Introduction to the ISO Standard 21902
Accessible Tourism for All: Requirements & Recommendations

Marina Diotallevi - Head
Igor Stefanovic - Technical Coordinator
UNWTO Ethics, Culture and Social Responsibility Department
Accessibility: Right and Business Opportunities

➢ Concerns the Whole **Value Chain** and Millions of **Users**

➢ **Local Population & Visitors**

➢ Brings **Customers, Revenues** and **Market Positioning**

➢ Requires **Common Concepts**

➢ **SDGs & 2030 Agenda** Applied to the Industry
Global Standards & Indicators

- Lack of **International Standards** and Gaps in National Frameworks
- **Dimensions and Indicators** that Differ
- Scarce **Collaboration** and **Governance Platforms**
- Bad Tourism Experience for Consumers
- **UNWTO/ONCE FOUNDATION & UNE Proposal** to ISO in 2016
ISO 21902 - Accessible Tourism for All

Requirements & Recommendations

Targeting the Whole Tourism Value Chain

UNWTO-Convenor of a Multi-Stakeholder Expert Working Group

Int’l Consensus After 4 years Among 85 Experts from +35 Countries

Published in June 2021 as a Voluntary Standard
Focus on Services and Functional Features

4 Core Requirements Applicable to All:
- Design of Services
- Training
- Information & COMM
- Built Environment
Specific Requirements for 8 Elements:
- Policies (NTAs & DMOs)
- Transport
- Accommodation
- Food & Beverage
- Travel Agencies
- Leisure
- Urban & Rural Spaces
- MICE
Concrete Actions NTAs & DMOs I

- Planning with DPOs & the Industry
- Apply Universal Design
- Apply Regulatory Tools
- Incentivize Investments and Industry’s Buy-in
- Provide Fiscal Schemes for SMEs
- Create Accountability Mechanism
Concrete Actions NTAs & DMOs II

- Gather & Analyze User Feedback
- Research Market Size, Behavior & Expenditure
- Define Indicators & Statistics to Collect
- Train Service Providers (SMEs)
- Develop & Market Products with SMEs
- Information in Accessible Formats
- Incentivize & Reward Good Practices
How to Access to ISO Standard?

ISO 21902:2021
Tourism and related services — Accessible tourism for all — Requirements and recommendations

GENERAL INFORMATION

Status: Published
Publication date: 2021-07
Edition: 1
Number of pages: 81

Technical Committee: ISO/TC 228 Tourism and related services

ICS: 03.200.01 Leisure and tourism in general

www.iso.org/standard/72126.html
Standards & SMEs

Low Supply vs. Growing Demand

ISO Standard to Fill in the Gaps

Possible Challenges for SMEs due to COVID-19 & Small-Scale Operations

Response: Reasonable Adjustments

1st Step: Identify Barriers, Train Staff & Communicate Better

Provide Inputs to Observatories
Define Space, Value Chain Elements and **Key Issues**
### UNWTO Manuals: Accessible Indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access</strong></td>
<td>How do I arrive to, identify and enter a built facility or means of transportation?</td>
</tr>
<tr>
<td><strong>Information &amp; Communication</strong></td>
<td>Is there a proper signage to know what succeeds in my entourage? Are there info panels, alert systems, sound announcements, specific counters to go to or interface terminals? Are they signposted and how?</td>
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<tr>
<td><strong>Management</strong></td>
<td>Accessibility is managed continuously? Are there depts in charge, HR, funds, and satisfaction and quality surveys?</td>
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<tr>
<td><strong>Mobility</strong></td>
<td>Can users move autonomously through the space? Are there adequate horizontal and vertical routes?</td>
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<tr>
<td><strong>Personnel &amp; Training</strong></td>
<td>Is there staff to assist? Has it been trained and how often? Are aid devices properly staffed?</td>
</tr>
<tr>
<td><strong>Premises</strong></td>
<td>Can a customer use common or private areas? It can be a lobby, front desk area accommodations, auditorium, concert hall, museum, etc.</td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td>Is there a proper transportation frequency or menus in Braille? Is it celiac disease-friendly?</td>
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<tr>
<td><strong>Toilets</strong></td>
<td>Can I access the lavatory and use it? Is it only adapted for wheelchair users? Can I turn around, wash my hands, is there Braille signage?</td>
</tr>
<tr>
<td><strong>Usability</strong></td>
<td>Can I interact with the elements of public use? Can I use the furniture, the urban equipment, a ticket issuing device, a cash machine?</td>
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Recent Recommendations & Good Practices

Accessibility Champions
Good Practices ensuring Accessible Tourism for All amidst the COVID-19 pandemic

UNWTO Inclusive Recovery Guide
Sociocultural Impacts of COVID-19
Issue 1: Persons with Disabilities

Please Share Your Initiative Here to Inspire Others

In Collaboration with

By UNWTO Affiliate Members
Useful Links

ISO 21902 Standard Preview
https://www.iso.org/standard/72126.html

UNWTO Activities Related to Accessible Tourism (ECSR)
Recommendations, Manuals, Good Practices, Events
http://ethics.unwto.org/en/content/accessible-tourism

Accessibility and Inclusive Tourism Development in Nature Areas (AM)
Thank you
ecsr@unwto.org

Marina Diotallevi, Head
Igor Stefanovic, Technical Coordinator
UNWTO Ethics, Culture and Social Responsibility Department