

# **Evaluating Accessible Experience in Helsinki's Tourist Attractions**

Hanna Kokkonen

Bachelor's Thesis  
Degree Programme  
in Hotel, Restaurant and  
Tourism Management  
14 September 2016



<b>Author(s)</b> Hanna Kokkonen	
<b>Degree programme</b> Hotel, Restaurant and Tourism Management	
<b>Report/thesis title</b> Evaluating Accessible Experience in Helsinki's Tourist Attractions	<b>Number of pages and appendix pages</b> 32 + 4
<p>This Bachelor's Thesis is about accessible tourism. It is divided in two main sections, theory and research.</p> <p>In the theory part the different levels of accessibility (physical and social aspects), the accessible tourism experience and Service Design methods are being introduced. The theory is based on the scientific articles and publications by various authors. In addition, the framework is built based on the regulations and guidelines by European Commission, United Nations and Invalidiliitto (Finnish association for people with physical disabilities). The focus in this thesis is to introduce the different aspects of accessibility, however due to the wide range of different forms of disabilities the subject has been narrowed down to consider the physical disabilities and visual impairments. The point is to describe an optimal accessible tourism experience.</p> <p>In the empirical research part, the project is introduced. The main target of the research is to find out if the tourist attractions Korkeasaari Zoo, Ateneum Art Gallery, Linnanmäki Amusement Park and Seurasaari Open Air Museum are accessible and if an accessible tourism experience can be found during the research and evaluation. The research was executed by Yes and No type of questions and role play. In the role play, test personas are representing the different target groups – Mauri being person with visual impairments and Kate representing the physical disabilities. The research was done during the May- July 2016.</p> <p>In generally speaking the attractions in Helsinki are accessible however they are mostly concentrating only to the physical disabilities and the use of wheelchair. All of the evaluated destinations could be accessed with wheelchair. The aspect of visual impairments wasn't in the focus or in display except in Ateneum. In conclusion, the results show that Ateneum Art Gallery was the most accessible attraction. The research couldn't find any improvement ideas to suggest. Linnanmäki Amusement Park had well executed accessible plan in their services. Only few rides being inaccessible for safety reasons. Korkeasaari Zoo can be said to be accessible, however they have mainly thought the physical disabilities in their services. There is lot to be improved until it could be said to be completely accessible for everyone. Seurasaari Open Air Museum had the most challenge due to the history and authenticity. None of the sights were accessible to enter however the outside premises were. One could visit the place but not enter the buildings. There was no audiotapes or other information available for visual impaired people.</p> <p>This thesis was an independent research work based on the own interests of the author. It wasn't ordered by any third party. The main benefit of this thesis is to raise awareness for the importance of individual service, and the benefits of accessible design for all. This thesis includes concrete examples how the services could be designed for people with disabilities and why it could be meaningful for the whole society as well.</p>	
<b>Keywords</b> Accessibility, Tourism, Service Design, Physical Disabilities, Accessible Experience	

## Table of contents

1	Introduction .....	1
2	The Concept of Accessibility.....	3
2.1	Physical Accessibility.....	4
2.2	Social Accessibility .....	6
3	Tourism Experience .....	8
3.1	The Elements of Experience .....	8
3.2	The Levels of Experience .....	10
4	The Research .....	12
4.1	Service Design Tools.....	14
4.1.1	Profile 1, Kate – Wheelchair .....	16
4.1.2	Profile 2, Mauri – Visual Impairment .....	17
5	The Results.....	19
5.1	Korkeasaari –Helsinki Zoo .....	20
5.2	Ateneum –Art Gallery .....	21
5.3	Linnanmäki –Amusement park .....	23
5.4	Seurasaari -Open Air Museum .....	24
6	Conclusion .....	26
6.1	The Process, Validity and Reliability.....	31
	References .....	33
	Appendices.....	38
	Appendix 1. Evaluation form for physical disabilities .....	38
	Appendix 2. Evaluation form for visual impairments .....	40

# 1 Introduction

When someone mentions the word accessibility many people will picture a person in a wheelchair or the invalid sign. Some people see accessibility including all the different types of disabilities both mental and physical. For some people accessibility means that they can enter a building with their baby carriage. These are all correct thoughts towards how to define accessibility. Accessible tourism can be hard to define in one sentence. It has many aspects and different levels inside the concept.

Tourism on the other hand is easier to explain. Tourism has been for example defined by the World Tourism Organization as follows: "Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." (UNWTO, 2014). Basically this means that anyone who goes beyond their daily routine away from their usual places are involved in tourism. Tourism can be both domestic and international. In this sense all kind of unusual traveling away from daily routines could be defined as tourism.

Accessible tourism is something that brings the tourism and travel experience available to everyone regardless of the physical ability and mobility or mental disability. United Nations states as follows "“Accessible Tourism” is tourism and travel that is accessible to everyone, with disabilities or not, including those with mobility, hearing, sight, cognitive, or intellectual and psychosocial disabilities, older persons and those with temporary disabilities" (United Nations ESCAP, 2009). Experiencing tourism and travelling should be for ALL regardless of the form of the disability or need of assistance related to accessibility. We are all humans and we all have the same rights.

The theory part in this thesis is based on the publications by World Tourism Organization, by Invaliditiitto and by European Commission, various scientific articles related accessibility and tourism has been used. The Service Design methods and theories by Moritz, Kuiper and Smit have been introduced. The concept of accessibility, the Service Design and the research have been discussed in their own chapters. In the theory part the focus is to find out what is an optimal guest journey for a person with physical disabilities. What are the requirements and guidelines, and what kind of Service Design possibilities there is to improve the service.

In the research part the focus is to evaluate the chosen destinations – How accessible they are. What is an accessible tourism experience, and can it be found in Helsinki? To narrow down the subject and research the focus is in the physical disabilities, them being

mobility and sight. This thesis includes a physical evaluation and research which were executed during May-July 2016. During this time, the tourist attractions were visited and the accessibility experience was being evaluated from the point of view of the test personas. The guest journey was created from the accessibility point of view. This thesis and research is a great example how accessibility can be evaluated and what should be taken into consideration when designing services for people with special needs.

The research process started from the search of available information. Accessible tourism has been relevant subject for past few years in the European Committee and the conferences of United Nations. Also the World Tourism Organization (UNWTO) has been having discussions and reports published about the subject recently. Anything done related to accessibility is also helpful for everyone.

Myself I'm a coach for people with disabilities. I've been coaching special needs judo since 2006. From 2014 I've been the head coach responsible for the activities and organizing events in Finland for special needs judokas. The duties have also included travelling around the globe and being responsible for the travel arrangements. The countries I have visited with the special needs judokas are USA, The Netherlands, Switzerland, Belgium, Greece and Denmark not to mention all the domestic destinations. In addition, I have worked as a personal assistant for people with special needs for one and a half year. In my group of friends there is also person who is using a wheelchair in her daily life. In this sense this topic is relevant in my life on daily basis and I have the so called know-how about the subject.

In general, people are paying more attention to the wellbeing of people with disabilities in modern society. The doors have been opened and the world is more tolerant and broad-minded for different kind of people with special needs. Service Design for accessible tourism is in a growing need all over the world due to the growing age characters. The seniors are the growing age group at the moment and in few years they will be booming not only in Finland and in Europe but also for example in Northern and Southern America. The Accessible tourism plays an important role for elderly people's journey in the world. The accessible tourism may sound a lot of work, complicated subject and financial costs but in overall it's an investment for the future and for a better world and it benefits all the people travelling the globe.

## 2 The Concept of Accessibility

According to the World Health Organization there is more than 1 billion people in the world with mental or physical disabilities. (WHO, 2016). 1 billion individuals who need tailored service and want to be just like any other person in this world. Wanting to have the same rights and opportunities. 10 years ago, in December 2006, United Nations announced a non-discrimination law related to people with disabilities

“To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas.” (United Nations, 2006).

In this sense one of the easiest way to non discrimination is by guaranteeing accessibility for all and everywhere regardless of their social status, abilities, gender, age, or any other reason. (Pihnalala, 2009). It is also written in the Finnish constitution law that people are equal in front of the law. Nobody should be discriminated based on the gender, age, origin, language, religion, opinion, condition of health, disabilities or any other personal reason without acceptable justification. (Finnish Constitution Law, 6 § Yhdenvertaisuus) However this is not a law straight to each company to have their business plan tailored so that one with physical disabilities can access to the premises and use their services. It doesn't mean that each tourist attraction has to have the services provided also for example in Braille for blind people. These laws are mainly for the official services and daily life matters such as in Finland basic income for all and compulsory education for example. On the other hand, when thinking about these kind of regulations that states that everyone is equal in front of the law and no one should be discriminated based on anything why shouldn't it apply in any kind of services or business models. Why shouldn't everything be designed so that anyone can participate?

The whole accessibility concept has many synonyms that accessibility can be defined with. Depending on which word people are using when talking about accessibility, the approach might be different. One of the terms been used is **Tourism for All**. Tourism for all suggests that the activities should be oriented towards tourism and leisure that takes place in an individual's free time and that all people should be able to access regardless of varying degrees of ability/ disability. There should be full integration in the services meaning that the people with special needs should be not divided in their own groups based on their limitations. The whole services should be designed as homogenous as possible without any differentiation or discrimination among the people. (Alén, 2012).

Another description widely used in the context of accessibility, similar to the tourism for all, is **Accessible Tourism for All**. This approach has the aim for full integration and inclusion of people with special needs without any special tailored services or separate groups for people with disabilities. (UNWTO 2005; Alén, E. 2012)

There is also a term **Universal Design**. Universal design is focusing to the design of a place and services, and it's using the so called "whole life approach". Meaning that any kind of premises should be feasible for all people regardless of their age, gender, ability or situation in life including people with disabilities, seniors, families with kids, pregnant women, temporary injuries and others that might need assistance in their daily life. Universal design has 7 principles inside its concept: 1. Equitable Use, 2. Flexibility in Use, 3. Simple and Intuitive Use, 4. Perceptible Information, 5. Tolerance for Error, 6. Low Physical Effort, 7. Size and Space for Approach and Use. (Center for Universal Design, 1997; Darcy, S & Dickson, T. 2009). In addition to Universal Design there is the definition of **Barrier Free Design** which is the concept for the same purposes of designing accessible premises for everybody. (United Nations, 1991).

In this thesis the focus is in the concept of accessibility and the approach including 1) accessible surroundings 2) accessible services, culture, information etc. and 3) usability of products, services and buildings. (Pesola, 2009.) The different dimensions of accessibility are introduced in the following chapters. There is discussion about physical and social accessibility as well as the accessible tourism experience.

## **2.1 Physical Accessibility**

Accessibility is beneficial for the whole society not only the handicaps or invalids out there traveling but for people with their kids and trolleys, people with many luggage such as stereotypical Asian tourist groups, and seniors. Most likely everyone meets the needs of accessibility at some point of their life. It might be personally acquired permanently or temporarily as a result of an accident or injury or through knowing family or friends with access requirements. (Dickson, 2007) The amount of people with different kind of disabilities is growing all the time, and the World Tourism Organization has calculated that by the year 2050 the number of persons over the age of 60 will be growing with 20% of the world population. The ageing groups of people will bring more demand to accessible features in the travel industry. The elderly in the industrial countries has the curiosity and the money to travel. This adds value to the accessible tourism and target market. (UNWTO 2013).

Accessibility means different things including clear and understandable information, availability of services, ability to take part in the decision making and possibility to use the services and taking part to the activities. (Invalidiliitto, 2016). When Thinking about physical accessibility the use of space is in a critical role. The first thing to start with is to create accessible premises. Invalidiliitto and European Commission has created guidelines for the physical measurements required for people using a wheelchair. The requirements from Invalidiliitto and European Commission goes hand in hand so therefore only the list by European Commission is introduced below. The guidelines can be divided in four sections according to European Commission: 1) How to get there, 2) Getting in, 3) Using the facility and 4) Getting out in the emergency (European Commission, 2004)

A) How to get there- the ideal measurements

- a. Max. 500m to the nearest public transportation
- b. Minimum one designated parking spot for disabled drivers
- c. Width of the parking lot should be minimum 3.3 cm
- d. The path from designated parking to entrance should be 50-100m

B) Getting in- the ideal measurements

- a. The paths and passageways minimum requirement 900m
- b. Thresholds not higher than 25mm
- c. Ramps should not be steeper than 8%
- d. Ramps should not be longer than 10m without resting or landing
- e. The narrowest point of the door should be at least 750mm (inside the door frame)
- f. The height of the tables in best practice is 750mm
- g. The height of the steps should be not higher than 180mm

C) Using the Facility –the ideal measurements

- a. Height of controls (handles, buttons, switches etc.) should be within the range of 900mm to 1400mm from the floor
- b. Circulation space inside any room should be minimum of 1200x 1200 mm
- c. Height of the seats should be 450-500mm
- d. Area of lift cabin minimum 900x 1200 mm

D) Getting out in an emergency

- a. There should be a clear evacuation plan and the staff should be trained for assistance of disabled person in such situation (European Commission, 2004)

The physical features should be also evaluated from the point of view of the eyesight – the visually impaired people. This is important in the sense of growing age groups since natu-



rally the eyesight will reduce due to the ageing. This is something that the majority of people will face in the future personally or through family and friends. (Pesola, K. 2009). According to the latest information of Näkövammaisten keskusliitto (Finnish association for the visually impaired people) the amount of visually impaired people in Finland in 2014 was around 50 000-60 000, which of the majority are elderly people with reduced eyesight due to the aging. The problems in eyesight caused by aging start usually around the age of 40 and above. The most significant feature that is affecting to the eyesight is the light. In the age of 60 the amount of light in the human eye reduces approximately by 30%. Also the sight in the dark, the sight in the shining light and the ability to see colours will weaken due the aging. (Savela, S. 2013; Pesola, K. 2009). The guidelines to make the premises more accessible for people with problems with vision are as follows: 1) The way of lighting – How well light the space is? How easy it is to reach the light switch? What is being light? 2) The colours and the contrasts – For example, stairs, signs, buttons, handrails should be all clear and visible from the background. 3) The materials being used – Barrell, warning stickers in stairs, guidance tiles in the ground, one solid ground etc. 4) The audio guidance – sounds and audio options. (Pesola, 2009).

Information and knowledge is in crucial role as well when it comes to accessibility. There should be enough information available with clear instructions and factsheets provided for people who might require special assistance. The lack of information might be a barrier for people with physical or visual disabilities to travel in the first place. If there is nothing told about physical accessibility on the website for example, it might be "no go" decision for the person is sitting on a wheelchair. Based on the guidelines of European Commission and the World Tourism Organization there should be the following things available of accessibility information in tourist destinations:

- 1) Complete fact sheet
- 2) Clear indications of accessible services, international symbols
- 3) Contact information
- 4) Reservation system should be easy to use and understand, so that anyone can process with it independently (UNWTO, 2013; European Commission, 2004)

Later in this thesis these physical guidelines are being used in the research part where the accessibility of the chosen destinations is being evaluated. The research from is based on these guidelines and requirements. The form can be found attached in the appendix.

## **2.2 Social Accessibility**

Accessibility does not include only the physical facilities but the social aspect as well: social responsibility, customer service and board minded attitude meaning of respect and equal treatment. As in for anybody else the customer service plays an important role when

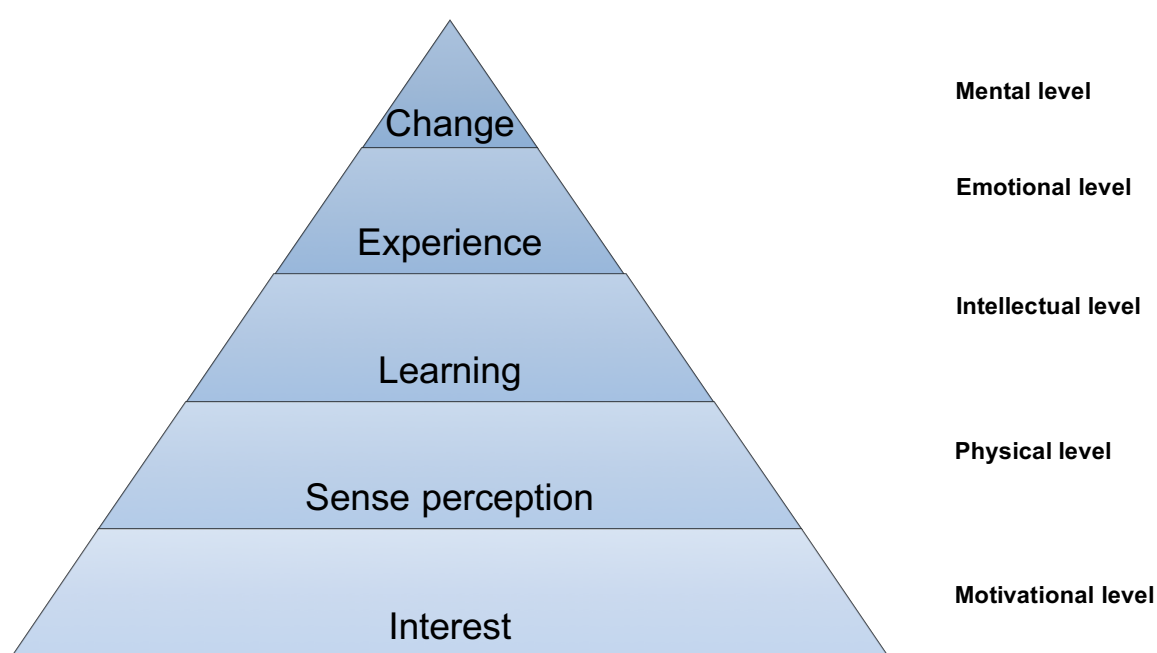
it comes to the whole experienced service process, however it plays crucial role and might be a barrier that person with disabilities can not overcome if the staff is poorly trained and unable to give the service in non-discriminatory way. Staff should include employees who has the knowledge, and have trainings for others how to treat people with disabilities in courtesy. There should be information available and offered for people with disabilities, and the staff should be having the so called know how about the possible special lifts or other devices that might be available for assistance. (European Commission, 2004; UN-WTO 2013.)

When thinking about accessible needs there is some special details that one should take into consideration when coming across people with physical disabilities or visual impairments. There are five steps easy to remember that everyone could take into consideration also in everyday life.

- 1) Do offer help, but remember to ask first and wait the approval. If the person has vision impairments assistance happens usually by taking the persons' hand and advising by telling each steps or other important things to notice.
- 2) Staff should always speak straight to the disabled person who is being the guest. Make eye contact. If the person has problem with vision introduce your self and if appropriate touch the person to the shoulder.
- 3) Do not ask what has happened or what is your "problem"?
- 4) Do not assume anything, each person with disability is individual. Some might move better and handle things by him or herself as anybody else while another one can not do anything.
- 5) Treat the people with disabilities the same way you would treat any other customer with consideration but without condescension. (European Commission, 2004).

### 3 Tourism Experience

In this thesis the experience pyramid has been used as a background information to support the importance of the study and the results. It's a helping tool to support the accessibility point of view and the individuality. Experience pyramid (Figure 1.) by Tarssanen and Kylänen (2006) is for the purpose to "analyze and understand the experience aspect of tourism products and various virtual worlds". Experience pyramid is a base for creating the accessible guest journey. "In the model, experience tourism and tourist's experience is examined from two perspectives: on the level of specific elements of the product and on that of the client's own experience." (Tarssanen & Kylänen, 2006). Below the elements and levels of experience has been described in more detail.



**Individuality Authenticity Story Multi-sensory perception Contrast Interaction**  
Figure 1. The Experience Pyramid (Tarssanen S. &Kylänen M. 2006)

#### 3.1 The Elements of Experience

**Individuality** is something that makes the experience feel unique and special for the exact guest, and the main focus should be in the customer-oriented way-of-action. (Tarssanen & Kylänen, 2006). In general, when thinking of the accessible guest journey the individual needs should be taken into consideration from the beginning. Accessibility has many aspects therefore what works for one might not be the solution for the others. When designing an accessible premises or services there should be variety of options available to choose from. There should be also alternatives for other special needs than just the

physical disabilities since accessibility means all from social acceptance to physical limitations and mental disabilities. As based on the Experience Pyramid theory “Tailor made product respects the needs and the preferences of the customers, and each participant can realize his/ her own conceptions on the part of the challenge of the activities or information offered among the other things.” (Tarssanen & Kylänen, 2006). In another words the individuality should create an ability to the guest to participate and be able to affect to his or her own experience. Individuality can simply be something small that takes the accessibility on the next level taking the different needs into consideration.

**Story** is something that brings the product and services alive to the people and creates and social meaning for people. There should be a theme and a story which gives explanation and meaning for the participation and experience which all together makes it more memorable. (Tarssanen & Kylänen, 2006). In the sense of accessibility, the main thing is to remember that if there is a story or tale or a whole experience under a certain theme it should be available for all to experience. Using imagination and all the senses to help out the people who can't do the “normal way”. The process should be so that there would be alternatives for everybody.

In this concept **multi-sensory perception** means the received experience by hearing, smelling, tasting, touching/feeling and seeing. The more variability there is in the sensory content of the product or services the more likely there is a chance that the experience will leave a permanent imprint on his or her memory. (Tarssanen & Kylänen, 2006). The objective is to analyse if all the elements are present in the experience and how a guest is able to receive/ take part in the experience through out all the senses. Multi sensory perception should be in everyone's reach. No matter what kind of activities or experiences there is available those should be adaptable for each customer. For example, if there are interactive experiences those should be available for all either by helping tools or special edition versions for example all the handles, switches, buttons, screens etc. should be not unreachable for anybody, or there can be special tours and guidance for people with special needs. The challenge is to create the services so that there is something for everybody. In conclusion a good experience is something that includes all the senses in order to leave a stronger mark into the customers' mind.

**Contrast** is an escape from peoples' daily routines however it varies a lot from the perspective of the customer. By creating the contrast, the guest will experience something new exceptional and exotic. (Tarssanen & Kylänen, 2006). The most important aspect related to the contrast is the accessibility for everything that there is possible to do and to experience. As mentioned in the Multi-sensory perception there should be alternatives for

people with special needs regardless of which kind of physical disability they do have. In the sense of the focus in the physical disabilities the solutions could be simply alternative roads, reachable objects (such as door handles, seats and desks) and variables for seeing things.

**Interaction** plays important role in any kind of customer service experience. Bad service can ruin a whole experience just in few seconds. There are some guidelines for people how to behave if they come across with people with disabilities. The main thing is to talk to the people not to their assistants or accompany. Talk directly to the customers as he or she would be any other customer without the special features. If one is blind introduce yourself and if possible touch to the shoulder so that he or she knows for certain that the service is directed to him or her. If a person with visual impairments needs assistance offer your arm to guide the person. If person uses a wheelchair, ask if there is need for assistant. Don't be too pushy or ask too much about their condition or impairment. (UNWTO, 2013; European Commission, 2004) The most important thing is to make the guest feel that he or she is appreciated and respected no matter even if he or she is sitting in a wheelchair or being blind. Personally as an assistant I have come across situations where the staff has been serving me instead of the customer sitting in a wheelchair. As being stated by Tarssanen and Kylänen (2006) "Interaction is a way to gaze the guests into the situation by giving them an impression that they are an important part of the setting and the realization." In order to reach the optimal guest experience, it's important that the customer feels being part of the society and that he or she has an opportunity to be part of the group. (Tarssanen & Kylänen, 2006). When thinking of accessibility this should be arranged so that anyone with disabilities could join to the regular groups and activities instead of having own private session with other people with special needs.

### **3.2 The Levels of Experience**

**Motional Level (Interest)** is about the following things: How to attract the customer's interest? How to market the destination accordingly? Is it beneficial and easy for people with special needs to access in the attraction? Marketing should be clear and understandable; easy to read and not too hard to perceive. The information about accessibility should be available with contact details in case of needed more information or for special arrangement requests. The most important information for people with special requirements is the knowledge about the accessibility in general if it's even possible to reach and if there is anything suitable offered for them. For example, a museum without special audio guides for blind might be a waste of time for people who can't see as well as a place with a lot of stairways if there are no alternative options for people in wheelchair. It's important to know

these things in advance so that the expectations won't be too high and to know if there is a sense to visit the attraction in the first place. Personal touch can be created with tailored services such as special tours for people with physical restrictions or a special guidance for guests with poor eyesight. It's all about attracting the customers interest and creating the expectations. (Tarssanen & Kylänen, 2006).

**Physical Level (Sense Perception)** “On the physical level, a good product ensures a pleasant and safe experience: it is not too cold or too hot, one is not hungry or thirsty, and it is unnecessary to worry about lavatory needs - not to mention physical danger.” (Tarssanen & Kylänen, 2006). That sentence says it all, to ensure a great experience and memorable moment the environment should be safe and functional. The instructions should be clear and it should be understandable for all what is going to happen and what should one do. Nothing should be too complicated. The key is to create a pleasant and safe experience feasible for all. All the basic needs should be present for example the simplest things as toilets should be marked clearly and there should be accessible toilets available.

**Intellectual Level (Learning)** is something to create and experience the product should be challenging problem solving and educating at the same time. There should be some of the elements or make it more memorable. According to Tarssanen and Kylänen (2006) “a good product offers the customer customized learning and training experience and the potential to learn something new as well as develop and obtain new information, either consciously or unconsciously”. This is quite self explainable and goes well in the accessibility framework as well. People with impairments have same basic needs as any other people and in this sense they are expecting the same in the limits of their abilities.

**Emotional Level (Experience)** is the sum of all the mentioned before. This is something hard to control and predict since it's something dealing with emotions such as joy, excitement, contentment, the pleasure of achievement as well as all the negative feelings and thoughts as well. The goal is to create positive vibes and something that makes the moment unique and the experience special. (Tarssanen & Kylänen, 2006). Most often this is possible for people with special needs with through out tailored services or variations of options to choose from.

**Mental Level (Change) and Mental Level (Transformation)** are something that the company can not influence much. Mental level change and transformation are something that are built up based on the other factors in the experience pyramid. Those are individual feelings and thoughts of the whole experience. (Tarssanen & Kylänen, 2006).

## 4 The Research

In this chapter the research methods are being introduced. There is discussion about the chosen destinations that are being evaluated. The main question behind the research is if the accessible tourism experience can be found during the evaluation?

The research project had two parts that were evaluated: pre-information and the service process during the visit. The post service period was not being evaluated due to the time limit of this project. The post service period is a part of a service experience however when evaluating if a place and services are accessible or not the post service period does not play an important role. Therefore, it was chosen not to take into the evaluation process.

Two kind of evaluation forms were used in the analysis process. One was tailored for the needs of physical disabilities including the following subjects: 1) Pre-information 2) Physical measurements 3) Social accessibility and 4) Comments. The other one was created for the needs of people with visual impairments including the parts of 1) Pre-information 2) Physical features 3) Signs & Finding a way 4) Social accessibility and 5) Comments. Both forms can be found attached in the appendices.

The research methods that was chosen to be used in the evaluating process was the qualitative methods: Role play from Service Design, Yes and No questions to evaluate the personal experiences and physical measurement requirements and guidelines set by European Commission and Invalidiliitto. The focus of this thesis is in tourism experience which is always individual process in people's mind, and for that purposes the need was for detailed research therefore the qualitative method was used instead of mass survey. The focus has been as well in the personalisation and personal experiences which is also reason behind the qualitative approach, which is focusing in the small-scale aspects of a project. (Finn, Elliot-White, Walton, 2000)

There is different motivators and factors for travellers to choose their destinations. The first division would be if the trip is simply business, holiday or other such as visiting relatives and friends. In the research the focus is at the leisure traveling therefore the motivator in this case is holiday. The motivators can be divided as well to four subgenres: physical motivators, interpersonal motivators, cultural motivators and status and prestige motivators. (McIntosh et al. 1995) Taking that into consideration the destinations have been

chosen so that they represent different sections in the four motivator genres. (Holloway J.C, Humphreys C. 2012)

The characteristics of the four motivators more detailed are as follows:

- a) Physical motivators: Refreshing the body, reducing mental stress, improve physical health, exercising, having fun and enjoyment.
- b) Interpersonal motivators: Maintaining and enchanting relationships with family and friends, making new friends, escaping own routine environment.
- c) Cultural motivators: Curiosity about foreign lands and people, developing historical or cultural interest, attending cultural events and exploring local music, folklore, lifestyle, art etc.
- d) Status and prestige motivators: Gaining status and recognition from others, pursuing one's own hobbies, continuing education and self-development. (Holloway J.C, Humphreys C. 2012)

In addition to the tourism motivators the selection of the destinations is based on the popularity of the tourist attraction in Helsinki. The popularity is based on the information of Visit Helsinki, Lonely Planet and TripAdvisor and their suggestions for the visitors in Helsinki. Visit Helsinki had all the chosen destinations on their list of the main attractions in Helsinki. On TripAdvisor all the attractions were ranked quite high in the listing of things to do in Helsinki. Seurasaari was on the third place on that list. Ateneum was 13<sup>th</sup> and travelers' choice 2015. Korkeasaari has the certificate of excellence mark as well as Linnanmäki. Lonely Planet has listed Seurasaari as number three and Ateneum as number four attractions to see in Helsinki. One can find the Korkeasaari Zoo from the Nature and Wildlife Section and Linnanmäki amusement park from the Attractions & Performances. These two are not in the first suggestions in Lonely Planet's list but they are representing different kind of attractions than Ateneum or Seurasaari therefore they are in the evaluation.

The destinations that are being evaluated as an example for accessibility study are as follows:

- a) Korkeasaari –Helsinki Zoo which represents the physical aspect including the having fun and enjoyment as well as reducing mental stress while going around the zoo in fresh air.
- b) Ateneum -Art Gallery is representing the cultural motivator. In Ateneum the guest can learn about Finnish art history and culture.
- c) Linnanmäki -Amusement Park which is representing both physical and interpersonal motivators. It's about reducing the mental stress and having fun as well as escaping daily routines and having a good time with friends or family.



- d) Seurasaari which is influenced by both physical and cultural motivators. In Seurasaari one can enjoy the Finnish nature and open air museum with old Finnish houses and lifestyle. There is also possible to swim, run, hike and experience the outdoors.

#### 4.1 Service Design Tools

Service Design can be explained in many ways. In the publication *Service Design – Practical Access to an Evolving Field* the concept has been defined as follows: “Service Design is the design of the overall experience of a service as well as design of the process and strategy to provide that service”. (Moritz 2005, p.20). In another words this means that Service Design aims to create a whole service experience not only focusing on the buying process or in the product itself but all the elements there is involved. In the book *Imagining: Innovation in the Experience Economy* it's stated that "The more you focus on individual qualities and wishes when designing experiences, the higher the chances are of creating an optimal experience." (Kuiper & Smit 2011, p.99). In this sense Service Design methods goes well in this research case since usually people with disabilities are in need of personalized services. It is useful for this project to take ideas and use the Service Design tools to help out to reach the goal in evaluating of accessibility. However, Service Design is extensive concept including many ways to create services and products and for this research purposes all the tools were not necessary. The tools that were chosen to be used has the focus on the people and individual needs, which is important when thinking of the accessible needs. From Service Design character profiles, customer journey map and role play were thought to be the best theories to implement and take ideas from.

To start with **the character profiles**, I narrowed the focus to the physical disabilities and visual impairments, and created the personas for the purposes of the evaluation process of the accessibility. Based on the service design thinking the starting point for creating services or products should start from the perspective of understanding the customers. This method is also great for this project evaluating the accessibility since it's helping out to understand the needs of the customers. It is great way to point out the unusual things what people might not think of. (Moritz, S. 2005) For example, when thinking about accessibility usually the only thing is the ramps and elevators that most people might point out and based on that they might say a place is accessible. In reality accessibility is more and the goal in this research is to go deeper in the details and therefore the target personas are a perfect tool for this research to start with. Usually people are talking about target groups, as in my case visually impaired people and people with physical disabilities, but from ser-

vice design point of view the target should be more detailed. The focus should be in personal details and individualization. People are looking more and more personalised services and that is where the personas comes in good use. The goal is to create example characters who are representing the main target group. The example persona's all characteristics should be described in detail in order to get the best outcome and (Tassi, R. 2009; Moritz, S. 2005) When creating an example persona, the following things should be listed in the characteristics: Goals, values, needs, behaviour, problems, group dynamics, interaction, demographics and psychographics. (Moritz, S. 2005). For the purposes to be able to evaluate the destinations if they are accessible or not, the two personas Kate and Mauri were created. They are both representing the different target groups - Kate has physical disabilities, she is using wheelchair and Mauri has visual impairments due to the aging. Mauri is a fictional character who I created based on the elderly people I know and Kate's profile is based on good friend of mine who is using a wheelchair.

**Customer journey map** is a tool which aims for imagining the whole experience of a service process. It tells the story of the customer from the first touch point in the pre-service period till the end of the service including the post-service period as well. It's a helping tool to analyse the whole process and all the touch points included in the customer's journey during the service process. (Tassi, R. 2009; Boag P. 2016). For this research purposes the customers journey map is a helping tool in the evaluating process to see what is working and what is not but also to point out if there is touch points that could be developed. When creating and analysing customer journey map according to Adam Richardson (2015) it should include the following things:

- 1) Actions: What is the customer doing at each touch point? What is their role in order to go forward in the journey?
- 2) Motivations: Why is the customer motivated to continue the journey? What are the emotions and the reasons behind the decisions? Why do they care?
- 3) Questions: What are the obstacles and uncertainties that are preventing the customer from moving forward in the process.
- 4) Barriers: Is there any structural, process, costs or any other barriers standing in the way of moving on to the next stage? (Richardson, A. 2015).

In this project the customer journey map was created to support the evaluation. What should be in the focus and what should be thought when creating the evaluation form. The figures 2 and 3 were created based on the theories about customer journey mapping as mentioned above and the guidelines of European Commission and Invalidiliitto.

**Role play** is the third tool to be implemented in the evaluating process. It's a tool used on the spot in the time of evaluating being done. It's a tool where a person creates the service moment hypothetical and goes through the service steps as it would happen in real life. The goal is to go through different situations from the point of view of different personas. (Tassi, R. 2009). In the evaluating process this is going to be improvised in the situation of visiting the destinations to be evaluated. I'm going to go through the service touch points in the mind set of a person who is sitting on a wheelchair and a person who can not see or has visual impairments. The mind set is going to look after the question that what would the person want and need. This method is used since for this project and timeline there would be not enough time to recruit the people to test the services and premises accordingly which is the reason behind the personas and the role play with them.

#### **4.1.1 Profile 1 Kate – Wheelchair**

Kate is 24-years old young woman from Helsinki. She is single and living alone. She has basic income and permanent job as a customer service specialist in the hospitality field. She has vocational qualification in tourism. Basically she is living as any other 20 something young adult in Helsinki would. Kate is straight forward and people person who likes to be in social environment. She has passion for fashion, sports and nutrition. She goes to the gym every week 3-4 times depending on the workload and free time schedule. She is depended on other people's help and assistance when moving outside her house, however she could be independent if the environment would be feasible. She does not care much about politics but during her lifetime she has voted in the president elections couple of times. Kate is representing the physical disabilities as being the character profile. She has a Cerebral Palsy (CP). Cerebral Palsy is a neurological disorder. It is caused by a brain damage or abnormal development occurred during pregnancy, during child's birth or after birth when the brain is still in developing phase. CP –disorder has an affect to the ability to move. Cerebral Palsy has many different kinds of forms and levels depending on which part of the brain the injury or the abnormally developed spot is. It can have impact for example in body movement, muscle control, coordination, muscle tone, posture, reflex, balance and motor skills. In a nutshell CP is most often just a physical disability. (Mäenpää, H. 2016; Stern Law, 2016.). Kate uses wheelchair in her daily life however she can walk slowly small distances. For example, she can walk the stairs up and down with support. She needs a personal assistant in her daily life to be able to perform small daily routines such as opening heavy doors or getting groceries from the high shelves. Her brain works well as any other's in her age therefore she would like to be treated as one when it comes to customer service or freedom of choices or visiting attraction. Her goal in life is to

have a good career and a family with kids at some point in her life. She wants to be a role model and crowd breaker as being a person who uses a wheelchair. Kate would like to raise the awareness among the people and reduce the prejudice in general.

## Customer Journey Map

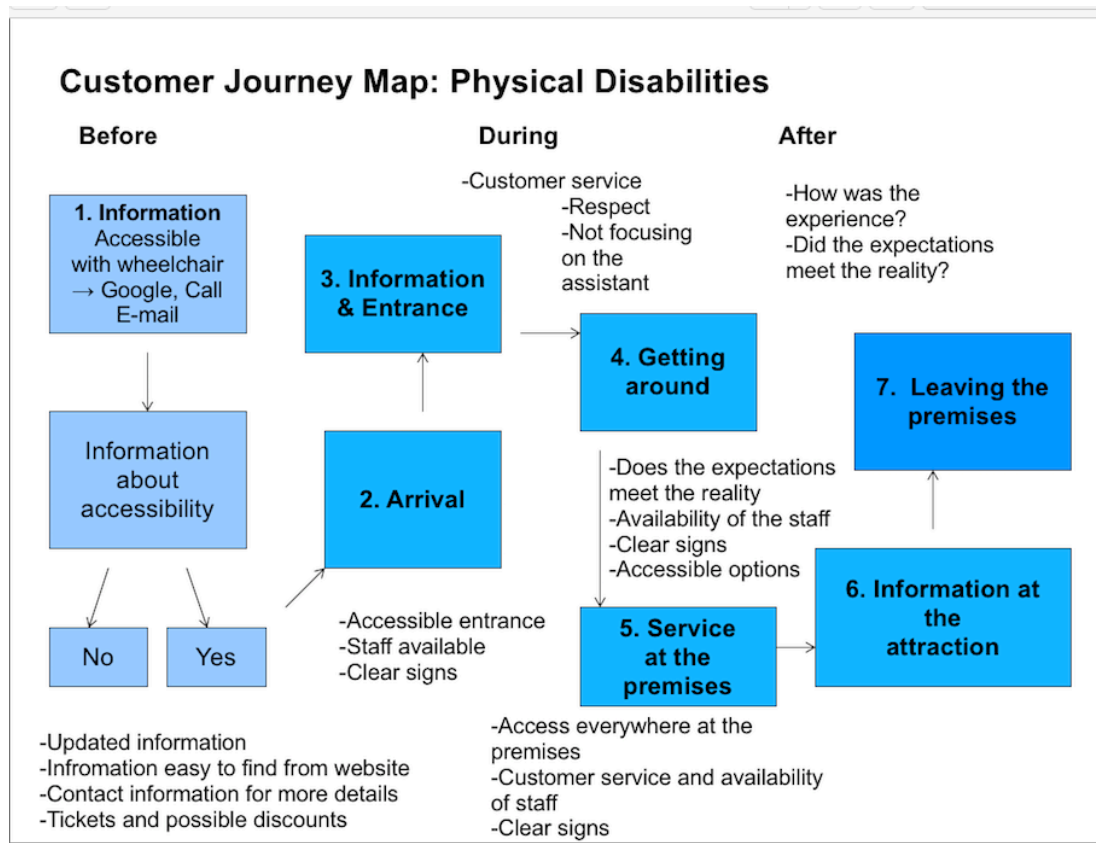


Figure 2. Customer Journey Map (Kokkonen, H. 2016)

### 4.1.2 Profile 2 Mauri – Visual Impairment

Mauri is a 72-year-old pensioner living in the central Helsinki. He has been living there since he was a child. He comes from a wealthy family, and has good saving on his own as well. He used to be a CEO of a paper factory. Mauri is married to his wife with four kids and seven grandchildren. He likes to spend time with his family and being outdoors. He enjoys cultural activities, history and socializing with other people preferable older generation and other seniors. He likes to talk about politics and he has been active participant in the social democratic party in Finland. Mauri is like any other pensioner living in Finland. He has a reduced eyesight due to the aging. During the years the eyesight has gone relatively bad and often he needs to rely on the audio options and hearing instead. He has glasses but he can only see clear contrasts and large font size with clear writing. He likes

rather listen than read texts therefore he uses audio options whenever it's possible for example in museums or when reading a newspaper.

### Customer Journey Map

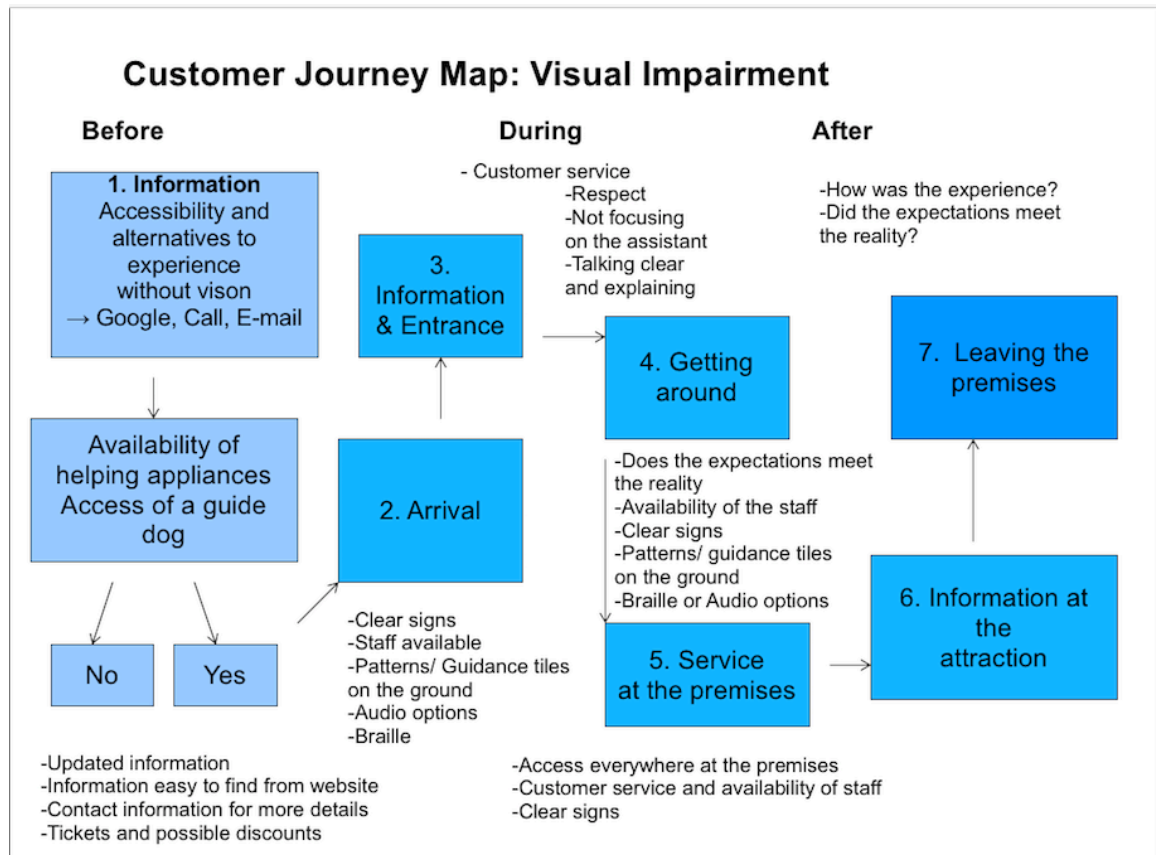


Figure 3. Customer Journey Map (Kokkonen, H. 2016)

## 5 The Results

The evaluation process had three parts that were executed during the May-July 2016. First part was to find out what a customer can find out in advance about accessibility from online sources. The pre-information was being evaluated during in May. The second part was visiting the premises of the destination. The evaluation form and questionnaire were filled from the point of view of the test personas on the spot. The visits were being done during June. The third part was conclusion and analysing all the results to see the whole picture of the state of the accessibility in the destinations. This part was done during June-July. Below in the table 1, the results of the research can be found in a nutshell. Later in the following chapters the results have been described and discussed more in detail.

Evaluated Issue	Korkeasaari	Ateneum	Linnanmäki	Seurasaari
<b>Pre-Information</b>	Add detailed info List bullet points Add languages	Clear and extensive	List bullet points w/ Accessible Signs	Add Languages Add the info to own website
<b>How to get there</b>	Bus Inva Parking	Bus/ Tram/ Train No inva parking	Bus/ Tram Inva Parking	Bus Inva Parking
<b>Getting in</b>	Accessible entrance	Own accessible entrance, clearly marked	Uphill but accessible	Accessible entrance
<b>Using the facilities</b>	3 restrictions, tough landscape with many hills Overall accessible	Completely accessible	4 restricted rides, otherwise accessible	Quite many restrictions due to authenticity of 17 <sup>th</sup> -19 <sup>th</sup> century. Nature trails are tricky to access
<b>Getting out of an emergency</b>	Ok	Ok	Ok	Ok
<b>Physical Features</b>	Easy to go around, clear to understand	All accessible	Easy to go around, clear to understand	Sandy terrain makes it challenging to go around otherwise accessible
<b>Social Accessibility</b>	Ok	Ok	Ok	Ok
<b>Physical Features<sub>(visual)</sub></b>	Stairs did not have any stickers or marks	Ok	Stairs did not have any stickers or marks	Nature trails, might be tricky to access and notify
<b>Signs and Finding a way</b>	Small text, not readable from far	Ok	Ok	Ok

Table 1. Results, (Kokkonen, H. 2016)

## 5.1 Korkeasaari – Helsinki Zoo

Pre-information about accessibility was available in brief description and it was rather easy to find after few clicks. There was no complete fact sheet available with detailed information, but the main concern, if the zoo area is accessible with wheelchair, was discussed in the section. There was no information regarding other disabilities than physical impairments, except the special tailored sessions available to book in advance for groups. In addition to the written text there was a map available where the accessible toilets are marked with clear signs. Otherwise the map did not offer any other information about accessible options, routes or restrictions. The map could be used as a great tool to make the tourism experience for people with disabilities to be more meaningful.

For physically disabled people there is possibility to book in advance a car ride at the zoo area on Thursdays before 10AM. They mention in the information that the animals might not be visible at this time since the care work, which makes it a bit strange to offer this time for people to book a ride to see the animals. This should be change to variable times and give couple different options to choose from to provide better service. The information was only available in Finnish not in the other offered languages (Swedish, Russian, English). The contact information was available and clear to spot. The online store was clear and easy to use.

The physical measurements were according to the guidelines. The zoo area was accessible however the terrain was quite uneven with many hills which makes it quite rough to go. This is mainly because the zoo is located in an island and the landscape has been kept as natural as possible in order to create good looking surroundings and to give the animals variety in their shelters. In this sense it's recommended to go with an assistant to visit the zoo. There was public transportation stop right next to the entrance less than 500m away. There were accessible parking spots available. Most of the paths were according to the measurements. Only the inside animal house Africasia had too narrow routes to go with a wheelchair as mentioned in the pre-information on the website. The staff was helpful and gave good service both in advance and during the visit.

As mentioned before, for people with visual impairments there was no helping tools available to make the zoo experience more meaningful. There was no audiotapes or information in braille neither or in larger font size available. The offered services for people with visual impairments was only the guided group tour tailored for people with different kind of disabilities. The lightning inside areas was bright and even. Everything was clearly

visible and nothing was under shades or other misleading visible blocks. Outside it's a matter of the weather and the lampposts. The visit was done to the zoo during a sunny day in July so the lightning outside could not be evaluated. In the premises there was no special signage or different materials used to help the people with visual impairments. There were no marks anywhere to ease out the outlining the stairs. The signs were easy to spot and they did have animals in them to guide the people more visually. However, the signs were too dark and unclear to read. The information stands and boards with the details of animals were clearly located but there were no options for people with visual impairments to get any information.

## **5.2 Ateneum Art Gallery**

Ateneum had very clear website. After few clicks one could find the accessibility information which was divided in it's own section. The website and the information about accessibility was available in different languages (Finnish, Swedish, Russian and English). There was a complete fact sheet available online including information about physical accessibility needs, visual and hearing impairment requirements and special arrangements possible for people with mental disabilities. The Disability Access Sign Symbols were used in the fact sheet to make it visually understandable. Contact information was available and easy to find. Online booking system was clear and easy to use. Booking guide services was clear since that's only through phone service by calling the service number.

Physical measurements were all according the guidelines by European Commission and Invalidiliitto. There was bus and tram stop right in front of the entrance. There was different entrance for people with physical limitations, and the route from the main entrance to the accessible door was clearly instructed with signs and symbols. Physical features were clear and all the accessible options such as toilet, entrance and elevator were easy to find. There was elevator connection to each floor and there were no doorsteps or other obstacles in the ground. The doors had either automatic opening system or they were possible to open by pushing the button. There were clear instructions if the door needed to be opened by pushing the button. The signs were clear black and white pictures with clear symbols. The service was respectful and the staff were helpful and service minded. In general, all the accessible needs for people with mobility limitations were well taken care of.

The lightning was towards the art work and adjusted so that the paintings and statues were in the main focus. It makes it easy to spot the art work and see the pictures in the



paintings. The public places were well light. The most stairs had either yellow-black stickers or black sticker in the steps of the stairs which makes the depth differentiation easy to see however there were some stairs that were missing the stickers. The signs were clear black symbols on white background. There were handrails available on the side of the stairs. All the information was available in Barrell if needed. There were no special materials used in the ground to help out going from places to another however it wouldn't be necessary since there was not much obstacles on the hallways and the routes were clear to follow. For people with special needs there were map of the premises in Braille, magnifying glasses, special tailored guided tours, different kind of workshops and amplified headsets available for people with visual and hearing impairments available on request.



Picture 1. Accessibility in Ateneum (Kokkonen, H. 2016)



Picture 2. Accessible entrance (Kokkonen, H. 2016)

### 5.3 Linnanmäki Amusement Park

The pre-information available about Linnanmäki amusement park was clear and described well. The information was easy to find and it has all the needed details available. The information was available in Finnish, Swedish, English, Russian and Estonian. In addition to the text there is also map available with the locations of accessible toilets. There is clarified separately which rides are not accessible and to where one might need special assistance to enter and exit. The assistance is offered by the staff if needed. The contact information is available. All the personal assistants can go free of charge. People with reduced mobility can have an extra ride if they wish by letting the staff know when they arrive. The online store was clear to read and easy to use. In overall based on the information one can read in advance it seems that the Linnanmäki amusement park is accessible both physically and socially.

The physical measurements were according to the guidelines. No exceptions were found, except in the rides mentioned in the website, them being Ukko, Kingi, Vekkula and Kam-mokuja. There is mention about the restrictions and who can take the ride at the entrance gates of each ride. There is public transportation stop 300m from the entrance. The main entrance is uphill which makes it quite hard to approach without assistance however it is also possible to drive with car all the way to in front of the entrance which makes it easier. There were accessible parking spots in the parking lot. There was a clear map available with the accessible toilets and there was clear marked information about the rides that one with physical disabilities can not access for safety reasons. The whole area for going around from ride to ride was accessible. Whenever there were stairs it was possible to go them around and take a ramp instead. The staff was friendly and helpful. There were assigned people to help the customers out who might need assistance during their visit.

**6** SEA LIFEen Saksiniekat-näyttely on kauden uutuus! Ravut ovat valloittaneet Merimaailman ja näyttely esittelee mitä erilaisimpia saksiniekoja jäätäläistaskuravuista katkarapuihin. Tule ja näe sukkelat saksiniekat SEA LIFE:ssä!

**ores shMex** s ja raikas nen ravintola, ääset itse an annokseesi at maut. Valitse hot tai salaatti un mukaan.

**UUTUUS!**

**ALLE 100 CM:**

35	Vekkula	♿
36	Hepparata	☺ ♿
37	Karuselli	☺ ♿
38	Kotkot	✓ ♿
39	Maisemajuna	☺ ♿
40	Muksupuksu	✓ (alle 140 cm)
41	Panoraama	✓ ♿
42	Pienoiskaruselli	✓ (alle 140 cm)
43	Rekkaralli	☺ ♿
44	Rumpukaruselli	✓ ♿
45	Vankkuripyörä	✓ ♿

♿ Huoltajan (15 v.) seurassa. ✓ Maksuton laite.  
 ⚠ Ei suositella henkilöille, jotka ovat raskaana tai joilla on sydän- ja verisuoni- tai tuki- ja liikuntaelinsairaus.  
 ! Ei henkilöille, jotka ovat raskaana tai joilla on sydän- ja verisuoni- tai tuki- ja liikuntaelinsairaus.  
 ● Turvakaaret saattavat rajoittaa isokokkoisten pääsyä laitteeseen.  
 ☺ Alle 100 cm lapsi tai lapsen huoltaja maksutta laitteeseen, kun toisella on ranneke tai laitelippu.  
 \* Katso tarkemmat tiedot kääntöpuolelta.

**13** Matka maan ytimeen  
**14** Peliholvi  
**15** Hattarakoulu

**PELIT**

- 1 Onnenveto
- 2 Taffel-pyörä
- 3 Tikat
- 4 Tombola
- 5 Koripallot
- 6 Taitavat
- 7 Onginta
- 8 Vesileikki
- 9 Onnenveto
- 10 Ammunta
- 11 Pellet
- 12 Tähtipallot
- 13 Suklaapyörä
- 14 Purkit
- 15 SEA LIFE -peli
- 16 Tombola
- 17 Noppa
- 18 Tykinkuulat
- 19 Derby
- 20 Hyväntekijät
- 21 Onnenkoukku

**LINNANMÄEN LINJA**

Picture 3. Linnanmäki Map, the access information (Linnanmäki.fi, 2016)

#### 5.4 Seurasaari – Open Ari Museum

From Seurasaari the accessibility information was hard to find. There was no direct site but after searching from Google there was a match in the website kansallismuseo.fi. The information was available only in Finnish. The information was clear and well displayed with the graphical signs. The area is physically accessible, however the buildings have been kept as authentic as possible so the entrance and the space inside the houses is quite limited and restricted. There was availability to book different workshops for people

with different kind of disabilities. The contact information was available. There was no online store.

In Seurasaari Open Air Museum the accessibility has a challenging role. The museum is located in island and the houses and buildings to see has been kept as authentic as possible from the 17<sup>th</sup> to 19<sup>th</sup> century. Based on this fact it's obvious that the accessibility is not in the best practice. The physical measurements were according to the guidelines in the outside premises, the roads to the buildings were in good condition and possible to stroll with wheelchair however depending on the person's strength an assistant might be needed in all the cases since the roads were quite uneven and hilly from time to time and the substance was loose rocks. There was bus stop right in front of the entrance. There was physical accessible toilet and one of the restaurants, Antin Aukio, was physically accessible as well, otherwise the buildings could be only visited by looking outside and inside the windows. The signage was clear and the available accessible roads and toilet were easy to find. The staff was helpful and respectful, however there was no other information on the spot than online about the accessibility on the other hand the instructions are quite clear and easy to understand in the sense that none of the old buildings can't be entered with wheelchair.

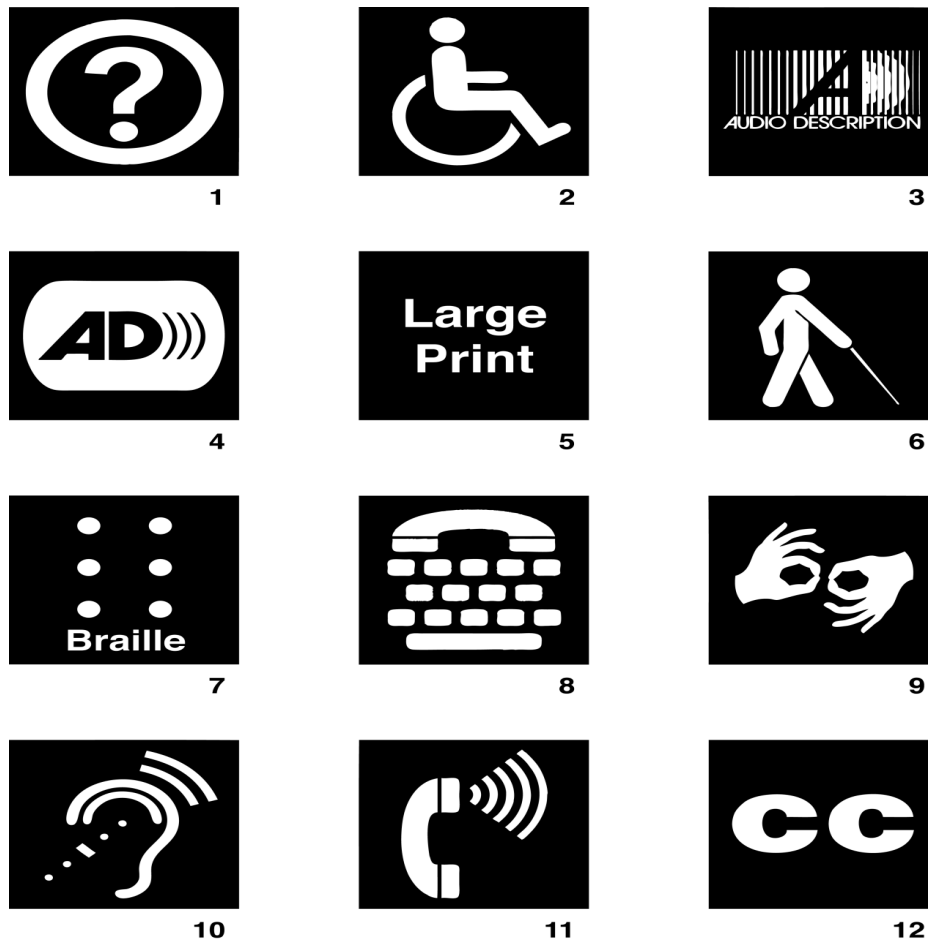
For people with visual impairments tailored guided tours and workshops are available otherwise there is no information in Braille or audio tapes for independent use. The lightning can't be adjusted outside besides during the night time with lamppost. Inside the buildings the lightning is quite shady or not at all which make the depth difference sometimes hard to notice. This issue is also related to the authentic experience which can not be changed for example with strong lightning.

## 6 Conclusion

The focus of this research was to find out if Helsinki tourist attractions are accessible for people with physical disabilities and if an accessible tourism experience could be found in any of them. The results show that for wheelchair users Helsinki's attractions can be said to be accessible but for special needs of visual impairments there is many things that should be done to improve the accessibility.

The most accessible and the only place that can be said to be completely accessible was Ateneum Art Gallery. They had many alternatives for people with different disabilities. There is many options to choose from which makes it easy for any person to experience the art they way they wish. There are special tailored workshops available but also an options to explore independently which is one of the main goals in the concept of accessibility, to integrate the people with special needs to the everyday living as equal as possible. Ateneum had also clearly marked everything bot in their website and in the museum itself. There was nothing that came across during the research that should be change in order to make the premises more accessible.

Linnanmäki Amusement park had the second best practice from the accessibility point of view. They had clear information on the website and it was matching to the reality however there is small details that could be improved. Information on the website could be more clearly presented. The Disability Access Signs could be used in the fact sheet to make it more visual and easier to understand.



Picture 4. (Signs and displays, 2011)

For amusement park the accessibility is always a challenge due to the safety issues. Probably any amusement park can not be completely accessible when it comes to the most extreme rides. As in Linnanmäki there is four rides that can not be accessed with physical disabilities and couple of rides that are not recommended. The challenge is that the rides can not be changed to be accessible to everyone for safety reasons. High technology solutions could be answers to this kind of issues, not only for amusement parks but also other challenges that can not be changes such as historically valued places like Seurasaari or nature destinations. One example for this kind of solutions is Augmented reality with 3D classes. A customer would experience the rides by wearing the augmented reality classes and wearing a helmet so that they would be completely isolated with their vision and hearing. I have tested this kind of setting in a fair and it was surely a powerful experience. Even just walking with the classes on made you feel that you were in a different universe at that moment. Augmented reality could bring the rides or other inaccessible places such as the historical places in Seurasaari to the people who can not access them due the physical limitations or restrictions. This way everyone could have the experience as close as the real ride or visit. Augmented reality blurs the line between what is real and

what is computer made. It enhances the sight, the hearing, the feeling and the smelling. It's playing with multisensory aspect and creating something that doesn't exits but feels like it does. (HowStuffWorks, 2016).

Another similar solution could be a live panorama stream or photo scanner in a smartphone from places that one cannot access with a wheelchair for example. This could be included with the ticket and could be seen either on ones own mobile phone or form a computer in the spot. Alternative to experience the attraction with seeing the inside areas or the ride through live broadcast.

As mentioned previously Seurasaari has some challenge in the accessibility due the historical authenticity. Not much can be changed due the historic value and the authenticity from 17<sup>th</sup>-19<sup>th</sup> century. However small improvement could be done to make the premises and services a bit more accessible even though the whole experience can not probably be completely available for all. The roads could be covered with tarmac however this could break the illusion of the old times and the history of the buildings so in this sense this decision would not be preferable. Another alternative for tarmac could be wooden pathways, this kind of choices has been taken into use for example in the nature track in Kivinokka, Helsinki (see the picture below). This kind of wooden pathways would fit well in the forest atmosphere and the historic vibe. It would change the roads to be more easy to roll with wheelchair instead of the current roads with loose rocks and sand. For people with visual impairments tailored guided tours and workshops are available otherwise there is no information in Braille or audio tapes for independent use which should be changed. There should be the information available so that people could for independently and experience the sights.



Picture 5. Kivinokka nature track (kivinokka.fi, 2016)

Korkeasaari Zoo had though the accessibility mainly though out the point of view of a wheelchair and even that aspect was not thought fully through. The information on the website could be more detailed and the layout should be more clear in order to be easy to understand. For example, the information could be listed in bullet points and the international Disability Access Sign Symbols could be used to make it clear to understand for everyone without reading the information. The information on the Zoo is also in need of improvement. For example, the map did not offer any other information about accessible options, routes or restrictions. The map could be used as a great tool to make the tourism experience for people with disabilities to be more meaningful. For example, the routes could be marked with different colours, green being easy, blue being difficult and red being hard to go with wheelchair or other physical disabilities. In addition to the road difficulties there could be information written down about the restrictions such as the panorama tower and the Africasia house which are not completely accessible with wheelchair. Korkeasaari offers special tailored tools for people with disabilities and in this research case specially the visually impaired people. This is excellent service however small helping tools such as information in Braille, binoculars and audiotapes could be available for people who just wants to visit the zoo with a friend or have a walk in the premises on their own. Another small detail to be improved would be the signs in the area. They were quite dark and unclear to read even from me with normal vision. The signs could be bigger and with different colour contrast for example simple white and black.



Accessibility is more than just a people using the wheelchair in it has more board effect on the society than people might think. It is beneficial for all. For the future it might be a great source of business as well. According to a research senior tourism and accessible tourism will be the trends and business opportunities for companies in the near future. (Alén, E. 2012). This makes sense when thinking with a common sense. Firstly, the great generations or as known as well the baby boomers are getting in the age of retirement. According to Statistics Finland there is 2 905 622 (2015) people above the age 40 in Finland at the moment. In the whole Europe the age structure is transforming so that, the percentage of the ageing people aged 65 and over is increasing. The same trend is happening in the other parts of the world such as North America including the USA and Canada. (Eurostat, 2015). The amount of retired people is growing fast and the demand of special tailored services and accessible assistance will be in growing demand. With the aging features such as reduced mobility and reduced eyesight might become a daily issue in the tourist attractions instead of special on time guests. When designing new services, the elderly consumers are one potential market since the large number of the age group and the purchasing power. (Alén, E. 2012).

Another point of view why a company should promote the accessibility and take it into consideration is the growing respect towards people with disabilities and the social responsibility. According to a study people with disabilities has become an important market segment for tourism industry. It's growing slowly and it has reached an important economical role in tourism industry. (Bizjak, B. Cvetreznik, S. Knezevic, M. 2011) This I mainly due the social responsibility and the fact that the respect and the human right for people with disabilities have improved during the last decades. For example, let's take a look back in the 2015 when Finland had a punk rock band which members all had mental disabilities representing the country in the Eurovision song contest. This is a great sign that people are more board minded and the people with disabilities should have the same rights and same possibilities. Also nowadays people can see more and more people working in the normal jobs instead of recreational centres which means that the people with special needs has the money and the time to travel as any other person.

It is also beneficial in small daily life issues such as parents with kids, pregnant women and language barriers. Larger doors and ramps instead of stairs might help with baby trolleys and when travelling with lot of luggage. Elevators, chairs for resting and larger toilets might help pregnant women with their big belly. Clear signs and pictures could be a solution when there is no common language for example refugees speaking Arabic or Russian tourists in Finland.

## **6.1. The Process, Validity and Reliability**

The project thesis started with my subject idea that I got during my exchange in the Netherlands when I was studying Innovation and Service Design. I decided then that I want to use the theoretical base from those studies in my coming thesis. Another point of view I got from my own life working with different people with disabilities. I thought it would be interesting to explore what kind of options there is available and what kind of solutions there could be to offer. So I came up with the subject Evaluating Accessible Experience in Helsinki's Tourist Attractions.

The process of writing this thesis was interesting. The written plan changed couple of times due to my work situation. However, despite of the workload and changing timetable I managed to keep it under control and make the thesis accordingly on time. The first plan was to graduate before summer but the schedule changes at school did not allow me to focus just on the writing so I decided to change the deadline to autumn semester. I started with looking up the theoretical framework to use in the process and continued with the research. After that I finalised the written text and made the conclusions of the results. I find the writing process to be quite easy and the ideas came quite naturally however due the time limitations there is not as much theory and deep concentration in the subjects as I would have wanted.

The research itself and the results are reliable but at the same time quite narrow. The research gives a great overview about the state of accessibility in the attractions and the evaluation would be a great base for future development however the social accessibility content is more or less just based on the assumptions and my own personal point of views and evaluations. The first plan was to have the person representing the physical disabilities with me in the evaluation process but we could not manage our time schedules to fit together. Despite of my experience and professional point of view it's not the same as I am going the attractions through with the mind set of a blind person or a person with a wheelchair than if they would go themselves The physical measurements and the evaluation of the physical aspect of the accessibility did have enough data in order to have reliable results. The research goal was quite concrete and there are not many options or another ways to evaluate the physical accessibility. Basically the answer is either a place is accessible and according the measurement or not. The social accessibility could have been studied more detailed and there could have been more ways of collecting the data. For example, interviews for the staff and the people visiting the attractions or a question-

naire for people with physical or visual disabilities in Finland done in co-operation with Invalidiliitto. That way the study could have had more supporting details and information to add to the overall evaluation. The results about the social accessibility can be said to be directive but not a complete truth. As being said before this research and result could be used as a base for further development of services.

## References

- Alén, E. Dominguez, T. Losada, N. 2012. New opportunities for Tourism Market: Senior tourism and accessible tourism. University of Vigo. Spain  
URL: [http://cdn.intechopen.com/pdfs/35523/InTech-New\\_opportunities\\_for\\_the\\_tourism\\_market\\_senior\\_tourism\\_and\\_accessible\\_tourism.pdf](http://cdn.intechopen.com/pdfs/35523/InTech-New_opportunities_for_the_tourism_market_senior_tourism_and_accessible_tourism.pdf) Accessed: 11.2.2016
- Ateneum website. 2016. Accessibility URL: <http://www.ateneum.fi/saavutetta-vuus/?lang=en> Accessed 12.5.2016
- Bizjak, B. Knezevic, M. Cvetreznik, S. 2011. Attitude Change Towards Guest with Disabilities- Reflections From Tourism Students. Annals of tourism Vol. 38 No. 3 pp. 824-857.
- Boag P. 8th January 2016. All you need to know about customer journey mapping. Article at Digital Forum URL: <http://www.cmodigitalforum.com/2016/01/08/need-know-customer-journey-mapping/> Accessed 12.5.2016
- Buhalis, D. Darcy, S. and Ambrose, I. 2012. Best practice in accessible tourism: inclusion, disability, ageing population and tourism. Channel View Publications. Bristol
- Buhalis, D. Darcy, S. 2011. Accessible tourism: concepts and issues. Channel View Publications. Bristol.
- CP-Vamma liitto ry./ Mäenpää, H. 2016. CP-Vamma. URL: <http://www.cp-liitto.fi/vammary-hmat/cp-vamma> Accessed 9.6.2016
- Darcy, S. Dickinson, D. 2009. A Whole-of-Life Approach to Tourism the Case for Accessible Tourism Experiences. Journal of Hospitality and Tourism Management Issue 16. pp. 32-44 URL: <https://opus.lib.uts.edu.au/bitstream/10453/10091/1/2008005505.pdf> Accessed 10.2.2016
- Disability Access Signs for download URL : <https://signsanddisplays.wordpress.com/2011/03/06/disability-access-sign-symbols-for-download/> Accessed 2.8.2016
- European Commission. 2004. Improving information on accessible tourism for disabled people. URL: [http://ec.europa.eu/growth/tools-databases/news-room/cf/itemdetail.cfm?item\\_id=8763&lang=en&title=EU-tourism-skills%3A-'Improving-information-on-accessible-tourism-for-disabled-people'](http://ec.europa.eu/growth/tools-databases/news-room/cf/itemdetail.cfm?item_id=8763&lang=en&title=EU-tourism-skills%3A-'Improving-information-on-accessible-tourism-for-disabled-people') Accessed 12.5.2016
- European Union. 2016. Eurostat, Statistics Explained URL: [http://ec.europa.eu/eurostat/statistics-explained/index.php/Population\\_structure\\_and\\_ageing](http://ec.europa.eu/eurostat/statistics-explained/index.php/Population_structure_and_ageing) Accessed 9.8.2016.
- Finlex, Oikeusministeriö. 1999, 2016. Perustuslaki. Luku 2 Perusoikeudet Kohta 6. URL: <http://www.finlex.fi/fi/laki/ajantasa/1999/19990731> Accessed 7.6.2016

- Holloway J.C, Humphreys C. 2012. The Business of Tourism 9<sup>th</sup> Edition. Pearson Education Ltd England
- How Stuff Works. 2016. How Augmented Reality Works. URL: <http://computer.howstuffworks.com/augmented-reality.htm> Accessed 9.8.2016
- Invalidiliitto. 2016. Esteettömyys. URL <http://www.invalidiliitto.fi/portal/fi/esteettomyys/> Accessed 12.5.2016
- Kansallismuseo. 2016. Seurasaari Saavutettavuus URL:<http://www.kansallismuseo.fi/fi/seurasaari/saavutettavuus> Accessed 12.5.2016
- Korkeasaari website. 2016. Esteettömyys URL: <http://www.korkeasaari.fi/suunnittele-vierailusi/esteettomyys/> Accessed 12.5.2016
- Kuiper, G. Smit, B. 2011. Imagineering: Innovation in the Experience Economy. CABI UK. CABI USA.
- Linnanmäki website. 2016. Accessibility URL:<http://www.linnanmaki.fi/en/sisalto/accessibility> Accessed 12.5.2016
- Lonely Planet. 2015. Lonely Planet's Accessible Tourism Online Resources. URL:[http://www.accessibletourism.org/resources/toolip/doc/2016/02/04/lp\\_online\\_resources\\_travelling\\_with\\_a\\_disability\\_v7b.pdf](http://www.accessibletourism.org/resources/toolip/doc/2016/02/04/lp_online_resources_travelling_with_a_disability_v7b.pdf) Accessed 10.2.2016
- Lonely Planet. 2016. Helsinki Sights URL: <http://www.lonelyplanet.com/finland/helsinki/sights> Accessed: 12.5.2016
- Moritz, S. 2005. Service Design-Practical access to an evolving field. KISD. London. URL: <http://hci.liacs.nl/files/PracticalAccess2ServiceDesign.pdf> Accessed 7.6.2016
- Museot.fi. 2016. Seurasaari Open Air Museum URL:[http://www.museot.fi/searchmuseums/index.php?museo\\_id=21123](http://www.museot.fi/searchmuseums/index.php?museo_id=21123) Accessed 12.5.2016
- Museot.fi 2016. Käytetyt esteettömyys kriteerit URL:<http://www.museot.fi/index.php?k=9765> Accessed 12.5.2016
- MyChild/ Stern Law PLLC. 2016. Definition of Cerebral Palsy URL:<http://www.cerebralpalsy.org/about-cerebral-palsy/definition> Accessed 15.4.2016
- Näkövammaisten keskusliitto. 2014. 1.2. Arviot näkövammaisten lukumäärästä Suomessa. URL:[http://www.nkl.fi/fi/etusivu/nakeminen/julkaisu/nvrek\\_vuosikirja/1\\_2\\_arviot\\_nv\\_lukumäärästä](http://www.nkl.fi/fi/etusivu/nakeminen/julkaisu/nvrek_vuosikirja/1_2_arviot_nv_lukumäärästä) Accessed 7.6.2016
- Pesola K. 2009. Esteettömyys Opas. Invalidiliitto URL:[http://inport2.invalidiliitto.fi/esteettomyysopas\\_pdf.pdf](http://inport2.invalidiliitto.fi/esteettomyysopas_pdf.pdf) Accessed 12.5.2016
- Richardson, A. 2015. Using Customer Journey Maps to Improve Customer Experience. URL: <http://www.iimagineservicedesign.com/wp-content/uploads/2015/09/Using-Customer-Journey-Maps-to-Improve-Customer-Experience.pdf> Accessed 9.6.2016

Sarparanta J. 2012. Hartia-Lantiotyyppin eli Limb-Girdle-Lihasrappeuma, LGMD. Lihastautiliitto URL: <http://www.lihastautiliitto.fi/fi/LGMD> Accessed 17.4.2016

Savela, S. 2013. 10 Kysymystä Miksi Näkö Heikkenee Iän Myötä. Interview of Uusitalo, H. Silmätautiopin professori, Ylilääkäri, Tampereen Yliopisto. Seura Magazine Issue 4. URL: <http://seura.fi/terveys/10-kysymysta/miksi-nako-heikkenee-ian-myota-2/> Accessed 7.6.2016.

Society for Experiential Graphic Design 2016, accessibility symbols URL: <https://segd.org/accessibility-symbols> Accessed 2.8.2015

Standeven, J. De Knop, P. 1998. Sport Tourism. Human Kinetics. United States of America. Pp. 281-286.

Stasiak, A. 2013. Tourist Product in Experience Economy. University of Lodz, Institute of Urban and Tourism Geography. URL: [http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.hdl\\_11089\\_4719/c/TP\\_IN\\_EXPERIENCE\\_ECONOMY.pdf](http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.hdl_11089_4719/c/TP_IN_EXPERIENCE_ECONOMY.pdf) Accessed 7.6.2016

Tarssanen, S. Kylänen, M. 2006. A Theoretical Model for Producing Experiences- A Touristic Perspective. Lapland Centre of Expertise for the Experience Industry. Finland. Pp. 134-154.

Tassi, R. 2009. Service Design Tools. Tool Character Profiles. URL: <http://www.servicedesigntools.org/tools/6> Accessed 9.6.2016

Tassi, R. 2009. Service Design Tools. Tool Customer Journey Map. URL: <http://www.servicedesigntools.org/tools/8> Accessed 9.6.2016

Tassi, R. 2009. Service Design Tools. Tool Role Play. URL: <http://www.servicedesigntools.org/tools/42> Accessed 9.6.2016

The Center for Universal Design, College of Design, North Carolina State University. (1994-2004) The 7 Principles of Universal Design. URL: [https://www.ncsu.edu/project/design-projects/sites/cud/content/UD\\_intro.html](https://www.ncsu.edu/project/design-projects/sites/cud/content/UD_intro.html) Accessed 3.6.2016

The Center for Universal Design, College of Design, North Carolina State University. (1994-2004) Introduction to Universal Design. URL: [https://www.ncsu.edu/project/design-projects/sites/cud/content/UD\\_intro.html](https://www.ncsu.edu/project/design-projects/sites/cud/content/UD_intro.html) Accessed 3.6.2016

The Center for Universal Design, College of Design, North Carolina State University. (1994-2004). Matrix of Projects and Principles. URL: [https://www.ncsu.edu/project/design-projects/sites/cud/content/UD\\_intro.html](https://www.ncsu.edu/project/design-projects/sites/cud/content/UD_intro.html) Accessed 3.6.2016

The World Bank URL: <http://www.worldbank.org/en/topic/disability/overview> Accessed 9.6.2016

- Tilastokeskus. 2016. URL :[http://pxnet2.stat.fi/PXWeb/pxweb/fi/StatFin/StatFin\\_vrm\\_vaerak/020\\_vaerak\\_tau\\_101.px/table/tableViewLayout1/?rxid=b7b6bfca-dea2-43d9-baf0-7148c24fea92](http://pxnet2.stat.fi/PXWeb/pxweb/fi/StatFin/StatFin_vrm_vaerak/020_vaerak_tau_101.px/table/tableViewLayout1/?rxid=b7b6bfca-dea2-43d9-baf0-7148c24fea92) Accessed 9.6.2016
- TripAdvisor. 2016. Helsinki URL: [https://www.tripadvisor.com/Attractions-g189934-Activities-Helsinki\\_Uusimaa.html](https://www.tripadvisor.com/Attractions-g189934-Activities-Helsinki_Uusimaa.html) Accessed 12.5.2016
- United Nations enable. 1991. Accessibility for Disabled A Design Manual for Barrier Free Environment. URL: <http://www.un.org/esa/socdev/enable/designm/> Accessed 7.6.2016
- United Nations enable. Promoting Accessible Tourism for All.  
URL:<http://www.un.org/disabilities/default.asp?id=1622> Accessed: 2.4.2016
- United Nations enable. 2006. General Assembly.  
URL: <http://www.un.org/esa/socdev/enable/rights/convtexte.htm> Accessed 10.2.2016
- United Nations. 2006 Convention on the rights of persons with disabilities.  
URL:<http://ohchr.org/EN/HRBodies/CRPD/Pages/ConventionRightsPersonsWithDisabilities.aspx#3> Accessed: 16.5.2016
- United Nations (ESCAP). 2009. Takayama Declaration on the Development of Communities-for-All in Asia and the Pacific  
URL: [http://www.accessibletourism.org/resources/takayama\\_declaration\\_top-e-fin\\_171209.pdf](http://www.accessibletourism.org/resources/takayama_declaration_top-e-fin_171209.pdf) Accessed 17.2.2016
- Valtonen, M. 17.5.2016. Korkeasaari Zoo Customer Service. E-Mail Interview.
- Visit Helsinki. 2016. Main Attractions. URL: [http://www.visithelsinki.fi/en/see-and-experience/sights-and-attractions/main-attractions-in-helsinki#/?listing\\_id=52354&mode=list](http://www.visithelsinki.fi/en/see-and-experience/sights-and-attractions/main-attractions-in-helsinki#/?listing_id=52354&mode=list) Accessed 12.5.2016
- Kivinokka.fi. 2016. Visit Kivinokka URL: <http://kivinokka.fi/visitkivinokka/> Accessed 14.6.2016
- World Health Organization (WHO). 2016. Better health for people with disabilities.  
URL: [http://www.who.int/disabilities/facts/Infographic\\_en\\_pdf.pdf?ua=1](http://www.who.int/disabilities/facts/Infographic_en_pdf.pdf?ua=1) Accessed: 23.4.2016
- World Health Organization (WHO). 2016. Disabilities, Health topics.  
URL: <http://www.who.int/topics/disabilities/en/> Accessed 24.4.2016
- World Tourism Organization (UNTWO). 1991. 2005. Accessible Tourism For All. URL: <http://www2.unwto.org/sites/all/files/docpdf/2005resolutionaccessibletourismforall.pdf> Accessed 7.6.2016.

World Tourism Organization (UNWTO). 2014. First UNWTO Conference on Accessible Tourism in Europe.

URL:<http://ethics.unwto.org/event/first-unwto-conference-accessible-tourism-europe> Accessed 10.2.2016

World Tourism Organization (UNWTO). 2014. Glossary of Tourism Terms.

URL: <https://s3-eu-west-1.amazonaws.com/staticunwto/Statistics/Glossary+of+terms.pdf> Accessed 2.4.2016

World Tourism Organization (UNWTO). 2013. Recommendations On Accessible Tourism.

URL: <http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/accessibilityenok.pdf> Accessed 10.2.2016

World Tourism Organization (UNWTO). 2013. Recommendations On Accessible Tourism.

URL:<http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/accessibilityenok.pdf> Accessed 11.2.2016

Zajadacz, A. 2015. The Contribution of the Geography of Disability to the Development of

'Accessible Tourism'. Uniwersytet im. A. Mickiewicza w Poznaniu Wydział Nauk Geograficznych i Geologicznych Katedra Turystyki i Rekreacji. URL:[http://www.degruyter.com/dg/viewarticle.fullcontentlink:pdfeventlink/\\$002f\\$002ftour.2015.25.issue-1\\$002ftour-2014-0016\\$002ftour-2014-0016.pdf?t:ac=j\\$002ftour.2015.25.issue-1\\$002ftour-2014-0016\\$002ftour-2014-0016.xml](http://www.degruyter.com/dg/viewarticle.fullcontentlink:pdfeventlink/$002f$002ftour.2015.25.issue-1$002ftour-2014-0016$002ftour-2014-0016.pdf?t:ac=j$002ftour.2015.25.issue-1$002ftour-2014-0016$002ftour-2014-0016.xml)

Accessed 7.6.2016



## Appendices

### Appendix 1. Accessibility Evaluation Form – Physical Disabilities

Bachelor's Thesis Research

Date

Haaga-Helia University of Applied Sciences

Hanna Kokkonen

### Accessibility Evaluation Form – Physical Disabilities

#### Destination:

#### Pre-Information

- 1) Complete fact sheet
- 2) Clear indications of accessible services, international symbols
- 3) Contact information
- 4) Reservation system should be easy to use and understand, so that anyone can process with it independently

#### Physical Measurements:

How to get there- the ideal measurements

Max. 500m to the nearest public transportation

- a. Minimum one designated parking spot for disabled drivers
- b. Width of the parking lot should be minimum 3.3 cm
- c. The path from designated parking to entrance should be 50-100m

Getting in- the ideal measurements

- a. The paths and passageways minimum requirement 900mm
- b. Thresholds not higher than 25mm
- c. Ramps should not be steeper than 8%
- d. Ramps should not be longer than 10m without resting or landing
- e. The narrowest point of the door should be at least 750mm (inside the door frame)
- f. The height of the tables in best practice is 750mm
- g. The height of the steps should be not higher than 180mm

Using the Facility –the ideal measurements

- a. Height of controls (handles, buttons, switches etc.) should be within the range of 900mm to 1400mm from the floor

- b. Circulation space inside any room should be minimum of 1200x 1200 mm
- c. Height of the seats should be 450-500mm
- d. Area of lift cabin minimum 900x 1200 mm

Getting out in an emergency

- a. There should be a clear evacuation plan and the staff should be trained for assistance of disabled person in such situation

**Physical Features:**

- 1) The signage was clear  
Yes                      No
- 2) The accessible options were easy to find  
Yes                      No
- 3) Toilets were easy to find and available  
Yes                      No

**Social Accessibility:**

- 1) The staff was helpful  
Yes                      No
- 2) The service was respectful  
Yes                      No

**Comments**

## Appendix 2. Accessibility Evaluation Form - Visual Impairments

**Bachelor's Thesis Research**

**Date**

**Haaga-Helia University of Applied Sciences**

**Hanna Kokkonen**

### Accessibility Evaluation Form – Visual Impairments

**Destination:**

#### Pre-Information

- 1) Complete fact sheet
- 2) Clear indications of accessible services, international symbols
- 3) Contact information
- 4) Reservation system should be easy to use and understand, so that anyone can process with it independently (UNWTO, 2013; European Commission, 2004)

#### Physical Features

- 1) The way of lightning – How well light the space is? How easy it is to reach the light switch? What is being light?
- 2) The colours and the contrasts – How well the following things were visible from the background?
  - a. Stairs
  - b. Signs
  - c. Buttons
  - d. Handrails
  - e. The specialities at the attraction such as art work
- 3) The materials being used – Availability of
  - a. Barrell
  - b. Contrast in the places with depth difference such as stairs
  - c. Guidance tiles in the ground
- 4) The audio guidance – Availability of sounds and audio options.

## **Signs and finding the way**

1) The signage was clear  
Yes No

2) The accessible options were easy to find  
Yes No

3) Toilets were easy to find and available  
Yes No

## **Social Accessibility:**

1) The staff was helpful  
Yes No

2) The service was respectful  
Yes No

## **Comments**