SESSION 3
Spatial Organization and Rejuvenation of City Destinations. The Role of Accessible Heritage Management & Walkable Urbanism
ENAT: In Europe & around the world

- Private non-profit organisation, founded in Belgium, 2008
- A multi-stakeholder network united in the purpose of developing and promoting better accessibility in tourism for ALL visitors
- Open to all organisations and persons who support its Statutes

In Europe and around the world

100 members in more than 50 countries

In Europe, Middle East, Africa, North and South America, Asia, Australasia – Pacific regions
The mission of the European Network for Accessible Tourism is:

- to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.
Visit: www.accessibletourism.org

Why Accessible Tourism?

- **Market**: Demographic ageing is happening now! Increasing demand for access.

- **Price & Quality**: Increasing global competition in terms of price and quality of tourism and travel offers, contributing to **sustainable development**.
  
  **Accessible Tourism = Quality tourism business.**

- **Rights**: The rights of persons with disabilities to equal participation in society must be respected by travel and tourism providers.
Accessibility: A misconception

“Accessibility only concerns people with disabilities”

Wrong!

• It concerns everyone’s comfort and safety and their ability to carry out any kind of activity
• It applies to ALL people with obvious or hidden problems, and also issues that can eventually arise, on a holiday trip or in the rest of one’s life.

If we understand this, then we will understand that accessibility has to be a first priority in everything we plan or design.
Relation between Ageing and Disability

The Problem:

For visitors

- **Travel** for people with access requirements is unpredictable, difficult or sometimes even impossible
- **Lack of choice and information** about accessibility
- **Quality of infrastructure, transport, services, and information** varies widely from place to place
- **Lack of access standards** increases uncertainty, reduces travel options and allows a lack of accountability to prevail.
The Problem:

**For the tourism industry**

- The accessible tourism market is relatively unknown and it seems difficult to attract with existing channels.
- *Visitors’ needs* and requirements are unknown or misunderstood. Therefore the market is avoided.
- *Investment costs* are misunderstood and often exaggerated
- *Access* is seen mainly as a “problem” rather than a “golden opportunity”.

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**Universal Design**

The key to achieving Accessibility for All, is to follow the Universal Design approach.
Universal Design

‘Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. The intent of the universal design concept is to simplify life for everyone. The universal design concept targets all people of all ages, sizes and abilities’.
(Center for Universal Design, Raleigh, NC, USA)

Accessible Tourism is:
“Tourism for All”

– making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children… and many more.
Accessible Tourism is:
“Tourism for All”
- Great Experiences for Everyone
Accessible Tourism is:
“Tourism for All”

- Adventure
- Culture
- Gastronomy
- Sea, Sun and Sand
- With kids
- Education
- Eco-, Nature
- City Break
- Sports
- Festivals

United Nations Convention on the Rights of People with Disabilities

- The UNCRPD, adopted on 13th December 2006, aims to “promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity”.
- 1 billion people have a disability
  1 000 000 000

- Convention signed by 160 States parties, including EU and Greece.
- Optional Protocol Ratifications/Accessions by 88 States parties
Accessibility in the UNCRPD

• A general principle and a stand-alone article (9)
• Equal access must be ensured to...

– Participation in cultural life, recreation, leisure and sport (article 30)

Tourism value chain: 
…the 4 essentials

Accessible... 

✓ Information - search, bookings, Websites, mobile...
✓ Transport - vehicles, terminals, transfers, assistance...
✓ Infrastructure - attractions, accommodation restaurants, streets, beaches...
✓ Services - hospitality, packages, guiding, excursions, special menus, activities, tech-aids, assistance...

...throughout the entire delivery chain
The Chain of Accessibility

From arrival to departure, the visitor must be guaranteed an unbroken “chain of accessibility”

If just one link in the chain is broken (inaccessible) the trip will be spoiled...
Accessible Tourism Market Demand – Europe

1. In 2011, there were 138.6 million people with access needs in the EU, of which 35.9% were people with disabilities aged 15-64, and 64.1% were elderly, aged 65 or above.

2. UK, France, Germany, Italy and Spain have above 10 million persons with access needs.

3. In 2012, people with access needs in the EU took approximately 783 million trips within the EU, and the demand is anticipated to grow to about 862 million trips per year by 2020, equivalent to an average growth rate of 1.2% annually.

4. Gross value added contribution of those who did travel in 2012 estimated at 150 Billion Euro

5. The direct contribution to employment was about 4.2 million persons.
The Accessible Tourism Market

Did you know...

Trip groups where a member of the party has an impairment

**Trip length and spend**

- Longer stay and higher spend
- **OVERNIGHT TRIPS**
  - Average length of stay: 3.3 nights
  - Average spend: £191
- **ALL**
  - 2.9 nights
  - Average spend: £184

Source: VisitEngland

Understanding the Accessible Tourism Market

**Trips and spend**

- £12.4BN spent on trips where a member of the party has an impairment
- £9.4BN on outbound trips
- £2.7BN on domestic overnight trips
- Total number of trips: 271
- Number of trips: 14

Source: VisitEngland

VisitEngland
Understanding the Accessible Tourism Market
Visitor Surveys 2009 – 2013 VisitEngland

- Day trips, 2013 (271 Million, £Billion 9.4)
- Domestic overnight trips, 2013 (14 Million, £Billion 2.7)
- Inbound trips, 2013 (0.6 Million, £Billion 0.3)
- Total trips in 2013 - (285.6 Million)
- Total spend in 2013 (£Billion 12.4)
- Average stay: 3.3 nights against 2.9 for All
- Average spend: £191 against £184 for All
- Increase in visitor numbers since 2009 (+19%)
- Increase in value since 2009 (+33%)

Source: VisitEngland

Accessible Tourism Market: Visitor Survey 2013

- Increase in visitor numbers since 2009 (+19%)
- Increase in value since 2009 (+33%)

Source: VisitEngland
Recommendations on Accessible Tourism
“Adopted by UNWTO General Assembly Resolution A/RES/637(XX) of August 2013”

Recommendations developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)

http://www.accessibletourism.org/?i=enat.en.news.1476

UNWTO Manuals on Accessible Tourism for All: Principles, Tools and Good Practices
Developed with the support of ACS Foundation, ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)

http://ethics.unwto.org/en/content/accessible-tourism
Winner Milano 2016

Commissioner for Employment, Social Affairs, Skills and Labour Mobility, Marianne Thyssen, commented: “Today I reward Milan for its long-term commitment to accessibility. I personally encourage cities to learn from the good practices of Milan and the other winners across the European Union to improve the active inclusion of disabled and older people”

http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=2410

http://www.barcelonaturisme.com
Cities in Spain

EUROTAXI

http://www.accessibletourism.org/?i=enat.en.news.1118
League of Historical Accessible cities

Six member cities:

- Ávila, Spain
- Lucca, Italy
- Mulhouse, France
- Sozopol, Bulgaria
- Torino, Italy
- Viborg, Denmark

Each working with **private foundations** to make access improvements and develop tourism marketing

[www.lhac.eu](http://www.lhac.eu)
The Acropolis of Athens

Making the impossible possible …
Joining the Archaeological Sites:

The Great Walkway – historical centre of Athens

Dubai 2020

H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum
Chairman of the Higher Committee for the Protection of the Rights of Persons with Disabilities:

“We call on each individual in Dubai to contribute to creating initiatives that will help us achieve our collective aim of transforming Dubai into a disability-friendly city by 2020.

Together, we will continue to work on enhancing Dubai’s global status as a disability-friendly city.”

http://mycommunitydubai.com/
**Dubai 2020**

*MY COMMUNITY... A CITY FOR EVERYONE*

A Framework for an Inclusive, Rights-Based, Barrier-Free Dubai

**OUTCOMES**

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<th>Social Capital and Social Cohesion</th>
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<tr>
<td>Equal Opportunity</td>
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**POLICY & PROGRAMMATIC OUTPUTS**

- **Health and Rehabilitation**
  - Access to Health Services
  - Overcoming Barriers to Access
- **Education**
  - Inclusive Education Programs
  - Access to Adult Learning Programs
- **Employment**
  - Skills Development
  - Inclusive Employment Strategies
- **Sustainable and Professional Development**
  - Green Economy
  - Sustainable Communities
- **Universal Accessibility**
  - Accessible Information Systems
  - Accessibility and Inclusion
- **Social Protection**
  - Disability Rights
  - Social Protection

**ENABLERS**

- **Funding** → **Governance and Regulatory Framework** → **Training and Education** → **Research and Innovation**

**Accessible Cities**

**Initiatives and best practice examples**

Actions are needed on every level

- International Destination (Continent)
- National Destination
- Regional Destination
- Local Destination
- Tourism Businesses

Benefits to Business & Destination

- Accessibility
- Improve Quality
- Differentiate
- Civic Pride
- New Market Opportunities
- More Competitive
- A Better Welcome
- Repeat Visits & Recommendations
- Respond to Changing Markets
- Reduce Seasonality
- Inward Investment
- Economic, Social & Environmental Sustainability

UNWTO Marrakech, December 2015
Benefits to Visitors

Accessibility

Being Included!

Feeling Welcome

Personalized Services

Travel with Family or Friends

Unique Experiences

Personal Fulfillment

Enhanced Self Esteem

Greater Independence

Enjoy Events, Culture, Arts, Sports…

Opportunities for Education, Business, Cultural Exchange

Montreal Declaration on Accessible Tourism for All

Content of the declaration: www.keroul.qc.ca/DATA/TEXTEDOC/Declaration-Montreal-Eng.pdf

To sign the declaration: www_DESTINATIONSPOURTOUS2014.com/en/declaration

ENAT on Social Media, Web and Contact Address

ENAT Facebook
https://www.facebook.com/accessibletourism

Twitter https://twitter.com/euaccesstourism

ENAT LinkedIn Group
https://www.linkedin.com/grp/home?gid=4003674

ENAT Facebook Group
https://www.facebook.com/groups/accessibletourism/

Web: www.accessibletourism.org
Email: enat@accessibletourism.org

References

ENAT Website / Accessible Cities
www.accessibletourism.org
http://www.accessibletourism.org/?i=enat.en.accessible-cities

Watch the ENAT YouTube Video: “Mind the Accessibility Gap”
https://www.youtube.com/watch?v=UNgEqP1N8

EU Study Report: Accessible Tourism Supply
http://www.accessibletourism.org/?i=enat.en.reports.1740

15 Case Studies of European Accessible Tourism Destinations
http://www.accessibletourism.org/?i=enat.en.reports.1739

UNWTO Recommendations and Accessible Tourism Manuals
http://www.accessibletourism.org/?i=enat.en.news.1476

Montreal Declaration: A World for Everyone
To sign the declaration:

Thankyou