



UNWTO WEBINAR

ACCESSIBLE TOURISM FOR ALL: STANDARDS AND RECOMMENDATIONS GUIDING THE RECOVERY

Takeaway thoughts & conclusions

Global shocks make us realize that advocating for inclusiveness, accessibility and diversity, **is good for tourism and good for people.**

Adopting a “joint efforts” approach

Decision makers of different sectors need to sit together **to draft policies and strategies by adopting problem-solving approaches, driven by data and market research.**

International accessibility standards and recommendations are not about stating “I comply with this”. **They are guidance tools for destinations and companies to assess and improve their accessibility.**

Businesses can be incentivized by tailoring public funding schemes to include accessibility measures. **Requiring “accessibility” as a condition for receiving funds for recovery packages, infrastructure works or events can motivate service providers.**

Driving innovation

Accessible tourism experiences should happen in beautiful and welcoming environments, **designed for all kinds of customers, with or without disability.**

Inclusion drives innovation, service quality and business success. Accessibility and respect for diversity create an environment of belonging for both staff and customers, leading to **decent work, new revenue streams and clients’ loyalty.**

National strategies require coordination bodies and a focus on specific territories and service providers. Involving the end-users and qualified experts is key: **‘nothing about us, without us’.**

Changing the mindset

When we are told that something is simply not accessible, we should ask: **“What is so unique about it that it justifies exclusion of millions of users”?**

Changing our mindset, and understanding the business case of accessibility, are still the key challenges. That’s why **training at both executive and front-desk staff level is a must.**

Making destinations accessible NOW is paving the way for the FUTURE - **places where locals and visitors alike, can spend quality time throughout their lives, and at any age.**