Committee for the Promotion and Support of Accessible Tourism

*Bruxelles June 6, 2014*
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.
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 accommodation, tourist attractions and commercial premises.

In addition to this,

it can propose communication and information campaigns about accessibility.
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.

Comitato per la Promozione e il Sostegno del Turismo Accessibile
The evolution of the attention about accessibility

“Prehistory”

1996
First steps

1997-1999: “Italy for all”

1999-2004
The “medieval” period


2006-2009: Accessible Tourism begins to work as a system

2009-2011: the “Manifesto”

2013
First White Paper

Committee for the promotion and support of accessible tourism

Comitato per la Promozione e il Sostegno del Turismo Accessibile
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
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 indentified 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.
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 hospitality for everyone”
✓ Implement and promote a strategy of inclusion, which 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.
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”.

Comitato per la Promozione e il Sostegno del Turismo Accessibile
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 sinergy with different interlocutors, on different topics:

Accessible Tourism and Universal Design

Transnational routes – facilitated, innovative and experiential travel routes
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 Turism 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%)

Comitato per la Promozione e il Sostegno del Turismo Accessibile
360 launched projects

Disabilities targeted by projects

- Physical: 58.4%
- Sensory: 27.5%
- Other specific needs: 8.6%
- Mental and psychological: 5.5%
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%.
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.
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.
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 institutional and promotional web sites (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.
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