UNWTO SUSTAINABLE DEVELOPMENT OF TOURISM DEPARTMENT

TECHNICAL INSTO WEBINAR ON:

ACCESSIBILITY

TUESDAY, 7 SEPTEMBER 2021, TIME: 3PM (CEST)

ZOOM SESSION
Measuring Accessible Tourism - Tourism Observatory

Mr. Jose Luis Borau, Architect
Head of Built Environment Accessibility Dept., ONCE Foundation
Created in 1988

... to improve the quality of life of people with disabilities
Created in 1988

ONCE Foundation
Budget: 3%

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Three main goals

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Three main goals

Training...

Employing...

Fostering universal accessibility...
Why should we monitor accessibility in Tourism?
• THE PERSPECTIVE OF TOURISTS WITH SPECIAL NEEDS
  • WHAT ARE THEIR TRAVEL HABITS?
  • ARE TOURISTS WITH SPECIAL NEEDS SATISFIED?

• THE PERCEPTION OF THE OFFER: COMPANIES AND TOURIST MANAGERS
  • ARE CLIENTS WITH DISABILITIES IMPORTANT FOR ME?
  • HOW TO MANAGE ACCESSIBILITY IN OUR RESOURCES?
  • HOW DO WE PERCEIVE THE ACCESSIBILITY CONDITIONS OF OUR OWN ESTABLISHMENTS AND SERVICES?
  • HOW IS ACCESSIBILITY MANAGED AND MAINTAINED IN OUR DESTINATIONS?

• TECHNICAL ANALYSIS
Which are the outcomes of monitoring accessibility in tourism through an observatory?
• MANAGE DATA TOWARDS THE PROGRESSIVE REALISATION OF AN INCLUSIVE TOURISM FOR ALL
  • Public administrations
  • Tourism industry
  • Organizations working with people with disabilities.

• TOOL FOR CONTROLLING, PLANNING AND FOSTERING FUTURE ACCESSIBILITY MEASURES.

• EACH TOURISTIC DESTINATION SHOULD DEVELOP ITS OWN OBSERVATORY IN ORDER TO MONITOR ACCESSIBILITY
OBSERVATORY ON
UNIVERSAL ACCESSIBILITY
IN TOURISM IN SPAIN

Download the full document
“Observatory of Universal Accessibility of Tourism in Spain”.
http://biblioteca.fundaciononce.es/sites/default/files/publicaciones/documentos/observatorio_de_turismo_110917_4_0.pdf
4th International Congress on Technology and Tourism for Diversity

Organized by:
ONCE Foundation, In collaboration with the UNWTO and the European Network of Accessible Tourism, ENAT

November 15-19, 2021
Take your photo!
Measuring Accessible Tourism - Tourism Observatory

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Thank you!