Digital Information Quality regarding access for people with physical disabilities

Analysis of National Parks in Spain & Croatia

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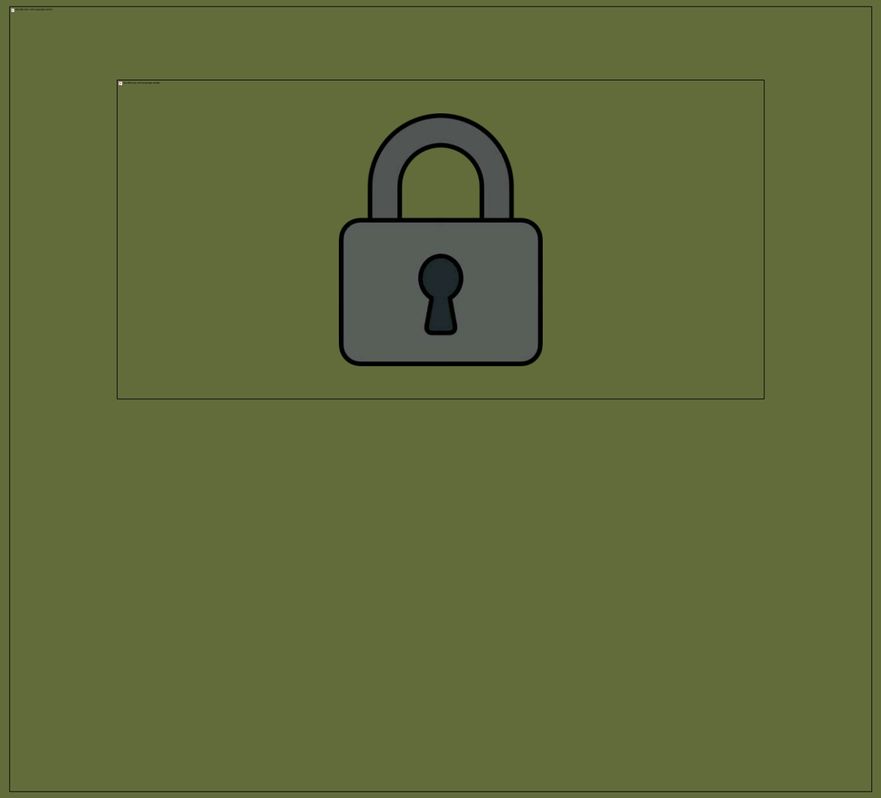
Introduction

Outdoor activities = Health

Access to national parks supports physical and mental well-being for all visitors

Lack of web information = Digital Barrier

Without accessible online information, people with physical disabilities cannot plan visits independently



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Objective

Compare digital information quality across national parks in two countries to assess communicative efficiency for visitors with physical disabilities



Spain

16 national parks

Croatia

8 national parks



This comparative analysis is based on the methodology from Aguilar-Carrasco et al. (2024)

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Method



WAIQI - Content quality

Evaluates accessibility information across three dimensions:

- Accessibility Anchor (AA): Disability-specific access info
- Public Use (PU): Visitor services and facilities
- General Info (GI): Park descriptions and basic data

SEO - Search visibility

Measures how easily park websites appear in search engine results.

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WAIQI
(0-1 scale)

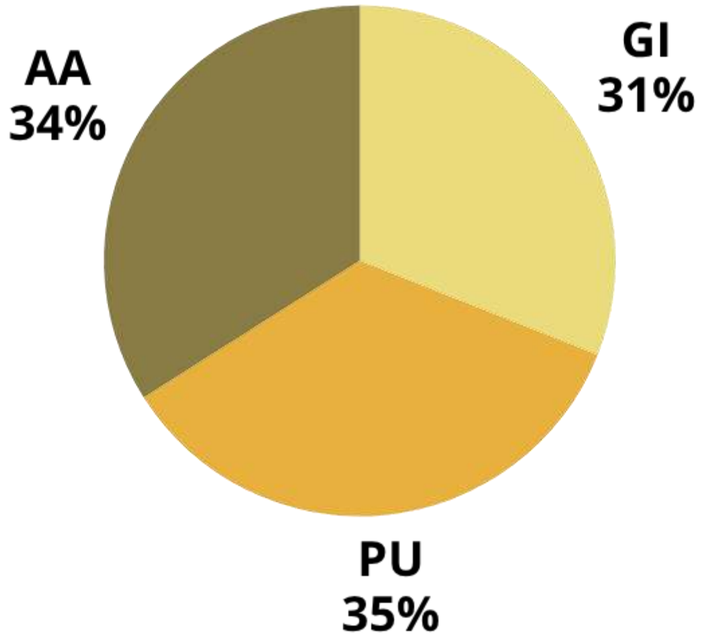
Accessibility Anchor (AA):

Welcome & Information (Ew): 0.29

Educational Equipment (Ed): 0.14

Recreational Equipment (Er): 0.19

Supported Equipment (Es): 0.36



General Information (GI):

What to See (Ws): 0.36

NP Area (Ta): 0.18

Fact Sheet (Fs): 0.12

Natural Resources (Nr): 0.04

Map (Mp): 0.10

Get to Park (Gt): 0.18

Public Use (PU):

Equipment (Eq): 0.36

Wayfinding (Wf): 0.15

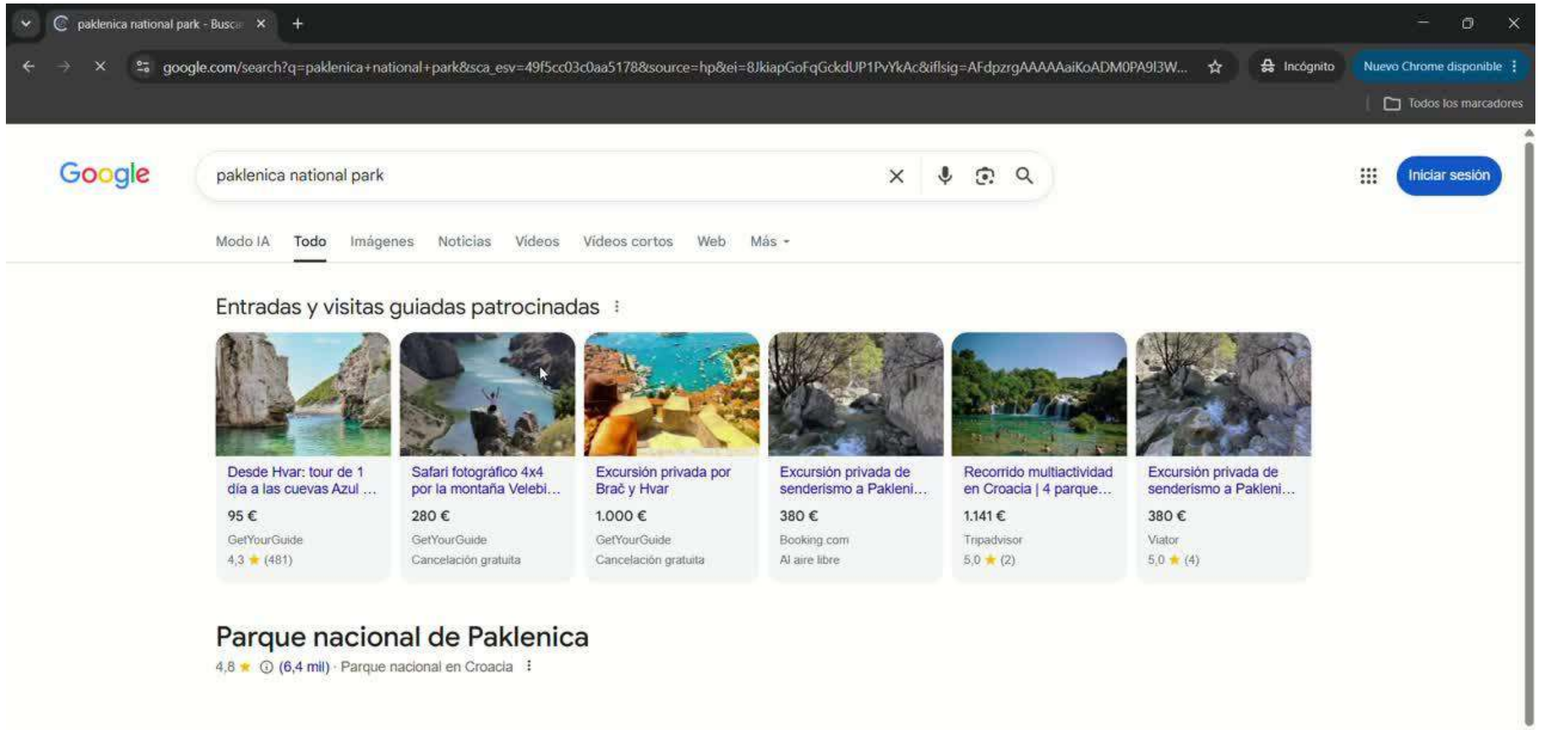
Supply (Sy): 0.14

Activities (Oa): 0.16

Trails, or paths (Tr): 0.16

Method

SEO



1. Incognito mode
2. “ X National Park”
3. Search for the official website’s URL

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Results

WAIQI results

Country	Metric	AA	PU	GI	WAIQI
Spain	Average	0,34	0,0375	0,238333332	**0,087008335**
(Total Avg: 0.087)	Percentage (%)	16%	16%	43,75%	50%
Croatia	Average	0	0,0375	0,09500001	**0,04257501**
(Total Avg: 0.042)	Percentage (%)	0%	12,50%	37,50%	37,50%

0.087
Spain Average

0.042
Croatia Average

100%
Croatian lack Accessibility Anchor (AA)

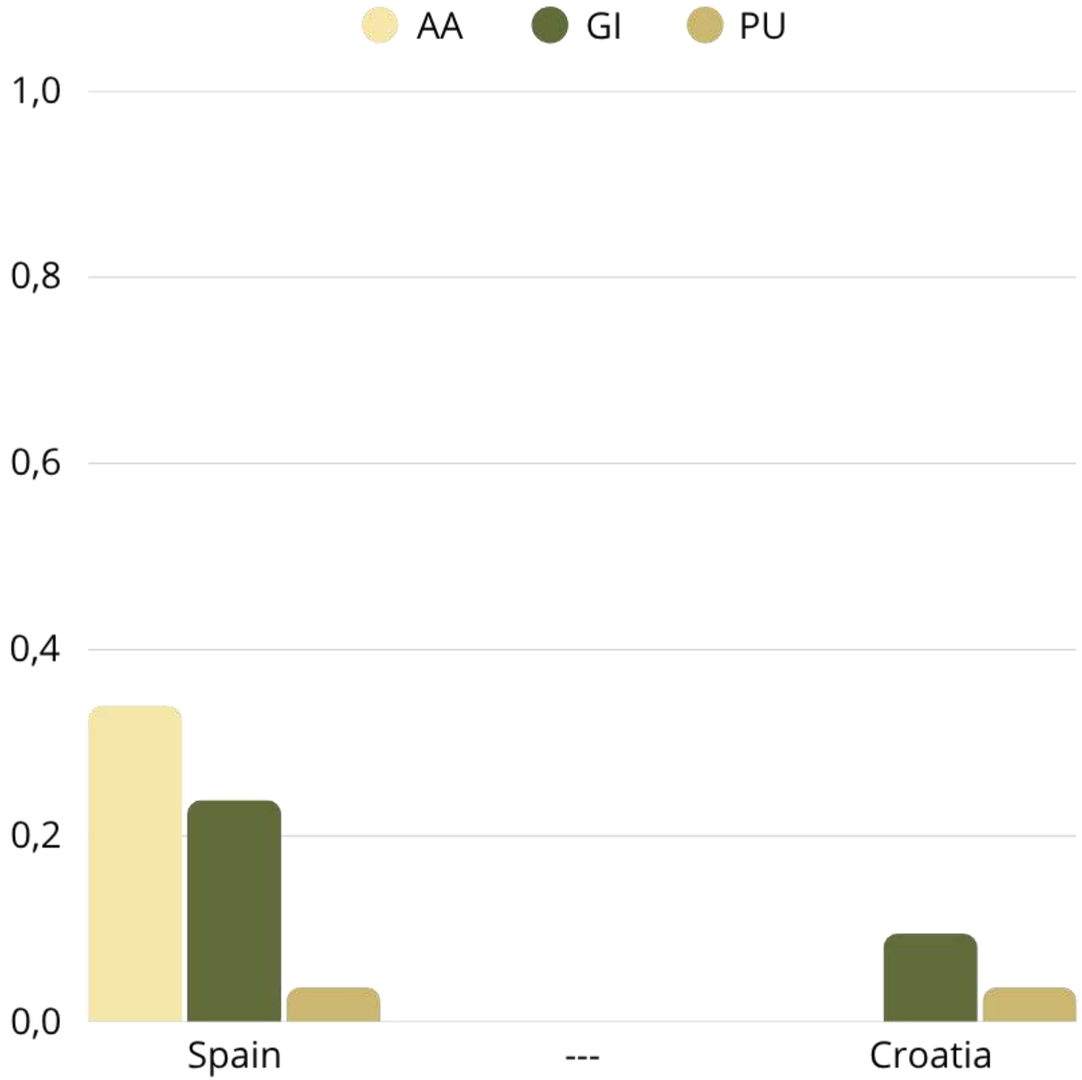
0.11
Spain: Atlantic Islands of Galicia

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Results

Key Findings

- General Information (GI) is the strongest dimension for both countries
- Accessibility Anchor is critically weak in Croatia at 0
- Spain leads in Accessibility Anchor (AA) and General Information (GI)
- Public Use (PU) is identical across both countries



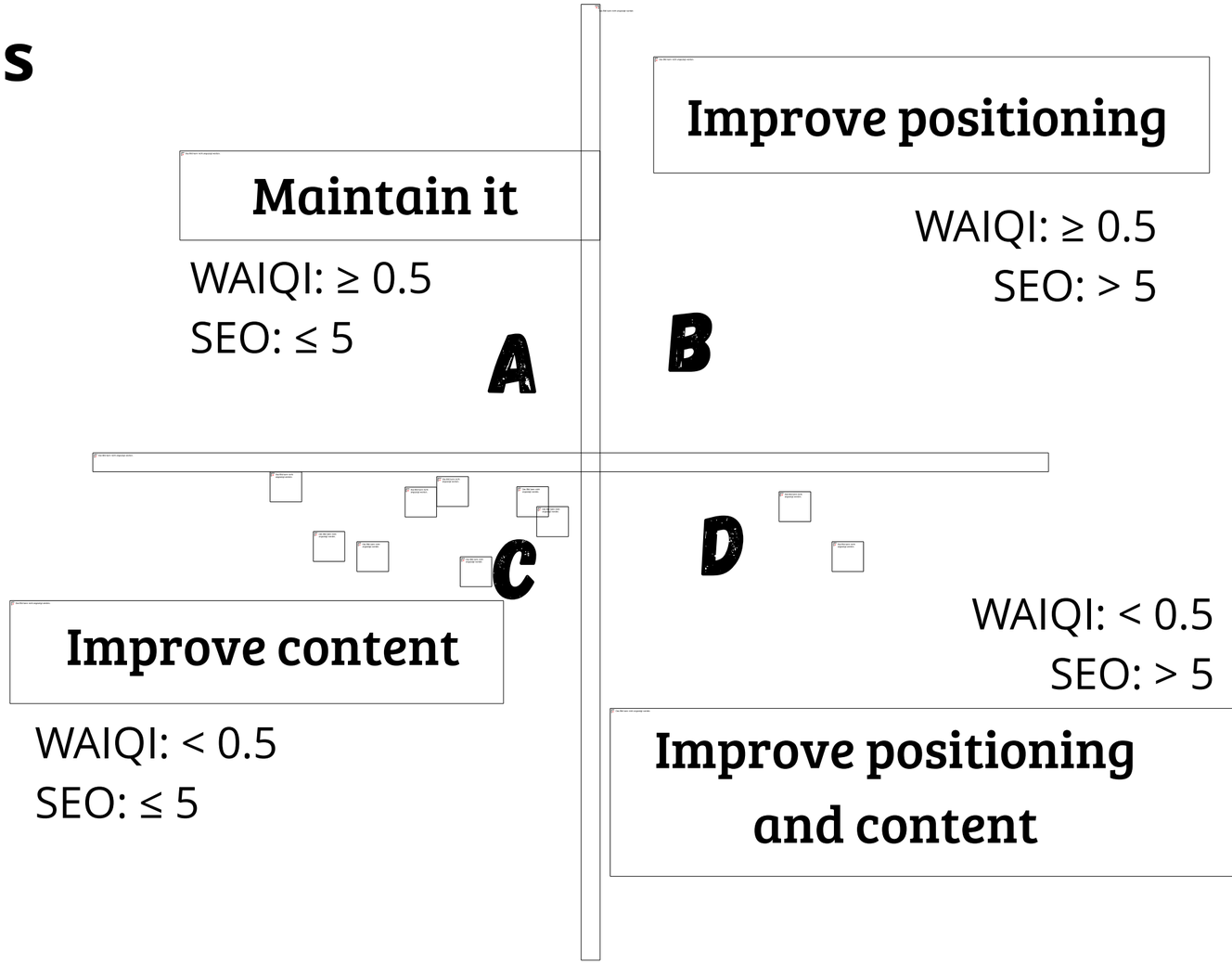
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Results

SEO × WAIQI: Quadrant Analysis

⚠ **Cuadrant D:**
Critical: Krka and Mljet (Croatia)

Cuadrant C
The other nature parks in both countries



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Conclusion

Digital barriers negate autonomy

Without accessible web information, people with physical disabilities cannot independently plan visits to national parks

Improve WAIQI and SEO Visibility

Parks must provide detailed, disability-specific content,especially Accessibility Anchor data to enable real-world access

National Paks Managers

Park managers should raise content quality (WAIQI) and ensure SEO visibility so inclusive information is easy to find and supports access to nature



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