

UNWTO International Conference on Tourism and Accessibility

Quito, Ecuador, 16 - 17 June 2020

Madrid, 4 March 2020
Original: Spanish

Provisional programme

Tuesday, 16 June

09:00 – 09:45 **Welcome remarks**

09:45 – 10:00 **Keynote speech**

10:00 – 10:30 **Setting the scene**

10:30 – 11:00 **Coffee break**

11:00 – 12:30 **Panel 1: Accessible tourism policies and strategies**

The role of public administrations committed to designing tourism policies that promote universal accessibility is key, given that they lay the groundwork for undertaking coordinated strategies at the level of destinations and tourism businesses. This session will highlight the development of the legislative framework, awareness-raising and training plans, incentives, as well as the promotion of infrastructures, products and services that make accessible tourism a reality. Likewise, alliances of the public sector with business associations and organizations of people with disabilities will be analysed in order to achieve the best results that benefit visitors and the local population alike.

12:30 – 14:00 **Lunch**

14:00 – 15:30 **Panel 2: Accessibility and its economic potential for the tourism sector**

It is a proven fact that, in destinations that have embraced the concept of Tourism for All, accessibility opens up market opportunities and encourages repeat visits by new customers, while reducing seasonality and boosting entrepreneurship. In addition, it improves competitiveness and helps differentiation, enhancing the level of product quality and corporate image among customers and within society as a whole. This session will analyse strategies and products that provide convenience, ease of use and security for all, along with measures that improve customer service, marketing and comprehensive management of accessibility in tourism companies.

15:30 – 16:00 **Coffee break**

16:00 – 17:30 **Panel 3: Tourism attractions accessible to all**

Tourism attractions represent essential elements of a destination's value chain and very often have an influence as the main motivation in the travel decision. However, their geographical location and historical context, or heritage and environmental conservation issues can sometimes make access to them difficult.

This session will demonstrate successful initiatives that make natural and cultural heritage attractions truly accessible to all people. Also to be highlighted are projects that interweave different accessible landmarks, creating routes and leisure activities that enrich the set of product offerings and place new tourism attractions on the map for the enjoyment of all citizens.

Wednesday, 17 June

09:30 – 11:00 **Panel 4: Accessibility, innovation and new technologies at the service of tourism**

New communication and information technologies, as well as support services, can make travel planning and tourism and leisure activities more accessible and rewarding for everyone, especially improving the tourism experience of people with disabilities or the elderly. By applying the principles of Design for All, technology attains its immense potential to provide solutions instead of creating new impediments. This session will address the main benefits and challenges posed by the generalization of the use of new technologies and digital platforms in the various links of the accessibility chain in tourism. In this regard, different applications and cutting-edge technological tools and other innovative solutions that promote inclusion will be presented showing our sector's commitment to smart destinations.

11:00 – 11:30 **Quito Declaration on Accessible Tourism for All**

11:30 – 12:00 **Closing remarks**

12:00 – 13:00 **Lunch**

Tourism and Accessibility in Ecuador

13:00 – 14:00 **Launch of the Public Policies on Accessible Tourism in Ecuador**

14:00 – 15:30 **Research and proposals from the Academy**

15:30 – 17:00 **Cases of tourism accessible entrepreneurship**

17:00 – 17:30 **Closing remarks**

