



Funded by the  
Erasmus+ Programme  
of the European Union

---

# TAD Module 1

## Introduction to Accessible Tourism

---



# Index

<b>Objectives and Contents of the Module</b>	<b>3</b>
<b>Introduction to Module 1</b>	<b>5</b>
<b>Tourism Trends and Megatrends</b>	<b>7</b>
<b>What is Accessible Tourism?</b>	<b>10</b>
<b>A Brief History of Tourism for All / Accessible Tourism</b>	<b>12</b>
<b>From Rights to Business, Tourism for All as an Opportunity to Grow</b>	<b>17</b>
The Diversity of Visitors and the Demand for Accessible Tourism	20
The Supply of Accessible Tourism	22
<b>The Concepts of Design for All and Universal Design</b>	<b>29</b>
Design for All	29
Universal Design	30
<b>Accessible Tourism in the Legislation Framework</b>	<b>33</b>
1981 - The UN "Year of Disabled Persons"	33
UN Convention on the Rights of Persons with Disabilities	35
Sustainable development and accessible tourism	37
European legislation	38
<b>References</b>	<b>42</b>
Tourism for all	42
Studies, Market analysis and good practices in Tourism for All	43
About disabilities	44
Rights of People with Disabilities	45
Accessibility	47
Accessibility of Tourism Destinations	48
VIDEOS	49
Other Recommended documents	49

## Objectives and Contents of the Module

This module introduces the concept of *Tourism for All*, based on comprehensive and shared experience and data emerging from different recent studies of the supply and the demand. It introduces the background of *Tourism for All* and the most significant experiences undertaken in the specific area and analyses the legislative framework of reference at European and international level.

The concepts of Design for All and Universal Design are explained to introduce the meaning of inclusion and mainstreaming in the domain of accessible tourism.



### At the end of the module you will:

- Know the meaning of the term Tourism for All
- Know the main activities carried out in this field
- Know the trends and the sector economic relevance
- Know the profiles of customers and their buying behaviour
- Understand the value of the market
- Plan strategies to adapt service to Tourism for All
- Understand the buying habits of potential customers
- Define appropriate marketing strategies and offers to reach the diverse range of customers.

**Main contents of the module**

- Background to the concept of Tourism for All, equal opportunities, integration and inclusion
- The potential economic impact of “Tourism for All” on the tourism market
- Studies and researches in Europe and worldwide
- Interpreting data on the tourism target and expected results and trends.
- Introduction to the legislative framework, from the recognition of the equal rights of people with disabilities to the national legislation on the removal of architectural barriers and the provisions for inclusion; UNCPRD and the social/environmental model of disability, European Accessibility Act.
- Design for All / Universal Design strategies and goals for the design of accessible environments, products, and services (including information).

## Introduction to Module 1



Passenger assistance at airport

Tourism is one of the largest and fastest growing economic sectors in the world. According to the World Tourism Organization<sup>1</sup>, 1.32 billion people travelled to a foreign country in 2017 and this number is expected to reach at least 1.8 billion in 2030. Tourism accounts for 9% of the world GDP and generates one job out of 11: it is, therefore, a key driver of socio-economic development, creating wellbeing for communities. It is also an integral part of the lifestyle of much of the societies and provides tourists with experiences for their personal growth.

Tourism offers that don't cater adequately for the needs and access requirements of all potential customers do not gain the full potential of the promising Accessible Tourism market and also prevent some people from enjoying the same freedom to travel as others. Basically, everyone can have some access requirements for a limited period or in particular stages of his/her life: for example, when pregnant or travelling with a baby, when temporarily injured after having an accident or simply when getting older.

People with specific access requirements represent a very big proportion of the population: this includes people with disabilities – physical, sensory or mental - older people, people with temporary impairments or long-term health conditions families with babies, people with allergies or special dietary requirements, and so on.

---

<sup>1</sup> UNWTO, "2017 Report" May 2018.

People with specific access requirements experience obstacles when travelling because there is a lack of accessible tourism offers in the market. A study carried out for the EU Commission<sup>2</sup> found that only about 9.2% of the overall supply of tourism services in Europe provide and advertise accessible services.

---

<sup>2</sup> EU Commission, Mapping and performance check of the supply of accessible tourism services



## Tourism Trends and Megatrends



Tactile keyboard for blind users

All indicators confirm that the tourism industry has consistently continued to grow despite the economic crisis that affected many regions of the world in the last ten years. Global expenditures on travel increased by more than 100% between 2000 and 2016.

The latest available data on tourism trends are published by UNWTO<sup>3</sup> in its World Tourism Barometer. Other relevant data are available in the 2018 edition of “OECD Tourism Trends and Policy”<sup>4</sup> published by the Organisation for Economic Co-operation and Development. According to the World Tourism organization, International tourist arrivals grew 6% in the first six months of 2018 compared to the same period last year, reflecting a continuation of the strong results of 2017 (+7%).

All world regions enjoyed robust growth, fuelled by strong demand from major source markets and supported by an upswing in the global economy. Europe as a whole (led by France, Spain and Italy), Asia and the Pacific led growth in January to June 2018, with arrivals increasing 7% in both regions. The Middle East and Africa reached also great results with 5% and 4% growth respectively, while the Americas saw a 3% increase. Preliminary data on international tourism receipts confirm the positive trend seen in international tourist arrivals, with particularly strong results in Asian and European destinations.

---

<sup>3</sup> UNWTO World Tourism Barometer and Statistical Annex, October 2018

<sup>4</sup> OECD (2018), OECD Tourism Trends and Policies 2018, OECD Publishing, Paris.

Concentrating on the tourism demand, France, the United Kingdom, the Russian Federation, India, the Republic of Korea and the United States had the most outbound spending from their regions.

The market is expected to grow steadily for the next years, as it has grown at the average pace of 4% in the last 7 years.

A number of different factors will affect societies in the coming years, which will have to be taken into consideration to prepare for the next challenges in the tourism market. It is therefore interesting to name some of the so called “megatrends” which are studied by experts and comparing them to the projected demand and offer of tourism in the near future:

- Demographic changes
- Sustainability
- New technologies
- Travel behaviour

Regarding **demographic changes**, the share of people over 60 years of age in the global population is expected to nearly double over the next 35 years. As people become older it is very likely that they will develop various impairments and therefore will have additional access requirements. As such, the travel market for older people is likely to grow substantially and infrastructure and support services will have to be tailored to accommodate this increased demand. For example, accessibility (both for physical access and provision of information is likely to be an area of particular concern for older tourists. At the same time, ‘Millennials’ and ‘Generation Z’ will be key tourism consumer groups in the future. It can be anticipated that the travel patterns and preferences of these younger demographic groups will require new responses from policy-makers and the tourism industry. Accessibility also has to be a key concern, as many of these users may have various access requirements and should not be excluded.

Accessible Tourism contributes especially to the social dimension of **sustainable development**, as it considers the diverse range of individuals, whether they are visitors or local citizens within its remit. Additionally, by following the principles of Universal Design, environments, products and services are designed to respond to the various access requirements of the majority of the population, therefore reducing the need for future adaptations which are costlier, more time-consuming and require additional resources.

New **technologies** continue to change the way tourists plan and experience travel. Digitalisation is transforming the sector, and peer-to-peer/shared usage platforms will likely continue to create new market places and business models. The tourism sector is likely to feel the impacts of automation and integration of machine learning in the workforce, and in



fact technology is already changing the consumer face of tourism in some sectors (hotel front desk, airport check in, etc.), while developments in information and communications technologies have progressively changed tourism value chains, and the position of SMEs within them.

Lastly, **Travel Behaviour** will be affected by a range of internal and external factors over the next 20-25 years, presenting opportunities and challenges for industry and policy makers. The sheer growth in visitor numbers, safety and security concerns, perceptions of travellers, changes in customs and immigration policies, transport innovations, access infrastructure, and aviation regulations, are just some of the issues likely to affect the movement of people.

## What is Accessible Tourism?



Accessible picnic area for all the family, Finland

Accessible Tourism, also known as “Tourism for All”, is an evolving concept which has been developed in recent years. It is variously defined as:

- the collection of services, structures and infrastructures that allow people with specific access requirements, such as people with disabilities and people with special dietary needs or suffering from allergies, older people, families with small children etc. to enjoy their holidays and their leisure time without obstacles or difficulties.
- It refers to enhancing accommodation services and ensuring the accessibility to the accommodation facilities, transportation and mobility services, restaurant services and leisure and recreational services;
- It refers to linking all the services in such a way that they can all be equally and easily used, seamlessly, to grant people with specific needs and their families a higher degree of autonomy in enjoying their tourist experience. This includes publicly and privately-owned tourist locations, facilities and services.

The objective of Accessible Tourism is to allow all people the experience of travelling as independently as possible and to have the opportunity to get to know new realities and new locations, as an experience leading to personal growth. Increasingly this is being understood as everyone's right.

Some people have more difficulty in travelling than others due to cultural, architectural/physical and information/communication as well as attitudinal barriers.

Accessible Tourism aims to remove barriers and deliver higher quality experiences for everyone and that's why it concerns and involves the whole of society.

Accessible Tourism is also referred to in other ways including "Tourism for All", "Barrier-free Tourism" or "Inclusive Tourism".

Accessible tourism involves a collaborative process among all stakeholders, Governments, international agencies, tour-operators and end-users, including persons with disabilities and their organizations. A successful tourism product requires effective partnerships and cooperation across many sectors at the national, regional and international levels. The visitor journey to any destination involves many factors, all of which must take into account the access requirements of the visitor: access to information, long-distance transport modes, local transportation, accommodation, shopping, dining, etc. The impact of accessible tourism thus goes beyond the tourist beneficiaries to the wider society, ingraining accessibility into the social and economic values of society.

Accessible tourism destinations that create environments, products and services suitable for people with specific access requirements will experience positive effects in terms of increasing tourism flows, improved economic returns and enhanced competitiveness.

## A Brief History of Tourism for All / Accessible Tourism

The problem of access to tourist facilities for disabled persons has been recognised as a Europe-wide problem at least since 1990, which was declared The European Year of Tourism. The “Tourism for All in Europe” Conference held that same year stated:

*“...indirect interface between tourism organisations and representatives of disabled people’s groups will be a major step forward in this area, shifting emphasis from ‘social needs provision’ and allowing people with disabilities (and their families) to enjoy the same access as able-bodied people to a full range of tourism resources”.*

*(Toerisme Vlaanderen 2001).*

However, the development of accessible tourism began even earlier. The late 1980s saw the emergence of an international movement by the name of Tourism for All. It is said that the movement was triggered by the “Baker Report”, which was published by the English Tourist Board in 1989. The Baker Report recommended to the English tourism industry to make its services accessible to all customers, regardless of their ability or disability, age, family or financial situation.

In the period that followed, several other European organisations began to focus on these and similar issues. Within a very short space of time, the Tourism for All campaign was taken up and developed in several countries around the world, taking on country-specific names such as Tourisme pour tous (France), Tourismus für Alle (Germany), Tourism for All (UK), Turismo per tutti (Italy) and Turism för alla (Sweden).

The common denominator and the philosophy of this concept was constituted by the request for a "quality" supply.

Tourism for All equates to "Quality Tourism".

The demand for quality and comfort is not contradictory to accessibility, indeed the contrary is true.

In order to create a good product, environment or service that can be used equitably by all people, it is necessary to take into consideration the needs of the broad range of potential users. This was the objective set by the Nordic Council of Ministers in 2002, in their declaration:

“Everyone should be able to travel to the country, within the country and to whatever place, attraction or event they should wish to visit.”

The European Union named 2003 as the European Year of People with Disabilities. It was a “watershed” year in many ways, with many successful campaigns, events and happenings all over Europe. In this context, a Group of Experts was set up by Mrs. Anna Diamantopoulou, Member of the Commission in charge of Employment and Social Affairs, with the mandate to prepare a report with concrete proposals for how to address accessibility within an increasingly diverse and ageing society.<sup>5</sup>

The report focussed on promoting accessibility as a means to contribute to the success of the European strategy of "economic and social renewal" launched three years previously at the Lisbon European Council. The European Union committed itself to modernising and reinforcing social cohesion and social protection as a key to deliver more and better growth by 2010. And to make Europe a better place to live. The report was thus linked closely to addressing disability issues as key elements of the EU's "Lisbon strategy", based on the four strategic goals: raising competitiveness, achieving full employment, strengthening social cohesion and promoting sustainable development.



Accessible for all cruise ship, Alaska

---

<sup>5</sup> See: 2010: A Europe Accessible for All. Report from expert group set up by European Commission  
<http://www.accessibletourism.org/?i=enat.en.reports.442>



The first EU “Disability Action Plan” (2003-10) recognised that each sector of government should establish policies and actions that address accessibility for people with disabilities. This led to numerous actions at EU and national levels, in which “sector responsibility for accessibility” was widely adopted. In the tourism sector, achieving ‘tourism for all’ depends on the integration of a number of policy elements in several policy areas. These areas include industrial policy, regional- and national development policies, disability policies and employment policies. Also, environment, transportation, Information and Communication Technologies, and education policies (relating to the training of architects and planners in Universal Design) could be added.

During those years a number of EU funded project were funded to tackle the issues of accessible Tourism (as EU.FOR.ME “Leonardo Da Vinci” project or I.T.T.I “Leonardo da Vinci” transfer of innovations), and at the end of a EU funded project in 2008, the European Network for Accessible Tourism (ENAT) was born as a multi-stakeholder organisation to tackle the issues of accessibility, representing tourism destinations, suppliers and people with disabilities at the European level.

In July 2008 the European Commission proposed EU-wide legislation to protect citizens from discrimination on grounds of age, disability, sexual orientation, religion or belief in the areas of social protection, education and access to and supply of goods and services which are commercially available to the public.

The proposal for a new EU Directive built on Article 13 of the Amsterdam Treaty, which allows for EU legislation to ensure that a minimum standard level of protection against discrimination is applied across all Member States.

In terms of access to goods and services, only professional and commercial services are included. This would bring travel, tourism and hospitality services into the scope of the Directive. Letting of rooms in hotels is specifically mentioned in the Explanatory Memorandum as an example of a commercial service.

The proposal pointed out that service providers must anticipate the needs of the public, in order not to discriminate, either directly or indirectly, against customers.

- "Effective access for disabled people to social protection, social advantages, health care, education and access to and supply of goods and services which are available to the public, including housing, shall be provided by anticipation".

However, the Explanatory Memorandum to the draft Directive went on to say: "This obligation is limited by the defence that if this would impose a disproportionate burden or would require major changes to the product or service, it does not need to be done".

Disproportionate burden would need to be assessed on a case-by-case basis.

The Treaty of Lisbon, which came into force on 1<sup>st</sup> December 2010, embodied a number of amendments to the Treaties of Rome, Maastricht and Amsterdam on the functioning of the

European Union. This treaty, for the first time, gave “supporting competence” to the European institutions (Parliament, Council and Commission) to carry out actions to support, coordinate or supplement Member States’ actions in the area of tourism.

This provided a legal basis for a number of “Preliminary Actions”, funded by the European Parliament addressing subjects including Social Tourism (the “Calypso” action) and Accessible Tourism.

In 2014, three large-scale “mapping” studies were commissioned in the European Union related to Accessible Tourism. These focused on 1. Skills Requirements in Accessible Tourism; 2. Market demand and Economic Impact of Accessible Tourism (with projections to 2020); and 3. Mapping the Supply and performance Check of Accessible Tourism Services in Europe”. These studies demonstrated the need for new training programmes to meet the needs for tourist with access requirements. In addition, from the results of market studies at national and international level, as shown below, it was shown that the potential market represented by people with disabilities and older visitors is of great significance, especially considering the demographic ageing of populations in developed and developing economies. Each study also produced a number of case studies that identified “good practices” in skills and training, accessible tourism business development and accessible tourism destinations. These are available at the website of ENAT – the European Network for Accessible Tourism.<sup>6</sup>

Persons with disabilities and older people are very significant market segments, whose travel frequency could be increased should the conditions for a safe and accessible offer be fulfilled. If the demand is met satisfactorily the economic return and employment rate could both be improved by the additional spending of these groups. By adjusting their business strategies and offers to the demand from these segments, tourism operators can gain significantly from the long-term demographic increase in the accessible tourism market.

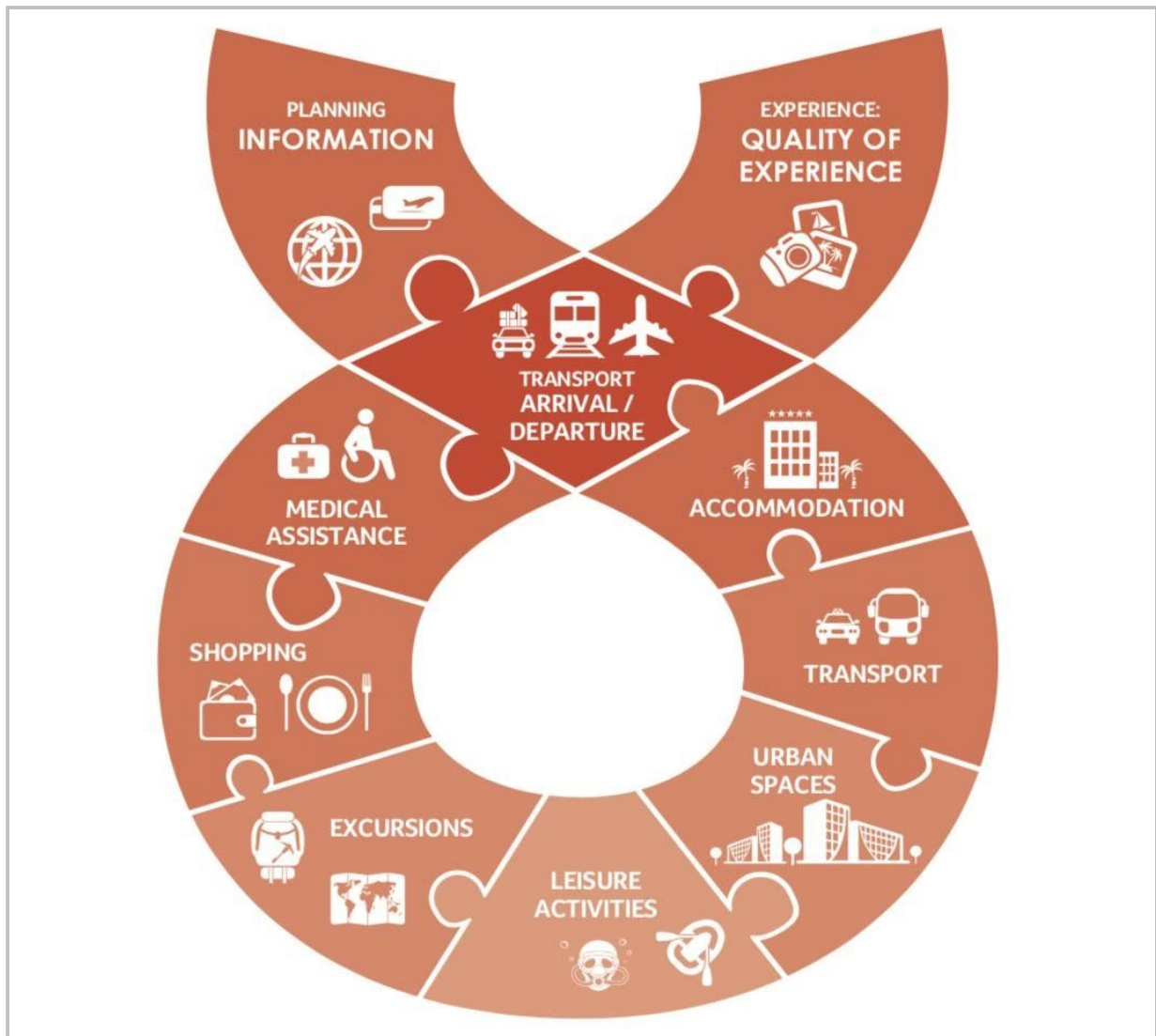
Customer care is one of the key factors that should be addressed: to satisfy a customer with specific access requirements means, first of all, to understand which those requirements are, by trying to fathom their specific nature in order to respond appropriately to his/her requests and prepare an adequate product/service.

Another very important factor is the possibility to ensure an integrated offer by a tourist product chain which meets, in all its elements, the needs and the demands of tourists with disabilities, and by a service supply chain that can be enjoyed as a whole and in its individual elements.

---

<sup>6</sup> See: Proceedings of the European Conference: Mind the Accessibility Gap, Brussels, 2014.  
<http://www.accessibletourism.org/?i=enat.en.search&q=mind+the+gap>





Tourism supply chain image (Fundación ONCE).

## From Rights to Business, Tourism for All as an Opportunity to Grow

The [UN Convention on the Rights of Persons with Disabilities](#) (UNCRPD) is the first international legally binding instrument setting minimum standards for a range of civil, political, social, economic and cultural rights for people with disabilities around the world. It is also the first comprehensive human rights convention to which the EU has become a party ([IP/11/4](#)).

The UNCRPD was adopted on 13 December 2006 at the United Nations Headquarters in New York and was opened for signature on 30 March 2007. There were 82 signatories to the Convention, 44 signatories to the Optional Protocol, and 1 ratification of the Convention. This is the highest number of signatories in history to a UN Convention on its opening day. The Convention entered into force on 3 May 2008.

Article 30 of the Convention addresses “Participation in cultural life, recreation, leisure and sport”, establishing for the first time, *tourism and leisure* as human rights, to be enjoyed by all citizens, including those with disabilities. In particular, the article states that:

*“States Parties shall take appropriate measures...to ensure that persons with disabilities have access to services from those involved in the organization of recreational, tourism, leisure and sporting activities.”*

The European Union ratified the UN Convention in January 2011, filling an important protection gap in international human rights law, as it recognises disability as a legal issue rather than a mere welfare matter.

All 28 Member States have signed the UN Convention and ratified it, the final country to do so being Ireland in 2018.

The **European Disability Strategy 2010-2020**, adopted by the Commission in November 2010 ([IP/10/1505](#)), set a [concrete agenda of actions](#) in the areas of accessibility, participation, equality, employment, education and training, social protection, health and external action.

One in six people in the European Union – around 80 million – have a disability that ranges from mild to severe. Over one third of people aged over 75 have disabilities that restrict them to some extent. These numbers are set to rise as the EU population grows progressively older. Most of these people are all too often prevented from fully participating in society and the economy because of physical or other barriers, as well as discrimination.



Tactile exhibits for blind visitors, Vienna

Different national accessibility requirements for products and services affect the well-functioning of the single market, causing disadvantages for both businesses and consumers. For this reason, after consulting with stakeholders and industry in December 2013, the European Commission services have been working on a European Accessibility Act. The aim of this proposed Act was to improve the functioning of the market of accessible mainstream products and services for the benefit of people with disabilities.

After many years of discussions and negotiations between the EU Parliament, EU Commission and the Council of European Member States a provisional agreement on the European Accessibility Act was reached in November 2018.

The European Disability Forum, which represents associations of people with disabilities in EU Member States, declared:

*” The Act fails persons with disabilities. It mainly covers digital accessibility and leaves out the real-world environment where persons with disabilities live.”*

*The European Accessibility Act will add new EU-wide minimum requirements on accessibility on a limited range of products and services. It was proposed by the European Commission in 2015, following more than 10 years of campaigning by the disability movement.*

*A range of products and services will need to be accessible to and usable by millions of persons with disabilities in the EU; such as computers, smartphones, TVs, ATMs, payment terminals, e-books, e-readers, websites and mobile applications of private companies and ticket machines. The 112-emergency number and telephony services will also have to be accessible to all Europeans.*

***Expectations not met***

*Despite these, the Act lacks essential aspects. It excludes transport. It excludes microenterprises that provide services. It excludes household appliances. It excludes any obligation on accessible buildings and infrastructure. It excludes the real environment where people spend most of their time.”*

European Disability Forum, November 2018.<sup>7</sup>

Despite the lack of underpinning legislation that could help to drive a positive development, the economic value of the accessible tourism market gives a clear incentive to both the public and private sectors to address this subject, not only as a matter of public interest but as a commercially valuable sector.

As shown in the next section, there is scope for the tourism industry to make significant economic gains if the potential target of tourists with specific access requirements is offered the appropriate and comfortable conditions to enable them to travel.

From the results of market studies at national and international level, in various European countries, it is clear that the potential market, represented by people with disabilities, has significant figures regarding the number of people interested in travelling and shows estimations of an interesting economic return for the tourism sector.<sup>8</sup>

---

<sup>7</sup> See: <http://www.accessibletourism.org/?i=enat.en.news.2090>

<sup>8</sup> See: Economic Impulses of accessible tourism for All – Federal Ministry of Economic and Labour Germany 2004. Accessibility Market and stakeholder analysis – OSSATE /University of Surrey UK 2006

## The Diversity of Visitors and the Demand for Accessible Tourism

According to the World Health Organization there are approximately 1 billion persons with disabilities in the world. This equates to approximately 15% of the world population having a physical, mental or sensory disability.

Based on evidence gathered by the WHO and World Bank (World Report on Disability, 2011), there is a high correlation between ageing and disability. Older people (over 65 years) who may not be considered “disabled” very often have similar difficulties in carrying out daily activities. Therefore, they are usually included among those who have specific access requirements, thus greatly increasing their number.

They represent a significant potential source of tourism business, which can benefit host countries and destinations if they take the necessary steps to improve their accessibility.

This significant potential becomes more evident if we consider that a rapid ageing of the population is under way. In 2015, there were 617 million people aged 65 or over in the world, comprising 8.5 per cent of the global population. Their number is projected to increase more than 60 per cent in just 15 years: in 2030, there will be about 1 billion older people globally, equivalent to 12.0 % of the total population. The share of older population will continue to grow in the following 20 years: by 2050, there will be 1.6 billion people aged 65 or over worldwide, representing 16.7 percent of the total world population.

Due to the ageing population, the number of people with specific access requirements with the capacity to travel is increasing, boosting the demand for an accessible environment, transport and services and, therefore, bringing benefits to the tourism sector. Much of the senior population, in fact, has significant income and the desire to travel, both in their home countries and abroad, and their expenditure tends to be higher than that of tourists in general. Because many people with disabilities and older people are no longer active in the workforce, they have the possibility of traveling throughout the year, which helps to reduce the seasonality of demand experienced by many destinations.





Paragliding with wheelchair, Portugal

The numerical importance of people with specific access requirements for the tourism sector has been confirmed by the results of the study published in 2014 that the European Commission has commissioned in order to provide a coherent picture of the current and future potential demand of accessible tourism in Europe and to estimate its economic impact.

According to this study, in 2011 there were 138.6 million people with access requirements in the EU (around 27% of total population), of which 35.9% were people with disabilities aged 15-64, and 64.1% were the older population aged 65 or above. In 2012, people with access requirements in the EU took approximately 783 million trips, thus generating a total gross value-added contribution of about €356 billion and a total employment of about 8.7 million persons.

Driven by the ageing population, which in Europe is much higher than elsewhere, the demand is anticipated to grow by 10% to about 862 million trips per year by 2020, equivalent to an average growth rate of 1.2% annually.

However, the overall potential is far greater: if it would be possible to increase the accessibility of tourism-related facilities significantly, then up to 1.231 million trips per year could be realized, equivalent to a growth of 43.6%. If accessibility is significantly improved, the total economic contribution generated by the EU tourists with specific access requirements is expected to increase against the current contribution by roughly 36%.

Moreover, like most of the people, persons with specific access requirements rarely travel alone; on the contrary, they usually prefer or need to travel with relatives or friends. According to the previous study, on average, people with specific access requirements in the EU travel with about 1.9 companions. Therefore, if we consider this, the economic contribution of Accessible Tourism will be amplified by a similar scale if the travel companion effect is taken into account.

Tourists with specific access requirements and older people do not form a homogeneous group.<sup>9</sup> Concerning their travel motivation, they do not significantly differ from other travellers. However, some special requirements have to be taken into account: the preparation of a journey plays a very important role for this group. Most important are the recommendations from relatives and friends as well as their own travel experiences. Although brochures and other print media are still very important, it is clear enough that the Internet with its numerous research opportunities is a very important source of information.

Many tourists with disabilities and older guests as well as families with children look for specific information of accessible conditions that are important to them. Thus, the lack of such information is considered to be a great barrier. In particular, families with children want more detailed information about the accessibility of their resort, their hotel, or recreational facility. For all groups, it is important that such information can be found in the standard media and not (only) in special-interest media.

For many travellers, the lack of awareness of the service personnel and the lack of knowledge about the needs of the guest is a frequently cited problem. This also applies to the accommodation area. Insufficient service and lack of physical accessibility are equally important barriers.

## The Supply of Accessible Tourism

A tourist destination is an integrated system of attractions and services, or better still, a set of resources that attract and induce the traveller to make the necessary efforts to go and stay there.

---

<sup>9</sup> Economic Impact and Travel Patterns of Accessible Tourism in Europe – GfK and Partners



In order for a location to be transformed in a successful tourism destination is necessary that the advantages (natural resources, architectural, historical etc) present in a specific area (once considered sufficient to cope with the market) get transformed in real competitive advantages, through the implementation of specific strategies of marketing, with the objectives to satisfy the needs and requests of the customer/tourist, needs that appear to be more and more complex and diversified.

This combination that helps to create a destination, can be represented through the chain of tourist services, that highlights not only which are the ideal products and services but also the complementary relationships that exist between them. In fact, it's not enough to have stunning landscapes, crystal waters and spectacular coastlines: in order to attract tourists is necessary to provide a range of products, distinctly receptive (catering and accommodation) entertainment, recreation, sports, culture, and able to satisfy the different demands of the customers.

All the services and attractions which create a destination are definitely much broader than those that are usually considered.

It is necessary to understand that each element of the chain influences and depends on the others: if one of the elements is weak, from the quality and the fruition point of view, the holiday can be strongly compromised as a whole.

**Figure. The chain of accessibility is only as strong as the weakest link**



The consequences could have a direct impact on the management of the enterprise: a dissatisfied customer will not use our services again but, most of all, he will be a “negative”

voice against for our product, in a time when opinions of end users are much appreciated as true and qualified.

It is obvious that a single entrepreneur cannot control directly all the elements of the chain: consequently, it is vital, in all the strategic choices for the development of a tourist destination, to involve all the relevant components, both public and private, who have a say in managerial choices and the possibility to plan and implement measures for the improvement and the inclusive requalification of a destination area.

Clearly, the supply of *accessible* tourism services must be adequate in terms of the quality provided by individual suppliers as well as being sufficient for the rising demand, in order to have a well-functioning marketplace which accommodates all user requirements.

In 2014 the European Commission contracted a team of researchers, including ENAT members across Europe to make a study entitled: “Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe”<sup>10</sup>

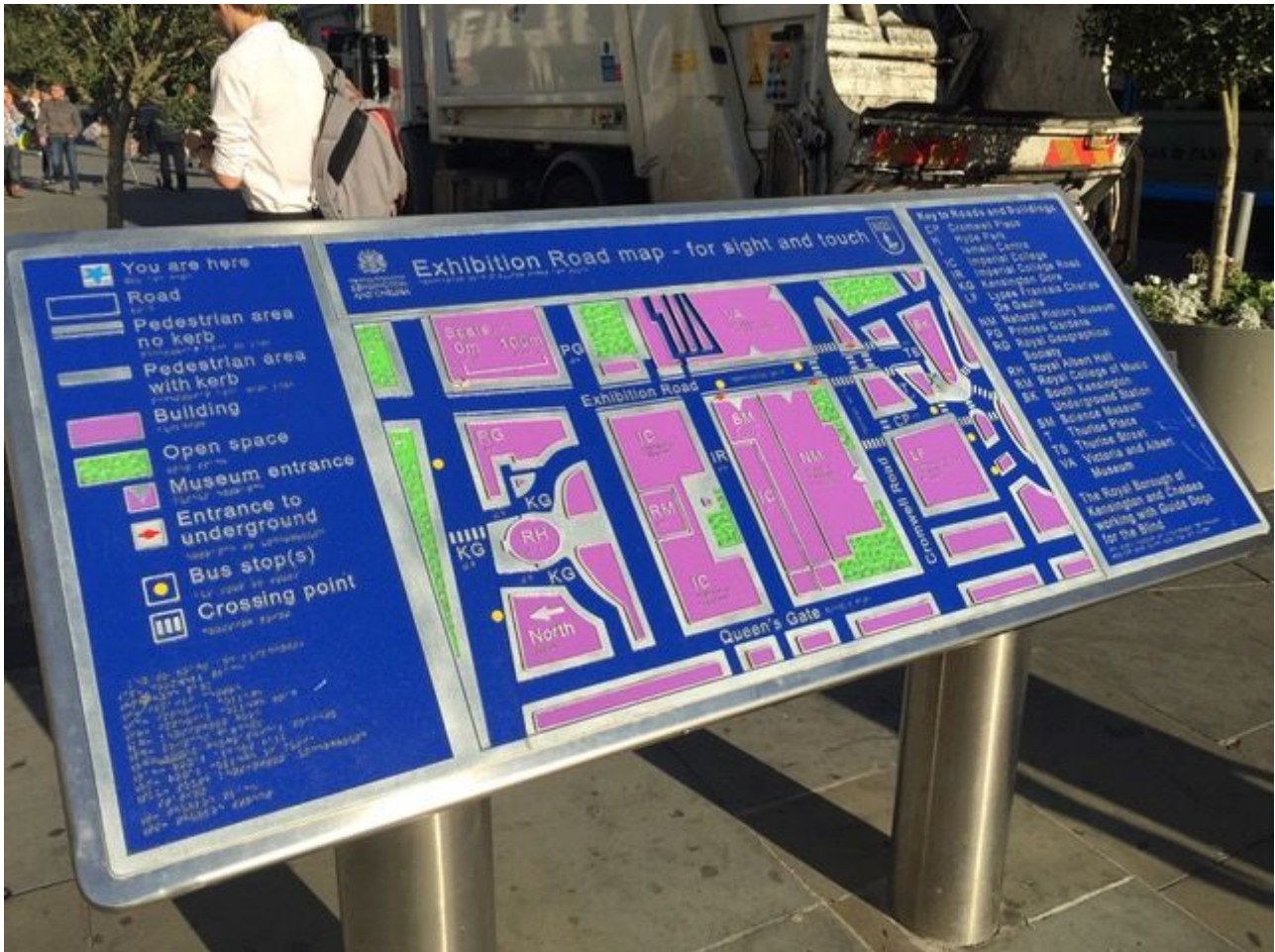
As part of this extensive study, the websites of European tourism service providers were scanned and analysed to establish the amount and types of information available concerning accessible tourism offers. Three types of information were collected:

- Membership of existing accessibility information schemes (AIS). These schemes bring together large numbers of suppliers with accessible services and they make information about those services available to travellers with specific access requirements;
- Individual registrations of suppliers that claim to provide accessible services / facilities, gathered via the web tool Pantou.org which was specifically designed for this study;
- Suppliers and services collected from identified third-party sources offering accessibility information of tourist venues. These sources are: hotels.com which is an affiliate of Expedia, Inc., handistrict.com, an online database developed by the French firm Kernix and several other AISs and national or regional tourism online services.

This large-scale survey provided, for the first time, an overview of the existing stock of accessible tourism services offered in Europe, compared with the overall supply of tourism services.

---

<sup>10</sup> Mapping and Performance Check of the Supply of Accessible Tourism Services.  
(220/PP/ENT/PPA/12/6491) 02 April 2015



Exhibition Road map-for sight and touch, U.K.

It has been estimated that about 3.4 million enterprises were active in the EU tourism industry in 2010. These enterprises accounted for 11 % of the persons employed in the non-financial business economy and 29 % of persons employed in the services sector. In addition, more than one in two enterprises in the tourism industries operated in the accommodation or food and beverage serving sector.

The mapping exercise conducted as part of this study has uncovered 313,286 accessible tourism services across the EU Member States (EU-28). Existing Accessibility Information Schemes list 224,036 accessible facilities and services.

The study finds that accessible tourism services constitute approximately 9.2% of the overall supply of tourism services.

While this study has focused on the supply of accessible services, the potential demand for such services has been estimated in a parallel study whose main figures have been reported above.

Taking these estimates as a starting point suggests that demand for accessible services may be as high as 37% of the total travel market estimated in number of trips.

Contrasting this figure with the estimated supply of 9.2% of services catering to tourists with access requirements suggests that today there is a significant gap in the supply of accessible services of 27.8 percentage points.

Furthermore, it is likely that the gap between the provision of accessible services and demand for such services will increase further over the coming years. According to the parallel demand study, expected future demand for accessible services will be at least 24.2% higher in 2020 than it is today. In the absence of any changes in the supply of accessible services at least an additional 1.2 million tourism enterprises will need to provide accessible services to meet future demand.

From the above figures it is evident that the demand for accessible tourism services should bring a stronger focus on accessibility as a competitive factor in the tourism sector. But it is important to remember that in order for these benefits to fully express their potential, attention to accessibility issues should cover the whole chain of tourism services, that comprises all the services a tourist utilizes before, during and after his/her trip, from the planning stage up until the return back home.

This means involving a large number of actors in the tourism industry: not only the accommodation facilities, but also restaurants, transport, museums, monuments, sport facilities, events, information and welcoming services, guide and accompanying services and so on.

It's necessary to understand that each element of the tourism chain influences and depends on the others: if one of the elements is weak, in terms of the quality and the experience offered to the customer, the holiday can be strongly compromised as a whole. The accessible supply chain must also be "joined up" so that tourists can experience a series of trouble-free services throughout their journey, as they pass between the different venues they visit.

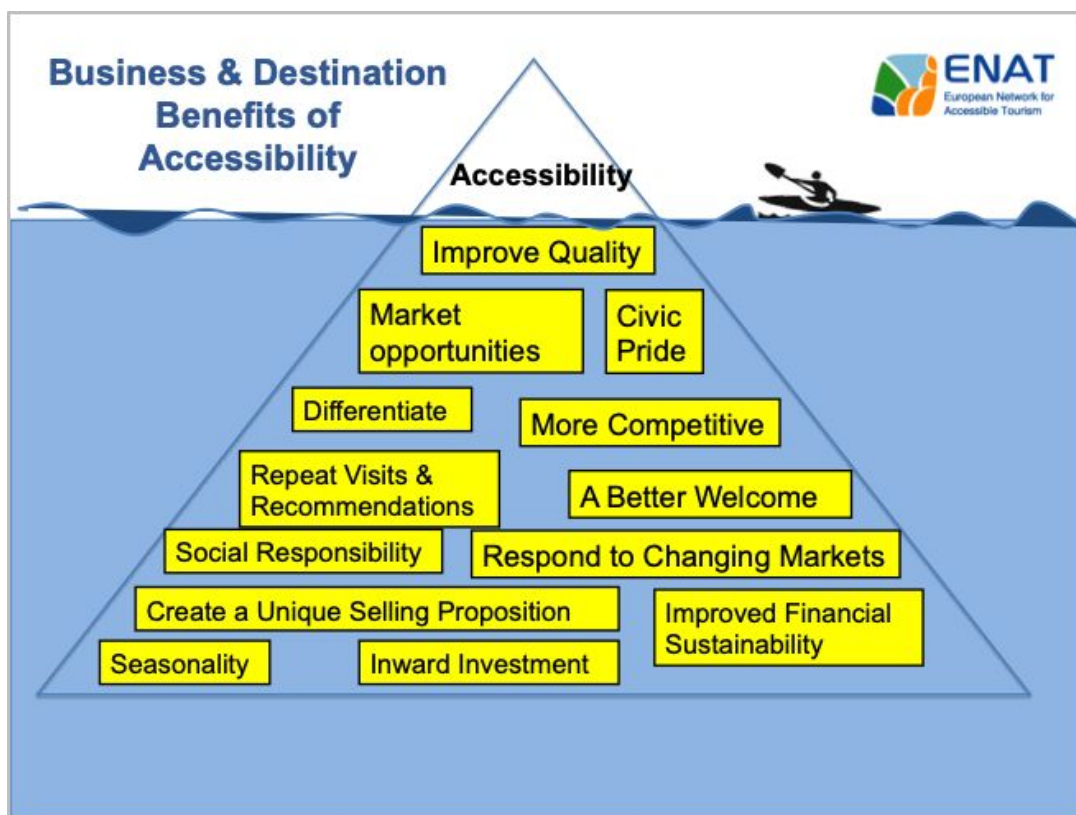
A hotel without barriers but located in a site where there are no recreational and cultural facilities accessible to people with specific access requirements, would not be assured of attracting customers with specific access requirements, however good the quality of its accessibility and usability. The same would apply to an accessible museum or monument that can't be reached by suitable means of transport or hasn't nearby adequate accommodation facilities to for customers with specific access requirements.

Destinations should therefore create a comprehensive supply of Tourism for All products and services in which all the elements of the supply chain (reservation systems, accommodation, transport, etc.) are easily accessed.

It must be added that a tourism destination that adequately caters for the needs of visitors with specific access requirements leads to improved quality of service and ensures a good

experience not only for them but also for all the other visitors and improves the quality of the daily life of the local population.

A few examples can serve to illustrate this aspect. A ramp built to supplement a staircase leading to the entrance of a facility, such as a hotel a restaurant, a museum or a shop, is essential for wheelchair users but, at the same time, also makes the access to the building more comfortable and easy to all the travellers that move with luggage on wheels, a baby-buggy or rollator . A hotel room that is large enough to allow a wheelchair user to move around freely and independently is a comfortable room for anyone. A menu or an information leaflet written with large font and contrasting colours makes it easier for everyone to read, not only people with vision impairments. When seating is provided along a footpath in a park or historical venue, this makes the visit more comfortable for everyone. The “added value of accessibility” for tourism destinations and businesses has been summarised by Ambrose and Veitch (ENAT) in the following diagram:



**Figure 2. Business and destination benefits of accessibility**

Finally, it is important to remember that any tourists can have access requirements; they do not form a homogeneous group and they do not constitute a separate market segment, but they belong to different segments. For example, regarding travel motivations, as any other tourist, among those with specific access requirements are those who travel for

cultural reasons, those who want to practice a sport, those who look for relaxing and calm holidays and those who seek fun and exciting experiences, and so on.

They only share the need to find tourism offers that cater for the access requirement they have and that derive from their personal conditions, which can differ from one to another depending on their personal permanent or temporary difficulties. And, above all, they require trained staff who understand their needs and know how to relate to them properly.



# The Concepts of Design for All and Universal Design

## Design for All



Accessible wooden paths at a beach, Greece

The goal of establishing full accessibility in the built environment was recognised internationally as early as 1993 in the United Nations Standard Rules on the Equalization of Opportunities for Persons with Disabilities. After that European planners, designers and proponents of accessibility have laid special emphasis on the Design for All philosophy as an approach to design and construction that can contribute to full accessibility. Design for All has its roots in Scandinavia. Comparable concepts (e.g. Universal Design, Inclusive Design) have developed in parallel in other parts of the world. “Design for All aims to enable all people to have equal opportunities to participate in every aspect of society. To achieve this, the built environment, everyday objects, services, culture and information – in short, everything that is designed and made by people to be used by people – must be accessible, convenient for everyone in society to use and responsive to evolving human diversity.” (EIDD –Design for All Europe 2004)



In general, Design for All can be achieved in three ways:

1. ...by designing products, services and applications that are readily usable by most potential users without any modifications
2. ...by designing products that are easily adaptable to different users (e.g. by adapting their user interfaces)
3. ...by standardising interfaces of products so they become compatible with specialised equipment (e.g. technical aids for disabled persons).<sup>11</sup>

When considering how to enable full accessibility in tourism, an analysis of the different kinds of tourist activities is required first. Seen from a very abstract perspective, there are only two types: Activities that take place mainly in the natural environment, and those that take place mainly in the built environment.

It is plain to see that full accessibility will be most difficult to establish wherever tourist activities take place in the natural environment. Instead, wherever activities take place in a man-made context – the built environment – barriers, at least on principle, are far easier to remove or, by applying e.g. the Design for All philosophy, can be avoided in the first place.

A clear guidance and signage strategy benefits all those whose mobility depends on the presence of orientation markers. Where the use of innovative technologies is intended anyway, it should and could be easy to install technical devices that either remove barriers or prevent them from arising altogether.

“Design for All is design for human diversity, social inclusion and equality. This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders” (EIDD – Design for All Europe, 2004).

## Universal Design

Ron Mace, creator of the term "universal design," was an American architect who influenced international thinking about design. For most of his life, he used a wheelchair and understood what it was to try to participate in a world that was not designed to include him. Beginning in the early 1970s, he created opportunities to demonstrate exemplary accessible design and seized every occasion to educate architects. His illustrated books put a human face on technical standards, and he advocated for creative design practices

---

<sup>11</sup> Build for All Project, Public Procurement Reference Manual, Funded by European Commission (2004/6)  
See: <http://www.accessibletourism.org/?i=enat.en.reports.228>  
and “Discrimination by Design” Background document on Design for All (2001):  
<http://www.accessibletourism.org/?i=enat.en.reports.253>

as well as enlightened public policy. His architectural and product designs, books, drawings, photographs, and students are a legacy that will continue to change the world. When he died suddenly in June 1998, Mace had just experienced the extraordinary respect and enthusiasm of the more than 450 people from nineteen countries who participated in the First International Conference on Universal Design. He also played an important role in changing the North Carolina building code, which became a national model.

*“Universal Design” - is the design of products and environments that is usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.*

*“Universal Design” is a framework for the design of places, things, information, communication and policy to be usable by the widest range of people operating in the widest range of situations without special or separate design. It is not a design style but an orientation to any design process that starts with a responsibility to the experience of the user.”*

- Ron Mace

Mace encapsulated the seven principles of Universal Design as follows:

1. Equitable use - The design is useful and marketable to people with diverse abilities
2. Flexibility in use - The design accommodates a wide range of individual preferences and abilities
3. Simple and Intuitive use - Designs are easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
4. Perceptible information - Designs communicate necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
5. Tolerance for error - Designs minimize hazards and the adverse consequences of accidental or unintended actions.
6. Low physical effort - Designs can be used efficiently and comfortably and with a minimum of fatigue.
7. Size and space for approach and use - Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

While these principles bear similarities to the concept of “Design for All”, which emerged some years later in Europe, the elaboration of Universal Design practices paid less attention to the incorporation of assistive technologies as part of the mix of solutions that may be necessary to achieve design solutions that are truly accessible for all users.



Acropolis museum in Athens-Greece, accessible for wheelchair users

Universal Design has been applied to a wide range of products, environments and services over the years, including urban planning and design, home electrical appliances and tools, vehicles and transport systems, websites, mobile apps and many other. An introduction to the Seven Principles of Universal Design was provided by Dr. Scott Rains on “Slideshare” in 2007. (Some slides appear to be missing today but their text is given in the notes).

See: <https://www.slideshare.net/srains/universal-design-the-seven-principles>

## Accessible Tourism in the Legislation Framework



Tram station platform, blind passenger with guide dog, Belgium

Everything that happens at an international level and at a European level on the subject of the rights of individuals in general and of accessibility in particular, has in one way or another direct effects in the short or medium term at a national and local level in most Member States of the European Union. The general attention to disability issues began in the late 80's thanks mostly to the initiatives undertaken by the United Nations that already in 1975 adopted a resolution containing a declaration on the rights of the persons with disabilities.

### 1981 - The UN "Year of Disabled Persons"

The critical moment though was in 1981, defined as the "Year of Disabled Persons" by the General Assembly of the UN. From this point began the "Decade of the persons with Disabilities" (1983-1992).

In 20 December 1993, the UN General Assembly adopted the Resolution that contains the "Standard Rules On the Equalization of Opportunities for Persons with Disabilities" Even if



the Standard Rules do not have any legally binding power, they are a very strong recommendation to Governments to promote and publish policies aimed at ensuring equal rights to people with disabilities.



Stamps issued for the International Year of Disabled Persons, 1981

This document, born by the experience gained throughout the "Decade of the persons with Disabilities", covers all the aspects of the life of people with disabilities and it contains a set of rules, grouped in four themes:

- The basic conditions for the full participation
- The areas of intervention
- The actual measures
- The monitoring mechanism

As an example, four of these rules are directly related to the tourism sector:

- Rule 1. Awareness-raising. Countries will increase their awareness and sensitization of society (e.g. Potential tourists, tourism entrepreneurs, etc..) on the rights and obligations, needs and the contribution that people with disabilities can make to society in general through campaigns, advertisements in the media, distribution of information, public training programmes, and so on.
- Rule 5. Accessibility. Countries will introduce action programmes to ensure accessible physical environments, like the development of mandatory standards and guidelines in all spheres of society and that these measures reach people responsible for implementing them (e.g. Buildings or means of both public and private transport for public use) and to take measures to provide access to information and communication in all possible formats for people with disabilities.
- Rule 10. Culture. Countries will ensure that persons are integrated and participate in the different cultural activities that take place in each country on an equal basis.

- Rule 11. Recreation and Sports. Countries will take steps to make beaches, hotels, sports, gyms, etc. accessible to people with disabilities. All travel and leisure activities organizers should organize services thinking of the needs of people with disabilities, for which it is necessary to train people.

## UN Convention on the Rights of Persons with Disabilities

In August 2006, the UN Convention on Rights of People with Disabilities took place in New York. An International Treaty was approved there (mandatory, binding and with coercive potentiality), by which the rights and freedoms of people with disabilities are guaranteed, being the first treaty on Human Rights, which was approved in the XXI century. It will undoubtedly lead to an improvement from the practical point of view of the treatment of people with disabilities.

The objective of the Convention was to develop in detail the Rights of Persons with Disabilities and to establish a code of application for those rights to be effective. The treaty includes among others, the 1993 Uniform Standards. All countries that have ratified the treaty, European Union countries among others, are bound to modify or abolish the laws to conform to the requirements of this treaty on the subject of Equal Opportunities, to make population aware from the earliest ages and to provide resources to the maximum available, and if necessary in the framework of international cooperation.

The Convention is inspired by a new approach regarding disability, that attributes the condition of the disabled to the existence of barriers of different nature that inhibit his/her participation in the society in an equal way to all others and its main scope should be the overcoming of such barriers. The accessibility of everything for everyone, the adoption of a reasonable accommodation, the reinforcement of the role of the representative organizations and the mainstreaming of accessibility in overall processes of development are therefore the priorities on which the Convention is based. Such priorities are intended to achieve the essential fundamentals like dignity, equality and the non-discrimination, the individual autonomy, the participation and the inclusion to the society, the acceptance of the disability as a part of the human diversity.

Although the majority of the rights recognized in the Convention are enshrined also in other international agreements regarding the human rights applicable to the disabled, the Convention presents a significant added value as it integrates the existing legislative framework for the effective implementation of the principle of equality.



Person on a wheelchair meets steps at building entrance, Brussels

From 26 November 2009 the Convention became an EU law. In fact, the European Union Council has ratified the document, an action that obliged the State members to take into consideration the rights set on the UN Paper not only from the legislative point of view but also in establishing actions to realise its objectives.

In particular, the *Article 30 – Participation in cultural life, recreation, leisure and sport* - is directly linked to the possibilities of every citizen to access tourist proposals in general.

The wording of Sub 1 states:

1. States Parties recognize the right of persons with disabilities to take part on an equal basis with others in cultural life, and shall take all appropriate measures to ensure that persons with disabilities:

- (a) Enjoy access to cultural materials in accessible formats;
- (b) Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats;
- (c) Enjoy access to places for cultural performances or services, such



as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.

The states are consequently, obliged to put into action all the appropriate measures to make sure that all persons with disabilities, on an equal basis, have access to the tourism, cultural and leisure time proposals.

## Sustainable development and accessible tourism

At the 2013, historic UN High-level Meeting on Disability and Development, which included several Heads of State, the links between disability and development were discussed and the meeting called for enhanced action to mainstream disability in the global development agenda. In the outcome document of the meeting, accessibility was identified as a key area for action.

Furthermore, in his message for the 2013 World Habitat Day, UN Secretary-General Ban Ki-moon called on the international community to make towns and cities accessible to all.

In the recent “2030 Agenda for Global Action” containing the **Sustainable Development Goals** (SDGs 2015), **Goal 11** focuses on principles to “Make cities and human settlements inclusive, safe, resilient and sustainable”. This goal captures tourism and recreation through its call for the provisions of universal design for accessible and sustainable transport systems, inclusive urbanization, and access to green and public spaces.

As already mentioned, in its 2011 report, The United Nations World Tourism Organization (UNWTO) predicted tourism would increase and experience sustained development, reaching 1.8 billion international tourists by 2030. Accessible cities and tourism provisions therefore ensure the full social and economic inclusion of all persons with direct benefits of promoting more sustainable travel habits among users.



Cycle route in Belgium

UNWTO also highlights the significant ties between the sustainable development goals and tourism, as it is included as a target in three out of the 17 SDGs.

**Goal 8; 'Decent Work and Economic Growth':**

- by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products;

**Goal 12, 'Responsible Consumption and Production':**

- develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

**Goal 14, 'Life below water':**

- developing States and least developed countries from the sustainable use of marine resources, including through tourism.

## European legislation

### **European Charter of Fundamental Rights and European Agreement for the protection of Human Rights and Fundamental Freedoms**

From European Union Institutions, the right of everyone to equality before the law is recognized, as well as the protection against discrimination which is included both in the

European Charter of Fundamental Rights and in the European Agreement for the Protection of Human Rights and Fundamental Freedoms.

The EU recognizes the right to an independent way of life, to an employment and to security.

It also recognizes that access to benefits and opportunities arising from leisure, travel and tourism should not be denied to citizens with disabilities, always in comfort and security conditions, and which are currently available to other European citizens.

### **Article 13 – Constituent Treaty of the European Union**

Article 13 of the European Union Constituent Treaty authorizes the Council to "take appropriate actions to combat discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual condition."

### **The year 2003, European Year of People with Disabilities**

The council of the European Union declared the year 2003 as the European Year of People with Disabilities. During this year awareness campaigns and sensitisation of the discrimination against people with disabilities were carried out in all Member States and in all areas and the exchange of good practices in this sector were promoted. This year had very positive consequences in the whole tourist industry but not enough. Any changes need time and in the field of tourism there were a lot of changes but there are still many to be done.

### **The year 2007, European Year of Equal Opportunities for All**

The European Union council declared the year 2007 as the European Year of Equal Opportunities for All, with the aim of raising awareness to reject discriminatory attitudes and behaviours, and to provide more information to citizens regarding their legal rights and obligations. In line with the objectives of this year, we can highlight as an example, the publication of **the rights of passengers in the Air and Railway Transport** as well as other directives published for other means of transportation. This can help suppliers in the European tourism sector to know what steps have to be taken to ensure that their products and services can be used and consumed by all its customers on an equal basis.



European Parliament

### **Adoption of the UN Convention on the Rights of People with Disabilities**

The United Nations Convention on the Rights of Persons with Disabilities and its Optional Protocol were adopted on 13 December 2006. The convention is the first international legally binding instrument which sets minimum standards for rights for people with disabilities and the first human rights convention to which the EU became a party. On 26 November 2009, the Council of Europe adopted its decision concerning the conclusion of the convention, which entered into force on 22 January 2011 for the European Union.

The core elements of the UN Convention are reflected in the **European Disability Strategy 2010-2020**.

#### **European Disability Strategy 2010-2020**

On 15 November 2010, the European Commission adopted the European Disability Strategy 2010-2020, which aims at breaking down the barriers that prevent persons with disabilities from participating in society on an equal basis. The strategy is structured in eight areas for joint action between the EU and the Member States. i.e., accessibility, participation, equality, employment, education and training, social protection, health, and external action.

The European Commission's working document presents the specific objectives identified in the strategy and the actions envisaged to achieve them. Further information is available



on the European Commission website.

<http://ec.europa.eu/social/main.jsp?catId=1137&langId=en>

### **The European Accessibility ACT (2015-2018)**

The European Union is discussing since 2015 a proposal for a law that can make several products and services accessible in Europe: the European Accessibility Act. Unfortunately, the discussions at the European Parliament show a clear risk that the importance of the Act will be dramatically watered down.

On 2 December 2015, the European Commission published a proposal for a European Accessibility Act. Once this proposal will be adopted, it should lead to common accessibility requirements covering products and services across the EU. Currently, there is no specific EU legislation on accessibility for persons with disabilities and the proposed Accessibility Act has therefore a lot of potential.

The European Accessibility Act is a proposal for a law that would make many products and services in the European Union (EU) more accessible for persons with disabilities. Many EU organizations are campaigning for the proposal to be adopted so that the Accessibility Act will become a binding law. The proposed Accessibility Act takes the form of a Directive, which is legally binding, meaning that the EU Member States have an obligation to apply what the Act mentions.

Sadly, the last provisional agreement on the European Accessibility Act reached on the 8<sup>th</sup> of November 2018 by the EU Institutions only covers digital accessibility and leaves out the real world environment where persons with disabilities live.

The European Accessibility Act adds new EU-wide minimum requirements on accessibility on a limited range of products and such as computers, smartphones, TVs, ATMs, payment terminals, e-books, e-readers, websites and mobile applications of private companies and ticket machines. The 112-emergency number and telephony services will also have to be accessible to all Europeans.

However, the Act lacks essential aspects. It excludes transport, microenterprises that provide services, household appliances. It excludes any obligation on accessible buildings and infrastructure. It excludes the real environment where people spend most of their time. Adopting an Accessibility Act giving obligations and standards also to the built environment, transport and small enterprises would be a big step for the EU to promote the inclusion of its 80 million persons with disabilities, in line with the UN Convention on the Rights of Persons with Disabilities that the EU and all Member States have ratified. The hope at the end of 2018 is that a revision of the Act will be possible before its adoption. Otherwise, the onus will be on the Member States, individually, to implement the many and wide-reaching changes in legislation that may still be needed to bring about a European Union which truly defends the rights of all its citizens.

## References

### Tourism for all

The **Global Code of Ethics for Tourism** was released by UNWTO in 1999 and consists of a set of principles addressed to tourism stakeholders, operators and workers at various levels for the improvement and development of the sector in the context of a limitation of its negative impacts on environments and people.

It can be consulted at

<http://dtx tq4w60xgpw.cloudfront.net/sites/all/files/docpdf/gcetbrochureglobalcodeen.pdf>



Pedestrian street, accessible for all and for families with small children in pushchairs, Barcelona



In 2013 UNWTO produced the **Recommendations on Accessible Tourism**, in order to guarantee people with disabilities right to access also in the tourism sector.

It provides a comprehensive framework dealing with all the aspects of tourism experience (travel, accommodation, information, and so on) integrating the most important concepts from the UN Convention on the Rights of People with Disabilities and Universal Design.

It is available at

[http://www.accessibletourism.org/resources/accesibilityen\\_2013\\_unwto.pdf](http://www.accessibletourism.org/resources/accesibilityen_2013_unwto.pdf)

Following on from the previous document, in 2014, during the World Summit on the Destinations for all, held in Montreal, participants proclaimed “**A world for Everyone: Declaration from the Word Summit on Destinations for All**”, which provides a set of actions for decision-makers and stakeholders in tourism to make environments, transport and services suitable for all visitors and residents.

It can be consulted at <http://www.destinationsforall2014.com/en/declaration>

## Studies, Market analysis and good practices in Tourism for All



Aeroplane ramp instead of stairs, Kerry Ireland

**Accessibility Market and Stakeholders Analysis, One-Stop-Shop for Accessible Tourism in Europe (OSSATE - 2005)**

[http://www.accessibletourism.org/resources/ossate\\_market\\_analysis\\_public\\_final.pdf](http://www.accessibletourism.org/resources/ossate_market_analysis_public_final.pdf)

**Accessible Tourism: Concepts and Issues** by Buhalis D. and Darcy, S., 2010.

<http://www.accessibletourism.org/?i=enat.en.news.1036>

**Accessible Tourism – The Ignored Opportunity** by Souca Maria Luiza, 2010.

<http://anale.steconomieuoradea.ro/volume/2010/n2/185.pdf>

**Best Practice in Accessible Tourism. Inclusion, Disability, Ageing Population and Tourism** by Buhalis, D., Darcy s. and Ambrose, I., 2012.

<http://www.accessibletourism.org/?i=enat.en.news.1277>

**Economic Impact and Travel Patterns of Accessible Tourism in Europe – Final Report Summary**

<http://www.accessibletourism.org/resources/toolip/doc/2014/07/06/study-a-economic-impact-and-travel-patterns-of-accessible-tourism-in-europe---fi.pdf>

**EU Study: Mapping the Skills and Training Needs to Improve Accessible Tourism Services in Europe**, European Commission, 2014

<http://www.t-guide.eu/?i=t-guide.en.publications.1596>

**EU Study: Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe**, European Commission, 2015

<http://www.accessibletourism.org/?i=enat.en.reports.1740>

**New Opportunities for the Tourism Market: Senior Tourism and Accessible Tourism** by Elisa Alén, Trinidad Domínguez and Nieves Losada, 2012.

<http://cdn.intechopen.com/pdfs/35523.pdf>

**Universal Design for Customer Engagement Toolkit**

<http://universaldesign.ie/Products-Services/Custom-Engagement-in-Tourism-Services/>

## About disabilities

[www.edf-feeph.org/](http://www.edf-feeph.org/) - European Disability Forum website.

<http://www.who.int/classifications/icf/en/> - Page of the World Health Organization website introducing the International Classification of Functioning, Disability and Health, a worldwide recognized classification, but also a language, for the measurement of health and disability.

<https://www.un.org/development/desa/disabilities/> - Page of United Nations websites introducing to various themes pertaining disabilities such as accessibility, equality of opportunities and participation.



Guiding persons with learning difficulties, British Museum, U.K.

## Rights of People with Disabilities

**United Nations Standard Rules on the Equalization of Opportunities for Persons with Disabilities** (1993) is one of the most important international documents on the rights of people with disabilities. Its adoption by the UN General Assembly was one of the most important goals of the Decade of Disabled Persons.

It is available at <http://www.un.org/esa/socdev/enable/dissre00.htm> or, in PDF format, at <http://www.independentliving.org/standardrules/StandardRules.pdf>

The **Declaration of Barcelona** was made in March 1995 during the European Congress “The City and the Disabled”.

This document strongly stressed that the interaction between persons and environment creates disability and advocated for focusing on this in order to ensure equal opportunities to people with disabilities. Cities adhering to the Declaration commit themselves to undertake a series of actions to promote the respect of people with disabilities rights.

The Declaration can be retrieved at <http://www.bcn.cat/ciutat-disminucio/en/index.html>

**Madrid Declaration about Discrimination** (2003) was released during the European Congress on Disability in concomitance with the proclamation of 2003 as the European Year of People with Disabilities.

The document provided an international framework for actions to be undertaken at every level (European, national, regional) to contrast the discrimination against people with disabilities.

It is available at

<http://ifglobal.sitehosting.be/uploads/documents/Madrid%20Declaration%202002.pdf>

The **United Nations Convention on the Rights of Persons with Disabilities** and its Optional Protocol was adopted in 2006 and came into effect in 2008.

It is the result of decades of work and experience by UN in the field of disabilities, rights and social inclusion.

It can be retrieved at

<http://www.un.org/disabilities/documents/convention/convoptprot-e.pdf>

**European Disability Strategy 2010-2020: A Renewed Commitment to a Barrier-Free Europe** is the result of previous documents and experiences and provides a framework to act at European level for the improvement of people with disabilities lives.

It can be consulted at:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2010:0636:FIN:en:PDF>

Most of the documents previously cited here are not legally binding. National legislations enforced should have received their indications but it is important for you to check your national laws.





Demonstration to support the implementation of a strong European Accessibility Act, Brussels

## Accessibility

National accessibility standards vary from place to place but, beyond legal requirements there are accessibility standards that are good for all persons, whether disabled or not. *Design for All* and *Tourism for All* are two concepts that aim to apply these standards beyond national legislated requirements also remembering that accessibility relates not only to measurements but to every aspect of life.

Here is an overview of references about accessibility issues.

<http://www.eca.lu/> and [http://www.ub.edu/escult/Water/N05/eca\\_full.pdf](http://www.ub.edu/escult/Water/N05/eca_full.pdf)

<http://www.idd.ie/>

<http://dfaeurope.eu/>

<http://www.assisteddogsinternational.org/access-and-laws/by-region/europe-adeu/>

<http://www.egdfed.org/output/1/images/files/Guide%20Dogs%20report%20from%20EPRS.pdf>

[http://ec.europa.eu/ipg/standards/accessibility/index\\_en.htm](http://ec.europa.eu/ipg/standards/accessibility/index_en.htm)

<http://www.eud.eu/>

<http://www.euroblind.org>

## Accessibility of Tourism Destinations



Tactile map of Cambridge city centre, U.K.

Accessibility in tourism is related to the all chain and in the last year many tourism destinations have started promoting access policies. The importance of the role of institution in the development and the promotion of an accessible destinations has led to the release of guides and publications on accessible tourism destinations management.

**ALL FOR ALL** – Manual for the Management of Tourism Destinations (2017, Turismo de Portugal – ENAT)

<http://www.turismodeportugal.pt/Portugu%C3%AAs/turismodeportugal/all-for-all/Documents/ENG%20Handbook%20ENAT.pdf>

**Destinations for All** – design for all in tourism destinations 2017 (ECA, European Concept for Accessibility)

<http://www.eca.lu/index.php/8-news/47-destinations-for-all-eca-2017>





Access to beaches for all the family, Belgium

## VIDEOS

[Accessible Tourism Infographic \(from EU Project APP TOUR YOU\)](#)

[Professor Simon Darcy on Accessible Tourism](#)

[Mind the Accessibility Gap \(European Commission Conference\)](#)

[Accessible Tourism – What is it? \(Australia\)](#)

## Other Recommended documents

[Tourism for All – promoting universal accessibility \(2016\)](#)

To mark the celebration of the World Tourism Day 2016 under the theme Tourism for All – promoting universal accessibility UNWTO, the European Network for Accessible Tourism (ENAT) and the Spanish ONCE Foundation for the Social Inclusion of Persons with

Disabilities have produced a compilation of Good Practices in the Accessible Tourism Supply Chain.

While these examples provide a small sample of possible solutions regarding accessibility, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourism destinations around the world.

#### [UN Sustainable development goals \(2015\)](#)

In the recent “2030 Agenda for Global Action” containing the Sustainable Development Goals (SDGs 2015), Goal 11 focuses on principles to “Make cities and human settlements inclusive, safe, resilient and sustainable”. This goal captures tourism and recreation through its call for the provisions of universal design for accessible and sustainable transport systems, inclusive urbanization, and access to green and public spaces. Also Goals 8 12 and 14 tackles tourism related issues.

#### [Manual on Accessible Tourism for ALL – ACS foundation \(2015\)](#)

This report, by ACS Foundation, focuses on the supply-side perspective. It takes into account the market needs generated by the demand for tourism for all and the sustainability of the production of goods and services created to provide accessibility. The document gives an overview of tourism for all, and examines the Spanish and international regulatory framework (guidelines and recommendations of the World Tourism Organization, the United Nations and European institutions). The report then explains the concept of public-private partnership and summarizes the main activities of the ACS Foundation and of the Real Patronato sobre Discapacidad (Spanish Royal Board on Disability).

#### [Mapping and Performance Check of the Supply of Accessible Tourism Services – Final report \(2015\)](#)

This is the Final Report of a wide-ranging study of accessible tourism supply, commissioned by the EC Tourism Unit and conducted in 2013-2014. Data was collected by means of visitor and supplier surveys, national legislation and expert reviews in the 28 EU Member States, Web-based research and analysis of accessibility information, transport, infrastructure/facilities and tourism services.

#### [People with disabilities \(PwD\) in the tourism industry \(Kim Ieng Loi, Weng Hang Kong, 2015\)](#)

Through an extensive literature review, this paper represents an initial attempt to widen the research agenda on disabled people and holiday taking and to suggest important links among disability, charity and accessible tourism that could be made with broader studies of disability. Based on these findings research attention can be directed to fill potential void.

### [Economic impact and travel patterns of accessible tourism in Europe – FINAL REPORT](#) (2014)

This is one of three studies commissioned by the European Commission, DG Enterprise and Industry (DG ENTR) in 2012-2013 in order to build a comprehensive picture of Accessible Tourism in the European Union (EU). The main aim of the study was to better understand demand for Accessible Tourism in order to guide policy-making in this field.

### [Economic Impact and Travel Patterns of Accessible Tourism in Europe – CASE STUDIES](#) (2014)

Good practice/success stories in the supply of accessible offerings which act as enabling factors affecting the quality of the tourist experience of people with access needs.

### [A World for Everyone: Declaration from the World Summit on Destinations for All](#), Montreal 2014.

The Declaration, signed by the delegates of the World Summit and subsequent signatories at the online registration page, below, affirms the commitment of stakeholders to develop tourism destinations for all visitors, in conformance with the UNWTO Recommendations on Accessible Tourism (2013).

### [The Barcelona Declaration, Responsible tourism](#) (2013)

### [New Opportunities for the Tourism Market: Senior Tourism and Accessible Tourism](#) (Elisa Alén, 2012)

The aim of this study was to determine the profile and behaviour of the elderly traveler and that of those seeking accessible tourism, as well as the market opportunities and profitability that can be generated nationally and at the European level, as it was assumed that these two types of tourists require similar amenities.

### [European Disability Strategy 2010-2020: A Renewed Commitment to a Barrier-Free Europe](#) (2010)

Strategy provides a framework for action at European level, as well as with national action to address the diverse situation of men, women and children with disabilities.

### [Accessible Tourism – The Ignored Opportunity](#) (Souca Maria Luiza, 2010)

This article offers a short presentation of the term accessible tourism, the existing research in the field and the main reasons why the worldwide tourism industry is seemingly unaware of this particular market.

### [UN Convention on the Rights of Persons with Disabilities and Optional Protocol](#) (2008)

The Convention on the Rights of Persons with Disabilities and its Optional Protocol (A/RES/61/106) was adopted on 13 December 2006 at the United Nations Headquarters in

New York, and was opened for signature on 30 March 2007. There were 82 signatories to the Convention, 44 signatories to the Optional Protocol, and 1st ratification of the Convention. The Convention entered into force on 3 May 2008. The Convention follows decades of work by the United Nations to change attitudes and approaches to persons with disabilities. It takes to a new height the movement from viewing persons with disabilities as “objects” of charity, medical treatment and social protection towards viewing persons with disabilities as “subjects” with rights, who are capable of claiming those rights and making decisions for their lives based on their free and informed consent as well as being active members of society.

#### [OSSATE – Accessibility Market and Stakeholder Analysis \(2005\)](#)

This report presents an analysis of the terminology related to disability, accessibility and tourism. The demand and supply analysis covers an estimation of the market size for accessibility in Europe and worldwide, the identification of key stakeholders and the current supply of accessible products and services.

#### [The Madrid declaration “Non discrimination plus positive action results in social inclusion” \(2003\)](#)

Over 600 participants in the European Congress on Disability warmly welcomed the proclamation of 2003 as the European Year of People with Disabilities and set down in this Declaration the vision, which should provide a conceptual framework for action at European community level, national, regional and local level.

#### [Towards a barrier free Europe for people with disabilities \(2002\)](#)

Speech of Anna Diamantopoulou, European Commissioner responsible for Employment and Social Affairs Address to EU Presidency Conference Non Discrimination + Positive Action = Equality in Madrid

#### [Global code of ethics for tourism \(1999\)](#)

A fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximise the sector’s benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe.

#### [Barcelona Declaration 1995](#)

This declaration has been made on the occasion of the European Congress “The City and the Disabled”, held in Barcelona, Spain, on the 23rd and 24th March 1995. As of July 2004, 436 Municipal Authorities have adhered to what is the most important European convention on accessibility. The Declaration is a simple but powerful document. It has no

legal force but, by committing municipal authorities to a wide range of actions, it is a major instrument of change. It is also subtle, in that while entirely non-threatening, the measures, which follow on its adoption, are wide-ranging. For example, an adhering city or town undertakes to produce a plan for the implementation of the Declaration and to establish structures for ongoing consultation with people with disabilities and their representatives.

### [UN Standard Rules on the Equalization of Opportunities for Persons with Disabilities \(1993\)](#)

Among the major outcomes of the Decade of Disabled Persons was the adoption, by the General Assembly, of the Standard Rules on the Equalization of Opportunities for Persons with Disabilities, in 1993. Although not a legally binding instrument, the Standard Rules represent a strong moral and political commitment of Governments to take action to attain equalization of opportunities for persons with disabilities.

The rules serve as an instrument for policy-making and as a basis for technical and economic cooperation. The Standard Rules consists of 22 rules summarizing the message of the World Programme of Action. The Rules incorporate the human rights perspective which had developed during the Decade. The 22 rules concerning disabled persons consist of four chapters – preconditions for equal participation, target areas for equal participation, implementation measures, and the monitoring mechanism – and cover all aspects of life of disabled persons.

### [Business and Knowledge Library – World Tourism Organization \(UNWTO\) Depository Library Publications](#)