

## Introduction to the ISO Standard 21902

# Accessible Tourism for All: Requirements & Recommendations

Marina Diotallevi - Head

Igor Stefanovic - Technical Coordinator

UNWTO Ethics, Culture and Social Responsibility Department

## **Accessibility: Right and Business Opportunities**

- > Concerns the Whole Value Chain and Millions of Users
- > Local Population & Visitors
- > Brings Customers, Revenues and Market Positioning
- Requires Common Concepts
- > SDGs & 2030 Agenda Applied to the Industry

## **Global Standards & Indicators**

- ➤ Lack of International Standards and Gaps in National Frameworks
- > Dimensions and Indicators that Differ
- Scarce Collaboration and Governance
  Platforms
- ➤ Bad Tourism Experience for Consumers
- > UNWTO/ONCE FOUNDATION & UNE Proposal to ISO in 2016



## ISO 21902 - Accessible Tourism for All

**Requirements & Recommendations** 

**Targeting the Whole Tourism Value Chain** 

**UNWTO-Convenor of a Multi-Stakeholder Expert Working Group** 

Int'l Consensus After 4 years Among 85 Experts from +35 Countries

Published in June 2021 as a Voluntary Standard

## Scope & Applications I

Focus on Services and Functional Features

#### 4 Core Requirements Applicable to All:

- Design of Services
- Training
- Information & COMM
- Built Environment



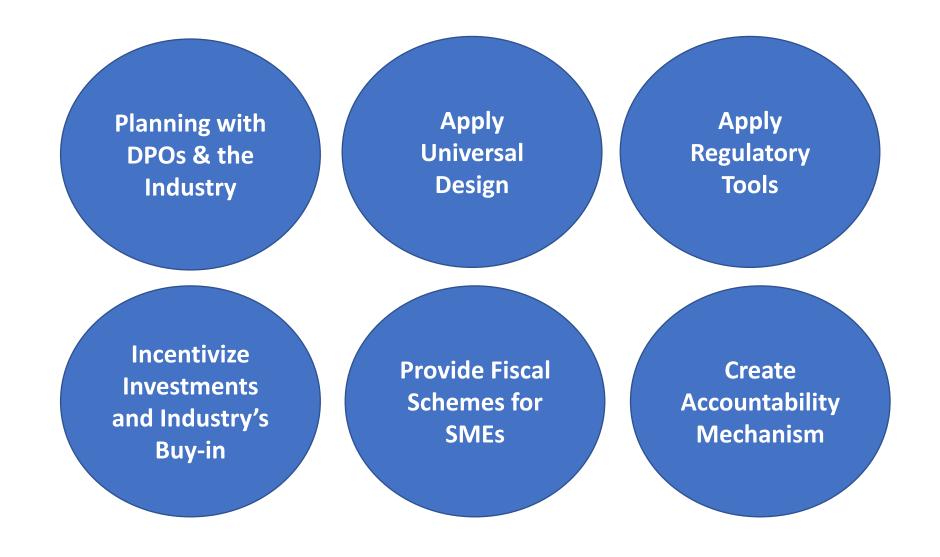
## Scope & Applications II



#### Specific Requirements for 8 Elements:

- Policies (NTAs & DMOs)
- Transport
- Accommodation
- Food & Beverage
- Travel Agencies
- Leisure
- Urban & Rural Spaces
- MICE

## **Concrete Actions NTAs & DMOs I**



## **Concrete Actions NTAs & DMOs II**



#### **How to Access to ISO Standard?**

ICS > 03 > 03.200 > 03.200.01

# ISO 21902:2021

## Tourism and related services — Accessible tourism for all

Requirements and recommendations

# GENERAL INFORMATION ®

**SUBSCRIBE** FOR UPDATES

Status: 

 Published Publication date: 2021-07

Edition: 1 Number of pages: 81

**Technical Committee**: ISO/TC 228 Tourism and related services

**ICS**: 03.200.01 Leisure and tourism in general

www.iso.org/standard/72126.html

## Standards & SMEs

Low Supply vs. Growing Demand

ISO Standard to Fill in the Gaps

Possible Challenges for SMEs due to COVID-19 & Small-Scale Operations

Response: Reasonable Adjustments

1<sup>ST</sup> Step: Identify Barriers, Train Staff & Communicate Better

Provide Inputs to Observatories

#### **UNWTO Manuals: Accessible Indicators**



Define Space, Value Chain Elements and **Key Issues** 

## **UNWTO Manuals: Accessible Indicators**

Access	How do I arrive to, identify and enter a built facility or means of transportation?
Information & Communication	Is there a proper signage to know what succeeds in my entourage? Are there info panels, alert systems, sound announcements, specific counters to go to or interface terminals? Are they signposted and how?
Management	Accessibility is managed continuously? Are there depts in charge, HR, funds, and satisfaction and quality surveys?
Mobility	Can users move autonomously through the space? Are there adequate horizontal and vertical routes?
Personnel & Training	Is there staff to assist? Has it been trained and how often? Are aid devices properly staffed?
Premises	Can a customer use common or private areas? It can be a lobby, front desk area accommodations, auditorium, concert hall, museum, etc.
Services	Is there a proper transportation frequency or menus in Braille? Is it celiac disease-friendly?
Toilets	Can I access the lavatory and use it? Is it only adapted for wheelchair users? Can I turn around, wash my hands, is there Braille signage?
Usability	Can I interact with the elements of public use? Can I use the furniture, the urban equipment, a ticket issuing device, a cash machine?

## **Recent Recommendations & Good Practices**



**Accessibility Champions** 

Good Practices ensuring Accessible
Tourism for All amidst the COVID-19
pandemic

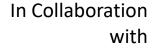
#### **UNWTO Inclusive Recovery Guide**

Sociocultural Impacts of COVID-19

Issue 1: Persons with Disabilities



Please Share Your
Initiative Here to
Inspire Others











By UNWTO Affiliate Members

#### **Useful Links**

#### **ISO 21902 Standard Preview**

https://www.iso.org/standard/72126.html

#### **UNWTO Activities Related to Accessible Tourism (ECSR)**

Recommendations, Manuals, Good Practices, Events <a href="http://ethics.unwto.org/en/content/accessible-tourism">http://ethics.unwto.org/en/content/accessible-tourism</a>

**Accessibility and Inclusive Tourism Development in Nature Areas (AM)** 

https://www.e-unwto.org/doi/epdf/10.18111/9789284422777





## Thank you

ecsr@unwto.org

Marina Diotallevi, Head
Igor Stefanovic, Technical Coordinator
UNWTO Ethics, Culture and Social Responsibility
Department