ALL FOR ALL: Promoting Accessibility in Natural and Cultural Heritage Sites

Helena Ribeiro – Turismo de Portugal

Conference on Accessible Tourism,
5th December, 2025,
Zagreb, Croatia

All for All
PORTUGUESE TOURISM

TURISMO DE PORTUGAL

Technical management tools

- Technical information and recommendations that enable better interaction with customers with specific needs

- Greater awareness and understanding of these customers' needs

- Improved staff performance and enhanced service quality

Specific guides for promoting accessibility in Nature-based activities and in Cultural Heritage sites

Accessible informational content

Techniques

- Simple writing, easy Reading
- Pictographic writing
- Interlinguistic translation
- Sign Language interpretation
- Subtitling
- Audio description
- Writing in enlarged formats
- Braille and 2D½ tactile relief
- 3D tactile relief
- Tactile representations
- Multisensory games and experiences

Accessible informational content

Products

- Accessible website
- Virtual tour
- Multiformat information
- Accessible signage
- Tactile representations
- Multilingual audio files
- Video files in Sign Language and International Sign
- Multimedia applications
- Pictographic language materials
- Information on accessibility solutions
- Awareness campaign
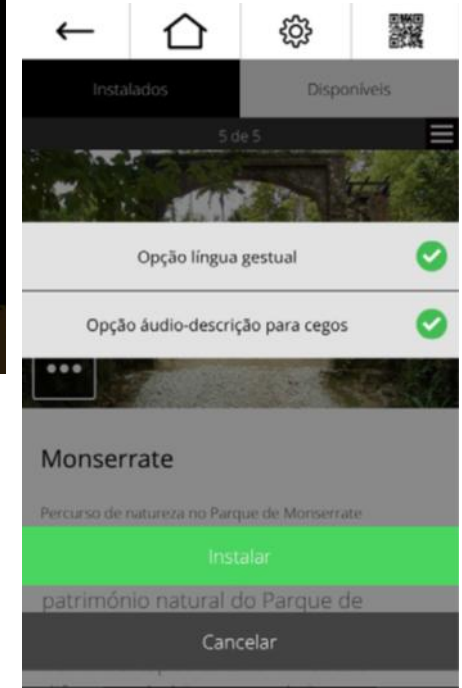
Romanesque Route (Northern Region of Portugal)

Promotional videos with sign language
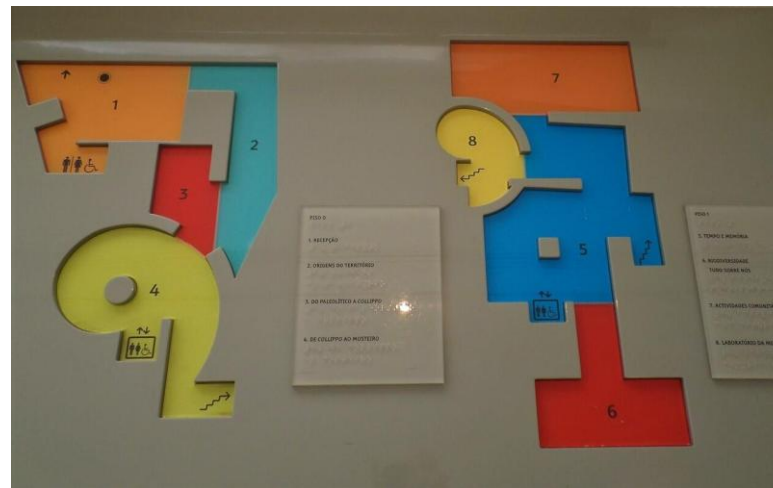
Website with virtual tour

Batalha Municipal Community Museum (Centre Region of Portugal)
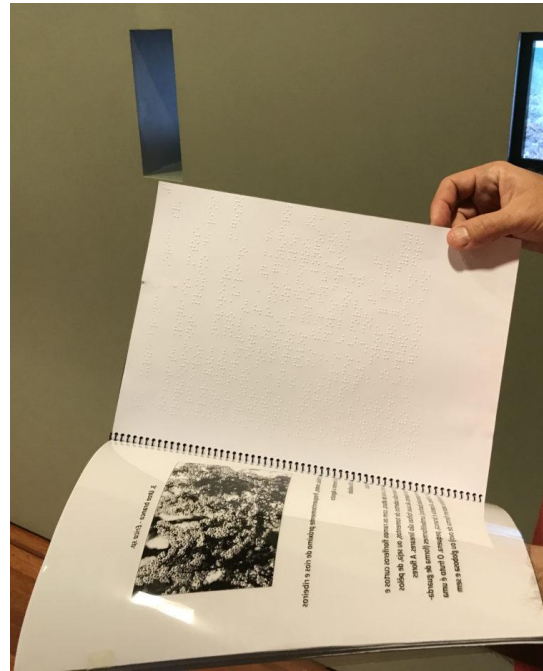
Braille text

Tactile representations

Braille and 2D½ tactile relief

Accessible website

Monastery of Santa Clara-a-Velha (Coimbra)

Braille text

Tactile representations

Audioguide with Audio description

Ramps

Parques de Sintra, Montes da Lua (Lisbon Region)
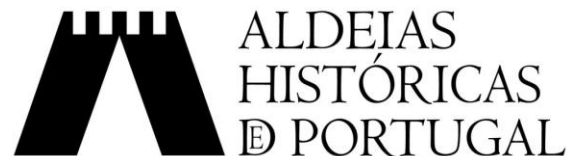

Tactile representations

Sign language

Traction equipment

Adapted buses

Working with Portuguese Cultural Heritage Networks on accessibility

- **Training**
- **Accessible Requirements**
- **Funding**
- **Best practices dissemination**

Examples of best practices in Tourism Activities

Braille and 2D½ tactile relief map

Seatrac equipment

Adapted Transport Equipment

Adapted Bathing Equipment

Adapted Bathing Equipment

Adapted Active Tourism Activities

Examples of best practices in Tourism Activities

Adapted foot wash station

Adapted Tree-top adventure

Adapted information for the colour-blind

Adapted Surf

Adapted Boats

Adapted Cannyonning

TURISMO DE PORTUGAL

Working with Portuguese Natural Heritage Networks on accessibility

- Training
- Accessible Requirements
- Funding
- Best practices dissemination

Portuguese UNESCO Geoparks Network

Portugal Nautical Network

**Portuguese UNESCO Biosphere Reserves Network**

NP ISO 21902:2022 - Tourism and related services — Accessible tourism for all - Requirements and recommendations

The process in Portugal

Framework

- The International Organization for Standardization (ISO) developed **ISO 21902**, published on July 13th, 2021, with the participation of Portugal's TC 144 – Tourism Services / Subcommittee 8 – Accessible Tourism.

- **First international standard dedicated to Accessible Tourism**.

- ISO 21902:2021 addresses the entire tourism value chain
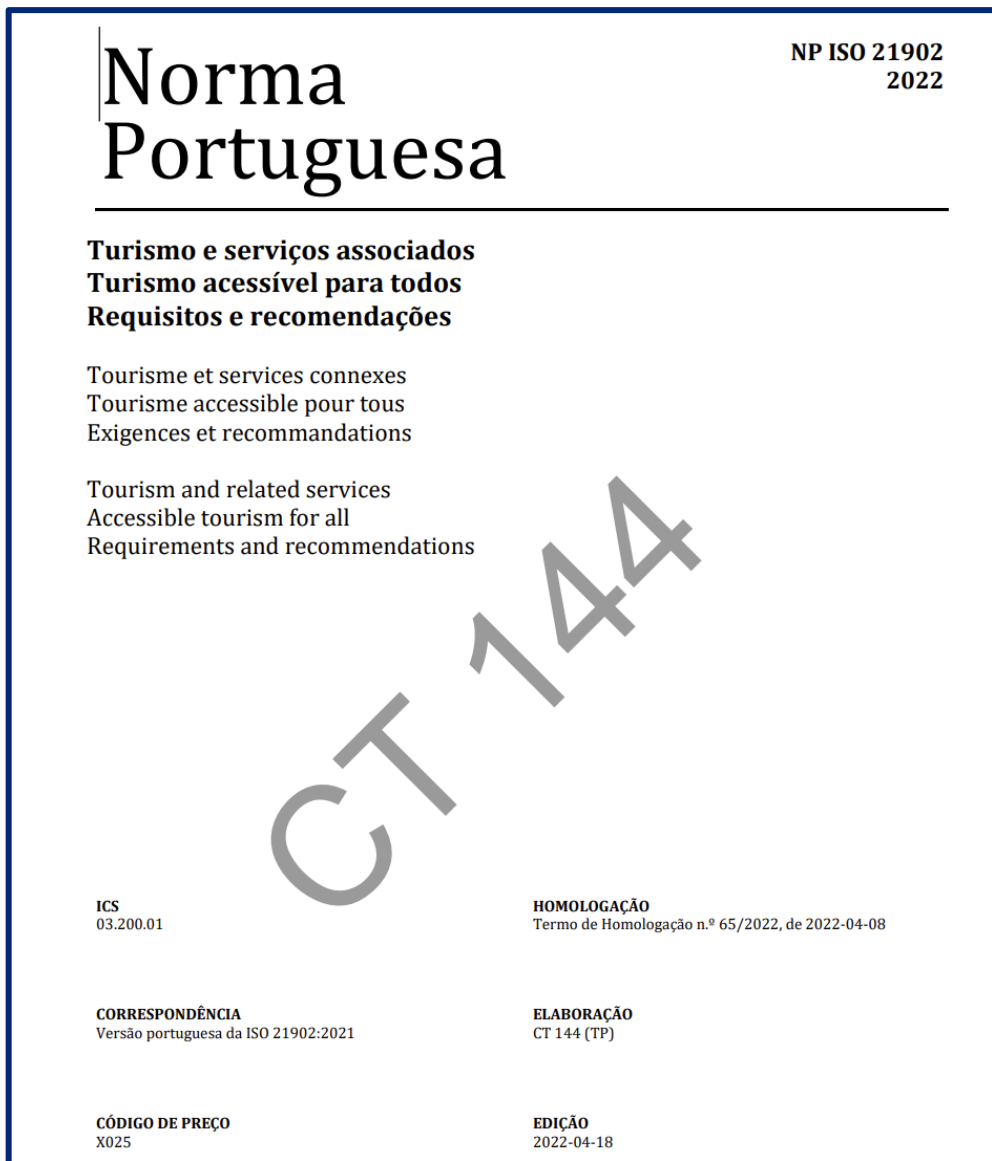
Turismo de Portugal, with the involvement of the Portuguese Institute for Quality (IPQ) produced the **Portuguese Standard ISO 21902**, published in April 2022.

Objectives:

- **Facilitate** national tourism stakeholders' access to this important information

- **Raise awareness** on promoting accessibility

- **Streamline** the certification process

Portuguese Standard ISO 21902:2022 – Accessible Tourism: Support documents

Ficha de Controlo

Conformidade com NP ISO 21902:2022

Turismo e serviços associados

Turismo acessível para todos

Requisitos e recomendações

NP ISO 21902 · TURISMO ACESSÍVEL · ACCESSIBLE TOURISM

IPAC acreditação
REQUISITOS ESPECÍFICOS DE ACREDITAÇÃO - CERTIFICAÇÃO DE TURISMO ACESSÍVEL
OEC0XX ● 2024-MM-DD

Projeto

1. **Objetivo**
O presente documento tem como finalidade definir os requisitos específicos de acreditação para fins de certificação de serviços turísticos de acordo com a NP ISO 21902 e complementa o disposto no DRC001 e DRC006.

2. **Índice**

NORMA PORTUGUESA

ISO 21902

:2022

Guia interpretativo

Turismo e serviços associados
Turismo acessível para todos
Requisitos e recomendações

2025

Feb: Presentation of the Certification Scheme

May: Accessible Tourism Training for Certification Company Auditors
October: Certification Mark Registration

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Certification Process – How to Obtain?

Recognizes organizations that adopt accessibility best practices, offering inclusive tourism products and services

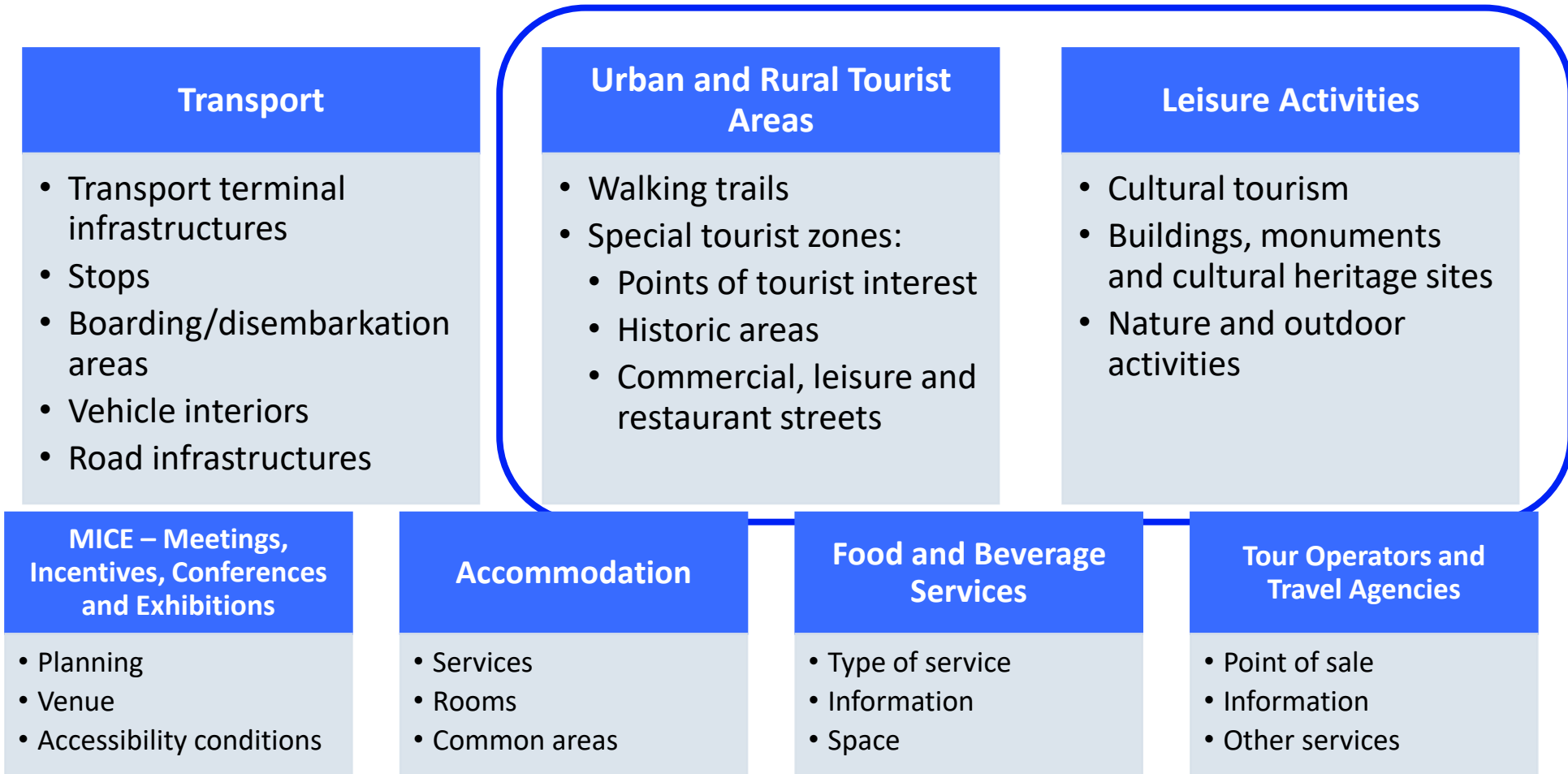| 01	02	03	04	05	06
Identify critical areas through internal audits	Appoint responsible staff to lead changes	Adapt infrastructure and service design	Train staff and raise awareness	Develop accessible materials (documents, signage, promotion)	Undergo audit & certification by official Certification body

Portuguese Standard ISO 21902:2022 – Accessible Tourism

Types of Tourism Offer

Transport

- Transport terminal infrastructures
- Stops
- Boarding/disembarkation areas
- Vehicle interiors
- Road infrastructures

Urban and Rural Tourist Areas

- Walking trails
- Special tourist zones:
  - Points of tourist interest
  - Historic areas
  - Commercial, leisure and restaurant streets

Leisure Activities

- Cultural tourism
- Buildings, monuments and cultural heritage sites
- Nature and outdoor activities

MICE – Meetings, Incentives, Conferences and Exhibitions

- Planning
- Venue
- Accessibility conditions

Accommodation

- Services
- Rooms
- Common areas

Food and Beverage Services

- Type of service
- Information
- Space

Tour Operators and Travel Agencies

- Point of sale
- Information
- Other services

TURISMO DE PORTUGAL

Funding - Growing with Tourism Program

- Fosters sustainable territorial development

- Focuses on social & environmental responsibility

- Supports training, innovation & tourism resources

- Encourages social innovation projects in tourism

- Boosts local communities & social inclusion

- Covers accessibility and certification costs

Certification – The key for a better tourism!

Developing tourism is more than drawing paths. It means shaping experiences, connecting communities, and valuing identities.

By integrating the **principles of ISO 21902:2021**, Tourism becomes:

- **Accessible to all**, without exception;

- **Sustainable**, in harmony with natural and cultural heritage;

- **Collaborative**, engaging local, regional, and European stakeholders;

- **Competitive**, enhancing the destination's authenticity and appeal.

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Thank you for your attention!

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