UNWTO

Accessible Tourist Attraction Development Project

KOREA
TOURISM
ORGANIZATION

CONTENTS

BACKGROUND

BACKGROUND
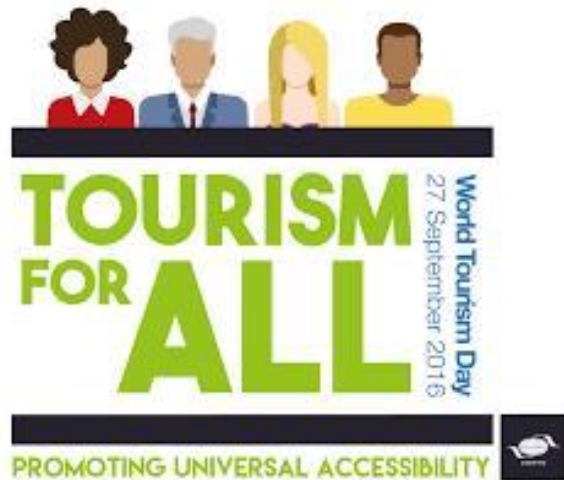
Accessible Tourism

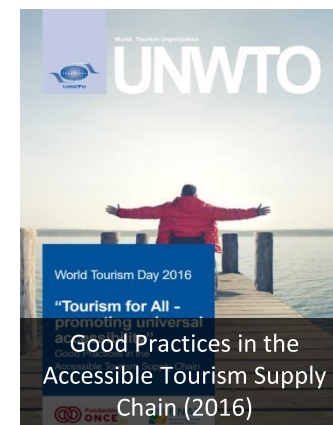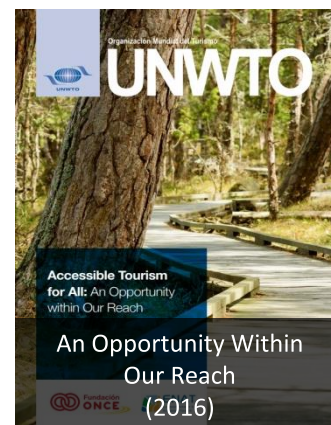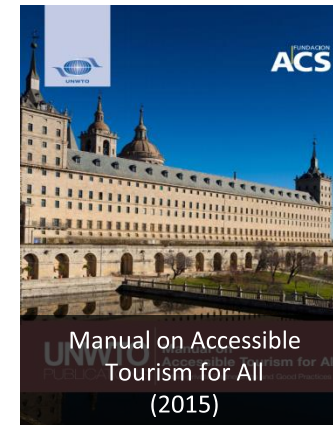## Global Awareness of Accessible Tourism

UNWTO: World Tourism Day 2016

Tourism for all:
promoting universal accessibility

"Everyone has the right to access leisure and tourism services on an equal basis."

"TOURISM FOR ALL" BROCHURE

Recommendations on Accessible Tourism (2013)

Manual on Accessible Tourism for All (2015)

An Opportunity Within Our Reach (2016)

Good Practices in the Accessible Tourism Supply Chain (2016)

EU REPORT

Guidelines for the implementation of a Customized Accessible Tourism Programme

Principles and Best Practices of Accessible Tourism (2016)

BACKGROUND
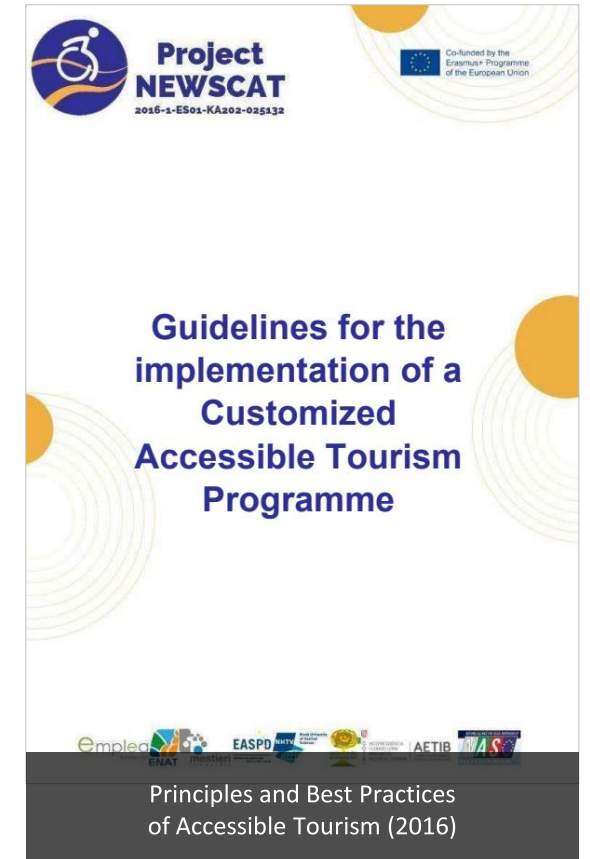
Accessible Tourism

Disability Rights Movement in Korea

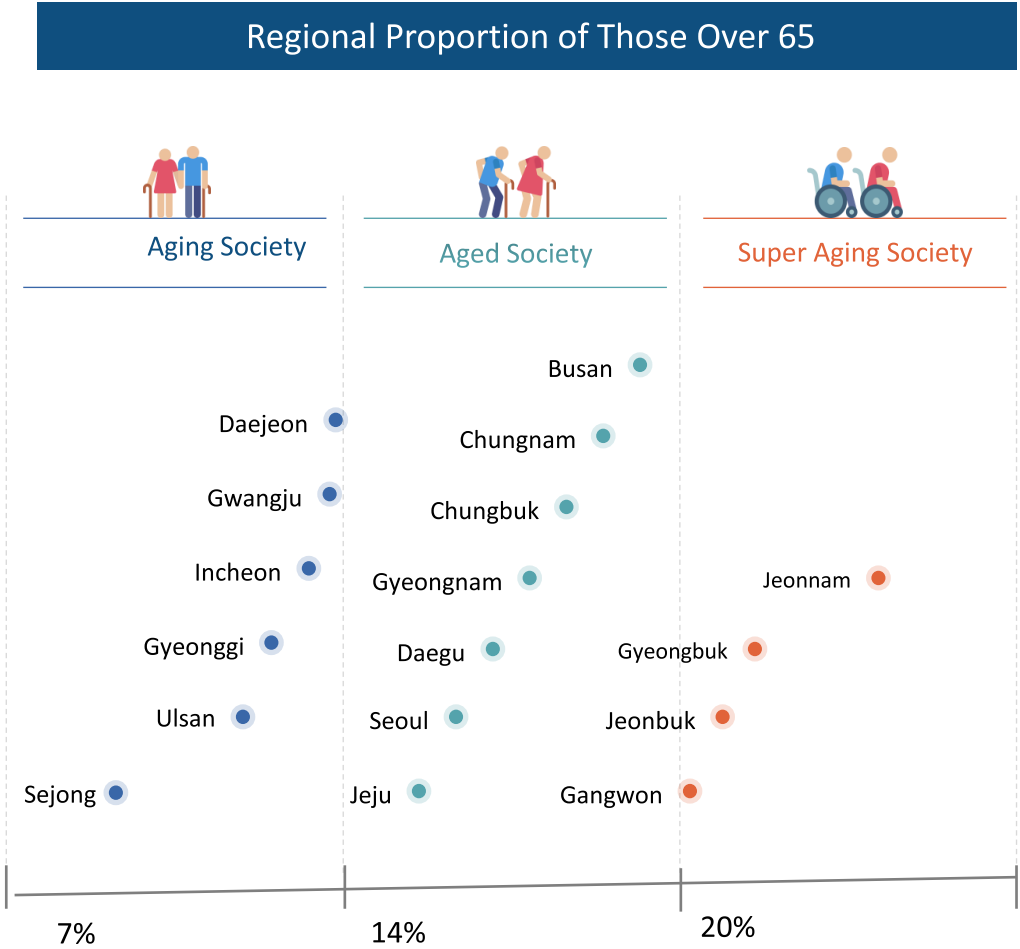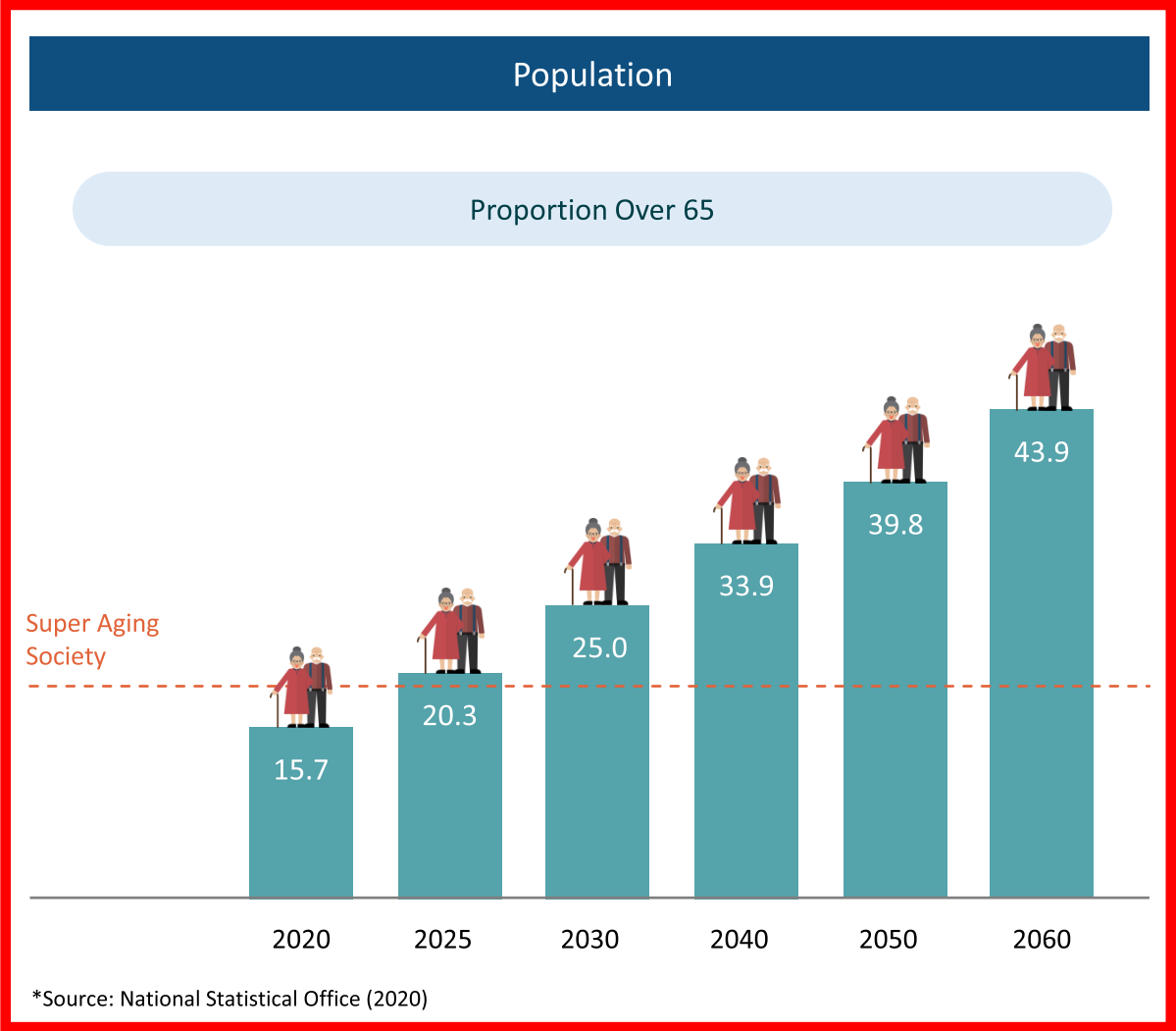| 1998	2005		2015~	2018~
『Act on Guarantee of Convenience Promotion of Persons with Disabilities, Senior Citizens, Pregnant Women』	『Act on Promotion of the Transportation Convenience of Physically Disadvantaged Persons』	**BUT,** a lack of accessibility to tourism destinations	『Accessible Tourism Destination Project in South Korea』	Ban of Discrimination in Tourism Activity added to Act on the Prohibition of Discrimination Against Persons with Disabilities, Remedy Against Infringement of Rights, etc.
INFRASTRUCTURE and FACILITIES	TRANSPORTATION		INFRASTRUCTURE, ACTIVITIES, INFORMATION AND SERVICES	ACCESSIBILITY TO TOURISM DESTINATIONS
Ministry of Health and Welfare	Ministry of Land, Infrastructure and Transport		Ministry of Culture, Sports and Tourism — KOREA TOURISM ORGANIZATION	Ministry of Health and Welfare

BACKGROUND

Accessible
Tourism

▬▬ Population of Seniors

Population

Proportion Over 65

Super Aging
Society

15.7	20.3	25.0	33.9	39.8	43.9
2020	2025	2030	2040	2050	2060

*Source: National Statistical Office (2020)

Regional Proportion of Those Over 65

Aging Society | Aged Society | Super Aging Society

Busan

Daejeon

Chungnam

Gwangju

Chungbuk

Incheon

Gyeongnam

Jeonnam

Gyeonggi

Daegu

Gyeongbuk

Ulsan

Seoul

Jeonbuk

Sejong

Jeju

Gangwon

7%   14%   20%

WHY ACCESSIBLE TOURISM?

Transportation vulnerable

Estimating population of transportation vulnerable (2020)	Types of transportation vulnerable (2020)

Approximately
▲ 2.2%

31.5%

29.3%

2020   2024
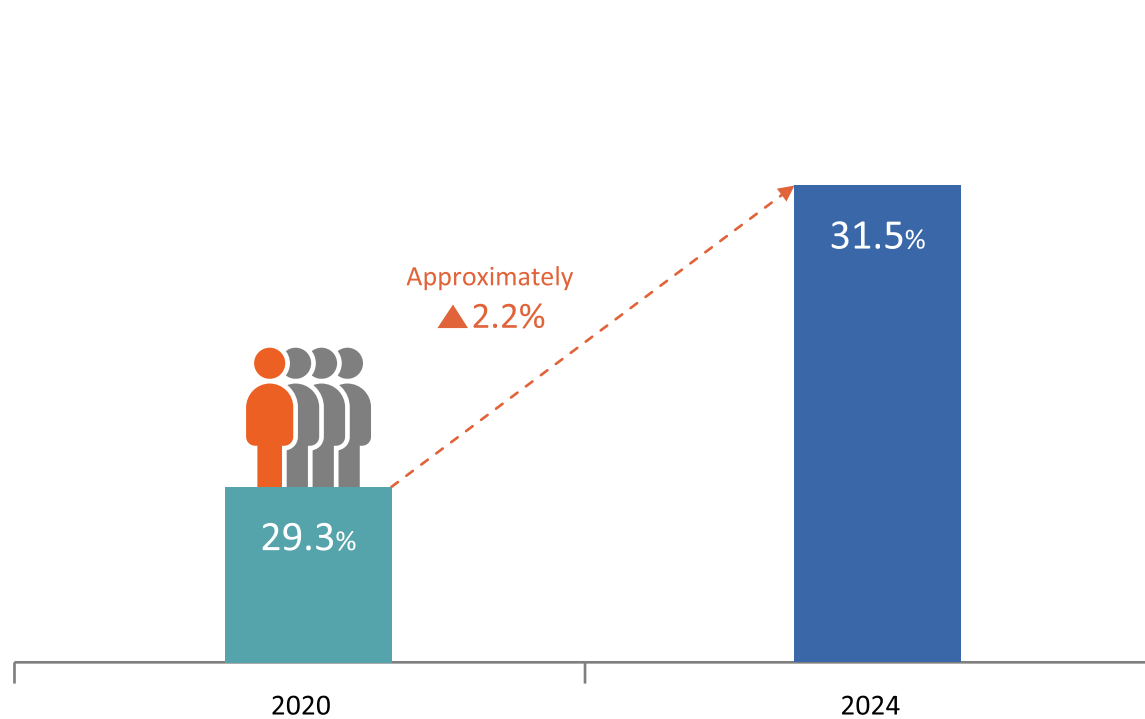
*Source: Ministry of Land, Intrastructure and Transport (2020)

8.7%   8.2%

53.6%   60.8%

1.9%

14.7%   2.0%

    11.1%

21.1%   18.0%

2020   2021   2022   2023   2024

● Children   ● Families with strollers   ● Pregnant women   ● Senior   ● Disabled people
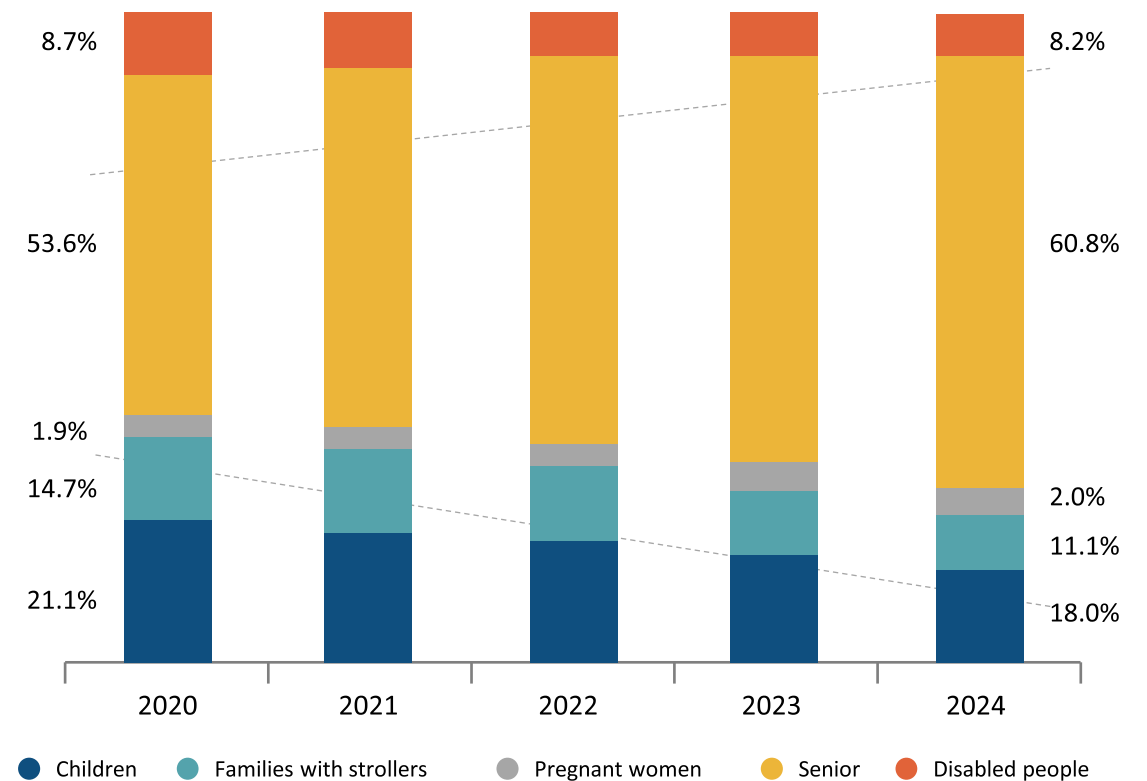
BACKGROUND

Average Number of Trips

Average number of trips by age (2019)

Total: 7.61
15 to 19: 5.55
20s: 8.27
30s: 8.94
40s: 8.47
50s: 8.19
60s: 6.59
70s: 4.82
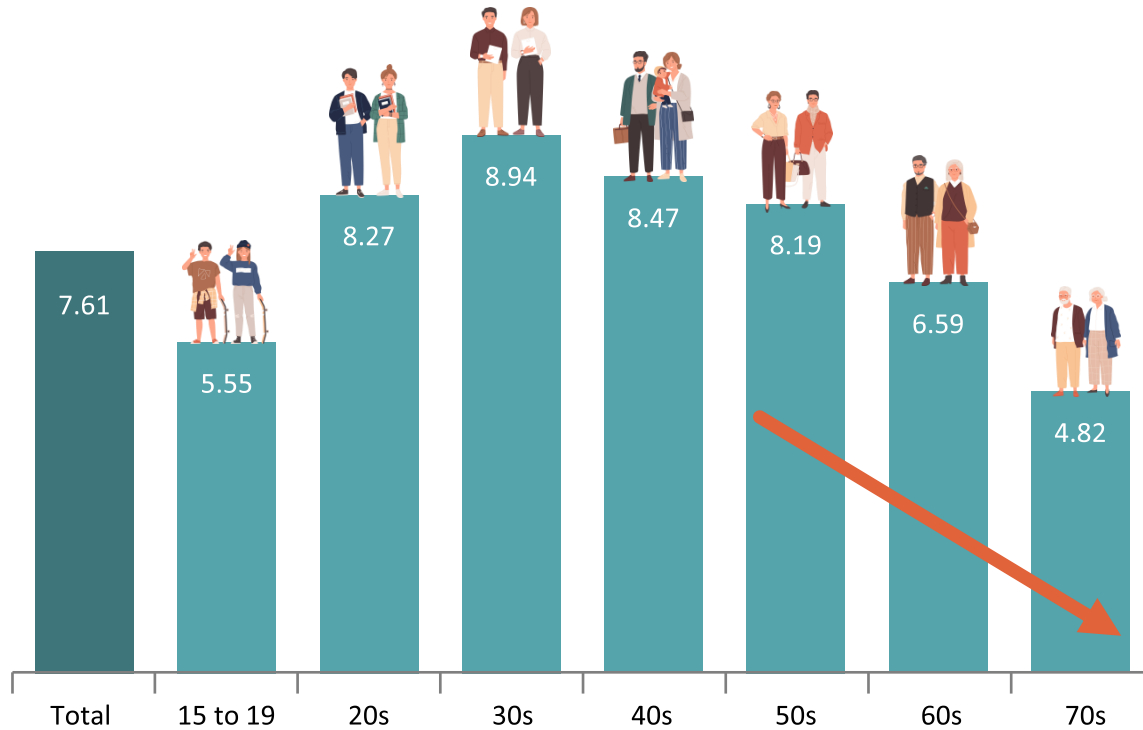
*Source: The Ministry of Culture, Sports and Tourism (2019)

Average number of trips made by disabled people (2012)
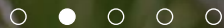
National population: 4.9
People with disabilities: 3.07
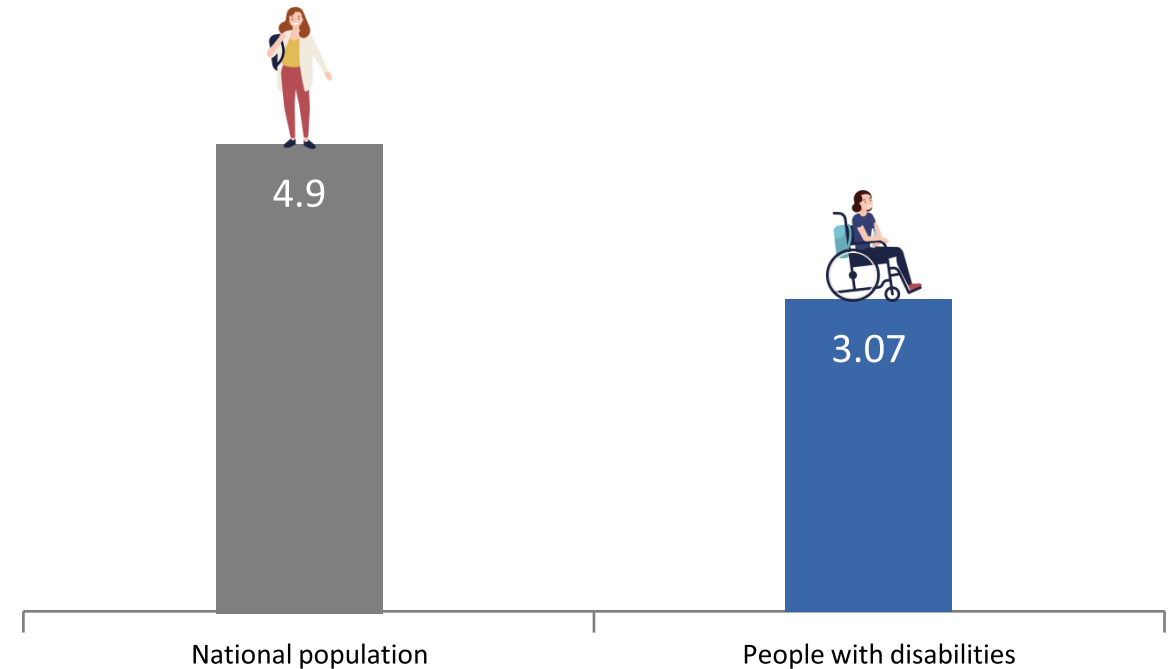
* The average number of trips among national population in 2012
* The average number of trips among those with disabilities in 2013

ACCESSIBILITY ACTIONS

ACCESSIBILITY ACTIONS

PARTNERS

Ministry of Culture, Sports and Tourism

Ministry of Tourism

Local
Governments

ACCESSIBLE
TOURISM
PROJECT
IN KOREA

KOREA
TOURISM
ORGANIZATION

KTO

Accessibility
Advisory Committee

Working with
- Korea Disabled People's Development Institute
- Disabled peoples organizations

Specialized in the Area of
- Architecture
- Tourism

Accessible
Tourism

ACCESSIBILITY ACTIONS

KTO's KEY ROLE

BUILT ENVIRONMENT

Environment Accessibility

EDUCATION

Attitude Accessibility
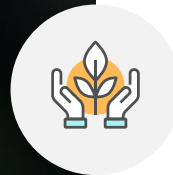
INFORMATION

Information Accessibility

MARKETING

Online Content, Fam (familiarization)-Tours, Accessibility Travel Guides

Accessible Tourism

ACCESSIBILITY ACTIONS

Accessible Tourism

01 BUILT ENVIRONMENT
- Environment accessibility

02 EDUCATION
- Attitude accessibility

Concept and Purpose of Accessible Tourism

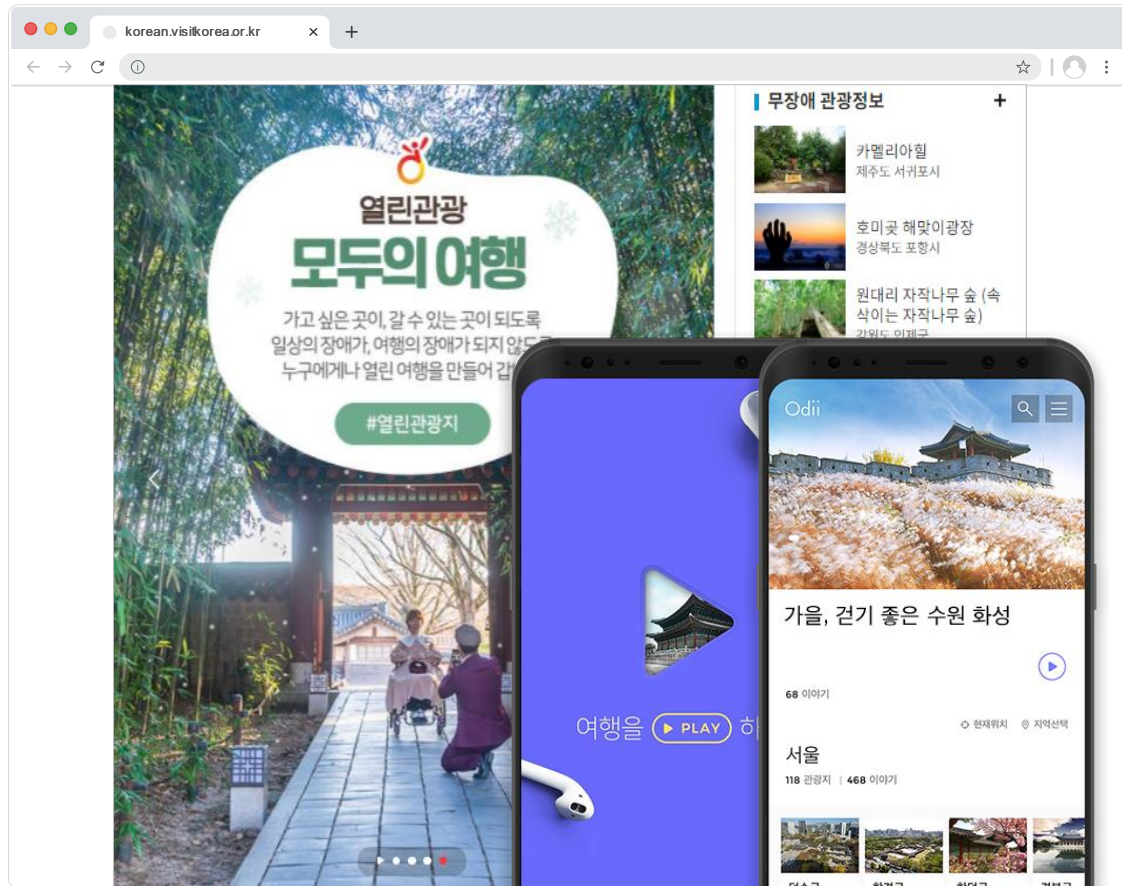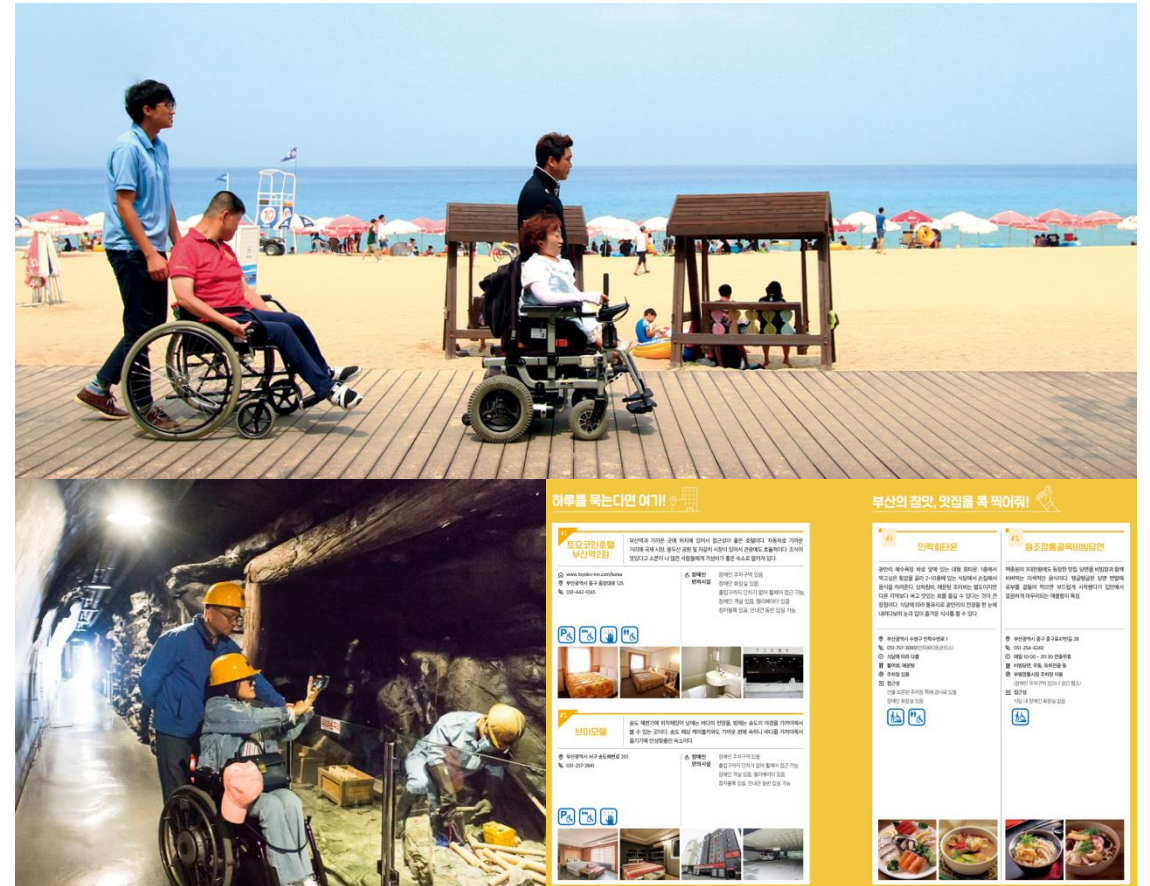| Barrier-free Tourism	Inclusive Tourism	Accessible Tourism	Universal Tourism

Accessible tourism can become part of
every tourism experience

ACCESSIBILITY ACTIONS

Accessible Tourism

03 INFORMATION
- Information accessibility

04 MARKETING
- Online content, Fam(familiarization)-Tours, accessibility travel guides

ACCESSIBILITY ACTIONS

Guidelines for Accessible Tourism

ACCESSIBILITY ACTIONS

Accessible Tourism

▬▬ PROCEDURE

Planning	Implementation			Completion	Monitoring	Financial support		
Review	Professional Consulting Services	Architectural Design	Construction	Confirmation and Announcement	Financial Support After 5 Years		Monitoring	
Funding	Specialization including people with disabilities in the areas of architecture and tourism				Specialty in some form of disability		Approx. € 37,000 per accessible tourism destination	

ACCESSIBILITY ACTIONS

VALUE CHAIN STRUCTURE

Increase value

| STEP 01 | STEP 02 | STEP 03 |

Develop accessible tourist attractions

Amenities & activity facilities

Information guide

Obstacle-free routes

Content

Plan and select accessible tourist attractions

Monitor and provide feedback

Accessible Tourism
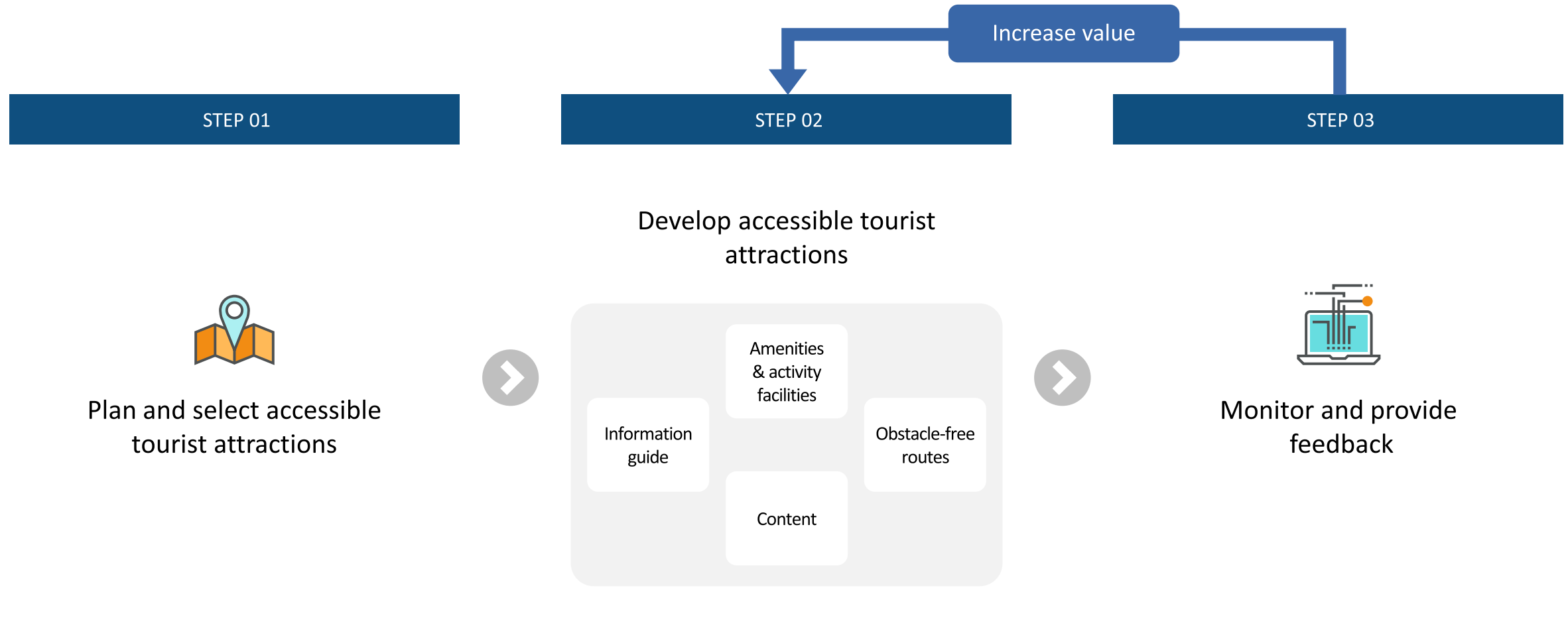
ACCESSIBILITY ACTIONS

Information Guides
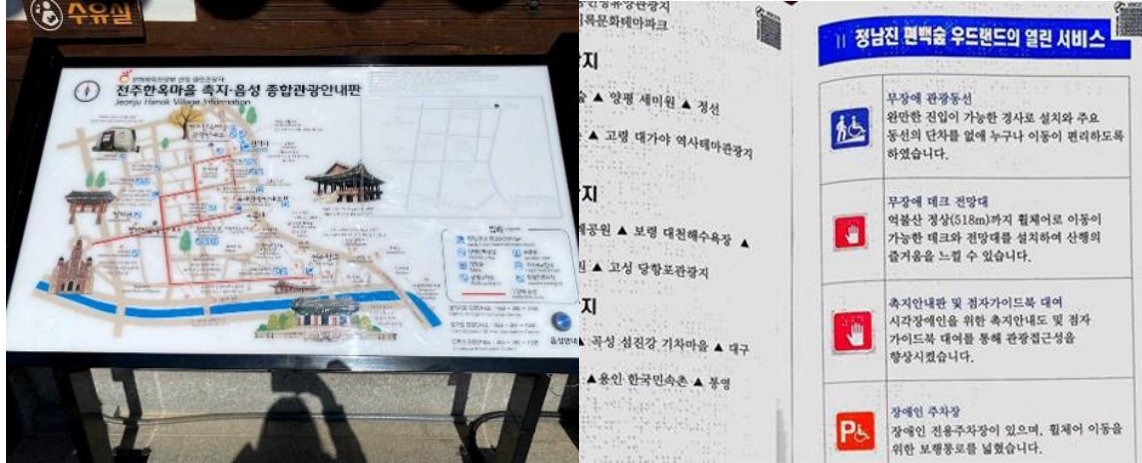
Barrier-free Routes

Amenities & Activity Facilities

Content

ACHIEVEMENTS

ACHIEVEMENTS

Accessible
Tourism

100 Accessible Tourism Destinations by 2022

under development

selected, waiting for modifications

2019

2020

2021

2022

20 sites
5 local Gov.

23 sites
9 local Gov.

20 sites
8 local Gov.

20 sites
8 local Gov.

2015

2016

2017

2018

6 sites
6 local Gov.

5 sites
5 local Gov.

6 sites
6 local Gov.

12 sites
12 local Gov.

Community Type

City
34.4%

Rural
44.8%

Suburb
20.8%

Landform Type

Mountain
20.8%

Freshwater
19.8%

Inland
34.4%

Coast
25%
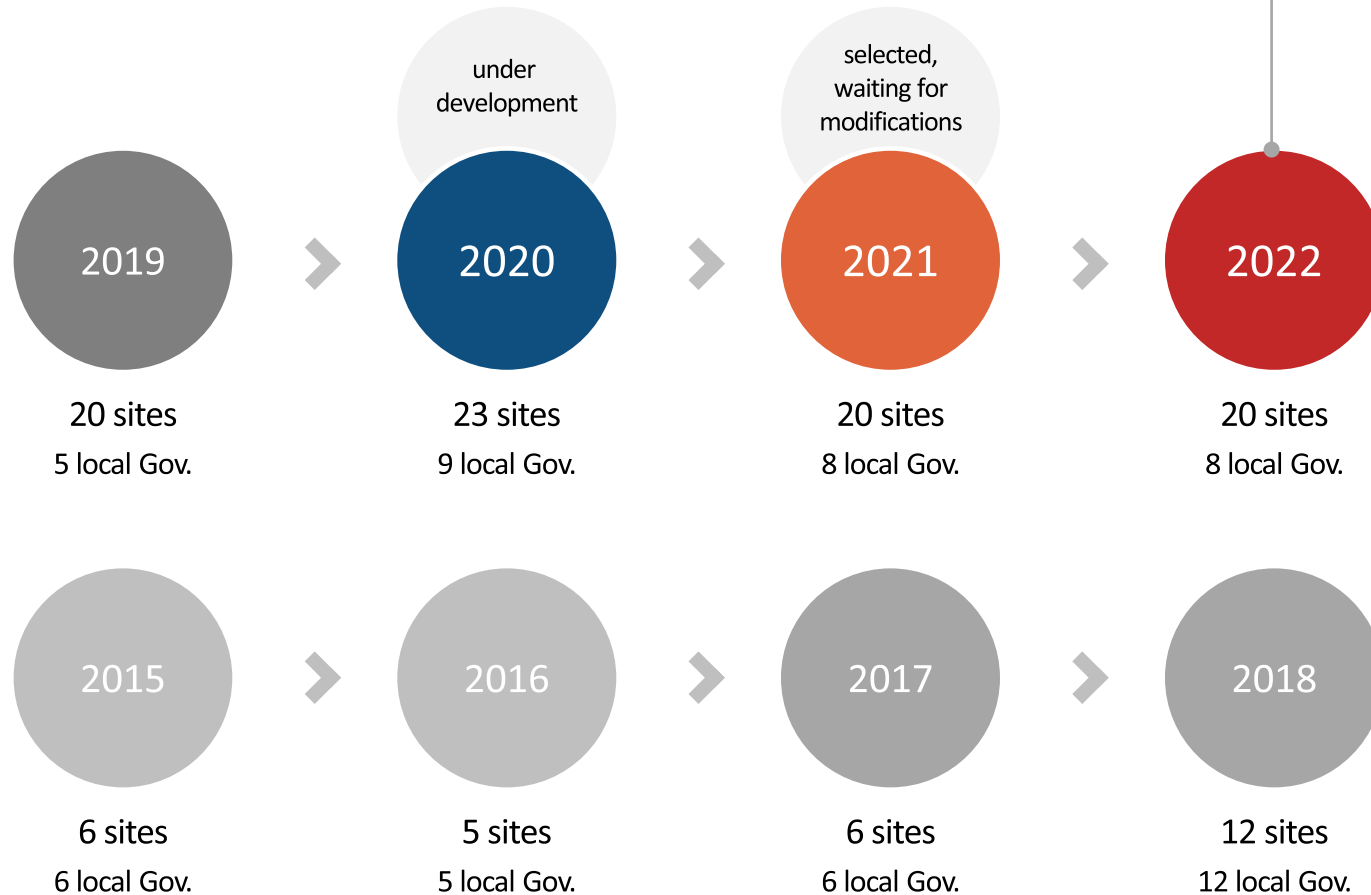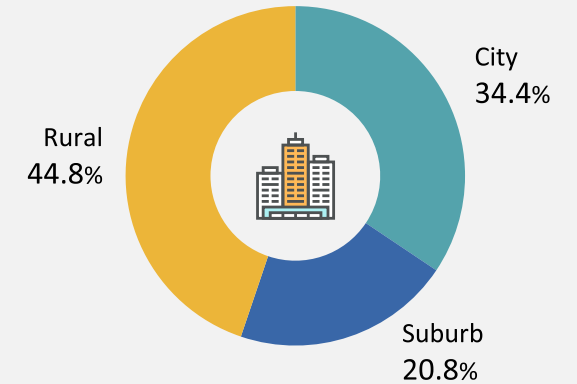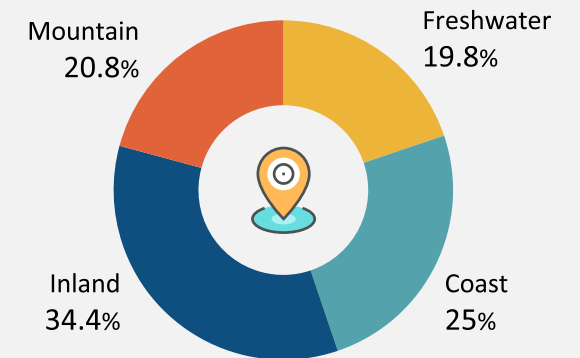
Source: Korea Culture & Tourism Institute (2019)

ACHIEVEMENTS

Accessible Tourism

Seoul

Accessible Tourism
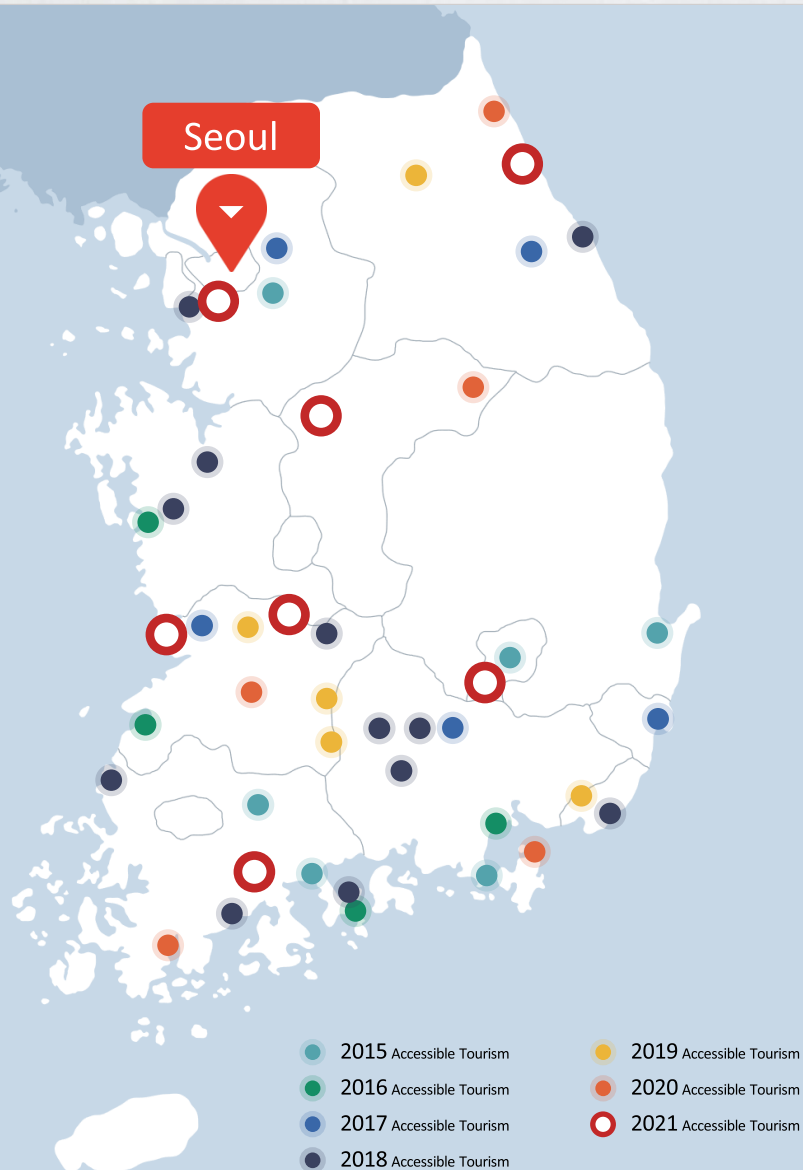
Expected Achievements by 2022

59 local Gov.	Total 112 destinations
⌄	⌄
25.7% of local Gov. in S. Korea	**4.6%** of tourist attractions

Source: Tourism Knowledge Information System Data

2015 Accessible Tourism
2016 Accessible Tourism
2017 Accessible Tourism
2018 Accessible Tourism
2019 Accessible Tourism
2020 Accessible Tourism
2021 Accessible Tourism

ACHIEVEMENTS

CHALLENGES

Develop accessible tourism content and services

- Provide more activities for people who have different forms of disability
- Continuously educate those who work in the tourism industry

Preservation of authenticity

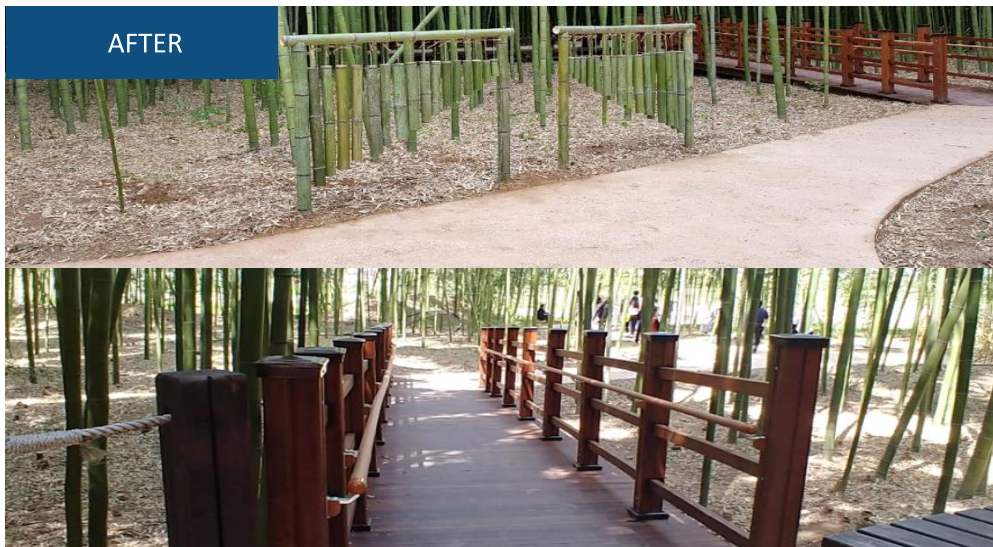- Finding an optimal balance between improving accessibility and preserving natural heritage sites

Disabled-friendly city

- Improve barrier-free routes between destinations

Accessible Tourism

ACHIEVEMENTS

SOLUTION - NATURE

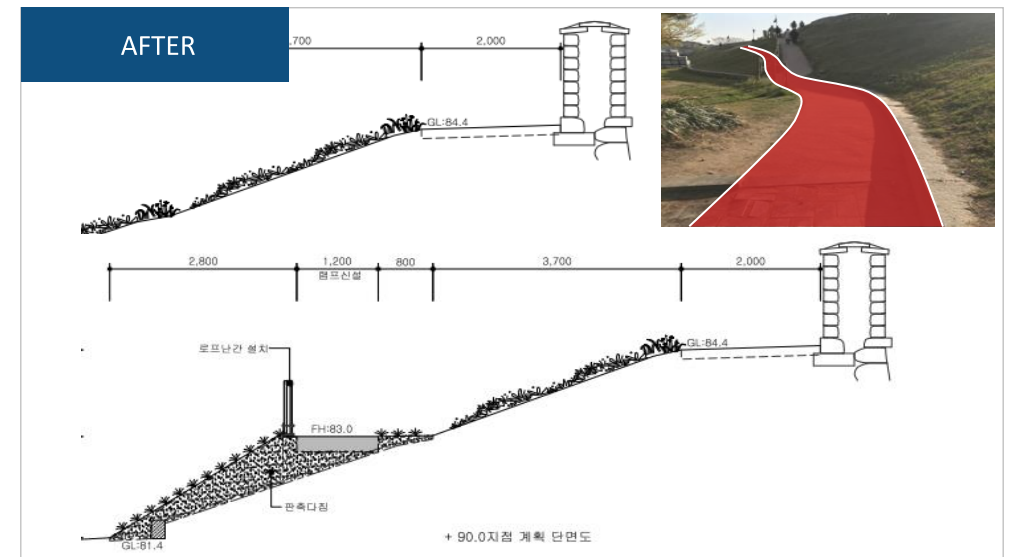Source: Ulsan, 2017 Accessible Tourism

Source: Chuncheon, 2019 Accessible Tourism

ACHIEVEMENTS

SOLUTION - CULTURAL HERITAGE

BEFORE

AFTER

Source: Jeonju, 2019 Accessible Tourism

BEFORE

UNESCO

AFTER

Source: Suwon, 2020 Accessible Tourism (in progress)

ACHIEVEMENTS

SOLUTION - ACCESSIBLE ACTIVITIES

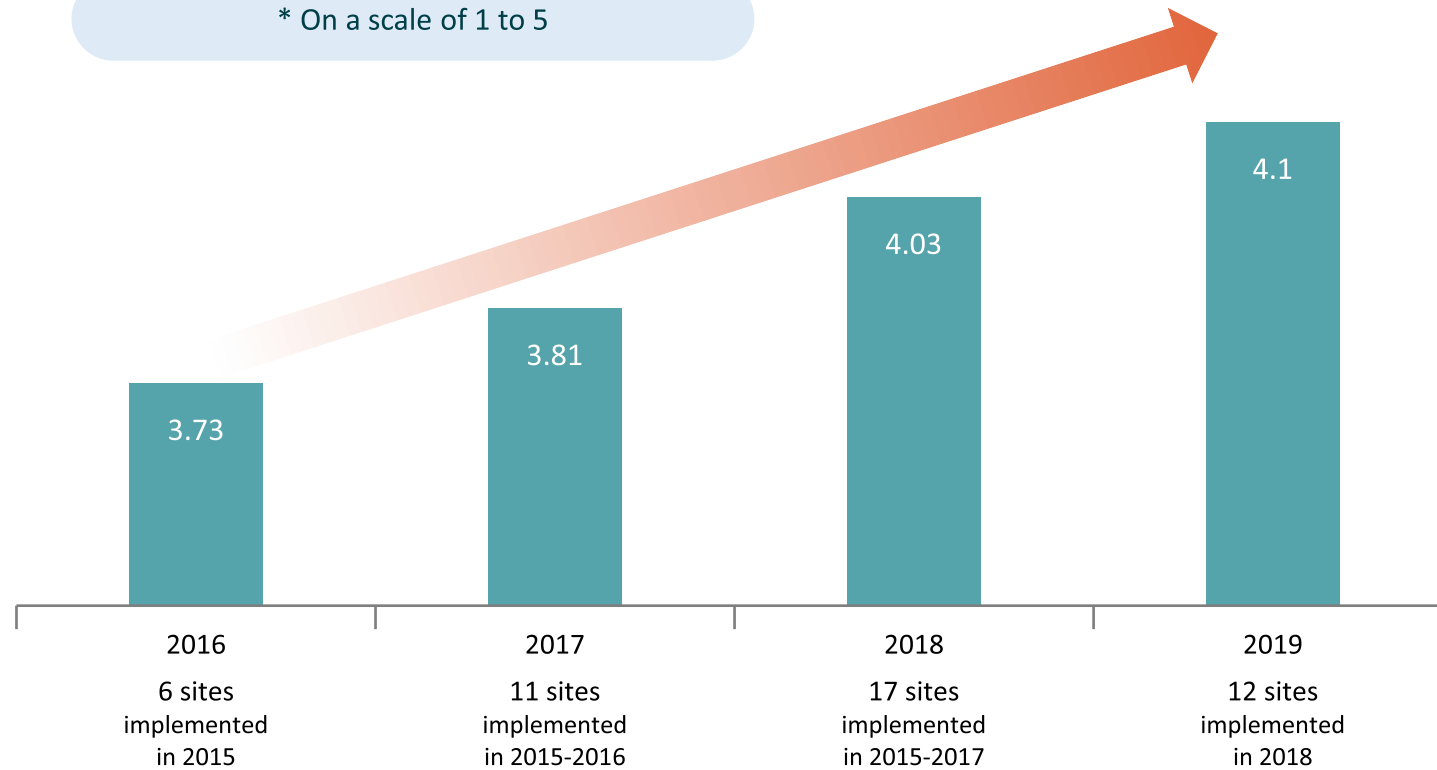Source: Boryeong, accessible tourism destination 2016

ACHIEVEMENTS

ACCESSIBLE
ACTIVITIES
Chuncheon-si
(Accessible tourism
destination 2019)

ACHIEVEMENTS

Overall satisfaction levels by year

* On a scale of 1 to 5

			4.1
		4.03	
	3.81		
3.73			
2016	**2017**	**2018**	**2019**
6 sites implemented in 2015	11 sites implemented in 2015-2016	17 sites implemented in 2015-2017	12 sites implemented in 2018

* Each survey on the accessible tourism destinations accomplished previously in the project is conducted every year.

FURTHER ACTIONS

FURTHER ACTIONS

Concept

Conceptual and spatial expansion of
Accessible Tourism

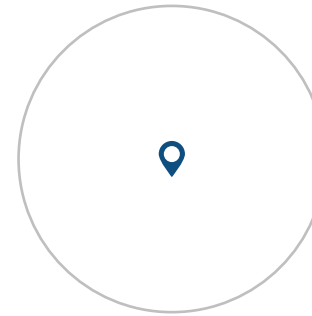| Experience | Improve the quality of the tourism product |
| Transportation Connection | Enhance the system of transportation and service |
| Branding | Increase the overall competitiveness of tourism destinations |

Strategy

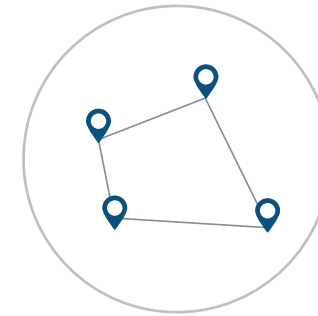| 2015~2018	2019~2022	2023~
SPOT	ROUTE	CITY
Single Destination	Connected Network	Accessible City

Single Destination
- key contents
- accessible infrastructure
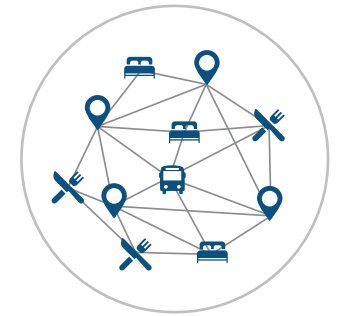- accessible pedestrian routes
- accessible tourism information

Connected Network
- between destinations
- network of facilities, infrastructure and transport
- information on accessibility

Accessible City
- public facilities and services
- wider tourism content
- enterprises at destination

Tourism for All :
Accessible tourism can become
part of every tourism experience.

THANK YOU

Accessible
Tourism
in South Korea

Ministry of Culture, Sports and Tourism

KOREA TOURISM ORGANIZATION

Accessible Tourism