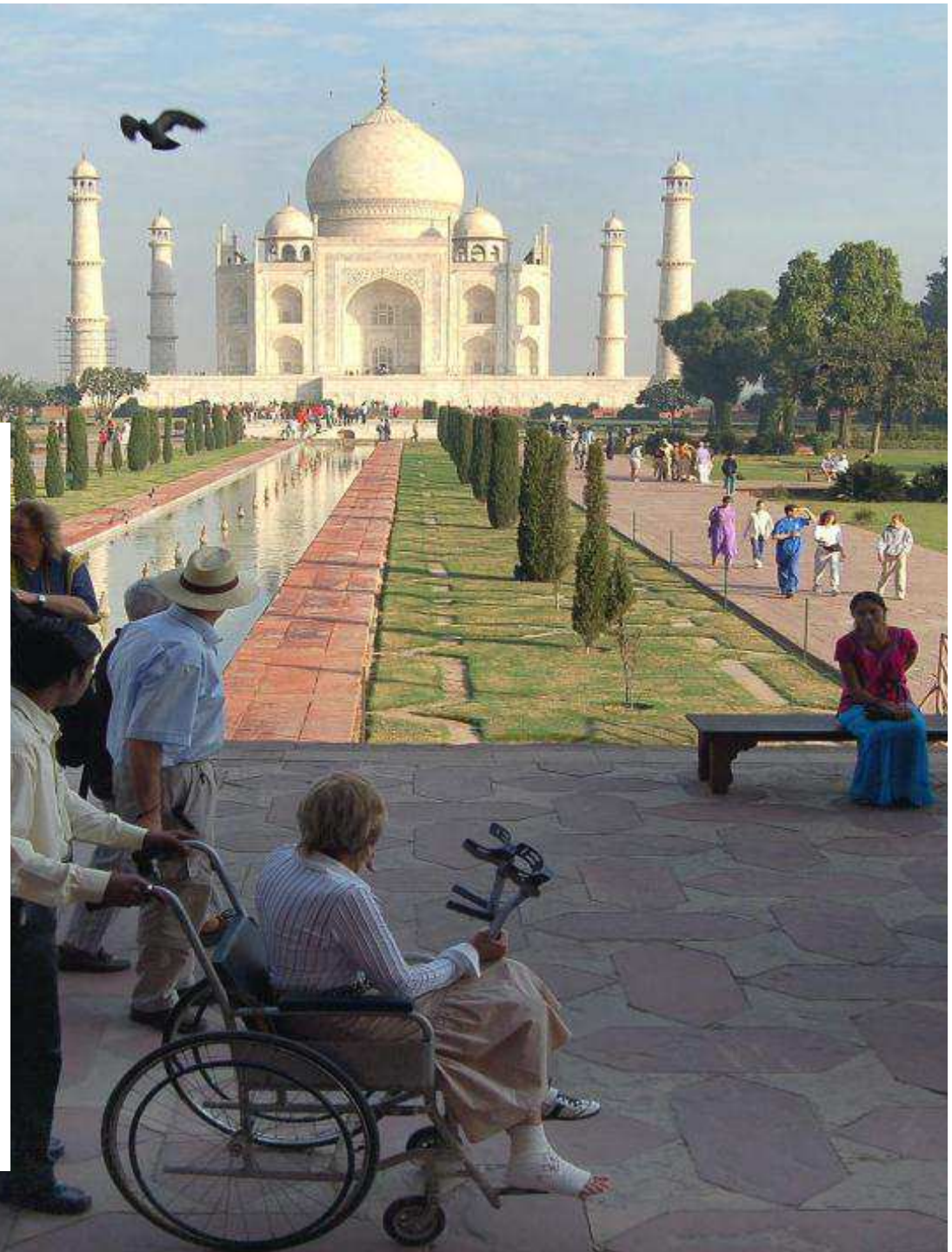




Mainstreaming Accessibility in Tourism

Igor Stefanovic
**Ethics & Social Responsibility
Programme**

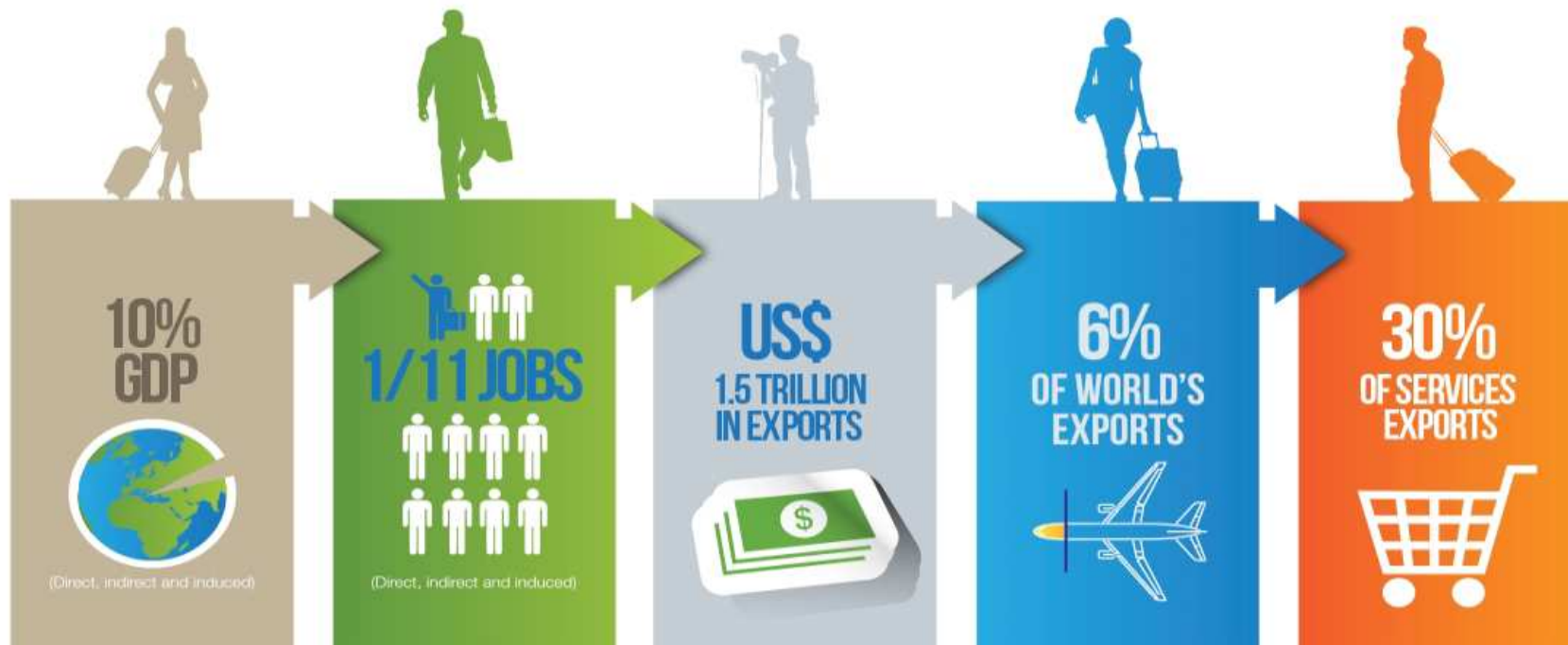


About UNWTO

- Promotion of **responsible, sustainable** and **universally accessible tourism**
- **Mainstreaming tourism** in the global agenda
- Int'l hub for tourism know-how, policy making, competitiveness, tourism trends & statistics
- 157 Member States + more than 480 Affiliate Members



Why Tourism matters?



WHY TOURISM MATTERS

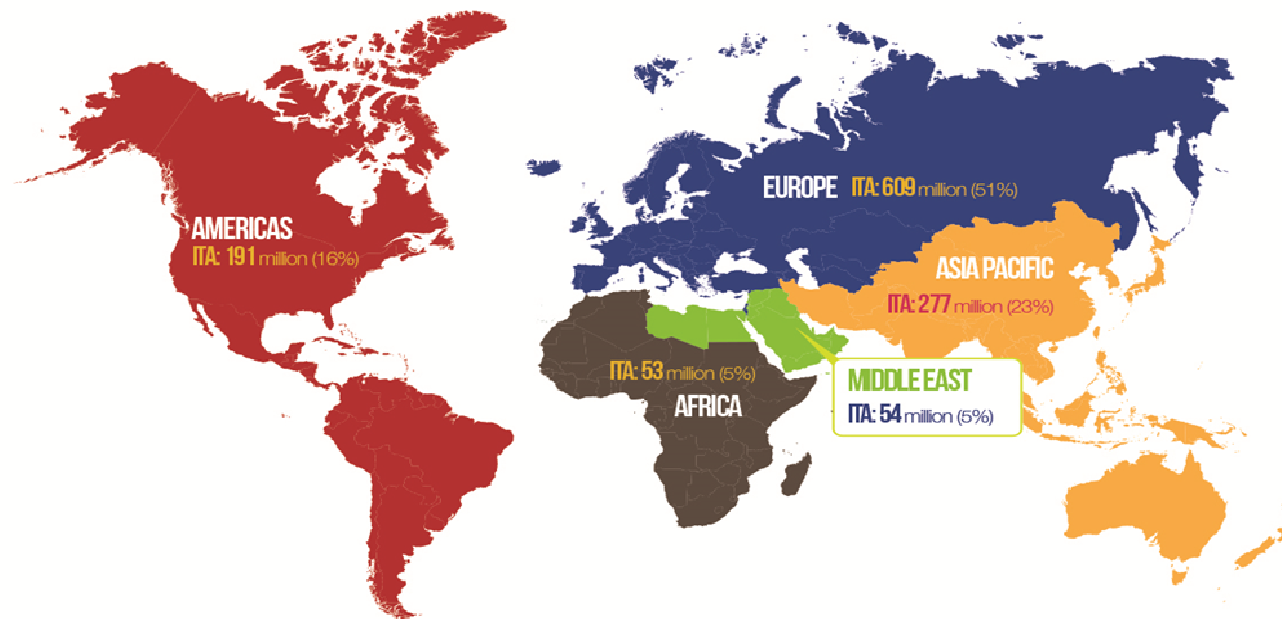
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Where tourists go most?



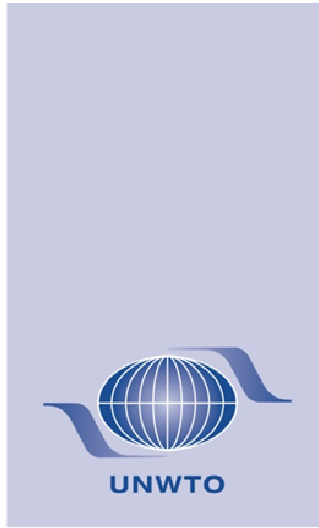
INTERNATIONAL TOURIST ARRIVALS 2015

Share (%)



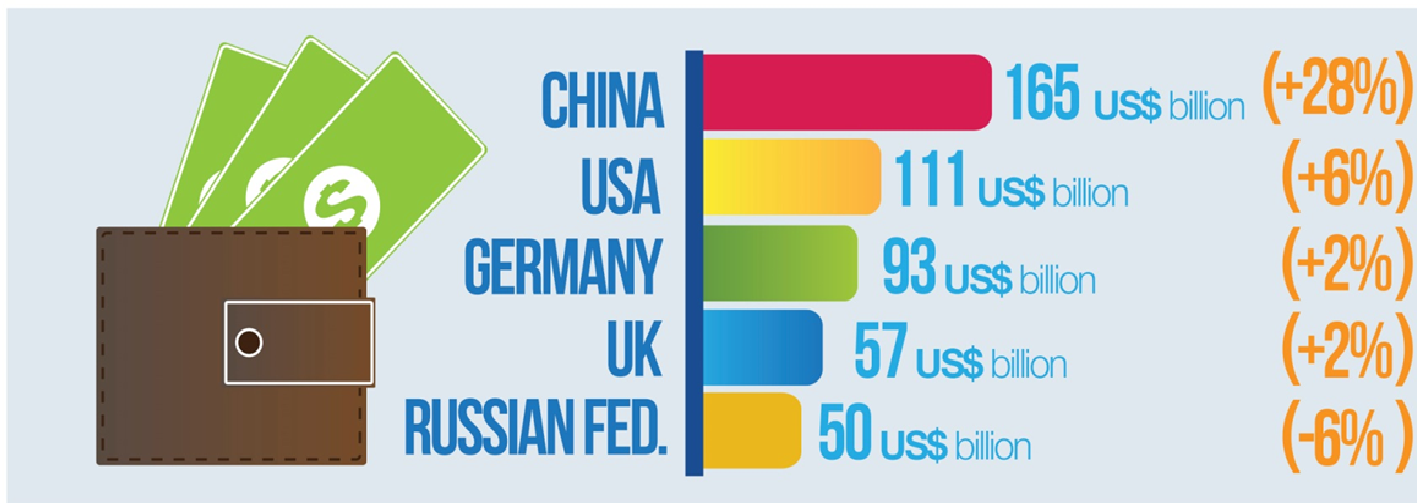
WORLD: 1,184 MILLION

Who are the top spenders?



WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2014



Global Code of Ethics for Tourism

Roadmap for
**development of sustainable,
responsible and accessible tourism**

2001: Endorsed by United Nations

Translated into 43 languages

Article 7



UNWTO on Universal Accessibility

- **Not only a human right issue**
- **A transversal element** of any tourism policy & strategy
- Contributes to **extended seasons**
- Benefits the **whole society**
- Dependent on removing **mental barriers**
- **Political will, business** strategies, constant **innovation** & direct involvement of DPOs

Photo credit: Jose Junca Ubierna



Our Work



1980 onwards – **Resolutions & recommendations** adopted by the General Assembly of UNWTO targeting the tourism sector

2007 – **UN Convention** on the Rights of People with Disabilities

Art. 30: Participation in sport & leisure activities

2011 onwards – **Close partnerships with DPOs and civil society**

UNWTO Recommendations

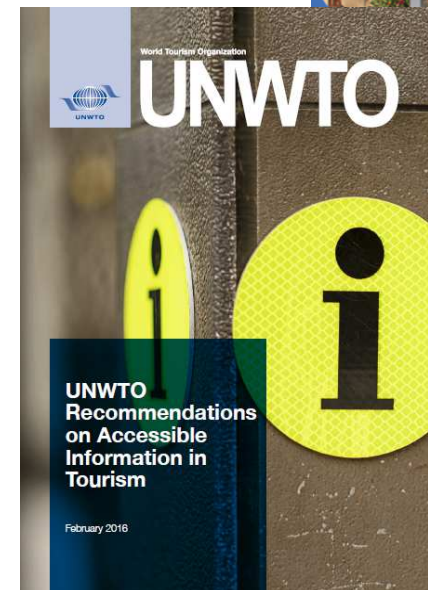
2013-UNWTO Recommendations on Accessible Tourism for All

2015-UNWTO Recommendations on Accessible Info. in Tourism



Removing barriers for a **better quality of life for ALL**

Underpinning elements: **Universal Design** & adequate staff **training**



UNWTO technical Manuals

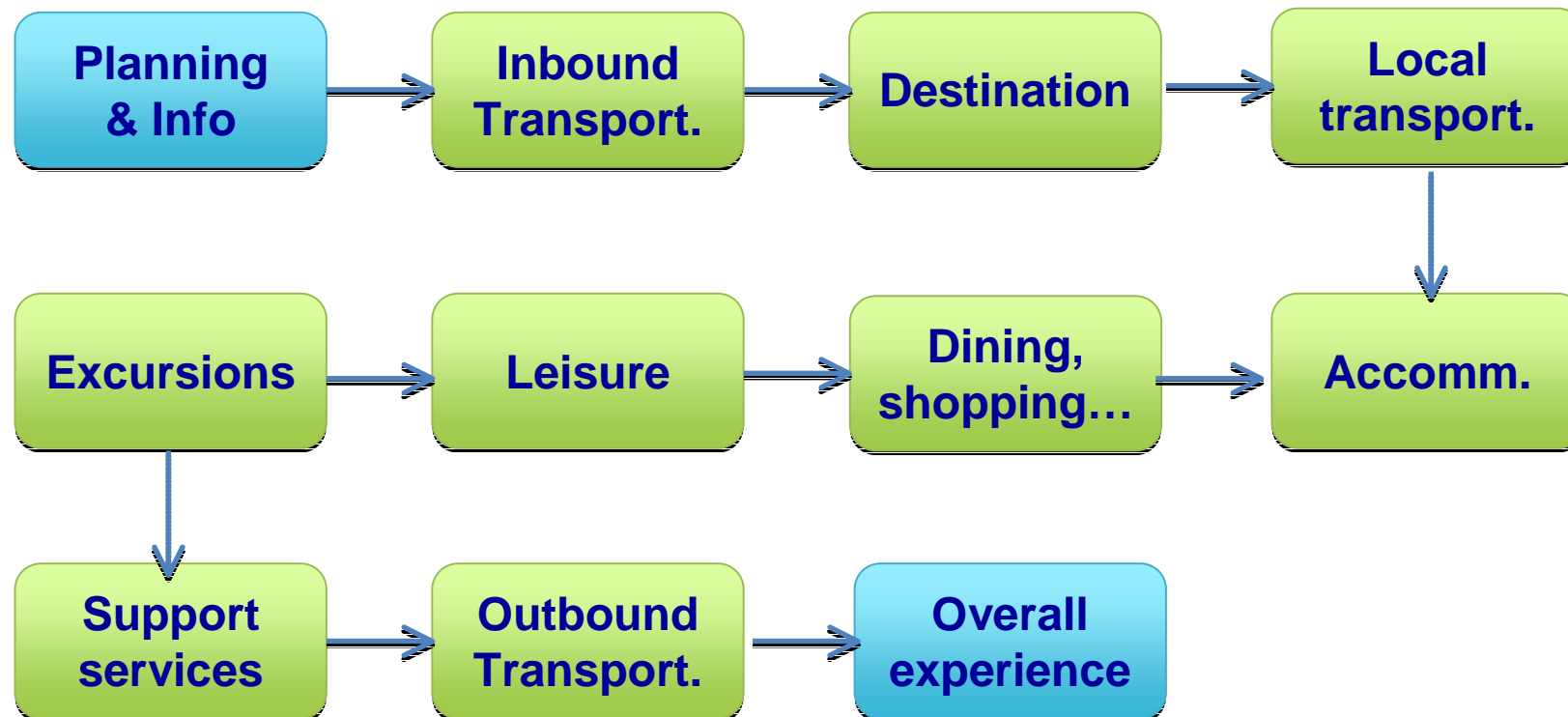
Our partners: ONCE F/ENAT & ACS F

Aimed at **destinations/tourism industry** to:

- Understand **accessibility users /value chain**
- Appreciate its economic **advantages**
- **Asses** accessibility level with indicators
- Learn how to **implement** accessibility



Accessible Tourism Value Chain



Creating Policy Framework

- Key role of **National Tourism Administrations**
- **Planning and long-term** plans vs. short-term solutions
- **Legislation & standards**
- Elimination of barriers + Universal Design
- **Training and awareness-raising**
- Labor inclusion
- **Accountability** and regular assessment of results

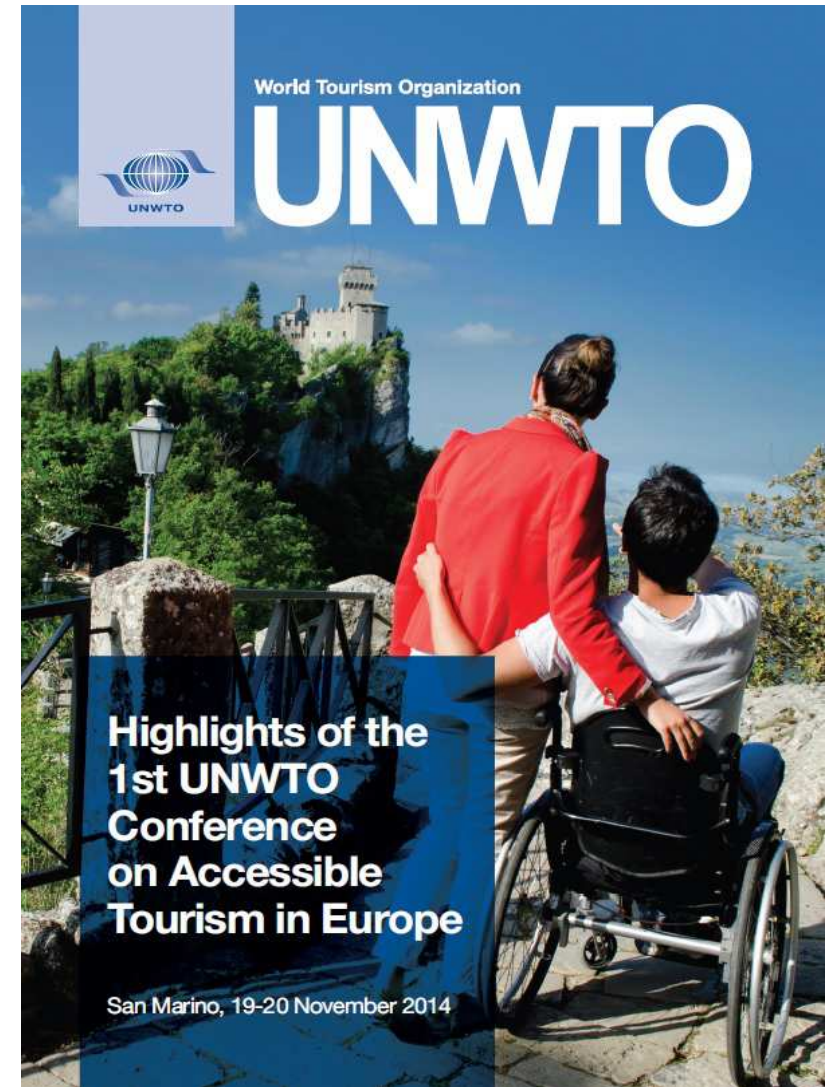
Advancing Accessibility Strategies

Engage in **strategic planning** by:

- Advancing **supply & demand** research
- Creating development plans for **destinations** and **products** ,
innovation and development of **SMEs** to enhance
competitiveness
- Adopting **quality** standards
- Developing marketing, promotion, booking/sales channels
- Corporate Social Responsibility actions- **CSR**

Promoting Good Practices

- Key to awareness-raising
- Instrumental in **training** to learn do's and don'ts
- **Adding value** to positive stories and **inspiring** decision makers and peers
- Enabling potential clients to **identify** their next destination





**Join us in celebrating the
World Tourism Day 2016!**

Grazie

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<http://ethics.unwto.org>

