

ACCESSIBILITY IN RURAL TOURISM COMPANIES IN CENTRAL FINLAND

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<p>Abstract</p> <p>The goal of the thesis was to study the accessibility of three rural tourism companies in Central Finland – one of the areas that was part of the KESMA II project. The KESMA II project (Sustainability as a competitive advantage for rural tourism) was administered by JAMK University of Applied Sciences with several companies as partners in the project. The case companies were Luukkolan Loma, Villa Hiidenmäki and Wanhan Vartiamäen tila. The purpose of the thesis was to improve and develop the accessibility of the case companies by providing guidelines for achieving moderate accessibility.</p> <p>In the research conducted a qualitative research method was used in the form of a customer survey. In addition, observation was used with the help of different accessibility checklists developed by the Finnish Association of People with Physical Disabilities. The research was conducted by studying accessibility during the service journeys of the case companies' customers.</p> <p>The results indicated that even though the companies had paid attention to accessibility, several improvement ideas emerged from the customers' replies and from observation. Recipients did not need improvements in accessibility hence were satisfied with their holiday, and for instance reservation process was considered easy. Uneven yard area with insufficient lighting were some issues mentioned in the recipients' improvement ideas. The replies of the questionnaire supported the observations.</p> <p>With the help of the results, the case companies and other rural tourism companies can improve and develop the accessibility in their companies in order to gain a wider and more satisfied clientele. Further research could be done by conducting a quantitative research focusing on potential customers' opinions about the necessity of more accessible services in rural tourism companies.</p>		
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Tiivistelmä <p>Opinnäytetyön tavoite oli selvittää keskisuomalaisten maaseutumatkailuyritysten esteettömyyttä KESMA II -projektin yhteydessä. KESMA II -projektia (Kestävydestä kilpailuetua maaseutumatkailussa) toteuttavat Jyväskylän ammattikorkeakoulu, Lahden ammattikorkeakoulu, Helsingin Yliopiston Ruralia-Instituutti ja useat yhteistyökumppanit. Tutkittavia kohteita olivat Luukkolan Loma, Villa Hiidenmäki ja Wanhan Vartiamäen tila. Opinnäytetyön avulla kohdeyritysten esteettömyyttä pyrittiin edistämään helposti toteutettavien parannusehdotusten avulla.</p> <p>Tutkimuksessa käytettiin kvalitatiivista tutkimusmenetelmää, ja metodina käytettiin sekä asiakastutkimusta että havainnointia esteettömyyskartoituslomakkeiden avulla. Tutkimus toteutettiin tutkimalla yritysten asiakkaiden palvelupolkua ja sen esteettömyyttä. Yritysten asiakkaille jaettiin loman alussa viesti, jossa pyydettiin vastaamaan verkossa toteutettavaan laadulliseen tutkimukseen. Kartoituslomakkeet ovat Invalidiliitto Ry:n kehittämiä.</p> <p>Tutkimus osoitti, että esteettömyyttä oli jo jonkin verran otettu yrityksissä huomioon, mutta useita parannusehdotuksia ilmeni sekä asiakkaiden vastauksien perusteella että tutkijoiden havainnoinnista. Kyselyyn vastanneet eivät kokeneet tarvetta esteettömyyden parantamiseen vaan kaikki olivat tyytyväisiä lomaansa: esimerkiksi varausprosessi koettiin helpoksi. Vastaajien parannusehdotukset liittyivät enimmäkseen piha-alueen tasaisuuteen ja valaisemiseen. Tutkijoiden havainnoinnin tulokset olivat yhteneviä asiakkaiden vastauksien kanssa.</p> <p>Tulosten avulla sekä kohdeyritykset että muutkin maaseutumatkailukohteet voisivat parantaa ja edistää yritystensä esteettömyyttä asiakaslähtöisemmäksi, ja näin ollen tavoittaa laajemman ja tyytyväisemmän asiakaskunnan. Jatkotutkimuksena voitaisiin toteuttaa kvantitatiivinen kysely, jossa tutkittaisiin potentiaalisten asiakkaiden mielipidettä esteettömien palveluiden tarpeellisuudesta maaseutumatkailuyrityksissä.</p>		
Avainsanat (asiasanat) esteettömyys, kartoituslomakkeet, KESMA II-projekti, maaseutumatkailu, palvelupolku		
Muut tiedot		

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1. INTRODUCTION

1.1. Topic Areas and Objectives

This thesis is part of the KESMA II project about accessibility in rural tourism regarding the case companies in the Central Finland-area. There were several micro-sized rural tourism companies that were part of the KESMA II project, three of which were chosen for this thesis. The case companies were Villa Hiidenmäki, Luukkolan Loma and Wanhan Vartiamäen tila, which will be introduced later in chapter 4.

KESMA II project aims to develop sustainable tourism. The project defines sustainable tourism as tourism that is accessible for all, economically profitable and does not destroy the environment or local cultures.

As for the research methods, an accessibility analysis was performed for the three case companies by conducting a qualitative survey of their customers' service journey experiences. In addition, the case companies' customers' service journeys were observed from the authors' point of view. Also a physical accessibility standard replicate measurement and accessible communication standards analysis approved by the Finnish Association of People with Physical Disabilities was conducted. The aim of the thesis was to improve and develop the accessibility of the case companies' from the service journeys' point of view and provide guidelines for how to achieve moderate accessibility to the companies' physical facilities.

The topic was chosen because accessibility was related to the field of Facility Management (FM) and therefore beneficial for the future career orientation of the authors. Customer service is also strongly linked to accessibility. The knowledge and competences about customer service that were gained during the studies and career were utilized in the process. The thesis process will enhance the authors' competences and skills. Facility management is strongly involved with the physical

aspects of accessibility, and the subject is relevant since the awareness about accessibility is growing and easy-accessibility is more appreciated and demanded.

Everyone will be somehow incapable at some point in their lives as for hearing, seeing, mobility, language or comprehension abilities (Blinnikka 2012, 3).

When services are more accessible they are not only beneficial for the customers that require accessible services but also increase the general attractiveness.

1.2. KESMA II – project

Sustainability as a competitive advantage for rural tourism (Kestävydestä kilpailuetua maaseutumatkailussa) was the idea of KESMA II -project. The project was implemented as cooperation between four regions in Finland: Central Finland, Southern Savonia, Tavastia Proper and Päijänne Tavastia. The time frame for the project is 1.1.2013 - 31.12.2014. KESMA II -project is a continuation of KESMA I -project which was implemented in 1.12.2010 - 29.2.2012.

Main target groups for the project were micro-sized tourism companies that were operating in the rural areas, developers of tourism, different educators and local operators. In the project sustainability was developed from the point of view of social, ecological and cultural sustainability. The project was funded by the European Agricultural Guidance and Guarantee Fund through the Centre for Economic Development, Transport and the Environment for Central Finland.

The project was administered by JAMK University of Applied Sciences and JAMK had Lahti University of Applied Sciences and University of Helsinki Ruralia Institute as partners of the project. (Kestävydestä kilpailuetua maaseutumatkailuun 2013.)

2. SUSTAINABLE DEVELOPMENT

KESMA II-project aims to show the companies involved in the project that sustainability gives competitive advantage for them. It refers to the fact that tourists are more aware of sustainable development and demand it. It can be said that sustainable development as a term is widely spoken of and has somewhat reached a point where it is trendy to use it. One of the most used definitions for sustainable development is:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Our Common Future 1987.)

Triple Bottom Line of Sustainability

Many people often associate sustainability solely to environmental issues; however the term gives equal importance to the social and economic dimensions. From the three dimensions comes the term triple bottom line. The graphic below demonstrates how each of the dimensions is equally important. (About Sustainability at Maryland 2010.)

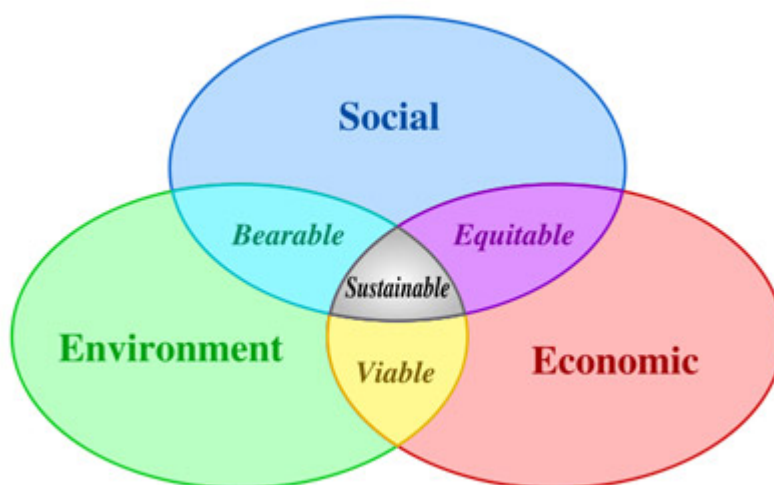


FIGURE 1: Triple bottom line of sustainability (About Sustainability at Maryland 2010)

In business, the success is no more defined solely based on monetary earnings, because the triple bottom line refers to the impact the company and all of its activities have on society. It also requires companies to have responsibility on stakeholders (e.g. employees, community) over shareholders. (Understanding Sustainability and the Triple Bottom Line 2013.)

Economic, environmental and social dimensions of sustainability can also be referred to as the three pillars of sustainability. In order to solve the problem of sustainability altogether, all of the pillars have to be sustainable. Economical sustainability is about an economy (e.g. country) being able to support indefinitely a defined level of economic production. Environmental sustainability can be defined the rates of pollution creation, renewable resource harvest, and non-renewable resource drying up that can be continued indefinitely. Social sustainability means the ability of a social system (e.g. country) to function at a certain level of social wellbeing. Defining that level should aim to optimize the quality of life for those living now and to their descendants. (Thwink.org.)

Sustainable development is a wide concept, therefore in this thesis the focus is on accessibility which is part of social sustainability.

2.1. Accessibility

Accessibility (in Finnish *esteettömyys, saavutettavuus*) is a wide and multidimensional concept. It cannot be unambiguously defined for it refers to, for instance, Universal Design- concept (UD), human rights and equality, principle of socially sustainable development, inclusion, financial accessibility, cultural accessibility and bias. Ensuring accessibility is based on national and international rights and laws such as the law of parity. (Hirvonen, Koskimies, Pirttimaa 2009, 15.) However, in this thesis the focus is to define the terms most commonly linked to accessibility and those that are most related to the topic of this thesis. Terms Universal Design (UD), inclusion and accessibility will be introduced, and later, accessibility will be analyzed more thoroughly from the point of view of its benefits and challenges.

Universal Design

Universal Design (UD) aims to make things more convenient, accessible and safer for everyone. The goal of Universal Design is to make products, environments and systems function better for a wider range of people by applying the ideology to policies, designs and other practices. (Centre for Inclusive Design and Environmental Access 2009.)

Other terms that can be used instead of Universal Design include Design for All (DfA), Inclusive Design and Barrier-Free Design. Universal design does not necessarily mean the same as accessibility standards. It can be distinguished from meeting accessibility standards by integrating them into the overall design. Universal design benefits all users from people with disabilities, older people to children because it reduces the need for later design modifications and is easier to use for everyone. (Universal Design Education.)

According to the Center for Universal Design (2011), the term Universal Design can be defined as “the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design”. Due to demographic changes, Universal Design is rapidly becoming a popular trend. People live longer, and now there are more people living with disability than ever before and since universal design addresses the needs of the majority of the consumers, it has become very marketable approach. (Center for Universal Design 2011.)

Finland has its own Design for all –network, which is a part of the European Union’s (EU) EDeAN network entity with other EU member countries. Their most important task is to convey information about accessibility to the users and private and public organizations and to offer a channel for interaction. (Finnish Design for All -network n.d.)

Inclusion

Inclusion (inkluusio in Finnish) is a term that is related to accessibility. Inclusion means, that the people who are part of special groups use all the same services in the society as if they did not have any special needs or disabilities. (Juttila, S. 2012).

“Inclusion is seen as a process of addressing and responding to the diversity of needs of all learners through increasing participation in learning, cultures and communities, and reducing exclusion within and from education. It involves changes and modifications in content, approaches, structures and strategies, with a common vision which covers all children of the appropriate age range and a conviction that it is the responsibility of the regular system to educate all children.”

(Guidelines for Inclusion, UNESCO, p. 14, 2005)

Accessibility

As stated earlier, accessibility as a concept is quite comprehensive. The emphasis is often on the accessibility of the buildings and facilities. However, accessibility also means that everyone can fluently participate in studying, working, cultural activities and hobbies. It means that services are available, information is understandable, and mediums are usable and that everyone has the possibility to take part in decision making regarding them. (Invalidiliitto.fi 2013.) It can be said that the environment of the building is accessible when it is safe, functional and pleasant for everybody and when entering to all of the floors and facilities of the building is easy. In addition, the facilities in the buildings and the functions within need to be as easy and logical to use as possible. (Esteetön.fi 2010.)

Accessibility cannot be narrowed down to the group of people in a wheelchair, for it needs to be regarded as a social right concerning all citizens. Of course accessibility applies to people with disabilities such as visual, hearing and mental impairments but it also equally applies to people with less visible ailments and health conditions e.g.

people with allergies or chronic illnesses. Poor accessibility also affects to older people, pregnant women, tall, small or big people and families with children. Accessibility also refers to the accessibility of websites, communication and transportation and, of course, to the accessibility awareness of the personnel working in the field of service industry. (ENAT 2007, 10)

Accessibility should not be regarded as a need requiring a separate service system. If anything, it should be considered as an equal achievability of services (Hirvonen, Koskimies, Pirttimaa 2009, 12). The environment or an individual building is accessible when it is functional, safe and comfortable for all kinds of users and all rooms and floors are easy to get to. In addition, facilities and its functions are easy and logical to use. (Esteeton.fi 2010)

The key elements of accessibility are, in fact, quite simple to explain even though many people might consider the terms difficult to comprehend. Physical accessibility is all about the easy and safe accessibility in facilities, for example, by removing obstacles that limit mobility or adding a ramp next to stairs. The accessibility related to senses means that the information can be received in other ways than just by seeing and hearing. Adding sign language, Braille, touchable items and different smells increases the accessibility of the services. Accessible communication is all about information that is clear and understandable and about using different ways of communication such as pictures and sounds. (Teräsvirta 2007, 7.)

Social and cultural accessibility means taking into consideration other than mainstream experiences. Financial accessibility can mean, for instance, that the prices (such as the entrance prices) are graduated so that e.g. students and pensioners are entitled to a discount. (Teräsvirta 2007, 8.)

2.2. Why Accessibility?

In Finland, as in whole Europe, the tourism sector is facing a turning point as travelers require better access to the accommodations, destinations and sights. The growing demands come from travelers in the age group +55 (the amount of people in this age group is increasing all the time) and from travelers with disabilities and their families. What these customers require is travel options where basic accessibility features are standard e.g. accessible toilets and level access to buildings. The tourism providers have to be ready to deliver accessible facilities and services in order to meet the demands. (ENAT 2007, 3.)

MIT (Make it Accessible) project promotes the traveling of ageing and disabled people. It introduces the 10/30/100%-rule which states that the accessibility is mandatory for 10%, necessary for 30% and pleasant for 100% of the population. (MIT! Make it... 2009.)

According to The International Standardization Association ISO, IEC and ITU there are 650 million people in the world who suffer from some kind of disability and already quarter of citizens of developed countries are aged 60 or over. Accessibility has therefore become a burning issue since everyone requires access to the social, political and economic life. (Saavutettava.fi, 2010.)

There is a common misconception that the solutions and changes for better accessibility would be expensive, so the aim for this thesis is to highlight the soft options that increase the accessibility with tiny budget. Important to better accessibility is clear communication, well-placed furniture, the ease of obtaining assistance or simple usability of equipment. A positive attitude, resourcefulness, creativity and readiness are essential when promoting accessibility. (Kulttuurikaikille, 2004.)

Benefits

Accessible environment is essential for many groups (e.g. children and disabled) but accessible facilities also benefit other facility users, such as cleaning and maintenance staff, for accessibility makes moving around in the facility easier and more efficient. Building an accessible environment does not usually cost more than building a "regular" facility however it requires good planning and implementation. Building the facilities accessible will become economical in the long run since functionality of the facilities reduces the need for a change. (Invalidiliitto ry. 2013.) Accessibility generates more quality, comfort and security for every user. (ENAT 2007, 10.)

A study, which was conducted by the University of Surrey in the United Kingdom, indicates that the marketing potential for accessible tourism and travel market in whole Europe is estimated to be 27 percent of EU population which stands for 143 million people. The percent will be higher, even up to 30 to 40 percent of the EU population when counting in all the people requiring accessible services, such as pregnant women, older people etc. Therefore up to 40 percent of Europeans would benefit from improved accessibility in tourist facilities and services. When considering that there exists a market potential for 143 million people in Europe in revenue, this could mean 83 billion Euros. Despite the high demand for accessible services in the tourism market, the industry is not meeting the demands. (ENAT 2007, 5.)

Challenges

According to Darcy and Dickson (2009), it is evident that in terms of accessible tourism the challenge is not only to provide access to people with disabilities, but to be able to create a universally designed, barrier-free environment that supports people with temporary disabilities, ageing population, families with young children and, in addition, an environment that is safer for the employees to work in. (Buhalis, Darcy & Ambrose, 2012, 1: Darcy and Dickson, 2009)

In some European Union Member States the national tourism boards have developed strategies to help businesses to improve the accessible tourism market,

however, these are not often identified as examples to follow and in some countries the problem is that the help from the government is completely lacking. The main challenge is the lack of understanding the potential the accessible services bring to the tourism industry. (ENAT 2007, 5 - 6.)

Another potential market place is the Internet. It might come as a surprise for many that people with disabilities use Internet but why would they not use it as well as everyone else. In Finland, five percent of the population require specialized services on the Internet however less than a percent of the web pages are accessible. Problem is that many service providers consider the amount of five percent too small to make the required changes but in reality five percent stands for 250 000 users and in this figure is mostly just disabled users, for instance older people have not been counted in. (Virkki. E 2006.)

The main challenge when creating accessible web pages is the lack of knowledge from the companies' side. Many consider that it would be too difficult and expensive to make the changes for their pages and they find it hard to believe that they might have disabled customers. The companies also fail to see the difference between accessible and non-accessible web page and consider it nothing but cashing in. In addition, the companies find it hard to understand the concept of accessibility; therefore, they are often unwilling to hear about the benefits it brings. (Virkki, E 2006.)

Based on a survey conducted by Haglund Networks Oy it is obvious, that despite the increasing attention accessibility has been gaining, there is a deficiency of developing and marketing accessible IT-services and solutions. In practice, meeting the supply and demand was rather problematic and required special actions. However the situation can be improved by standardizing the recommendations and standards more clearly to the practices that guide and assist the supply and demand of the products. (Haglund Networks Oy 2009, 3)

2.3. Accessibility Standards

There are various checklists for different accessibility-types. There are international and national standards for e.g. web accessibility, game accessibility, cultural accessibility, tourism accessibility and mental accessibility. Some of them are less official than others. In the thesis process, only the standards and surveys that The Finnish Association of People with Physical Disabilities had created were used. (esteeton.fi, 2010)

At this point, the coverage of the survey was limited due to the extensiveness of the concept; hence, going through all of its aspects was not possible. The focus was on the service journey and its accessibility. In addition, a physical accessibility analysis was conducted by narrowing the focus on the most crucial points related to rural tourism.

Accessibility Checklists Used in the Thesis Process

The checklists chosen to be used on the thesis process were all approved by The Finnish Association of People with Physical Disabilities (see appendices 3 to 5). The first checklist used (Appendix 3) was designed for checking the accessibility of the customer service facilities. In the premises (e.g. cottage, outhouse and yard area) more detailed checklist made specifically for rural tourism companies was used (see Appendix 5). This checklist was extremely detailed and long. When limiting the list, help was received from an expert - in this case from Anne-Mari Hård-Janhonen, who was the Chairman of the Council for the Disabled in Jyväskylä. In the analysis that was performed, only the most important aspects of accessibility in rural tourism were taken into consideration. In addition, a checklist of accessible communication was used in observing and analyzing the companies' accessibility in communication. (See Appendix 4.)

3. TOURISM

Tourism takes place when person is traveling for recreational, leisure or business purposes outside from the usual environment for not more than one year. (The World Tourism Organization, 1995.) Tourism is important to the economy in many countries and it has become a globally popular activity for passing leisure time. Tourism includes all types of purpose visit, including business, conference and education. (Cooper, Fletcher etc. 2008.)

There is a variety of different kind of terms for various types of tourism, for example winter tourism, adjectival tourism (culinary tourism, war tourism), educational tourism, sustainable tourism and so on. The focus in the thesis is rural tourism in which the following chapter focuses on.

Rural Tourism

Rural tourism is way of traveling while participating in the rural lifestyle. This segment has been rapidly growing in the past decade, and rural tourism is expected to grow in the future. Rural tourism aims to preserve the local environment and cultural values. The powerhouses of rural tourism are biodiversity and the authenticity. Rural tourism allows visitors to explore the natural, cultural and environmental issues. According to one definition, rural tourism is "responsible travel to natural areas that conserves the environment and improves the wellbeing of local people." (TIES 1990)

People are having a growing interest towards the heritage of the countries they are visiting and are also looking for experiences that they have not had before, and which are also strongly attached to the culture.

Rural tourism enterprises are in general small-sized companies and typically family businesses. Many rural tourism enterprises offer side activities like hunting, fishing, skiing, snowmobile-safaris, rafting or hiking. As rural tourism affects the local culture

and economy more than other types of tourism, it is important for the development of a region.

Certain factors affect the individuals' appreciation of rural tourism, for example environment ideologies, socio-economic status, customs of outdoor activities and ethnical backgrounds. Rural tourism is about having a getaway from the daily routine, getting back to nature and the peoples' natural attraction to the natural peace.

ECEAT (European Centre for Ecological and Agricultural Tourism), is the leading network of small-scale sustainable tourism services and accommodations in Europe. It pays special attention to rural areas and organic farming. It promotes responsible travel operating in nearly 20 countries. Finland is also a member with over 30 certified farms. One of the case companies of this thesis, Wanhan Vartiamäen tila, is a member as well. In order to get a membership the requirements demanded are for instance: support of environmental friendly agriculture, contribute to sustain cultural heritage, contribute to support the local economy and reduce production of waste. (ECEAT 2013.)

The requirements to join ECEAT describe well the specific characteristics of sustainable rural tourism. In its purest form, rural tourism should be located in the rural areas, built upon the rural world's special features of small-scale enterprise, contact with nature and the natural world, open space, traditional societies and practices, rural both in buildings and settlements, growing slowly and organically and connected with local families. (Lane, B. 1994.) Hence, rural tourism differentiates from other tourism in location, environment, practices and activities.

Rural Tourism in Central Finland

In Finland, inland waterways are important to the rural tourism because it offers the possibilities for the various activities. There are 187 888 lakes that are over five hundred square meters, of which about 56 000 are over a hectare in area. (Ymparisto.fi 2012.)

The number of vacation homes is high also on the international level: in 2011 there were 493 000 summer cottages in Finland. (Tilastokeskus 2012.)

The Jyväskylä is the largest city and a municipality in Central Finland. Between January and August (2013), the registered overnight stays in Jyväskylä region (408.500) has been decreasing 2,5 % from last year. Domestic tourism increased (347.500, +2 %) but foreign customers has fallen significantly by 21,9 % (only 61.000). More than a quarter of foreigners came from Russia (16.000, + 4 %) and other major customer groups came from Germany (9.600, -21 %), Great Britain (3.900, -23 %) and Sweden (3.500, -1 %).

Overnights decreased 0,5 % in the entire country. In 2012, the overnight stays (593.100) increased 7.0 % from the previous year. The busiest month is July. (jyvaskylanseutu.fi 2013)

Throughout the country, a quarter of tourists are foreign with the majority of them domestic. About a quarter from all tourism in Finland is rural tourism. (Ymparisto.fi 2007). There are action programs going on where the Government of Finland wants to add the volume of rural tourism in Finland.

The Rural Policy Committee of Finland has stated the values of developing rural tourism: "The core values of developing rural tourism are recognizing and valuing our identity, and the characteristics related Finnishness culture and to the countryside. Finnishness means using our national heritage and modern culture broadly, appreciating and being familiar with the nature, striving for sustainable product development, and thereby standing out from competitors. Finnishness also means reliability, unpretentious hospitality, and friendly service and way of acting. (maaseutupolitiikka.fi, Rural Tourism in Finland)

4. CASE COMPANIES

The case companies were all located in the Central-Finland area and represented micro-sized rural tourism companies. The companies volunteered to take part in this survey during one of the KESMA II project's workshops in Joutsa on 9 April 2013, where the thesis was promoted. All of the three companies wanted to be part of the thesis, because they were interested in the topic and different sides of accessibility. They had some knowledge of accessibility, but were keen to find out more in order to improve the services in their companies.

The case companies were visited in the end of May 2013. The authors performed the physical accessibility standard replicate measurement together with the checklist for accessible communication standards and had interviews with the owners. During the visits, pictures were taken in order to improve the observations.

4.1. Luukkolan Loma

The authors of this thesis visited Luukkolan Loma on 23 May 2013. The owner Raija Siltanen (who owns it together with her husband) was there to introduce the premises.

Luukkolan Loma is located in Leivonmäki, Central-Finland. It consists of one holiday cottage, a granary and a separate summer kitchen with a wood-heated sauna by the lake. Together the cottage and a separate granary facilitates up to 6 persons. The cottage has electricity and all the necessary equipment. The cottage is located next to one of the Natura-Area, which is a part of European Union's LIFE -program about protecting the diversity of the nature (Metsä.fi). Luukkolan Loma provides some leisure activities like fishing, berry picking and mushrooming. At times, local association offers events such as barn dancing. (Huvila.net.)

4.2. Villa Hiidenmäki

The authors visited Villa Hiidenmäki on 28 May 2013. The owner Marjatta Kunnaton was there to be interviewed and to introduce the premises and the additional services. Unfortunately Villa Jukola had customers staying in so it was observed only from the outside.

Villa Hiidenmäki consists of two villas (Kalliola and Jukola) located in the center of Jämsä, Central-Finland in an environment that offers a historical atmosphere combined with modern facilities and technology in both of the villas. In addition to accommodation services Villa Hiidenmäki provides leisure activities such as GPS - Geocaching, Viking boat bath barrel and outdoor swimming. They also offer conference services. Within the grounds Villa Hiidenmäki has a conservation area of two hectares where for instance Iron Age burial ground can be found and an endangered species, *Cetrelia Olivetorum*. Villa Hiidenmäki provides their services all year-round. (Villahiidenmaki.fi.)

4.3. Wanhan Vartiamäen Tila

Wanhan Vartiamäen tila was visited by the authors of this thesis on 23 May 2013. Marianne Kosonen, who owns the ranch together with her husband, was there in order to introduce the villas and their services.

Wanhan Vartiamäen Tila (The Ranch of Old Watchman) is located in Leivonmäki, Central-Finland and it consists of two cottages: a traditional summer cottage with a solar panel as the only source of electricity and a high level cottage with all the modern facilities. Wanhan Vartiamäen Tila offers activities such as boating, skiing, swimming and baking rye bread. The farm also produces peat. Customers have the possibility to get knowledge about peat as a source of fuel.

In addition, the farm has farm animals, such as cows and horses, which the customers are welcome to get to know. Wanhan Vartiamäen Tila's cottages are located close to the National Park of Leivonmäki and the nature trails and activities

of national park (cross-country skiing trails, berry picking) are available to customers. Wanhan Vartiamäen Tila is part of the ecotourism association ECEAT Finland (European Center for Ecological and Agricultural Tourism). (Wanhavartiamäki.fi)

5. SERVICE DESIGN

Mager states, that in the western industrial nations the economic conditions have changed fundamentally from a manufacturing society to an information- and service-based economy in the last three decades. These rapid developments bring new economic challenges. Before investments within research and design were made primarily in the manufacturing industry, where means and processes of production were optimized, products innovated, and investments in market research, marketing and design of products were made as a matter of course. In the meantime research, development and design for services were an exception. That situation is now changing and that is where Service Design comes along. (Service Design Network 2013.)

Service Design addresses services from the perspective of customers. It aims that service interfaces are useful, useable and attractive from the customers' point of view and effective, efficient and distinctive from the suppliers' point of view. Service designers observe requirements and behavioral patterns and transform them into possible future services. The restructuring of existing services is as much a challenge in service design as the development of innovative new services. (Mager, 2008)

Service design indicates the functionality and form of services from the viewpoint of the user. It connects the areas of cultural, social and human interaction. One can identify important factors when developing and applying service design processes: Understanding the service design challenge (the users, business environment and applicable technologies). Observing, profiling, creating empathy for the users and participating with the users. Creating and improving ideas and including the users in

the process. Implementing, maintaining and developing the services and operating with business realities. (Miettinen, Koivisto, 2009)

Service Journey

The Service Journey is an oriented graph that describes the journey of a user by representing the different touch points that characterize his interaction with the service. In this kind of visualization, the interaction is described step by step as in the classical blueprint, but there is a stronger emphasis on some aspects as the flux of information and the physical devices involved. At the same time there is a higher level of synthesis than in the blueprint: the representation is simplified through the loss of the redundant information and of the deepest details. The Service Journey is also known as Customer Journey Map.

The service blueprint is an operational tool that describes the nature and the features of the service interaction in enough detail to verify, execute and maintain it. It is a process analysis methodology proposed by Shostack, L.G. Service blueprinting involves the description of all activities for designing and managing services, including schedule, project plans, detailed representations and design plans, or service platforms. (Morelli, 2002.)

“Consuming a service means a consuming an experience, a process that extends over time. The customer journey illustrates how the customer perceives and experiences the service interface along the time axis. It also considers the phases before and after actual interaction with the service. The first step in creating a customer journey is to decide its starting and stopping points. The customer journey serves as the umbrella under which the service is explored and, with various methods, systematized and visualized.”(Mager, 2009)

In order for tourism services to be fully accessible, have all the components of the accessibility be fulfilled. Accessible service is like a chain that should never break off. Informing, transportation, services in the destination (accommodation, restaurants,

and customer service) as well as all the activities forms a service journey. In every touch point, accessibility should be noticed thus special groups can found suitable solutions. (Jutila 2012, 15.)

The Service Journey was chosen to guideline the research and to help frame the subject. Also, the case companies were hoping to get improvement ideas from the customers' point of view. The authors' interest towards service management affected as well. Hence, a blueprint model was created (see Appendix 1) in order to help perceive and observe the different touch points that take place in the customers' service journey. The blueprint model was used first when the authors visited the case companies and conducted observations during the journey and, also, later when writing down the observations and analyses gathered form the visit. The blueprint model helped to pay attention to the touch points and to the elements that are most related to rural tourism. In addition, a visualized service journey description with a potential customer profile was created to clarify the blueprint model (see Appendix 2).

6. RESEARCH METHODS

The research method of the thesis was qualitative. In addition, accessibility was studied by conducting a physical accessibility standard replicate measurement and performing observation. The qualitative research includes a questionnaire for the customers of the case companies (see Appendix 6), and together with it an observation was conducted related to the service-journey experience and its accessibility (see Appendices 1 and 2). When conducting the observation, a checklist for accessible communication standards (see Appendix 4) was used as an analysis tool to help analyze the accessibility of the customers' service journey. In addition, the physical accessibility standard replicate measurement was conducted in the case companies measuring the physical accessibility of the facilities (see Appendices 3 and 5).

The Checklists for Accessible Communication was chosen to be one analyzing tool because it was part of the social accessibility and it was important part in tourism accessibility. The company that is accessible is easy to be reached and there is enough information to be available for minimizing customers' insecurity. If customer feel like not getting enough information or it is confusing, it is likely to not leave at all. (Juttila, 2012.)

Process

The thesis process began after the meeting with Petra Blinnikka who was the project manager in the KESMA II-project. She assigned the topic related to accessibility in rural tourism companies. Afterwards the theory was studied and literature related to the subject was gathered in order to obtain wider knowledge of the subject. The wideness of the subject was realized and therefore had to be limited. Because the authors were studying in the School of Business and Services Management, service journey was chosen to guideline the research and to be used as a tool for framing the subject.

On 9 April there was a workshop in Joutsa that was related to the sustainability arranged by KESMA II-project. The authors went there to promote the thesis and to find case companies. During the presentation there were three companies that volunteered to become the case companies of the thesis: Luukkolan Loma, Villa Hiidenmäki and Wanha Vartiamäki.

When the case companies were decided it was possible to create the frames to the subject and conduct a blueprint model for the customer service journey (see appendices 1 and 2). Tools that were used in observation also needed limiting. The meeting with Anne-Mari Hård-Janhonen (the then Chairman of the Council for the Disabled in Jyväskylä) was arranged in order to get professional help with highlighting the most important aspects from the checklists that were used. With her help checklists were limited only to the most crucial elements related to rural tourism.

In order to get added value to our observation, a survey was conducted to case companies' customers. The target of the survey was to study the customers' opinions on accessibility on the case companies. The survey was opened in the beginning of June and was meant to close down already in the end of July but due to the lack of replies, the time was extended to the end of August. Survey was chosen to be conducted on the Internet. Questions were formed so that they would support the qualitative research method. The distant location of the case companies was a crucial element when deciding the way of conducting questionnaire. Publishing the questionnaire online was the most practical method for both authors and recipients. In order to help the recipients to understand the topic of the questionnaire, the information leaflet was visualized

The case companies were visited in the end of May: Luukkolan Loma and Wanhan Vartiamäen tila on 23 May, and Villa Hiidenmäki on 28 May. It took about three hours in each company when observing the premises and interviewing the owners. Also pictures were taken to support the observations. After every visit results of the checklists were analyzed and development ideas were discussed from the service journey's point of view. In September the results of the questionnaire were clear and ready to be analyzed.

Qualitative Research

In a qualitative research approach, the goal is to survey real life situations in a comprehensive way. People are favored as an instrument of gathering information. Each case is considered unique. Therefore the results are interpreted according to that assumption. (Hirsjärvi, Remes & Sajavaara 2007, 160.)

A qualitative approach was chosen because it optimally contributes to reaching the aim of the thesis. As all the companies are micro-sized rural tourism companies, a quantitative research method could not have provided enough answers in the required time and would have led to the results unreliable and invalid results. When

conducting a quantitative research, the number of results is crucial in order for the results to be measured for their reliability and validity.

Reliability

Reliability means the repeatability of the measured results. If a research is reliable it should not give random results. Therefore in a quantitative research more answers mean that the results are more reliable. (Hirsjärvi, Remes & Sajavaara 2007, 226.)

Thus, if the same phenomenon is observed by several authors with the similar aims, they will submit approximately the same results. (Gummerson 1988.)

With qualitative research method the reliability can be enhanced with accurate and specific reporting of the implementations of every phase in the thesis process.

(Hirsjärvi, Remes & Sajavaara 2007, 227.) The authors' aim was to analyze the service journey of each of the companies with accurate and specific recite to increase the reliability.

Validity

Validity means that the research methods and indicators measure the phenomena they are supposed to measure. Therefore, the results of a research cannot be considered valid if the questions are formed in a way that the person answering them understands them differently from the author who made them. (Hirsjärvi, Remes & Sajavaara 2007, 226.) In other words, concept of model needs to accurately describe the reality. (Järvinen 2001, 145.) The validity of the research can be amplified by using several research methods. (Hirsjärvi, Remes & Sajavaara 2007, 228.)

Some problems that were faced during the thesis writing process were related to the research methods. As a qualitative research was conducted in a form of a questionnaire published in the Internet, a possible issue with validity might emerge. Since the questionnaire was not performed face-to-face the authors cannot explain the questions further to the respondents. Therefore the respondents might

understand the question differently than the authors intended. Here emerges the issue regarding the validity of the research. (Hirsjärvi, Remes & Sajavaara 2007, 226.) This was prevented by creating clear and short questions that were hard to misunderstand and that were not leading the recipients. In addition, in order to enhance the validity of the research guidelines were provided for the respondents in a form of a two-sided A4-document. On the front side of the document was briefly introduced the aim of the questionnaire with instructions how to respond to it and on the back side there were visual and written aids to help the respondents with the elements they needed to pay attention to during their visit (see Appendix 7).

During the research process attention was paid to validity and reliability of the research. The observation tools used in the process were taken from prestigious sources e.g. The Finnish Association of People with Physical Disabilities and those were clear and easy to use considering that authors were not professionals in accessibility standards. When observing the case companies impartiality was kept and the companies were observed with accurate and specific notes.

Issues Regarding the Research Process

Some possible problems might occur in receiving enough responses for the questionnaire from the customers of the case companies. As stated earlier all three of the case companies were micro-sized and all of them informed when interviewed that most of the summer the villas were booked for the whole week, therefore the amount of customers during the summertime in reality was quite small. Preventing the amount of responses staying low involvement from the case companies' side was required. The good thing was that the owners were very involved in the KESMA II project, and had agreed to market the questionnaire for their customers.

As for the sources used in this thesis for theory base a difficulty in obtaining contemporary information occurred, since the subject was relatively new. The subject accessibility itself was not completely new, but only recently it had gained wider attention and had become more commonly spoken of. In order to obtain the latest information about accessibility, the Internet was probably the best source.

However it was also quite unreliable, since it was difficult to determine where the information originated. The book sources on the other hand might not be so up-to-date. Best way was to combine the two main sources of information. The in-depth knowledge was gained by discussing the subject with the experts of accessibility. In the research work, the authors had discussed about the accessibility and physical accessibility tools with Anne-Mari Hård-Janhonen, who was the Chairman of the Council for the Disabled in Jyväskylä (Vammaisneuvoston puheenjohtaja).

7. RESEARCH RESULTS

A blueprint model specifically created for this purpose, was used as an analysis tool together with the other accessibility analysis tools: the physical accessibility standard replicate measurement and accessible communication standards analysis tool. They are all shown in the appendix part of the thesis. (See Appendices 1-5).

Four replies came from Villa Hiidenmäki customers, four from Wanhan Vartiamäen tila and one from Luukkolan loma. The amount of the replies was sufficient due to the fact, that the questionnaire was qualitative. One has to take into consideration that the amount of customers in the case companies was relatively small. Each of the case companies only provide one or two cottages, where customers might stay up to one week or even longer.

Almost 45% of the recipients were at the age category 51 to 60. There were no recipients in the categories under 18 years and over 70 years. Over half of the recipients were working in a position, where higher education was required, for example lawyer and biologist. Only one of the recipients was retired. None of the recipients had limitations regarding accessibility, however, some of them had small children with them which might require some special needs.

7.1. Villa Hiidenmäki

Villa Hiidenmäki has two Villas, Jukola and Kalliola. In this analysis, only Kalliola is analyzed because during the authors' visit to Villa Hiidenmäki, Jukola had customers on their premises. However, the development ideas to be presented can be applied to Jukola as well.

Physical Accessibility Standards Evaluated Through Customer Service Journey

Arrival

Finding information about Villa Hiidenmäki and making a reservation is easy. From Villa Hiidenmäki's websites customers can make a direct reservation or sent an offer request. There is also a phone number and an email address for further information. Reservations can be made also via lomarengas.fi and himos.fi. (villahiidenmaki.fi.)

The location of Villa Hiidenmäki was excellent. According to the owner, most of the customers arrive by car even if there are excellent public transportation possibilities as the location is almost right in the heart of Jämsä (about two kilometers to the train station and approximately one kilometer to the nearest bus stop). If one arrives by taxi, it can park right in front of the entrance to whichever villa one has booked. The location can be easily found on navigations systems and for instance by using Google Maps. There were clearly marked signs guiding to Villa Hiidenmäki along the way. The signs were non-reflective material and they had good color contrasts with fonts large enough. There were no symbols used on the signs.



FIGURE 2: In arrival to Villa Hiidenmäki: a clear sign that is easy to perceive.

The Parking area was small and not designated but it had pylons and it was relatively easy to spot. Cars can be parked almost anywhere in the yard area and often it is so since companies tend to arrange meetings at Villa Hiidenmäki with up to 16 participants. Cars can also be parked right in front of the entrance. The owner told that they are planning to build a proper parking area in the future. The surface of the yard area was not as even as it should be since it is not asphalted. It had no major level differences and apart from the graves, it was even with no holes or bumps of any sort.

At guest's arriving at Villa Hiidenmäki, the owner usually welcomes the customers in order to give a grand tour and explain how everything works. Exceptions occur only if the customers were already familiar with the premises.

Facilities

In the facilities, non-perfumed and allergy friendly detergents were used and the usage of strong scents and allergizing plants was avoided. No pets, except guide dogs, were allowed indoors in any of the facilities but they were allowed outdoors.

Boarding kennels are located nearby, and the owner will give the customers further information regarding them when asked.

There were stairs outside leading to Kalliola. The stairs were straight with hard, even and non-slippery material. The steps were wide enough (at least 1200mm wide). The steps had no contrast stripes in the edge of each step nor was there an area that indicated the ending or beginning of the steps. There were handrails on both sides of the stairs. They were continuous and attached from below. The height was within 700-900mm and it was easy to hold onto and non-slippery. The handrails were easy to separate from the background, since they were white and the steps were dark brown. In the stairs there were no open steps or flange. In order to improve the stairs outside, the handrails should be round or bullnose and they should begin before the stairs. There was no permanent ramp, but there is one portable ramp in the storage room, which can be brought out when needed. (esteeton.fi 2012).



FIGURE 3: Entrance to Villa Kalliola: Contrast stripes would improve the perception.

Villa Kalliola was a two-storied cottage with all the modern equipment. It had a rescue plan and emergency phone numbers available in the three locations in

Finnish, Swedish, Russian and English. The villa had an accessible entrance, and on the first floor there were all the necessary functions such as toilet, sauna, bedrooms and kitchen area. All the facilities needed at the same floor makes the cottage accessible. All of the thresholds inside the villa were under 2 cm but no color contrasting was used in them (few exceptions upstairs). There were no such rugs that might cause tripping over. The lighting in the villa was sufficient. Most of the furniture was portable and easy to move around, which was needed since in some rooms the access was quite narrow and left very little free space. The furniture was also easy to perceive. Coat racks did not cause a risk of collision but they were available only on one height not accessible for someone in a wheelchair. There was a mirror with the bottom maximum 90 cm above the floor. More color contrasting would be needed in order to improve the detailed perception of the premises. Sockets and light switches were found in different heights all around the villa. The villa had several bedrooms with the option for single or double beds (bed height between 45-50 cm and width 80-200 cm). There was an access to the lights or light switches from the beds. Bedrooms had closets with shelves on different heights. (esteeton.fi)

The kitchen area was modern with free space to move around 150 cm x 150 cm. The stove and the kitchen equipment were at a height 70 - 90 cm but there was no available space for knees under the work surfaces. The dinner table and the chairs were according to the recommendations (table 75 - 90 cm and the chairs 40 - 55 cm) (esteeton.fi.). In the kitchen, there was a waste management information poster in English and Russian, in order to improve and explain the sorting of the waste for the customers.

There were several toilets in the villa none but of them were specifically built as an accessible toilet or handicap toilet (no ISA -sign, no emergency buttons etc.). In this analysis, the one on the first floor was analyzed because the one on the second floor was not potential for wheelchair users since the only staircase leading upstairs is spiral and narrow. The toilet had a sign indicating WC, and the color differed from the color used on the door. The threshold was low (under 2 cm) and of a different color from the floor. The toilet was unisex. The door was easy to open and it opens,

accordingly, outwards. There was not enough free space in the toilet (150 cm x 150 cm) and not enough color contrasting used in the decoration and equipment. No handrails were placed around the toilet seat. One could easily reach the toilet paper and the hand-shower from the seat. The mirror and the sink were placed too high. (esteeton.fi)

The sauna was on the first floor. There were two doors leading to the sauna facilities but they had no signs to indicate that. The doors were easy to open and perceive, and the thresholds were less than 2 cm. There were two showers in the washing area with enough free space. The floor was non-slippery even when wet and there were no rugs on the floors. There was also a bathtub. Lighting was sufficient. Outside the sauna there were instructions on how to use it in English with warnings in English and Russian. The sauna room also had a non-slippery floor and enough free space for a wheelchair. The heat spread evenly inside the sauna so that even the ones on the lower levels will feel it. The sauna stove was protected only for one height but it should also be protected from below. The lowest bench was portable and the highest



FIGURE 4: The Sauna in Villa Hiidenmäki: Handrails were missing.

was approx. 200 cm wide. Proper handrails were missing and would improve the accessibility greatly. (esteeton.fi.)

Outside close to both villas, there was a hut available for the customers. There were no signs showing where to find it, but it was clearly visible from both the villas. The road to the hut had no obstacles, and even though it was a gravel road, it was quite even with no bumps or holes and it was wide enough for a wheelchair. The entrance to the hut was not marked, but it was easy to perceive. The entrance was not accessible for it had a threshold of 30 cm. Even a slope or a landing would not improve the accessibility much for the door was very narrow and heavy to operate. The handle could have had a better color contrast compared to the door. Before and after the door there was enough free space. The floor inside had quite wide gaps but it was non-slippery.

The lighting was good. There was a lot of free space around the fireplace and even knee space by the surrounding table around the fireplace, so for instance grilling a sausage would have been possible while sitting in a wheelchair. The hut had no obstacles that could cause tripping, only some portable stools. The seating by the walls was not possible to move around but it could be broadened. There were no seats of different sizes and heights.

There was a supply of ready-made firewood inside the hut which was easy to spot and reach. Inside the hut there was easy access to a lidless wastebasket. On the wall there were instructions how to use the hut but unfortunately only in Finnish. A fire blanket and a fire extinguisher were provided next to the exit.

There is a nature trail next to Villa Hiidenmäki. It was not accessible but no changes are allowed in a nature preserve.

Survey revealed that all of the recipients were really satisfied. None of them had any specific needs for accessible services however they made few suggestions how to improve accessibility in Villa Kalliola. Customers suggested a slope by the entrance:

they were not aware that there was a portable slope in the warehouse. Also they felt that the staircase leading upstairs was too narrow.



FIGURE 6: The staircase in Villa Hiidenmäki: Contrasts stripes would improve perception

Departure

The check-out was at 12 o'clock in the afternoon. Cleaning was not included in the price but it was provided for extra fee. Feedback could be given in the webpages or by email.

The Service Journey described by the customers in their own words

“The purpose of this holiday was to spent midsummer with the family. There was also an American friend with us. We drove there from Oulu. The accommodation facilities were functional and especially the hot tub was something that children loved. The owner has arranged a guided orienteering in the nature trail, which was really interesting and inspired even young children. Also in the cottage there were games in case of bad weather. Outside there was interesting badminton field and it was used a lot. There was also a place to swim nearby and fishing was

possible in the river. As a whole the holiday was successful and memorable.” (Senior, 61-70 years)

”The reservation was made a year earlier. The purpose was to organize a meeting with close relatives. But then there were problems with the timetables and, in the end, just me and my wife arrived to the cottage. Some friends visited one evening. This was, sort of, the summer tour of the spouses and this destination was very nice for that experience. On Friday we had a sauna-evening, ate well and relaxed. On Saturday, after the morning sauna and nice walk on the riverside, we went to the Himos leisure resort. On Sunday we continued to Nurmes.” (A man, 51-60 years, Lawyer)

Results about Accessible Communications

Villa Hiidenmäki had its own websites and bookings can be made also via lomarengas.fi and himos.fi. More options make it easier for the customers to find the company and therefore improve accessibility. The Checklist for Accessible Communications -analysis was made based on the company’s own websites. (See Appendix 4.)

Villa Hiidenmäki website www.villahiidenmaki.fi was easy to find using search engines e.g. when using Google it was the first result to pop up when typing Villa Hiidenmäki. The sites were easy to use to find all the necessary information, visually clear and the communication language used in them was understandable and clear. There was an option for English language clearly marked (the icon is the flag of Great-Britain). Accessibility could be improved by adding even more language options to their own sites, such as Swedish and Russian however lomarengas.fi and himos.fi -sites have Russian language options.

There was a map (a Google Maps link) on the sites indicating the direct location of Villa Hiidenmäki. This made finding the place extremely easy and up-to-date. There

was neither sign language used on the pages nor any video material with sound however they were working on a video for the sites that would improve the accessibility a lot. At the moment there are several pictures and the map to support the written communication. Customers were asked for feedback and it entails communication as well.

Villa Hiidenmäki had also a brochure to support communication and it also had a section in English. They promoted in local tourism magazines as well. In the brochure and already on the first page of the websites there was contact information should one need to acquire more information regarding for instance accessibility at the destination. The communication was not directly allocated to minority groups nor had there been made accessibility testing for the visually impaired however the pages were created with a purpose of aiming for plain language as a project with students of JAMK.

All in all, based on the observations and the accessible communications checklist, Villa Hiidenmäki had good overall communication and websites. Adding videos with sound and sign language was something that would improve the accessibility of the websites but since the aim was to achieve moderate accessibility they were pretty much there already.

7.2. Wanhan Vartiamäen tila

Service Journey Analysis and Physical Accessibility Standards

Arrival

Wanha Vartiamäki has two very different cottages but in both cottages ecology, recycling and naturalness has been taken into notice.

The cottages are named Tähtitalvikki and Haukiranta. We visited both but due to the fact that Tähtitalvikki was bigger and has more facilities, the accessibility standards were mainly analyzed in there.

Facilities

Tähtitalvikki was large, high-level cottage with three bedrooms, living room, open plan kitchen, two toilets, veranda, sauna and bathroom. There was also wooden



FIGURE 7: The yard area of Tähtitalvikki: Clear signs for parking would improve accessibility.

sauna outside, but that was rented separately. At total there was room for 6+2. All the modern electronic equipment was available for example washing machine, microwave, dishwasher and also TV and DVD-player.

Haukiranta-cottage was smaller and there was only room for 4+1 persons. In contrast to the first cottage, in Haukiranta pets were welcome. This cottage has no comforts, but it has been popular among fishermen, hunters and people who have ecological values. There was a solar panel to generate some electricity. There was an outhouse and a wooden sauna.

In both cottages there were not clear signs for parking, because it is thought that cars could be parked anywhere. Signs would make it although easier for customer to understand where is it allowed to park and it prevents unnecessary confusion. But on the other hand, customer can decide whether one wants to park close to the door or little bit further. Also signs could be used more to point out for example where the outhouse or sauna are located.

So when arriving to Tähtitalvikki-cottage, one can see the beautiful lake-scene. There could be couple of lights more outside to improve both visibility and security. The stairs outside are quite wide and steps are quite hard to notice: one customer said in the accessibility survey that elders could not see the stairs and stumbled. So contrast colors could be used more, also in thresholds and carpets. The stairs inside are more noticeable and stands out clearly.

There are enough toilets, but they both could be marked with WC-signs. If it is possible, toilet sign should be positioned approximately at eye level (1400-1600 mm from the floor) on the opened side of the door, not the door. This allows one to notice toilets even though the door is open but also prevents collisions with door. The signs should be clear for everybody despite for example age or nationality. Different letters, for example F or M (female and male, or M and N as it is in Finland) or unclear pictures like cock and hen are not good enough, instead for example gingerbread man and woman are easy to understand. (Invalidiliitto, 2009).

Regardless, both toilets were not wide enough to be accessible toilets. For instance, the door in down stairs is only 80 cm but it should be at least 85 cm. One very positive thing is that there were not any thresholds under doors. The trash bins were

loose and those have been placed so that those were not disturbing. Also soap dish towel were placed in suitable height.

There were no signs indicating sauna but when a new customer arrives, customer gets a grand tour where all the rooms are shown. Electric sauna that was inside was very wide and had new facilities and showers. Outdoors in wooden sauna the water needs to be carried. The new facilities has better opportunities to be accessible because doors are wide enough, floors are non-slippery and sauna stove is in a proper height so that there is warm even in the lower bench. The sauna stove should be better protected to prevent scalds. Attention stickers in saunas' glass door would prevent customers to bump with the door. Also shower chair would be good for older people.

At this moment, fragrance free and allergy friendly detergents are not used but it would be something that is easy to change to improve accessibility.



FIGURE 8: In the yard area, there could be better lightning and the risks for tripping should be minimized.

Restaurant and activity services are quite far away (30km). Finnish mobile shop (Store inside of a bus) comes every now and then: the owner was planning to put the schedule on the web page. Many of customers find it exotic. Fishing is also one activity that was possible to do in the both cottages.

Even though nature trails were one good activity that was nearby cottages, the owners were not able to make decisions about its accessibility. But owners can affect to the accessibility of the yard area and footpaths.

In both cottages there was a rescue plan and enough fire alarms.

In the survey conducted the customers had few suggestions to improve the accessibility of the cottages. They suggested that a slope would be good to be provided for helping wheelchair or baby strollers to enter. Also the road could be graded or even tiled and better lightning were suggested on the paths.

Customers thought that the staircase outside of Tähtitalvikki should be marked better to prevent accidents.

Departure

The check-out was at 12 am. There was no cleaning including to the price. The owner usually sends e-mail to customers afterwards and asks if they were satisfied. Wanha Vartiamäki did not have any feedback-forms in Internet or in their cottages yet.

In the survey it turned out that in Haukiranta-cottage customers were hoping following improvements: lower thresholds, more functional barbeque place by re-



FIGURE 9. The staircase outside of Tähtitalvikki should be marked better to prevent accidents.

arranging equipment and grading the ground. The yard area should be improved by removing roots and pits.

The Service Journey described by a Customer

“A welcome visit and presents from the owners were a great start for the holiday. We use rental cottages in different places yearly and Tähtitalvikki was memorable especially for children due to suitable sand beach. Also the conservation area was magnificent, however problems with feet reduces the wandering. The beach, sand, lake, fishes and sauna... great leisure days for children and grownups! Not forgetting the pony ride of course.” (Women, 51-60 years old, MSc Techn)

“Both of the saunas were nice, there I could be longer time than in elsewhere. The swing stand was unsteady and it was impossible to swing really fast. I slept there really well, I did not weak up at night at all.” (Child, 6 years)

Results about Accessible Communications

Finding cottages was easy, because the owner was driving in front of us so we needed just to follow her. She said, that she is not willingly sharing the driving instructions or maps in web pages because there has been some robbers, so she gives the driving instructions after the payment. That is why there are no clear road signs, but customer gets written driving instructions and coordinates afterwards.

Visual appearance is important to be clear and all the information that is needed has to be found easily. That is one thing that is good with the web pages. They do not have any brochures about cottages, but they thought that it is not very important. There are also a lot of pictures supporting text and improving visual appearance. Pictures are clear and give a realistic image about the cottages.

Web pages are even better than good: there is also YouTube-video (although in Finnish) and a lot of information also in English. The Russian translation is also been considered, but when Russians contact Wanha Vartiamäki they assume that they will get also service in Russian.

The owners have asked feedback about communication from their customers already and in the future it is going to be asked even more. Web pages are updated often and they also have their own fan-page in Facebook. If you are interested to visit the web pages, address is <http://www.wanhavartiamaki.fi/inenglish/>.

7.3. Luukkolan Loma

Service Journey Analysis and Physical Accessibility Standards

Arrival

In general the customers arrive to Luukkolan Loma (from now on referred to as Luukkola) by car since there is no public transportation anywhere nearby the area. The distances are quite long therefore using taxis is not economical. Finding the location of Luukkola can be quite challenging due to insufficient amount of signs and because the road Luukkolantie is not an official road therefore it cannot be found via navigation systems e.g. Google Maps. Currently there are no signs on the main roads indicating the location of Luukkola. Written or oral instructions are essential in order to get to Luukkola. Instructions need to be specific and generally understood by everyone not just by locals or Finns.

Here is the original driving instruction (translated from Finnish to English) that the owner provides for the customers:

“The exact address to Luukkola is LUUKKOLANTIE 30, 41710 RUTALAHTI. Drive the new Finnish National Road 4 (Nelostie) pass VAAJAKOSKI ABC approximately 20 km and first junction from this road is a sign Rutalahti 10 km to the right.

Pass the house of YA, pass workshop and “village café” and left from the T-junction. Another 200m and you will see the Luukkolantie sign on your right hand side, about 400-500m and you are at my yard. WELCOME!”

(Siltanen R. 2013.)

Here is the suggested version of the driving directions. These driving directions are meant for customers driving from Jyväskylä:

The exact address to Luukkola is LUUKKOLANTIE 30, 41710 RUTALAHTI. The road is not an official road name therefore it cannot be found in any navigation systems or for instance Google Maps. (If you use navigator, you can use for instance Koskelantie, Rutalahti which is a road near Luukkolantie.) Head to the Finnish National Road 4/E75, towards Vaajakoski. From the roundabout in Vaajakoski stake the first exit and continue the Road 4/E75 towards Lahti. Continue driving about 23,5km until you see signs for RUTALAHTI 10 and turn right onto Rutalahdentie/Route 6134. Continue to follow the Route 6134 about 10 km until you come to the T-junction. Turn right and continue to the Koskelantie/Route 6134. After 1, 5 km you again come to T-junction, turn left towards Kivisuontie and soon you will see the Luukkolantie sign on your right hand side. At the end of the sand road you are at your destination! WELCOME!



FIGURE 10: Finding the location of Luukkola can be quite challenging due to insufficient amount of signs.

The driving directions should be easy to understand even though customer is not local. It is not advisable to use locally known places and abbreviations, for example the house of YA (Youth Association house). Since nowadays navigation systems are commonly used, official road name as the address is essential in order to improve the accessibility.

In arrival to Luukkola, the owner is generally welcoming the customers and giving out the grand tour. Exceptions occur if the customers are repeaters therefore already familiar with the premises. There was no designated parking area but a car could be parked basically anywhere, also right in front of the cottage entrance.

Facilities

In the cottage entrance there was no slope and the doors were not wide enough according to accessibility standards. In addition, the thresholds were too high and there were several steps in the porch. The cottage had a lot of rugs on the floors, which might cause tripping and slipping. There was no color contrasts used for improving perception: thresholds could be for example white. The cottage had one bedroom, kitchen, living room and storage room. The cottage had no indoor bathrooms, showers or toilets, so when there is a need to use these facilities, it is mandatory to leave the main cottage and go outside to other premises. The cottage had a lot of windows and sufficient number of light sources. The cottage was relatively old, so there were a lot of issues that require constructional changes, hence, big renovations. On the whole the cottage had very little free space because of the small rooms and most of the furniture was not easy to move around. The cottage would need at least one proper mirror in a suitable place (mirror bottom maximum 90 cm of the floor). (esteeton.fi 2012.)

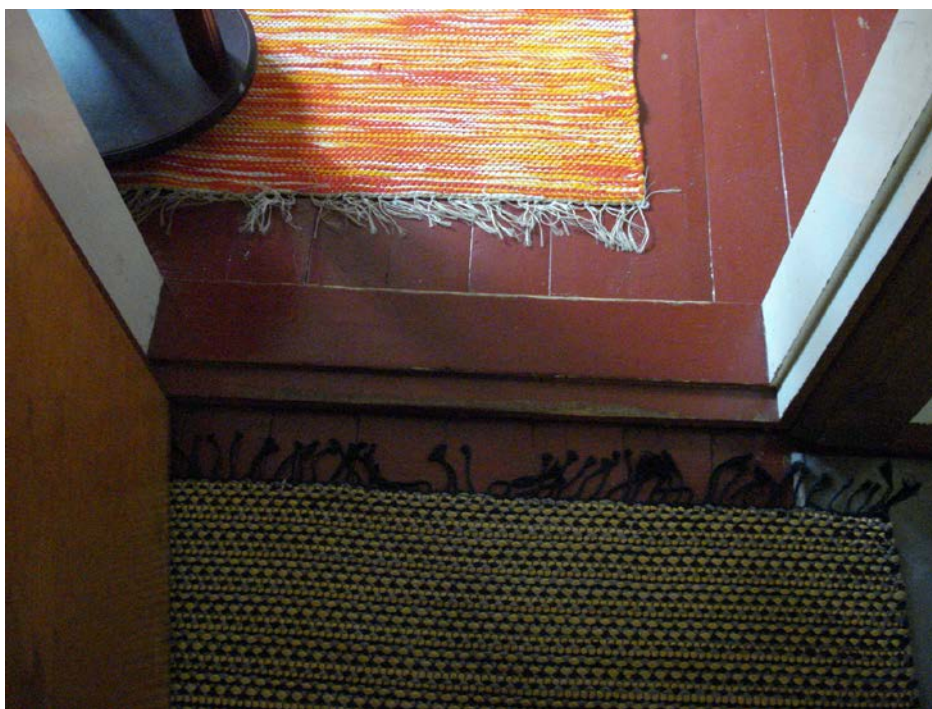


FIGURE 11: Color contrasts should be used for improving perception: thresholds could be for example white

The kitchen area was considerably narrow and there was not enough wide space. (150cm x 150cm) The dining area was in the living room. The dinner table was a bit under the recommendations and that could be taken into consideration if new furniture is acquired. There should be enough room for feet (height 67 cm) and the height of the seats surrounding the table should be between 40 cm to 55 cm. (esteeton.fi 2010)

In the cottage there were beds for four persons and outside there was a separate granary that could accommodate two persons. In the bedroom, the beds were wide enough and there was an easy access to the light switch. The accessible bedrooms should include different types of beds that serve different needs: the width of the single bed should be 80 cm and length 200 cm, also there should be at least 120 cm free space next to the bed. (esteeton.fi 2010.)

The cottage had a normal sound fire alarm, but in order to improve the overall safety, there should be a fire alarm with light and vibration mode. The cottage should have a rescue plan or at least instructions on how to act in case of emergency. Fire department provides those for free. Illuminated exit signs are required to improve

safety. There could be better instructions on how to use the fireplace inside of the cottage. Pets were allowed in all of the facilities inside and outside. The owner used non-perfumed and allergy-friendly washing detergents and the usage of strong scents and plants that allergize was avoided.

The only toilets provided were two outhouses with no running water. However, both of the outhouses had electricity and a light source. There were no signs to indicate the whereabouts of the toilets, so it would be good to have some kind of sign on the door with noticeable color contrasts. However, the main outhouse was in a good location because it was near the cottage and it was easy to notice. The other one was older and not necessarily meant for guests. The outhouses were very small and had stairs in front with no hand rails, so an improvement would be to add slopes and firm hand rails with right measurements.

The summer kitchen next to the river was new and quite functional. It had electricity, refrigerator, stove, and grill. Next to it there was a campfire-area. The campfire was not very accessible because the surrounding land was sandy and uneven. All the seats were too low and extremely heavy to move around. The waste management could be improved, because there were no clearly indicated trash bins with easy access. The issue with the waste management was that the lids for the bins needed to be heavy enough, so that wild animals cannot open them. Fire blankets were provided inside of the summer kitchen.

The platform by the river was relatively new and in a good condition. From platform it was pretty easy to go to water, but one more step should be necessary. There were no level differences and the gaps between the wood planks were narrow enough. The railing was only on the other side of the platform, so it would be good to have it on both sides. Even though the platform itself did not have any benches, the yard swing was located right next to it.



FIGURE 12: The railing of the platform was only on the right side

The sauna building was next to the platform and the summer kitchen. It had no shower. The washing water to the sauna came from the river via hose. In the wintertime it needs to be carried. In any case, the water needs to be heated in the sauna in a separate container. The water containers were in a good height and there were different sized buckets to use for washing up. The firewood was located in a narrow passageway. Better location for them could be, for instance, outside in a separate shelter in order to create more space and avoid accidents. There were instructions on how to use the sauna, but the information was only in Finnish. There could be clear signs to indicate the changing room and the sauna. More handrails in the sauna and the bathroom are required in order to improve the accessibility.

In Luukkola there were several activities such fishing, berry picking, swimming, rowing and several cooking possibilities, for instance, barbecuing in the summer kitchen or grilling by the campfire. The main cottage had electricity, so there was also a possibility to watch TV or movies. There were additional activities in the nearby area such as nature trails along rapids and barn dancing.

Departure

Cleaning was not included to the price, so customers need to clean after themselves. There was a possibility for cleaning service at the price of 80 euros. In departure the keys need to be left inside the main cottage or as otherwise instructed. At present, feedback is not asked afterwards in any way. Sometimes the owner asks face-to-face from the customers about their stay.

In a survey we conducted, the recipients did not give us any suggestions on improving the accessibility of the case company. They were satisfied and felt that expectations were met.

Results about Accessible Communications

Luukkola does not have its own official web pages instead they use public web page providers (Huvila.net and Kalapaikka.net). The visual appearance in the sites could be clarified, especially the sites that are in English. Information on the websites could be more clear and informative and the quality of the pictures could be better. The websites were challenging to find, because Luukkola does not have its own official sites. That makes it harder to acquire new customers. There were no existing leaflets or brochures of Luukkola, which could be one way to attract new customers. At the moment most of the customers in Luukkola are repeaters.

The owner of Luukkola was easy to get in touch with by phone and also e-mails are checked and answered regularly. Good and fast communication between the service provider and customer means better accessibility, which is why asking feedback would be essential in order to improve the services.

7.4. Results of the questionnaire

The questionnaire was implemented during the summer of 2013 and was opened in June and closed in the end of August. Altogether nine people responded to the questionnaire but one was unfinished.

Four of the recipients were couples without kids and rests of the recipients were families with children. In addition, one recipient had two dogs with her. Everyone had previous experiences of rural tourism and had rented cottages before. However only two were repeaters, and the rest were new customers. Everyone made their booking via Internet and many mentioned that huvila.net was used. The answers indicate that making the reservations was considered to be easy. One of the recipients said:

“We first got to know the destination through huvila.net and the final reservation was made through the company’s web page by e-mail. In my opinion easy, fast and reliable way of making a reservation,”

Driving instructions were considered easy and none of the recipients had problems with finding the destination.

Expectations were met and in some cases, even exceeded. One of the customers from Villa Hiidenmäki answered:

“Web pages were clear so they met expectation. The destination was even more elegant than in the pictures.”

Over half of the recipients used additional services during their stay, for example the Himos leisure resort, nature trails, a grocery store and a pizzeria. Additional services provided by the case companies were only used in Vanhan Vartiamäen tila. One family was thrilled about the pony ride for children, and there was also interest in the rye bread baking-course that is arranged there. The recipients did not indicate that they required more additional services that existed.

Everyone was satisfied with their accommodation and would visit the place again. All of them would also recommend it to their friends.

We asked the recipients to evaluate different characteristics of the case company they visited using the scale 1 to 5 (1 for bad and 5 for excellent).

All of the case companies received a full five for tranquility. Over 4, 5 points were received for the characteristic bright, helpful, reliable, cultural and flexible.

Ecological, child friendliness and availability were given 4 points. Consequently, there is room for improvements. Lowest score came from the accessibility and senior-friendliness. Overall, the answers indicated that customers were satisfied with these elements in the case companies.

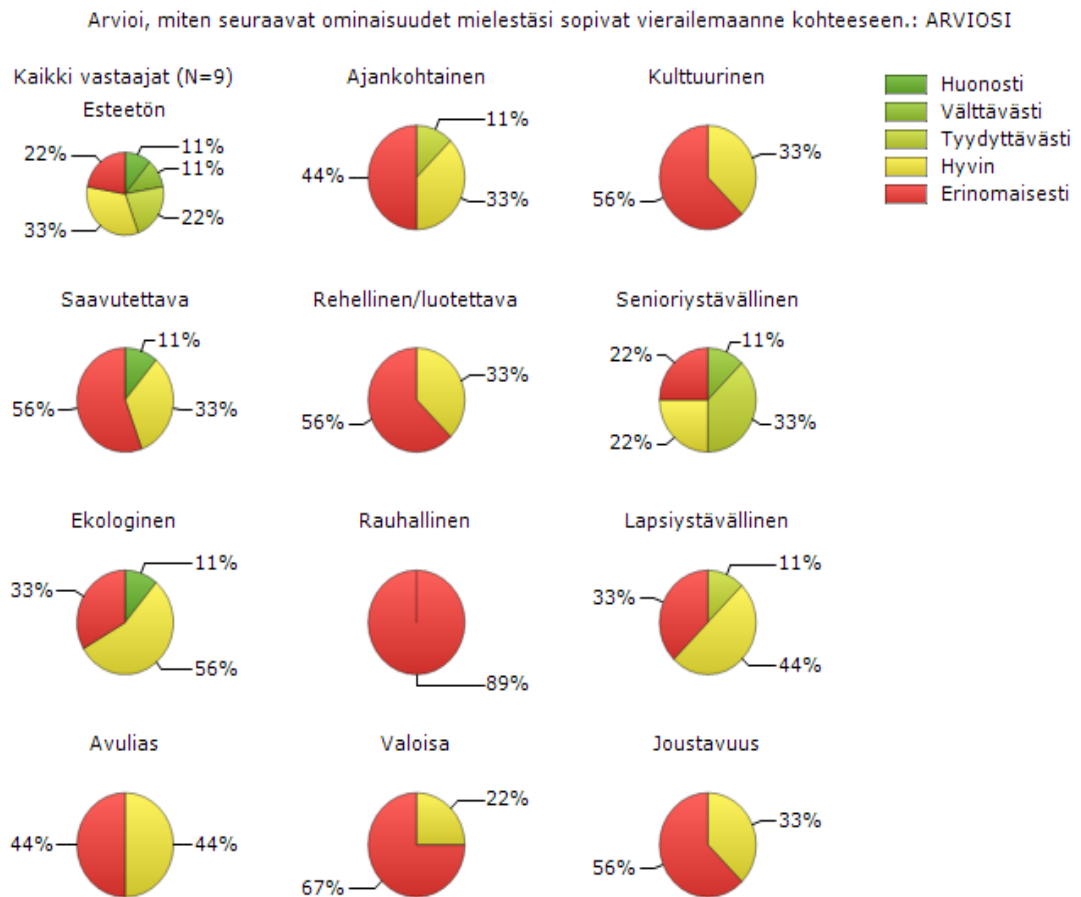


FIGURE 13: Recipients evaluated different characteristics of the case companies: Accessible, topical, cultural, achievable, reliable, senior friendly, ecological, peaceful, child friendly, helpful, bright and flexible.

8. GENERAL DEVELOPMENT IDEAS

Accessibility can be improved even with small changes. These suggestions could benefit every micro-sized rural tourism company by giving guidelines for how to moderately improve the accessibility in their companies.

Improving the accessibility to the companies' websites is essential, since the Internet is the primary source for searching information and making reservations. The pages can be improved by making sure that the information on the sites is easy to find and the language used in them is clear and understandable. Accessibility can also be improved by adding more language options, for instance, for the Russian customers who do not often speak English, adding Russian to the language options might make the website more attractive.

Colors have a great importance in perceiving the information on the pages. Surfaces that reflect are more difficult to perceive. Clear color contrasts are important to have in order to improve the perception. If the background of the pages is dark colored, then the text on it should be light colored so that the text is easy to separate from the background. In addition to text, the pages should have pictures and videos with sound and sign language to increase the user potential. There exist different ways to test and improve the accessibility of the web pages for example Web Content Accessibility Guidelines (W3C, 2008). Perhaps the easiest way to know what needs improvement is to go right to the source and ask direct feedback from customers.

Driving directions need to be clear and comprehensible also for a customer that is not necessarily local. Signs need to be written in a clear language with clear color contrasts. The location of the signs should also be noticeable and the material in the signs should be durable and non-reflective. When giving out the driving directions, a map or link to a map would ease the finding of the destination. The parking area should be clearly indicated with proper signs.

The road and yard material should also be such that gravel does not get stuck to the wheels. The concrete walking areas should be kept in a good condition by patching and making sure that they are in level. Pulling and killing weeds that are growing between the cracks and placing benches along the walkway would improve the accessibility. If possible, the width of the walkways could be increased to make it wide enough for two people walking side by side. The material should be non-slippery.

The thresholds should have clear color contrasts that distinguish them from the floor. The thresholds should not be higher than 2 cm and if higher, they should be replaced with a slope. Different color stickers or paint on the staircases and thresholds helps to perceive the edge and help prevent tripping.

There should be an information-folder in every cottage with all the necessary instructions and information about accommodation. For example, there should be information about the use of the sauna and fireplace and also a rescue plan. The information should be written in a plain language and in a logical way so that everybody can understand it. The essential information should be in other languages, e.g. Swedish and English. Visual images also support the elucidation.

There are several different instruments that improve the accessibility. Purchasing the instruments for customers will also add to the value of service. For instance, every cottage should include a flashlight, magnifying glass, reading glasses, a vibrating wake up/fire alarm device.

With decoration it is easy to improve accessibility with simple changes. Contrasting colors, for example, of rugs and doors helps customers to perceive them better. The first and the last steps should be clearly marked in contrasting colors, and the stairs should have handrails on both sides. The stairs should have a non-slip finish on edgings. The color of the thresholds should be such that the threshold, floor and walls are in contrasting colors and are easy to distinguish. One must mind the rugs because they can easily cause tripping and slipping.

The thresholds should not be higher than 2 cm. The furniture should be adjustable, transferable and movable. It is good to have chairs of different sizes (height of the seat 45 cm) and with seat rounded in front. Felt stickers on balusters make it easier to move the chairs. On the whole, the furniture should not have any sharp edges. The hangers in wardrobes and halls should be placed at different heights to make them reachable for instance from a wheelchair. The premises should have mirrors or at least one mirror placed so that the mirror bottom is maximum 90 cm from the floor. In addition, a table where one can place one's belongings easily even from a wheelchair should be included. (esteeton.fi.)

Proper lighting improves security, because insufficient lighting can cause susceptibility to accidents especially for those with visual impairments. Proper lighting helps to perceive the furniture (such as rugs, chairs) and premises better. Good lighting does not help if the surfaces reflect light and, therefore, hinder perceiving. (esteeton.fi.)

The floor in the sauna must not be slippery even when wet but it also should be easy to clean up. The sauna stove should have wooden railings to prevent burns. The symbols on the doors of the bathrooms and toilets need to be marked clearly and different language barriers need to be taken into a consideration. For instance, chicken and rooster-signs are not clear enough because those are not easy enough to distinguish from one another.

When it comes down to accessible service, the attitude of a service person is important. In every service situation, a good first impression counts. Thereafter, it is important how the service person treats the customer, how service minded and flexible he/she is, and if the person is able to give sufficient amount of information about the services. It is also crucial how the service person responds to a customer with accessibility issues and how much knowledge the person has regarding accessibility. The customers should never be treated patronizingly no matter what disability they might have. The first impression given by the personnel is crucial regarding how the disabled customers will assess the company. Flexibility and information sharing are exceptionally important to a disabled customer because,

with the right information, they can plan their visit based on their needs and capabilities. (Kulttuurikaikille 2004.)

Good service also means asking customers for feedback. Each customer is different with different needs. Therefore, it is important to have different methods of collecting feedback in order to get feedback from all of the customers. In addition to feedback by email and through link on the websites, for people with visual impairments and for those who do not have access to the Internet, a possibility for oral feedback or hand-written feedback is important to exist.

In order to improve the accessibility of the service, the companies can perform different accessibility checklists. The checklists are available for everyone (for instance from esteeton.fi), or experts can be hired to perform the analysis.

The Key Elements to Improve Accessibility (Based on Observation)

- Signs with the contrast colors and symbols, non-reflective and clear
- Proper lighting in the yard, designated parking area, hole-free ground
- Slope by the entrance, attention stickers on the stairs
- Non-slippery floors and stairs, lower thresholds, minimizing the risk of tripping for example removing slippery rugs
- Color contrasts on the surfaces inside
- Visual clear web pages with understandable language. Voice track included and information needed
- Achievable, flexible, service minded and, as a whole, accessible customer service is important.
- Use fragrance-free and allergy friendly detergents. Avoid allergizing plants and strong scents.
- Rescue plan and fire alarms also for hearing impaired
- Purchase adjustable, transferable and movable furniture.
- Think about purchasing some helping instruments like reading glasses or wake-up alarm.
- Parking: signs, location close-by, enough lights and secure.
- If renting tools (for example maps or sticks for Nordic walking) try to make those accessible for all users.

9. CONCLUSION

The aim of the research was to find solutions how to improve accessibility in the case companies. The idea was to study accessibility and the customer service journey in order to provide for the three case companies solutions, how to moderately improve accessibility in their services.

It is unrealistic to make these companies and their surroundings fully accessible and that would be an issue that reduces the excitement and authenticity as well. Instead, the services should be possible to modify to meet the needs of majority of the customers. Haarni (2006) gives a guideline for accessible and inclusive society: reducing and removing the barriers from the infrastructure and creating functional, individually tailored services. From the aspect of rural tourism, this means that everyone should have equal opportunities to obtain information about the destination and arrive there effortlessly. Services should also provide options based on the needs and abilities of each individual.

The results of the observations showed that the need for accessibility varied between the three case companies. However, accessibility needed improvement in all of them. On the other hand, the results of the questionnaire revealed that all of the recipients were satisfied with their holiday and did not feel the need for more accessible services. This means, that the current customers of the case companies would return even though no changes would be implemented. However, in order to attract a wider clientele, improving accessibility would definitely be a competitive advantage.

In Villa Hiidenmäki accessibility had already been taken into consideration and for example the Jukola-cottage had been built and designed baring accessibility in mind. The villa Kalliola has an accessible entrance and in the first floor there are all the necessary functions such as toilet, sauna, bedrooms and kitchen are. They are all in level and accessible. Improvements would be needed for instance by paying attention to the color contrasting in thresholds, stairs, furniture and doors.

The customer survey revealed that because of the recipients in Villa Hiidenmäki did not have any physical disabilities, they felt that the facilities were accessible enough for their needs. However, they suggested a slope by the entrance and considered the staircase leading upstairs narrow, but those were only flaws they could address.

In Vanha Vartiamäki the observations revealed that a lot of improvements could be made for instance in the yard-area: couple of lights more would substantially improve visibility and security and leveling the ground would help to prevent tripping. The stairs outside were considered wide and quite hard to notice both in customers opinions and observations. Adding contrast stripes would improve the situation.

Recipients suggested a slope next to the stairs, lower thresholds and grading the yard area, particularly the road and the pathways. In Haukiranta-cottage they were hoping lower thresholds and more functional barbeque place which could be executed by re-arranging the equipment.

In Luukkolan Loma the accessibility could be improved remarkably by clarifying the driving instructions and adding more signs. A slope would be needed as well, thresholds should be lowered and rugs removed or replaced. This case company also needs to improve the color contrast and the furniture should be re-arranged to prevent tripping and making movement in the cottage more fluent.

Unfortunately the one person who replied from Luukkolan Loma did not provide any improvement ideas: he was satisfied and felt that his expectations were met.

This research could be used as a foundation for future reference. Since accessibility is a wide concept, there are numerous opportunities to conduct further research. The focus could be solely on for example in the physical side of accessibility or in the social aspects of accessibility in rural tourism. In addition, further research could be done by conducting a quantitative research focusing on potential customers' opinions about the necessity of more accessible services in rural tourism companies.

This thesis is beneficial for other tourism students or companies that are interested in developing their accessibility. Accessibility adds value to all the fields of tourism.

The most important is attitudinal accessibility: are the customers with disabilities welcome? Are the investments to accessibility worthwhile?

The awareness of sustainability has increased all the time and since accessibility is part of social sustainability, interest towards the social side of sustainability has also increased. When observing and studying the topic, the interest about accessibility has raised and accessibility issues in public facilities were more acknowledged. It became evident to the authors that accessibility is more important than thought before and it was a surprise that the other author actually required accessible services herself. Therefore, if more people would pay attention to the subject, the awareness would spread around and more and more people would notice the effects improved accessibility brings. If more customers began to demand accessible services, the companies would be forced to react for the demand.

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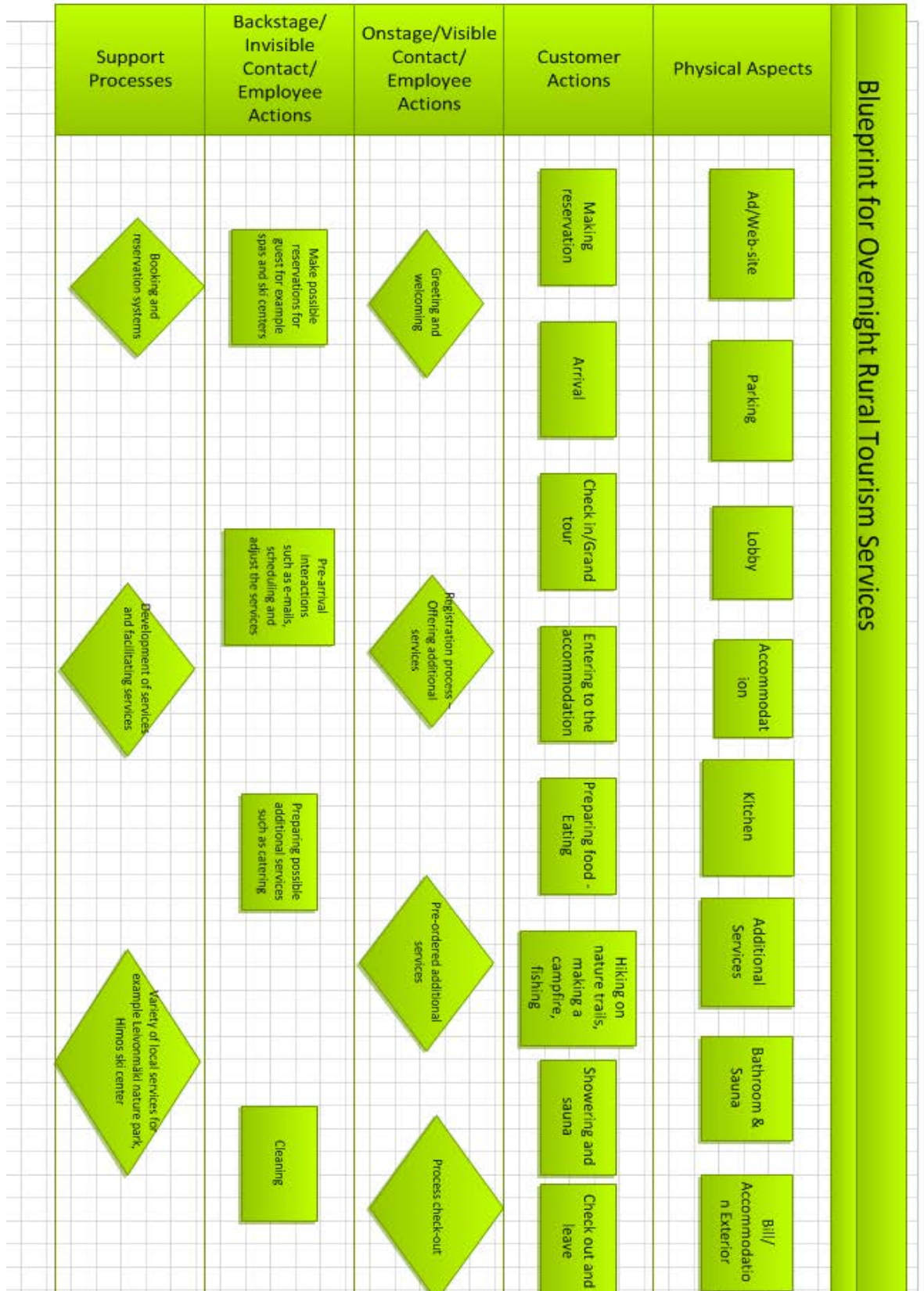
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APPENDICES

Appendix 1



Appendix 2

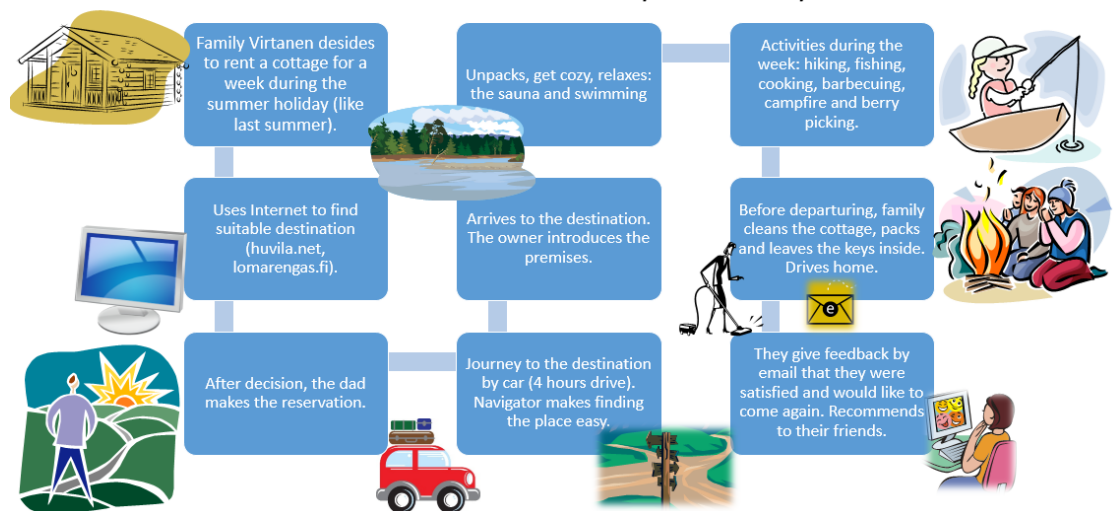
Potential Customer



Picture source:
<http://youshotme4down.wordpress.com/2012/03/27/282/>

- Family Virtanen
 - Mom, dad and two children
- Live in a city
 - Teacher and nurse
 - Children 7 and 10 years old
- Hobbies
 - Fishing, hiking and cooking
- Interests
 - Nature and traveling
- Values
 - Traditional: Family-oriented
 - Nominal Christians
- Most important things in life
 - Family
 - Health
 - Nature

Customer Service Journey: Family Virtanen





Appendix 3

ESTEETTÖMYYSKARTOITUS

Asiakaspalvelutilojen esteettömyys

Kartoitettava kohde: _____

Päivämäärä: _____

Tarkastaja(t), nimi ja yhteystiedot: _____

ARVIOITAVA KOHDE ARVIO (1=huono, 2=tydyttävä, 3=hyvä)

1. Rakennuksen saavutettavuus

- sijainti, liikenneyhteydet 1 2 3
- etäisyys julkisen liikenteen pysäkille 1 2 3 etäisyys _____m
- kulkuyhteyden esteettömyys pysäkiltä 1 2 3
- taksin pysähtymispaikka pääovella 1 2 3

2. Pysäköintipaikat liikkumisesteisille

- etäisyys pääovesta 1 2 3 etäisyys _____m
- esteetön kulkuyhteys sisäänkäynnille 1 2 3
- koko (leveys min. 3600mm) 1 2 3
- lukumäärä, riittävyys 1 2 3 lukumäärä _____kpl
- havaittavuus, merkitseminen 1 2 3

(merkintä pylväässä ja asfaltissa)

3. Kulkuyhteydet ulkoalueella

- kulkureitit: pinta kova, tasainen, luistamaton 1 2 3
 - vapaa leveys (1500 – 2300mm suositeltava) 1 2 3
 - vapaa korkeus (2200mm suositeltava) 1 2 3
 - havaittavuus (selkeä reuna, valaistus ...) 1 2 3
 - pyörätuolille ja rollaattorille soveltuva 1 2 3
- kulkuväylä
- ulko-opasteiden selkeys, kontrastit, valaistus 1 2 3
 - valaistus riittävyys, kattavuus, häikäsemättömyys 1 2 3

4. Sisäänkäynti

KOMMENTIT / KORJAUSEHDOTUKSET

- havaittavuus (kontrastivärit, valaistus, 1 2 3 ei törmäämisvaaraa lasioveen, talo-opasteet)
- pyörätuolilla pääsy pääsisäänkäynnistä 1 2 3
- jos muu sisäänkäynti, opastus 1 2 3
- oven edessä 2mx2m vapaata tilaa 1 2 3
- sisäänkäynti katettu 1 2 3
- kutsupainike sisäänkäynnin yhteydessä 1 2 3
- luiska (kaltevuus max. 8 %, luistamaton) 1 2 3
- käsijohteet portaissa ja luiskassa molemmin puolin 1 2 3
- kynnyks (max. 20mm) 1 2 3
- oven vapaa leveys (min. 850mm) 1 2 3
- oven avaamisen helppous 1 2 3

- tuulikaapin tilavuus, kääntymisympyrä 1500mm 1 2 3
- opastuksen selkeys 1 2 3

5. Sisätilat

- valaistuksen riittävyys ja häikäsemättömyys 1 2 3
- värikontrastit sisustuksessa, kalustuksessa 1 2 3
- selkeä, häiriötön kuuluvuus, ei taustamelua 1 2 3
- tiloissa induktiosilmukka ja sen tunnus 1 2 3
- allergisoivat kasvit tms. (kts. täyttöohjeen lista) 1 2 3
- liikkumisen helppous yleisesti 1 2 3
- kulkuväylien leveys (1500-1800mm) 1 2 3
- hissi 1 2 3
(min. mitat 1400x1100mm, oven leveys min. 900mm)
- hissin painikkeet (kohonumeroitu, erottuvuus 1 2 3
taustasta, uloskäyntikerroksen painike koholla,
korkeus lattiasta 900-1100mm, äänisignaali)
- hissin oven edessä vapaa tila 1500x1500mm 1 2 3
- portaat (reunan kontrasti, käsijohteet) 1 2 3

KOMMENTIT / KORJAUSEHDOTUKSET

- wc-tilojen riittävyys 1 2 3
- wc-tilojen selkeä merkitseminen 1 2 3
- wc-tiloissa kääntymisympyrä 1500mm 1 2 3

- wc-istuimen vieressä vapaa tila min. 800mm 1 2 3
- wc-istuimen vieressä kääntyvät käsituet 1 2 3
- paperirullan ja bideen sijoitus max 300mm 1 2 3
- istuimesta
- pesualtaan korkeus säädettävä tai 800mm 1 2 3

- palvelupisteet helposti havaittavissa 1 2 3
- palvelupisteissä ei taustahälyä 1 2 3
- mahdollisuus induktiosilmukan käyttöön 1 2 3
- onko induktiosilmukka testattu? 1 2 3
- riittävä valaisu, pinnat heijastamattomia 1 2 3
- palvelupisteissä lainattavia lukulaseja 1 2 3
- palvelutiskejä seisoen ja istuen asioiville 1 2 3
- (korkeus seisomatiski 1100mm, istumatiski 700-800mm, syvyys istumatiski min. 600mm)
- palvelupisteissä paikat apuvälineille 1 2 3
- palvelupisteelle pääsy pyörätuolilla 1 2 3

- opasteet, kyltit suurikokoisia 1 2 3
- aulaissa erikorkuisia istuimia 1 2 3
- (noin 300mm-500mm-600mm)
- vuoronumeroautomaatit ym., selkeästi 1 2 3
- erottuvia, korkeus 850-1100mm
- esitehyllyt jne. max korkeus 1300mm 1 2 3

- henkilökunta: riittävyys, avuliaisuus 1 2 3
- palohälyttimiä riittävästi 1 2 3
- pelastussuunnitelmassa huomioitu 1 2 3

toimimisesteiset

- poistumistie-opasteet selkeät ja valaistut 1 2 3

6. Sähköinen asiointi

- toimipaikalla on verkkosivut tai -palvelut kyllä___ ei___
- verkkosivujen tai – palveluiden soveltuvuus näkövammaisille on testattu kyllä___ ei___
- verkkosivuja päivitetään säännöllisesti/on nimetty vastuhenkilö kyllä___ ei___
- toimipaikalla on tekstiviestipalvelu kyllä___ ei___

Appendix 4

17.4.2012

Viestinnän saavutettavuuden tarkistuslista

Tämä tarkistuslista on tarkoitettu kulttuuritoimijoille avuksi viestinnän saavutettavuuden omatoimiseen kartoittamiseen. Se on tehty Viestintää kaikille -oppaan tueksi, mutta sitä voi käyttää myös itsenäisenä työkaluna.

	KYLLÄ	EI
1. Ovatko käyttämänne viestintämateriaalit visuaalisesti selkeitä?		
2. Onko viestintämateriaaleissa käytetty kieli selkeää ja ymmärrettävää?		
3. Ovatko tärkeimmät tiedot helposti löydettävissä ja ymmärrettävissä?		
4. Kerrotaanko kohteen saavutettavuudesta symbolien ja tekstien avulla: <ul style="list-style-type: none"> a. verkkosivuilla b. esitteissä 		
5. Kerrotaanko mahdollisista osallistumista haittaavista esteistä tekstien avulla: <ul style="list-style-type: none"> a. verkkosivuilla 		

b. esitteissä		
6. Annetaanko esimerkiksi verkkosivuilla ja esitteissä yhteystiedot henkilölle, jolta saa lisätietoja kohteen saavutettavuudesta?		
7. Onko viestinnässä käytetty useita eri kieliä?		
8. Onko selkokielistä viestintää?		
9. Onko viittomakielistä viestintää?		
10. Käytetäänkö viestinnässä vaihtelevia esitystapoja, sekä ääneen että visuaaliseen informaatioon perustuvia?		
11. Käytetäänkö viestinnässä useita erilaisia välineitä?		
12. Käytetäänkö viestinnässä tekstiä tukevia kuvia?		
13. Ovatko verkkosivut esteettömät? (ks. Verkkosisällön saavutettavuusohjeet (WCAG) 2.0 -ohjeistus)		
14. Onko verkkosivuille teetetty esteettömyystestaus näkövammaisten käyttäjien kannalta?		
15. Kohdennetaanko tiedottamista myös vähemmistö- ja erityisryhmille?		
16. Pyydetäänkö asiakkailta palautetta viestinnästä?		

Appendix 5

Luontomatkailukohteen esteettömyysarviointi			
Tiedonkeruu-/arviointilomake			
Tiedonkeruun/arviointin		Kohteen yhteystiedot	
päivämäärä		Nimi	
klo		Osoite	
sää		WWW-sivut	
		Puhelinnumero	
Kohteen matkailutoiminnan kuvaus			
Minkälaisia matkailupalveluita kohteessa on?			
Ravintolapalvelut			
Kahvilapalvelut			
Kalastus			
Majoitus			
Ohjelmalvelut			
Luontoreitit			
Reitille on tehty hoito- eli ylläpitosuunnitelma:			
Muu, mitä:			
Onko toiminta ympärivuotista vai kausiluonteista?			
Erikoispalveluiden mahdollinen kuvaus			
Onko kohteessa latauspistettä?			
Yhteys henkilön yhteystiedot			
Nimi			
Osoite			
Sähköposti			
Puhelinnumero			
Tiedonkerääjien yhteystiedot			
Nimi		Yritys/organisaatio	Sähköposti

Ennakkoinformaatio kohteesta	Kyllä	Ei
Esitteet ja kartat		
Kohde on merkitty esteettömän matkailupalvelun symbolilla: esitteessä? entä kartassa?		
Esitteessä on sanallinen kuvaus kohteeseen saapumisesta		
Karttamateriaalissa on sanallinen kuvaus kohteeseen saapumisesta		
Esitteen ja karttamateriaalin tekstissä on käytetty helppolukuista kirjasintyyppiä		
Esitteen ja karttamateriaalin tekstin kirjasinkoko on riittävän suuri (suositus: fonttikoko vähintään 12)		
Esitteessä ja karttamateriaalissa on huomioitu tummuuskontrasti taustan ja tekstin/symbolien välillä		
Sähköinen materiaali		
Kohteen verkkosivuilla kohde on merkitty esteettömän matkailupalvelun symbolilla		
Kohteen verkkosivuilla tieto kohteen palveluista ja kohteeseen saapumisesta sanallisena karttana		
Verkkosivuilla on käytetty helppolukuista kirjasintyyppiä		
Verkkosivuilla on huomioitu tummuuskontrasti taustan ja tekstin/symbolien välillä		
Sivuston tekstiä voi myös suurentaa		
Kaikki liitteet ovat myös wordinä pdf -version lisäksi ilman kuvia		
Linkit ovat sivustolla allekkain, ei vierekkäin		
Sivustolla on kuuntelumahdollisuus		
Yhteydenotot voi tehdä sähköpostilla, tekstiviestitse ja puhelimitse		
Ennakkotieto reiteistä		
Reitistä on saatavilla sanallinen kuvaus, jossa kerrotaan reitin haastavista kohdista		
Esitteessä ja verkkosivuilla reitti on merkitty esteettömän/vaativan esteettömän reitin symbolilla		
Suosituks		
<i>Verkkosivuilla ja esitteissä on käytetty selkokieltä</i>		
<i>Tiedot on hyvä olla myös ruotsiksi ja englanniksi</i>		

Saapuminen kohteeseen	Kyllä	Ei
Kohde: _____		
Opasteet kohteeseen saavuttaessa		
Kohteeseen on opastus tien varressa		
Opastaulu on helposti havaittavissa		
Opastaulun kirjasinkoko on riittävä luketaisyyteen nähden (nähtävissä autosta)		
Opastaulun pintamateriaali on heijastamaton		
Opastaulussa on käytetty helppolukuista kirjasintyyppiä		
Opastaulun teksti (ja symbolit) erottuvat hyvin taustasta		
Pysäköintipaikat		
Onko pysäköintialueen pintamateriaali tasainen ja kova		
Onko pysäköintialue tasaisella maalla (ei pituus- tai sivukaltevuutta, kork. 2 %)		
Jos pysäköintialueella on merkityt autopaikat		
Kohteessa on ISA-tunnuksella merkittyjä esteettömiä autopaikkoja		
Määrä: _____ (suositus: 2/asiakaspaikka)		
Esteettömän autopaikan leveys on riittävä, vähintään 3,6 metriä		
Autopaikan pituus on riittävä, vähintään 5 metriä		
Autopaikka on tasaisella maalla (ei pituus- tai sivukaltevuutta, kork. 2 %)		
Onko mahdollista pysäköidä tarvittaessa sisäänkäynnin/kohteen viereen? (jos ei esteettömiä autopaikkoja)		
Saattoliikenteen pysähtymispaikat		
Onko saattoliikenteelle varattu pysähtymispaikka?		
Saattoliikennepaikan etäisyys kohteesta?		
Kulkuväylä kohteeseen pysäköintialueelta/pysähtymispaikalta		
Onko kohteeseen johtavan kulkuväylän pinta tasainen (ehjiä, ei yli 20 mm korkeita painumia tai kohoumia)		
Kulkuväylän pintamateriaali:		
Onko kulkuväylän vapaa leveys kapeimmalla kohdalla riittävä (vähintään 1500 mm)		
Rajautuuko kulkuväylä selkeästi		
Rastita Ei , jos kulkureitillä on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä?		
Rastita Ei , jos kulkureitin välittömässä läheisyydessä on 500 mm tai sitä korkeampi putoamisvaaraa aiheuttava tasoero, jonne ajautumista ei ole estetty kaitein		
Saapuminen kohteeseen	Kyllä	Ei
Suosituks		
<i>Kaikissa opasteissa on käytetty tekstin lisäksi symboleja.</i>		
<i>Saattoliikenteen pysähtymispaikalla on sadekatos</i>		
<i>Katoksen syvyys on vähintään 1500 mm</i>		
<i>Sadekatoksessa on penkki (korkeus 450-500 mm)</i>		

Portaat maastossa/ ulkona	Kyllä	Ei
Sijainti: _____		
Porrastyyppi: suorat portaat (ei kierreportaat tai kaarevat portaat)		
Portaiden pintamateriaali on kova, tasainen ja märkänäkin luistamaton		
Porrasaskelmien (nousujen) määrä:10-15 nousun jälkeen on välitasanne		
Portaiden nousu ja etenemä pysyy samana läpi portaiden		
Askelman leveys riittävä, vähintään noin 1200 mm		
Portaiden alkamis- ja päättymiskohdassa on varoitusalue		
Rakennuksiin johtavissa ja sisätiloissa olevissa portaissa on kontrastiraita jokaisen askelman reunassa		
Portaissa on käsijohde		
Käsijohde on portaiden toisella puolella/molemmilla puolilla		
Käsijohde alkaa ennen portaita		
Käsijohde on yhtenäinen ja kiinnitetty alhaalta		
Käsijohteen etäisyys seinästä on vähint. 45 mm		
Käsijohteen korkeus/ korkeudet on noin 700-900 mm		
Käsijohteesta on helppo pitää kiinni eikä se luista		
Käsijohteet erottuvat selvästi taustastaan		
Suosituks		
<i>Ulkoportaissa porrasaskelman etenemä (syvyys) 400-420 mm , nousu (korkeus)120m</i>		
<i>Sisätiloissa porrasaskelman etenemä vähint. 300 mm, nousu korkeintaan 160 mm</i>		
<i>Portaissa ei ole avoaskelmia</i>		
<i>Portaissa ei ole ulkonevaa reunaa</i>		
<i>Käsijohde on malliltaan pyöreä ja halkaisijaltaan noin 30-40 mm tai pyöristetty suorakaide, jonka ympärysmitta on noin 120-160 mm</i>		

Luiska maastossa/ulkona	Kyllä	Ei
Sijainti: _____		
Vapaa tila luiskan alkamiskohdan edessä on vähintään 1500 mm x 1500 mm		
Luiskan alussa on tasanne		
Luiskan pintamateriaali: _____		
Luiskan pinta on kova, tasainen ja märkänäkin luistamaton		
Luiskassa on reunaeste tai se rajautuu seinään (suojareuna n. 50 mm)		
Luiskan leveys on vähintään 900 mm		
Luiskassa on välitasanne, jos pituus 6 m tai enemmän		
Välitasanteen pituus on vähint. 2000 mm, jotta on tilaa kääntymiselle		
Luiskan pituuskaltevuus on enintään 8%		
Luiska on suora tai loivasti kaareva, kääntyy ainoastaan välitasanteiden kohdalla		
Luiska päätty tasanteeseen (ei siis suoraan oven eteen)		
Luiskan päättymiskohdan edessä on riittävästi vapaata tilaa, vähintään 1500 mm x 1500 mm		
Luiskan alkamis- ja päättymiskohdassa on varoitusalue		
Luiska erottuu kontrastilla muusta kulkuväylästä		
Luiskaa reunustaa käsijohde		
Käsijohde on luiskan molemmilla puolilla		
Käsijohde alkaa ennen luiskaa		
Käsijohde on yhtenäinen ja kiinnitetty alhaalta		
Käsijohteen etäisyys seinästä on vähintään 45 mm		
Käsijohteen korkeus/ korkeudet on noin 700-900 mm		
Käsijohteesta on helppo pitää kiinni eikä se luista		
Käsijohteet erottuvat selvästi taustastaan		
Suositus:		
<i>Luiska on katettu (rakennuksen yhteydessä)</i>		
<i>Käsijohde on malliltaan pyöreä ja halkaisijaltaan noin 30-40 mm tai pyörästetty suorakaide, jonka ympärysmitta on noin 120-160 mm</i>		

Nuotiopaikat ja laavut	Kyllä	Ei
Sijainti/kohde: _____		
Nuotiopaikalle/laavulle on opastus		
Opastekyltti on yhdenmukainen alueen muiden opastekylttien kanssa		
Kulkuväylä nuotiopaikalle/laavulle		
Ovatko kulkuväylän pinta tasainen (ehjiä, ei yli 20 mm korkeita painumia tai kohoumia)		
Kulkuväylän pintamateriaali:		
Onko kulkuväylän vapaa leveys kapeimmalla kohdalla riittävä (vähintään 1500 mm)		
Rajautuuko kulkuväylä selkeästi		
Rastita Ei , jos kulkureitillä on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä?		
Rastita Ei , jos kulkureitin välittömässä läheisyydessä on 500 mm tai sitä korkeampi putoamisvaaraa aiheuttava tasoero, jonne ajautumista ei ole estetty kaitein		
Nuotiopaikka/tulisija		
Nuotiopaikan alusmateriaali on kova, tasainen ja märkänäkin luistamaton		
Tulisijan läheisyydessä on istuimia, joiden korkeudet n. 400-550 mm		
Jos tulisijan ympärillä on istuinkehä, kehässä on kulkuaukko		
Tulisijan ääreen vievän kulkuväylän vapaa leveys kapeimmalta kohdalta vähintään 1200 mm		
Tulisijan äärellä on vapaata tilaa vähintään 1500 mm x 1500 mm		
Tulisijan korkeus on 600-850 mm		
Tulisijan läheisyydessä on laskutaso		
Polttopuut		
Tulisijan läheisyydessä/nuotiopaikalla on valmiiksi pilkottuja polttopuita		
Polttopuut on selkeästi havaittavalla paikalla ja esteettömästi käytettävissä		
Jätehuolto		
Jos jäteastia on kannellinen, kansi on yhdellä kädellä avattavissa		
Jäteastia on helposti havaittavissa ja esteettömästi käytettävissä		
Nuotiopaikat ja laavut		
	Kyllä	Ei
Laavu		
Laavulle johtavan kulkuväylän vapaa leveys on kapeimmalta kohdalta vähintään 1200 mm		
Laavun oviaukon leveys on riittävä, vähintään 1200 mm		
Laavun katos jatkuu oviaukon yli siten, että laavun eteen jää katettua tilaa (vähintään pyörähdysympyrän verran, halkaisija noin 1500 mm))		
Laavun istumakorkeus on 500 mm		
Laavun alusmateriaali/ lattia on tasainen, kova ja märkänäkin luistamaton		
Onko laavussa tukikaiteita, jotka helpottavat siirtymistä pyörätuolista laavuun ja takaisin		
Suositus		
<i>On valittavana erilaisia istuimia: yhden/monen istuttava, käsinojallinen/ilman käsinojia, erikorkuisia istuimia (300 mm-550 mm)</i>		

Kota	Kyllä	Ei
Sijainti/kohde: _____		
Kodalle on opastus		
Kodalta takaisin lähtöpisteeseen on opastus		
Opastekyltti on yhdenmukainen alueen muiden opastekylttien kanssa		
Kulkuväylä kotaan		
Ovatko kulkuväylän pinta tasainen (ehjiä, ei yli 20 mm korkeita painumia tai kohoumia)		
Kulkuväylän pintamateriaali:		
Onko kulkuväylän vapaa leveys kapeimmalla kohdalla riittävä (vähintään 1500 mm)		
Rajautuuko kulkuväylä selkeästi		
Rastita Ei , jos kulkureitillä on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä?		
Rastita Ei , jos kulkureitin välittömässä läheisyydessä on 500 mm tai sitä korkeampi putoamisvaaraa aiheuttava tasoero, jonne ajautumista ei ole estetty kaitein		
Kodan sisäänkäynti		
Sisäänkäynti on helppo havaita		
Sisäänkäynti on merkitty opasteella		
Opaste on helposti havaittavissa		
Opasteen lähelle pääsy on mahdollista		
Opasteen tekstin korkeus maasta on sopiva, noin 1400-1600mm		
Opasteen tekstin kirjasinkoko suhteessa lukuetaisyysyteen on sopiva		
Opasteessa on huomioitu kontrasti taustan ja tekstin/symbolien välillä		
Opasteessa on käytetty helppolukuista kirjasintyyppiä		
Opasteen pintamateriaali on heijastamaton		
Sisäänkäynnin yhteydessä on sisäänkäyntitasanne, n.1800 mm x 1800 mm		
Sisäänkäyntitasanne on kova, tasainen ja märkänäkin luistamaton		
Sisäänkäynti on esteetön ja tasoeroton		
Sisäänkäynnin yhteydessä on portaat		
Sisäänkäynnin yhteydessä on luiska		

Kota	Kyllä	Ei
Kodan ovi		
Ovi on helppo havaita		
Oven välittömässä läheisyydessä on tarpeeksi vapaata tilaa		
Leveys vähintään 1500 mm, syvyys vähintään 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm, jotta oven pystyy avaamaan pyörätuolista käsin		
Oven painikkeen/vetimen korkeus on noin 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Ovi on avattavissa helposti yhdellä kädellä		
Kotaan johtavan oven vapaa kulkukorkeus on vähintään noin 2000 mm		
Oven vapaa kulkuaukko on vähintään 850 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____ mm		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa vähint. 1500 mm x 1500 mm		
Kodan sisätila		
Onko kodan lattia tasainen, kova ja märkänäkin luistamaton		
Kodassa on vapaan liikkumistilan leveys tulisijan ääreen vähint. 1200 mm		
Kodassa on istuimia, joiden korkeudet n. 400-550 mm		
Kodassa on pöytä/pöytiä tai pöytätasoa		
Pöydän ääreen pääsee pyörällisen apuvälineen kanssa		
Pöydän korkeus on noin 750-800 mm		
Pöydän alla on vapaata jalkatilaa (suositus: vapaan tilan korkeus 670 mm, vapaan tilan leveys 800 mm, vapaan tilan syvyys 600 mm)		
Rastita Ei , jos kodassa on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä		
Tulisija		
Tulisijan alusmateriaali on kova, tasainen ja märkänäkin luistamaton		
Tulisijan läheisyydessä on istuimia, joiden korkeudet noin 400-550 mm		
Tulisijan ääreen vievän kulkuväylän vapaa leveys kapeimmalta kohdalta vähintään 1200 mm		
Tulisijan äärellä on vapaata tilaa vähintään 1500 mm x 1500 mm		
Tulisijan on 600-850 mm		
Tulisijan läheisyydessä on laskutaso		

Kota	Kyllä	Ei
Polttopuut		
Tulisijan läheisyydessä/nuotiopaikalla on valmiiksi pilkottuja polttopuita		
Polttopuut on selkeästi havaittavalla paikalla ja esteettömästi käytettävissä		
Jätehuolto		
Kodassa on jäteastia		
Jos jäteastia on kannellinen, kansi on yhdellä kädellä avattavissa		
Jäteastia on helposti havaittavissa ja esteettömästi käytettävissä		
Suosituksset		
<i>Kodan opasteessa on tekstiin lisäksi symboleja</i>		
<i>Opasteessa on käytetty kohokuvioita</i>		
<i>Sisäänkäynnin yhteydessä on äänimajakka (esim. tuulikello)</i>		
<i>Kohteen kapasiteetista ja tarpeista riippuu, montako pyörätuolipaikkaa kotaan suunnitellaan – vähimmäissuosituksena kaksi</i>		
<i>Jos kodan kalusteet ovat siirrettäviä/seinälle käännettäviä, on tila muokattavissa tarpeen mukaan ja vapaan tilan määrä muunneltavissa</i>		
<i>On valittavana erilaisia istuimia: yhden/monen istuttava, käsinojallinen/ilman käsinoja, erikorkuisia istuimia (300 mm-550 mm)</i>		

Laiturit		
Yhdyssilta		
Yhdyssilta tasainen ja märkänäkin luistamaton, ei kompastumisvaaraa aiheuttavia tasoeroja		
Yhdyssilta maalta laiturille pysyy loivana huolimatta veden korkeuden vaihtelusta (jyrkkyys 5-8 %)		
Leveys vähintään 1200 mm		
Siltaa reunustaa käsijohteet (korkeus 700-900 mm)		
Uimarannat	Kyllä	Ei
Laituri		
Laituri on tasainen ja märkänäkin luistamaton		
Laiturin vapaa tila on vähintään 1800 mm x1800 mm		
Laituria reunustaa joko käsijohteet (korkeus 700-900 mm) tai suojareuna (korkeus noin 50 mm)		
Uintimahdollisuus laiturilta		
Laiturilta laskeutuu loivat, luistamattomat uimaportaavat veteen		
Portaiden nousu ja etenemä pysyy samana läpi portaiden		
Veden alla, portaiden päässä on tasanne		
Portaita reunustaa käsijohteet (korkeus 700-900 mm)		
Käsijohteet jatkuvat vedenalaiselle tasanteelle asti		
Onko vedenalaisten rakenteiden puhtaanapidosta huolehdittu		
Laiturilla on kiinteitä penkkejä (korkeus 400-550 mm)		
Uimaluiska		
Veteen johtaa uimaluiska uintisyvyyteen saakka		
Luiskan leveys on vähintään 900 mm		
Luiskan kaltevuus on enintään 8 %		
Luiskan päässä uintisyvyudessa tasanne		
Luiska on luistamatonta materiaalia		
Onko vedenalaisten rakenteiden puhtaanapidosta huolehdittu		
Luiskaa reunustaa käsijohteet		
Käsijohteen korkeus/korkeudet (700-900 mm)		
Käsijohde on märkänäkin luistamaton		
Luiskan vedenalainen pää on merkitty esimerkiksi poijulla		
Suosituks		
Laiturilla on äänimajakka.		

Sisäänkäynti	Kyllä	Ei
Sijainti/rakennus: _____		
Kulkuväylä		
Ovatko kulkuväylän pinta tasainen (ehjiä, ei yli 20 mm korkeita painumia tai kohoumia)		
Kulkuväylän pintamateriaali:		
Onko kulkuväylän vapaa leveys kapeimmalla kohdalla riittävä (vähintään 1500 mm)		
Rajautuuko kulkuväylä selkeästi		
Rastita Ei , jos kulkureitillä on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä?		
Rastita Ei , jos kulkureitin välittömässä läheisyydessä on 500 mm tai sitä korkeampi putoamisvaaraa aiheuttava tasoero, jonne ajautumista ei ole estetty kaitein		
Onko kohteen pääsisäänkäynti esteetön		
Jos esteetön sisäänkäynti on erikseen, onko se merkitty opasteilla		
Sisäänkäynti on helppo havaita		
Sisäänkäynti on merkitty opasteella		
Opaste on helposti havaittavissa		
Opasteen lähelle pääsy on mahdollista		
Opasteen tekstin korkeus maasta (1400-1600 mm)		
Opasteen tekstin kirjasinkoko suhteessa lukuetaisytyteen		
Opasteessa on huomioitu kontrasti taustan ja tekstin/symbolien välillä		
Opasteessa on käytetty helppolukuista kirjasintyyppiä		
Opasteen pintamateriaali on heijastamaton		
Sisäänkäynnin edustalla on ohjaava pintamateriaali		
Sisäänkäyntitasanne/kuisti		
Onko sisäänkäynnin yhteydessä on sisäänkäyntitasanne/kuisti		
Sisäänkäyntitasanne/kuisti on riittävän suuri, vähint. 1800 mm x 1800 mm		
Sisäänkäyntitasanne/kuisti on kova, tasainen ja märkänäkin luistamaton		
Sisäänkäyntitasanteen/kuistin vapaa kulkukorkeus on 2000 mm		
Sisäänkäynnille kulku on esteetön ja tasoeroton		
Sisäänkäynnin yhteydessä on portaat		
Sisäänkäynnin yhteydessä on luiska		

Sisäänkäynti	Kyllä	Ei
Kuistin varusteet		
Kuistilla on istuimia, joiden korkeus/korkeudet noin 400-550 mm		
Kuistilla on pöytä, jonka ääreen pääsee pyörällisen apuvälineen kanssa		
Pöydän korkeus (750-800 mm):		
Pöydän alla on vapaata polvitilaa (suositus: vapaan tilan korkeus 670 mm, vapaan tilan leveys 800 mm, vapaan tilan syvyys 600 mm)		
Kalusteet erottuvat helposti taustastaan		
Kuistia reunustaa kaiteet		
Rastita Ei , jos kuistilla on törmäys- tai kompastumisvaaraa aiheuttavia kiinteitä esteitä		
Ulko-ovi		
Ovi on helppo havaita		
Ovi on avattavissa yhdellä kädellä		
Oven välittömässä läheisyydessä oleva vapaa tila vähint. 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Oven vapaa kulkukorkeus on vähintään noin 2000 mm		
Oven vapaa leveys on riittävä, vähintään 850 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____mm		
Oven painikkeen/vetimen korkeus on 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa noin 1500 mm x 1500 mm		
Ovessa, sisäpuolella, on vaakasuora lankavedin, korkeus noin 800 mm		
Vedin on sijoitettu alkamaan läheltä saranapuolta		
Vedin erottuu tummuuskontrastilla taustastaan		
Ovi on mahdollista kiinnittää auki asentoon		
Ovenpysäytin/ aukiolotappi on sijoitettu niin, että se ei aiheuta kompastumisvaaraa		
Tuulikaappi		
Tuulikaapissa on vapaata tilaa vähintään pyörähdysympyrän verran, halk.noin 1500 mm		

Sisäänkäynti	Kyllä	Ei
Tuulikaappi		
Tuulikaapin oven vapaa leveys on vähintään 850 mm		
Tuulikaapin ovi on helppo havaita		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____mm		
Tuulikaapissa ei ole kulkua haittaavaa mattoa tai ritilää		
Onko kohteessa sähkövalaistus (ei vaatimus)		
Valokatkaisijan korkeus on 850-1100 mm		
Erottuuko valokatkaisin tummuuskontrastilta taustasta		
Pääseekö katkaisimen ääreen helposti esim. pyörätuolilla		
Suosituks		
<i>Opasteessa on käytetty symboleja, koho- tai syvennyskuvioita</i>		
<i>Opaste on valaistu</i>		
<i>Sisäänkäynnin yhteydessä on äänimajakka (esim. tuulikello)</i>		
<i>On valittavana erilaisia istuimia: yhden/monen istuttava,</i>		
<i>käsinojallinen/ilman käsinoja, erikorkuisia istuimia (300 mm-550 mm)</i>		
<i>Tuulikaapin maton/ritilän rakojen leveys on enintään 5 mm</i>		

Sauna	Kyllä	Ei
Sijainti/rakennus: _____		
Saunalle on opastus		
Opastus on yhdenmukainen alueen muiden opastekylttien kanssa		
Onko saunarakennuksen sisäänkäynti esteetön (jos sauna erillinen rakennus)		
Ovi pesuhuoneeseen		
Ovi on helppo havaita		
Ovi on avattavissa helposti yhdellä kädellä		
Oven välittömässä läheisyydessä vapaa tila vähintään 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Oven vapaa leveys on riittävä, vähintään 850 mm		
Vapaa kulkukorkeus on vähintään noin 2000 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____ mm		
Oven painikkeen/vetimen korkeus on 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa vähint. 1500 mm x 1500 mm		
Ovessa, sisäpuolella, on vaakasuora lankavedin, korkeus n. 800 mm		
Vedin on sijoitettu alkamaan läheltä saranapuolta		
Vedin erottuu tummuuskontrastilla taustastaan		
Pesuhuone/peseytymistila		
Pesuhuoneessa vapaa tila oven välittömässä läheisyydessä on vähintään 1500 mm x 1500 mm		
Pesuhuoneen lattia on märkänäkin luistamaton		
Rastita Ei , jos pesuhuoneessa on liukastumis- tai kompastumisvaaraa aiheuttavia mattoja tms.		
Pesuhuoneessa on vapaata tilaa vähintään 1500 mm x 1500 mm		
Helpottavatko väri- ja tummuuskontrastierot tilan hahmottamista		
Valaistus on riittävä		

Sauna	Kyllä	Ei
Peseytymispaikan varusteet		
Peseytymispaikalla on istuin/istuimia		
Istuimen korkeus on noin 500 mm		
Peseytymispaikan läheisyydessä on vaakasuuntaisia tukitankoja		
Tuen korkeus/korkeudet noin 800 - 900 mm		
Peseytymispaikan läheisyydessä on pystysuuntaisia tukitankoja		
Tuet erottuvat selkeästi muusta ympäristöstä		
Pesuhuoneessa on suihku		
Yhdelle suihkulle on varattu tilaa noin 900 mm x 1600 mm tai 1300 mm x 1300 mm		
Suihkun korkeus 700-900 mm ja/tai säädettävä		
Suihkukalusteen etäisyys nurkasta on vähintään 400 mm		
Onko suihkupaikalla pesutarvikekoria/-hyllyä, korkeus noin 900 mm		
Jos peseytymistilaan tuodaan vesi kantamalla tms. tavalla		
Vesiastoiden korkeus/korkeudet lattiasta n. 400-800 mm		
Onko vesiastioiden edessä vapaata tilaa (1500 mm x 1500 mm)		
Löylyhuone ovi		
Ovi on helposti havaittava		
Ovi on avattavissa yhdellä kädellä		
Oven välittömässä läheisyydessä vapaa tila on vähint. 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____ mm		
Vapaa kulkukorkeus on vähintään noin 2000 mm		
Löylyhuoneen oven vapaa leveys on vähintään 850 mm		
Avautuuko ovi ulospäin		
Jos ovi on lasia, lasiovi on jaettu vaaka puitteilla/ huomioraidalla		
Löylyhuoneen ovesa, saranapuolella (oven sulkemispuolella) on vaaka-suora puinen lankavedin, korkeus noin 800 mm lattiasta		

Sauna	Kyllä	Ei
Löylyhuone		
Löylyhuoneen lattia on märkänäkin luistamaton ja tasainen		
Löylyhuoneessa, oven edessä, riittävästi on vapaata tilaa		
(1 pyörätuoli halk. 1500 mm, 2 pyörätuolia 2 x 1300 mm halk.)		
Löyly jakaantuu tasaisesti lattiasta kattoon saunatilassa		
Jos ei, niin löylyn pääsy on toteutettu muutoin (miten?)		
Kiuas on suojattu puurakenteella palovammojen estämiseksi myös alhaalta		
Alimman lauteen korkeus noin 500 mm / lauteille siirtyminen mahdollista		
suihkupyörätuolista		
Pisimmän lauteen pituus noin 2000 mm		
Lauteille johtaa helppokulkuiset porrasaskelmat		
lauteille johtavien porrasaskelmien nousu noin 120 mm		
Löylyhuoneessa on lauteille nousun helpottamiseksi käsijohteet portaiden/		
lauteiden toisella/ molemmilla puolilla tai pystytuki		
Onko käsijohde yhtenäinen ja katkeamaton		
Käsijohteen etäisyys seinästä (vähintään 45 mm)		
Käsijohteen/pystytuen materiaali on puu		
Saunassa on käytetty tummuuskontrastia tilan hahmottamiseksi		
Löylyhuoneen riittävästä valaistuksesta on huolehdittu		
Suosituks		
<i>Saunarakennuksen sisäänkäynnin yhteydessä on äänimajakka (esim. tuulikello).</i>		

Puucee	Kyllä	Ei
Sijainti: _____		
Puuceehen on opastus		
Opastekyltti on yhdenmukainen alueen muiden opastekylttien kanssa		
Kulkuväylä		
Ovatko kulkuväylän pinta tasainen (ehjiä, ei yli 20 mm korkeita painumia tai kohoumia)		
Kulkuväylän pintamateriaali:		
Onko kulkuväylän vapaa leveys kapeimmalla kohdalla riittävä (vähintään 1500 mm)		
Rajautuuko kulkuväylä selkeästi		
Rastita Ei , jos kulkureitillä on törmäys- tai kompastumisvaara aiheuttavia kiinteitä esteitä?		
Rastita Ei , jos kulkureitin välittömässä läheisyydessä on 500 mm tai sitä korkeampi putoamisvaaraa aiheuttava tasoero, jonne ajautumista ei ole estetty kaitein		
Puuceen sisäänkäynti		
Sisäänkäynti on helppo havaita		
Esteetön puucee on merkitty ISA-tunnuksella		
Merkinnöissä on huomioitu, ettei esteetön puucee ole sukupuoleen sidottu		
Puuceen opastemerkit on sijoitettu selkeästi havaittavalle paikalle		
Opastemerkit ovat selkeitä ja erottuvat kontrastiltaan taustasta		
Opasteen lähelle pääsy on mahdollista		
Opasteessa on tekstin lisäksi symboleja		
Opasteen pintamateriaali on heijastamaton		
Sisäänkäynnille johtaa selkeästi havaittava kulkuväylä		
Sisäänkäynti on esteetön ja tasoeroton		
Sisäänkäynnin yhteydessä on portaat		
Sisäänkäynnin yhteydessä on luiska		
Sisäänkäynnin yhteydessä on sisäänkäyntitasanne		
Sisäänkäyntitasanne on kova, tasainen ja märkänäkin luistamaton		

Puucee	Kyllä	Ei
Ovi		
Ovi on helppo havaita		
Ovi on avattavissa yhdellä kädellä		
Oven avautumissuunta on ulospäin		
Oven välittömässä läheisyydessä vapaa tila vähintään 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Oven vapaa leveys on riittävä, vähintään 850 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____mm		
Kulkukorkeus on vähintään noin 2000 mm		
Oven painikkeen/vetimen korkeus on 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa vähint. 1500 mm x 1500 mm		
Ovessa, sisäpuolella, on vaakasuora lankavedin, korkeus n. 800 mm		
Vedin on sijoitettu alkamaan läheltä saranapuolta		
Vedin erottuu tummuuskontrastilla taustastaan		
Oven pystyy lukitsemaan sisäpuolelta		
Lukittu ovi on avattavissa yhdellä kädellä		
Lukittu ovi on avattavissa ulkopuolelta		
Ovi on mahdollista kiinnittää auki asentoon		
Ovenpysäytin/ aukiolotappi on sijoitettu niin, että se ei aiheuta kompas- tumisvaaraa		
Puuceen sisätilat		
Istuin		
Istuimen korkeus on 450-500 mm		
Istuimen läheisyydessä on käsituet molemmilla puolilla		
Käsituet ovat ylösnostettavia		
Käsitukien käyttö on mahdollista yhdellä kädellä		
Käsitukien korkeus on noin 800 mm		
Käsitukien etäisyys toisistaan on noin 600 mm		
Käsituet yltävät vähintään istuimen etureunalle yli		
Paperirullapidike on käsituessa		
Jos ei, paperirullapidikkeen paikka enintään 500 mm istuimesta		
Istuimen oikealle puolelle jää vapaata tilaa vähintään 800 mm		

Puucee	Kyllä	Ei
Istuin		
Istuimen vasemmalle puolelle jää vapaata tilaa vähintään 800 mm		
Istuimen eteen jää vapaata tilaa, pyörähdysympyrän halk.1500 mm		
Muut kalusteet		
Puuceessa on roskasäiliö, joka avattavissa/käytettävissä yhdellä kädellä		
Puuceessa on naulakko/naulakoita, joiden korkeudet noin 1000-1200 mm, 1400-1600mm		
Puuceessa on pöytätaaso, jonka korkeus noin 900 mm		
Onko roskasäiliö ja muut varusteet sijoitettu niin, että ne eivät haittaa liikkumista tilassa		
Onko puuceen riittävästä valaistuksesta huolehdittu		
Helpottavatko väri- ja kontrastierot tilan hahmottamista		
Onko kohteessa sähkövalaistus (ei vaatimus)		
Pistorasian korkeus lattiasta on 400-1100 mm		
Valokatkaisijan korkeus on 850-1100 mm lattiasta		
Erottuuko valokatkaisin tummuuskontrastilta taustasta		
Pääseekö katkaisimen ääreen helposti esim. pyörätuolilla		
Suosituks		
<i>Opasteessa on käytetty symboleja, koho- tai syvennyskuvioita</i>		
<i>Opaste on valaistu</i>		
<i>Puuceen yhteyteen on järjestetty mahdollisuus käsien pesuun</i>		
<i>Sisäänkäynnin yhteydessä on äänimajakka (esim. tuulikello)</i>		

Majoitusrakennus/ Mökki	Kyllä	Ei
Sijainti/rakennus: _____		
Mökille on opastus		
Opastekyltti on yhdenmukainen alueen muiden opastekylttien kanssa		
Sisäänkäynti		
Onko mökkiin esteetön sisäänkäynti		
Mökin sisätilat		
Sijaitsevatko kaikki oleelliset toiminnot samassa tasossa sisäänkäynnin kanssa (ruuanlaitto, makuutila, wc- ja peseytymistilat, oleskelu) tai kulku eri tasojen välillä on järjestetty esteettömäksi		
Onko tiloissa kulkeminen esteetöntä, alle 20 mm korkuisia tasoeroja		
Kulkureittien vapaa leveys kapeimmalta kohdalta on vähintään 900 mm		
Mökissä on vapaata tilaa vähintään 1500 mm x 1500 mm		
Kulkureittien vapaa korkeus on vähintään noin 2000 mm		
Rastita Ei , jos tiloissa on liukastumis- tai kompastumisvaaraa aiheuttavia mattoja tms.		
Mökin valaistus on riittävä		
Helpottavatko väri- ja tummuuskontrastierot tilan hahmottamista		
Onko majoitusrakennuksessa/ mökissä on sähköt (ei vaatimus)		
ovatko pistorasiat helposti käytettävissä paikassa		
pistorasioiden korkeudet 400-1100 mm		
valokatkaisijan korkeus 850-1100 mm		
valokatkaisijan etäisyys nurkasta on vähintään 400 mm		
Kalusteet		
Huonekalut ovat helposti havaittavia ja ne erottuvat hyvin taustastaan		
Huonekalut ovat helposti siirrettäviä		
Makuutilat		
Onko mökissä pari-/yhden hengen sänkyjä		
Sängyn päädyssä on vapaata tilaa vähintään 900 mm		
Sängyn vieressä on vapaata tilaa vähintään 1200 mm		
Sängyn korkeus 450-500 mm		

Majoitusrakennus/ Mökki	Kyllä	Ei
Makuutilat		
Sängyn leveys on vähintään 800 mm		
Sängyn pituus on vähintään 2000 mm		
Jos mökissä on sähköt, onko vuoteiden lähellä lukuvalot tai saako valot sammutettua vuoteesta käsin		
Säilytys		
Mökissä on naulakoita eri korkeuksilla, n. 1000-1200 mm, 1400-1600 mm		
Naulakoiden ääreen on mahdollisuus päästä		
Naulakot ovat sijoitettu niin, että ne eivät aiheuta törmäysvaaraa		
Naulakot erottuvat selkeästi muusta ympäristöstä		
Mökissä on vaatekaappeja		
Kaaissa on hyllyjä eri korkeuksilla (n. 400-500 mm, 700-800 mm, 1000-1200 mm, 1400-1600 mm)		
Kaaissa on vaateripustintanko korkeudella n. 1000-1200 mm		
Keittiö		
Mökissä on keittiö/keittotaso		
Keittiössä on vapaata tilaa 1500 mm x 1500 mm		
Keittolevyn korkeus n. 700-900 mm		
Pöytätaojen korkeus/korkeudet on 750-900 mm		
Pöydän alla on vapaata polvitilaa (suositus: vapaan tilan korkeus 670 mm, vapaan tilan leveys 800 mm, vapaan tilan syvyys 600 mm)		
Ruokapöydän korkeus on 750-900mm		
Pöydän alla on vapaata polvitilaa (suositus: vapaan tilan korkeus 670 mm, vapaan tilan leveys 800 mm, vapaan tilan syvyys 600 mm)		
Ruokapöydän istuinten korkeus on 400-550 mm		
Keittiön laitteet ovat noin 700 - 900 mm korkeudella		
Muut kalusteet		
Sohvan istuinkorkeus on 400-550 mm		
Puolipeilin alareunan korkeus lattiasta on enintään 900 mm		
Tulisija		
Jos mökissä on tulisija, pääseekö sen äärelle esteettömästi		
Tulisijan käyttökorkeus on noin 400-750 mm		
Tulisijan vieressä on tarpeeksi vapaata tilaa, noin 1500 mm x 1500 mm		

Majoitusrakennus/ Mökki	Kyllä	Ei
Mökin/majoitusrakennuksen wc-tilat		
Ovatko wc-tilat esteettömät		
Mökin/majoitusrakennuksen terassi		
Onko kulku terassille esteetön ja tasoeroton		
Terassin lattia on tasainen ja märkänäkin luistamaton		
Terassin vapaa leveys kapeimmalta kohdalta on vähintään 900 mm		
Terassilla on vapaata tilaa, vähintään 1500 mm halk.		
Mikäli terassilla on kalusteita, niiden äärelle esteetön pääsy		
Istuinten korkeus on 400-550 mm		
Pöydän korkeus on 750-900 mm		
Pöydän alla on vapaata polvtilaa (suositus: vapaan tilan korkeus 670 mm, vapaan tilan leveys 800 mm, vapaan tilan syvyys 600 mm)		
Kalusteet erottuvat hyvin taustastaan väri- ja tummuuskontrastin avulla		
Suosituks		
<i>Opasteessa on käytetty symboleja, koho- tai syvennyskuvioita</i>		
<i>Opaste on valaistu</i>		
<i>Tulisijan äärelle on varattu polttopuuta ja tulentekovälineet helposti saataville</i>		
<i>Tulisijan ynnä muiden varusteiden käytöstä on saatavilla selkeät, helppolukuiset ohjeet</i>		
<i>Mökki/majoitustilat on varustettu tärinä- ja valolaitteilla varustetuilla palovaroittimilla</i>		
<i>Sisäänkäynnin yhteydessä on äänimajakka (esim. tuulikello)</i>		
<i>On valittavana erilaisia istuimia: yhden/monen istuttava, käsinojallinen/ilman käsinoja, erikorkuisia istuimia (300 mm-550 mm)</i>		

Ovi	Kyllä	Ei
Rakennus: _____ johtaa tilaan: _____		
Ovi on helppo havaita		
Ovi on avattavissa helposti yhdellä kädellä		
Oven välittömässä läheisyydessä vapaa tila vähintään 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Oven vapaa leveys on riittävä, vähintään 850 mm		
Vapaa kulkukorkeus on vähintään noin 2000 mm		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____mm		
Oven painikkeen/vetimen korkeus on 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa vähint. 1500 mm x 1500 mm		
Ovessa, sisäpuolella, on vaakasuora lankavedin, korkeus n. 800 mm		
Vedin on sijoitettu alkamaan läheltä saranapuolta		
Vedin erottuu tummuuskontrastilla taustastaan		
Oven pystyy lukitsemaan sisäpuolelta		
Lukittu ovi on avattavissa yhdellä kädellä		
Lukittu ovi on avattavissa ulkopuolelta		
Ovi on mahdollista kiinnittää auki asentoon		
Ovenpysäytin/ aukiolotappi on sijoitettu niin, että se ei aiheuta kompastumisvaaraa		

Esteetön wc	Kyllä	Ei
Sijainti/rakennus: _____		
Wc:hen on opastus		
Opastekyltti on yhdenmukainen alueen/tilan muiden opastekylttien kanssa		
Wc:hen on esteetön ja tasoeroton sisäänkäynti		
Esteetön wc on auki ja käytettävissä ilman erillistä pyyntöä (yleisissä tiloissa)		
Wc:n ovelelle johtavan käytävän vapaa leveys on vähint. 900 mm		
Wc:n opastus		
Esteetön wc on merkitty ISA-tunnuksella		
Esteetön wc on sijoitettu siten, että käyttö ei ole sukupuoleen sidottu		
Wc:n opastemerkit on sijoitettu helposti havaittavalle paikalle		
Opastemerkit ovat selkeitä ja erottuvat tummuuskontrastiltaan taustasta		
Opasteen lähelle pääsy on mahdollista		
Opasteessa on tekstin lisäksi symboleja		
Opasteen pintamateriaali on heijastamaton		
Ovi		
Ovi on helppo havaita		
Ovi on avattavissa helposti yhdellä kädellä		
Oven avautumissuunta on ulospäin		
Oven välittömässä läheisyydessä vapaa tila vähint. 1500 mm x 1500 mm		
Oven avautuvan reunan puolella on vapaata tilaa vähintään 400 mm		
Oven vapaa leveys on riittävä, vähintään 850 mm		
Vapaa kulkukorkeus on vähintään noin 2000 mm		
Oven yhteydessä on kynnyks/ jalkaritä		
Ovi on kynnyksetön tai kynnyksen korkeus on enintään 20 mm		
Kynnyksen korkeus, jos yli 20 mm: _____ mm		
Oven painikkeen/vetimen korkeus on 850-1100 mm		
Oven painike/vedin erottuu tummuuskontrastilla taustastaan		
Sisäänkäynnin edessä, sisällä, on vapaata tilaa vähintään pyörähdysympyrän verran, noin 1500 mm		
Ovessa, sisäpuolella, on vaakasuora lankavedin, korkeus n. 800 mm		
Vedin on sijoitettu alkamaan läheltä saranapuolta		
Vedin erottuu tummuuskontrastilla taustastaan		

Esteetön wc	Kyllä	Ei
Ovi		
Oven pysty lukitsemaan sisäpuolelta		
Lukittu ovi on avattavissa yhdellä kädellä		
Lukittu ovi on avattavissa ulkopuolelta		
Ovi on mahdollista kiinnittää auki asentoon		
Ovenpysäytin/ aukiolotappi on sijoitettu niin, että se ei aiheuta kompastumisvaaraa		
Wc:n sisätilat		
Istuin		
Istuimen korkeus on 450-500 mm		
Istuimen läheisyydessä on käsituet molemmilla puolilla		
Käsituet ovat ylösnostettavia		
Käsitukien käyttö on mahdollista yhdellä kädellä		
Käsitukien korkeus on noin 800 mm		
Käsitukien etäisyys toisistaan on noin 600 mm		
Käsituet yltävät vähintään istuimen etureunalle yli		
Paperirullapidike on käsituessa		
Jos ei, paperirullapidikkeen paikka enintään 500 mm istuimesta		
Istuimen oikealle puolelle jää vapaata tilaa vähintään 800 mm		
Istuimen vasemmalle puolelle jää vapaata tilaa vähintään 800 mm		
Istuimen eteen jää vapaata tilaa (halk.1500 mm)		
Istuimen taakse jää vapaata tilaa noin 300 mm		
Etäisyys istuimelta käsisuihkuun on enintään 500 mm		
Etäisyys istuimelta käsisuihkun hanalle on enintään 500 mm		
Muut kalusteet		
Pesualtaan korkeus on noin 800mm		
Pesualtaan alla on vapaata polvitilaa		
Pesualtaan edessä on vapaata tilaa vähintään 1200 mm x 1200 mm		
Saippuatelineen korkeus on noin 800-1000 mm		
Käsipestelineen/käsienkuivauslaitteen korkeus on noin 800-1000 mm		
Käsipestelineen/käsienkuivauslaitteen lähelle pääsy on mahdollista		

Esteetön wc	Kyllä	Ei
Muut kalusteet		
Wc-tilassa on peili		
alareuna lattiasta noin 900 mm		
yläreuna noin 2000 mm		
Jos wc-tilassa on hälytysjärjestelmä (sähkö ei vaatimus)		
Ylettyykö hälytyspainikkeeseen/vetimeen wc-istuimelta		
Ylettyykö hälytyspainikkeeseen/vetimeen lattialta		
Hälytyksen kytkeytymisestä välittyy sekä ääni- että valosignaali		
Erottuuko hälytyspainike/vedin selkeästi taustasta		
Wc:ssä on roska-astia, joka avattavissa/käytettävissä yhdellä kädellä		
Wc:ssä on naulakko/naulakoita, joiden korkeudet noin 1000-1200 mm, 1400-1600 mm		
Wc:ssä on laskutaso, korkeus noin 900 mm		
Onko roska-astia ja muut varusteet sijoitettu niin, että ne eivät haittaa liikkumista tilassa		
Wc:n lattia on märkänäkin luistamaton		
Valokatkaisimen korkeus on 850-1100 mm		
Valokatkaisin erottuu hyvin taustastaan		
Erottuvatko kalusteet selkeästi taustasta väri ja tummuuskontrastin avulla?		
Wc-tilassa on hyvä tummuuskontrasti lattian ja seinän välillä		
Wc:ssä on riittävä valaistus		
Suosituks		
<i>Opasteissa on käytetty symboleja, koho- tai syvennyskuvioita</i>		
<i>Opaste on valaistu</i>		

Lisätietoa kohteesta	Kyllä	Ei
Sijainti/rakennus: _____		
Opas- ja avustajakoirat on sallittu sisällä		
Lemmikit on sallittu ulkotiloissa		
Lemmikit on sallittu merkityissä sisätiloissa		
Tiloissa käytetään hajusteettomia ja allergiaystävällisiä pesu- ja puhdistusaineita		
Tiloissa vältetään voimakkaiden hajusteiden käyttöä ja allergisoivia huonekasveja		
Muita huomiota:		

Appendix 6

Kokemuksia maaseutumatkailusta ja esteettömyydestä

Tervetuloa vastaamaan kyselyyn!

Arvoisa vastaaja,

Tämän kyselyn tarkoituksena on kerätä asiakkaiden kokemuksia matkan eri vaiheilta ja käyttää saatuja tietoja palveluiden kehittämiseen. Koska tutkimusmenetelmämme on laadullinen, on suurin osa kysymyksistä avoimia ja näin ollen vievät hieman enemmän aikaanne - panoksenne on kuitenkin erittäin tärkeä tutkimuksen kannalta, joten toivomme, että paneudutte vastauksiinne!

Me tutkijat olemme Jyväskylän Ammattikorkeakoulun opiskelijoita, tutkintomme on Facility Management - eli suomennettuna olemme tulevia toimitilapalveluiden restonomeja.

Teemme opinnäytetyötä liittyen esteettömyyteen maaseutumatkailukohteissa palvelupolun kautta ja tutkimme miten yrityksissä voisi esteettömyyttä kehittää asiakaslähtöisemmäksi.

Vastaaminen kyselyyn kestää noin 20 minuuttia.

Vastaattehan ystävällisesti kyselyyn 30.8.2013 mennessä.

Vastauksenne käsitellään luottamuksellisesti.

1. Missä maaseutumatkailu-yrityksessä vierailitte?

() Villa Hiidenmäki

- Luukkolan Loma
 Wanhan Vartiamäen tila

2. Ikä?

- Alle 18 vuotta
 18-30 vuotta
 31-40 vuotta
 41-50 vuotta
 51-60 vuotta
 61-70 vuotta
 Yli 70 vuotta

3. Ammatti? _____

4. Matkaseurueenne?

5. Onko sinulla tai jollakin matkaseurueestasi jonkinlainen esteellinen rajoite? (Liikuntarajoite, näkö- tai kuulovamma, raskaus, seniori, pieni lapsi jne.)

6. Onko maaseutumatkailu teille tuttua entuudestaan?

7. Oletteko vierailleet tässä kohteessa aikaisemmin? Jos olette, kuinka usein?

8. Mitä kautta teitte varauksenne? Oliko varauksen tekeminen helppoa? Mikä varauksen tekemisessä oli mahdollisesti hyvää ja mikä huonoa?

9. Oliko kohteeseen helppo löytää? (Olivatko kyltit ja opasteet helposti havaittavissa? Saitteko selkeät ajo-ohjeet?)

10. Millaisia ennakko-odotuksia teillä oli ennen kohteeseen saapumistanne? Täytyivätkö/Ylittyivätkö ne?

11. Kuvaile kohteen rakennuksia ja niitä elementtejä, jotka tukevat tai estävät esteettömyyttä. Minkälaisia ongelmia mahdollisesti kohtasitte?

12. Minkälaisia käytännön ratkaisuja teillä olisi tilojen esteettömyyden kehittämiseksi?

13. Käytitkö matkasi aikana oheispalveluja? Millaisia oheispalveluita kaipaisit lisää?

14. Arvioi, miten seuraavat ominaisuudet mielestäsi sopivat vieraillemaanne kohteeseen.

ARVIOSI

Huonosti Välttävästi Tyydyttävästi Hyvin Erinomaisesti

Esteetön

()

()

()

()

()

Saavutettava	()	()	()	()	()
Ekologinen	()	()	()	()	()
Avulias	()	()	()	()	()
Ajankohtainen	()	()	()	()	()
Rehellinen/luotettava	()	()	()	()	()
Rauhallinen	()	()	()	()	()
Valoisa	()	()	()	()	()
Kulttuurinen	()	()	()	()	()
Senioriystävällinen	()	()	()	()	()
Lapsiystävällinen	()	()	()	()	()
Joustavuus	()	()	()	()	()

15. Vierailisitko kohteessa uudestaan? Suositteletko kohdetta ystävilleesi?

16. Näin loppuun toivoisimme teidän kirjoittavan avoimen tarinan matkastanne, joka sisältäisi kaikki tärkeät tapahtuman vierailun alusta loppuun (varaus-aktiviteetit-yöpyminen-kotimatka). Tarinaan toivomme mahdollisesti myös lapsilta mieleenjääneitä tapahtumia ja kokemuksia.

Appendix 7



Osallistuminen maaseutumatkailuun liittyvään tutkimukseen

Arvoisa lomailija,

Olette vierailemassa maaseutumatkailuyrityksessä, joka on mukana kestävän maaseutumatkailun hankkeessa (KESMA II -hanke).

Tutkimuksemme on osana tätä hanketta ja sen tarkoituksena on kerätä asiakkaiden kokemuksia matkan eri vaiheilta, sekä käyttää saatuja tietoja palveluiden kehittämiseen.

Koska tutkimusmenetelmämme on laadullinen, on suurin osa kysymyksistä avoimia ja näin ollen vievät hieman enemmän aikaanne - panoksenne on kuitenkin *erittäin tärkeä* tutkimuksemme kannalta, joten toivomme, että paneudutte vastauksiinne!

Me tutkijat olemme Jyväskylän Ammattikorkeakoulun opiskelijoita. Tutkintomme on Facility Management - suomennettuna olemme tulevia toimitilapalveluiden restonomeja.

Teemme opinnäytetyötä liittyen esteettömyyteen luontomatkailukohteissa palvelupolun kautta ja tutkimme miten yrityksissä voisi esteettömyyttä kehittää asiakaslähtöisemmäksi.

Toivomme että vastaisitte kyselyyn 30.8. mennessä.

Vastauksenne käsitellään luottamuksellisesti.

Kyselyyn pääsette suoraan alla olevasta linkistä. Vastaaminen kestää noin 20 min.

<http://digiuenterprise.com/answer/?sid=1014420&chk=GBC4ZS3P>

Ystävällisin terveisin,

Mari Puranen, mari.puranen@student.jamk.fi, 040-7681290

Saana Luukkonen, saana.luukkonen@student.jamk.fi, 045-1397424

Takasivulla on ohjeita, mihin asioihin kannattaa kiinnittää huomiota vierailunne aikana kyselyyn liittyen.



JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES

Asioita, joihin kiinnittää huomiota vierailunne aikana:

- **Varausprosessi** (Esim. Varauksen tekemisen helppous, nettisivujen käyttömukavuus jne.)
- **Kohteeseen saapuminen** (Esim. Kohteen löytyminen, kylttien näkyvyys, ajo-ohjeiden selkeys jne.)
- **Kohteen fyysisten tilojen esteettömyys** (Esim. Tilojen helppokulkuisuus, kuoppainen pihatie jne.)
- **Käytännön ongelmia kohteen aktiviteettien kanssa** (Esim. Sauna oli vaikea saada päälle, venettä ei saanut vesille jne.)

