Accessible Tourism for All

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Accessible Tourism
Accessible Tourism for All

Towards a global voluntary framework for accessible tourism

Fundación ONCE

Spanish Foundation which supports people with disabilities even in cultural and tourism aspects

It works with the UNWTO since 2016 in the creation of a global standard on tourism
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Tourism Standards: State of the Art

- Enabling Accessible Tourism for All to respond to human diversity and people’s different needs
- Lack of information on specific standards on accessibility
- Lack of tools to resolve situations for which there are no standards
- Need to elaborate a global standard to indicate existing resources & suggest additional recommendations and requirements
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ISO Accessible Tourism for all

Proposal for an international and transversal standard to include the different elements of the value chain of accessible tourism and the related activities

Guidelines with specific recommendations and requirements for accessible tourism
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Scope

- Public Administration (local, regional, national and international)
- Travel and tourism stakeholders (travel agencies, restaurants, hotels, transport, etc)
- Developers and designers of tourism products and services
- End-users (tourists and local population)
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Impact

- For end-users: global experience
- For tourism industry:
  - Quality tourism
  - Differentiation Strategy.
  - Positioning against competition
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Success factors

- Blind people will be able to find information in Internet for their trips
- Wheel chair users will be able to travel using all kind of transports
- People with intellectual disability will understand the information
- Deaf people will be understood by the hotel staff
- And much more…
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Financing

- Consultancy expenses
- Travel expenses, international experts
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Future

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Available to non-ISO members
Thank you.

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