The necessary adaptation of the tourism offer to the aging of western society

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The life cycle of destinations

Constant renewal process =

New services?
New activities?
Upgrading?
Listening customer

Figure 1: Tourism Area Life Cycle (BUTLER, 1980)
Adapting to population aging

- Only in US: the population 65 and older will double over the next 25 years.
- Who? The baby boomers:
  - A generation that has traveled,
  - Which has the financial means to take a comfortable retirement, and,
  - Who intends to travel again;
- People with disabilities represent 15% of the world’s total population: one billion people.
Destinations for All: a positioning or a necessity?

✔ Is the hotel accessible?
✔ Could I easily go to the hotel?
  Which includes:
  ✔ Transportation to destination (plane or other)
  ✔ Transportation between the airport and hotel
    (taxis, public transport, sidewalks, etc.)
✔ Could I easily go and visit the attractions and dine out?
  (Or should I be condemned to stay in the hotel?)
Why develop Destinations for All?

To respect Human Rights

The *Declaration on the Rights of Disabled Persons*: adopted by the UN in 1975, **40 years ago** …

The *Convention on the Rights of Persons with Disabilities*: adopted by the UN in 2006 …

"The disability issues are gradually gaining visibility in the results of global conferences and summits on development. **It should, however that these commitments are translated into actions.**"  
- Ban Ki-moon, UN Secretary General, 2011.
Why develop Destinations for All?

Fundamental of Ethics

Extract from the 2nd UNWTO International Conference on Tourism Ethics held in Quito in 2012. This sentence from Mr. De Villers sums up in our view the notion of ethics:

“Ethics is to do the right thing. But do it!”
Why develop Destinations for All?

Sustainable Development

“Doing a sustainable development is doing a development for all.”
Why develop Destinations for All?

Economic Reality

1. The market reality…
2. The economic wisdom…
3. The effect of the number…
4. The local benefits…

But nobody conduct market study to decide if there will be hot water in an hotel…

Accessibility remains … the right thing to do!
Destinations need to use the same language for accurate information, almost the same accessibility standards.

Hotel accessibility Evaluation & Information
Dominican Republic
https://www.dominicantavel.com/accessible-tourism
A World for Everyone

1. Summit’s Declaration = Global Action Plan
2. Everyone’s duties:
   • For establishments, service providers, destinations,
   • Local ans national authorities
   • A Global Network in process
3. A Global Adhesion: Sign the Declaration:
A World for Everyone
The accessibility is profitable for everyone
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for wheelchair or reduced mobility guests from / to Cancun Airport
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A World for Everyone

Carara National Park is one of the few protected areas in Costa Rica designed for people of all abilities, including low-incline paved trails, Braille and other information aids, and handicap-accessible bathrooms.
A World for Everyone
Kéroul?

Key areas of action:

• **Accessibility evaluation and certification**
• **Training** in hospitality (*Welcoming Ways*)
• **Market Studies**
• **Information** on accessible sites and services
• **Promotion**: *The Accessible Road*, (UNWTO Ulysses Award 2011)
Thank you for your attention

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