Implementing Accessibility in Tourism
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Accessibility: Demographics, seasonality, emerging economies, greater mobility = inclusiveness in all spheres of human activity

- **Accessibility** = equality, sustainability, competitiveness, branding + quality
- **Benefits** both locals and visitors, with or without disability
- **Consumers facing difficulties to find clear and accurate information**
- **Destinations in need of knowhow** to improve accessibility
- **Principles of Universal Design** to be put in place
- **Leadership role of destinations** in bringing key stakeholders on board
UNWTO Guidelines

• UNWTO recommendations and manuals produced with Disabled People’s Organizations

• Areas of intervention, indicators and good practices
Measuring and managing Accessibility

• Gaps in service provision indicators and standards
• Lack of measurement tools
• Different countries applying different criteria
• Need for a more harmonized set of int’l standards to develop and measure accessible tourism on common grounds
• Travelers to make an informed and decision on their travel destination
• Respecting accessibility value chain = positive final travel experience
Accessibility value chain

Information Communication Technologies

Planning & Info → Inbound Transport. → Destination → Local transport.

Excursions → Leisure → Dining, shopping… → Accomm.

Support services → Outbound Transport. → Overall experience
Measurement challenges

- **Micro measurement** field work
- **Broken links** in the value chain
- Decision on **elements** within each link to be measured
- **Communication** with stakeholders
- **Self assessment** of establishments
- **Cultural heritage** and **protected** areas
- **Action plan** for improvements
Int’l Standards and Indicators

Int’l working group: experts from 35 countries elaborating the 21902 ISO standard

UNWTO acting as a *convenor*

- **Core requirements and recommendations** (all stakeholders):
  design of services, ICT, training and built environment

- **Separate clauses** for: public sector; transport; urban and rural spaces; leisure; MICE; accommodation; food -beverage; tour operators - agencies
Areas of intervention

- Legislation, policies, standards and guidelines
- Awareness-raising and training
- Research and innovation in accessible tourism
- Marketing and promotion strategies
- Overall accessibility management in tourism destinations
Specific actions for destinations

- Applying Universal Design principles and adopting normative instruments
- Developing monitoring and compliance mechanisms
- Promoting investments for adaptations/new developments
- Developing accountability mechanisms for funding disbursement/usage
- Gathering systematic visitor feedback and statistics on accessible tourism
- Providing info to service providers on all available instruments and training
- Consulting DPOs and tourism industry stakeholders during all phases
- Incentivizing, rewarding and disseminating best practices
- Providing information about the accessibility of facilities and services
Useful links and references

UNWTO Activities related to Accessible Tourism
(Recommendations, Manuals, good practices, events)
http://ethics.unwto.org/en/content/accessible-tourism

Accessible Tourism Destination (ATD) Intl Recognition
http://cf.cdn.unwto.org/sites/all/files/docpdf/atdbrochurea42.pdf

ISO 21902 Standard Preview
Thank you

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