



**ACCESSIBILITY AND CHILDREN-FRIENDLY  
ENVIRONMENT IN THE RESTAURANTS OF  
JYVÄSKYLÄ**

**Erzsébet Arnold**

**Bachelor's Thesis  
November 2007**



**JYVÄSKYLÄ UNIVERSITY OF APPLIED SCIENCES**  
*School of Tourism and Services Management*

Author(s) Erzsébet Arnold	Type of Publication Bachelor´s Thesis	
	Pages 63	Language English
	Confidential <input type="checkbox"/> Until _____	
Title Accessibility and children-friendly environment in the restaurants of Jyväskylä		
Degree Programme Degree Programme in Facility Management		
Tutor(s) Sari-Maarit Peltola		
Assigned by		
Abstract  <p>Independent moving belongs to the basic rights of people, so accessibility is a common phenomenon. Accessibility and the Disabled Discrimination Act concern not only wheel-chair people, but other groups as well. Some of the public buildings are not accessible for those who have reduced mobility. This study was focused on the families moving with children, using prams. The objective of the study was to investigate the needs of this special group of people, focus on the obstacles in public sites while using prams and to find an answer what kinds of services/facilities are needed. Other aim was to discover how people regard children in restaurants, and focus on the restaurants in the city centre of Jyväskylä if they are accessible for small children's parents and what kind of special service they provide. Researches were carried out at different levels: 45 interviews were made on the pedestrian street of Jyväskylä, 53 questionnaires were handed out at four different places, and observation was done in 14 restaurants in the centre of Jyväskylä. The result of the research was that although there are some adjustments concerning accessibility, they are not satisfactory for families moving with small children. Stairs, doors, breastfeeding and diaper changing are considerable facts when moving with small children. In the end of the discussion children-friendly recommendations are given for facilities and services.</p>		
Keywords accessibility, children-friendly, Disabled Discrimination Act, facility, Jyväskylä, obstacle free, pram, reduced mobility, restaurant		
Miscellaneous		

## Contents

1 NEED FOR CHILDREN-FRIENDLY ENVIRONMENT .....	6
2 DISABILITY, DISCRIMINATION AND ACCESSIBILITY .....	8
2.1 Disability Discrimination Act .....	8
2.2 Concept of disability, disabled person and discrimination .....	9
2.3 Accessibility.....	10
2.3.1 Accessibility in the changing time .....	11
2.3.2 Accessibility in Finland .....	12
2.4 Problems in the built environment .....	12
3 SERVICES FOR FAMILIES WITH CHILDREN IN THE SERVICE INDUSTRY .....	14
3.1 The role of facilities management.....	14
3.2 Changing services .....	14
3.3 Segmentation in service industry .....	16
3.4 Childcare facilities.....	17
3.5 Meeting the needs of families with children.....	18
3.5.1 Breastfeeding.....	18
3.5.2 Adults with prams.....	19
3.5.3 Children’s menu .....	19
3.5.4 Additional services .....	19
3.5.5 Baby-friendly environment .....	21
4 IMPLEMENTATION OF THE RESEARCH.....	22
4.1 Interview .....	23
4.2 Questionnaire .....	23
4.3 Observation.....	24
5 RESEARCH RESULTS.....	25
5.1 Children in a restaurant.....	25
5.2 Moving with prams .....	27
5.2.1 Frequency of going downtown with prams.....	27
5.2.2 Challenging places/things in downtown when using a pram.....	28
5.3 Needed services for childcare in restaurants.....	32
5.3.1 Frequency of eating out .....	33
5.3.2 Crucial factors in choosing a restaurant.....	35

5.3.3 Recommended restaurants in Jyväskylä .....	37
5.4 The restaurants in Jyväskylä downtown.....	38
5.4.1 Stairs and thresholds .....	40
5.4.2 Entrance door .....	42
5.4.3 Space for a pram inside the restaurant .....	43
5.4.4 High chair.....	43
5.4.5 Children’s menu and portions .....	43
5.4.6 Toys, entertainment for children .....	45
5.4.7 Diaper changing.....	47
5.4.8 Potty .....	48
5.4.9 Breastfeeding.....	48
5.4.10 Other services .....	49
6 DISCUSSION.....	53
REFERENCES .....	59
APPENDIX. Questionnaire for families with children.....	62

## Figures

FIGURE 1. Needed space for a pram.....	13
FIGURE 2. RakMK F1 regulation for disabled toilets.....	20
FIGURE 3. RakMK F1 regulation for disabled toilets.....	20
FIGURE 4. A pictogram of a non-baby friendly environment.....	21
FIGURE 5. Bothering children in a restaurant.....	25
FIGURE 6. Frequency of going downtown with a pram.....	27
FIGURE 7. Connection between place of living and visits to downtown.....	28
FIGURE 8. Challenging places/thing in downtown when using prams.....	29
FIGURE 9. Challenging things/places according to the age of the children.....	30
FIGURE 10. Answering patterns of five mothers.....	31
FIGURE 11. Frequency of eating out with children.....	33
FIGURE 12. Frequency of eating out compared with the place of living.....	34
FIGURE 13. Crucial factors in choosing restaurant.....	35
FIGURE 14. Crucial factors in choosing a restaurant according to the age of the children.....	36
FIGURE 15. The analysed restaurants in Jyväskylä downtown.....	39
FIGURE 16. Entrance of Figaro.....	41
FIGURE 17. Entrance of Genghiskhan.....	41
FIGURE 18. Entrance of Huviretki.....	41
FIGURE 19. Entrance door of Fransmanni.....	42
FIGURE 20. Puuha menu: Fransmanni's own menu for children.....	44
FIGURE 21. Children's own menu at Blomstedt.....	44
FIGURE 22. Fransmanni, the children's corner.....	45
FIGURE 23. Fransmanni, the children's room.....	46
FIGURE 24. Fransmanni, the children's room.....	46
FIGURE 25. Hesburger, the ball-sea and interactive screen.....	46
FIGURE 26. Hesburger, computer simulators.....	46
FIGURE 27. Rosso, the door of child care room.....	47
FIGURE 28. Huviretki, the door of child care room.....	47
FIGURE 29. Fransmanni, the child care room.....	47
FIGURE 30. Huviretki, the child care room.....	47
FIGURE 31. Ladies room in Figaro, with a folding changing table and potty.....	48
FIGURE 32. A settee at Pöllöwaari, it can be used for breastfeeding.....	49
FIGURE 33. A table mat at Rosso, with activities.....	49
FIGURE 34. The logo of the baby-friendly chain in Hungary.....	57

## Tables

TABLE 1. Research methods in different research questions.....	23
TABLE 2. Restaurants in Jyväskylä.....	50
TABLE 3. Restaurants in Jyväskylä.....	51
TABLE 4. Restaurants in Jyväskylä.....	52

## **1 NEED FOR CHILDREN-FRIENDLY ENVIRONMENT**

In today's conversation accessibility and equal opportunity are common phenomena. But what do they mean? What does an accessible facility look like, and which facilities are not accessible? What kinds of points of view should be taken into consideration when planning facilities? In most cases the concerned in the building-furnishing-service processes do not know about accessibility, or if they have some knowledge about it, some aspects are missing; so the indigents can not help using the available facilities which are in many cases not ideal for them.

Independent moving belongs to the basic rights of people. According to the Ministry of Transport and Communications in Finland accessible environment offers obstacle-free life for all citizens to live independent life: to work, to use services, to enjoy free time and to meet other people. Everyone should receive basic services and information. (Kohti esteetöntä liikkumista 2003, 6.)

When we talk about disability in connection with accessibility, most people think about people using wheelchairs. People with reduced mobility are much more than wheelchair using people, to this group fall the deaf, blind, handicapped, mentally retarded, old or ill people, pregnant women and those who are moving with children. (Pesola 2005.)

The thesis would like to focus on a special group of people with reduced mobility, on the families moving with children. Important focus points of the study were the barriers in public sites while using prams. The objective of the research was to discover if the public facilities, especially the restaurants in the Jyväskylä centre are accessible for small children's parents; and to find an answer what kinds of services/facilities make their life easier. It was also examined what people think of children in restaurants. The recommendations for facilities and services are regarded according to the needs of children between the ages 0-2, but in some aspects up to the age of 8.

During the research process it was important to find out which problems and opportunities should be examined. In this case the main problem was accessibility of public places for people using prams and children-friendly facilities/services in restaurants of Jyväskylä. The purpose of the thesis was to find out the answer to the question, and provide possible adjustments. According to the main problem of the study, the research has four different questions:

- difficulties in moving with baby buggies,
- acceptance of children in a restaurant,
- needed services for child care in restaurants,
- accessibility and additional services in the Jyväskylä downtown restaurants.

On the basis of one's own experiences and secondary data, a hypothesis can be built up that although there are some adjustments concerning accessibility, they are not satisfactory in some cases. Families with children do not often eat out, because of the missing childcare facilities and additional services. Public buildings are not accessible for everybody, for example for wheelchair people or for families having prams with.

During the collection of the needed material, customer surveys were done on different levels: interviews were made with people in the pedestrian street of Jyväskylä, questionnaires were handed out at four different places to reach a possible wide circle of potential restaurant customers; and in addition, observation of restaurants was implemented. The aim of the research was to provide information that will detect problems and opportunities concerning accessibility of restaurants in Jyväskylä and basic problems families with small children face up.

At the end of the thesis recommendations are given for the restaurants and public buildings. It contains a checklist which can be useful in developing facilities. By providing childcare facilities and accessibility for those who have reduced movements can add value to the building or facility. Creating a children-friendly facility does not require huge investments but rather the knowledge about the needs of families.

## **2 DISABILITY, DISCRIMINATION AND ACCESSIBILITY**

The European Commission designated the year 2007 as the European Year of Equal Opportunities for All. The aim of this decision of the European Union is to make Europeans aware of their right not to be discriminated against, to promote equal opportunities in areas from work to healthcare, and to show how diversity makes the EU stronger. According to the plan, the year 2007 will be about discrimination linked to gender, race or ethnic origin, religion or belief, disability, age or sexual orientation. (Gateway to Europe 2007.)

### ***2.1 Disability Discrimination Act***

The Disability Discrimination Act 1995 (DDA 1995) is a UK parliamentary act of 1995 which makes it unlawful to discriminate against people in respect of their disabilities in relation to employment, the provision of goods and services, education and transport. Part 3 of the DDA 1995 has required businesses and other organizations to take reasonable steps to tackle physical features that act as a barrier to disabled people who want to access their services. This may mean to remove, alter or provide reasonable means of avoiding physical features of a building which make access impossible or unreasonably difficult for disabled people. (DDA 1995; Wikipedia: Disabled Discrimination Act 2007.)

The Disability Discrimination Act 2005 (DDA 2005) builds on and extends earlier disability discrimination legislation, principally the Disability Discrimination Act 1995. The law states that the notion of “disability” is not just about physical or mental abilities, but also and about the relationship between an individual and his or her physical and social environment.

According to the EU-law 2007/C 93/08, the European Economic and Social Committee on Equal opportunities (EESC 2007) believes that establishing a barrier-free society is vital in making equal opportunities for people with disabilities a reality. A barrier-free society means an environment that is adapted at a technical level to the



needs of people with disabilities and in which barriers to communication and participation are torn down.

In Finland there are some acts concerning disabled people. In addition to the Constitutional Law (Suomen perustuslaki 1999) and the Disabled Act (Vammaislaki 1987), also the Land Use and Building Adjustment (MRA, 53 § 1-3. mom.) concerns discrimination of disabled people and accessibility regulations. In addition to the national laws, parts of the DDA are accepted by the European Union. Therefore, although DDA is an act for the United Kingdom, it is also used in Finland.

Disabled people have rights according to various laws. The DDA gives disabled people important rights of access to everyday services, including shops, cafes, hotels, restaurants, leisure centres, parks, banks, loans, insurance, government departments, doctors, law firms, cinemas and places of worship. The disabled people have the right to work, rights of access to health services and social services and rights to participate in education without disadvantages compared to people who are not disabled. According to the DDA the disabled people have the rights to participate in travelling and transport including railway and air transportation. The DDA says that service providers must take reasonable adjustments to improve access for disabled people: they might have to change the way a service is provided.

## ***2.2 Concept of disability, disabled person and discrimination***

The Disability Discrimination Act (DDA 1995) defines the disabled person in the following: “a person has a disability for the purposes of this Act if he has a physical or mental impairment which has a substantial and long-term adverse effect on his ability to carry out normal day-to-day activities.” People with disabilities do not form a homogeneous group. According to the law, disabled people are those who are restricted in their movements and everyday life for different reasons: mobility handicapped, mentally retarded, blind, deaf, extremities injured, sclerosis multiplex and disequilibrium patients, allergy and asthma patients, small stature people, and people with reduced mobility, as those who have a heavy carriage, old people, children, pregnant women and families with children using prams. (Pesola 2006.)

As we saw, locomotor disorders are connected mostly to age, illnesses or different disabilities. This fact means that people spend 40 % of their lives with reduced mobility at various stages of lifecycle. If we regard disabled people from this point of view, accessibility is a mass problem in today's life. (Kohti esteetöntä liikkumista 2003, 6.)

Discrimination according to the definition of Dictionary.com (2007) is "treatment or consideration of, or making a distinction in favour of or against, a person or thing based on the group, class, or category to which that person or thing belongs rather than on individual merit." It means that discrimination is a kind of unfair treatment of a person or group on the basis of prejudice. Discrimination on the basis of disability is prohibited by law in Finland and in the whole Europe, as part III. of DDA (1995) defines discrimination:

*A provider of services discriminates against a disabled person if- for a reason which relates to the disabled person's disability, he treats him less favourably than he treats or would treat others to whom that reason does not or would not apply; and he cannot show that the treatment in question is justified.*

### **2.3 Accessibility**

An environment without level differences is almost impossible to create. According to different recommendations, environment and public buildings should be accessible for everybody, for disabled, for people with reduced mobility and for ill people as well. Human and civil rights ensure the general accessibility and the common use of these areas. (Csorba 1991.)

Accessibility in the built environment is defined in this study as the way in which houses and public facilities can be reached and used. "A large group of people - people with disabilities, older people, children, tall and short people, people with prams, travellers carrying heavy luggage - can all encounter barriers and obstacles in the built environment." (Himanen & Jantunen 2004.23.)

### **2.3.1 Accessibility in the changing time**

The concept of accessibility has changed with time: in the last two decades the task of improving the environment for people with disabilities had a marginal role. In the 1970's disabled people started movements to eliminate physical obstacles, this accessibility meant mainly the accession inside the buildings. This sign is the symbol designed by a Danish student Susanne Kofoed which was adopted by the International Commission on Technology and Accessibility (ICTA) in 1969 as the International Symbol of Access (ISA). (ICTA 2007.)

In 1996 the multinational work "European Concept for Accessibility" was supported by the European Commission which became the accepted accessibility guidance in the EU countries. It says that "everyone has to have the equal right to participate in activities in the built environment." (ECA 1996.)

There are different specific accessibility criteria listed in the document, but there is a basic requirement which is the same for every built facility: it should be accessible by people. The universal design relates to this basic accessibility. The objective of universal design and the European Concept for Accessibility is: "everyone must be able to use the built environment in an independent and equal way." (ECA 1996.) The emphasis is on the words everybody, independent and equal.

Accessibility has today a much wider meaning than before. In case of buildings it means that the building should be accessible for everyone: the accessibility refers to the entrance, to the use of the building and to the secure leaving of the facilities in case of emergency. (Pesola 2005.) In buildings the facilities, services, equipment, furniture and installation should be reachable and usable by everyone. It means that all source of information should be perceptible and appreciable: the information should be visible, audible and tangible. To the accessible design belongs proper lighting, use of contrast colours, proper acoustics, etc. Accessibility is not limited only to buildings but also to the built environment, the nature, the transportation, the public telecommunication and all public services. (Disabled people's rights in everyday life. 2007.) In the focus of

that approach stands the respect of the diversity of people, which means that all needs are important and should be fulfilled. Today the facilities should be universal for everyone. (EESC 2007.)

### **2.3.2 Accessibility in Finland**

In Finland there are some regulations and standards concerning accessibility which regard mainly the surroundings of housing in case of wheelchair people but are useful also for other people with reduced mobility. These recommendations are published in RT direction cards by The Building Information Foundation (according to Himanen & Jantunen 2004, 18-20). The other source for accessible buildings can be found in RakMk F1 (F1 Suomen rakentamismääräyskokoelma 2004), the recommendations concern administrative, business and service buildings and spaces.

In planning the accessible environment, there are some other matters that should be taken into account. Some of them are sustainability, ecology and eco-efficiency, affordability, functionality and usability, aesthetics, dominance of quality and not quantity, design for all, safety and security, increased mobility, changing motives of travelling/moving, information technology and communication, property maintenance, etc. (Himanen & Jantunen 2004.)

### ***2.4 Problems in the built environment***

The built environment is full of obstacles which can cause problems when moving. According to the regulations of the Ministry of Travel and Communications in Finland, these problems are: level difference problems, needed space problems, distance problems, orientation problems, balancing problems, weakness problems, complexity problems, safety problems, allergy-causing factors and uncleanness of air, and equality problems. (Kohti esteetöntä liikkumista 2003.19.)

In case of families with prams, the most significant problems are level differences and the fact that there is not enough space. Level difference problems are the most

problematic when moving, but through a few adjustments these problems can be eliminated. Such adjustments can be the establishing of obstacle-and level-difference free routes inside and outside the facilities, without stairs and thresholds. Lifts and gently sloping ramps should be constructed where needed. Needed space problems concern mainly people in wheelchairs and those who have prams. In practice the problem can be solved by designing the facilities – corridors, ramps, doors, lifts, sanitary facilities – wide enough to be useful for everyone. (Kohti esteetöntä liikkumista 2003, 19.) It means that a single pram is about 60 cm wide and 120 cm long, a double pram is 80-90 cm wide. To turn around with a single pram needs at least a 140 cm diameter circle (in addition to the length of the pram the person pushing the pram should also be added).

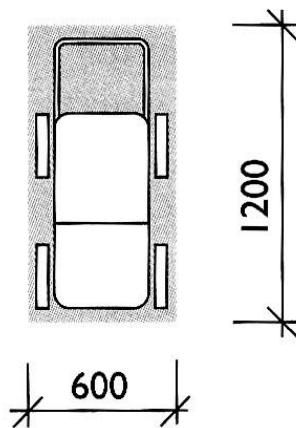


FIGURE 1. Needed space for a pram (Esteetön rakennus ja ympäristö 2007, 57)

The built environment provides a number of obstacles. In a building the first obstacle is the entrance. There are steps in front of the entrance, the door is too narrow, or there are two doors too close to each other. Some doors are too heavy and it needs a lot of strength to open them. Thresholds and surface differences, too steep ramps, narrow entrance halls make the disabled person's life more difficult. Inside there are more obstacles for disabled people: too narrow corridors, difficult use of doors and locks, doors open in a wrong direction, different floor levels, small and inadequate sanitary facilities, slippery floors, missing or inadequate handrails, weak or bumpy lighting, missing contrasts and wrong colours, and not enough space for using different services.

## **3 SERVICES FOR FAMILIES WITH CHILDREN IN THE SERVICE INDUSTRY**

### ***3.1 The role of facilities management***

Facilities management is a fairly new business and management discipline. Facilities management is in contrast with the old-fashioned way of thinking of taking care of facilities. It is not only providing the elementary functions but also emphasizing the importance of having additional services. Each organisation has a core business, but these primary functions need to be supported by planning and controlling. The role of facilities management is to create an environment where the core business can be done at an undisturbed way and to provide and manage the most efficient, humane and productive work environment possible. It needs to have an integrated view of the service infrastructure. Facilities management has numerous tasks and responsibilities, as e.g. supporting people in their work or enabling the organisation to deliver services. Facilities management integrates people, core business and facilities. (More on facilities management see Atkin & Brooks 2006, Barrett 1995, and Van den Ende 1996.)

A facilities manager should participate in the building design process since during the design of a building, various points of views should be taken into account. The most important is to serve the aim of the building; the functions should be performed through the design. The necessary comfort elements provide the possibility to carry out work or participate in services. In addition, facilities should provide spatial arrangements to supply special needs. (Barrett 1995, 80.)

### ***3.2 Changing services***

At this chapter we focus on the first component of the 4 P's of the marketing mix (product, price, place, promotion), on the product, which should be continuously in connection with the 5<sup>th</sup> P, people. (About marketing mix see Abbey 1998, and Kotler

1997.) There is no service without customers, service can survive and profit only if it has customers. If customers are actively involved in service, it has a significant impact on productivity. (Lovelock 2001, 55.)

For that reason we need to define what a product and a service means. According to Kotler & Armstrong (1997, 265), products are anything that can be offered to a market for attention, acquisition, use for consumption that may satisfy a want or a need. It includes physical objects, services, persons, places, organisations and ideas. Services are activities, benefits or satisfactions that are offered for sale. Services are essentially intangible and do not result in the ownership of anything. Other characteristics of services are perishability, lack of transportability and lack of homogeneity. Its production may or may not be tied to a physical product, and involve human activity. There is a strong client-based relationship and it is difficult to forecast demand. (Kotler & Armstrong 1997, 265; Wikipedia: Service 2007.)

In today's life service management needs changes and needs to be renewed continuously. Many factors are present in the changing process; they are affecting the service and its provider from different sides: governmental regulation, professional standards, technological innovation, privatisation, social changes, growth of franchising, growing focus on the services, globalisation of service firms and growing pressure from legal and non-legal forums. (Lovelock 1992, 2 and 2001, 24.)

In addition, various hospitality trends are affecting the service business, especially the restaurant business. Some of these trends are globalisation, consolidation, partnership marketing, product segmentation, distribution methods, technology, media planning, environmental awareness, guest preferences or relationship marketing. (Abbey 1998, 5.) Restaurant business should always be customer-driven and keep up with the time.

These factors are forcing the services to change, to offer some additional value. The requirements of services are higher and higher and nowadays the service providers aspire on long-term relations with customers. Customers should always be in the focus of any services. Through providing proper services for customers, the service provider can keep them. It means that beside the core business, the provider should provide different extra services. (Lovelock 1992, 26-27.) While deepening the customer

service, the managers should take into account the different needs of customers understanding the needs and expectations. If these expectations are taken into consideration, the customer is satisfied and the business will have profit.

Core business has a great importance but it is not enough to survive; service perspective should be the leading business idea to gain great outperformance (Grönross 2001, 7). Service perspective means a wide relation with customers. The problematic matter of extended services is that a customer – depending on the market segment – is maybe not ready to pay more for the additional services and goods. Improving service quality and providing some "extra" costs for the service provider. (Grönross 2001, 125-126.) In the changing service sector most providers offer additional services, most of them for free, and customers have the possibility to choose between service providers.

Abbey (1998, 251-252) categorizes restaurants in the following: specialty restaurants, takeout and delivery, celebrity involvement, theme restaurants, dining entertainment options, increased competition, and strategic alliances. He draws attention to the fact that in order to succeed in restaurant business the service provider should define his business and position it, merchandise the business product, and create promotion which supports the business idea.

### ***3.3 Segmentation in service industry***

The main question in service industry is: who are the targeted persons the provider should serve? It has an importance because mass marketing has lost some of its previous importance. People are different with different needs and expectations, they are different in their resources, location, buying attitudes; they are expecting special services. The market segmentation is the most central concept in providing services. A market segment is composed of a group of potential customers with similar needs and expectations, with common characteristics and buying behaviour. (Lovelock 2001, 137-139.) One way to make business is to focus on the chosen segment and serve their needs.



The market segmentation can be done in a number of ways: demographically (by age, gender, family size, family life cycle, income, occupation, education, religion, nationality, race), geographically (by region or population size), psychographically (by social class, lifestyle or personality) and behaviourally (purchase occasion, user status, loyalty, usage rate). (Kotler 1997, 257; Kotler, Bowen & Makens 2003, 265). In the case of this research the providers of the restaurant services should decide if they are willing to serve families with children. If families belong to the target market, the service provider should determine the marketing and service objective according to this fact. Families are a quite wide segment of the market with different needs, and families can belong to various market segments (for example on the basis of children's age and number, place of living, nationality, religion, income, personality of family members). To serve families the service provider needs to add additional services planned especially for their needs, according to various possible segments. When targeting families, the first step is to target the children by providing something special.

### ***3.4 Childcare facilities***

Childcare facilities can be of various types. When talking about childcare facilities, these mean mainly the different day-care and nursery facilities which provide care for children. In today's society childcare is recognized as an essential social service. In this work we do not want to focus on the organised childcare services at all, but only on the provided childcare facilities in public buildings, mainly in restaurants. These facilities are mostly changing/feeding facilities.

There are laws and recommendations for establishing disabled toilets in public places, (RakMk F1, see F1 Suomen rakentamismääräyskokoelma 2004.) but unfortunately the Finnish law does not concern the nursery and sanitary facilities needed in child care while participating in public service. In the United Kingdom there are some recommendations given by the Brent Council (Childcare facilities, 2003.) which concern childcare facilities, but only in retail developments with a gross area greater than 2,000 m<sup>2</sup>: a crèche and play facilities for shoppers' children, will be welcomed.

The recommendations could be useful for smaller childcare facilities as well; these are listed in chapter 6.

### ***3.5 Meeting the needs of families with children***

Families with children are wide segments in the restaurant business. Managers should not ignore this possible customer group but provide them the needed services. The above mentioned segment of the market chooses services in most cases on the basis of the price and additional services. Special services can make a difference in the decision process. In the following chapter we would like to resume what are the main characteristics of baby- and children-friendly environment in public places, especially in a restaurant.

#### **3.5.1 Breastfeeding**

According to newest WHO recommendations, exclusive breastfeeding is recommended for the first six months. After starting with complementary foods breastfeeding should continue up to two years and beyond. (Loppi 2004; WHO 2007.) For fulfilling the recommendation, a breastfeeding woman needs a separate calm place to breastfeed the baby. Based on my personal observation and experience, today everyone speaks only about the advantages of breastfeeding but there are no proper places for feeding the baby. It is common that an adult starts to eat his hamburger on the street or goes to a restaurant to have lunch or dinner. But if a young mother starts to breastfeed in the bus station or inside a restaurant, people look at her strangely. Although people know the recommendations for breastfeeding, they can not accept the breastfeeding mother in public places. Breastfeeding should not be limited only to home; it should be accepted outside home as well, giving the breastfeeding mother a chance to participate in everyday social life.

### **3.5.2 Adults with prams**

When an adult is having a pram or a twin buggy, he or she is regarded to be disabled because he or she may not have access to all services and facilities. Doors, steps, thresholds, narrow corridors, lifts could make the moving with a pram difficult or sometimes even impossible when being alone. Some older buildings are not accessible for people with prams, but hopefully the newer designers take also these needs into consideration. In the decision process of the people with prams the above mentioned components are the most important factors. If a service facility is not accessible to prams, people with prams do not go there but choose another service provider instead.

### **3.5.3 Children's menu**

A children's menu offers usually favourite foods for the younger guests: pizza, hamburger, tacos, meat balls, healthy snacks with mashed potatoes or French fries, fruits and salads, in child-sized portions. In most cases a children's menu is designed to be entertaining. According to the food list it can contain tales, games or activities. Crayons are provided with the children's menu. With the special designed menu children can be occupied while waiting for the meal. (See an example at Abbey 1998, 265. More examples in chapter 5.)

### **3.5.4 Additional services**

In the case of a restaurant, there are small additional adjustments which can help parents with children. Such things are the high-chair, toys and books provided for children while waiting, diaper changing possibilities, enough space between the tables to move with pram. The positive attitude of the personnel to children is a crucial point.

Changing tables are usually in the disabled toilet, only really seldom the facility has an own nursery room. There are no official regulations for putting changing tables, the Building Information Foundation has only the criteria that changing table, if it is situated in the disabled toilet, should not bother the main function of the facility.

(Esteetön rakennus ja ympäristö 2007, 40-42.) (On figures 2 and 3 changing table is marked with number 10.)

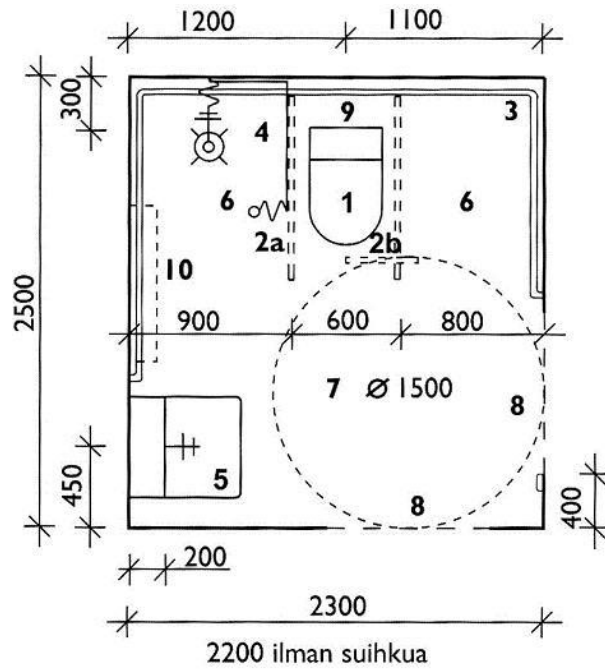


FIGURE 2. RakMK F1 regulation for disabled toilets. (Esteetön rakennus ja ympäristö 2007. p. 42.)

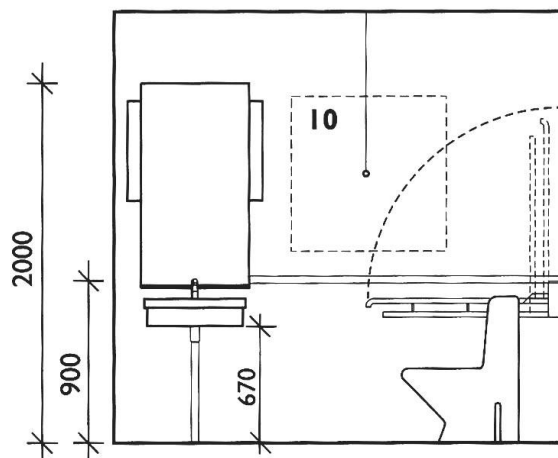


FIGURE 3. RakMK F1 regulation for disabled toilets. (as prev.)

### 3.5.5 Baby-friendly environment

A baby-friendly environment is recommended in numerous public facilities. Baby friendly environment makes the breastfeeding possible in a clam place, in a separate room. Breastfeeding rooms are supposed to be in public facilities according to the Disabled Discrimination Act. If the mother is not able to breastfeed the baby, the service/facility is not accessible for her. There should be infant-rooms provided with a chair to breastfeed and with diaper changing possibilities. Developing a baby-friendly environment, the service provider can benefit from it: the service/facility will be accessible for the mothers who breastfeed. (SzTNB 2007)

A baby-friendly environment offers accessible services for those who have a pram. When planning or renovating the building, baby-friendly points of view should predominate. A baby-friendly facility can be a workplace, a firm or different service providers, as a restaurant, hotel, shop or shopping centre, office, church, playground, community centre, etc., if the following conditions come true: (SzTNB 2007)

- mother with a baby should be a welcomed person,
- accessible facilities for prams: no steps or if yes, ramps, doors, thresholds, corridors should be accessible with prams,
- enough space for moving/turning around inside the facilities,
- a separate room with a chair, to provide calm environment for the breastfeeding mother,
- a diaper changing place and sanitary facilities for small children,
- a smoke-free environment,
- a helpful personnel,
- in case of restaurants: children's meal, small portions.



FIGURE 4. A pictogram of a non-baby friendly environment. (TAVASZ egyesület)

When speaking about a children-friendly restaurant, it does not mean that the restaurant should become a playground with hundreds of toys and balloons, but there should be a proper service for everyone. Children belong also to the customer circle and their needs should be fulfilled the same way as the needs and expectations of adults are fulfilled. The main purpose of restaurants is eating, and it should keep this imago.

## **4 IMPLEMENTATION OF THE RESEARCH**

In the research concerning accessibility to public places of people using prams and children-friendly facilities/services in restaurants of Jyväskylä four main questions were formulated:

- difficulties in moving with baby buggies,
- acceptance of children in a restaurant,
- needed services for child care in restaurants,
- and accessibility and additional services in the Jyväskylä downtown restaurants.

To find out answers and solutions for the questions and problems, an exploratory research was carried out. Parts of the research were carried out between 11 June and 20 July 2007. During collecting materials different types and kinds of research methods and customer surveys were used. According to the sampling plan, an effort was made to represent a given population, the families with small child/children. The surveys were not limited only to mothers with children but also to fathers, grandparents and au-pairs, and by using various types of survey techniques, people were reachable from different geographical and social backgrounds.

The qualitative research was conducted in three levels: interviews, a written questionnaire and empirical observation. The reason for choosing qualitative research methods was to find out the opinion and attitudes of people. The different survey

methods gave answers to different questions, as follows in Table 1. (In brackets the numbers of respondents/observed restaurants.)

TABLE 1. Research methods in different research questions

	interview (45)	questionnaire (53)	observation (14)
moving with baby buggies		x	
children in a restaurant	x		
needed services for child care		x	
Jyväskylä downtown restaurants		x	x

#### ***4.1 Interview***

Face-to-face interviews were carried out on the pedestrian street of Jyväskylä between 11 and 13 June and 2-4 July 2007. The short interviews were done in Finnish. The interview focused on one of the problems: 45 randomly chosen people were asked about the opinions of families with children in a restaurant. The question was: does it bother him/her, if there are children making noises in the restaurant. 17 of them were with a child/children (in 15 cases one or both parents, in two cases grandparents), 28 of them without children. 13 of the 45 persons answered only yes or no, the others were adding comments on the question. Some of the comments were recorded, the others were written down during the interview.

#### ***4.2 Questionnaire***

The questionnaire concerning accessibility of facilities, baby-friendly recommendations in usual, and the restaurants of Jyväskylä from the point of view of

the families were distributed 4-28 June. The questionnaire is meant to be qualitative with single-item attitude rating scales and open-response questions for adding comments. The questionnaires were distributed personally in various places:

- a baby-club organised by the church in Leppävesi (12 km from Jyväskylä)
- Mannerheim League for Child Welfare, Jyväskylä (MLL)
- pedestrian street of Jyväskylä
- Hesburger, Forum, Jyväskylä.

The reason for handing out the questionnaires in various places was to get a wide sampling database with different geographical background and to avoid possible sampling errors.

All of the questionnaires were answered; some of them were filled in by the respondents and some of them by the author of the thesis during face-to-face interviews. In Leppävesi and MLL clubs, 15-15 persons answered to the questions, in the pedestrian street of Jyväskylä 18 and at the Hesburger five questionnaires were filled in. There were altogether 53 questionnaire filled in, five of them were fathers, three of them were grandparents and three au-pairs. See the questionnaire (in Finnish) in Appendix 1.

### ***4.3 Observation***

There was a direct observation accomplished to find answers to the last question of the thesis: are the restaurants of Jyväskylä downtown accessible by prams and what kind of childcare facilities and services can be found there? The observation was done by using a single pram to notice the accessibility factors. A checklist concerning accessibility and childcare services was used during the observation.



## 5 RESEARCH RESULTS

As there were four main questions during the research, the results of different surveys were analysed according to the guideline, and the task was to find answers to each question and problem.

### 5.1 Children in a restaurant

To find out the opinion of people on children in a restaurant, a personal, face-to-face interview was implemented. When a family with a child or children goes eating out to a restaurant, other guests regard them as a “disturbing factor” in most of the cases because the roisterers and crying children are bothering the other adults. The main question of the interview was: *does it bother you if you are in a restaurant, and in the next table children make noise?* Only 17 people (38 %) out of 45 answered “No” to this question. Nine of them do not have children, and eight have children. It seems that those who have children can tolerate other children’s noise better than those who do not have children.

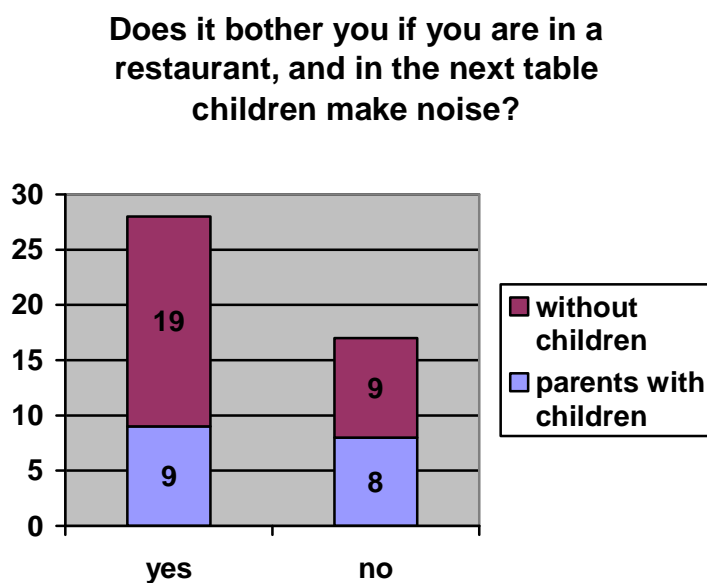


FIGURE 5. Bothering children in a restaurant

In this case it is worth thinking who is “bad”, the person without children who wants to have lunch or dinner in a calm environment without crying children, or the parents who finally got into a restaurant and can not keep the children quiet. There is no correct answer to it because it depends on which side we are in. Some of the adults can relax only in the companionship of other adults, but others enjoy time spent with children.

*Some of the “No” comments:*

- “I have very little time to be with my children so sometimes we go together out to eat something. I don’t mind if other children are also there and make noise, so do my children as well.”
- “I don’t have children, but for me it’s the same, if there are children in the restaurant or no. They are cute and do not bother me at all. “
- “Children have also the right to go out. If somebody does not like children to be in a restaurant, he should go home and eat alone!”
- “In most of the cases I meet children in restaurants, they behave well. I don’t have problems with children; they can also be in restaurants with parents. I also bring my kids to restaurant so they can get to know other kind of food as well.”

*Some “Yes” comments:*

- “I have business lunches quite often, and it can be embarrassing if there are screaming children close to us (...) we talk about business during lunch, and I think it is easier to concentrate when there are no bothering children.”
- “If I want to listen to children, I go to McDonalds or Hesburger. But if I go to Pöllöwaari and pay 30 euro for lunch, I want to have it without roisterers.”
- “If I go to a restaurant with my children and they are behaving well, but on the next table children are screaming or crying, it disturbs me, and I’m also afraid that my children will also start to behave badly. I don’t like to listen when other babies or children are crying. If children usually behave well, parents can take them to restaurants. But if they are full of energy, it’s better to let them at home!”

## 5.2 Moving with prams

The aim of this section is to get an answer how difficult it is to move with prams in the city centre. To get answers to the question, accessibility of public buildings and the frequency of going for a walk in downtown were examined. Two questions of the questionnaires concerned the use of prams from different points of view. 53 questionnaires were handed out and answered.

### 5.2.1 Frequency of going downtown with prams

Over half of the respondents (30 persons) go to downtown at least once a week using prams, and only five persons go really seldom. Eight of the people visit the centre of Jyväskylä every day, nine of them a few times a week, and 13 go to downtown once a week. Nine go there once a month and other nine a few times a year. In Figure 6. the answers of not only the mothers but the fathers, grandparents and au-pairs are illustrated as well.

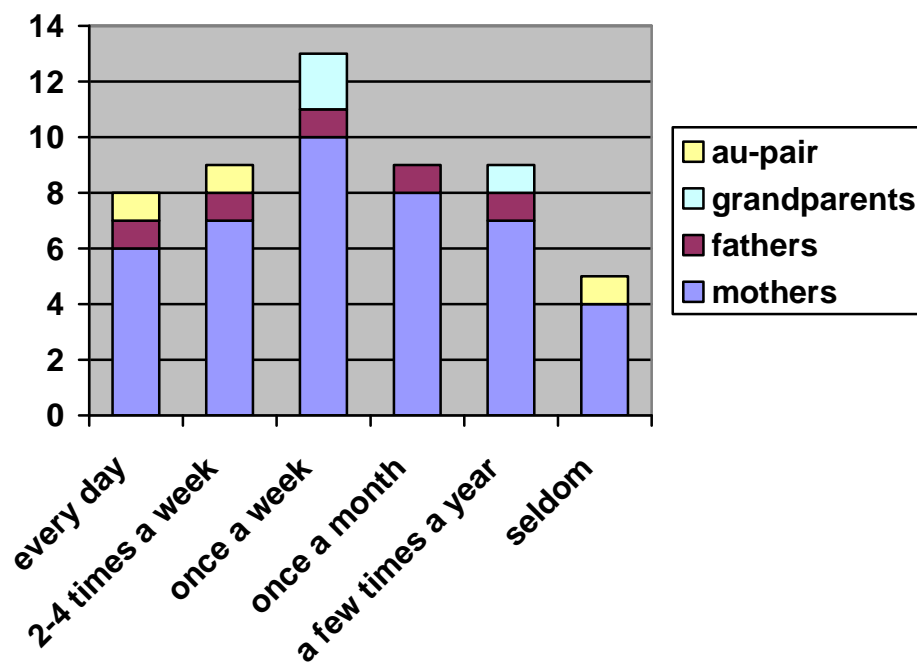


FIGURE 6. Frequency of going downtown with a pram

After comparing the place of living and the visits in downtown, it can be assumed that people living in downtown are more likely to go for a walk using prams than those who are living far away. Those living in Jyväskylä but outside the centre, go to visit places in downtown once or a few times a week, and those living outside Jyväskylä (Vaajakoski, Tikkakoski, Palokka, Saarijärvi, Leppävesi) go to the town quite seldom when having a pram with them. Some of those people go to downtown only if they have to arrange some official matter, e.g. hospital, police, National Pensions Institute (KELA).

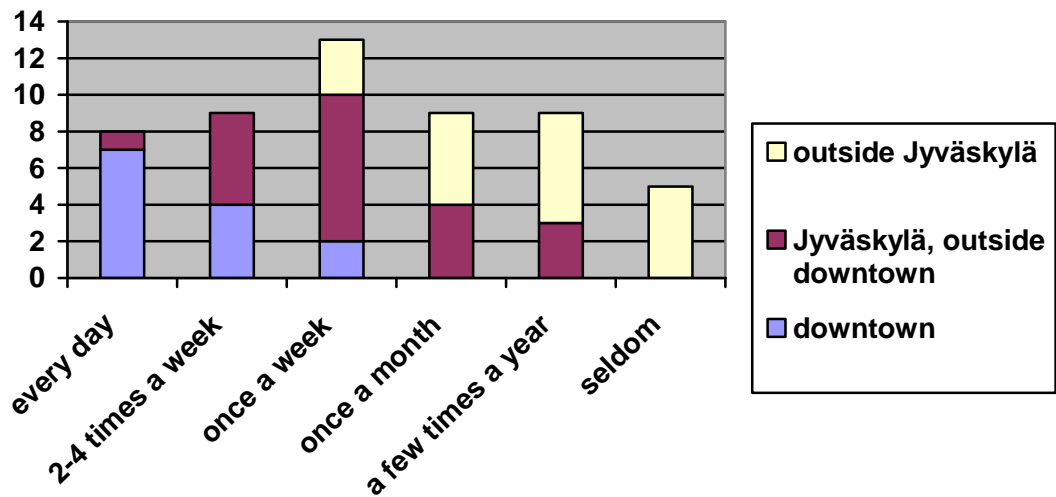


FIGURE 7: Connection between place of living and visits to downtown

### 5.2.2 Challenging places/things in downtown when using a pram

The research objective was to find out what are the places/things that may frighten parents having children and prams with. Three main categories were examined: factors outside the buildings, getting into the building and needed/missing services for child care. On a rating scale from 1 (not challenging at all) to 5 (very challenging) the respondents were rating the mentioned components. These were as follows: sidewalks, parking next to the road, parking houses, public transport, stairs in public buildings,

doors in public buildings, diaper changing, breastfeeding, food warming, and entertainment possibilities for children.

The respondents had children of different ages from 3 months up to 8 years. For this reason the opinions of challenging places were different. First of all an aggregate table of the answers is given, which do not really represent the different needs of different age groups. After it the problem will be resumed: the respondents are divided into two subgroups according to the age of the children. A few answering patterns will be introduced as well to see the important factors for different mothers.

The most challenging places were the entrances to public buildings: stairs (with an average of 3,98 on a scale from 1 to 5) and doors (with an average of 3,67). Public transport, diaper changing possibilities and use of sidewalks with prams were considerably challenging things. Breastfeeding, although it does not concern the whole range of respondents, was fairly significant. The use of parking places and possible entertainment for children while being in downtown does not show big differences, and the possibility of food warming for children is not significant when concerning a trip to downtown. (Figure 8.)

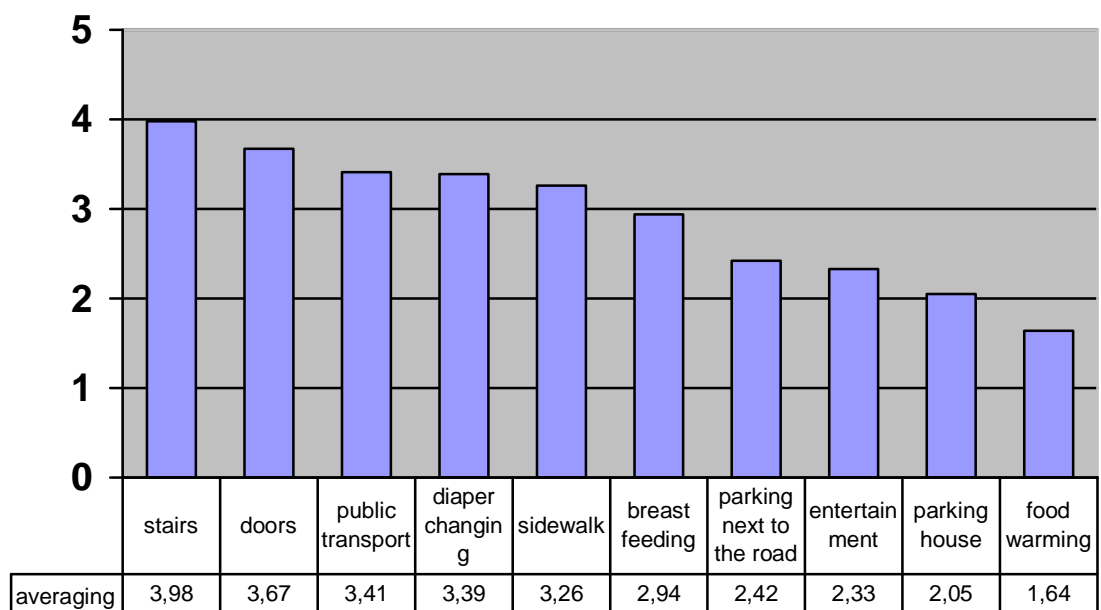


FIGURE 8. Challenging places/thing in downtown when using prams

Children of different ages have different needs, so the parents of a few-month-old baby and a 2-year-old child regard places in a different way. There are significant differences concerning the age of the children. For parents having a baby less than one year old, the most difficult things are reaching and getting in public buildings: stairs (4,27) and difficultly opening doors are the most challenging things in the built environment. Another remarkable problem is the possibility of breastfeeding (4) and diaper changing (3,86). For these parents food warming (1,45) and the entertainment of children (1,77) is not significant.

Parents who have older children (over one year) gave different answers to the questions. To get into the facilities is also for them the main problem, but according to the given scores (3,73), older children's parents do not consider the entrance problems as difficult as the younger families. When moving with older children, two problems can rise up: food warming (1,8) becomes more important, and entertainment possibilities are important for them (2,76), to that the child would not be bored. (Figure 9.)

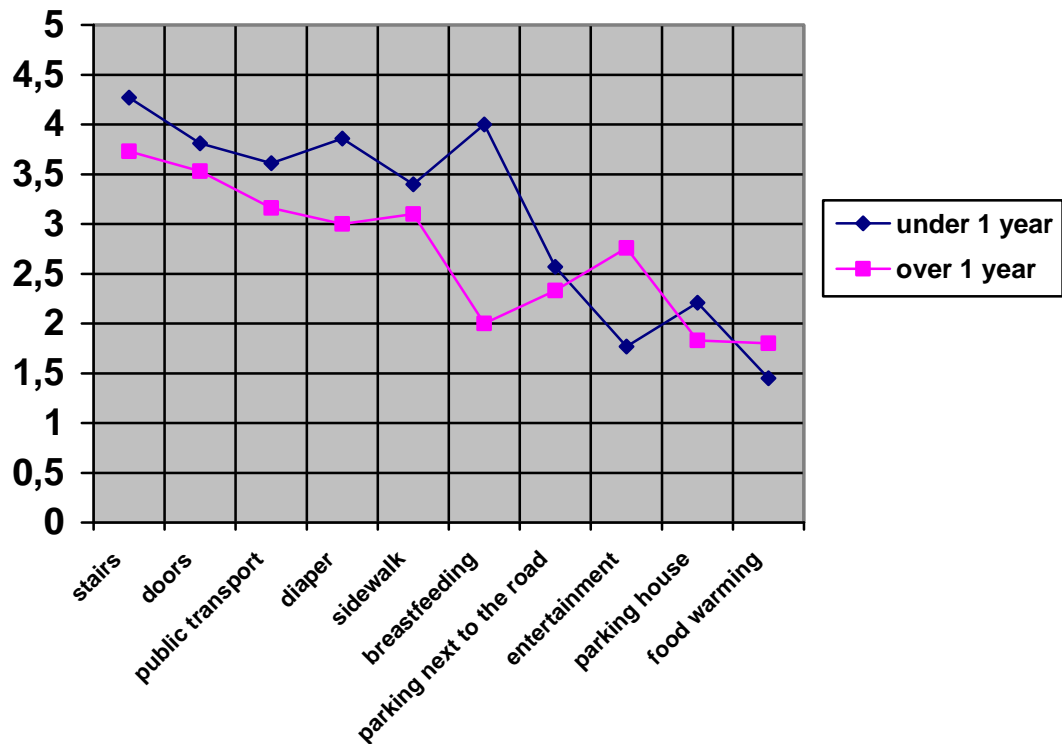


FIGURE 9. Challenging things/places according to the age of the children

Parents with children under the age of one year gave higher points to the possible problems in almost every field. They would need more additional services and accessible facilities. Though the higher given scores, parents with young children show similar patterns in the frequency of going downtown.

The above mentioned data were the average data collected from the answers of all the respondents. It is useful to have a look at some individual answers to recognize the answering patterns of each mother. (Figure 10.) The mothers gave a wide variety of answers because of the age of the children and the place of living. The only constant problem in downtown is the entrance to the facilities: all of the five mothers agreed on the fact that stairs and doors are challenging for the parents using prams.<sup>1</sup>

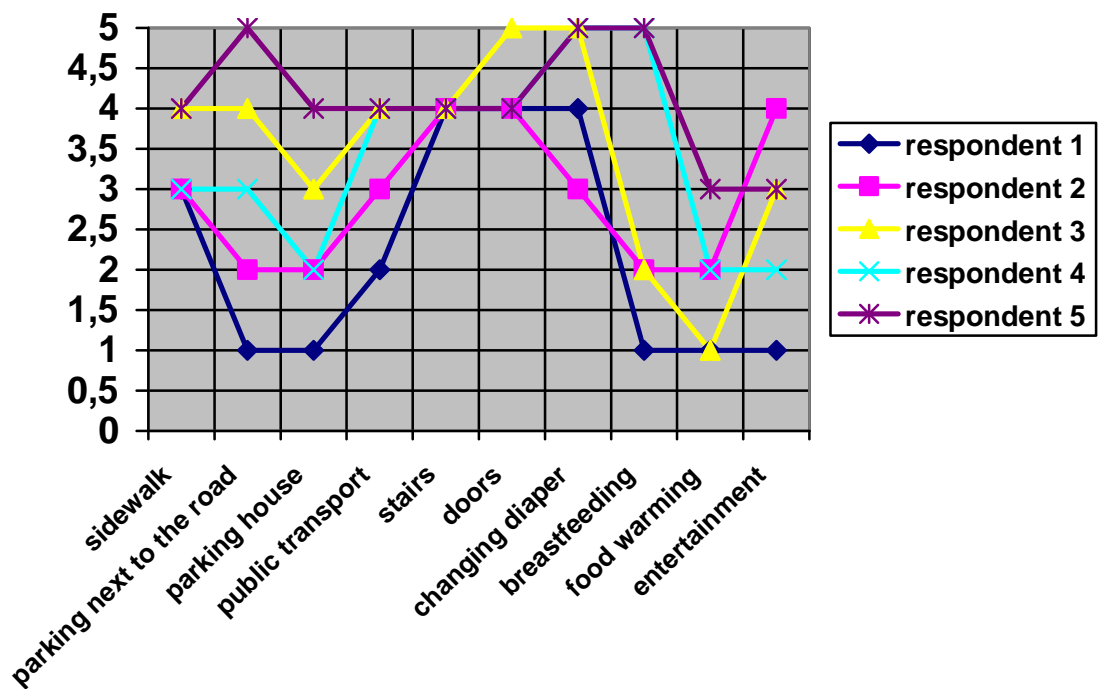


FIGURE 10. Answering patterns of five mothers

<sup>1</sup> Respondent 1: 1-year-old baby from Kuokkala  
 Respondent 2: 1-and 3-year-old children from Ainola  
 Respondent 3: 2-year-old child from Jyväskylä downtown  
 Respondent 4: 1-year-old baby from Vaajakoski  
 Respondent 5: 4-month-old baby, 18-month- and 4-year-old children from Saarijärvi

The respondents mentioned additional problems when using prams. They are:

- bad signage to the lift,
- escalators are quite frightening when having prams,
- escalators are not possible to use when having a double pram,
- the lift at Jyväskeskus is too tight for a double pram,
- the paper department of Suomalainen Kirjakauppa (Kauppakatu) is downstairs and there is no lift,
- most of the small stores in Kauppakatu are not accessible when having a pram without another helping hand,
- doors are in some cases difficult to get through with a double pram,
- people do not help when having problems when using pram, for example in stairs or doors,
- some people just ignore people with prams, for example in shops they just forego at the checkout,
- in sidewalks there are no warning signs that cars may come from parking places or inside courts (there should be mirrors for the cars to see if somebody is walking there),
- too narrow parking places, not enough space to take out a baby from the seat,
- answer of a father: “Changing places are only in ladies room, when I am in the town with the baby, I have to change in the floor of the toilet.”,
- some shops are too small, there are not enough space for prams,
- almost all of the respondents with two or more children said that double prams are not designed for town use.

### ***5.3 Needed services for childcare in restaurants***

To find out the needed restaurant services for families with small children, it is needed to know how significant group the families in the restaurant business are. For that reason the first question was: How often the families having small children go to restaurants. The second question was focused on the individual needs in restaurants,



using attitude rating scales. With this method the crucial factors can be determined in the customer selection process.

### 5.3.1 Frequency of eating out

When analysing how often people with children go to a restaurant, it is useful to consider the answers from different points of view. The respondents are divided into subgroups, according to the age of the children and according to the place of living. Regarding the age of the child/children as a critical focus, the age of one year can be the dividing line. Parents having children under the age of one seem to go eating out more often than those who have older children. Six respondents with young children under one year go to a restaurant once a week, one goes every second week, and seven go at least once a month. Only nine of them go less. Those who have older children mainly go out only 2-4 times a year (10 respondents). Six answered once a year and five gave the answer “seldom”. Only nine of them go to a restaurant at least once a month. (Figure 11.)

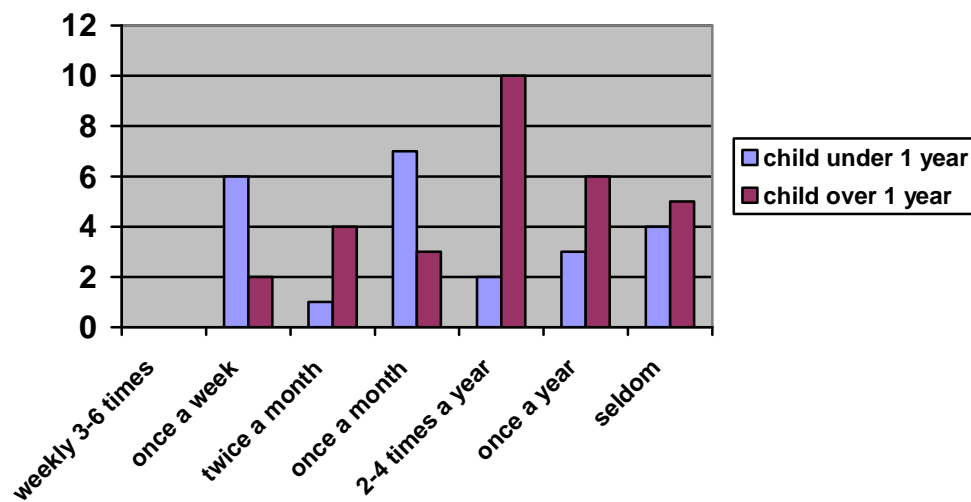


FIGURE 11. Frequency of eating out with children

It seems that although going out with small babies is sometimes difficult because of missing services (a place for changing or breastfeeding, accessibility problems when having a pram) these parents are more willing to go eating in a restaurant. As the

children are approaching one year, it is more difficult to keep them quiet in the same place for a longer time, accordingly the parents go out without children, and children are with them more rarely.

When compared the frequency of eating out with the place of living, we can assume that those living in the centre of the town go to restaurants quite often, six of the respondents go once a week, and two go at least every second week. Four of the downtown people go really seldom: two of them are grandparents, and the other two au-pairs. People living in Jyväskylä but outside the centre mainly go to eat out from once a month to once a year. Those living outside Jyväskylä eat out more seldom: 2-4 times a year or less. (Figure 12.)

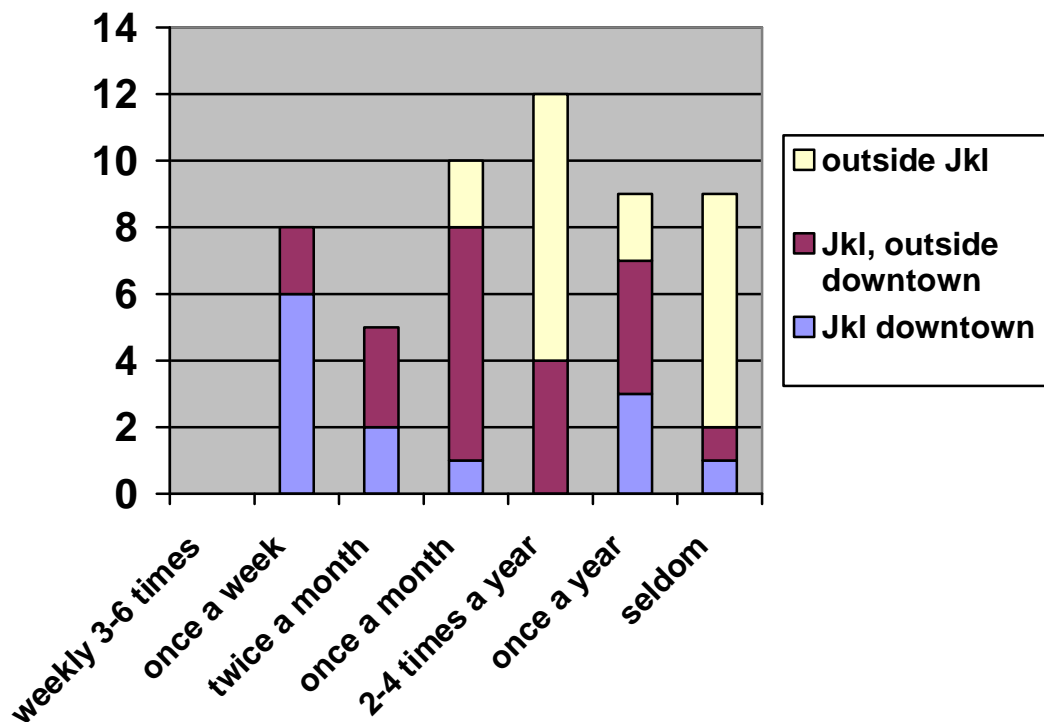


FIGURE 12. Frequency of eating out compared with the place of living

As a conclusion we can assume that people living in the centre of the town and those who have younger babies, are a quite significant segment in the catering trade.

### 5.3.2 Crucial factors in choosing a restaurant

At this point of the research the objective was to get to know the crucial factors influencing the decision process of choosing restaurants. The questions are wide enough to cover the needs of different age groups of children: at the attitude scale there are 11 elements concerning the built environment and accessibility (location of the restaurant, entrance stairs, entrance doors, enough space for a pram inside the restaurant), the eating/feeding of the children (high chair, children's portion and menu, special diet food, microwave oven or other possibilities to warm up baby food, and breastfeeding) and additional services (changing possibility, toys and entertainment).

According to the questionnaires, it seems that a high chair, children's portion and menu, location of the restaurant, enough space for prams and entertainment possibilities were the most significant factors in choosing a restaurant. Selecting a restaurant on the basis of the entrance possibility is also considerable; nonetheless the stairs are more important than the doors. Changing and breastfeeding got lower points because of the wide range of the ages of the children. A special diet available and food warming possibilities are not significant. (Figure 13.)

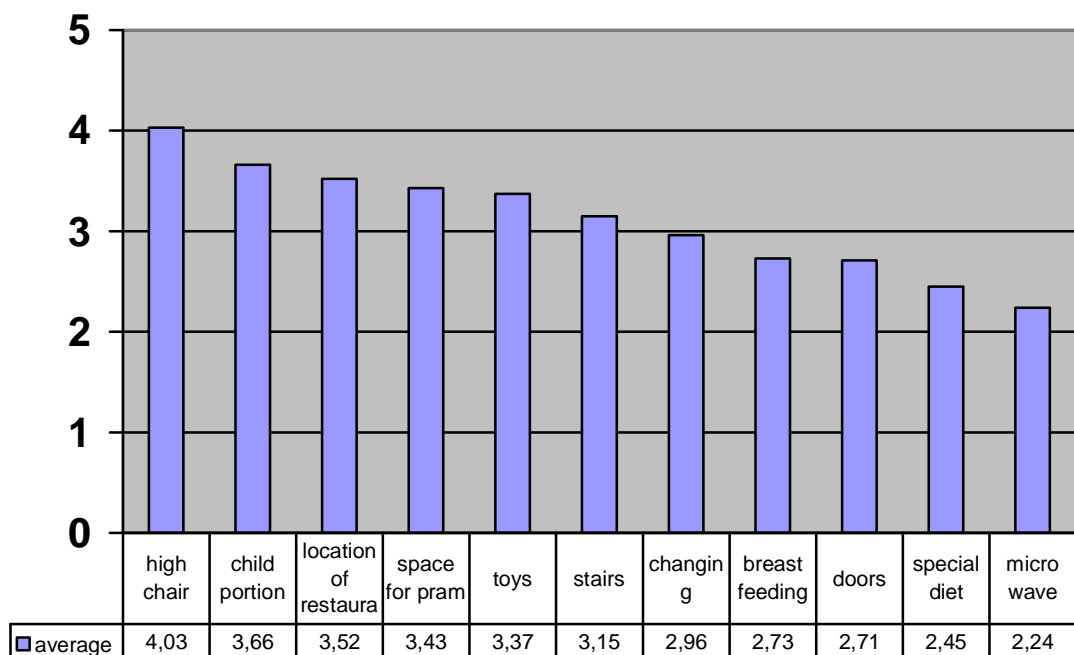


FIGURE 13. Crucial factors in choosing restaurant

When dividing the respondents into two groups according to the age of the children a fairly different result is outlined. The dividing line is the same as previously, one year of age. After the division of the answers, a remarkable difference is to notice. For those who have children younger than one year, not only breastfeeding and changing possibilities are very significant but also the built environment and its obstacles. For them the chosen restaurant has to be accessible with a pram and there should be some kind of a facility for changing diapers. Although there are no breastfeeding rooms or other facilities in a restaurant some places provide a calm place to feed the baby. For the parents with older children, a high chair, children's portions and entertainment possibilities are heavily important. (Figure 14.)

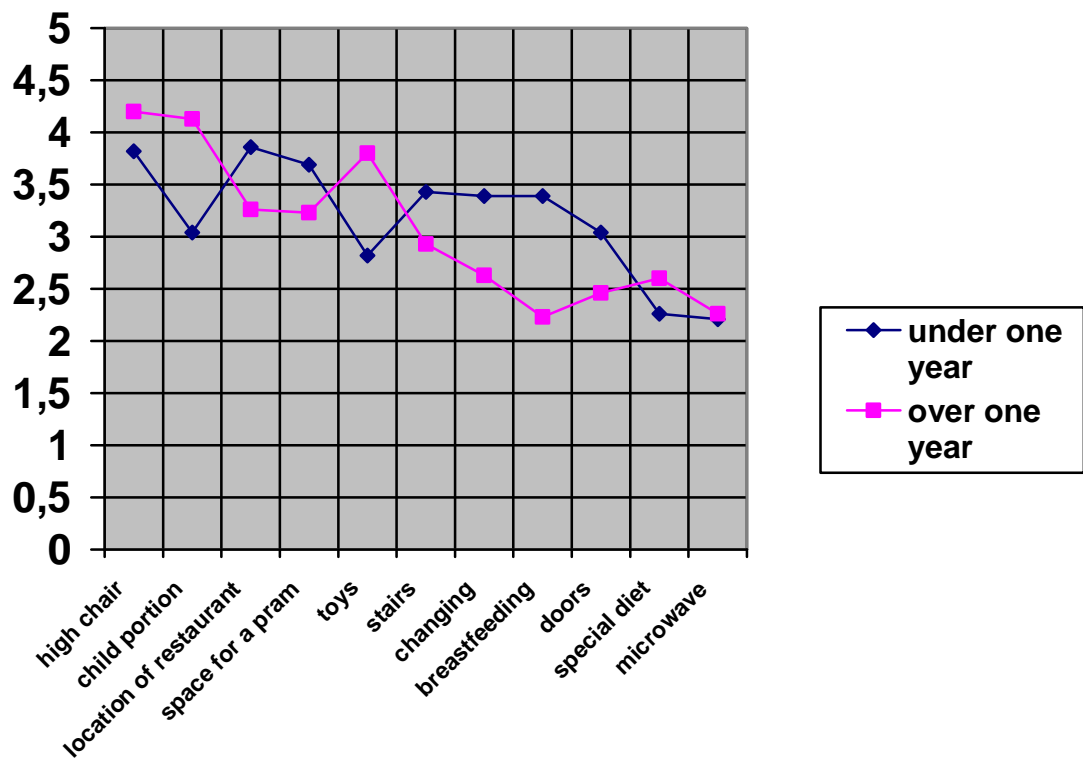


FIGURE 14: Crucial factors in choosing a restaurant according to the age of the children

In the open-ended question “Do restaurants take into consideration the advantages of families with children?” the answers showed that the opinions are divided. Most of the respondents think that some restaurants take into account the needs and advantages of

families, but other restaurants do not, it depends on the restaurant. Only nine answers were straight “yes, they take them into consideration”. In the negative answers the comments were mostly that there is not enough space for prams, moving with a pram is difficult inside the restaurant, lifts are too tight, there are stairs everywhere, there is no changing and breastfeeding possibility.

### **5.3.3 Recommended restaurants in Jyväskylä**

The respondents were asked to name the restaurants which seem to be children-friendly and which they recommend for other people on the basis of their own experiences. Most of the recommended restaurants were observed to find out what are the reasons of being popular among small-children families. The recommended restaurants were: (in bracket the numbers of recommendations)

- Fransmanni (9)
- Rosso Jyväskeskus (9)
- Rosso Kirkkopuisto (7)
- Hesburger Forum (6)
- Hesburger Sokos (5)
- Huviretki (5)
- McDonald’s (both at Jyväskeskus and at Tourula) (5)
- Hesburger at Prisma (toys and entertainment for children) (4)
- restaurants of supermarkets (drop-in child care facilities, parking places close to the restaurants) (3)
- Café Elonen (2)
- Café at Sokos (1)
- Vesilinna (1).

According to the responses, Franssmanni and Rosso Jyväskeskus are the most children-friendly restaurants. Other popular restaurants are Rosso Kirkkopuisto, Hesburgers and McDonald’s, Huviretki and the restaurants in supermarkets. The respondents mentioned two cafés, Café Elonen and Café at Sokos.

#### *5.4 The restaurants in Jyväskylä downtown*

An observational research was accomplished concerning the restaurants in Jyväskylä downtown. 14 restaurants were examined: 10 of them are fine-dining restaurants, two restaurants provide oriental food (Genghiskhan and Kiinan muuri), and two of them are fast food restaurants from national and international chains (Hesburger, McDonald's). Pizzerias, grills, bars, cafés were not examined. All restaurants are situated in the centre of Jyväskylä; one of them (Blomstedt) is at Lutakko, and Vesilinna is on top of Harju.

The studied restaurants are the following (in alphabetical order) (Figure 15.):

1. Blomstedt
  2. El Toro
  3. Figaro
  4. Fransmanni, in Sokos Hotel Alexandra
  5. Genghiskhan
  6. Hesburger at Forum Jyväskylä
  7. Huviretki
  8. Kiinan muuri, in the building of market square
  9. Kissanviikset
  10. McDonald's at Jyväskeskus
  11. Pöllöwaari
  12. Ranskalaiset Korot (RK)
  13. Rosso at Jyväskeskus
  14. Vesilinna.
- } operating in the same place, in Hotelli Yöpuu



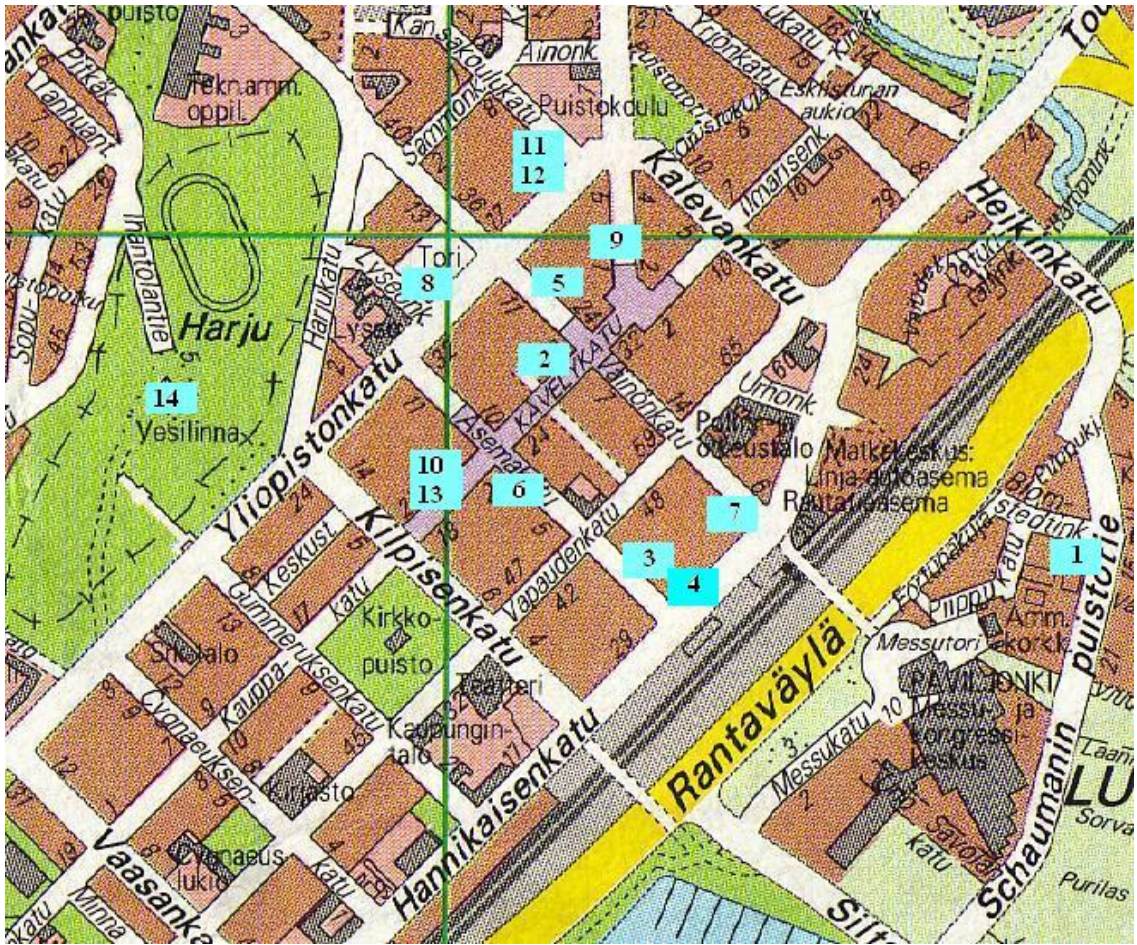


FIGURE 15. The analysed restaurants in Jyväskylä downtown

On the home page of the Free-time office (2007) there is detailed information on the restaurants of the town. At the same site customers' comments and evaluations can be read about different restaurants, bars, cafés, grills and fast food restaurants; most of them concerning the menu and the level of service.

In the restaurants the following checklist was used:

1. stairs and thresholds
2. doors
3. enough space for a pram
4. a high chair
5. a children's menu and portions
6. toys, entertainment
7. changing possibilities

8. a potty
9. breastfeeding possibilities
10. additional services.

In some cases there are pictures taken of the restaurants and of the critical points with the permission of the restaurant owner or manager, but some restaurant manager did not agree to take pictures. All of them gave permission to mention the name of the restaurant and the results of the observations. One of the restaurant managers asked to inform on the results of the research to make possible adjustments concerning the needs of families and children.

#### **5.4.1 Stairs and thresholds**

The main checkpoint during the observation of the restaurants was, if it is possible to enter the restaurant with a pram. If there are a few or more stairs in the entrance, it is difficult to get into the building when using a pram. Pöllöwaari, Ranskalaiset Korot, Figaro and Kissanviikset have some stairs in the entrance which makes it a bit difficult to enter the restaurant with a pram. Some twenty to thirty stairs lead to the two oriental restaurants, Kiinan muuri and Genghiskhan, because both of them are situated in the second floor. There is no elevator, and getting into the restaurant with a pram is not easy in case of the adult being alone. The Vesilinna restaurant is in the second floor of the water tower. Besides the stairs there are two elevators, but too narrow for a pram, there is enough space only for a small sport pram. The other checked places do not have stairs at all, or there is an elevator or a ramp (at El Toro and Rosso, which are both situated in the second floor.) McDonald's has two floors without an elevator, toilets and a children's playing corner is situated in the second floor; parents having a pram are not able to go upstairs. Thresholds were not problems in any places; they do not exist at all or are very low.





FIGURE 16. Entrance of Figaro



FIGURE 17. Entrance of Genghiskhan



FIGURE 18. Entrance of Huviretki

### 5.4.2 Entrance door

When checking the entrance door, two things were taken into consideration: is it enough wide for entering with a pram, and is it easy to open. In some places there were two doors, one after the other, with a small entrance lobby in-between (Figaro, Hesburger Forum, Blomstedt, Huviretki), but usually they are not problematic because in the rush hour the outside door is open, so practically there is only one door. In case the outside door is closed, it is quite difficult to enter the inside door with a pram because of the small space in-between. Fransmanni has also two doors but between the two doors there is plenty of space. The two doors are really close to each other at Hesburger, but there is another, obstacle-free entrance from inside Forum. The doors of Huviretki and Kissanviikset are rather heavy. When entering with a pram, it is not easy to keep the door with one hand and push the pram with the other hand.

During the observation a single pram was used and the entrance possibility with a double pram was not examined properly. Nevertheless, Fransmanni, Rosso, McDonald's (through the building of Jyväskyläkeskus) and Hesburger (through the building of Forum) have quite wide doors to enter with a double pram easily.



FIGURE 19. Entrance door of Fransmanni

### **5.4.3 Space for a pram inside the restaurant**

For parents having babies in prams it is important that they can bring the pram close to the table. If there are very young babies who can not sit in the high chair yet, they can be close to the mother while having lunch. At Pöllöwaari there is not enough space for a pram next to the tables, and to get into Ranskalaiset Korot guests should walk through a quite narrow corridor which makes the use of a pram difficult. Nevertheless, they offer a place in the foyer to let the prams there. Huviretki, Fransmanni and Rosso have not uniformed interior design, parts of the restaurant are rather too tight, but other parts are roomy and can be used when having a pram with. At Hesburger, there is a huge space for prams, and if parents are able to get in to Vesilinna having a pram, it provides also a plenty of space for baby buggies. The tables in the other restaurants are quite close to each other but there is always enough space for at least a few prams.

### **5.4.4 High chair**

Children between the ages of about 8 months and 2-3 years use a high chair while eating. It is useful for younger children because they cannot reach the table without high chair, and the older ones can stay there calmly and not run around the place. All of the checked restaurants provide high chairs for children. Some of the restaurants owned only one or two, but others have quite a many. See the exact numbers of high chairs in Tables 2-4.

### **5.4.5 Children's menu and portions**

Eating out has a different meaning for young children than for parents. Children usually want to have the well-known tastes and easy chewable bites. The children's portions are not planned only to be the favourites of children but thus are also very healthy containing vegetables. The restaurants do not only provide children's portions, but they have also an own menu designed especially for children. These menus can be the house's menu in a folder, but it can be a separate brochure to take with. These special menus do not contain only the range of dishes available but also activities,



colouring pages, tales, recipes for cakes, etc. From the studied restaurants Blomstedt and Fransmanni have such special children’s menus. Some pages of these menus are in Figures 20-21.



FIGURE 20. Puuha menu: Fransmanni’s own menu for children



FIGURE 21. Children’s own menu at Blomstedt

At Pöllöwaari the children's menu contains ice-cream for free, and they get Herra Hakkarinen pear juice for drink. Vesilinna does not only have a children menu, but they also make dishes from the à la carte menu in a smaller portion if guests want that. Kiinan muuri is the only restaurant examined which does not have an own menu for children. However, they provide a smaller portion for children, if needed.

Hesburger has a children's menu (Lasten ateriat) which contains a hamburger, French fries, a drink, a Gefilus yoghurt drink and a periodically changing surprise.

McDonald's Happy Meal is similar; it contains a hamburger or Chicken McNuggets, and two additional accompaniments can be chosen from the variety of French fries, drink, mini carrots, fruits, Tropicana juice and milk. In every Happy Meal package there is a periodical changing toy.

#### **5.4.6 Toys, entertainment for children**

The restaurants provide different toys and entertainment possibilities for children for the time of waiting for the dishes. These are at a wide range: soft toys, books, colouring books, a menu with activities, a small table and chairs, a ball-see, an interactive touch screen, etc. Some of the restaurants are well-equipped with toys, for example at Fransmanni there is a children's corner situated next to the entrance, close to the tables. There is a small table with children's chairs, oven and cupboard made of wood, filled with toys, books and crayons.



FIGURE 22. Fransmanni, the children's corner

Besides the children's corner, there is a children's room situated in the second floor which is operating together with Sokos Hotel Alexandra. The children's room is well-equipped with an interactive touch-screen, with a ball-sea and a jungle-gym. There are plenty of small toys like cars, dolls, puzzles, bricks. The table and chairs are in children's size and the interior was designed according to the taste of children. In the children's room there is a toilet with diaper changing possibilities. At the moment of the research, Fransmanni had a special offer: when buying an adult menu, a child's menu was for free.



FIGURE 23. Fransmanni, the children's room



FIGURE 24. Fransmanni, the children's room

Rosso provides a table mat containing activities. They also have a children's corner with some toys and books. Hesburger Forum provides entertainment for young and older children. There is a ball-sea, an interactive touch screen, computer simulators and dance games.

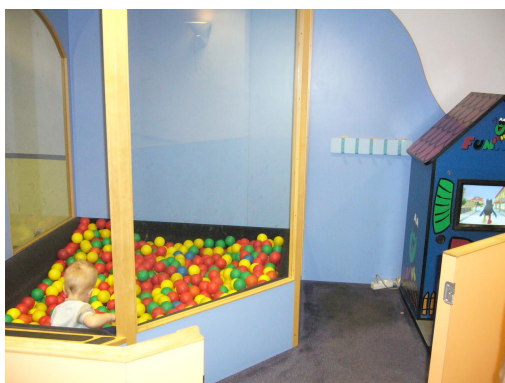


FIGURE 25. Hesburger, the ball-sea and interactive screen



FIGURE 26. Hesburger, computer simulators



### 5.4.7 Diaper changing

The possibility of diaper changing is important for families with young children. In many cases the crucial factor in the choosing process is the possibility of changing. From the checked restaurants Fransmanni, Huviretki, Rosso, El Toro and Figaro have a separate child care room together with the ladies or disabled toilet, equipped with a changing table. In Blomstedt there is a soft changing pad in the disabled toilet.



FIGURE 27. Rosso, the door of child care room

FIGURE 28. Huviretki, the door of child care room



FIGURE 29. Fransmanni, the child care room

FIGURE 30. Huviretki, the child care room

### 5.4.8 Potty

A potty is meant for young children of about 2-3 years who cannot use safely the toilet yet. A potty is provided in almost every restaurant, in the child care room or in the ladies toilet, except Huviretki, Vesilinna, Kiinan muuri, Hesburger and McDonald's. Nevertheless, at the moment of the research the above mentioned restaurants did not have a potty, but it can be replaced easy.



FIGURE 31. Ladies room in Figaro, with a folding changing table and potty

### 5.4.9 Breastfeeding

According to this study, breastfeeding mothers are usually not really eager to go to a restaurant because they cannot feed the hungry babies. Nevertheless, some restaurants provide armchairs or settees in a calm corner: in Blomstedt, Pöllöwaari/RK, Figaro and Kissanviikset it is possible to breastfeed comfortably. In Fransmanni the children's room is also for the breastfeeding mothers, and they have a cabinet which can be used for feeding the baby when it is empty. However, in Fransmanni, Huviretki and Rosso it is common to breastfeed by the table.





FIGURE 32. A settee at Pöllöwaari, it can be used for breastfeeding

### 5.4.10 Other services

Some of the restaurants provide in addition of the above mentioned services/facilities few additional services, as a drinking cup, feeder, and underlay. These services are provided through the waiters, they ask the families if they need some of them. At Rosso they provide an Onni Orava-passport for families, by collecting 10 stamps they get a Fantastico-dessert for free. They have also nice table mats with activities for children of different ages. An additional service in Fransmanni was, as one of the waitresses said: “We just love children and we try to satisfy their parents.”



FIGURE 33. A table mat at Rosso, with activities

The results of the observation research are listed in the following tables (Table 2-4) according to the above mentioned services/facilities.

TABLE 2. Restaurants in Jyväskylä

	<b>Blomstedt</b>	<b>Pöllöwaari/ Ranskalaiset Korot</b>	<b>Huviretki</b>	<b>Fransmanni</b>
<b>stairs</b>	no: O.K.	yes: few stairs up	yes: few stairs up	no
<b>door</b>	two doors, but O.K.	O.K.	two doors, quite heavy	two doors but wide enough, O.K.
<b>space</b>	O.K.	small, but prams can be let at the foyer	O.K.	O.K.
<b>high chair</b>	2	4	4	over 10
<b>children's menu</b>	with own entertainment menu	with own menu	with own menu	with own entertainment menu
<b>toys</b>	puzzles, books, soft toys	soft toys, colouring books, puzzle, Donald Duck pocket books	children's corner, books, soft toys, crayons, children's TV	children's corner and children's room with a lot of toys
<b>changing</b>	in disabled toilet, soft changing pad	no changing table but a small place next to the sink	childcare room	in children's room
<b>potty</b>	yes	yes	no	yes
<b>breast-feeding</b>	at the corridor, a calm place with a settee	at the sauna department or in front of the toilet there is a small settee	at the childcare room, or sometimes mothers breastfeed at the tables	at the children's room, in the cabinet, or sometimes mothers breastfeed at the tables
<b>other</b>			a drinking cup	a drinking cup, a feeder

TABLE 3. Restaurants in Jyväskylä

	<b>Figaro</b>	<b>Vesilinna</b>	<b>El Toro</b>	<b>Kissanviikset</b>
<b>stairs</b>	yes: few stairs	too small lift, lot of stairs	stairs but lift and ramp: O.K.	yes: few stairs
<b>door</b>	two doors, in between stairs	O.K.	O.K.	heavy door
<b>space</b>	O.K.	O.K. lot of space	O.K.	O.K.
<b>high chair</b>	1	3	5	1
<b>children's menu</b>	with own menu	children's own menu, and smaller portions from a la carte menu	with own menu	with own menu
<b>toys</b>	soft toys, colouring books, books	few books, under the bar desk, should ask for it	soft toys, colouring books and plastic table mats, but these are in the storage	colouring book
<b>changing</b>	a table in ladies toilet	no	a table downstairs at disabled toilet	no
<b>potty</b>	yes	no	yes	yes
<b>breast- feeding</b>	in front of the toilet, there are two armchairs	no	no	downstairs at the bar level there is a sofa
<b>other</b>	a drinking cup, a feeder	restaurant's own parking place		

TABLE 4. Restaurants in Jyväskylä

	<b>Rosso</b>	<b>Kiinan Muuri</b>	<b>Genghishkan</b>	<b>McDonald's Jyväskeskus</b>	<b>Hesburger Forum</b>
<b>stairs</b>	lift: O.K.	lot of stairs	lot of stairs	from the building O.K., inside two levels without lift	O.K.
<b>door</b>	O.K.	O.K.	O.K.	no door from the building: O.K.	from the building: O.K., from outside: two doors
<b>space</b>	O.K.	O.K.	O.K.	O.K.	huge!
<b>high chair</b>	6	2	2	downstairs 1, upstairs 4	3
<b>children's menu</b>	with own menu	children's menu is the same but smaller	with own menu	Happy meal menu with surprise	children's menu (lasten ateriat) with surprise
<b>toys</b>	children's corner with an interactive screen, books, small toys	no	soft toys and books	small table with few toys	ball-sea, interactive touch screen, videogames, dance games
<b>changing</b>	child care room	no	no	no	no
<b>potty</b>	yes	no	yes	no	no
<b>breast-feeding</b>	no	no	no	no	no
<b>other</b>	table mats with activities, Rosso passport				children club

## **6 DISCUSSION**

### **The aim of the research**

The aim of the research and its analysis was to get a wide picture of the special needs of people with small children. These people, usually mothers, have a pram or a double pram with when moving around. The research objective was to get an overview of what factors are problematic or challenging for this special group of people. The research concerned some small questions, which were organized around four main problem areas. These were: acceptance of children in a restaurant, difficulties in moving with a pram in town, needed services for child care in restaurants, and accessibility and additional services in the Jyväskylä downtown restaurants. When collecting materials three different kinds of research methods were used to provide a comprehensive picture of the problems and to give possible solutions and recommendations.

### **Estimation of the hypothesis**

The research concerning accessibility and children-friendly services in restaurants showed that there is a need for special facilities and services for families. The hypothesis built up before starting the research proved to be predominantly true: although there are some adjustments concerning accessibility they are not satisfactory. Some of the facilities have child care rooms with satisfactory equipment, but others do not have such kinds of facilities at all.

The hypothesis that families with children do not eat out often because of the missing child care facilities and additional services seems to be only partly true. People living in downtown or close to it are going to a restaurant with a baby and/or a pram, especially those who have young, under one-year-old babies. But on the other hand, part of the families with small children do not go to a restaurant, or even to downtown because of missing facilities. According to the research the two most important elements families with babies under one year consider in choosing services are the possibility of breastfeeding and changing diapers. Families with older children consider as important a high chair, children's portions and entertainment possibilities. If a service provider wants to focus on that special group of customers he should be

ready to provide services and facilities to fulfill the mentioned needs. The restaurants providing children-friendly services are popular among families with children. In Jyväskylä these restaurants are Fransmanni, Rosso and Huviretki. Questionnaires with recommendations of parents and observation of facilities gave the same results concerning the best restaurants providing proper services and facilities for families and children. The observation supported the opinion of the respondents.

When speaking about children-friendly facilities, for the majority of people it means that the facility is for children, and it is not serving the needs of those who are without children. Restaurants should decide if they want to serve the needs of families providing additional services or become a restaurant for business lunches. But there are no clear borders in between; a children-friendly restaurant should be open for business reasons as well, and vice versa. Some of the restaurants do have facilities and services for children but these services are not advertised. The reason for that can be that the restaurant wants to keep its image and avoid becoming a place full of children and breastfeeding mothers. In people's mind a children-friendly restaurant means meatballs and sausages with French fries, and a lot of "annoying" toys. If the restaurant gets the image of being children-friendly, the customer circle may change drastically. One person wrote a comment to an article concerning children-friendly restaurants (Lapsiystävällinen ravintola, 2007, under the pseudonym "Than itse koettua", 29.12.2004.): "I think a restaurant should mention specially that it is children-friendly. Namely I want to keep away from that restaurant."

In the hypothesis it was assumed that some public buildings are not accessible for everybody, for example for wheelchair people or for families with prams. It seems to be partly true according to the research and questionnaires. Two of the studied restaurants are not accessible when a person has a pram, and in some other cases it is also a little bit difficult to get in or there is a need for a helping hand.

The most challenging things for families moving with prams are stairs and doors. Accessibility taken into consideration is a deal of compromises: the question is more than only knowledge and consideration; it is also about economical and functional factors. Facilities should consider if adjustments fit into their profile and if it provides some additional benefit to the company. When thinking of accessibility, a wide range

of people should be taken into account, but the handling of different people and their possible restrictions of movements can cause conflicts at various levels. On the other hand, it is not about individual changes, but the whole society needs to understand that people with disabilities should be enabled to be fully productive. In society which understands this, life would be better for everybody.

### **Recommendations, reasonable adjustment**

Service providers have to make reasonable adjustments to their premises to tackle any physical features that do not only prevent disabled people but also families with small children using their services.

Most of the restaurants try to make reasonable changes and it will vary in different situations depending on the type of service being provided and the size of the establishment and at last but not least the resources of the service provider. It could be as simple as providing a children's menu, one or more high chairs, etc. Toilets and washing facilities is one of the most important area where adjustments should be made such as building alterations to toilets (for example, to widen a doorway to facilitate a pram access) and also making some necessary changes around the toilet and washbasin and to install a diaper changing table.

Brent Council in the United Kingdom (Childcare facilities, 2003.) gave recommendations concerning child care facilities. Although these recommendations are not used in catering service it gives a holistic view of the needed facilities and services. The recommendations could be regarded as checkpoints of a children-friendly facility which are the following:

- Childcare facilities in public places should be in well lit locations which are easily reached by public transport services and disabled parking areas.
- The facilities should be clearly signposted, preferably using easily recognised symbols and colours that can be seen by partially sighted people.
- Facilities should ideally be on the ground floor with level access.
- Alternatively there should be a lift access to an upper floor.

- Doors should open easily and be at least 90 cm wide - enough for a double pram to pass through.
- Floors should be level, particularly at entrances.
- Ramps should be provided inside the building when there is a change of floor level.
- Car parking spaces should be wide enough to allow children to be transferred to and from pushchairs or prams.
- If the public normally has access to more than one level, lifts must be provided.
- The lift doors should be large enough to accommodate prams and double buggies.
- The hot water supply should be thermostatically controlled.
- There should be facilities for the disposal of nappies
- Nappy changing facilities and feeding facilities should be separate if possible.
- If this is not feasible, nappy changing facilities can also be included in both male and female toilets, providing there is enough space.
- Facilities should be well maintained, regularly cleaned and supervised if possible.

#### Baby feeding areas

- Comfortable seating;
- Good ventilation, lighting and a comfortable temperature;
- A board containing first aid information and emergency telephone numbers for doctors, hospitals and Social Services;
- Facilities for heating milk and food;
- Privacy for breastfeeding mothers;
- A sink with lever taps and soap dispenser and a hand dryer;
- A high chair; and
- Drinking water within the area or close by.

#### Diaper changing areas

- At least one changing bench. This should be 1.5 metres high, 60 centimetres wide and 80 centimetres long with a wipeable surface and a raised lip to stop



the baby rolling off. There should be no obstructions underneath so people in wheelchairs can use the bench;

- A soft changing mat on the bench with a tear-off paper covering for individual use;
- Facilities for nappy disposal;
- A sink with lever taps and soap dispenser and a hand dryer; and
- If there are no other convenient facilities, a foldable changing bench can be provided in a toilet designed for disabled people.

According to the needs of families with children, it should be recommended to build up a children-friendly restaurant chain. Such initiations are already done in some countries, for example in Hungary, although the Hungarian project concerns only the importance of breastfeeding. According to their objectives, the facilities should provide a separate room for breastfeeding. These facilities can be in all kinds of public buildings, and they fulfill the recommendations, get the symbol of the baby-friendly chain. (SzTNB 2007.)



FIGURE 34. The logo of the baby-friendly chain in Hungary

Such standardisation in the baby-friendly environment would be recommended in Finland as well. The objective of such project is to provide knowledge of accessible and baby-friendly facilities. By using a standardised symbol and list of recommendations, the customers can get a clear picture of the facilities. The children-friendly aspect should be taken into consideration from the design of buildings and surroundings through interior design till the approach of the personnel.

**Proposals for further research and hypothetical questions**

The research methods could be estimated to be worked out quite properly. But on the other hand, the study was only a short introduction to the topic. It needs further investigations on a more proper way. During the analysis of the collected data, further questions and hypothesis occurred.

The main question is, do restaurants need to change? Do they need to provide more services and accessible facilities without losing customers? Do they need to choose between being children-friendly or single/business-friendly? Is it worth serving the special needs of families? Do individual or social needs play a more emphatic role? Are the architectural improvements and possibilities reachable for the facilities, and who does benefit from it? What kinds of recommendations should be given and what adjustments should be done in public facilities?

The research concerning the accessibility and children-friendly environment may continue and in a wider context the above mentioned questions may be answered. But before it happens, the author of the thesis hopes that some of the restaurants will take reasonable adjustments to be more children-friendly.

## REFERENCES

Aaker, D. A., Kumar, V. & Day, G. s. 1995. Marketing research. Fifth edition. New Jersey: John Wiley & Sons.

Abbey, J. R. 1998. Hospitality Sales and Advertising. Third Edition. Educational Institute.

Artemenko, M. 2005. Children's facilities in family shopping. Bachelor's Thesis. Jyväskylä Polytechnic, School of Tourism and Service Management.

Atkin, B., Brooks, A. 2006. Total Facilities Management. Second edition. Oxford: Blackwell Publishing.

Barrett, P. (ed.) 1995. Facilities Management. Towards best practice. Oxford: Blackwell Science.

Childcare Facilities. 2003. Supplementary Planning Guidance, SPG 14. Brent Council Referred to on July 14, 2007.

[http://www.brent.gov.uk/Planning.nsf/1CFD2A88CC1A75AC80256E6300575BD6/386A5A49DA0B67AB80256E69003628C7/\\$FILE/SPG14%20Updated%20-%20final.pdf](http://www.brent.gov.uk/Planning.nsf/1CFD2A88CC1A75AC80256E6300575BD6/386A5A49DA0B67AB80256E69003628C7/$FILE/SPG14%20Updated%20-%20final.pdf).

Csorba, Z., (1991). *Classification of the environment*. Budapest, Hungary: Mayor's Office and CIB, Independent Living Institute (the CIB Expert Seminar on Building Non-Handicapping Environments, Budapest 1991.) Referred to on July 7, 2007.

<http://www.independentliving.org/cib/cibbudapest5.html>.

DDA 1995. Disability Discrimination Act. Referred to on June 12. 2007.

<http://www.opsi.gov.uk/acts/acts1995/1995050.htm>.

DDA 2005. Disability Discrimination Act. Department for work and pensions.

Referred to on June 12, 2007. [http://www.dwp.gov.uk/aboutus/dda\\_2005.asp](http://www.dwp.gov.uk/aboutus/dda_2005.asp).

Dictionary.com: discrimination. Referred to on Sept 14. 2007.

<http://dictionary.reference.com/browse/discrimination>.

Disabled people's rights in everyday life. 2007. Website of the UK government.

Referred to on June 12. 2007.

[http://www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DG\\_4019061](http://www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DG_4019061).

ECA 1996. European Concept for Accessibility. Doorn, the Netherlands: The Control Coordination Commission for the Promotion of Accessibility (CCPT). Referred to on

June 22. 2007. <http://www.eca.lu/documents/eca/00contents.htm>.

EESC 2007. Opinion of the European Economic and Social Committee on Equal opportunities for people with disabilities. Official Journal C 093 , 27/04/2007 P. 0032 – 0038. Referred to on June 29, 2007. <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2007:093:0032:01:EN:HTML>.

Esteetön rakennus ja ympäristö. 2007. Rakennustietosäätiö RTS. Turvallinen toimia ja liikkua. Suunnitteluopas. Rakennustieto Oy: Helsinki.

F1 Suomen rakentamismääräyskokoelma 2004. Esteetön rakennus. Määräykset ja ohjeet Referred to on June 22, 2007.

<http://www.ymparisto.fi/download.asp?contentid=11837&lan=FI>.

Forsberg, K. 2004. Paimion keskusta-alueen esteettömyyskartoitus. Opinnäytetyö, Jyväskylän ammattikorkeakoulu, Tekniikka ja liikenne.

Free-time office. 2007. Homepage referred to on August 11, 2007. <http://www.vapaa-aikavirasto.com/>.

Gateway to Europe, 2007: 2007 starts today: 'European Year of Equal Opportunities for all' gets green light. Referred to on June 17, 2007.

[http://ec.europa.eu/employment\\_social/emplweb/news/news\\_en.cfm?id=162](http://ec.europa.eu/employment_social/emplweb/news/news_en.cfm?id=162).

Grönross, C. 2001. Service Management and Marketing. A customer relationship management approach. Second edition. Chichester: John Wiley&Sons.

Himananen, M., Jantunen, J. 2004. Criteria for surroundings. VTT Finland. Project: ELDERATHOME. The Prerequisites of the Elderly for living at home: Criteria for Dwellings, Surroundings and Facilities, QLK6-CT-2000-00405, Work Package 4, Referred to on August 26, 2007.

[http://www.tts.fi/uk/projects/elderathome/files/del\\_5.pdf](http://www.tts.fi/uk/projects/elderathome/files/del_5.pdf).

ICTA 2007. International Commission on Technology and Accessibility. Referred to on June 14, 2007. <http://www.ictaglobal.org/isa.html>

Kohti esteetöntä liikkumista 2003. Liikenne- ja viestintäministeriön esteettömyysstrategia. Referred to on August 21, 2007.

[http://www.mintc.fi/www/sivut/dokumentit/julkaisu/strategiat/2003/strategia\\_A\\_144.pdf](http://www.mintc.fi/www/sivut/dokumentit/julkaisu/strategiat/2003/strategia_A_144.pdf) and

[http://www.mintc.fi/www/sivut/dokumentit/julkaisu/strategiat/2003/strategia\\_B\\_144.pdf](http://www.mintc.fi/www/sivut/dokumentit/julkaisu/strategiat/2003/strategia_B_144.pdf).

Kotler, P. 1997. Marketing Management. Analysis, Planning, Implementation, and Control. Ninth Edition. Upper Saddle River. New Jersey: Prentice Hall.

Kotler, P. & Armstrong, G. 1997. Marketing. An Introduction. Fourth Edition. International Edition. Upper Saddle River. New Jersey: Prentice Hall International.

Kotler, P., Bowen, J. & Makens, J. 2003. Marketing for Hospitality and Tourism. Third Edition. Upper Saddle River. New Jersey: Prentice Hall.

Lapsiystävällinen ravintola 2007. Yritysideat at [www.uranus.fi](http://www.uranus.fi) Referred to on August 24, 2007. <http://www.uranus.fi/yrittajyys/ideat/open.php?id=19710&>.

Loppi, K. 2004. Ei vain hyvää, vaan parasta - täysimetystä puoli vuotta. Imetysuutiset nro 2/2004, Imetyksen tuki ry.

Lovelock, C. H. 1992. Managing services. Marketing, operations, and human resources. Second edition. New Jersey: Prentice Hall.

Lovelock, C. 2001. Services Marketing. People, Technology, Strategy. Fourth Edition. Upper Saddle River. New Jersey: Prentice Hall.

Maankäyttö- ja rakennusasetus 895/1999. Referred to on June 29, 2007. <http://www.finlex.fi/fi/laki/alkup/1999/19990895>.

McInnes, R. 2003., "Productivity" ... And A Vision For The New Year. Diversity World. Disability Network Newsletter December 2003. <http://www.diversityworld.com/Disability/DN03/DN0312.htm>.

Országos Fogyatékosügyi Portál 2007 (National Disability Portal, Hungary). Referred to on June 15, 2007. <http://www.fogyatekosugy.hu/>.

Pesola, K. 2006 Ajatuksia esteettömyydestä. The web-page of Arla Instituutti. Referred to on June 14, 2007. <http://www.arlainst.fi/tapahtuma2006/pesola.htm>.

Suomen perustuslaki 11.6.1999/731. Referred to on August 12, 2007. <http://www.finlex.fi/fi/laki/ajantasa/1999/19990731>.

SzTNB 2007: Szoptatást Támogató Nemzeti Bizottság (Breastfeeding Support National Committee, Hungary). Referred to on June 24, 2007. <http://www.sztnb.hu/>.

TAVASZ egyesület 2007. Tegyük A Világért! – Anyák Szövetsége (TAVASZ association: Do for the World – Association of Mothers). Referred to on June 12, 2007. <http://5mp.eu/web.php?a=babakocsi&o=eGZY2CS9Wu>.

Vammaislaki 1987. Laki vammaisuuden perusteella järjestettävistä palveluista ja tukitoimista 3.4.1987/380. Referred to on August 13, 2007. <http://www.finlex.fi/fi/laki/ajantasa/1987/19870380>.

Van den Ende, M. 1996. Structuring Facility Management. Department of Facilitaire Dienstverlening. Hanzehogeschool Groningen.

Wikipedia: Disability Discrimination Act 1995. Referred to on June 12, 2007. [http://en.wikipedia.org/wiki/Disability\\_Discrimination\\_Act\\_1995](http://en.wikipedia.org/wiki/Disability_Discrimination_Act_1995).

Wikipedia: Service 2007. Referred to on September 13, 2007. <http://en.wikipedia.org/wiki/Service>.

WHO 2007. World Health Organisation. Referred to on July 12, 2007. [www.who.int](http://www.who.int).

APPENDIX. *Questionnaire for families with children*

App.1.p.1

**Vauvan kanssa liikkuminen**

Hei!

Olen Erzsébet Arnold ja opiskelen Jyväskylän Ammattikorkeakoulussa, matkailu- ja ravitsemisalalla. Teen tutkimusta opinnäytetyöni varten esteettömyydestä ja vauvan kanssa liikkumisesta. Toivosin saada apua Teiltä, siksi pyydän Teitä vastamaan kysymyksiini omien kokemuksienne perusteella.

Lapsen/lapsien ikä: .....

Vastaaja:

- äiti
- isä
- isovanhemmat
- vauvan hoitaja

Asuinpaikka:

- Jyväskylän keskusta
- Jyväskylä, keskustan ulkopuolella, missä? .....
- muu paikka, missä? .....

Miten usein käyt lastenvaunujen/rattaitten kanssa kaupungilla?

- joka päivä
- 2-4 kerta viikossa
- kerran viikossa
- kerran kuussa
- muutaman kerran vuodessa
- erittäin harvoin

Jos olet kaupungilla vauvan kanssa, mitkä ovat hankalat paikat/asiat?

(1: ei hankala-5: erittäin hankala)

	ei hankala	—————→			erittäin hankala
portaat julkisissa rakennuksissa	1	2	3	4	5
ovet	1	2	3	4	5
julkinen liikenne	1	2	3	4	5
vaipanvaihto	1	2	3	4	5
imetys	1	2	3	4	5
ruoan lämmitys	1	2	3	4	5
vauva ei viihdy	1	2	3	4	5
jalkakäytävät	1	2	3	4	5
pysäköinti kadunvarressa	1	2	3	4	5
pysäköinti parkkitalossa	1	2	3	4	5

Kommentit:

**App.1.p.2.**

Miten usein käyt ravintolassa vauvan kanssa?

- 3-6 kertaa viikossa
- kerran viikossa
- joka toinen viikko
- kerran kuukaudessa
- 2-4 kertaa vuodessa
- kerran vuodessa
- harvemmin

Jos menet ravintolaan vauvan kanssa, mitkä ovat tärkeitä asioita ravintolan valinnassa?  
(1:ei tärkeä ollenkaan. 5: erittäin tärkeä)

	ei tärkeä	—————→			erittäin tärkeä
ravintolan sijainti	1	2	3	4	5
sisäänkäynti: portaat	1	2	3	4	5
sisäänkäynti: ovet	1	2	3	4	5
vaipanvaihtomahdollisuus	1	2	3	4	5
lelut (pallomeri, Playstation,...)	1	2	3	4	5
syöttötuoli	1	2	3	4	5
lastenruoat, lasten annokset	1	2	3	4	5
erikoisruokavalio	1	2	3	4	5
mikro/ruoanlämmitys saatavissa	1	2	3	4	5
riittävä tila vauvulle	1	2	3	4	5
voi imettää vauvaa ravintolassa	1	2	3	4	5

Kommentit:

Voitko suositella lapsiperheille tiettyjä ravintoloita Jyväskylässä?

Mitä mieltä olet, ottavatko ravintolat ja muut julkiset rakennukset lapsiperheen etuja huomioon?

**Kiitoksia avustanne!**