



NSAI
Standards

Irish Standard
I.S. 373:2013

Universal Design for customer engagement in tourism services

I.S. 373:2013

Incorporating amendments/corrigenda/National Annexes issued since publication:

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I.S. xxx: Irish Standard – national specification based on the consensus of an expert panel and subject to public consultation.

S.R. xxx: Standard Recommendation – recommendation based on the consensus of an expert panel and subject to public consultation.

SWIFT xxx: A rapidly developed recommendatory document based on the consensus of the participants of an NSAI workshop.

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NSAI 1 Swift Square, Northwood, Santry Dublin 9	T +353 1 807 3800 F +353 1 807 3838 E standards@nsai.ie	Sales: T +353 1 857 6730 F +353 1 857 6729 W standards.ie
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Údarás um Chaighdeáin Náisiúnta na hÉireann

DECLARATION
OF
SPECIFICATION
ENTITLED
UNIVERSAL DESIGN FOR CUSTOMER ENGAGEMENT IN
TOURISM SERVICES
AS
THE IRISH STANDARD SPECIFICATION FOR
UNIVERSAL DESIGN FOR CUSTOMER ENGAGEMENT IN
TOURISM SERVICES

NSAI in exercise of the power conferred by section 16 (3) of the National Standards Authority of Ireland Act, 1996 (No. 28 of 1996) and with the consent of the Minister for Jobs, Enterprise and Innovation, hereby declare as follows:

1. This instrument may be cited as the Standard Specification (Universal design for customer engagement in tourism services) Declaration, 2013.
2. (1) The Specification set forth in the Schedule to this declaration is hereby declared to be the standard specification for Universal design for customer engagement in tourism services.
(2) The said standard specification may be cited as Irish Standard 373:2013 or as I.S. 373:2013.

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Foreword

This Irish Standard has been prepared by Working Group 6 (Universal Design for Services) of the National Standards Authority of Ireland (NSAI) Accessibility for All - Standards Consultative Committee (AASCC). It is intended for use by Tourism Service Providers.

Irish tourism services organisations, hospitality bodies, public sector organisations, experts and representatives of disability and older people's organisations and customer advocacy groups contributed to its development. The National Disability Authority's Centre for Excellence in Universal Design and the Equality Authority co-chaired the working group. Annex J provides a list of contributing organisations.

This Irish Standard is voluntary. It does not aim to replace existing sector-specific national information schemes or related guidance associated with applicable regulations.

Compliance with an Irish Standard does not of itself confer immunity from legal obligations.

Introduction

This Irish Standard, which is voluntary, provides an industry best-practice reference on design requirements for the application of Universal Design by Tourism Service Providers. It outlines Universal Design requirements that facilitate positive customer engagement through the provision of products and services for communications that can be easily accessed, understood and used by tourism customers. The categories include; written communications, face-to-face communications, telephone and electronic/web-based communications.

This Irish Standard is intended to enable tourism providers to communicate more effectively with a wider range of tourists and has the potential to grow the tourist market for Irish tourism. Universal Design for customer engagement extends beyond a focus on disability and special needs to include all people, regardless of their age, size, ability or disability.

Tourism services may primarily include, but are not limited to, accommodation services, food & beverages outlets, arts and cultural institutions, attractions, leisure, recreation, culture and sporting activities, transport providers, information providers, conferences, events and shopping.

By applying the design requirements and guidelines set out in this Irish Standard, Tourism Service Providers will be developing products and services for communication that can be easily accessed, understood and used by tourism customers. The standard will also benefit the Tourism Service Provider by having Universal Designs in place to address the needs of tourists from a diversity of backgrounds, including those whose first language is not English.

Customer communications based on Universal Design principles enable a diversity of tourists to participate equitably in tourism markets in Ireland. Included in this standard is a set of tables that work as a tool to associate the Universal Design Principles with the Universal Design requirements listed in Annex F to Annex I.

Legal requirements

This voluntary standard will assist Tourism Service Providers to meet their legal obligations under the Equal Status Acts 2000-2011 and the Disability Act 2005 (where applicable).

The first principle of Universal Design relates to Equitable Use. Equitable Use prioritises accessibility, usability and equality for all stakeholders, so that a wider range of people can use the design.

The Equal Status Acts 2000 to 2011 promote equality and prohibit discrimination (with some exemptions) across nine equality grounds (disability, age, gender, civil status, family status, sexual orientation, race, religion and membership of the Traveller community). The Acts apply to people who buy and sell a wide range of goods and to those who use or provide a wide range of services. Employers are also liable for the actions of employees if they discriminate against a customer / service user.

There are specific provisions in relation to the accommodation of the needs of a person with a disability for people selling goods or providing services. This involves providing special treatment or facilities in circumstances where, without these, it would be impossible or unduly difficult to avail of the goods or services. However, those supplying goods or services are not obliged to provide special facilities or treatment where this costs more than a nominal cost. What is regarded as a nominal cost is related to the size and resources of the organisation.

The Disability Act 2005 is a positive action measure designed to advance and underpin the participation of people with disabilities in everyday life. It establishes a statutory basis for access to mainstream public services and lists actions to support access to public buildings, services and information.

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NOTE 1 Annex A, 'Universal Design makes good business sense' provides supporting information on; 'Universal Design the demographic case; Universal Design the Legal case'; 'Universal Design the business case' and 'The Business Case of Standards'.

NOTE 2 To support the application of this standard, a Universal Design Toolkit for Customer Engagement in Tourism Services produced by the National Disability Authority detailing a number of practical steps for implementation is available at www.universaldesign.ie/tourismtoolkit.

NOTE 3 For information on national legislation relating to built environment accessibility and Universal Design see the Building Control Act 1990-2007 and associated regulations (I.e. Part M – Access and Use) – <http://www.environ.ie/en/DevelopmentHousing/BuildingStandards/> For information on Universal Design for the Built Environment,

NOTE 4 See also NDA/CEUD: Building for Everyone, a Universal Design Approach at www.universaldesign.ie/buildingforeveryone.

SCHEDULE

Universal Design for customer engagement in tourism services

1 Scope

This Irish Standard provides requirements and guidance in the application of Universal Design of products and services for customer communications for use by Tourism Service Providers. It is intended to assist them to make their products and services for communications more accessible and usable by as many people as possible without the need for additional adaptation or specialised design.

It is not intended to be used as a basis for Tourism Service Provider associated ratings, awards schemes, certifications and accreditations.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

accessibility

extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of characteristics and capabilities to achieve a specified goal in a specified context of use

Note 1 to entry: Context of use includes direct use or use supported by assistive technology.

[SOURCE: ISO 26800:2011]

customer engagement

multiple positive interactions that happen during a tourist experience that can be customer led or provider led and occur off-line or on-line

tourism customer

domestic or international tourist, guest, delegate, visitor or passenger

Note 1 to entry: frequently associated with a 'first-time' user experience

tourism supply

the direct provision of goods and services that make up the tourism expenditure

[SOURCE: UNWTO, IRTS 2008, 6.2]

Note 1 to entry: in the context of this standard the word "goods" can be interchanged with "products"

Tourism Service Provider

supplier of tourism products and services

tourism services

services provided to the tourism customer

literacy

ability to listen, speak, read, write, use numbers and use technology to function effectively in today's society

organisation

group of people and facilities with an arrangement of responsibilities, authorities and relationships

[SOURCE: ISO 10001:2007, 3.6]

Note 1 to entry: In the context of this document the term "organisation" refers to "Tourism Service Provider"

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