

**Title of the project: Universal Tourism in the Basque Country: six itineraries for all**  
**Acronym of the project: Tourism4All**

**Project duration and start date: 18 months / 1-10-2014**

### **Short description of project**

- The project is about

Being aware of the market potential of people with accessibility needs due to social-demographic trends internationally, the Basque Country is working in order to create a "Tourism for All in Basque Country" tourism offer. Based on an already created accessibility model, this project's objective is to further develop the model including required standards for new services and packages within six itineraries in the Basque Country taking into account the whole value chain and also the quality of the services provided.

- Main objectives:

The objectives of Tourism4All cover the main issues to create and commercialize a quality accessible tourism offer:

1. To complete and extend the Accessibility Standard of the tourism value chain taking into account functional diversities that will allow to assess each tourism facility
2. To improve the skills of the professionals of the value chain to attend properly to people with special needs by means of improved and adapted training materials
3. To create tourism packages for people with different functional diversity. The project will focus in six different destinations in the Basque Country.
4. Promotion and commercialization of the offer through standard and also specific commercialization channels.

### **Lead partner/coordinator:**

FUNDACION INSTITUTO GERONTOLOGICO MATIA - INGEMA + (*Spain*)

**Partners:**

ASOCIACION PROMOCION TURISMO Y ECONOMIA RUTA DEL VINO RIOJA ALAVESA. *(Spain)*

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