



Introduction to the ISO Standard 21902

Accessible Tourism for All: *Requirements & Recommendations*

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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

Scope & Applications I

Focus on Services and Functional Features

4 Core Requirements Applicable to All:

- Design of Services
- Training
- Information & COMM
- Built Environment



Scope & Applications II



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?

ICS › 03 › 03.200 › 03.200.01

ISO 21902:2021

Tourism and related services – Accessible tourism for all – Requirements and recommendations

GENERAL INFORMATION

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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

UNWTO Manuals: Accessible Indicators



Define Space, Value Chain Elements
and **Key Issues**

UNWTO Manuals: Accessible Indicators

| | |
|--|---|
| Access | How do I arrive to, identify and enter a built facility or means of transportation? |
| Information & Communication | 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? |
| Management | Accessibility is managed continuously? Are there depts in charge, HR, funds, and satisfaction and quality surveys? |
| Mobility | Can users move autonomously through the space? Are there adequate horizontal and vertical routes? |
| Personnel & Training | Is there staff to assist? Has it been trained and how often? Are aid devices properly staffed? |
| Premises | Can a customer use common or private areas? It can be a lobby, front desk area accommodations, auditorium, concert hall, museum, etc. |
| Services | Is there a proper transportation frequency or menus in Braille? Is it celiac disease-friendly? |
| Toilets | 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? |
| Usability | Can I interact with the elements of public use? Can I use the furniture, the urban equipment, a ticket issuing device, a cash machine? |

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)

<https://www.e-unwto.org/doi/epdf/10.18111/9789284422777>

Parque Rural
Anaga

Sendero de los Sentidos · Path of The Senses · Weg der Sinne

≡ Siente su textura

Si cierras los ojos y caminas en silencio se abrirá una puerta que te
en contacto muy íntimo con la naturaleza de este lugar.
Camina en silencio; adéntrate en la espesura.
Aquí viven muchos pequeños animalitos, pájaros, insectos...
Escucha los tenues sonidos de las ramas y las hojas, el viento, las gotas.
Siente con delicadeza la textura de los troncos...
Mira como si tocaras.
Toca apenas con un leve roce la superficie de los elementos más delicados:
alguna hoja, un musgo...

≡ Feel the texture

If you close your eyes and walk in silence, a door will open in your mind
will put you in close contact with nature in this special area.
Walk in silence, go deep into the vegetation.
This is where many small creatures live, such as birds, insects...
Listen to the soft sounds of the branches and leaves, the wind and drops
on to the forest floor.
Gently feel the texture of the logs...
Look as if you were touching with your fingers.
Softly touch the surface of the most delicate elements, like leaves and moss.

≡ ertasten Sie die Oberflächen

Wenn Sie die Augen schließen und ganz still sind, dann öffnet sich eine
Pforte, die Sie in das innere Herz dieses Naturraums führt.
Wandern Sie in Stille weiter und tauchen Sie in das Dickicht ein.
Hier leben unzählige Kleinstlebewesen, Vögel, Insekten... Lauschen Sie
dem sanften Säuseln der Blätter und Zweige, dem Wind, dem Tropfen...
ertasten Sie die sanfte Textur der Baumstämme, vorsichtig die Oberflächen
der Pflanzen, eines Blattes, des Moos...

Thank you

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