified the following common criteria:

Bicycle parking and storage



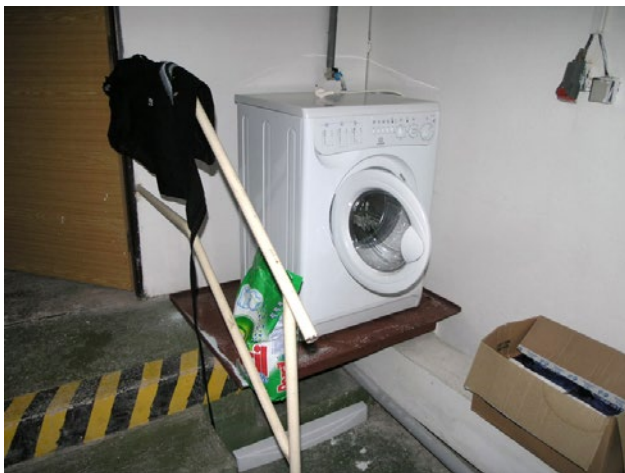
Possibility of accommodation for just for one night



Basic bicycle repair tools for simple repairs



Amenities to wash and dry clothes and equipment



Information on cycle services in the region (printed, web)



Cycle Friendly Certifications by Regions

Western Europe

The German certification **Bed and Bike** (www.bettundbike.de) by German cycling club ADFC has over 5,300 certified facilities and is the largest certification in Europe, while the **UK Cyclists welcome** (www.ctc.org.uk) run by The national cycling charity (CTC) is the oldest certification in Europe. The **Dutch** system **Fietzers Welkom!** (www.allefietzerswelkom.nl) developed by Stichting Landelijk Fietsplatform mainly deals with accommodation facilities. In **Italy**, the **Abergabici system** (www.albergabici.it) is a certification scheme for accommodation run by **Federazione Italiana Amici della Bicicletta** (FIAB). In **France** there is a new national scheme **Accueil Vélo** (www.francevelotourisme.com) run by the organization France Vélo Tourisme. In **Switzerland** the cycle friendly certification is not promoted separately but as part of overall project supporting active mobility and travel called **SwissMobil** (www.schweizmobil.ch). In other European countries and regions like **Luxembourg** or **Flanders** and partly **Austria**, the German model of Bed and Bike was utilized to start a cycle friendly certification scheme.

Central Europe

Also based on the German example a similar certification to Bed and Bike was developed in **Lower Austria**, **Radfreundliche Betriebe** (www.weinviertel.at). In 2005, a similar certification was developed by the Czech Environmental Partnership Foundation (Nadace Partnerství) in the **Czech Republic**, **Cyklisté vítáni** (Cyclists Welcome, www.cyklistevitani.cz). The Czech know-how contributed to the launch of a **Slovak** cycle friendly certification **Vitajte cyklisti** (Cyclists Welcome, www.vitajtecyklisti.sk).

South Eastern Europe

There are also several certification schemes running in South-Eastern Europe based on the Bed and Bike model in **Montenegro** and **Serbia**. In **Croatia**, there has been a long running certification scheme **Bike&Bed** (www.mojbicikl.hr) run by the NGO Bicikl. In the certification scheme in **Slovenia**, bicycles take the place of stars in rating quality of accommodation (www.slovenia.info).

Northern Europe

In Scandinavia there is cycle friendly certification in **Denmark** managed by NTA **Active Denmark** (www.aktivdanmark.dk). There is an active interest in developing a cycle friendly certification in **Finland**.

European Cyclists' Federation (ECF)

ECF is the umbrella Federation of more than 70 bicycle user associations in Europe and beyond. ECF lobbies, advocates, conducts networking and research or organizes events on behalf of the members... **for a brighter future for cycling and bicycle users.**

ECF members and countries involved: ECF has 70 members in nearly 40 countries (all EU-27 countries except Malta, also including non-EU member states: Norway, Switzerland, Iceland, Croatia, Serbia, Bosnia-Herzegovina, Belorussia, Russia, Ukraine, Georgia, Turkey, Israel, Canada, US).

Main projects:

- **Velo-city conference** series
- **EuroVelo** network development; integration of EuroVelo into TEN-T
- **Networks:** Scientists for Cycling, City for Cyclists, National Cycling Officer, Cycling Industry Club
- **Lobbying:** € 6bn campaign (Financial Perspective 2014-2020); National Cycling Policy Benchmarking Report; Urban Mobility; Road safety and standardisation; Helmet Working Group; Health policy; HEAT for cycling; internalization of external costs, etc.
- European funded projects: Cyclelogistics, EuroVelo, B-Track-B; former projects: Presto, LifeCycle
- Member support: knowledge transfer workshops and ECF leadership program

www.ecf.com

New Cycle-friendly Systems Along Greenways

The Consortium of the Girona Greenways, a body belonging to the Regional Council of Girona, in 2012 launched the new Girona Greenways **Bed&Bike** label, a quality label for establishments that provide cycle tourism services. For the first time such a program has also been proposed in Catalonia (Spain).

The Girona Greenways creates the first Bed&Bike label; quality assurance for cycle tourists.

- A pioneering label in Catalonia (Spain) based on models already established in Europe.
- Will help to increase the quality of cycle tourism and the number of European cycle tourists.



The **Bed&Bike label** provides an assurance that the establishments involved—particularly accommodation and restaurants—offer suitable services which have been specifically developed for cycle tourists: single night stays, areas for storing and renting bicycles and for renting and drying equipment, repair kits, appropriate menus for cyclists, useful information for cycle tourists, among others.

Companies who belong to the Nature and Activity Holiday Group, and who meet the minimum established requirements, will be able to display the Bed&Bike label on the door of their establishment and will also be listed on the www.viesverdes.cat website, where the minimum and optional advantages that must be met can be found. The label will be renewed annually upon review by a specialist from the Consortium. The logo depicts a bicycle with the words "Bed&Bike", creating an easily identifiable and recognizable image. The green color evokes nature and sustainability and the typography conveys dynamism.

Categories of Certified Services

Accommodation

The category of **accommodation** including **camp sites** is present in all European countries with certified cycle tourist services. Enabling long distance cycle tourists to find **adequate accommodation** along routes was the main impetus for creating certification schemes.



- Basic bike repair kit and spare parts, bike repair service
- First aid kit
- Wash & dry clothes service
- Opening times during entire cycling season
- Local, regional cuisine offers/specialties, cyclists menu



Criteria for Certified Businesses

The **mix of criteria** that certified establishments must (obligatory) or should (optional) fulfill includes the following categories:

- Safe bicycle parking
- Information for cycle tourists
- Possibility of accommodation for one night only



- Lunch packet (take away)
- Luggage transfer
- Booking of the next accommodation
- Bike/pedelec rental, pedelec charging



Clearly certain requirements only apply for certain categories (e.g. accommodation for one night only for accommodation establishments).

Obligatory Criteria for Accommodation

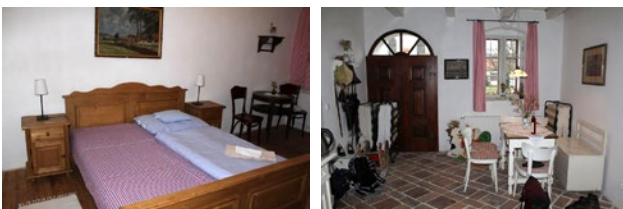
The following **criteria are obligatory in accommodation category** (incl. camp sites) in all countries:

- Possibility of accommodation for one night only
- Safe place for parking (overnight storage)



- Information for cycle tourists ((board with map and basic information, brochures, flyers, personal advice)
- Basic bike repair kit (free)

Optional Criteria for Accommodation



- Spare parts for sale (at least basic parts like tube)
- Booking of the next accommodation
- First aid kit (basic)
- Open during whole cycling season
- Pedelec charging
- Bike wash (self service)
- Wash & dry clothes service
- Local, regional cuisine offers/specialties, cyclists menu
- Lunch packet
- Cyclists menu
- Safe place to park bicycles (daytime)
- information on route signs, in catalogue or on website about the service



- information on bicycle transport services



- Internet access



Examples of Certified Rural Accommodation



Gastronomy (restaurants, pubs)

Obligatory Criteria in Gastronomy Category

- Information for cycle tourists ((board with map and basic information, brochures, flyers, personal advice)



- Basic bike repair kit (free)
- First aid kit (basic)
- Open during whole cycling season

Other **criteria in gastronomy category is optional** or obligatory depending on country

- Safe place for parking (daytime)



- Open during whole cycling season
- Local, regional cuisine offers/specialties, cyclists menu



- Lunch packet
- Cyclists menu
- Safe place to park bicycles (daytime)
- Information on route signs, in catalogue or on website about the service



Tourist attractions (castles, chateaux, tourist services, etc.)



While accommodation and gastronomy services represent in almost all existing certifications the quintessence of the cycle friendly certifications, tourist attractions are also certified in selected countries.

Obligatory Criteria in Category of Tourist Attractions (where relevant)

- Safe place for parking (daytime or night)



Other criteria obligatory or optional in category tourist attractions (where relevant)

- Information for cycle tourists ((board with map and basic information, brochures, flyers, personal advise)
- Basic bike repair kit (free)
- First aid kit (basic)
- Open during whole cycling season

Shops

Obligatory or optional criteria in category shops where relevant

- Bike repair service
- Bike wash
- Basic bike repair kit (free)
- First aid kit (basic)
- Safe place to park bicycles (daytime)

Extra categories

Special categories that can apply to camp sites and tourist attractions and are either obligatory or optional:

- Drinking water fountain available for cyclists (inside)
- Public toilets available for cyclists (inside)
- Baggage room available for cycle tourists



Requirements for Displaying the Certification Logo or Symbol of the Certification on Site

The visibility of the certified establishment is important information for the customer as well as for the certified service. In most countries it is requested and obligatory to clearly display the logo or symbol of the cycle friendly certification on site in all relevant categories.



3. Proposed Common Activities for Cycle Friendly Certifications on the European Level

To plan your cycling holidays requires knowledge of each national or even regional certification and lots of clicking through web pages not to mention the knowledge of several languages. In some cases the **web sites** of similar certifications are linked but not on the most visible sections of the websites (mostly under links, partners). In order to speed up navigation for customers to relevant web sites the current web sites could be linked in a simple way.

These steps can involve:

- Establishment of Common working group for cycle friendly certification on European level under ECF and EGWA leadership
- Common communication of the cycle friendly certifications on the European level—Linking various websites and database sharing
- Collaboration among various cycle friendly systems along Greenways
- Promotion through a common web site or of sub site on existing web site such as www.visitgreenways.org or www.visiteurope.com and www.eurovelo.com.



4. Certifications for Accessible Tourism with Useful Links

There are several certification schemes on accessible tourism in Europe, which are listed at the end of this chapter. For Greenways, there are unified criteria agreed by EGWA members, which are stated in the Declaration of Lille that also cover the needs of greenway users with disabilities.

Accessibility of Greenways

- Max. elevation 3%
- Min. with **2.5m**
- Smooth, hard paved surface,
- **No steps or barriers** (at trail heads barriers passable with tandems/trailers and for wheel chairs)
- Equipped with public toilets/rest points
- Parking available near main access points



On the European level the organization that deals with accessible tourism is known as ENAT—the **European Network for Accessible Tourism**. ENAT created an international commitment label for accessible tourism providers known as ENAT Code of Good Conduct

ENAT Code of Good Conduct

The Code consists of **8 guiding principles**, which businesses and organizations follow, so as to make travel and tourism accessible for all visitors who experience access difficulties. These customers may need **better access and services due to disability, long-standing health problems, age-related conditions or other temporary or permanent personal conditions which restrict their access**.

1. Recognition of equal rights: (all people have the right to enjoy tourism, whatever their background or abilities).
2. Personal attention: (all customers are welcome).
3. Removing and preventing access barriers: (commitment to planning and carrying out improvements to infrastructure, products, services and information, using a 'design-for-all' approach, in order to remove or minimize access barriers and contribute to sustainable and accessible tourism for all).
4. Improving knowledge, competences and skills:
5. Monitoring of customer services
6. Suppliers recognize and respect the principles contained in Code of Good Conduct.
7. Complaints handling—complaints are handled promptly and fully.
8. Management responsibility: (good access for all visitors as part of wider Social Responsibility).

Over 60 ENAT members had signed the Code of Good Conduct through the end of 2011.

The Code is primarily intended for public or private enterprises that directly serve tourists in Europe and countries around the world.

Accessible Services

Accommodation often poses one of the biggest challenges for people with disabilities. **Although the recommendations for accommodations vary from country to country there are** often-used reference measurements that should be applied while developing accommodation facilities for disabled tourists:

- Doors and aisles: at least 85 cm wide everywhere
- Doors: 50 cm of free space at the side of the handle
- Slope: maximum 6%, depending on the length of the ramp
- Circulation area: free turning radius of 150×150 cm
- Lift: at least 110 cm wide, 140 cm deep
- Roll-in shower: threshold maximum 2 cm, shower seat with support handle or shower (wheel) chair with arm supports
- Free space next to a toilet or shower seat: 90 cm
- Free space in front of a toilet or shower seat: 120 cm

- Washbasin able to accommodate wheelchairs: clearance 70 cm, depth 40 cm and width 93 cm
- Table able to accommodate wheelchairs: same, but depth is at least 60 cm
- Bed: the height of the top is between 46 and 54 cm
- Elements (like switches) to be reached by people in wheelchair (at 110 cm)
- Specially labeled parking min 3.5×5 m
- Accommodation with extra room for accompanying personnel

Rooms:

- Bed height ca. 55 cm
- Door and window knobs, switches (a 85 cm), plugs lower
- Flexible cosmetic mirrors
- Barrier free entrance (no thresholds) incl entrance to the balcony

Bath room:

- width 93 cm
- free space in bath tub min 150×150 cm
- shower at the same level as floor, 150×150 cm
- shower seat (48 cm), holders available

WC:

- height 48 cm, free space around 1,50 cm
- on both sides holders
- wash bin, lower end 79 cm
- mirror—visible also for a person seated, lower end 112 cm

Sources:

www.accessinfo.be and www.barrierefreie-reiseziele.de/

Flemish example of accessible tourism development and promotion

Since 2008 there has been a Flemish accessibility label for hotels, holiday centers, youth holiday centers, camping sites and guest rooms. This label implies obligations. It is awarded by Tourism Flanders after a thorough examination on site according to the Accessible Flanders methodology. Specially trained accessibility supervisors assess the accessibility of a building or exterior environment for diverse forms of disability. This data is entered

in the database and given a score (+, +/–, –) based on the measurement results for the parking area, the entrance, the reception area, the sanitary facilities, etc. Only those elements that are objectively measurable and essential to accessibility

and usability of a building are given a score. These often concern aspects that are important to wheelchair users. If, for example, a bathroom door is too narrow, even the best furnished bathroom is inaccessible to some. When awarding the accessibility label to a hotel, youth accommodation or holiday centre, attention is paid to the access walkway from the public road, the entrance and the reception area, the communal toilet, the restaurant or the dining room and the bedroom with corresponding bathroom.

Source: www.accessinfo.be

Target groups for accessible tourism and Greenways for disabled users

- Active wheel chair users,
- Handbike users,
- Tandems for blind users.
- Senior citizens,
- Families with small children,
- Cycle tourists with trailers,
- Recumbent cyclists and velomobiles,
- Tridems,
- T-line skaters, etc.

Useful Links on Accessible Tourism in Europe

www.visiteurope.com

EU-funded European tourism portal website

www.tourismforall.org.uk

Web site for tourism for all in the UK

Manuals and brochures

- **Restaurants for All? Hotels for all?**

(Helsesdirektoratet—Deltasenteret, Norwegian Directorate of Health—Norway)

The brochures offer a brief manual for owners of restaurants, hotel owners, cafés or bars on how to make their services more accessible to guests with specific needs—e.g. for guests with visual or hearing impairment, for persons with reduced mobility, seniors, ill or injured people.

www.littenklere.no.

- **Easy access to historic buildings**

(John Adams and Lisa Foster—English Heritage)

The guide is intended for owners, managers and occupants of historic buildings in

www.eeasyaccesstohistoricbuilding2004.pdf

- Official **tourist website in France** with a special section
fr.franceguide.com/voyageurs/tourisme-et-handicap/home.html?NodeID=193

- **Czech project Traveling for All in the Czech Republic**
www.project-athena.cz

- **The Barrier-free label in the Czech Republic**
Barrier-Free is a certified logo awarded to barrier-free facilities providing accommodation and catering services. A facility identified by the Barrier-Free certification is suitable for people with locomotive, visual and/or hearing disabilities in terms of services provided.
www.jedemetaky.cz



The certification criteria are divided *into 3 groups* and reflect the most important needs of people with various disabilities (locomotive, visual, hearing).

Certification criteria groups:

- **Access to the facility and parking—** parking, access pavement, entrance to the facility
- **Barrier-free interior of the facility—** lift, circulation routes in the building, rooms (evaluated for accommodation facilities only), catering areas, sanitary amenities
- **Services—personnel, assistance services,** other services

- **Comprehensive accessibility information for Europe**
www.europeforall.com
- **Info for travelers with disabilities with variety of accommodation and attractions throughout the UK**
www.disabledholidayinfo.org.uk
- **French info on accessibility and accessible holidays**
www.handiplage.fr
- **Database of accommodation facilities accessible for wheelchair users in German speaking countries and beyond**
www.rollstuhl-urlaub.de
- **Association for support of barrier free tourism in Austria** (Carynthia)
www.tourism4all.org
- **Tourist offers for all in Austria**
www.urlaubfueralle.at
- **Electronic guide for all users in London, Paris, etc**
www.accessproject-phsp.org
- **Various information: News, publications about the topic accessibility of visited places, downloadable manual of the Tourism et Handicap sign—description**
www.tourisme-handicaps.org

- Info on services (accommodation, museums and monuments, transportation, travel agencies etc.) on accessible holidays and guidebooks. **(Flanders)**
www.accessinfo.be (Flanders)
- General info with list of facilities for persons with reduced mobility in **Switzerland, France** and other countries
www.hapi.ch
- Holidays for everyone—tourist packages for visitors with restricted mobility and those who are deaf, hard of hearing, blind or partially sighted throughout Germany
www.barrierefreie-reiseziele.de
- **PREDIF**—accessible hotels, restaurants and attractions in **Spanish regions and cities, manuals how to arrange e.g. rural accommodation for handicapped or how to organize a congress for handicapped**
<http://www.predif.org>
- Spanish ONCE Foundation implements integration programmes of work-related training and employment for people with disabilities, and universal accessibility, promoting the creation of universally accessible environments, products and services. At the same time, ONCE foundation is founding entity, the principal organizations for disabled people in Spain.
www.fundaciononce.es

5. Proposed steps of Further Implementation the concept of cycle friendly

Certifications developed by ECF members should be widely discussed with EGWA and other European organizations (EuroGites, youth hostel federations, European Travel Commission, etc.) and other experts for comments. Where certifications don't yet exist (Baltic states, Portugal, Ireland, etc) potential organizations should be approached regarding their implementation (ECF as well as EGWA members). On the European level following steps for implementation of the European Cycling Friendly Service Network can be recommended:

- Establishment of **common working group** for cycle friendly certification on the European level under ECF leadership and with representations of ECF, EGWA, ETC, EuroGites and other European authorities and organizations;
- **Assistance** to new certification schemes in countries where these schemes do not yet exist through ECF and EGWA members (e.g. Finland, Bulgaria, Romania, Baltic States etc) in close collaboration with EuroGites members;
- Establishment of common sub site for cycle friendly services under **www.eurovelo.com** of the European Cyclists' Federation (ECF) and **www.visitgreenways.org** of the European Greenways Association (EGWA) and **www.visiteurope.com** of the European Travel Commission (ETC);
- Agreement on **minimal criteria** for cycle friendly establishments **on the European level** for each category of service;
- **Promoting certification** of cycle friendly certifications in **EuroVelo maps** and **European Greenways observatory**;
- Promoting certification **to the travel industry** (travel fairs, conferences, fam trips) and journalists (press trips) and special target groups (mobility impaired citizens, families with children, senior citizens);
- Elaboration of study on **economic sustainability** of existing and new cycle friendly certification schemes;

6. Summary

There is ongoing interest in the introduction of new cycle friendly schemes in European countries where these standards do not yet exist. The cycle friendly certifications strengthen **competitiveness of European SMEs in the tourism sector**, help to streamline their **marketing activities** towards end clients and **promote sustainable forms of tourism** and mobility in general. **transfer of know-how** from the most advanced countries with strong cycle tourism tradition to newly emerging markets is also important. The German ADFC has played a leading role in introducing the certification in countries such as Austria, Belgium, Luxembourg, the Czech Republic, Slovakia or Poland.

The certifications will continue to emerge and it is advisable that this process is **observed and assisted by ECF** and EGWA and their members. Cycle tourism represents a rapidly growing market in Europe and as part of active travel it represents a **comparative advantage for European tourism** in competition with other regions. As such it should be therefore developed and promoted under **similar, unified criteria** as a European project and accompany activities of EuroVelo routes and ECF as well as EGWA associations. These standards should be also acknowledged by other European organizations such as EuroGites and by national and regional tourism authorities and promotion of cycle tourism on the national level should be based only on certified cycle friendly establishments. The main benefactors will be not only the end users but also European tour operators and travel agencies as well as partners such as EuroGites members in rural areas and the entire travel industry in general.

In the field of **accessible tourism** *specific target groups* (mobility impaired citizens, families with children and senior citizens) can be informed about infrastructure suitable for non-motorized users known as **Greenways**. Besides the infrastructure itself (accessibility of the trail, low gradient, suitable surface) services for all users must also be provided (from accommodation to gastronomy, lavatories along the Greenways and special assistance for people with special need). Information about Greenways should be available on main web sites and organizations dealing with accessible tourism should be invited to conferences and workshops as well as to participate in the process of development of Greenways including accompanying services.

Attachment

Example from the nation-wide certification scheme in the Czech Republic:

Cyklisté vítáni / Cyclists Welcome/ Radfahrer Willkommen

Cyclists Welcome is a nation-wide certification scheme for evaluation of long-term tourist offer and equipment of involved establishments. The certified establishments such as hotels, pensions, camp sites or tourist destinations such as castles, museums, tourist information centers etc. are labeled with a green-white logo bearing a smiling bicycle. The system for evaluation of cycle friendly establishments is based on existing methodology developed in Germany and Austria.

Categories for certification

- **Accommodation** ((Hotels, B&B, private accommodation, chalets/cottages, camp sites and bungalows),
- **Gastronomy** (restaurants, pubs, wine establishments) and
- **Tourist attractions** (castles, chateaus, museums, tourist information services, open-air museums, natural sites)

What must a certified establishment offer

- covered bicycle storage easily accessible to guests, lockable storage/boxes for free bicycle and luggage parking
- basic bicycle repair tools for simple repairs
- First Aid kit

Information board **Bicyclists Welcome** with news and contacts for bicycle services in the area and region.

Further recommended services—**accommodation establishments** will offer to cycle tourists

1. possibility of accommodation just for one night
2. Offer of healthy breakfast
3. Amenities to wash and dry clothes and equipment

In the menu of **certified restaurants** you will find:

1. Offer of drinks catering to the needs of bicyclists incl. at least one refreshing “bicycle drink”, fruit and herbal teas in price range not exceeding price of other non-alcoholic beverages and beer
2. Offer of at least one warm vegetarian non-fried meal during the entire opening time. The menu must also offer meals with low content of fat (e.g. whole wheat pasta, vegetables, fruits)

Certified **camp sites** will guarantee:

1. A separate zone for tents for bicyclists and non-motorized guests
2. Preferably grass surface, smooth and flat
3. Bicycle parking near tents, no-fee policy for bicycles
4. Bicycle storage (coverable), lockable storage/boxes for free bicycle storage
5. Amenities to wash and dry clothes and equipment

In addition, certified establishments must fulfill a minimum of 3 of the following criteria:

1. Amenities to wash and dry clothes and equipment
2. Provision of basic spare parts for bicycles
3. Offer of Bicycle rental
4. List of Bicyclist Welcome accommodation options in the region
5. Transport of bicyclists and luggage
6. Sales of bicycling and tourist maps of the surroundings
7. Offer of one-day bicycle trips in the surroundings
8. Information/Booking service for area accommodation in bicycle friendly establishments
9. Internet access
10. Offer of lunch packets
11. Offer of a special Bike Menu
12. Possibility of cooking in kitchen facilities at camp sites
13. Possibility of shopping for basic groceries
14. Rental options for tents or bungalows

How does the certification work?

The Czech Environmental Partnership Foundation (Nadace Partnerství) has trained and accredited more than 50 evaluators-certifiers in all regions of the Czech Republic between 2004-2005 for implementation of this certification. Once the criteria has been fulfilled by an establishment, an agreement about certification is signed, which is displayed together with a logo bearing a smiling bicycle at a visible place at the main gate.

Promotion of Cyclists Welcome on web portals and in printed materials, in cycle maps and guidebooks

Information about Cyclists Welcome establishments can be found at main web portals on cycle tourism such as www.cykloatlas.cz, www.cyklotoulky.cz, www.cykloturistika.cz and others. Certified establishments are also highlighted on most popular cycle tourist web sites as well as in all maps of Shocart publishing company and other publishing houses. You can also find all certified establishment at original web site www.cyclistswelcome.eu by various criteria and you can evaluate the quality of services provided based on your own experience.

Most read Czech magazines for cycle tourists recommend accommodation in Cyclists Welcome establishments and new Catalogue Cyklisté vítáni.

Updated information on Cyclists Welcome in monthly magazine **Cykloturistika**, complete list of establishments in Cyklopedia. In popular "Tips for trips" in Cykloturistika the certified establishments are regularly mentioned in all maps of routes and tourist regions of the Czech Republic. In 2011 **second edition of Cyclist's welcome catalogue** for the **Czech Republic** and **Slovakia** was issued in printed version.

Selected Bibliography and Internet resources

Greenways4tour

The Greenways4tour project fits in with the call to “promote transnational thematic tourism” products in the **European Union** to develop sustainable tourism. For the first time, Greenways have been included in the grant program of the European Commission’s General Directorate of Tourism (2011), indicating that they are an area regarded to have great potential and value for the development of **sustainable tourism** within Europe.

The process will involve tourist authorities, industry, NGOs and other stakeholders, with a view to contributing to a more sustainable tourism offer, a reduction in CO₂ emissions caused by the tourism industry, the promotion of **heritage** and improved accessibility for everyone.

It will promote and increase international awareness of European Greenways as excellent facilities for **cyclists, hikers and people with disabilities** and improving sustainable tourism choices in Europe. One of the main objectives of the project is to facilitate the exchange of information, drawing on existing expertise and sharing **best practice** experiences in EU Member States, between relevant players and stakeholder organizations.

More details at **Greenways4tour web site:**
www.greenways4tour.org



Lead partner/coordinator:
European Greenways Association (EGWA)—(Spain)

info@aevv-egwa.org
www.aevv-egwa.org
www.greenways4tour.org

Partners:

Università degli Studi di Milano (Italy); Eurogites, European Federation of Farm and Village Tourism (Spain); Fundación de los Ferrocarriles Españoles (Spain); Basquetour Turismoaren Euskal Agentzia (Spain); Nadace Partnerství (Czech Republic); Consorci de les Vies Verdes de Girona (Spain); Comunidade Intermunicipal da Região Dão Lafões (Portugal).



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