Applying accessibility standards by DMOs: How to identify main intervention areas?

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ISO 21902 - Accessible Tourism for All

Requirements & Recommendations: Focus on services

Targeting the entire value chain and related sectors

Promotion in 2022/23 to incentivize implementation
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
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
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?
Thank you
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