



UN Tourism

# Tourism policies evolving towards a more inclusive and accessible society



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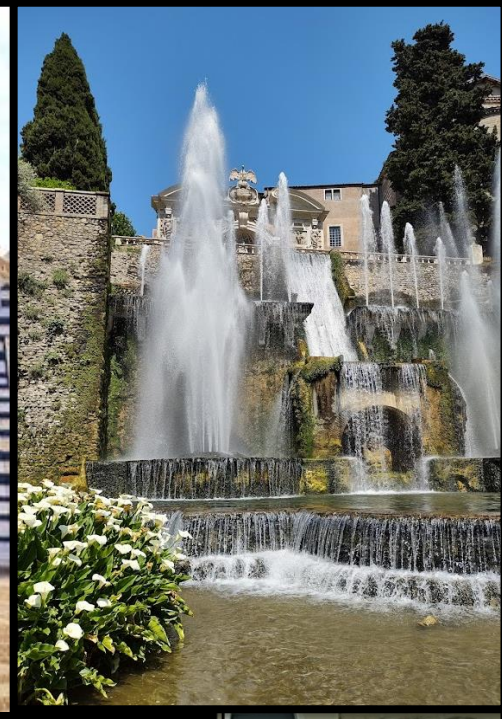
Technical Coordinator of Ethics, Culture and Social Responsibility





¿Standard *Homo sapiens*?

# ¿What are the linkages between our senses and tourism?



**CENTO FONTANE**  
HUNDRED FOUNTAINS

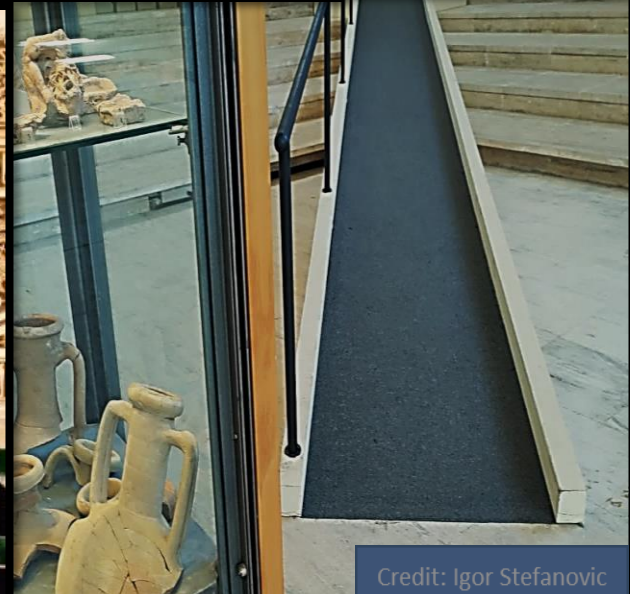
TRECENTO GETTI E ZAMPILLI, ALLINEATI SU TRE CANALI SOVRAPPOSTI, FORMANO UN FRONTE D'ACQUA CHE PERCORRE TRASVERSALMENTE IL GIARDINO E COLLEGA LA FONTANA DELL'OVATO A QUELLA DI ROMETTA.

THREE HUNDRED JETS AND SPOUTS, LINED UP ALONG THREE OVERLAPPING CHANNELS, FORM A WALL OF WATER THAT CROSSES THE GARDEN AND CONNECTS THE OVAL FOUNTAIN TO THAT OF THE ROMETTA.

**LEGENDA**  
LEGEND

**FONTANA**  
FOUNTAIN

**GETTI**  
JETS



# ¿How is our society evolving?



# Standard that has changed *status quo in 2021*

ICS > 03 > 03.200 > 03.200.01

## ISO 21902:2021

Tourism and related services — Accessible tourism for all  
— Requirements and recommendations

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# ¿How can the standard be used?

**Voluntary**  
application vs.  
implementation  
**incentives**

(Literal) **translations**  
acknowledged by  
standardization  
bodies

Complete or partial  
references

National legislation or  
regulations on built  
environments or  
services + **investment**

Professional codes

Voluntary  
**certification by**  
**independent** private  
sector parties

# Accessibility Standards and DMOs

## What is the focus?

- Environments enjoyed by **tourists and locals**
- Training of **tourism officials** and professionals
- People's comfort, safety and **quality of life**
- Working **together with DPOs**

## Guidelines for action:

- Creating monitoring and evaluation **indicators**
- Encouraging **survey, audit, complaint** and feedback systems
- Measuring and communicating **concrete achievements**
- Suggesting **corrective actions**



In collaboration with Turismo de Portugal, Turismo Argentina and ENAT



# Standards and Tourism Industry

## What is the focus?

- Accommodation
- Bars & restaurants
- MICE

## Guidelines for action:

- Assessing what is accessible
- Prioritizing improvements step by step
- Training (incl. managers)
- Employing workers with disabilities
- Economic benefits & economic loss



In collaboration with SHA, CIDH & ENAT





# Standards and Cultural Tourism

## What is the focus?

- Heritage, Monuments and Historic Areas
- Museums and Exhibit Spaces
- Cultural Events

## Guidelines for action:

- Innovate in **interpretation**
- Create digital **alternatives**
- Pay **attention** to materials, shapes, textures, sounds and fragrances
- Gather **feedback** from end-users



How to apply ISO Standard 21902  
*Accessible tourism for all*<sup>1</sup>

Recommendations for  
key players in the cultural  
tourism ecosystem

 Via Libre   

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In collaboration with ICOMOS and ENAT



# Standards and Nature Tourism

## What is the focus?

- Beaches
- Protected Natural Areas
- Accessible Routes
- Parks and Gardens

## Guidelines for action:

- Harness technology to **bridge obstacles**
- Attend to **sensory** and **intellectual** disabilities in itineraries
- **Make playgrounds for children inclusive**



In collaboration with IUCN Protected Areas WG, CONAF and ENAT



# Standards and Travel Agencies

## What is the focus?

- Different levels of travel agents' operations

## Guidelines for action:

- Position accessible products on **the mainstream market**, nationally and internationally
- **Produce eBooks, engaging travel guides, blog posts and informative videos**, in accessible formats
- Use personalized email marketing, user-generated content and social media, **in accordance with data protection laws**



In collaboration with Sage Travel, Tur4All and ENAT



# Standards and Transport

## What is the focus?

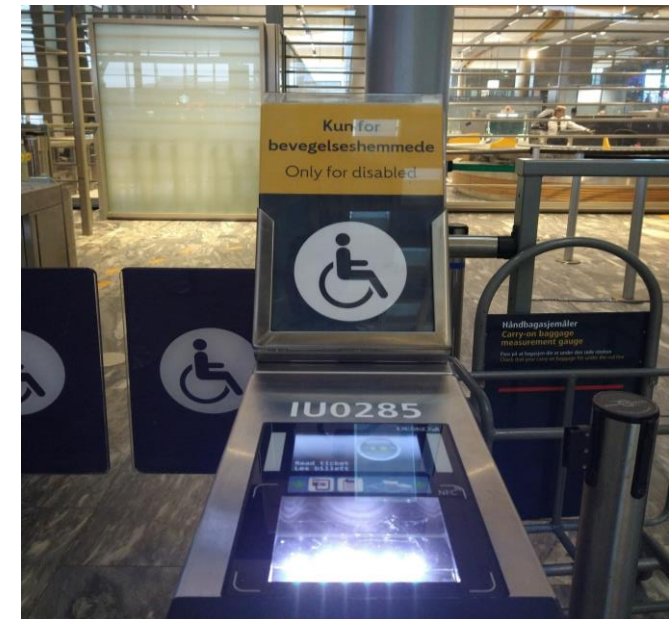
- Infrastructure and services vs. vehicles
- Transport by land, air and water
- Common areas to all

## Guidelines for action:

- **Ensure skills** on manipulating, loading, storing and transporting mobility aids, without harming passengers, staff and equipment
- Ensure delivery of assistance based on **appropriate service booking systems**, information exchange with customers and traceable communication



In collaboration with IATA, IUC, FIA and CLIA





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