

## **Roadmap for the consolidation of an accessible tourism destination, implemented in Spanish destinations**

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Since 2002, PREDIF, the Spanish Representative Platform for People with Physical Disabilities has been developing an Accessible Tourism programme, through which it raises awareness, provides training and consultancy services, and carries out research into the accessibility of tourism and leisure activities in collaboration with public entities, foundations and private-sector companies.

Our objective is to assist with the normalisation of tourism for people with disabilities so that they, like everyone else, can enjoy and make the most of the tourist attractions, products, services and facilities at their destination.

PREDIF believes that Accessible Tourism is a product that requires its own implementation and promotion strategy in order to achieve a specific set of objectives that favour the consolidation of a destination for all, and that benefit the users, the supply companies and the public administrations involved. A strategy is required given that accessible tourism implies that all infrastructures, services, products, customer service, activities and information are accessible. In other words, the entire trip experience must be accessible, successfully achieving the so-called “accessibility chain”.

For our organisation, the accessible tourism strategy can be summed up in the following actions:

1. Organization of the public administration, business owners and entrepreneurs.
2. Adapting the existing tourist facilities and creating new accessible services.
3. Training of tourism-sector professionals.
4. Dissemination of accessible tourism destinations.

PREDIF has applied this strategy to promote accessible tourism in different destinations in Spain, such as Madrid, Galicia, and the towns and cities that go to make up the Spanish World Heritage Cities, the Way of Saint James, the Greenways and the Wine Routes.

This presentation will explain how in each of these destinations and through public and private-sector collaboration, the aforementioned scheme has been implemented. The activities carried out in each one are different but the end results are the same:

- 1) Creation of an accessibility policy for the local tourism sector.
- 2) Improvement to the level of accessibility of existing tourism facilities.
- 3) Creation of new services required to create the accessible trip experience.

- 4) Training of customer care personnel to better accommodate tourists with disabilities who have a variety of different needs.
- 5) Differentiation and increased competitiveness of the tourism destination due to it being accessible.
- 6) Creation of a system to maintain the upkeep and continued improvement to accessible infrastructures, products and services.
- 7) Creation of a marketing and communications strategy for accessible tourism destinations.