

Guide of Best Practices in Accessibility for Smart Tourist Destinations

21 outstanding actions in tourism accessibility in
national and international destinations



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This document has been drawn up in 2022 thanks to the contributions of experts and professionals in the field of tourism accessibility, with the prominent participation of member destinations of the DTI Network.

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Foreword

Universal accessibility is a crucial element of any responsible tourism policy. The Smart Tourist Destinations model includes accessibility as one of its five axes, comprising 17 requirements and 43 indicators through which both accessibility management at the destination and its implementation are assessed.

In parallel and complementary to the DTI model, the Smart Tourist Destinations Network (DTI Network), made up of destinations, institutions and collaborating companies, favours the exchange of experiences and knowledge, generating synergies and mutual enrichment, also in terms of tourism accessibility.

Legislative changes, growing public support and the DTI methodology have contributed to the consideration of accessibility needs and the consequent adaptation of environments, services and products.

Today we present the Guide of Best Practices in Accessibility for Smart Tourist Destinations, which includes some of these successful initiatives implemented by national and international destinations. We hope that the publication will be useful for any tourism manager, contributing to the promotion of a more inclusive tourism model.

A compilation of 21 actions to meet the challenges of managing and implementing accessibility in tourist destinations



**Enrique Martínez Marín,
President of SEGITTUR**

Introduction

Universal accessibility in tourism is related, in the first place, to Human Rights and the access of all people, with or without disabilities, to tourism infrastructure products and services. All people have different abilities and it is the duty of our sector to satisfy the different needs that may arise, guaranteeing, in addition, the right of all to leisure and tourism.

But accessibility in tourism is also a quality factor. According to a report by the World Health Organisation (WHO) and the World Bank¹, more than 15 percent of the world's population lives with some kind of disability and, sooner or later, most people will be demanding accessibility due to longer life expectancy or health conditions, which will directly affect their experience in the destination.

Introducing, therefore, the concept of Accessibility and Design for All in Tourism improves the tourist experience and contributes to guaranteeing equal opportunities for all people, as well as being a source of competitiveness and differentiation for the destination.

In the field of tourism, the Smart Tourist Destination (DTI) methodology of the Secretary of State for Tourist, as well as the UNE 178501 Standard for the Management System of a Smart Tourism Destination, have marked a turning point for accessibility, as universal accessibility is considered a priority line of action. In this sense, the universal accessibility of an DTI involves promoting the development of tourism that allows access, use and enjoyment by all people, without exclusions, guaranteeing the right to equal opportunities to enjoy environments, goods, services, products, technologies, etc. in the safest, most comfortable and most autonomous and natural way possible.

Responding to accessibility needs requires comprehensive and transversal tourism management, with a coherent, varied and quality offer. This management is not without its challenges, which must materialise in the implementation of specific measures that allow progress to be made in the construction of an accessible destination.

This Guide of Best Practices in Accessibility for Smart Tourist Destinations is part of this line, which seeks to bring together specific actions implemented by both national and international destinations to meet the challenges of accessibility management in tourism.

We hope that the 21 selected good practices will serve as inspiration and guidance for all those destination managers, entities and professionals in the sector who are actively working towards tourism development committed to respecting visitor diversity, within a sustainable, responsible and equitable framework.

The Smart Tourist Destinations Network is an instrument promoted by the Secretary of State for Tourism with the aim of providing tourist destinations with a meeting and support point to evolve towards a smart management model based on 5 axes: governance, innovation, technology, sustainability and accessibility.

Furthermore, the DTI Network aims to generate synergies between its members, the promoting of public-private collaboration and the exchange of knowledge and best practices between the different actors that make it up.

Currently, the DTI Network has 618 members: 437 destinations, 91 collaborating companies, 87 institutional members and 3 observers.

This Guide of Best Practices in Accessibility for Smart Tourist Destinations joins the series of manuals, guides and guidelines published by the DTI Network, which contribute to offering guidelines, tools and instruments for the generation of knowledge in tourism.

¹ World report on disability. World Health Organization & World Bank, 2011.

Link: <https://apps.who.int/iris/handle/10665/75356>

Context and challenges of accessibility in tourism

Tourism activity does not happen in isolation and on its own, but depends on many organisations and links in the value chain being able to work together.

Despite the efforts of the last decades, the implementation of accessibility in tourist destinations still has significant room for improvement in terms of the quality of services offered to the visitor before and during the trip.

COVID-19 has been challenging in all areas and has highlighted the need for cooperation between all stakeholders in the tourism sector. Other challenges have also been highlighted, such as the climate crisis and the inequalities and social injustices that exist.

The Sustainable Development Goals of the United Nations 2030 Agenda define the framework for cooperation between governments, authorities, communities and citizens to address these challenges.

The main challenges for Tourism for All are to take part in the realisation of all these objectives, by seeking cooperation with tourism authorities of destinations and operators and by developing policies and practices that promote respect for diversity and equal opportunities within the framework of Sustainable Development.

In addition to the new challenges and demands, there are also traditional problems and challenges of accessibility in tourism, such as the essential public-private collaboration, which must be tackled in destinations from a new paradigm.

Aware of this need, in the first quarter of 2022, a challenge identification process was carried out with the participation of experts, academics, professionals from the sector and tourism destination managers who, through their reflections and contributions, have identified 8 major current challenges in the management and implementation of accessibility in tourism:

- Challenge 1. Improve public-private partnerships
- Challenge 2. Mainstreaming accessibility beyond the architectural sphere
- Challenge 3. Improving continuity in chain links
- Challenge 4. Strengthen accessibility resources implemented at management level
- Challenge 5. Accurate, up-to-date and reliable information
- Challenge 6. Improve personalised care
- Challenge 7. Increase training and awareness raising
- Challenge 8. Bringing technology solutions closer to users

The good practices collected in this publication are based on the knowledge generated in the process of identifying challenges, so that each one of them reflects which challenges they help to address.

Good practice guide on accessibility

This publication brings together accessibility initiatives identified through a review of the main sources and publications on accessibility in local entities, as well as through interviews conducted in the first half of 2022 with experts, specialists and tourism managers. Based on the relevant actions recorded, a selection was made taking into account the criteria established by SEGITTUR to categorise an action as a good practice.

According to SEGITTUR's definition, a good practice of a Smart Tourist Destination is a successful experience, which has been tested and validated, which has been repeated and deserves to be shared in order to be adopted by as many destinations as possible. In this sense, it is not only a practice that is defined as good in itself or considered as such by the destination itself, but it is a practice that has been proven to work well and produce excellent results and is therefore recommended as a model to be followed. A good practice is also required to be innovative, effective, replicable, implemented and contribute to the achievement of the Sustainable Development Goals.

The application of these criteria has led to the selection of 21 national and international good practices, the information on which is contained in the corresponding fact sheets, which present, in addition to a description of each action, a categorisation according to the type of implementation destination, the target audience and the accessibility management challenge they help to address.









Furthermore, we have taken into account which link in the accessibility chain is affected by each of the good practices, on the understanding that the tourism experience must be considered as an integral whole, and that accessibility must be considered in each of the links in the chain. For this reason, the link or links that are affected by each action are listed for each good practice.

Acknowledgements












This guide has been developed thanks to the participation and knowledge shared by academics, specialists, sector experts and, especially, destination managers of the DTI Network who, with their contributions, have enabled the identification of the good practices contained, their comparison and validation. We thank all of them for their involvement in the process, without which this publication would not have been possible.

Iconographic index





Challenges

-  **Challenge 1:** Improving public-private partnerships
-  **Challenge 2:** Mainstreaming accessibility beyond the architectural realm
-  **Challenge 3:** Improving continuity in chain links
-  **Challenge 4:** Strengthen accessibility resources implemented at management level
-  **Challenge 5:** Accurate, up-to-date and reliable information
-  **Challenge 6:** Improve personalised care
-  **Challenge 7:** Increase training and awareness-raising
-  **Challenge 8:** Bringing technology solutions closer to users





Links in the accessibility chain

-  Planning and information
-  Arrival transport
-  Urban environment
-  Local transport
-  Accommodation
-  Restaurants
-  Leisure activities
-  Excursions
-  Medical and support services
-  Outbound transport
-  Final experience

Type of destination

-  Cultural and urban
-  Beach
-  Nature and sport
-  Niche

Addressee

-  DMO
-  Tourism provider
-  Tourist
-  Resident



01

TYPE OF DESTINATION



Beach

TARGET



Tourist

CHALLENGE 6



Attention personalised

Arona



Assisted bathing

Inclusive beach with personalised attention

Arona Town Council, a consolidated example of accessibility in tourism, has one of the most important assisted bathing services in Europe: the one provided at Las Vistas beach for people with reduced mobility.

In order to offer the assisted bathing service, we have support products (amphibious chairs and crutches) that enable us to guarantee comfortable and safe access to the sea for users. The team of lifeguards offering the service has extensive experience in caring for people with reduced mobility.

In order to guarantee quality for all bathers, Las Vistas Beach has all the necessary infrastructure to guarantee access and enjoyment of the sea for everyone: reserved parking spaces, access ramps, adapted toilets, accessible showers, fixed and roll-up walkways, rest platform (solarium) and shaded area.

This assisted bathing service aims to meet the demand of tourists with reduced mobility who travel to the destination from different countries and who decide to visit Las Vistas Beach due to its accessibility conditions and its good weather all year round. This service is free of charge and is provided every day of the year, from Monday to Sunday, from 10am to 2pm and from 3pm to 5pm.

Assisted bathing is one of the many actions in the field of accessibility and specifically in tourism, which have been implemented over the years in the municipality of Arona. Some of these actions have focused on improving accessibility in public buildings, citizen offices, tourism board, sports facilities (Antonio Domínguez Olympic Stadium, among others) and social services infrastructures. In addition, in Arona the coastline was improved as part of the "Tourism and Culture for All" project.

More information

[Arona - Accessible beaches](#)

02

TYPE OF DESTINATION



Nature and sport

TARGET



Tourist

CHALLENGE 2



Extending the scope of application

Iguazu Falls, Argentina

Tourism for all in nature

Iguazu Falls

The Iguazu Falls are the standard bearer for accessibility in a natural environment that, due to its topology, presents a challenge for accessibility adaptation. The National Parks Administration in Argentina has implemented a project to eliminate architectural elements that would make it impossible for all people, especially children and people with reduced mobility, to move around. This proposal has served to include the Iguazu Falls in the qualification of the Architecture without Barriers programme.

On the Argentinean side of the falls, accessibility is guaranteed thanks to the system of handrails, walkways, ramps and free passageways of adequate width on the accessible itineraries. There are also adapted toilets distributed throughout the park.

The Visitor Centre offers access to a Braille model and wood carvings of the native animals. Braille signage and charts are also available along the different circuits.

The dealership's restaurants and bars offer easy access to their premises, as well as Braille menus in both English and Spanish.

On the other hand, a large number of people who provide services in different sectors of the Park can now communicate with Argentinian Sign Language.

The Tren Ecológico de la Selva has spaces for those travelling with wheelchairs, prams and other support products that visitors may need. In addition, electric vehicles for carrying passengers (golf caddy style) and wheelchairs are available for loan and can be requested at the train stations near the start of each circuit.

More information

[Iguazu Falls](#)



03

TYPE OF DESTINATION



Beach

TARGET



DMO

CHALLENGE 4



Strengthening management

Costa del Sol



Strategic Plan for Accessible Tourism

Rebranding into an accessible destination through strategy planned

The Strategic Plan for Accessible Tourism drawn up by the Department of Tourism Analysis and Intelligence of Costa del Sol Tourism, and included in the "Operational Plan of the Western Costa del Sol Smart Tourist Destination", aims to contribute to the development of accessible tourism in the destination with a roadmap that also allows the promotion of accessible tourism in the territory of the Western Costa del Sol in the coming years.

As part of this strategic plan, Costa del Sol Tourism has launched a first analysis of the current situation of accessible tourism in the destination with a study of the accessibility of the existing tourist offer, which includes both information on the accessibility conditions of tourist resources, as well as recommendations for improvement, especially for those that do not meet the minimum conditions.

This study, carried out with contributions from the agents involved in the participatory and strategic reflection process, aims to provide concrete and objective data on the accessibility conditions of the tourism resources analysed, allowing users to select the resources and services that best suit their needs.

The diagnosis carried out has also been considered as an opportunity for accessible tourism for the destination and has shown the challenges it faces in this regard, constituting the basis for the definition of the strategy to be implemented through indicators that will measure the proposed actions and the monitoring of the plan. The lines of action resulting from this plan have been collected with specific proposals for action that are defined for their fulfilment in a three-year period.

More information

[Strategic Plan for Accessible Tourism on the Western Costa del Sol](#)

04

TYPE OF DESTINATION



Nature and sport

TARGET



DMO



Local resident

CHALLENGE 4



Strengthening management

CHALLENGE 6



Attention personalised

El Salvador

Protocol for the Care of Persons with Disabilities in Emergency and Disaster Situations

Addressing accessibility in emergency situations

El Salvador is prone to disasters and risks, so it is necessary to have an appropriate plan of action that considers the respect, protection and fulfilment of human rights, where persons with disabilities, who constitute part of the most vulnerable population, are made visible. Persons with disabilities are often disproportionately affected in disaster, emergency and conflict situations because evacuation and response measures (including shelters, camps, food distribution) and recovery are often inaccessible.

The CONAIPD (National Council for the Inclusion of Persons with Disabilities) has developed a document to facilitate the care of persons with disabilities. It is designed to be used for prevention, evacuation, post-emergency and post-disaster needs assessment, as well as for care in shelters and in the reconstruction and rehabilitation phase.

This protocol includes general recommendations for the basic situations in which help may be needed: support items, personal documents, use of medicines, communication, transport and mobilisation, entertainment, psychological support, personal hygiene, food and clothing. It also includes specific recommendations according to the type of disability and recommendations for the family of persons with disabilities in the event of an emergency or disaster. These measures guarantee coordinated care for the benefit of residents, visitors and tourists alike.

More information

[Protocol of attention to people with disabilities](#)



05

TYPE OF DESTINATION



Cultural and urban



Nature and sport

TARGET



DMO



Tourist



Local resident

CHALLENGE 4



Strengthening management

Extremadura

Advice offices in accessibility

Specific management of accessibility in the administration Public

Extremadura is firmly committed to an ongoing commitment to accessibility. This is reflected in each of the offices that cover the planning and execution of programmes and actions aimed at implementing accessibility in the day-to-day life of the destination. All these bodies are financed by the Regional Government of Extremadura and managed by organisations of people with disabilities. They are briefly described below.

Firstly, the Directorate General for Accessibility and Centres. This is the body that applies universal accessibility from a transversal and comprehensive viewpoint in order to favour the inclusion of all persons. It is also the body in charge of coordinating the other offices.

Secondly, the Technical Accessibility Office of Extremadura (OTAEX), which participates in the development of accessibility regulations and promotes compliance with them by disseminating them, advising companies and administrations and developing studies of natural environments and buildings in terms of accessibility.

Thirdly, the Extremadura Office for Cognitive Accessibility and Easy Reading (OACEX). This is the first public office of its kind in Spain. They produce reports on the cognitive accessibility of buildings, urban environments, mobile applications and websites, training, easy reading, etc.

Fourthly, the Extremadura Office of Sensory Accessibility (OAS), which covers the needs of deaf, deafblind and blind people in relation to accessibility in public spaces and events, promoting the use of resources to support hearing and oral communication.

Finally, the Spanish Sign Language Interpreting Service of Extremadura (SILS), which responds to the communication needs of deaf signers in Extremadura, by accompanying them in everyday life, as well as offering support to the Regional Government of Extremadura in cultural and tourist events, training and participation in conferences.

More information

[Extremadura Technical Office for Accessibility](#)

06

TYPE OF DESTINATION



Cultural and urban



Tourist

TARGET



CHALLENGE 2



Extending the scope of application

CHALLENGE 6



Attention personalised

Flanders, Belgium

Accessibility in the Centenary of the Great War

Historical memory project designed for all people

For four years, Flanders has been the centre of international attention for the commemoration of the Centenary of the Great War. This space of remembrance and exhibition has welcomed tens of thousands of foreign visitors of all ages, some of whom have accessibility needs.

To this end, Visit Flanders has initiated the project "The Centenary of the Great War - Accessible to All" which aims to make the activities commemorating the First World War fully accessible to the widest possible public.

For several years, Visit Flanders has been implementing a label for accommodation and information offices in the destination, which identifies accessible buildings in different categories. However, given the importance of this project in terms of accessibility, Flanders' accessibility agency, Inter, has developed the "W" symbol specifically for this project. The "W" category represents a guarantee that the site is independently accessible for wheelchair users.

Along with detailed descriptions, the symbols show the extent to which a particular attraction or parts of the attraction are accessible to visitors with limited mobility. They also indicate which obstacles you may encounter or where you might need a helping hand. In addition to this, it is also pointed out whether a certain tourist resource or museum has accessible services for visitors with visual, hearing or intellectual disabilities.

More information

[Great war centenary - Accessible for all](#)



07

TYPE OF DESTINATION



Cultural and urban



Niche

TARGET



Tourism provider



Tourist

CHALLENGE 5



Accurate and up-to-date

France

T&H brand for tourism resources

National accessibility label

The "Tourisme & Handicap (T&H): Le Tourism pour Tous" (Tourism for All) label is a long-established label in France that responds to the demands of people who want to be able to choose their holidays and leisure activities in complete freedom. This label provides a guarantee of an efficient welcome adapted to the essential needs of people with accessibility requirements.

"Tourisme & Handicap (T&H): Le Tourism pour Tous" is the only French state brand awarded to tourism professionals committed to a quality approach aimed at accessibility of leisure and holidays for all.

The label identifies establishments that meet the specific needs of tourists, whether in relation to hearing, cognitive, motor or visual accessibility. Accessibility and welcome criteria have also been defined to guarantee tourism for all, in the greatest possible autonomy, by guaranteeing access to the establishment's buildings and services and the personalised welcome reserved for tourists in terms of attention and friendliness.

Establishments that meet these criteria and are awarded the label are subject to regular monitoring by trained and specialised assessors.

Tourisme & Handicap is also the name of the association responsible for managing the label. It is made up of both representatives of tourism professionals and representatives of associations of people with disabilities. In addition to having among its main priorities the promotion of this state label, it constitutes a platform for common debate between both groups.

More information

[Tourisme & handicap: Le tourisme pour tous](#)



08

TYPE OF DESTINATION



Cultural and urban



Niche

TARGET



Tourism provider

CHALLENGE 1



Collaboration public-private



England, United Kingdom

Inclusive Tourism Category at VisitEngland Awards for Excellence

Recognition for accessibility in Tourism Excellence Awards

The VisitEngland Awards for Excellence celebrate the best of English tourism. Each year hotels, B&Bs, attractions and conference venues from across England compete to win the award created for accessibility, the 'Inclusive Tourism Award', which recognises tourism businesses that excel in providing access to all visitors, and in particular to people with disabilities and other physical and sensory accessibility needs.

This award is associated with the National Accessible Scheme (NAS), a programme that helps people find accommodation that suits their needs, independently assessed by trained staff against demanding criteria.

Since the late 1970s, the national tourism body VisitEngland has been promoting the benefits of accessible tourism. Accessibility-related business support is provided in a number of different ways. Firstly, it provides a star quality rating for hotels and a quality assurance scheme for attractions, and secondly, it provides guidance on legislation through its Accommodation Know How website, which is a one-stop shop for small hospitality businesses to discover all the legislation that applies to them, including the Equality Act 2010.

VisitEngland aims to achieve a 5% annual growth in the sector. This means using all the tools to improve quality, which is why it is committed to the opportunity that accessibility generates in tourism by increasing the number of users who can enjoy tourist spaces and services.

More information

[Accessible England](#)

09

TYPE OF
DESTINATION

Cultural and urban

TARGET



Tourist

CHALLENGE 5

Accurate and up-
to-date

Lyon, France

Accessibility on the tourism website

Global information on accessibility at destinations and events

The Lyon tourism website is dedicated to providing information on accessibility in the city for visitors and tourists, with a specific section on accessibility information that sets it apart from other tourism information websites. It includes:

- Information on accessibility facilities in the tourist office (induction loop, relief map, trained staff for people with disabilities).
- A guide to the accessibility of the city's public transport: with pre-trip recommendations, how to access and find your way around the network, information on the TCL travel card, Optibus, Optiguide and the Route of Discovery.
- Accessible urban routes.
- Guide to public and private resources in the city: museums, theatres, auditoriums, other events... with details on the level of accessibility (for people with visual, hearing, physical, cognitive disabilities, the elderly...) as well as existing facilities (induction loop, wheelchair, folding chair, audio guide, rest points, subtitling).
- Guide to accessible resources at regional level: with information on accommodation, museums, and other services and activities.
- Cultural attractions and events adapted for deaf people.

Lyon received the European Commission's "Accessible City" award in 2018, highlighting in particular the accessibility of the transport system, public libraries, digital resources for people with disabilities and accessibility in work inclusion.

More information

[Disability and accessibility information](#)



10

TYPE OF
DESTINATION

Cultural and urban



Niche

TARGET



Tourist

CHALLENGE 6

Attention
personalised

Madrid



Tourist Office

Inclusive tourist office

The Tourism Centre, located in the old Casa de la Panadería in Plaza Mayor, is a model of inclusion both for the infrastructure and the services offered, being the first urban tourist information office in Spain to hold the UNE 170001-2 certification for Universal Accessibility, awarded by AENOR and ratified twice since 2010.

Among the features of the environment and equipment available to visitors, the tourism centre has information stands adapted for wheelchair users, tactile-foot routes, ischiatic supports, ergonomic benches in the waiting and self-consultation area, magnetic loops, a haptic map of the centre in three dimensions, maps accessible to people with low vision, as well as wheelchair-accessible displays in the shop.

The inclusive services included in this office include, among others, direct attention in Spanish Sign Language (LSE), downloadable maps on mobile devices, with tourist information in three languages (Spanish, English and French) through a QR code, which facilitate the tour of 16 monuments and essential places in the capital, as well as a programme of accessible guided tours with four routes that include specific services that meet the accessibility needs of all visitors. These tours, which are led by professional guides, take place weekly and are free of charge.

Other projects of interest carried out by the City Council's Tourism Department include the Guía de Turismo Accesible (Accessible Tourism Guide) and the publication Madrid accesible en siete días (Accessible Madrid in seven days).

Finally, it is worth mentioning the MAULSE project, for the Improvement of Services for Spanish Sign Language Users. Thanks to this project, any Spanish sign language user who goes to any point in the network will be able to communicate in sign language using a tablet that will put them in communication with sign language-speaking informants at the destination located at other points.

More information

[Tourism Centre Plaza Mayor of Madrid](#)

Malaga

Accessibility in the metro

Incorporating accessibility into the transport network

Since its creation, Metro de Málaga has shown a high level of involvement in the development of measures to guarantee full universal accessibility on underground transport, from the moment the ticket is purchased to arrival at the destination station.

Metro Malaga was the first Spanish metro to achieve AENOR certification in Universal Accessibility management. Since then, it has reinforced its strategy with the creation of the Accessibility, Environment and R&D&I Department, where a series of actions have been developed as part of Metro de Málaga's Global Accessibility Plan, which seeks to increase compliance with universal accessibility parameters beyond the current regulations.

Some of the improvements in transport include aspects related to the service, from signage, the adaptation of itineraries, vending machines and validation lines to station accesses. Work is also being carried out to ensure compliance with accessibility requirements on the website, as well as improvements in the public address and intercom systems and in the training of Metro staff, who are part of the Public Works Agency. Another novelty is the incorporation of a guidance tool using codes implanted in labels that provide information of interest, such as how to move around the stations, how to get to the platform and train times, among other details. One of the advantages of this system is that travellers do not need to know precisely where the codes are placed, as they can be read from several metres away, even while the user is walking. Moreover, this information can be available in the language enabled on the user's mobile device.

For all these reasons, Metro de Málaga is a benchmark in terms of transport accessibility and an essential service for the city's residents and tourists.

This was made clear in a 2021 survey of 1700 passengers, in which Metro de Málaga obtained a score of 8.59 out of 10 in considerations that included, among other questions, the level of satisfaction with accessibility.

More information

[Accessibility - Malaga Metro](#)

Palma

Municipal accessibility training

Implementing accessibility through training

The Municipal Training School of Palma is an innovative initiative that incorporates training actions on universal accessibility and attention to the public with accessibility needs, on a regular basis, aimed at managers and professionals in the tourism sector.

Given that accessibility is a cross-cutting issue in all areas, courses have been developed to raise awareness and sensitise the departments that manage activities, programmes and services on accessibility, as well as to provide the technicians responsible with the necessary knowledge for training in order to design, manage and maintain accessible municipal environments and facilities.

The Training Plan is based on the axes of equality, quality and local administration. Through this school, courses have been given on care for people with accessibility needs as well as training in universal accessibility criteria, aimed especially at professionals from different areas of the municipal sphere.

Thanks to these municipal training programmes for professionals from different areas of the managing body, awareness of universal accessibility is being raised, thus broadening the scope of application of accessibility criteria not only for tourists but also for residents of the destination.

More information

[Infrastructure and accessibility area of Palma](#)

TYPE OF DESTINATION

 Cultural and urban

 Beach

TARGET

 Tourist

 Local resident

CHALLENGE 2

 Extending the scope of application

 Planning and information

 Arrival transport

 Urban environment

 Restaurants

 Accommodation

 Local transport

 Excursions

 Medical and support services

 Outbound transport

 Final experience

TYPE OF DESTINATION

 Cultural and urban

 Beach

TARGET

 DMO

CHALLENGE 4

 Strengthening management

 Planning and information

 Arrival transport

 Urban environment

 Restaurants

 Accommodation

 Local transport

 Excursions

 Medical and support services

 Outbound transport

 Final experience

13

Portugal

All for All Programme

National project to raise awareness and promote inclusion

Turismo de Portugal has launched an ambitious nationwide programme called "All for All - Portuguese tourism" aimed at all entrepreneurs in the sector in a planned action to make the national tourism offer accessible. The focus on accessibility in this proposal is directly associated with the country's purpose: "Receber Bem". The project is based on the construction of a tourist destination accessible to all, where public entities and companies contribute significantly to a better service adapted to the needs of each person and which includes the implementation of integrated actions in terms of accessible tourist offer, training and awareness, as well as the provision of information on accessibility.

On the product and business side, actions are carried out such as awareness-raising through the identification of good practices and business opportunities, knowledge of the Portuguese Standard NP 4523/2014 on accessible tourism in hotel establishments, the accessibility recognition badge in establishments, training on accessibility in hotel schools and a line of economic contribution, estimated at 3 million euros, for interventions for the adaptation of physical conditions and accessible services.

With regard to public agents, the project includes the training of workers through training and the publication of good practice guides on accessibility in environments such as museums and monuments, as well as accessibility management manuals. On the other hand, an estimated investment of 2 million euros has been earmarked as economic support for improving accessibility in public spaces and cultural facilities of tourist interest. With regard to consumers, accessible itineraries have been proposed in 20 cities and the dissemination of inspirational content on the national accessible offer has been promoted through social networks.

More information

[All for all programme - Portuguese tourism](#)

14

Province of Barcelona

Accessible nature trails

Mainstreaming accessibility in natural environments

The difficulties involved in some of the activities offered in natural areas (itineraries, guided routes, leisure activities, school activities, etc.) call for every effort to be made to improve accessibility in undeveloped areas. The Àrea d'Infraestructures i Espais Naturals of the Diputació de Barcelona offers support resources aimed at facilitating access to the natural environment for the population as a whole, taking into account the diversity and different accessibility requirements of the population.

In recent years, various projects have been carried out to make the facilities and services of the Network of Natural Parks more accessible. There are now various possibilities so that many people can get to know the province's natural parks without staying at home.

The resources offered by the Network of Natural Parks include, among others, tactile interpretative panels with information on natural and heritage elements of the area, inclusive dramatised routes, hiking routes with a loan service of mobility support resources (*handbikes*, third wheels, Joëlette chairs and directional bars), adapted educational programmes and accessible *geocaching* routes.

Although all the parks are not accessible, they are partially accessible with some adapted itineraries, including the Botanical itinerary of La Pleta (Garraf), the Frare fountain and Masia Mariona (Montseny), the Portella fountain (Sant Llorenç-Obac) and Can Mateu (Guilleries-Savassona).

More information

[Diputació Barcelona - Accessibility](#)

TYPE OF DESTINATION



Cultural and urban



Beach

TARGET



DMO

CHALLENGE 4



Strengthening management

CHALLENGE 7



Training and awareness-raising

TYPE OF DESTINATION



Nature and sport

TARGET



Tourist

CHALLENGE 2



Extending the scope of application



15

TYPE OF DESTINATION



Cultural and urban

TARGET



Tourist

CHALLENGE 8



Technology solutions

Salamanca



Mobile application

Tourism application with inclusive personalisation

The Salamanca City Council, through the Sociedad de Promoción Turística "Turismo de Salamanca", has been successfully using its tourist app for several years to improve the promotion of the city's cultural and tourist resources and its connection with its public and private businesses.

The experience on offer consists of a free app, available for both iOS and Android, in five languages, Spanish, English, French, German, French and Portuguese, which has been created with accessibility criteria for everyone, as it includes subtitles in the different languages, videos in sign language and an audio guide with tourist information. It also has a system of alerts for visitors that informs them of the most important events through notifications.

The aim of the application is to continue with the implementation of "DTI technologies" in the destination, at the same time as improvements are being introduced in other areas, such as accessibility, including in this case accessible content for people with visual and hearing disabilities, in an inclusive way with the rest of the tourists.

In addition, the "Salamanca Turismo" app has personalisation options for different visitor profiles, through different digital solutions, dynamic content recommendations, geolocation systems, gamification of routes and other resources, which enrich the visit of tourists and local residents.

As a multigenerational proposal, adapted to the wide variety of interests of visitors, the application offers from tours for the first visit to the city to proposals for children, including innovative themed itineraries through the less typical corners.

More information

[Salamanca Tourism Application](#)

16

TYPE OF DESTINATION



Cultural and urban



Beach

TARGET



DMO

CHALLENGE 1



Collaboration public-private

Santa Cruz of Tenerife



Accessibility Committee

Involvement of all stakeholders in accessibility management

Santa Cruz de Tenerife is considered to be one of the most outstanding examples of transversality and integration of participation agents in the management of accessibility in the municipality. An example of this model is the Accessibility Committee, which meets periodically and includes a large number of accessibility-related sector organisations, professionals and users, as well as a large number of technical and political representatives from the different areas of local government.

In this Accessibility Committee, concrete measures to improve accessibility are discussed and agreed upon, and thanks to this, communication and joint action has been strengthened for the Disability Area of the Municipal Institute of Social Care (IMAS).

The Accessibility Committee is framed in an exemplary context, as it is a project linked to the Municipal Accessibility Department in which transversal and integral actions are carried out, such as the Integral Plan for Accessibility and Social and Labour Inclusion of People with Disabilities and the generation of specific accessibility regulations to be complied with in municipal projects, works, services and supplies.

This reinforces the idea of transversality that is intended to be given to accessibility, specified in the Mayor's Decree by which "all works, services, supplies and municipal areas, in a transversal manner, comply with universal accessibility, with the aim of guaranteeing an inclusive city designed for all people".

Santa Cruz de Tenerife's commitment to accessibility has had a positive impact not only on the quality of life of residents, but also on the experience of tourists in the destination.

More information

[Santa Cruz de Tenerife City Council](#)



17

TYPE OF DESTINATION



Cultural and urban



Beach

TARGET



Tourist

CHALLENGE 5



Accurate and up-to-date



Valencia / València

Accessible Resources Guide

Detailed and multichannel accessibility information

The Fundació Visit València website includes the València accessible guide, with detailed information on accessible resources and routes and an innovative audio guide tool for tourist routes.

Within the different blocks of resources, which include transport, restaurants and leisure, among others, a summary is offered on the accessibility of the resource in which the different auditory, physical and/or visual aspects are considered. At the same time, from the option "more info" you can access the accessibility report which details, for each of these needs, the existing situation in the different spaces: reception, interior mobility, toilets, lift...

In addition, through the same Visit València website you can also access the map of the city with pictograms to help identify the main tourist attractions and services and more than 60 downloadable pictograms to prepare a trip to València. This new inclusive signage is very useful for people with communication or language difficulties, such as those with autism spectrum disorder (ASD) and people with comprehension difficulties.

The most innovative part of this guide shows us a tool that allows people wandering around the city to be guided in an auditory way. This technology, which incorporates a locator, makes it possible to read or listen to the information on the maps, which is very useful for people who need guidance in alternative formats, both auditory and visual. The map-reading technology is currently being used in six routes around the main tourist areas of Valencia.

More information

[Accessible Guide to Valencia](#)

18

TYPE OF DESTINATION



Cultural and urban



Nature and sport

TARGET



Tourism provider

CHALLENGE 6



Attention personalised

Wallonia, Belgium

Reception of people with disabilities

Attention according to different accessibility needs

In Belgium, one third of people with disabilities have never travelled or participated in day trips, due to the inaccessibility of premises and services.

Following the awareness-raising and information work carried out by the General Tourism Commission (CGT) and its partner Access-i, tourism agents have become increasingly aware of the importance of professionalising and improving the accessibility of their infrastructures. This improvement is aimed at both the "material" facilities and equipment and the services offered and, in particular, the welcome, which is a fundamental aspect.

The CGT has therefore produced the practical guide Welcoming people with disabilities to support tourism infrastructure managers and their teams. The aim of this guide is to raise awareness in the tourism sector about the inclusion of people with disabilities in our society. It offers advice and very practical tools for each type of disability, information on training opportunities, the need for accessible digital technology, Access-i certification, etc.

The guide is available online in French with free access and a paper version is available on request. The publication of the guide is part of a series of actions in the destination, including the accessibility label on more than 150 tourist infrastructures and 80 more in process, the creation of 13 RAVeL circuits accessible to cyclists with disabilities and a pilot project offering "forest bathing" walks adapted to all people, as well as a project of 11 accessible thematic routes in the Walloon Nature Parks.

More information

[Wallonie Tourisme CGT](#)



19

TYPE OF DESTINATION



Beach

TARGET



Tourist

CHALLENGE 2



Extending the scope of application



Villajoyosa / La Vila Joiosa

Vilamuseu

Accessibility in museum spaces

Although its origins date back to 1973, the main headquarters of Vilamuseu - Network of Museums and Monuments of Villajoyosa - opened its doors to the public in November 2016, with a new building, subsidised by the Generalitat Valenciana, and a new brand, both created from the principles of Universal Design, which has positioned them as a reference worldwide, granting them several international awards for good practice in accessibility and inclusion.

Behind this milestone there are more than twenty years of research, training, university teaching and development of inclusive and interpretative museum projects by the museum team. The museum defines itself as a museum of the city and the Marina Baixa region. Its aim is to investigate, conserve and interpret life in this territory through the material and immaterial remains from Antiquity to the present day.

The Museum Plan establishes accessibility and inclusion as one of the transversal axes along with citizen participation, local development, interpretation and quality.

The museum has facilities and equipment to make the visit comfortable for everyone. There is a breastfeeding room, ramp, lift with glass doors, another high-capacity lift, accessible toilets on all floors, good lighting, contrasting colours on doors, handrails, furniture, etc. As for the exhibitions, they have sensory itineraries, texts in easy language, augmentative and alternative communication pictograms and videos in sign language.

More information

[Vilamuseu accessibility](#)

20

TYPE OF DESTINATION



Cultural and urban

TARGET



DMO



Resident

CHALLENGE 4



Strengthening management



Vitoria / Gasteiz

Citizens' mailbox with accessibility issues

Telematic, immediate and multi-channel citizen and visitor services

The Vitoria-Gasteiz citizen mailbox was created in 2009 as one of the communication channel options between the City Council and its citizens. In 2019 this service has been incorporated into the Department of Citizen Participation, Transparency and Civic Centres, showing in this time that it has become an essential tool for citizen participation.

As a differentiating feature compared to other similar projects, this mailbox has an accessibility category in the "public space" section. In this section, citizens can report situations related to the accessibility conditions of the city, so that any person can have and use the buildings, services or products on equal terms with others. This includes, in addition to the elimination of physical barriers, aspects of equal opportunities and provision of services, among others.

Through this mailbox, available via the web, in person and by telephone, you can consult the opinions of other citizens and the responses of the City Council depending on whether you decide to participate publicly or privately. This allows total transparency on the resolution of incidents and to know first-hand the incidents of citizens in terms of accessibility, among others, and to adapt the information provided through the different municipal channels.

The mailbox works through the municipal website and through a mobile application that received 4,603 comments in 2020 and increased by 6.6% in 2021. In the case of accessibility, a very useful tool that is increasing its use is the possibility of attaching photographs when reporting incidents.

Statistically, in 2021, 88% of the issues raised by citizens could be closed while 90% were answered within 10 days.

More information

[Vitoria-Gasteiz City Council](#)





Cultural and urban



Tourist

Attention
personalised

Zaragoza



Accessible visits

Adapted guided sightseeing tours

In 2009, Zaragoza launched an accessible tourism plan that includes weekly accessible tours for people with physical, intellectual, visual and hearing disabilities. This information includes departure time and point, duration, prices, points of sale and route. There is also the possibility of requesting more information via online chat, telephone or WhatsApp, as well as through a specific form for requesting bookings for concerted groups.

This proposal of visits is announced in an updated way through the tourism website, being a service that visitors can access according to their interests and needs. The itinerary of the adapted visit covers important sites in the city such as the Plaza del Pilar, the Town Hall, the Lonja, La Seo, the Caesaraugusta Theatre, the Plaza San Felipe or the Patio of the Pablo Gargallo Museum, some of them outdoors only.

In addition, Zaragoza Turismo incorporates accessibility into tourism promotion and information, not only through its tourism website, which is accessible and includes the ReadSpeaker tool, but also in the tourist offices, where there are adapted counters, magnetic induction loop, accessible city manual in Braille, city manual in hypertext, accessibility kit and information on spaces indicating their accessibility. They also have a practical guide to accessibility in Zaragoza for wheelchairs and handbikes, which contains information on various activities, museums, transport and routes.

Finally, Zaragoza completes this commitment to integrating accessibility into part of the tourist chain with the Tourist Bus service that includes improvements such as an access ramp and the start of an accessible stop, audio guides in several languages and magnetic induction loops.

More information

[Visit Accessible Zaragoza](#)

Arrival
transport
Planning and
information



Leisure
activities

Urban
environment



Restaurants



Accommodation

Local
transport



Excursions



Outbound
transport

Final
experience

Medical and
support
services





**Smart Tourist Destinations
Network**