Tourism for all

Summary

The federal Youth Hostel Association DJH Bavaria is part of the project “Tourism for All” (Reisen für Alle), which was initiated by the German Tourism Academy (Deutsches Seminar für Tourismus Berlin e.V.) and is supported by the Federal Ministry for Economic Affairs and Energy as well as the association Natko - Tourismus für Alle Deutschland e.V.

“Tourism for All” is both an information and rating system as well as a label in the field of accessible tourism that applies throughout Germany. Information required for the guests is gathered by trained inspectors and assessed according to clearly defined quality criteria. They were developed in cooperation with relevant organizations as well as players in the tourism industry.

Since 2015, 16 Youth Hostels in Bavaria went through the certification process of this label. The process is still ongoing and the aim is to get all Bavarian Youth Hostels audited. The rating system provides detailed information for guests so they can determine if they can use the hostel for their purpose before booking it.

National HI Association
DJH
Region
DJH Bavaria
Hostels
16 Youth Hostels in Bavaria

SDG Contribution

Sustainable Tourism through Hostelling
**Certification Process**

1. The hostel answers an audit request that includes contact details and first information about the hostel infrastructure.
2. Following a plausibility check or further enquiries, at least one employee of the hostel is obliged to take part in an online training.
3. When the training is completed an external inspector visits the hostel and assesses data according to national standardized accessible criteria. The auditor records the actual conditions and takes pictures of the hostel.
4. Afterwards, the collected data will be forwarded to the inspection authority who creates the analysis report and the respective labels.
5. The hostel receives the certificate as well as the final report, which describes the accessibility and barrier-free usability of the hostel.
6. Finally, the hostel forwards further text material and pictures to the Bavarian Tourism Marketing office to communicate the labels and ratings on different websites (DJH-regional website, hostel website, Bavarian tourism marketing office, Website of ‘Tourism for All’, e.g.)

**Temporal certification expenditure for the hostels:**

1-4 days

**Example - Bavarian tourism marketing office:**
http://www.bavaria.by/accessible-tourism
The labels

The “Information about Accessibility” label indicates that detailed and verified information on accessibility for all groups of people is available.

The “Accessibility certified” label is based on “Information about Accessibility”. It means that the additional quality criteria for specific groups of people are partly or completely met. The “Accessibility certified” label is complemented by pictograms. They indicate the requirements the offering meets for the pertinent groups of people. The pictograms are generally recognized and are correctly identified by most people.

“Accessibility certified” sample label:

The company partly fulfils the quality criteria of the group of wheelchair users.

The company completely fulfils the quality criteria of the group of wheelchair users.

Pictograms for different groups of people:

- People with mobility disabilities
- Wheelchair users
- People with visual disabilities
- Blind people
- People with hearing disabilities
- Deaf people
- People with cognitive impairments
Why did DJH Bavaria choose the certification process of Tourism for All? What are the benefits?

- The connection to our core values of “experience community”, especially in terms of inclusive travel
- To get sensitized about the needs handicapped people are facing in their daily routines (we also have handicapped employees)
- To receive a comprehensive analysis (by specially trained auditors) of our existing infrastructure that creates transparency for our guests (strengths and weaknesses) and helps us to improve our product quality
- To simplify the access to reliable information and improve the communication with the guests at the pre-booking status (e.g. through our own and external webpages)
- To strengthen the youth-hostel network: Forwarding guests request with special accessibility needs to houses which can fulfil them
- Additional advertising that targets handicapped guests
- Raising credibility through an external label
- It was not required to be totally barrier-free
- Also allergies and food intolerances can be included in the certification process

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**Technical details**

**Target audience:** Differently abled people  
**Reach:** National  
**Duration:** ongoing  
**Partners involved:** German Tourism Academy, Bavarian Tourism Marketing GmbH, Natko - Tourismus für Alle Deutschland e.V.

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Would like to know more about this initiative?  
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Read more about DJH Bavaria [here](#)  
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Some pictures
... of our guests ...

... and our barrier-free facilities: