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Abstract

Everybody should have the opportunity to travel and this includes people with disabilities; because of that cities and touristic places should be accessible for all. Barcelona Football Club is famous around the world and attracts thousands of tourists every match. Consequently, the stadium should be able to welcome all the supporters providing an accessible environment in order to satisfy their needs.

The purpose of this dissertation is to find out what is the perception of Barcelona Football Club supporters of the accessibility for wheelchair users in Barcelona Football Stadium. Furthermore, it is aimed to do a data collection regarding their opinions in order to provide suggestions and recommendations on how and where the accessibility of the Barcelona Football Stadium could be improved and then be more accessible to those with special needs.

The methods that have been applied in this research are quantitative and qualitative using as a tool are questionnaires with closed-ended questions and semi structured short interviews face to face, and the comparison of different official websites from the most representatives clubs of Spain and Europe in order to get results and contrast them.

After having analysed the results, it is shown that in some aspects the respondents were agreed, for example most of them answered that the views of the Barcelona Football Stadium should be improved because they are so bad, however in other aspects such as the car parking a diversity of opinions were given. Consequently, the main conclusion of this dissertation is that being such a touristic place the Barcelona Football Stadium many aspects should be improved in order to satisfy the special needs that some supporters and provide a better experience and then it will be more attractive for everybody.

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1 Introduction

There are different reasons and motivations of why people travel around the world but there is one that is becoming more and more popular which is because of sport events. According to Kurtzman and Zauhar (2003) *“Sport tourism events refer to those sport activities that attract tourists of which a large percentage are spectators. They have the potential to attract non-residents, media, technical personnel, athletes and players, coaches and other sporting officials”*. Many people decide to take the car or the plane to experience a live match in other cities or countries and take advantage of the event to visit the destination; because of that sport events are increasingly becoming an important part of the tourism development. Some examples of huge sports events tourism are the Olympic Games and the World Cup Soccer Championships. According to the Rio Times Online, the IOC predicts that about 480.000 tourists will go to Rio de Janeiro for the Olympic Games in August 2016.

At the present time, Barcelona Football Club and its matches in Barcelona Football Stadium have become the most famous sport events in the city for the tourists. Regarding a study by the company of Deloitte (2015), Barcelona Football Club is an asset for the city in terms of tourism. The club generates 6% of the city’s tourism and it also brings 1.3 million overnight stays per year with the matches, the visits to the stadium and the museum. The report by Deloitte has analysed the economic impact of Barcelona Football Club on the city of Barcelona citing it at 759 million euros in the 2013/14 season, which represents 1.2% of the city’s GDP. There is evidence that the brand Barcelona Football Club has an important impact on the city of Barcelona.

Every weekend that the team plays at home, around 20.000 tourists (Barcelona Football Club official website) decide to live the experience of being a supporter or a spectator in the stadium but all of them have different needs and for this reason it is interesting to consider what it is like going to the Barcelona Football Club Stadium in a wheelchair. At the end of this chapter there is an example of non-accessible views in the Catalan arena (see Figure 1).

The main objective of this dissertation is to formulate the following research question: What is the perception of Barcelona Football Club supporters of the accessibility for wheelchair users in Barcelona Football Stadium?

Consequently, in order to find out the answer, the following sub objectives have been formulated:

- Undertake a literature review in order to have knowledge of what an accessible stadium is
- To find out what are the perceptions of Barcelona Football Club supporters about the accessibility for wheelchair users in Barcelona Football Stadium
- To analyse and compare the results of those perceptions
- Provide Barcelona Football Club with the conclusions of this dissertation.

This dissertation is formed of four chapters. The first one is the literature review where the main concepts of the field and key words are explained. In the second chapter it is explained the methodology and the research methods used in order to collect the data. In the third chapter, the results obtained from the data collection. Finally, in the fourth and last chapter, the conclusion linked with the theoretical framework and also the challenges found during the research process and some further work for the future.

2 Literature Review

There is a huge connection between tourism and sport. The first one, as an experience-oriented activity, and the second one as a performance-oriented activity, they are very much like Siamese twins (Keller 2002, p.5). The tourists are looking for new experiences and sport can bring them.

Considering the relationship between sport and tourism, sport in the modern tourism has not only a perceptual role, but becomes ever more important contents of stay, with tourists who become active participants in various sports activities (Bartoluci 2003, p.29). In addition, not only sport does become one of the contents of stay, but it is frequently the main motive for travelling to a certain tourist destination what makes a good foundation for development of selective form of tourism - sports tourism (M.Peric p.198). Selective forms of tourism are recognized by motives why people travel at certain tourist destinations, and in this case, the main motives for travel are sport and sports facilities. Standeven and De Knop (1999) concluded that sport tourism, has become an integral part of tourism. Tourists decide to travel to a destination with the criteria of sports activities, the products and services that they offer.

2.1 Sport Tourism Events

“Sport tourism events refer to those sport activities that attract tourist of which a large percentage are spectators. They have the potential to attract non-residents, media, technical personnel, athletes and players, coaches and other sporting officials” (Kurtzman & Zauhar, 2003:44) with the primary purpose for travel being participating in or viewing sport” (Turco et al., 2002).

There are sports mega-events such as the Olympic Games, the Soccer World Cup or the UEFA Championship that have enormous impacts on the host cities and countries because they are very popular around the world and they attract a big number of fans, spectators and supporters, including the ones with disabilities.

2.2 Persons with Disabilities

According to the UNWTO, “persons with disabilities includes all persons who, owing to the environment being encountered, suffer a limitation in their relational ability and have special needs during travel, in accommodations, and other tourism services, particularly individuals with physical, sensory and intellectual disabilities or other medical conditions requiring special care, such as elderly persons and others in need of temporary assistance”.

2.3 Mobility

There are different types of disabilities: mobility, hearing, vision, cognitive and learning, mental health and sensitivities and long-term health conditions (Disability Discrimination Act, 1992). Among all them, during the research will be considered the one related to the mobility, more specifically: wheelchair users. Regarding the Disability Discrimination Act 2005, mobility covers *“moving or changing position in a wide sense. Account should be taken of the extent to which, because of either a physical or a mental impairment, a person finds difficult such day-to-day activities as: getting around unaided or using a normal means of transport, leaving home with or without assistance; walking a short distance; climbing stairs; travelling in a car or completing a journey on public transport; sitting standing, bending or reaching; or getting around in an unfamiliar place.”* This could be included when talking about getting into a stadiums and moving around them.

2.4 Accessible Tourism

Darcy and Dickson, drawing on the work of the successful Olympic Coordination Authority’s *Access Guidelines* for the Sydney 2000 Olympic and Paralympics Games, and incorporating a whole of life approach to disability, defined accessible tourism as: *“Accessible Tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors.”* (2009,p.34)

2.5 Good Practices to create Accessible Stadiums by the UEFA and CAFE

The UEFA (Union of European Football Associations) and CAFE (Centre for Access to Football in Europe) recommend and consider in a document called *“Access for All V.01”*, a guide of good practices to create an accessible stadium for all and a match day experience; it takes into

account all types of disabilities either for supporters and visitors or for the people who work in the stadium. As being the main target in this dissertation are wheelchair users, it will be mentioned just the ones that affects directly this collective:

First of all, is it explained that wheelchair users are limited by physical / attitudinal barriers and because of that they are the ones most affected in a negative way in the stadiums. Now will be described how the relevant elements of a stadium and the ones that have been selected for the questions of the questionnaire should be for being accessible for these individuals:

- All the staff should be familiar with the accessible facilities and services such as accessible parking and drop-off points. Receptions and ticket offices should be lowered for wheelchair users.
- Access into the stadium is essential and the clubs should ensure that disabled supporters have accessible parking or accessible drop-off and pick-up points at the entrances.
- Car parking places should be located as close as possible to the entrances where people in a wheelchair enter.
- Accessible signage in order to indicate where are the public services areas such as car parking, information points, accessible entrances, toilets, refreshment stands, lifts, first aid or ticket offices.
- Accessible gates with some staff members in order to make them easier and provide a good level access. Also they should be indicated with a clear signage and visible from a distance.
- Designated entrances in order to allow wheelchair users a safety and independent entrance and they should be flush or ramped.
- It should be at least 1 wheelchair accessible toilet per 15 wheelchair user spaces, and also they should be as close as possible to where they seat. These toilets should have enough floor space in order to allow a companion if it is needed to help them and manoeuvre the wheelchair easily.
- Some stadiums have an official store and a museum as a touristic product, it is so important that they are totally accessible because disabled people as non-disabled people also want to purchase merchandising or do a tour around the museum.

- Refreshment stands should be close to the wheelchair user seats and they should have a lower section for wheelchair users in order to buy whatever they want without needing a companion.
- The ramps should include a clear signage in order to inform to the change in level. The gradients should be as gentle as possible and they should meet the requirements with safety regulations. The gradient of the ramps should not be steeper than 5% because then can be very difficult to push a wheelchair up.
- Wheelchair users should be able to buy tickets for the matches like being a non-disabled person. To sale of tickets should be available online, by telephone or through the ticket office. It is very important that all those distribution channels are totally accessible. Disabled people should be available to have access into all categories and if it is required and needed a complementary ticket should be given for one companion to attend to the match with them.
- It is very important that everybody in the stadium have a good view of the playing field in order to enjoy the match in a comfortable way. It should be ensured that wheelchair users have a good view even when people in front them stands up or to the side. So, it is very important to ensure adequate sightlines for these users.
- The number of lifts like their sizes should be considered based on the number of disabled spectators and non-disabled spectators that are expected to use it during a match day. The lift call button should be located in a way to be within easy reach for wheelchair users. The entrances and accesses to the lifts should be clear and without any obstacle in the way. The doors of the lifts should remain open at least five seconds in order to give time to manoeuvre into the lift. The lifts that only have one entrance should have installed a mirror inside, on the opposite wall of the lift door in order to reverse out safely. Also, the users will be able to see if there is someone behind them and see the floor number.

Figure 2: Conceptual framework



The conceptual map connects the different key words mentioned in the literature review. In the middle appears the general idea that is Accessible Tourism, then around the other sub concepts: Sport Tourism Events in order to introduce the theoretical framework, after the target analysed during this research that are disabled people, but more specifically the ones that have the mobility affected (wheelchair users); and all of them are linked to the Accessible Stadiums circle because the purpose of this dissertation is to answer the following question: What is the perception of Barcelona Football Club supporters about the accessibility for wheelchair users in Barcelona Football Stadium?

3 Methodology

3.1 Introduction

In this chapter the research process and the data collection techniques used in this dissertation are presented. The purpose of this research is to answer and have knowledge of what is the perception of Barcelona Football supporters of the accessibility for wheelchair users in Barcelona Football Stadium. The methods used in order to find out the answer are quantitative and qualitative.

3.2 Research Methods and Research Process

The methodology of this research has been separated into different parts:

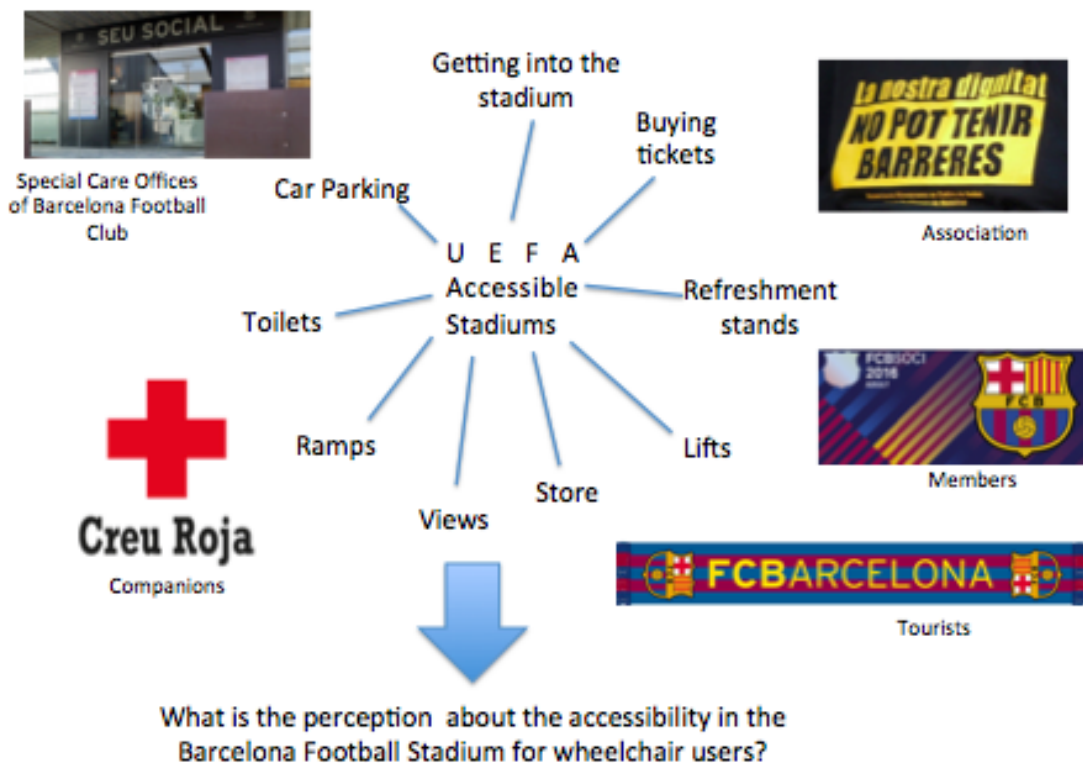
1. Write a literature review based on journal articles and academic papers in order to provide information related to sport events, accessible tourism, disabilities and more specifically the ones that affect the mobility because this dissertation will focus on wheelchair users and finally it will be explained briefly what an accessible stadium should be like according to the UEFA and CAFE.
2. Select the most relevant elements that the UEFA mentions in the document that directly affects wheelchair users in order to design the questionnaire: the access into the stadium, the car parking, the toilets, the store, the refreshment stands, the ramps, buying tickets, the views and the lifts.
3. Identify the different profiles without taking into account their age and gender:
 - a. Special Care Offices of Barcelona Football Club in order to know how important accessibility is for them, what they do, how many people go to the stadium in a wheelchair and what are their profile, how many seats they have for them and if all of them are full every match, how would they rate the nine important aspects considered important by the UEFA and which are the best and the worst of them, how can people buy tickets for accessible zones and for the new stadium how important will the accessibility be.
 - b. Ex-President of the Association called "Blaugranes amb Cadira de Rodes" in order to know what the mission and the tasks of the Association were and what they achieved, his opinion about the accessibility and the access of the Barcelona Football Stadium,

- which aspects would he improve and how would he rate the nine aspects considered important by the UEFA.
- c. Companions in order to know the skills that they should have, if they think the users are happy and satisfied, how do they appreciate and value the service, what are the aspects that could be improved in the stadium in terms of accessibility, what are the problems that they have found, if they have done this service in other stadiums and if they could compare and rate the nine aspects considered important by the UEFA.
 - d. Members in order to know how often they go to the Barcelona Football Stadium and why, if they have been to other stadiums and how would they compare one from another, what do they think about the nine aspects considered important by the UEFA and how would they rate it them and ask for suggestions for the new stadium.
 - e. Tourists in order to know their opinion about the accessibility, the reason for visiting the stadium, how often do they come, what do they expect in terms of accessibility, how did they get the tickets and if they have been to the stadium before how would they rate the nine important aspects considered important by the UEFA.
4. Data collection techniques with quantitative and qualitative methods in order to get results. For quantitative data a questionnaire with closed-ended questions and for qualitative data semi structured short interviews; all of them face to face. Having the opportunity of being part of the team of Red Cross on 23rd April 29 questionnaires were answered in the Barcelona Football Stadium by the person in charge of the Special Care Offices of Barcelona Football Club, the Ex-President of the Association called "Blaugranes amb Cadira de Rodes", six companions from the Red Cross volunteering, five tourists and sixteen members. The questionnaires were answered in a paper format and after the answers were copied in an Excel table in order to have all the information together and then to obtain a graph to see the final statistics in a picture that will be explained in the following chapter called Results. The semi structured short interviews were done during the month of April and designed with some key questions related to the nine elements that the UEFA consider important in terms of accessibility, they were standard and not very difficult in order to be understood by everybody and this qualitative data method provides a more personal interaction and resulted in more detailed information. Another qualitative method to collect data was the comparison of the different official websites from the most representative clubs of Spain and Europe: Barcelona Football Club, Madrid

Football Club, Seville Football Club, Valencia Football Club, Bilbao Football Club, Espanyol Football Club and Bayern Munich Football Club which is the best and most modern of Europe. In this case, a research was done through the websites and several call phones in different hours during the month of March 2016, however no response was received either to the phone calls or through the websites.

5. Recollect the data based on the questionnaires mentioned before through the quantitative and qualitative research methods in order to obtain results.
6. Discuss the results. From the questionnaires mentioned before, it will be analysed the results from a quantitative point of view: numeric value per profile; and qualitative: positive and negative comments about the nine elements that the UEFA consider important including the ones provided in the semi structured short interviews. These comments will give more information to contrast the quantitative data results and to see if they were similar or not and if they agreed or disagreed.

Figure 3 Conceptual Map with the selected profiles and the nine elements that UEFA consider important in terms of accessibility



The conceptual map mentions the nine elements that the UEFA consider important in terms of accessibility that stadiums should fulfill. It also shows the groups of people that have been selected in order to make them a questionnaire about their perception and opinion of those elements in order to answer the research question.

4 Results

In this chapter it will be explained the results from the data analysis. The quantitative and qualitative data was collected in order to answer the research question of this dissertation. The instruments used were questionnaires completed by six companions, five tourists in a wheelchair, sixteen members of the Club in a wheelchair, the person in charge of the Special Care Offices of Barcelona Football Club and the Ex-President of the Association called *Blaugranes amb Cadira de Rodes* and semi-structured interviews. The questionnaires were done on 23rd April 2016 and the semi-structured interviews were done during the month of April 2016.

The answers of the questionnaires and the information provided by the different people about their points of views and perceptions of the accessibility for wheelchair users in Barcelona Football Stadium will provide the readers of this dissertation with an insight into this topic.

The last thing done in order to get results was a research during the month of March 2016 through the official websites of the most relevant clubs of Spain and Europe: Barcelona Football Club, Madrid Football Club, Seville Football Club, Valencia Football Club, Bilbao Football Club, Espanyol Football Club and Bayern Munich Football Club; however no response was received either to the phone calls or through the websites but some shots have been done and they will be explained later.

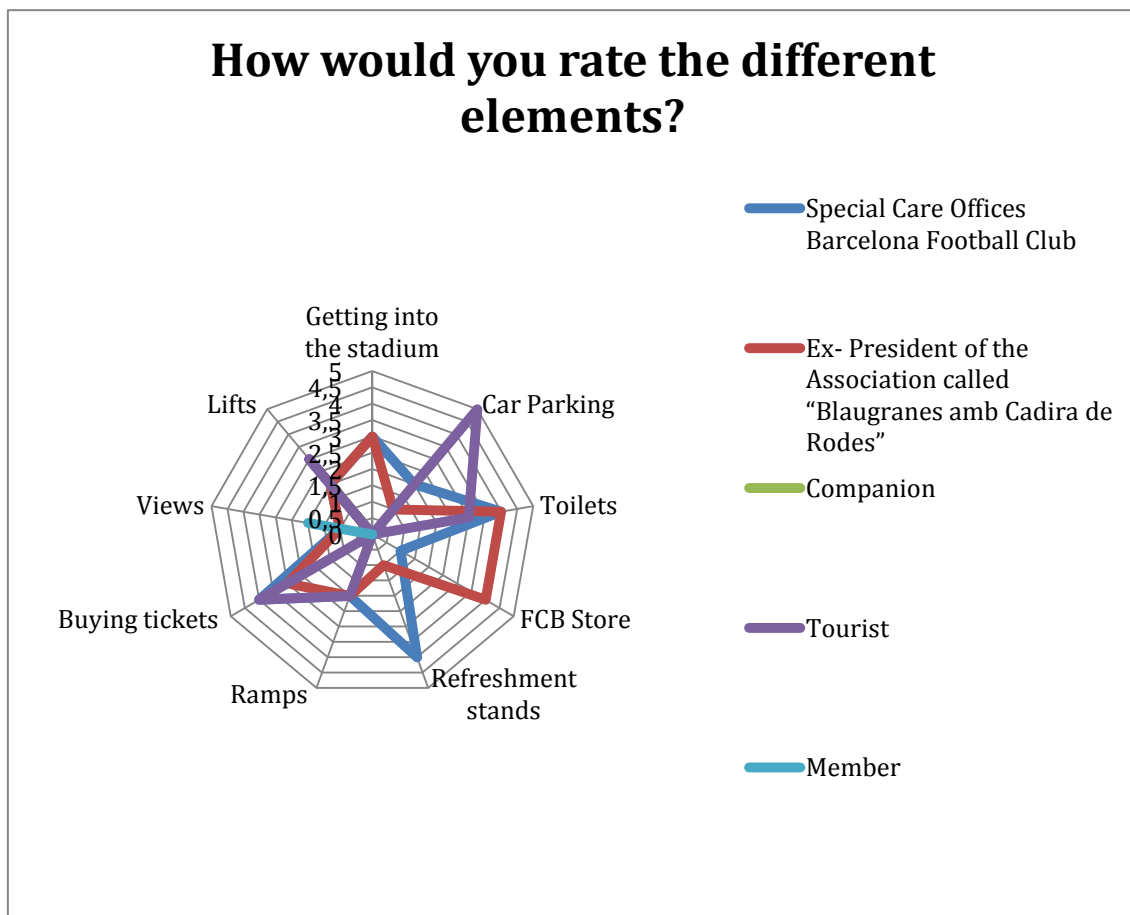
4.1 Quantitative methods

4.1.1 Findings based on questionnaires

In this sub section the answers provided by the different profiles in the questionnaires (see Appendix 1) will be explained in a detailed way. There are three graphs, two of them related to the persona in order to know a little bit about each profile and the third one about how they rated the elements that were asked. The purpose is to analyse globally the perceptions of Barcelona Football Club supporters about the accessibility for wheelchair users in the different elements in Barcelona Football Stadium and see if all the profiles are agreed or not.

The first graph (see Figure 4) is representing the answers given in the questionnaire (see Appendix 1) when respondents were asked for their perceptions about the nine elements that UEFA consider important in terms of accessibility. There are four different colours, the dark blue are the answers of the Club, the red are the answers of the Association, the green are answers of the companions, the purple the ones from the tourists and the pale blue from the members. Around the graph are the nine elements of the stadium and the numbers from 0 to 5 the possible answers given in the questionnaire. (see Appendix 1)

Figure 4 How the different selected profiles have rated the nine elements that UEFA consider important in terms of accessibility



Starting from the point of view from the Club, the views of the playing field from the wheelchair user seats are the less accessible aspect of the stadium and the other group of profiles are agreed; all of them have rated between 1 and 2 saying that they are horrible. After the views, the ramps are the other element rated by all the respondents between 1 and 2, saying that are too sloping and sometimes unsafe. Then come the lifts; that also all the people

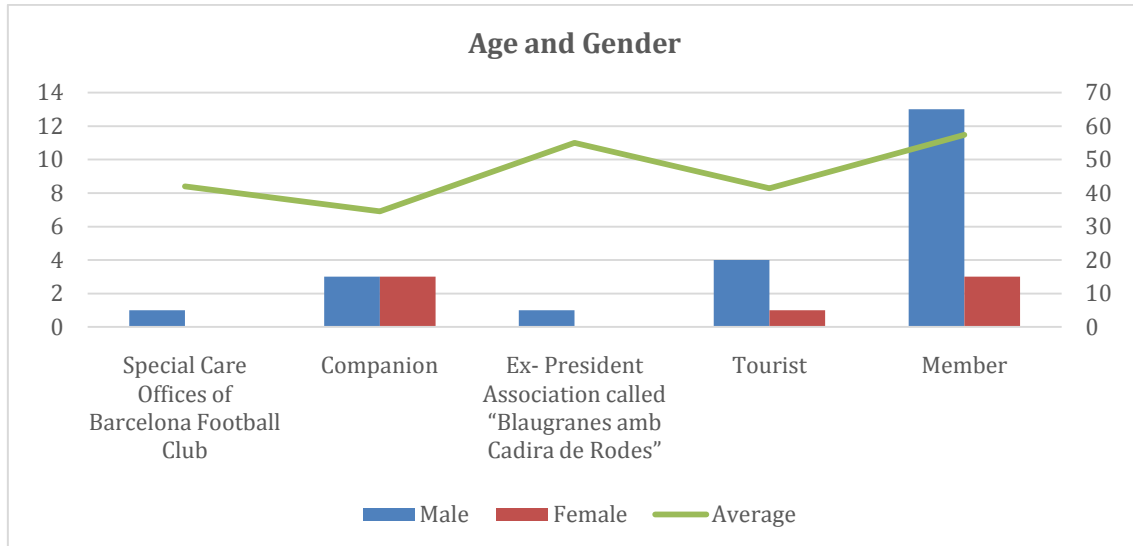
marked between 2 and 3 saying that there are not enough lifts for wheelchair users and some users said that for them are not very useful. On the other hand, the person from the Club rated the official store of the stadium with a 1 saying that is no accessible for wheelchair users, but the Ex-President of the Association called "Blaugranes amb Cadira de Rodes" and the companions from the Red Cross rated with a 4 which means that is quite good in terms of accessibility, while tourists and members rated between 3 and 4 also being agree with the good accessibility.

Regarding to the access into the stadium, all the profiles are agreed and rated between 3 and 4 what means that it is quite good, but when rating the car parking there is a diversity of opinions; for example the Club rated with a 2 saying that it is bad because inside the stadium they don't have additional parking for wheelchair users, the person from the Association rated with 1 saying that it is really bad because you cannot park inside the stadium and this means time. The members of the Club rated with a 2,85 (average among all of them) because they say that sometimes it is difficult to park close to the stadium. On the other hand, the companions from the Red Cross rated with a 4,3 (average among all of them) saying that is really good for those people who use the service of wheelchair accessible vehicles that the Club provide each match day and it consist of picking people up at their houses. Finally the tourists rated the car parking with a 5 saying that it is really good.

So, from everybody are some things of the stadium that should be improved in terms of accessibility.

The second graph (see Figure 5) represents the age and gender of the respondents that answered the questionnaire (see Appendix 1) in order to have more information about the different profiles. The green line is representing the average age of the respondents; the blue column represents the number of males of each profile and the red column the number of females of each profile. The numbers of the left side are representing how many males and females are in each group of people, and the numbers in the right side are representing the average each of the different profiles.

Figure 5 Average age and gender of each selected profile that answered the questionnaire



Most of the tourists and members that go to Barcelona Football Stadium are males; for example 4 out of 5 of the tourists that answered the questionnaire were males and just one was female. The same happens with the members, 13 out of 16 were males and just 3 were females. However, in the case of the companions half of them were males and the other half were females. In the case of the Special Care Offices of Barcelona Football Club and the Ex-President of the Association just one sample of each did the questionnaire and both of them were males.

Regarding to the age, the oldest profile are the members, with an average of 57,43 years old and the youngest the companions. The person in charge of the Special Care Offices of the Club is 42 years old and the Ex-President of the Association 55.

The last graph (see Figure 6) represent the nationalities of the 29 respondents grouped per profiles that did the questionnaire on 23rd April 2016, a match day. This question was totally improvised, because of that it doesn't appear on the sample of the questionnaire (see Appendix 1). There are four different colours representing each profile, the dark blue represent the sample of the members of the Club, the red line the sample of the tourists, the green one the sample of the companions, the purple the person from the Club and the pale blue the person from the Association. The numbers of the left side are representing how many of each sample are from one country or another.

First of all, the higher line is the dark blue representing the 16 members of Barcelona Football Club that answered the questionnaire; all of them were from Spain. Then comes the green line, which represents the 6 companions, 5 of them were from Spain and one from Morocco. After comes the red line representing the 5 tourists, 2 of them were from South America; more specifically from Puerto Rico and Guatemala, 1 was from Portugal, 1 from England and 1 from Holland. Finally, the pale blue line represents the Ex-President of the Association called "Blaugranes amb Cadira de Rodes" that is from Spain; and the purple line is representing the person in charge of the Special Care Offices of Barcelona Football Club that is also from Spain.

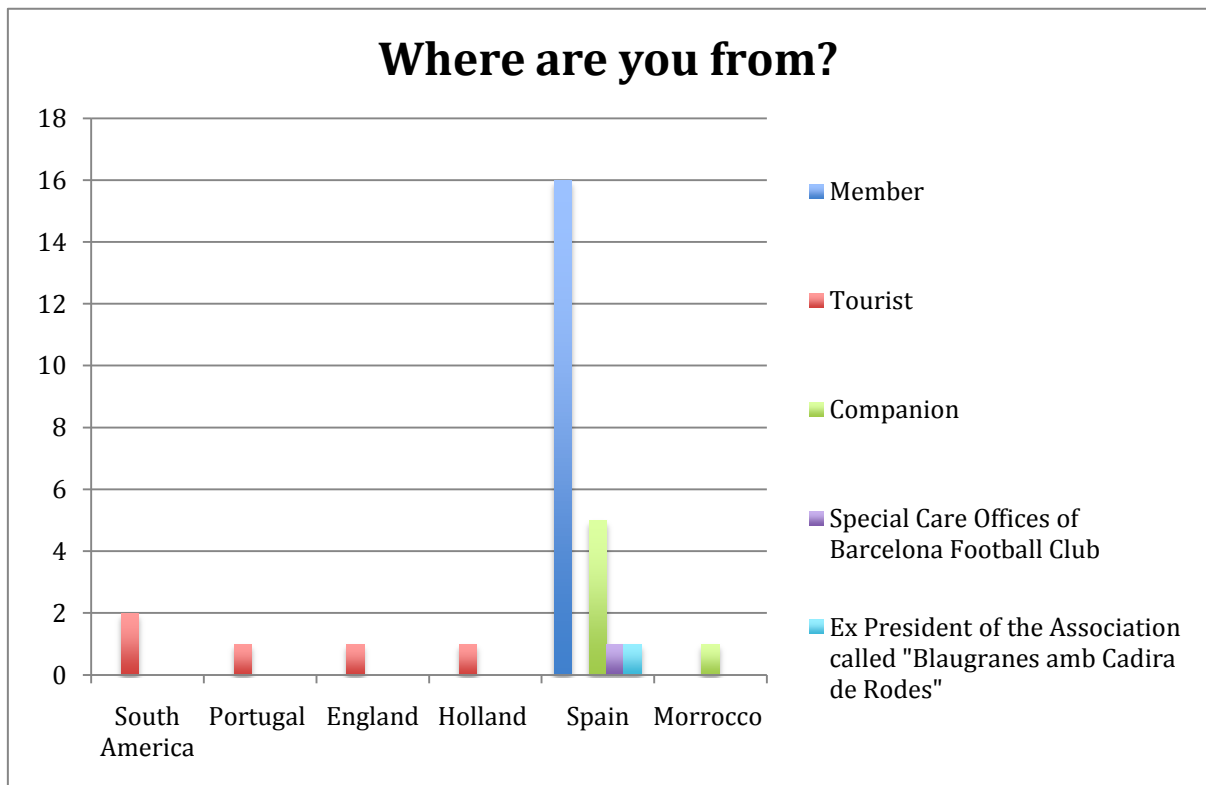


Figure 6 The nationality of the selected profiles

4.2 Qualitative methods

4.2.1 Findings based on interviews

After having showed the quantitative results, now the qualitative ones will be explained. Firstly, a qualitative table with the positive and negative comments provided by each selected profile in relation of each element considered important by the UEFA in terms of accessibility. There are some agreements and disagreements between the profiles.

This table (see Table 1) was designed in order to provide detailed information of each element and to know why they rated with a low, middle or high grade. In addition, it is written the number of times next to each comment to know how many repeats had. The comments were noted while the people were doing the questionnaires and also were included the arguments that the interviewees gave in the short and semi structured interviews done. The samples are in the Appendices (see Appendix 1, see Appendix 7, see Appendix 8, see Appendix 8, see Appendix 9).

Table 1 Qualitative table with the positive and negative comments from the selected profiles

	Barcelona Football Club Social Area	Association	Companions	Tourists	Members
Getting into the stadium	We are the only Club in the world that offers a service of picking up people at home and bring them to the stadium; a service door to door. (1 time)	The access is not bad. (1time)	There are two good accesses for wheelchair users. (1time) The access into the stadium is good with a companion. (6 times)	The access is really good because there are some volunteers that help you and go to your location with you. (4 times)	The access is quite good and if you need help there are volunteers to help you until you arrive to your seat. (10 times)
Car Parking	We are the only club in the world that pick people up at home. (1 time)	We have to park our car outside the stadium and this implies more time for us until we arrive in the stadium. (1 time)	If they come with the wheelchair accessible vehicle that the Club provides it is really good because it parks inside the stadium. (6 times)	Need to be improved and it would be great to have some reserved places inside the stadium. (1 time)	The car parking is not enough and we cannot park inside the stadium and sometimes it is better to take a taxi. (4 times)
Toilets	The toilets are dirty and we would like to have a	The toilets have been improved and now they	The toilets are fine but maybe there are not	The toilets are not bad there are some	The toilets could be better and cleaner, sometimes

	Barcelona Football Club Social Area	Association	Companions	Tourists	Members
	universal key in order to be used just by disabled people. (1time)	are better than some years ago. (1 time)	enough accessible for wheelchair users. (3 times)	for wheelchair users. (1 time)	they are really dirty because everybody can use it not just wheelchair users. (5 times)
Store	The store is not accessible because everything is too high but they have disabled employees. (1time)	You can move around the store with your wheelchair easily. (1time)	The store is well prepared for wheelchair users, there are lifts if they want to go downstairs and it is new and modern. (4 times)	The store is quite good and you feel comfortable but in some cases maybe you need someone to help you in the entrance. (2 times)	The store is new and has lifts so you can go downstairs. (6 times)
Refreshment Stands	We have worked hard to improve them. (1time)	It is an adventure buying something in the bar, I prefer to bring it from my house because I have some difficulties and I don't find it easy to do it in the stands	To buy in the bar can be a challenge when it is full of people because the staff cannot see wheelchair users easily. (5 times)	Before half time it is easier than when everybody goes at the same time to buy something because when it is full of people	Sometimes it is difficult to order something to eat or drink in the bar. (10 times)

	Barcelona Football Club Social Area	Association	Companions	Tourists	Members
		around the stadium. (1 time)		sometimes it is difficult. (2 times)	
Buying Tickets	The official website of the club is accessible to everybody and users can buy their tickets through a form that can be found there. (1time)	You have to complete a form through the official website of the club in order to purchase your ticket in the zones of the third tier. (1time)	Through the official website but we don't really know what the process is. (2 times)	Not bad, they provide you with a service to buy tickets through the official website of the Club. (2 times)	We don't buy tickets because we have the membership card so we don't use this service (16 times)
Ramps	There are not enough ramps and they are too steep. (1time)	I don't like the long ramp around the stadium because it is full of people and at the end of the matches this situation makes me feel	The ramps are too steep and a little bit dangerous if a wheelchair user goes alone; they need to be improved. (6 times)	Depending on where you sit the ramps can be useful but in general they have a steep slope. (3	The ramps are good (1 time) The ramps are too steep and some of them are even dangerous and sometimes crowded so

	Barcelona Football Club Social Area	Association	Companions	Tourists	Members
		unsafe. (1time)		times)	you cannot cross in a safe way. (10 times)
Lifts	There are not enough lifts around the stadium. (1time)	The lifts are not useful. (1time)	The lifts need to be improved and there are only a few of them for wheelchair users. (6 times)	I haven't used the lifts yet. (4 times) If you go with someone they are not too bad (1time).	There are not enough lifts for wheelchair users and some of them have stairs before you enter. If I had to take it alone it would be impossible (4 times).
Views	The views are really bad for those that are in a wheelchair and cannot stand up. (1time)	The views of the playing field are horrible and this is one of the reasons why I don't go to the stadium. (1time)	The views are so bad from their seats, so if they could be seated in another place of the stadium it would be better. (6times)	When there is a good game on the pitch and people stand up to see what is going to happen I can't see anything. (4 times)	The views are really bad because when people in front stand up I cannot see what is happening on the pitch (16 times).

First of all, it has to be said that there are two profiles that just one sample was taken, the case of the person from the Club and the one from the Association.

In the case of the views, all the profiles were agreed and the comments were more or less similar saying that are the worst element in terms of accessibility that the stadium has. The person from the Club, the one from the Association, the 6 companions (6 times) and the 16 members (16 times) commented that the views of the playing field from the wheelchair user seats are really bad, the companions agreed that if they were located in another place closer to the green area they would have a better sight; and the members said that when people in front stand up they cannot see what is happening in the pitch; also 4 out of 5 tourists agreed with the same as the members said.

Regarding to the lifts, the 6 companions said that they need to be improved and also that there are not enough lifts for wheelchair users; the same comment was given from the person of the Club, then the person from the Association said that for him are not useful the lifts, in the case of the tourists 4 out of 5 said that they haven't use it and the other one said that if you go with a companion they are not so bad. And finally, 4 out of 16 members said that there are not enough lifts for wheelchair users and some of them have stairs before the entrance, so if I had to use it alone it would be impossible.

The ramps are another element that needs to be improved; for instance, the 6 companions were agreed when saying that they are too steep and sometimes a little bit dangerous; 3 tourists out of 5 said that in general the ramps need to be improved because they have a steep slope. However, when talking with the members of the Club, 1 out of 16 said that the ramps are good but on the other hand, 10 out of 16 said the same as the tourists and companions adding just one thing, that when the ramps are crowded he cannot cross them in a safe way. The comments from the person of the Club were that there not enough ramps for wheelchair users and also that they are too step and in the case of the person of the Association that is also a wheelchair user, repeated the comment of the members, that he feels unsafe when the ramps are so crowded.

The members of the Club do not buy tickets because they have the membership card, so the 16 of them said the same. Just 2 companions out of 6 said that they don't know how is the process of purchasing a ticket for a match, then 2 tourists out of 5 said that this service is not so bad because you can do it through fulfilling a form in the official website of the Club, the rest of the tourists said

that the hotel where they were staying provided the tickets. Finally the person from the Club commented that the official website is totally accessible for disabled people and the users can buy their tickets through a form that can be found there; the person from the Association agreed with him.

The refreshment stands are another challenge for wheelchair users. For instance, 5 companions out of 6 said that for these users is very difficult to order something in the bar when is full of people because they are in a lower level and for the staff sometimes is impossible to see them. Then, 2 out of 5 tourists have commented the same; that it is better to go to the refreshment stands before the half time because if not it is a bit difficult, also they said that if you go with someone else it is easier to buy a drink or a snack. After, 10 members out of 16 agreed with the difficulty of purchasing in the bar for the same reasons as the companions and tourists have said, adding that there are just some stands with a lower bar so you cannot leave anything on there because is too high for wheelchair users. The person from the Association said that is an adventure buying something in the bar because in the half-time is too crowded for order something from the wheelchair, so he prefer to bring a snack from home. Finally, the person of the Club said that they had work hard to improve the refreshment stands for these users.

The comments about the official store of the Club located in the stadium are good, except the comment from the person in charge of the Special Care Offices of the Club that said that it is not accessible, however they have disabled employees. But the person from the Association said that he can move easily around the store; 4 out of 6 companions said that it is well prepared, new and with lifts so if wheelchair users want to go downstairs they can go; 2 out of 5 tourists agreed saying that the accessibility is quite good and if you are in a wheelchair user you feel comfortable but on the other hand, in the entrance maybe you need some help from someone else; and the 6 members out of 16 also said that the store is new and has some lifts in order to go from one level to another.

Regarding to the toilets, there is a diversity of opinions because the person of the Club have said that they need to be improved and also they would like to provide a universal key for wheelchair users in order to be used just by them, on the other hand, the person of the Association have said that the toilets have been improved in the last years. However 3 companions out of 6 have said that they are fine but there are not enough wheelchair user toilets around the stadium; 1 out of 5 tourists agreed saying that toilets in the stadium are not so bad and there are some for wheelchair

user. Finally, 5 members out of 16 have said that they could be better and cleaner because all of them are always very dirty.

The person of the Club said that they are the unique one in the world that provides an exclusive service for wheelchair users and people with mobility impaired that consists with picking them up from their homes and bring them to the stadium, and the same when the match ends; so a door to door service. However, not everybody appreciates that; just the 6 Red Cross volunteers and companions do. The person from the Association said that they cannot park inside the stadium and this requires time for them, 1 out of 5 tourists respond that the parking should be improved providing some reserved places inside the stadium and 4 out of the 16 members agreed saying that it is better to go to the stadium by taxi because they cannot park inside.

Finally, the access into the stadium for most of the profiles is good in terms of accessibility. For instance, the person of the Association have said that it is not bad, 1 companion out of 6 answered that there are 2 good access for wheelchair users and all the companions agreed that if the users need help they always can ask in the "T" accompanym" stands for someone to go with them until they arrive to their seat. Regarding to the members, 10 out of 16 have said that there are a lot of volunteers around the stadium that if you need help you just have to say it and they will go with you to your seat and when the matched end they will come back to pick you up, so in general the access is good. Finally, the person of the Club said that they are the only club in the world that offers a service of door to door, from home to the stadium and vice versa.

4.2.2 Findings based on websites

The main purpose of this part is to show some representative shots from the official websites of the Football Clubs selected in order to see how important accessibility is for them and if they take into account the special needs that disabled people require.



The first shot (see Figure 7) is from Seville Football Club website. It shows that they have in consideration disabled supporters providing them accessible toilets for wheelchair users and saying that the stadium is accessible for people in a wheelchair. However, it doesn't say anything about the access, the car parking, the ramps, the seats, the lifts, how to buy tickets if you are a wheelchair user, if the official store is accessible or the refreshment area.


Figure 7 Shot from Seville Football Club Official website. Source: Seville Football Club Official website

Más información

Tipo césped : natural
Dimensiones : 105 x 70 m
Capacidad : 45.500 espectadores
Inauguración : 1958
Arquitecto : Manuel Muñoz Monasterio

Servicios e Infraestructuras



Servicios para discapacitados

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Web: www.sevillaafc.es

The following shots (see Figure 8 and see Figure 9) are taken from the official website of Valencia Football Club. In the first picture it can be appreciated the map with the different locations around the stadium that people can choose when buying their tickets, and there is an option on one corner for wheelchair users, very closed to the green area; it seems that the views should be good or better than in Barcelona Football Stadium because there aren't people in front.

Figure 8 Shot from the seats in the different categories that the Valencia Football Club Stadium provide when vending tickets. Source: Valencia Football Club Official website



In the second photo (see Figure 9) there is an explanation of the tour around the Mestalla stadium and it is said that it is not completely accessible for wheelchair users.

These two announcements (see Figure 8 and see Figure 9) related to accessibility are the unique ones in the whole page, this means that if you decide to visit the arena you need to call directly to the customer service and ask about the other services because on the webpage doesn't appear more information for disabled spectators.

Figure 9 Shot from the information provided in Valencia Football Club official website about the accessibility in the tour around the arena Source: Valencia Football Club Official website

- **People with reduce mobility:**
 - **The Tour is not fully accessible.** You can visit: Pitch Side and Bench, Referee's Dressing Room, Medicine Center, Mestalla Per Sempre, Fans Balcony, Balck and White Corner (only with reservation) **Further information 96 393 71 26.**

Now come some shots from the official website of Barcelona Football Club. The whole page is accessible for all and it has been designed to be universal and without obstacles in order to all members have the opportunity to read and see the information that appears on the web and buy tickets. This is the first step to say that for the Club disabled spectators are important. The official page shows the several services and facilities that the Club offer for disabled people including wheelchair users. There is a Customer Service Specialized Office that manages and helps those members of the club that requires special needs because of a physical disability. In the Figure 10 it is shown where are located the three stands with the companions and volunteers from the Red Cross; in the Figure 11 it is explained where are the accessible gates for wheelchair users in the stadium in order to make them easier when arriving in the arena, in the Figure 12 are shown the different services for disabled people, not just the ones related to wheelchair users; in the Figure 13 there is a brief explanation about the accessibility in the whole stadium advising that because of the old infrastructure the building is not accessible for all.

Figure 10 Shot from the official website of Barcelona Football Club showing where the stands with volunteers from Red Cross are. Source: Barcelona Football Club Official website

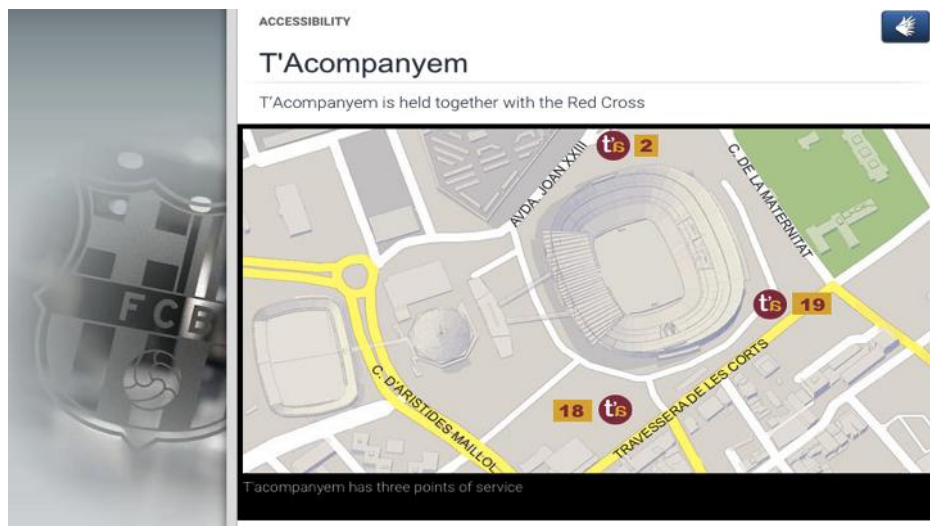


Figure 11 Shot from the official website of Barcelona Football Club explaining where are the accessible gates for wheelchair users. Source: Barcelona Football Club Official website

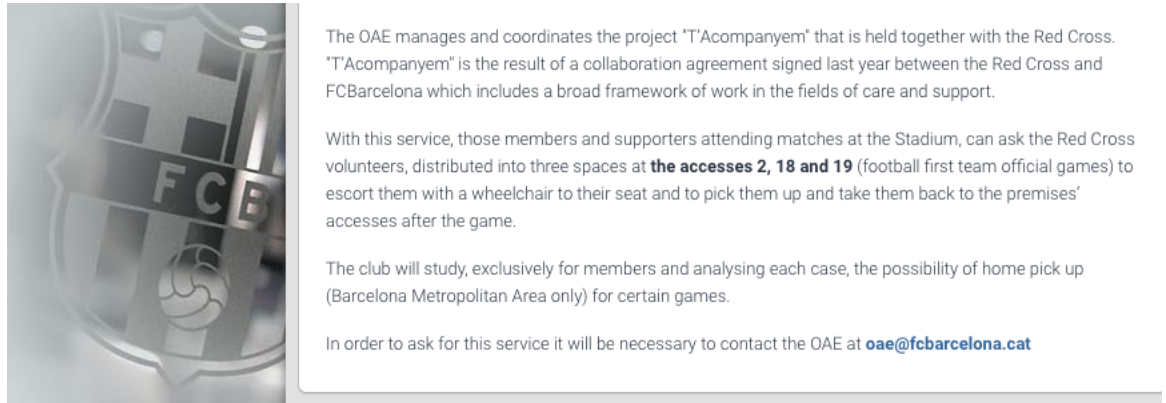


Figure 12 Shot from the official website of Barcelona Football Club showing the different sections about the services for disabled people. Source: Barcelona Football Club Official website

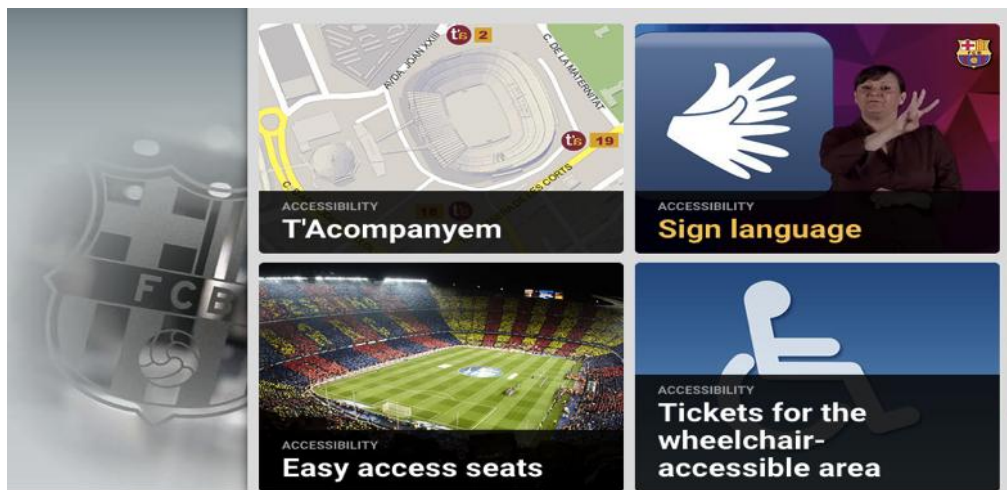
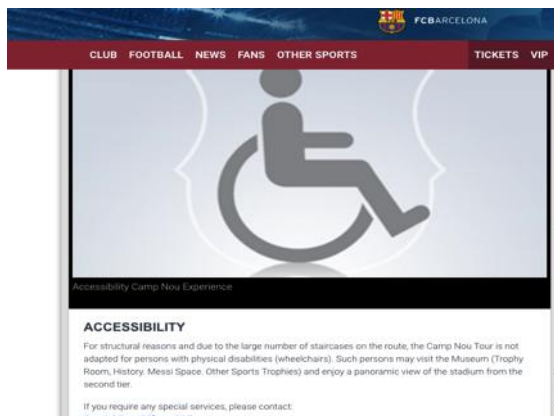
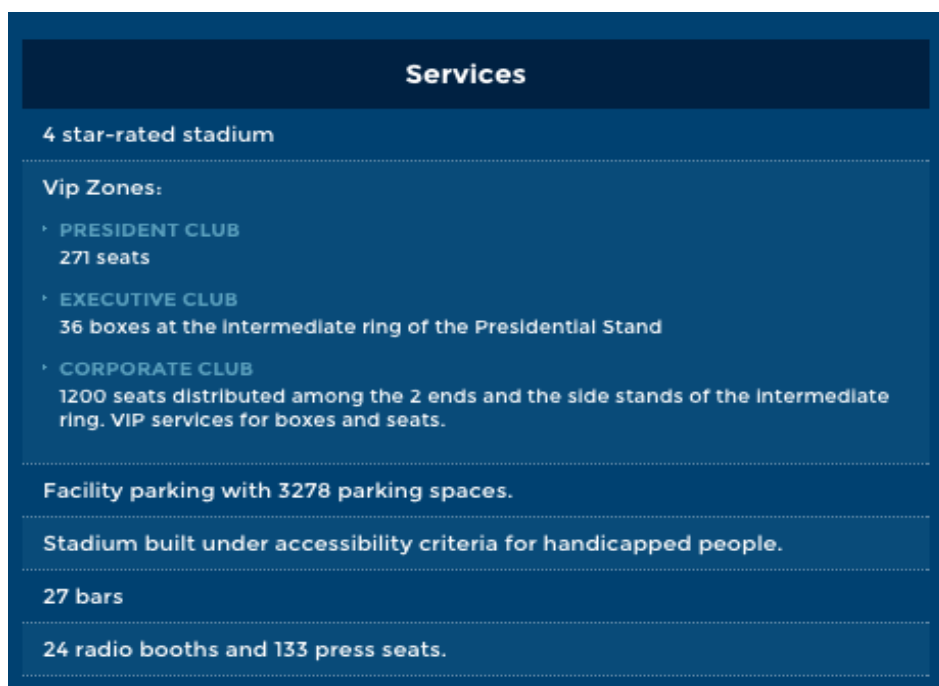


Figure 13 Shot from the official website of Barcelona Football Club explaining briefly the accessibility in the stadium. Source: Barcelona Football Club Official website




The following shot (see Figure 14) is from the Espanyol Football Club official website, there is a section where you can find information about the installations of the new stadium and it is said that it has been built under accessibility criteria. On the other hand, if you are a wheelchair user and you want to buy a ticket in the disabled access there is no information available on the website, also there is no detailed information giving more explanations for disabled spectators.

Figure 14 Shot from the official website of Espanyol Football Club with the only information in the whole page related to accessibility. Source: Espanyol Football Club Official website



The following photo (see Figure 15) is taken from the Madrid Football Club official website. It is explained in a detailed way on how the tour around the stadium is and at the end there is a section mentioning accessibility saying that is not completely accessible, so there are some parts of the tour that wheelchair users cannot visit. Regarding to the services inside the stadium and buying tickets for wheelchair users was not possible because there is no more information apart from that showing consideration of disabled spectators.

Figure 15 Shot from the official website of Madrid Football Club about the tour around the stadium mentioning accessibility. Source: Real Madrid Football Club Official website

 HOME FOOTBALL BASKETBALL ABOUT REAL MADRID MEMBERS FAN ZONE RMTV TICKETS SHOP HOSPITALITY	
TIMETABLE	Open every day except the 25th of December and the 1st of January
NON-MATCH DAYS	Monday to Saturday: from 10.00 to 19.00 Sundays and public holidays: from 10.30 to 18.30.
MATCH DAYS	On match days, tours are available until 5 hours before the beginning of the game. After that time and until 3 hours before kick-off, it will only be possible to visit Best Club in, the Trophy Exhibition and the Panoramic View of the Stadium.
TICKET OFFICE	Tickets are sold in Ticket Office 10 beside Gate 7 (Paseo de la Castellana, the entrance to Tower B).
PRICES	Adults €19.00, Children (up to 14 years of age) €13.00, Adult Membership Card holders €13.00, Junior Membership Card holders €9.00. Season-ticket holders get in for free when they present their membership card (not their season-ticket) at the ticket office. Combined School Tickets
THE ROUTE	The tour is self-guided and includes: a panoramic view, the "Best Club in History" room, the Sensations Room, the pitch, the presidential box, the dugouts and technical area, the players' tunnel, the dressing rooms, the press room and the club's official store.
ACCESSIBILITY	People on wheelchairs cannot access all the parts of the Tour. Instead they will be able to visit the "Best Club in History" room, the Sensations Room, as well as the technical area for free along with a companion.


Finally, the German Stadium considered the best in Europe. Allianz Arena is the name of the stadium of Bayern Munich Football Club. This one together with Barcelona Football Club provides detailed useful and important information for disabled spectators in its official website. For example, in the Figure 16 it is mentioned the number of parking spaces that they have, where are the lifts and escalators for wheelchair users, how is the access into the stadium, and in the Figure 17 the number of seats and where the toilets are. There is enough information for those who are in a wheelchair decided to visit the stadium; the Club show consideration for disabled members and visitors offering them facilities and a comfortable match day.

Figure 16 Shot from the official website of Bayern Munich with information of the parking and access for disabled spectators. Source: Bayern Munich Football Club Official website

Information for disabled visitors

A barrier-free Allianz Arena

The Allianz Arena in München-Fröttmaning was specifically designed to allow mobility-impaired visitors to enjoy their stay at the Arena. Building on the experience and observations of previous visitors, the Allianz Arena has become a milestone project in giving every fan the experience of a lifetime. The following document contains important information regarding the 165 wheelchair places:



Arrival and parking

130 parking spaces for disabled visitors are located on level 3 of car park P1 (P1 is clearly signposted from the public access roads). These parking spaces are closest to the Arena. From this point, wheelchair users benefit from unhindered access to their viewing position.

On production of the appropriate permit, wheelchair users may make use of disabled access to staircases TK 2 and TK 3 (access via S0/S1). Lifts are available here for Promenade level 2. Special buses are available for the return journey.

- People with severe disabilities are transferred to elevators on level 0 (taking them to their seats) by special-purpose vehicles.
- There is also an barrier-free route from the underground station to the Arena. Lifts and escalators are available at the south end of the platform. A pedestrian bridge leads to the Fröttmaning P+R facility, with another lift leading to ground level. A shuttle service from the Fröttmaning underground station to the stadium is not available.


Parking regulations for severely disabled visitors

Severely disabled visitors may park in the reserved spaces in car park P1 for free on match days, provided they are in possession of the official blue parking permit (wheelchair symbol).

This permit can only be issued to Munich residents identified as "strongly mobility impaired" or "blind".

Ownership of the green disability card (issued by the Zentrum Bayern Familie und Soziales) does not qualify for free parking.

Figure 17 Shot from the official website of Bayern Munich giving some information for disabled visitors about the inside of the stadium. Source: Bayern Munich Football Club Official website



Inside the Allianz Arena

330 premium seats are allocated to wheelchair users and one accompanying person/carer on the long sides of the Arena on the top rows of the lower tier, allowing room for manoeuvring wheelchairs.

The entire level 2 can be considered "barrier-free" for people with disabilities. This level includes kiosks and support services for disabled people and specially equipped toilets. Specially reserved lifts are available for changing levels in the North and South stands.

- Blind and visually impaired visitors have access to live commentary via ten receivers located at specific seats. The organizing clubs are responsible for the distribution of these seats.

Finally, there is one shot missing from the official website of Bilbao Football Club that was impossible to find anything about accessibility in the page.

4.2.3 Comparative between official websites from the selected Clubs

The following table (see Table 2) has been designed in order to make a comparison between the most relevant clubs of Spain and Europe; unfortunately, this couldn't be finished because of the lack of information in the websites.

Table 2 Comparative in terms of accessibility between the official websites

	Getting into the stadium	Car Parking	Toilets	Store	Refreshment	Ramps	Buying tickets	Views	Lifts	
Barcelona Football Club	Yes	No information available		Mention the museum	No information available		Yes	No information available		
Bayern Munich Football Club	Yes	Yes	Yes	No information available		Yes	No information available		Yes	
Bilbao Football Club	No information available									
Espanyol Football Club	No information available									
Madrid Football Club	No information available			Mention the museum	No information available					
Seville Football Club	No information available		Yes	No information available						
Valencia Football Club	No information available			Mention the museum	No information available		Yes	No information available		

After designing this qualitative table (see Table 2), there is clear evidence that the website that contains more information for disabled people is the one from Bayern Munich Football Club. Then come the one from Barcelona Football Club, which provide very useful explanations about facilities and services. However, all the other pages are very poor in this aspect. For example, the one from Espanyol Football Club says that the stadium has been constructed thinking about accessibility but it doesn't say anything else and if you want to buy a ticket it is impossible. So, it is very nice showing the word but behind it has to be an explanation for the people who require special needs.

5 Conclusions and Further Work

5.1 Introduction

In this section will be concluded the objectives mentioned in the introduction and the results obtained with the data collection while taking into account the theoretical framework and literature review.

Our world is a diverse place where many people with different needs live; for example there are individuals with physical disabilities that cannot move around easily and need a wheelchair in their lives and because of that accessibility everywhere is more important than we think. For instance, have you ever thought how would be travelling all over the world in a wheelchair? And going to a football match in one of the most touristic stadiums in the world such as Barcelona Football Stadium? Through this curiosity a research question was carried out and some objectives have been developed. Although many improvements in terms of accessibility have been done in some places, there is still a lot to do.

After analysing the different opinions and perceptions from the selected profiles about each element of Barcelona Football Stadium, it has been come to the following conclusions:

- Getting into the stadium: The Club provides some facilities and services in order to help wheelchair users when entering into the stadium, but not all the accesses of the stadium are accessible for disabled people; just few of them. This aspect can be a challenge without providing the volunteering service.
- Car parking: It is not accessible for wheelchair users because they cannot park inside the stadium, they have to do it outside and this means time. Some users prefer to go by taxi. On the other hand, the Club provides a door-to-door service with a wheelchair accessible vehicle that picks people up at home before the match and vice versa when the game finishes; the users are really happy with this assistance.
- Toilets: They have been improved in the last years. There are some of them for wheelchair users but not enough and they are dirty because everybody can use them.
- Store: In general the respondents were happy with the official store because they feel comfortable when moving around; they can go downstairs with the lifts. On the other

hand, some users need help in the entrance because there is a change of level and the t-shirts and clothes are a little bit higher for those who are in a wheelchair.

- Refreshment stands: The Club has worked hard in order to improve them, but the users do not find the bar accessible for disabled visitors, because not all the stands have been designed for wheelchair users. It is difficult to order something to drink or eat, because when it is full of people the staff cannot see them among the multitude. For most of the respondents is a challenge and they prefer to bring their own snack from home.
- Buying tickets: None of the members responded to this question because all of them go to the stadium with their membership card. On the other hand, the tourists or the users that are not members of the Club can buy their tickets through the official website with form but they just can buy the ones in the zones of the third tier where the access seats are.
- Ramps: None of the respondents likes them. All the profiles agreed saying that are too steep and some of them even dangerous. There are not enough ramps for wheelchair users. The ramps need to be useful for all and have to make the access easier. So this element needs to be improved in terms of accessibility in order to facilitate the entrances.
- Lifts: There are not enough lifts around the stadium for wheelchair users and for some of them they are not useful. In addition, some of the lifts have stairs in the entrance and if a wheelchair user goes alone it will be very difficult or impossible to get into the lift. So, some improvements should be done in order to be accessible.
- Views: They are really bad from the wheelchair user seats, when there is a good game and people in front stands up they cannot see anything. There is someone that prefers not to go to the stadium because of the horrible views. Definitely the Club should provide better locations to these users with better sights in order to create a great match day.

Finally, Barcelona Football Stadium is not an accessible stadium for wheelchair users, there is an amazing group of people that works hard every day in order to improve the accessibility, the services and facilities for disabled people but there is still a lot to do. Because of that as

soon as possible these conclusions will be sent it to the Club in order to know their opinion about the topic.

5.2 Conclusions of the research objectives

The first objective of this dissertation was to undertake a literature review based on journal articles in order to have knowledge of what an accessible stadium is. From the theoretical framework it has been understood what people with disabilities mean, the importance of sports events in the cities and how should be an accessible stadium. So, after doing the conceptual part of this research, it is understood that sport events have a huge economic impact in the hosted cities and people with different needs decide to go. A disabled people require special care and needs when travelling, sleeping in hotels and visiting touristic places including stadiums. Finally, an accessible stadium is the one that allows them moving around easily, access and use the facilities independently like someone else.

The second objective of this dissertation was to find out what are the perceptions of the Barcelona Football Club supporters about the accessibility for wheelchair users in Barcelona Football Stadium. Through the quantitative and qualitative tools, it is determined that there are some aspects where people agreed and in others disagreed; for example, when rating the views from wheelchair user seats all the respondents answered the same: they are horrible and need to be improved because when people in front stands up it is impossible to see anything, so it would be great to change the location of their seats into a better place and without having people in front of them in order to provide a good experience and enjoy the match like everyone else. This is the most important thing because people go to the stadium to watch the game, and there are some users that prefer to watch it on the television than in the arena. On the other hand, there were some disagreements when rating the car parking. From the companions point of view was rated with a good mark but the members said that it has to be improved because they cannot park inside the stadium. So, one action that could be implemented is to have some car parking places reserved for wheelchair users and make them the access into the stadium more accessible. However, when carrying out the third objective that was to analyse and compare the results obtained with data collection methods, there is clear evidence that all the profiles agreed that not all the elements in Barcelona Football Stadium are accessible for wheelchair users.

Regarding to the comparison between the official websites of the most relevant clubs of Spain and Europe, the ones with more information in their pages are the Barcelona Football Club and the Bayern Munich Football Club in Germany. The Spanish club has an accessible web page for all adapting it to all type of disabilities, also provides different kind of explanations for each collective and also there is an option to buy tickets through filling out a form, the instructions are easy in order to be understood by everybody and if not, they provide a telephone number and email for further information. Also it is shown the project called “T’acompanyem” that they carry out with the volunteers from the Red Cross showing their huge sensitivity to people with physical and intellectual disabilities. In the case of the German Club; considered the best and most modern of Europe, include in its website some detailed information for disabled people about the access into the stadium, how many wheelchair places in the stadium are and also how many for car parking, the accessible toilets, where the lifts are and also further information about the public transport of the city. However, not all the official websites from the Spanish Clubs are equal, during the research of the other websites from Seville Football Club, Valencia Football Club, Madrid Football Club, Espanyol Football Club and Bilbao Football Club, was more difficult to find this kind of information because they don’t show it.

So, it has been noticed that the Barcelona Football Stadium is not accessible for all because there are still things to do in order to improve the accessibility for their wheelchair user supporters. In addition, the official webpages of the Spanish Clubs doesn’t provide important information for wheelchair users, and for those who need special care these pages are not useful.

Finally, the last objective was to present in a document the results to Barcelona Football Club in order to share all the information with them and see which are the areas less accessible for wheelchair users in the stadium, the ones that can be improved, the ones that are good and what are the perception of their supporters about the accessibility in general. All they could be considered when doing and thinking about the new stadium.

5.3 Challenges during the research process

Several factors have affected the process of doing this project. First of all, it has to be said that at the beginning of this research Barcelona Football Club announced the new stadium for the next 2021, so the idea had to be changed. As a consequence, another idea had came up and this means time.

When people go to Barcelona Football Stadium they go for watching a match and see a spectacle, so it was a little bit difficult to find people accepting doing a questionnaire while the team was playing and even more wheelchair users because maybe the day you go you don't find any of them. Also, when going alone many of the users said no when asking them to do the questionnaire, or reacted like being offended or showing distraction. On the other hand, when doing the questionnaires with the permission of the Club and going with the companions and volunteers from the Red Cross, it was easier to find some wheelchair users accepting to do it. Another aspect considered a challenge when doing the questionnaires, was the lack of time; even though the questionnaire was not very long, some of the users were in a hurry because the match was ready to begin so they answered very fast; the same when the match ended, some of them were taking the wheelchair accessible vehicle that the Club provides and they were worried for arriving late. When the play has finished, the stadium is crowded and there is no order, people going to all directions and this makes wheelchair users feel uncomfortable or unsafe so it was not easy to do questionnaires at the end of the match.

Finally, the last challenge when doing the research process was to find information about accessibility in some official websites from Spanish clubs in order to compare with the Barcelona Football Stadium; some phone calls were done in several hours during the month of March, unfortunately no response was received.

5.4 Further Work

If this research could be continued, some ideas came into mind. For example, it would be interesting to amplify the different profiles and disabilities existing in order to involve more people in the sample and get more opinions and results and improve more the accessibility service to all disabled people, not just the ones in a wheelchair.

Another thing would be carrying on with the comparative between the Spanish clubs, in order to implement positive actions and improvements in terms of accessibility considering their disabled visitors and supporters needs, so they deserve spending a good time and enjoy the moment like others. Taking advantage of having a good level of English, the same would be done with the most important stadiums of Europe.

Last but not least, this project can be applied in other public buildings or tourist attractions in order to improve their accessibility that is more important than we think and there is still a lot to do.

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