Applying accessibility standards by DMOs:

How to identify main intervention areas?

Marina Diotallevi - *Head*
UNWTO Ethics, Culture and Social Responsibility Department

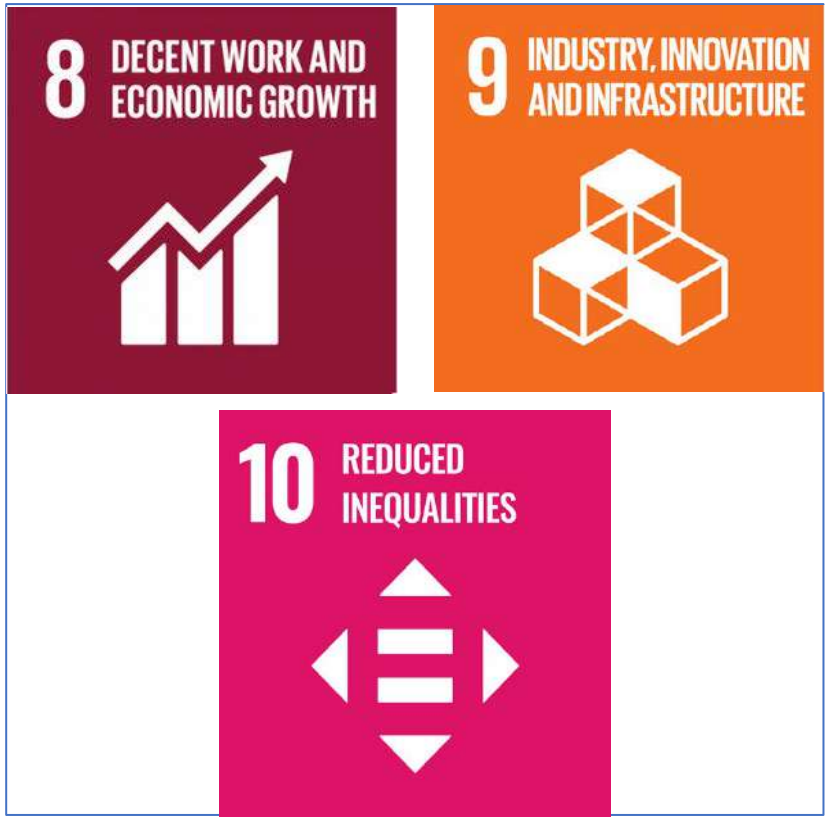
ISO 21902 - Accessible Tourism for All

UNE Normalización Española

Fundación ONCE

UNWTO World Tourism Organization

- Requirements & Recommendations: Focus on services
- Targeting the entire value chain and related sectors
- Promotion in 2022/23 to incentivize implementation



SUSTAINABLE DEVELOPMENT GOALS

DMOs: Going beyond the commitment

Better accessibility **as from now**

Achieving **quality** in all spheres

Improving **customer service**

Measuring and documenting

Integrated planning and budgeting

Which questions we need to respond to?

How to use new standards?

What market data is still scarce?

How to provide key information?

Which staff gets to be trained?

How to develop key indicators and measure ROI?

Case 1: *Turismo de Portugal*

Alignment with key national strategies

Accommodation classification requirements

Role in ISO Standards Development

Accessibility as a prerequisite for public funding

25 hr access. module at T&H **schools**

TURISMO DE PORTUGAL

Case 2: *Barcelona Turisme*

Focusing on the experience instead of disability "issues"

153 **subway stops accessible** out of 165

Info on aid devices and orthopedic shops

Matching access. sports, tourism and healthy lifestyle

Barcelona Turisme

Case 3: *Parque Nacional Iguazú*, Argentina

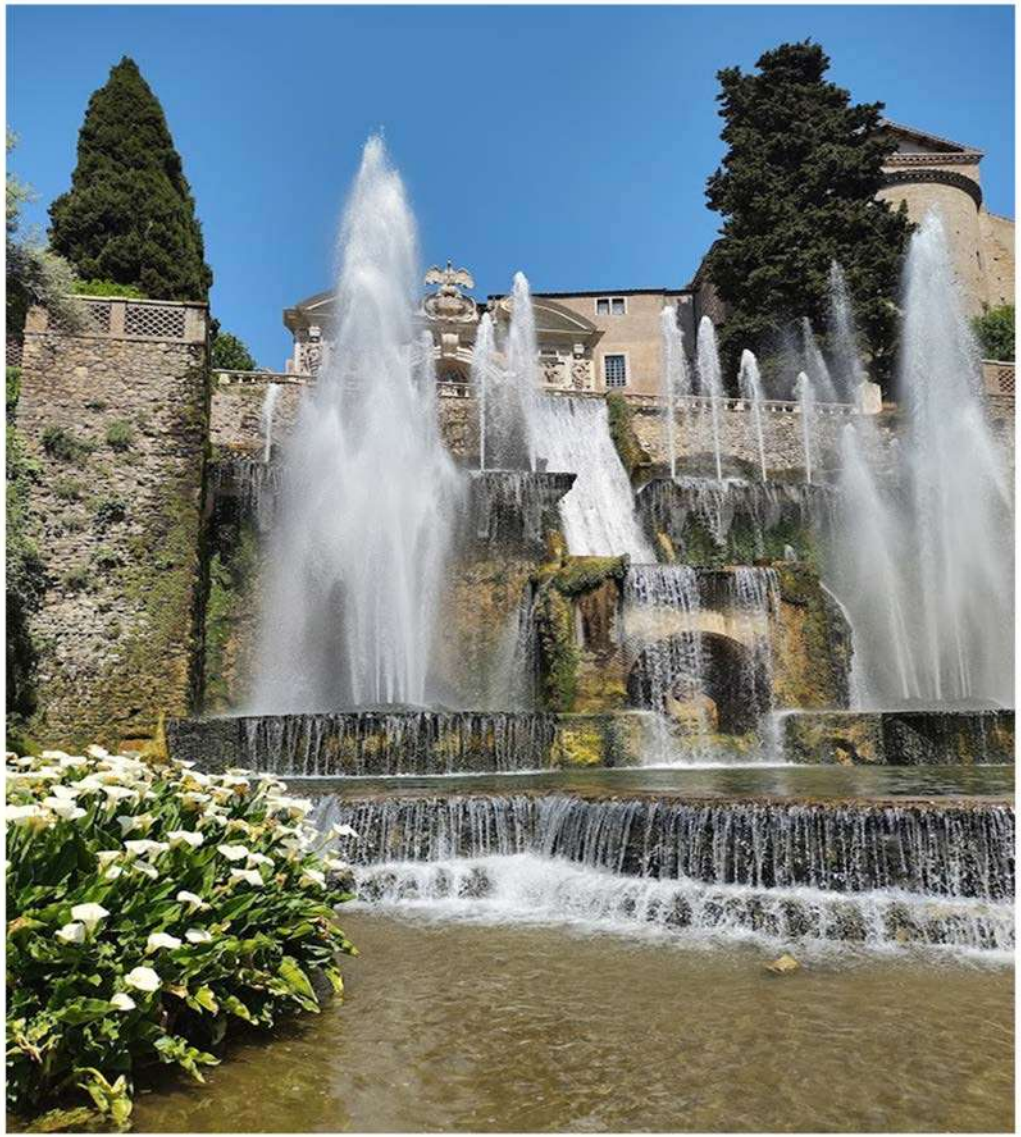
Physical, functional and social **integration**

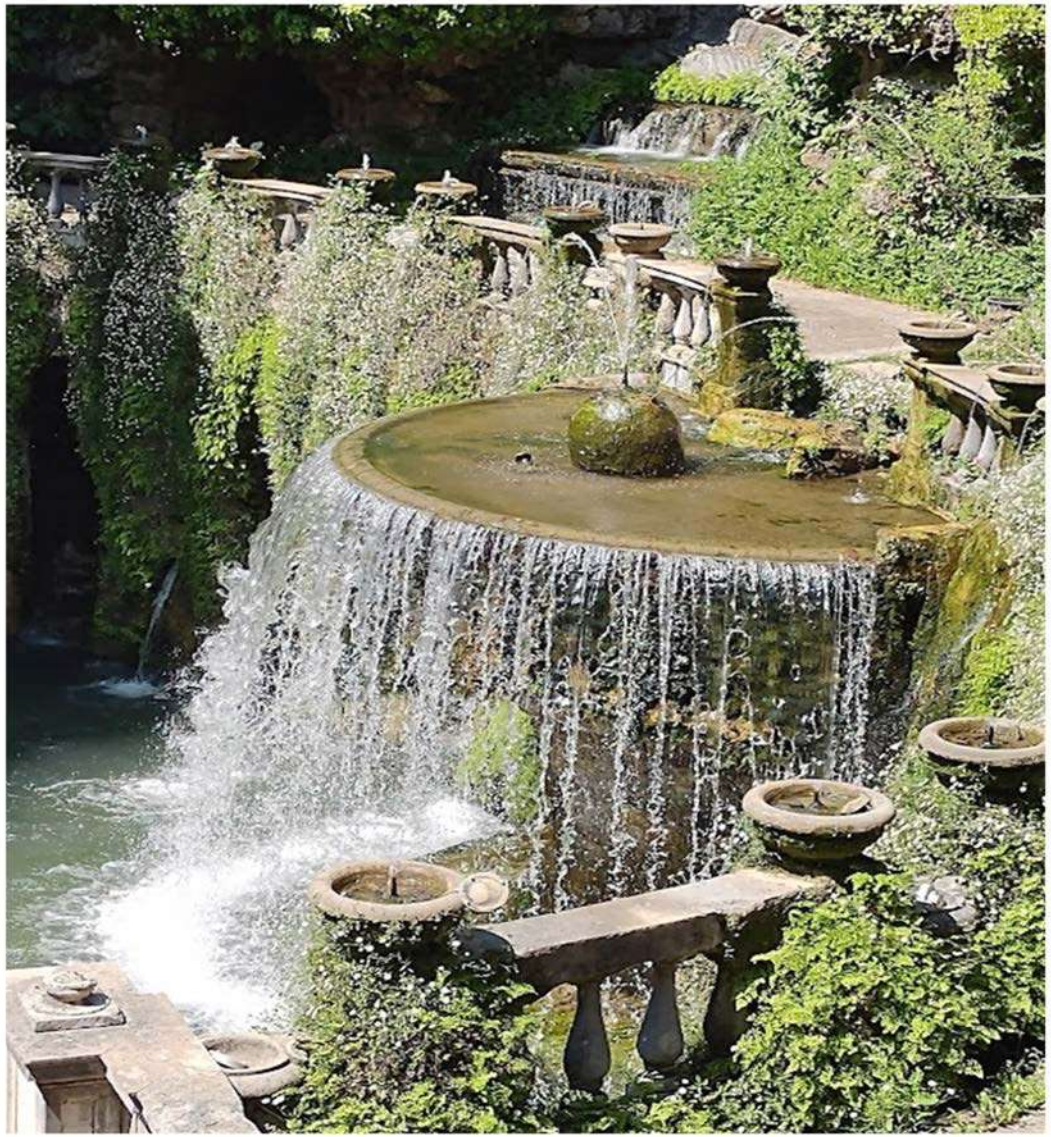
Bridging **90% of barriers** in a complex setting

Safety in Protected Areas

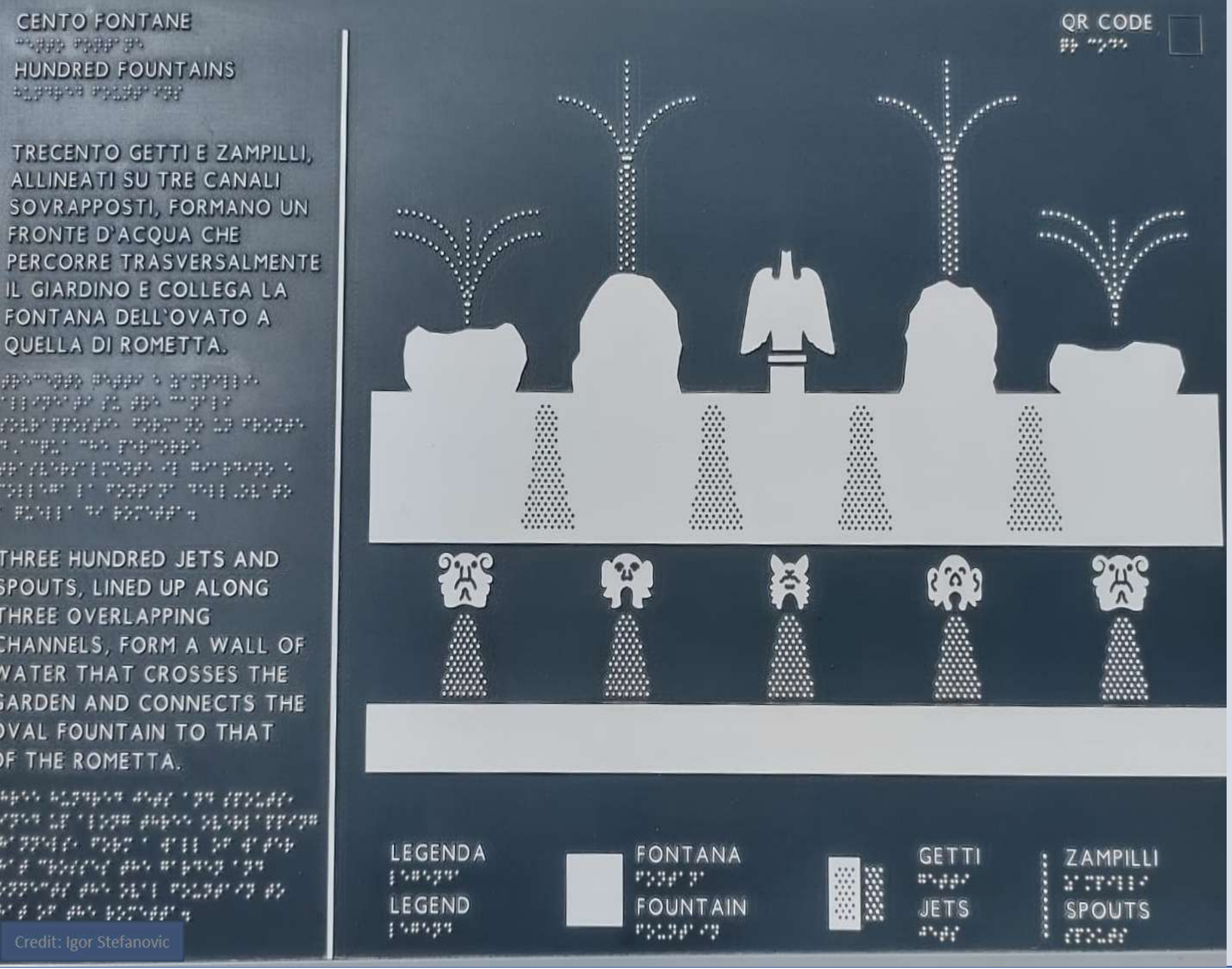
Interpretation for different **(dis)abilities**

How do we ensure accessibility of cultural heritage?





Credit: Igor Stefanovic



Thank you

ecsr@unwto.org