

# Committee for the Promotion and Support of Accessible Tourism

*Bruxelles June 6, 2014*

*Comitato per la Promozione e il Sostegno del  
Turismo Accessibile*



# Purposes and tasks of the Committee

The first purpose of the Committee is to place **people, and their needs, at the centre of the tourism system**, and to increase the quality of the supply of accommodation in order to reinforce the image of Italian tourism in the world.

The Committee has the following tasks:

**outlining and promoting policies, strategies and projects** about accessible tourism, based on principles set out in art. 30 of the UN Convention on the Right of Persons with Disabilities of December 13, 2006, formally approved by Italy on March 3, 2009 (Law n.18/2009).

**developing initiatives aimed at encouraging access and promoting usability of the tourism experience to all citizens**, regardless of their physical and mental conditions.

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# Purposes and tasks of the Committee

Particularly the Committee works:

**To identify the criteria of accessibility** so that a tourist destination can be effectively defined accessible,

To identify tools and projects that facilitate the **acquisition of information about the accessibility** of accomodation, tourist attractions and commercial premises.

In addition to this,

it can propose **communication and information campaigns** about accessibility.

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# Why accessibility is the engine of tourism

It is impossible to overlook the interconnection among the 3 main gears of the tourism and socio-economic national system

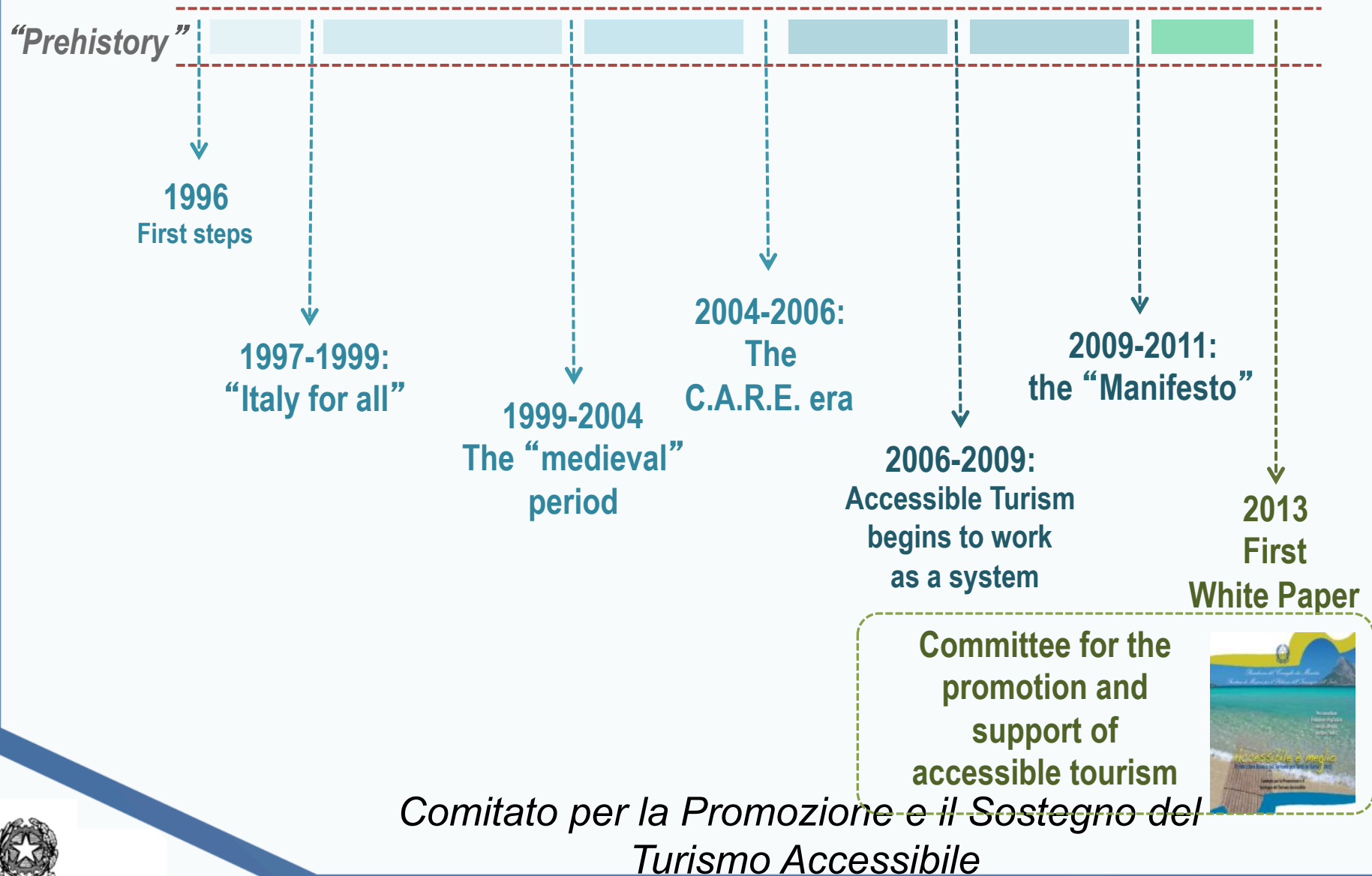


The “holiday for all” is the most important purpose for the development and the increase of the quality of tourism supply.

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# The evolution of the attention about accessibility



## What has been done: working groups and the “to do list”

### working groups:

- ✓ information and communication
- ✓ transports
- ✓ reception and hospitality
- ✓ training



“to do list”

operative actions

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# Working groups

## ➤ Use networks

Promote and take part in european and international projects, initiatives and **networks** (European Accessible Tourism Task Force – Necstour) to promote Italy and to **broadcast best practices on quality underlined at the European Commission** where **the funding** have to be invested (i.e. COSME, Horizon 2020, Creative Europe, Europe for Citizens).

## ➤ Easier access to data

Encourage the implementation of an **open data public archive/database** containing:

- Free access to European **training** products;
- **Training products identified** by research and validated by the Committee;
- **Accessible tourism best practices** in Europe;
- **Methods used to collect information** on the accessibility characteristics both of tourism structures and other spaces, services, and activities relating to the tourism system, adopted by the Regions.

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## Working groups

- **Encourage the creative approach** of the **PMI** concerning accessibility (not only health approach).
- **Achieve studies and monitoring**, in different areas, aimed at mapping the supply and verifying the size and qualitative level of the services offered, implementing a monitoring system also through the collection of good practices and **customer satisfaction surveys**.





# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Communication

### Objectives

- ✓ Spread the **concept of “tourism ospitality for everyone”**
- ✓ Implement and promote a **strategy of inclusion**, wich allow people to integrate themselves into the world of **new technologies**.
- ✓ Increase the **knowledge** of tourism sector operators of the **economic advantages of accessible communication**, through websites “for all”, aimed to the final market.
- ✓ **Apply Universal Design principles at Communication and Information** to allow everyone to understand.

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Communication

### The actions

- Realize **promotional, information and communication campaigns** on tourism reception based on the concept of “tourism for all” in occasion of the Italian semester UE, with European Regions.
- Support with appropriate communication campaigns: **Universal Design, a positive concept of the reception quality as the engine to generate the accessibility**
- **Change the concept of hospitality with accessibility**
- **Focus on sustainability as the response to the usability of our territories**

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Transports

### Objectives

✓intervene by defining, proposals/actions, aimed at the local agencies and management companies who are both addressees and obligors, with a view to making the public and private transport systems accessible for disabled citizens.

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Transports

### Actions

- Improving access to passenger services by:

**Booking and purchasing procedures tickets:** the simplification and complete accessibility without additional expenditure of the booking for the assistance, using all available technologies.

**Information services** given at tourist information centres and catering outlets, on the access doors (Hub airports, train stations and ports), to allow everybody to understand how to achieve the center of the different cities or touristic destinations and what are the main links “from and for the center”.

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Training

### Objectives

Consider the training about “tourism for all” issues as the **tool** that enables tourism operators to **face the needs and expectations** of all those who come into the system of tourism, and who hope to find an environment and a high quality and professional services supply complying with every specific requirements, from the point of view of complete customer satisfaction.

### Actions

**Encourage the implementation of qualified training** in synergy with different interlocutors, on different topics:

Accessible Tourism and Universal Design

**Transnational routes – facilitated, innovative and experiential** travel routes

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Reception

### Objective

A quality reception aims to allow all tourist, included disable ones, or who have specific requirements, to:

- Have a correct knowledge about the destination and its accessibility features through clear, reliable and current information, through different accessible channels and methods;
- Verify the correspondence between needs expressed and territorial reception system;

# RECOMMENDATIONS FOR THE NEXT FUTURE

## Working group on Reception

### Actions

- The definition of a **common terminology** concerning accessibility
- The definition of **general elements for reception quality** in different categories of tourism companies and for the services offered in each category.
- The realization of **agreements with the European Accessible Tourism Task Force** to adopt some common guidelines, and to stimulate the European Council to adopt the **principles of standardization of information and actions** taken by the Committee and by the networks.

# RECOMMENDATIONS FOR THE NEXT FUTURE

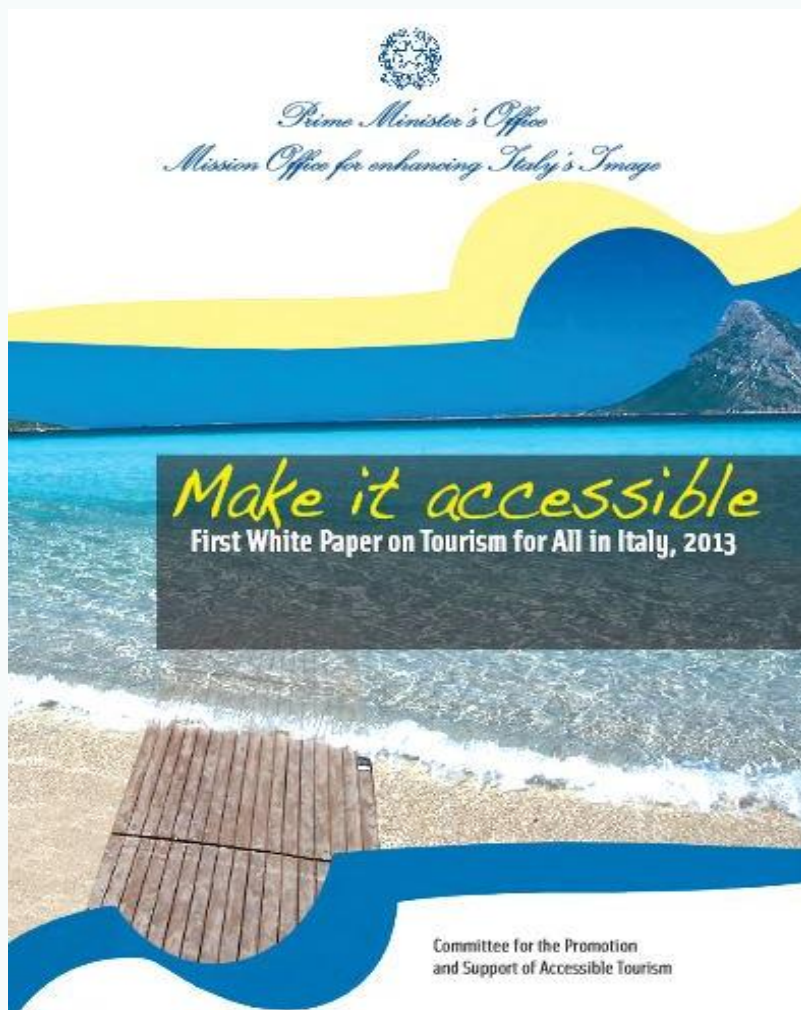
## Working group on Reception

### Actions

- **Define incentive mechanism and support tools** for tourism structures that invest in improving their own accessibility. The aforementioned incentives should not necessarily take on the form of the provision of capital contributions or interest subsidies, but may consist in the recognition of a tax credit (based along the lines of the provisions of Development Decree 2012 in relation to energy saving and building renovations) and in further non-financial benefits such as volumetric bonuses or planning simplifications.



# Already done: the “First White Paper on Tourism for All”



***A test of civilization***

***A fact of quality***

***Not a "niche"***

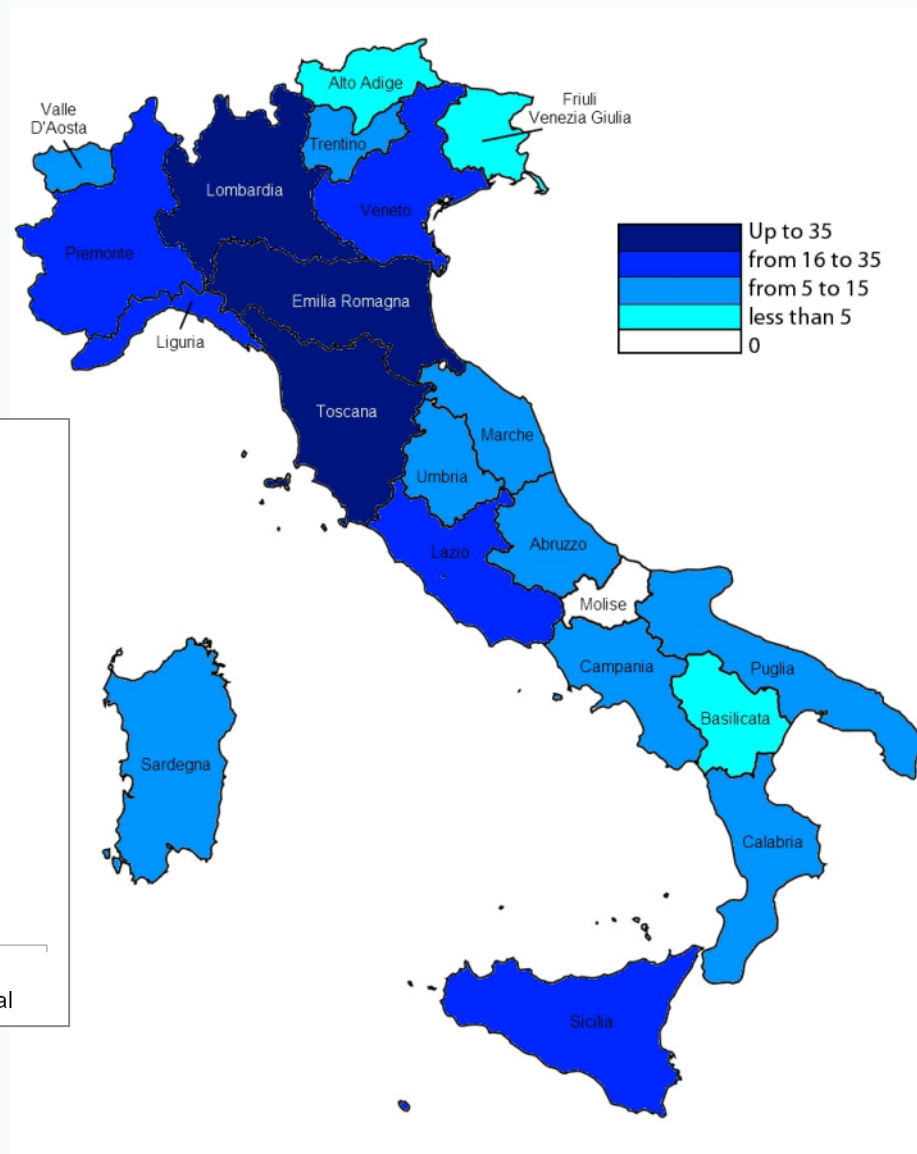
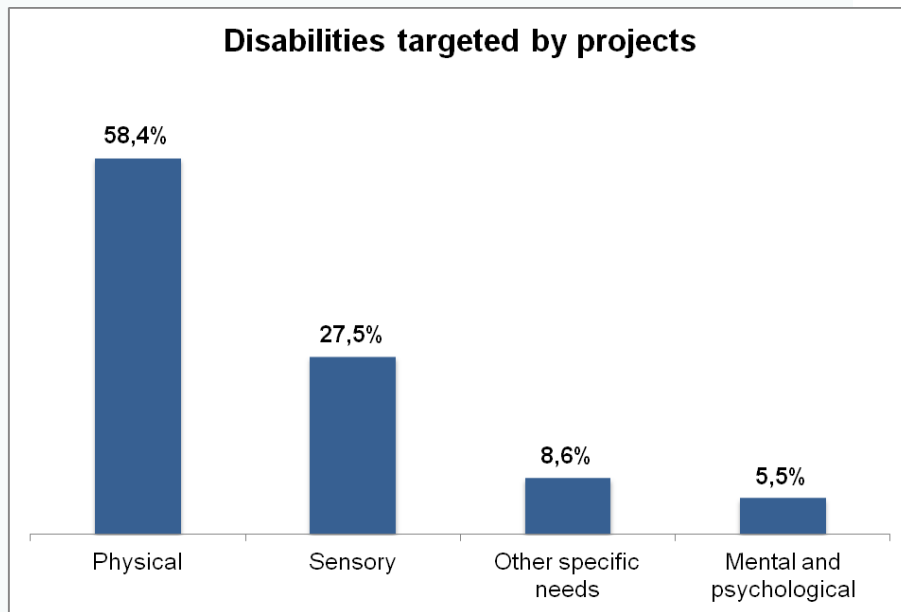
One billion people with disabilities in  
the world (15%)

In Italy 7-10 millions people with  
disabilities (12-15%)

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## 360 launched projects



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# Already done: the signature of European Badge with ANCI

It requires, through the involvement of the ANCI (Associazione Nazionale Comuni Italiani – National Association of Italian Municipalities), all municipalities in Italy to immediately apply Presidential Decree 151/2012 including the European Disabled Badge, regarding:

- ✓ **Issue timescales** for the European badge;
- ✓ **Adjustment** of vertical and horizontal **signage**;
- ✓ **Upgrading of concessions** for managing paid car parks through the explicit inclusion of **free parking** for disabled persons' vehicles
- ✓ **Increasing** disabled parking **spaces** by no less than 5%.



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# Already done: State-Regional Conference about Hotel Classification

## INSERT SOME SPECIFIC CRITERIA IN HOTEL CLASSIFICATION CONCERNING ACCESSIBILITY

In accordance with national and international regulations and guidelines hotels, in order to meet needs of disable people, must allow disable guests to:

- ⇒ Access to clear, detailed, current and available information also concerning food composition or about the use of hypoallergenic material
- ⇒ Have autonomy of movement in spaces and use of equipment;
- ⇒ Have the opportunity to use the experiences to which the places and buildings were conceived;
- ⇒ not to get tired in movement and in use of equipment;
- ⇒ Have adequate signs and devices that provide information and guidance;
- ⇒ Not to find themselves in places and situations that may cause anxiety or alter the perception;
- ⇒ be assured in every circumstance that safety is ensured.

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# Already done: State-Regional Conference about Hotel Classification

## INSERT FIRST ELEMENTS OF KNOWLEDGE AS HOTEL CLASSIFICATION ELEMENTS

Hotels should inform guests about aspects defined below as **First elements of knowledge**, namely the **basic indicators** defined in order to provide the operators of tourism sector, the **essential features to make a first approach to the theme of accessibility**.

This first elements **aren't specialized for any type of structure**, but they can be used for example both for the hotels and for buildings intended for sporting activities. They cover not only the physical characteristics of the structures.



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## Already done: the campaign “Italia Paese Ospitale”

The institutional web and TV Communication Campaign “Italia Paese Ospitale”, is aimed at making public opinion, operators and institutions aware of accessibility as an essential component of the Hospitality in our Country.



It realized a two-minute video with adjustments for 1 minute or 30 second versions. Vehiculated on istitutional and promotional web sites ([www.italia.it](http://www.italia.it)). The video tells **the story of a journey** through the beauty of our country, of a **young couple, one of them with disabilities**.

The video has been subtitled for the deaf both in Italian and in English, French, Spanish and German; a complete version in English was produced in february 2013).

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## FIRST PROPOSAL OF THE COMMITTEE 2014

- ⇒ restart from the **ToDoList**, verify what has been done, and focus the attention on the points still to be implemented
- ⇒ become **an institutional point of reference** for the sharing of strategies and planning in accordance with the Regions and the European networks, particularly with the European Accessible Tourism Task
- ⇒ give **free support** to the strategic and planning choices concerning accessible tourism, especially in view of EXPO 2015.
- ⇒ **Verify** which projects, **among the 360 already surveyed**, have had positive effects to underline the real Best Practices, and find out some indicators to help assess the projects that have already performed , as well as those still in the initial phase
- ⇒ start an **Observatory on accessible tourism** finding all the available data, and verifying the completeness or the needs / gaps in information, in co-operation with the European Union.

*Thanks for your attention*

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