



World Tourism Organization

# UNWTO



World Tourism Day 2016

## **“Tourism for All - promoting universal accessibility”**

Good Practices in the  
Accessible Tourism Supply Chain



Copyright©2016, World Tourism Organization (UNWTO)

World Tourism Day 2016 "Tourism for All - promoting universal accessibility" Good Practices in the Accessible Tourism Supply Chain

ISBN print version: 978-92-844-1812-1

ISBN electronic version: 978-92-844-1813-8

Published by the World Tourism Organization  
(UNWTO) All rights reserved.  
Printed in Spain.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the publishers concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)  
Calle Capitán Haya, 42  
28020 Madrid  
Spain

Tel.: (+34) 915 678 100  
Fax: (+34) 915 713 733  
Website: [www.unwto.org](http://www.unwto.org)  
E-mail: [omt@unwto.org](mailto:omt@unwto.org)

Citation: World Tourism Organization (2016), *World Tourism Day 2016 "Tourism for All - promoting universal accessibility" Good Practices in the Accessible Tourism Supply Chain*, UNWTO, Madrid

All UNWTO publications are protected by copyright. Therefore, and unless otherwise specified, no part of an UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications.

Permission to photocopy this material in Spain must be obtained through:

CEDRO, Centro Español de Derechos Reprográficos  
Calle Monte Esquinza, 14  
28010 Madrid  
Spain

Tel.: (+34) 913 08 63 30  
Fax: (+34) 913 08 63 27  
Website: [www.cedro.org](http://www.cedro.org)  
E-mail: [cedro@cedro.org](mailto:cedro@cedro.org)

For authorization of the reproduction of works outside of Spain, please contact one of CEDRO's partner organizations, with which bilateral agreements are in place (see: <http://www.cedro.org/en>).

For all remaining countries as well as for other permissions, requests should be addressed directly to <http://publications.unwto.org/content/rights-permissions>

# Good Practices in the Accessible Tourism Supply Chain





## Introduction

The celebration of the **World Tourism Day 2016** under the theme “**Tourism for All - promoting universal accessibility**” comes at an encouraging time for international tourism as more political decision makers and the tourism industry are advocating for Tourism for All, a tourism which can be enjoyed equally by everybody, regardless of one’s abilities.

UNWTO’s commitment to accessible Tourism for All is guided by the Global Code of Ethics for Tourism, a fundamental frame of reference for responsible and sustainable tourism development. Article 7 of the Code recognises that “direct and personal access to the discovery and enjoyment of the planet’s resources constitutes a right equally open to all the world’s inhabitants”.

The World Health Organization estimates that **15% of the global population, roughly 1 billion people, live with some form of disability**. With populations ageing rapidly, the number of persons experiencing obstacles will only rise. Most of us will develop some form of disability at some stage, and sooner or later we will have specific access requirements to tourism infrastructures, services and products.

Taking Europe as an example, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market.<sup>1</sup> These figures take into account the large proportion of senior travellers, (since people over 60 years of age will constitute 22% of the global population in 2050)<sup>2</sup>, people with disabilities and families with small children. The accessible travel market presents a golden opportunity for destinations that are ready to receive these visitors, since

1. Estimate based on EU Study (2014) “Economic Impact and Travel Patterns of Accessible Tourism in Europe” Downloaded 30 May 2016.

2. World Health Statistics 2016: Monitoring health for the SDGs (WHO)





they tend to travel more frequently during the low season, usually accompanied or in groups, make more return visits and, in some parts of the world, they spend more than average on their trips.

**Facilitating travel for people with disabilities is therefore not only a human rights imperative, but also an exceptional business opportunity.** Yet, a change in mind-set and in the model of tourism services provision is needed in order to meet this major market demand. Accessible environments and services contribute to improve the quality of the tourism product, thus increasing the overall competitiveness of tourism destinations. Accessibility, therefore, must be an intrinsic part of any responsible and sustainable tourism policy and strategy.

Forward-thinking regions and destinations are developing tourism policies and practical measures that take into account the diversity of

the human condition in terms of age, mobility, sensory and intellectual impairments or health condition. With a careful approach combining socially inclusive policies, Universal Design techniques and the use of new technologies and information tools, destination managers and tourism providers are able to cater effectively for visitors who need “good access”.

All these convictions constitute the basis of the work of the World Tourism Organization (UNWTO) in the field of Accessible Tourism for All, and have materialized in a series of specific actions with disabled peoples’ organizations, the civil society, governments and the tourism industry.

UNWTO has partnered in the last 5 years with the **European Network for Accessible Tourism (ENAT)** and the **Spanish ONCE Foundation for the Social Inclusion of Persons with Disabilities**, amongst other organizations, to



produce specific recommendations and technical manuals for making destinations ever more accessible. Following the issuance of Module V: Best Practices in Accessible Tourism, of the Manual on Accessible Tourism for All: Principles, Tools and Best Practices<sup>3</sup>, published in the above framework, the three partners have decided to complement these best practices for the occasion of the WTD celebration in September 2016.

This booklet presents six selected case studies illustrating some of the key parts of the accessible tourism supply chain. The examples listed below and further developed within this booklet show some of the best practices in the most relevant aspects of accessible tourism provision:

- **Accessible Heritage Tourism: Best Practices of Universal Accessibility in India:** Adapting sensitive cultural monuments to enable all visitors to enjoy cultural heritage sites;

- **Exhibition of 3-D copies of Works of Art from the Prado Museum's Collection, Spain:** Use of new technologies to make art accessible for visitors with visual impairments;
- **Everyone Belongs Outside: Push to Open Nature & the Alberta Parks Inclusion Plan, Canada:** Inclusion of often-excluded groups of visitors, such as persons with reduced mobility and learning difficulties, in outdoor environments;
- **Barrier-free Tour Center, Japan:** Application of accessibility-improvement measures and Universal Design to achieve access in urban planning and buildings through advocacy groups working with public and private sector;
- **Lonely Planet Accessible Travel Guide:** Availability of accessibility information; and

3. For more information please visit <http://ethics.unwto.org/en/content/accessible-tourism>





- **T-GUIDE: Guiding Visitors with Learning Difficulties:** Vocational training course on guiding visitors with intellectual impairments or learning difficulties at cultural heritage sites.

While these examples provide a small sample of possible solutions regarding accessibility, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourist destinations around the world. The very first step is to open one's mind to the idea that "Tourism is For All". From then on, with the help of the appropriate guidance and know-how, accessible tourism can become part of every tourism experience.

Marina Diotallevi  
Head  
Ethics and Social  
Responsibility UNWTO

Ivor Ambrose  
Managing Director  
ENAT

Jesús Hernández Galán  
Director of Universal Accessibility and Innovation  
ONCE Foundation



# Accessible Heritage Tourism: Best Practices of Universal Accessibility in India

By Centre for Accessibility in Built Environment (CABE), India

## About the project

India has 32 UNESCO recognised World Heritage Sites (WHS), which generate important revenues due to the large numbers of both domestic and international tourists. The case presented here is about accessibility improvements taken up at four sites, namely Qutub Minar (New Delhi), Red Fort (New Delhi), Fatehpur Sikri Group of Monuments (Agra), and Taj Mahal (Agra), all under the control of Archaeological Survey of India (ASI). The accessibility challenges included multi-plinth levels within monuments, stepped access to reach important areas of tourist interest, lack of accessible amenities and facilities and a resistance by the heritage conservation professionals to make changes in the built environment. It was necessary to strike a balance between the strict conservation norms and the needs of incorporating accessibility to make the sites “visitable” by all.

The main partners of this initiative were the Archaeological Survey of India (ASI) - the implementing & controlling agency of Government of India, Svayam – a civil society organisation that conducted access audits and advised the ASI on access improvements, as well as user groups, experts and NGOs who provided feedback on the access improvements.

The main objectives of this project were to make the WHS reasonably accessible for the diversity of

visitors within the constraints of the conservation norms; to consider the needs of not just visitors with mobility impairments, but also visual and other impairments were to be considered; to sensitize and train the officials/conservationists of ASI on accessibility & international best practices in accessibility to heritage sites; and, to meet the mandate of the domestic disability legislation & international conventions.

## Achievements and impact

After the access audit report shared by Svayam, the access improvements were carried out by the ASI, thus sensitizing and empowering the in-house heritage protection officials on the implementation of access standards at WHS.

Access improvements took several years, starting from the pilot project of Qutb Minar, where civil society organisations engaged with the ASI officials to discuss the need of making heritage sites accessible. With a helping hand of expertise readily available to assist & support, the archaeologists gradually began to think from the accessibility angle too. The positive feedback from stakeholders and the recognition of access improvements by the Government of India further encouraged the partners to make similar changes at other World Heritage Sites. Moreover, the Ministry of Tourism made a commitment that accessibility would be enforced as a mandatory requirement in all tourism products.<sup>4</sup>

4. Please visit: <http://www.travelbizmonitor.com/Ministry/mot-to-strongly-enforce-accessibility-provisions-for-benefit-of-people-with-disabilities>





Red Fort, New Delhi © CABE

The solutions for each project were designed with regard to the specific requirements of each individual site and included ramps, handrails, accessible toilets and accessible signage. Braille signage was used alongside the text signage, providing information about the sites.

The ramps put up at the selected sites to address the level differences, are mostly wooden and placed without any prior digging or damaging the character of the heritage site. The public conveniences are either assembled portacabins (Fatehpur Sikri) or permanent structures matching the aesthetics (Red Fort Delhi). The materials and colours used on the interventions do not stand as an eyesore but match the site's character. The access interventions thus strike a balance between the access needs of diversity of visitors & the conservational concerns presenting a win-win situation for all.

## Lessons Learned and Remaining Challenges

The Qutb Minar (2007-08), Red Fort (2009-10), and Fatehpur Sikri<sup>5</sup> monuments have won the most accessible/best maintained monuments awards from the Ministry of Tourism, highlighting the success of the access improvement projects.

The access improvements on the selected four WHS have not only made it possible for the local & international tourists to visit the heritage sites with dignity and comfort, but have also



contributed to increasing visitor numbers, thus enhancing revenue for ASI and protecting the monuments. The improvement of pathways has also prevented visitors from wandering across restricted areas.

Given that not every area of WHS can be made accessible due to conservation issues, reasonable accessibility should remain the focus. In addition, access improvements cannot be a one-time affair as they need to be sustained by regular maintenance.

The Accessibility of the ASI website needs to be addressed in the future, which is required in order to provide information for all the target groups that may wish to visit the sites. Lastly, it is hoped that accessibility improvements will be carried out at other monuments and not limited only to World Heritage Sites in India.

5. For more information see: <https://svayam.wordpress.com/2013/03/19/national-tourism-award-for-best-disabled-friendly-monument-for-whs-fatehpur-sikri/>



# Exhibition of 3-D copies of Works of Art from the Prado Museum's Collection.

By AXA Foundation and ONCE Foundation, Spain

## About the project

In 2015 an innovative project was carried out to present an exhibition of six 3-D images selected from the most representative paintings of the Prado's Museum collection, which represents one of the most significant tourist attractions in Spain.<sup>6</sup> These images can be touched with the hands, allowing a new perspective, especially oriented to persons with visual impairments. As an added value, three of the works in the exhibition were displayed in real size, scale 1:1.

This was the first initiative launched in the Prado Museum making works of art accessible to visually impaired persons. The exhibit was open to all audiences, including persons with no visual impairments wishing to experience the sensations from a blind user's perspective by using blindfolds or opaque glasses made available on the spot. The project offers innovation and technology for art and social inclusion, thus contributing to the concept of "art for all".

The exhibition was developed by the Prado's Museum Department of Education, with the support of AXA Foundation, ONCE (Spanish Organization of the Blind) and ONCE Foundation, and with the technical assistance provided by Durero Estudios SL.

Spain, with excellent results. The experiences that blind persons or people with low vision have had by enjoying these three dimensional images can be summed up through the following comments by the curators of the exhibition:

- The reality of the work represented is perceived, not only in geometric shapes. From this perceptual richness, greater creativeness, artistic-aesthetic enjoyment and greater ability are achieved, which allows a deeper knowledge for more complex artistic subjects.
- An emotional perception of the work is accomplished. The mental effort to transform geometric shapes is not really necessary because of the 3-dimensional representation technique used in this project, which leads the mental process directly to the contact forms of the art work.
- The blind person is able to mentally recreate the work as a whole. Visual memory is facilitated by the emotional memory. This allows a blind person to be able to explain, discuss and analyse with another person a particular work of art without having to refer to geometric diagrams.

## Achievements and impact

The project has already been tested in a pilot experience at the Museum of Fine Arts of Bilbao,

## Lessons Learned and Remaining Challenges

The Prado Museum project has been developed in collaboration with visually-impaired professionals

<sup>6</sup> Visit <https://www.museodelprado.es/en/whats-on/exhibition/touching-the-prado/44b5dd23-464a-4cfc-a6f9-d4f5e8d63015>





Leonardo da Vinci's Mona Lisa as a tactile painting © Pablo Blazquez Dominguez / Getty Images / Ideal Image



from ONCE, which is a guarantee of quality of this initiative.

This is a long-term project which aspires to move the exhibition works shown in 2015 into the Education Area of the museum or become part of a project to bring the Prado Museum to groups of people with disabilities ('Prado for All' programme). To make this exhibition accessible to everyone, Prado Museum and AXA Foundation are exhibiting the pieces in a road-show in six Spanish cities. Currently, in different cultural

institutions in Spain, similar proposals have been launched aimed at combining different senses, such as sight and hearing in concerts, poetry readings around pictorial compositions and sight and taste in gastronomy. In these new projects, the relationship between artistic expression and the sense of touch has been limited to making 3-dimensional sculptures or reliefs available to visitors with visual impairments.





# Everyone Belongs Outside: Push to Open Nature & the Alberta Parks Inclusion Plan

By Alberta Parks, Canada

## About the project

Alberta Parks recognizes that many people face obstacles preventing them from connecting to nature, in particular persons with disabilities. They face common barriers given the inadequate transportation, extra costs, lack of skills, knowledge, or information, what makes them feel unwelcome. Alberta's 2009 *Plan for Parks* calls for the creation of a province-wide inclusion strategy to increase opportunities for, and invite full participation of all citizens.

Alberta Parks' *Inclusion Plan, Everyone Belongs Outside*, released in 2014, aims at increasing access, inviting participation, and building capacity for inclusion in all Provincial Park facilities, programs and experiences.

The *Push to Open Nature* programme focuses on the inclusion of persons with disabilities and their caregivers, and is inclusive of physical, visual, mental, emotional, learning, and temporary disabilities (recent work even explores the role of nature for people at end-of-life and their caregivers). This programme activates the objectives of the inclusion plan by: improving access, inviting participation, increasing capacity of disability services and outdoor recreation groups, sharing information and best practices, as well as encouraging dialogue to increase awareness of inclusion in nature parks.

The programme drew on many key resources, both regional and international, involving Alberta

Environment and Parks, the leader of the project, Alberta Provincial Human Services in the sphere of human rights, citizenship, and persons with disabilities, Mount Royal University School of Nursing and Midwifery, University of Calgary, Parks Victoria, Australia, and Travability.

## Achievements and impact

The *Push to Open Nature* programme has sparked innovation through accessibility audits and facility improvement, adaptive outdoor recreation equipment design, community and volunteer engagement, staff diversity training and support, and partnerships with agencies serving people with disabilities. The programme increases environmental and recreational literacy among people of all abilities through adaptive nature challenges, volunteerism and special events that promote storytelling, peer-to-peer sharing, and inclusive experiences. Integrating research helped Alberta Parks reveal and promote the mental health and emotional benefits of inclusion in nature for persons with disabilities and their caregivers.

William Watson Lodge in Peter Lougheed Provincial Park provided accessible cabins for Albertans with disabilities for decades. Recently, accessible campsites, comfort camping, and multi-sensory, barrier-free interpretive trails added a range of opportunities for all. Smaller barrier-free experiences across the province, such as Peaceful Valley Day Lodge, accessible yurts at Pigeon Lake, and minibuses at Fish Creek and



William Watson Lodge, Alberta © Alberta Parks



Glenbow Ranch, provide entry points for people who never imagined the outdoors could be part of their lifestyle.

Alberta Parks also funded the design of the innovative *Parks Explorer* and its ongoing development through student design competitions in collaboration with staff, stakeholders, and volunteers. This adaptive wheelchair means people with limited mobility can manoeuvre on rougher terrain and, unlike chairs that require physically fit support-people, can be easily operated by families. *The Park Explorer* increases access by modifying the experience, not the environment.

### Lessons Learned and Remaining Challenges

Albertans enjoy a high quality of life, and its network of parks is a major contributor to that. Parks provide opportunities for active, healthy living in nature,

which is a proven salve for the mental health impacts of busy modern lives. Nature parks also provide opportunities for learning and social connection in diverse landscapes and facilities, regardless of age, ability, gender, cultural background, education level, or individual perspective of their visitors. Alberta has experienced massive population growth and increased tourism, immigration and migration, more people living with disabilities, and a rise in active senior citizens, making the region more socially diverse than ever.

Alberta Parks aims to continue to work towards meeting the objectives outlined in the Inclusion Plan and remains committed to getting all Albertans out into nature, in fulfilment of the motto that *everyone belongs outside*.





# Barrier-free Tour Center, Ise-Shima Region, Mie Prefecture, Japan

By Japan Accessible Tourism Center, Osaka, Japan

## About the project

The Japan Accessible Tourism Center was established as the first inbound tourism service provider for Japanese tourists with disabilities, and it also supported the establishment of similar regional centers. When the Barrier-free Tour Center was established in Ise-Shima, the situation regarding the accessibility in that particular area was not satisfactory, even though it boasts one of the most important Japanese shrines with 2,000 years of history and also some prominent sea resorts.

The Barrier-free Tour Center in Ise-Shima provides advice for accommodation and sightseeing trips for tourists with disabilities, seniors and their families. Being a non-profit organization, its budget comes from the government, local municipality, the local tourism association, donations and tour coordination fees.

## Achievements and impact

Local people with disabilities started the project to create an “all-people-friendly destination” and launched a series of activities including: the wheelchair-friendly route map, accessible information on the Center’s website, sports events (canoeing, cycling, sailing, marathon, etc.), consulting for traditional Japanese inns to make accessible rooms, awareness-raising at schools, seminars for the local tourism sector and free wheelchair rentals in the area.

## Lessons Learned and Remaining Challenges

Charity is not enough to change society to become more accessible. Investment in accessible facilities and services for tourism business needs to come first, as a disabled tourist-friendly city (with railway stations with adequate lifts, low-floor buses, flat surfaces, ramps at shop entrances, accessible toilets and open-minded people) also means a disabled-friendly city for the locals. Provincial cities tend to be underdeveloped, both in terms of accessible facilities and in the mind-set of social inclusion. Accessible Tourism can be regarded therefore as the key to changing the status quo where there is a general problem of low accessibility.

When developing accessible tourism products and services, urban destinations have to take into consideration the needs of both domestic and foreign visitors, whose cultural background may differ and therefore require specific solutions so all visitors would feel welcome. This refers especially to language barrier issues that may arise. In addition, the needs of the local population with disability and specific access requirements should always be taken into account. Accepting the differences can only raise the fundamental power of city tourism.

Following the example of Ise-Shima, some other Japanese cities are trying to establish accessible tourism centers.





Viewing deck, Ise-Shima Region. ©Ise-Shima Barrier-free Tour Center



One of the main challenges is that public funding cannot be provided for a long time, which implies that these centers need their own sources of revenue from customers and business relations with local partners.



# Accessible Travel Online Resources

By Lonely Planet, Australia

## About the project

Lonely Planet promotes the belief that travel is for all people, no matter what their abilities or limitations may be. Travelling with a disability often requires a great deal of preplanning. Thus, the first barrier to travel for many people who have access issues or a disability is a lack of information, combined with a fear of the unknown. Research indicates that more people with a disability would travel if they had access to information that would enable them to do so.

Lonely Planet's *Accessible Travel Online Resources Guide* can be regarded as a "meta list", which includes not only individual destinations, suppliers and venues but also many "Accessibility Information Schemes" (AIS databases), some of which comprise thousands of establishments and venues. The Guide was produced in cooperation with the European Network for Accessible Tourism (ENAT).

This collection of online resources aims to help fill the information gap and alleviate unfounded fears of people with a disability desiring to travel, either by providing information directly or by introducing them to many others, via their website or personal blog, who haven't let their disability get in the way of their love of travel. The Guide is to be updated twice a year, thus ensuring that all information is live and current, as well as continually growing in an organic manner: the more well-known this list becomes, the more suppliers and venues will

want to be included and, thus making this Guide more legitimate.

## Achievements and impact

Lonely Planet has published the world's largest list of online resources for accessible travel, including:

1. Country-by-country resources from national and local government and tourism bodies, as well as disabled people's organisations, in more than 40 countries;
2. A wealth of experience of travelling with a disability from almost 50 personal travel blogs;
3. Dozens of specialised accessible travel agents and tour operators from more than 40 countries around the world;
4. Top travel tips for travelling with specific access requirements;
5. Advice from experienced travellers with a disability;
6. Leads and links to disability-specific advice and support; and
7. Websites dedicated to the theory and promotion of accessible travel.



This free-of-charge document has already been downloaded thousands of times. It has attracted the interest of National Tourism Organisations who have expressed an interest in collaborating on future editions by supplying information and imagery from their respective countries.

## Lessons Learned and Remaining Challenges

Lack of information is often the first and sometimes insurmountable barrier to travel for people with a disability. Tourism suppliers should ensure that information about the accessibility of their products and services is as easy to find as possible on their website and in all their marketing materials.

Regional and national tourism bodies can contribute to the Lonely Planet Guide of Accessible Travel Online Resources to promote their accessible tourism offers and, at the same time, actively collect and publish information regarding the accessibility of destinations, transport, activities and establishments on their own web sites. It is also vital that all such information published online should meet the latest criteria for web accessibility.

Keeping the Guide updated will be a continual challenge. It also remains a challenge to publicise the existence of this document as widely as possible to maximise the number of downloads and hence its impact.



## Lonely Planet's Accessible Travel Online Resources

Easy-to-read text • Updated biannually

A broader knowledge and awareness of this product among tourism authorities and suppliers would also contribute to the growth of this global resource by including more destinations and establishments in future editions.





## **T-GUIDE: Guiding Visitors with Learning Difficulties**

By European Federation of Tourist Guide Associations (FEG), France, and European Network for Accessible Tourism (ENAT), Belgium

### **About the project**

T-GUIDE is a training course on Guiding Visitors with Learning Difficulties offered by the European Federation of Tourist Guide Associations (FEG) and the European Network for Accessible Tourism (ENAT). The T-GUIDE course is the outcome of a Vocational and Educational Training (VET) project co-funded by the European Union “Leonardo” project. It is specifically designed as a Continuing Professional Development (CPD) course for qualified tourist guides to offer better services in interpreting the cultural and natural heritage of an area to a broader audience.

Qualified tourist guides can enhance their skill-set and gain access to a rapidly increasing market for guides who can competently and sensitively work with people with learning difficulties. As a result of the T-Guide training it will become possible for guided tours to be more inclusive, opening possibilities for people with intellectual disabilities, their families and friends to enjoy cultural tours together.

The course objectives are: recognising the importance of preparing for the tour, working with carers, understanding of learning difficulties and assessing and adjusting tourist guide services to a specific audience. It is important that tourist guides become familiar with “Easy To Understand Language” (ETUL) and use of body language. Tours must be prepared carefully in advance, identifying difficulties in the local environment

and reducing safety hazards and risks. Finally, the guides must know how to develop appropriate visual aids and interactive techniques to make their tours informative and enjoyable for all visitors.

### **Achievements and impact**

The course was launched in London, United Kingdom, on 14 April 2016, the participants being professional “Blue Badge” tourist guides. Initial training was provided via an e-Learning course at [www.accesstraining.eu](http://www.accesstraining.eu) followed by face-to-face training. The trainees took part in a guided tour for persons with learning difficulties at the Houses of Parliament in London. The final stage of training requires trainees to prepare and carry out their own guided tour with visitors who must include persons with an intellectual disability.

### **Lessons Learned and Remaining Challenges**

Tourism professionals need to innovate and acquire new skills in order to introduce new groups of visitors to cultural heritage and present their material in new ways. This course, developed with partners from different disciplines and parts of the value chain, has helped to overcome barriers of social and cultural exclusion by engaging actively with individuals, families and groups of people with learning difficulties. The T-Guide Course has demonstrated the practical value of training and professionalization in this area and the partners are eager to assist in the wider take-up of the T-Guide Certificate as a means of furthering



At the British Museum © Efi Kalamboukidou



“Tourism for All”, with particular emphasis on guiding those who otherwise would have little, if any, access to cultural tourism experiences.

The training has given tourist guides the opportunity to enhance their professional skills by becoming more aware of the needs of people with learning difficulties and gaining knowledge of how to organise and prepare for the delivery of the tour and guiding services.

Connecting with the client groups of people with learning difficulties has shown that there is a great potential for developing a wide range of tours for this very varied target group. Given the relative scarcity of tourist guides with the appropriate skill-set there is a need for multiplying

the number of trainers rapidly, working in different languages and regions. It is therefore intended that T-Guides will share their training experiences, guiding materials and techniques by using videos and other digital information formats. Having received their certificates, the trained guides continue maintaining a record of guided tours in a “log-book”, so as to help develop and retain their skills. Hopefully, many of the new T-Guides may become trainers in this specialised field, rolling out training to other qualified tourist guides throughout Europe and beyond.



## Contributors of case studies

**Subhash Chandra Vashishth**, Access Consultant & Founder, Centre for Accessibility in Built Environment (CABE), India  
Email: [CABE.Access@gmail.com](mailto:CABE.Access@gmail.com)

**María José Ballesteró**, Institutional Relations Manager, AXA Foundation, Spain  
Email: [mariajose.ballester@axa.es](mailto:mariajose.ballester@axa.es)

**Tazim Nazarali**, East Kananaskis Area Manager and Don Carruthers Den Hoed, Head of Provincial Inclusion Implementation Team, Alberta Parks, Canada  
Email: [PushToOpen@gov.ab.ca](mailto:PushToOpen@gov.ab.ca)

**Hideto Kijima Kiji**, President, Japan Accessible Tourism Center, Japan  
Email: [mail@japan-accessible.com](mailto:mail@japan-accessible.com)

**Martin Heng**, Accessible Travel Manager & Editorial Adviser, Lonely Planet, Australia  
Email: [Martin.Heng@lonelyplanet.com.au](mailto:Martin.Heng@lonelyplanet.com.au)

**Efi Kalamboukidou**, President European Federation of Tourist Guide Associations – FEG  
Email: [president@feg-touristguides.org](mailto:president@feg-touristguides.org)





## Useful links

<http://asi.nic.in>

<https://www.museodelprado.es/en>

[www.AlbertaParks.ca/Inclusion](http://www.AlbertaParks.ca/Inclusion)

[www.PushToOpen.ca](http://www.PushToOpen.ca)

<http://www.japan-accessible.com/>

<http://shop.lonelyplanet.com/world/accessible-travel-online-resources-2016>

<http://www.feg-touristguides.com/>

<http://www.t-guide.eu>

<http://accesstraining.eu/t-guide>

For more information on UNWTO activities in the sphere of Accessible Tourism for All, please contact Ethics and Social Responsibility Programme.

Tel: +34 91 567 81 71/2

E-mail: [ethics@unwto.org](mailto:ethics@unwto.org)



# TOURISM FOR ALL

World Tourism Day  
27 September 2016

PROMOTING UNIVERSAL ACCESSIBILITY



Accessible Tourism for All is about creating products and services that can be equally enjoyed by persons with disabilities, tourists and locals, families with small children, seniors and everyone else.







**The World Tourism Organization (UNWTO)** is a specialized agency of the United Nations. As the leading international organization in the field of tourism, UNWTO promotes responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. UNWTO's membership includes 157 Member States, 6 Associate Members, 2 permanent observers and 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities: [www.unwto.org](http://www.unwto.org)

**The ONCE Foundation's** main objectives are training and labor inclusion of persons with disabilities, as well as the attainment of universal accessibility by promoting accessible environments, products and services. We work towards the removal of barriers in the spheres of culture, leisure and tourism, and undertake awareness-raising actions through publications and organization of international conferences on Tourism for All. [www.fundaciononce.es](http://www.fundaciononce.es) / [www.once.es](http://www.once.es)

**The European Network for Accessible Tourism - ENAT**, is a non-profit organization which gathers organizations and individuals from the private, public and non-governmental sectors. Our mission is to make European tourism destinations, products and services accessible to all travelers, while promoting inclusive and accessible tourism worldwide. [www.accessibletourism.org](http://www.accessibletourism.org)



**World Tourism Organization**

Capitán Haya 42, 28020 Madrid, Spain  
Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33  
[www.unwto.org](http://www.unwto.org)