Presentation of the Study conducted by ENAT, promoted by the Province of Bergamo, concerning the status of Accessible Tourism

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@EUaccesstourism

We are working to create equal tourism opportunities for all

1,3 billion people have a disability
(World Health Organisation, 2023)

1 300 000 000
One in seven people, worldwide
Tourist destinations – Are they accessible for all visitors?

What makes a successful Accessible Tourism Destination?

This presentation is based on an analysis of “good practices” in tourist destinations, looking at:

- **Governance Structures** – focusing on how destinations have placed accessibility and inclusion in their organisation

- **Processes** - identifying tools and mechanisms that support the development of accessible offers and experiences to welcome and cater for visitors of all ages and abilities

- **Outcomes** – highlighting the achievements of some of the outstanding destinations and tourism providers
Actions are needed on every level... Building from bottom-up and top-down

What makes a successful Accessible Tourism Destination?

An accessible destination:
- Develops accessible tourism services through a Universal Design approach
- Has a Policy and funded Action Plan for accessible tourism
- Gathers data about the accessibility of physical environments, facilities and services
- Has an accessible website, conforming to WCAG Level A 2.1 or Level A 2.2
- Publishes information about the accessibility of accommodation, attractions, local transport (Participates in a recognised Accessibility Information Scheme)
- Promotes accessible offers and experiences for visitors with disabilities and others with specific access requirements, alongside “mainstream” offers
- Gathers data about the numbers of visitors with access requirements and their satisfaction with the provided services
Governance:
EU and UN policies and regulations support Accessible Tourism

- EU Web Accessibility Directive (2016)
- EU Accessibility Act (2019)
- EU Commission Strategy (Union of Equality 2021-2030)
- DG-GROW Transition Pathway for Tourism (T4T, 2021)
- UN Tourism’s new agenda (San Marino Action Agenda - November 2023)

Guidance for public administrations ISO Standard 21902 and “User Guides”

1 In collaboration with Turismo de Portugal, Turismo Argentina and ENAT
https://www.accessibletourism.org/?i=enat.en.news.2312
Seven characteristics of successful Accessible Tourism Destinations

Processes and Outcomes:

1. **Accessible Tourism means “Tourism for All”**
   - Develop a new mindset, an attitude, that says:
   “We are working to design our venues, services and experiences for everyone.
   We don’t leave anyone behind”

2. Make a Regional or Destination Accessibility Action Plan.
   - Get high-level political support and long-term commitment.
   - Promote your plan with the help of “Accessibility Champions” who can show your achievements
Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

3. Don't do everything yourself. Create an organisation that builds cooperation and trust
- Successful destinations collaborate with local and regional partners and use networks to find good practices and adapt them to their locality.
- Create accessible offers by integrating several suppliers in the delivery chain – accommodation, transport, attractions, experiences, tourist guides, etc.

4. Get training
- for destination managers and staff, and offer training to businesses, volunteers and NGOs
- know your customers’ needs and how to deliver accessible services throughout the whole service chain
Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

5. Apply Universal Design and accessibility standards and guidelines
- to ensure high quality tourism services
- design for the widest range of customers, considering their access requirements and preferences

6. Carry out Access Audits
- of public spaces, buildings, facilities and services using objective criteria and measurements

RIBA
Access Audit Handbook
https://www.ribabooks.com/
Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

7. Make Accessibility part of your brand.
- Publish and promote accessibility information on your website, in Apps, in print.
- Use audio information, sign language and Braille where possible

Accessible!

Not only skiing
The Bergamo Mountains: thrilling descents, authentic flavors, historic villages and magnificent spas, all within reach!

Accessible Tourism Destination Management Handbook by ENAT

http://tinyurl.com/enat-at-handbook
Government support for small tourism businesses is vital!

VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses

Mille grazie!

www.accessibletourism.org

Bergamo, 17th February 2024