

# Accessibility at Smart Tourism Destinations will be the central focus of the 2<sup>nd</sup> edition of the TUR4all Congress

- **A total of 20 webinars will be used to highlight the Autonomous Region of Valencia as an accessible destination and the STD model will be made available to Spain, Europe, and Latin America**

*(Madrid Spain, 28 July 2020).* – **The Spanish Representative Platform for People with Physical Disabilities, PREDIF, and the Region of Valencia Tourist Board** will once again be partnering to bring about the 2<sup>nd</sup> TUR4all Congress: Accessibility at Smart Tourism Destinations, resulting from an agreement signed by both entities to promote Accessible Tourism in the region. The event will take place “virtually” given the current health situation and will start on 9 November. The aims of the 2<sup>nd</sup> TUR4all Congress are primarily to give prominence to the Valencia Region as an accessible destination and to promote the STD model in Spain, Europe, and Latin America.

The concept of a Smart Tourism Destination (STD) is a recent development, but it has become one of the key differentiating factors in such a competitive sector as tourism. Furthermore, it is an opportunity for destinations who aim to get this accreditation to create sites where technology, people and the surroundings establish and maintain a suitable balance.

For PREDIF, having accessibility as one of the cornerstones of an STD makes complete sense. A tourist destination cannot ignore the needs of people who are their clients and new technologies are the tools that can facilitate a satisfactory and inclusive experience.

The Region of Valencia Tourist Board is a leader in the deployment of the STD Model in Spain. Since 2014, the Valencian Institute of Tourism Technologies (INVATTUR) has been developing the Valencia Region Smart Tourism Destinations (DTI-CV) project to define the smart tourism destination model, and to set out the strategic guidelines to adapt the Region of Valencia’s tourism innovation system to the development of the STD.

The 2<sup>nd</sup> edition of the TUR4all International Congress falls within the activities of the DTI-CV network, spearheaded by the accessibility workgroup, which PREDIF is part of, and in which the following destinations are actively involved: Vinarós, La Vila Joiosa and Alcoy.

There will be a total of 20 sessions to promote accessibility best practices of smart tourism destinations across different fields: accessibility management, promoting accessibility, new technologies, signage and directions in an urban environment, accessibility insignias and certificates, public transport services, tourism offices, sun, sand and sea tourism, inland tourism, urban tourism, MICE tourism, active tourism, accommodation, restaurants, complementary

tourism services and products, theatres and shows, cultural and natural heritage sites as well as workplace inclusivity and employment and entrepreneurship.

If you would like to present best practices or the experience of your destination or business at the congress, simply fill out the form available on [www.congreso.tur4all.com](http://www.congreso.tur4all.com) and send in your application before 20 September to [congreso@tur4all.com](mailto:congreso@tur4all.com).

There will be an assessment committee made up of international experts in accessibility and tourism to review the examples of best practices put forward by the destinations.

Collaborating in the organisation of the congress are SEGITTUR (Spanish State-Owned Trading Company for the Management of Innovation and Tourism Technologies), ENAT (European Network for Accessible Tourism), ISTO (International Social Tourism Organisation), the Latin American Inclusive Tourism Magazine and Accessible Portugal.

**PREDIF, the Spanish Representative Platform for People with Physical Disabilities**, is a Spanish state approved non-profit organisation that represents, runs programmes and promotes activities on behalf of more than 100,000 people with physical disabilities. It boasts more than 30 years of expertise in this field through its member federations: ASPAYM, COAMIFICOA, ECOM as well as 8 PREDIF regional offices.

PREDIF is presently acknowledged as a benchmark for accessible tourism, chairing the Inclusive Tourism and Leisure Commission of CERMI (Spanish Committee of Representatives of People with Disabilities), and its accessibility protocols and criteria have the consensus of the entire disability sector. Similarly, in recent years PREDIF has been developing personal assistance projects, becoming an authority in this field too, in addition to coordinating CERMI's Personal Assistance and Independent Living Work Group.

#### More information

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