Dear Affiliate Member,

As the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, Sustainable Development Goal 10 is particularly relevant to UNWTO’s mandate. SDG10 is to reduce inequality within and among countries and tourism can be a powerful tool for reducing inequalities if local populations and all key stakeholders are engaged in tourism development.

Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin. Furthermore, tourism serves as an effective mean for economic integration and diversification.

With its special focus on accessibility and accessible tourism as a key to achieving SDG10, this Newsletter gives the UNWTO Affiliate Members an opportunity to showcase their initiatives in the realm of accessible tourism. It represents a platform for other private and public sector tourism stakeholders to be inspired and learn from the initiatives currently being carried out around the world.

The Affiliate Members Department also has a Working Group on Accessible Tourism, led by Red Estable - the Spanish Network for Accessible Tourism. If you would like to continue to exchange best practices and find ways to collaborate with other entities in this regard, we encourage you to join the Working Group on Accessible Tourism.

Ultimately, we would like to thank everyone who has submitted their initiative to this pilot SDG Newsletter. We believe that the sharing of knowledge and the creation of partnerships are essential in order to achieve the SDGs by 2030 and we hope that this Newsletter will contribute to that goal.

Sincerely,

Ion Vilcu
Director
Affiliate Members Department
Red Estable and its Role in Accessible Tourism

Red Estable was born out of a desire to promote inclusivity in the travel sector in Spain and it has continue with its mission along the years accomplishing very relevant progress both nationally in Spain and internationally being a real driver for change and improvement, playing a significant role in bringing to the fore the importance of accessibility for all stakeholders in the tourism industry.

During the 38th Plenary Session of the Affiliate Members which took place in Yerevan on October 2016, Red Estable saw an opportunity to enrich the content of the Affiliate Members Department’s Action Plan, fostering the knowledge exchange among the different actors involved, promoting public-private collaboration in specific segments and contributing to the visibility of UNWTO principles in the field of accessibility in tourism, all through a Working Group on Accessible Tourism.

This initiative is the best way to define the spirit of Red Estable breaking barriers and putting accessibility in the front page. One year later Red Estable, through its President and main promoter, Mr. Diego J. Gonzalez, is selected to be part of the executive board of the Affiliate Members Department becoming the first Association on accessible tourism to be part of this board. This has meant great progress for Red Estable on all its following challenges and goals.

Today Red Estable is proud to lead the Working Group on Accessible Tourism, which we consider a before and after on global collaborative work and networking for inclusive tourism, and can help in significant ways any affiliate member to find support and conversation in different topics in accessibility that affects us all.
The Ministry of Foreign Trade and Tourism, through the Directorate of Innovation of the Tourism Supply of the General Directorate of Tourism Strategy and in accordance with Articles N° 45 and 46 of the Law N° 29408 - General Law of Tourism has the function of design and implement the Social Tourism Program in coordination with public and private organizations. This program includes the facilitation and creation of opportunities for the enjoyment of tourism activities in favor of minorities and other human groups that for physical, economic, social or cultural reasons have limited access to enjoy tourist attractions and services.

In addition, it is important to mention that since 2016, Peru has been a member of the International Social Tourism Organization (ISTO) with whom we have been working and receiving technical assistance on issues related to social tourism. Although MINCETUR is a member of the ISTO Board of Administration, in that sense it is possible to develop projects, exchange information and promote products and services to target audiences.

Within the framework of the activities of the Social Tourism Program of MINCETUR, in 2018 were carried out the following activities:

- Organization of the III National Social Tourism Forum in the city of Lima, in June 2018. The event aimed at promoting the development of sustainable, inclusive and accessible tourism for all. It featured national and international speakers from Chile, Canada, France, Argentina.

- Development of the App. "Jóvenes en Ruta": this tool reaches young people between 15 and 25 years of age, who can access discounts and/or offers in tourism related services encouraging them to travel and generating national identity and a culture of responsible travel. The application has more than 21,000 registers nationwide. It has offers of services in 15 regions of the country.

- Preparation of the Social Tourism Guidelines in Peru, which were worked with the participation of representatives of international organizations such as the International Social Tourism Organization (ISTO) and the country’s private
Working Group on Accessible Tourism

Government Program for Social Tourism in Peru - MINCETUR

sector such as the National Chamber of Tourism (CANATUR); the Association of Hotels, Restaurants and Allied (AHORA); the Peruvian Association of Receptive and Internal Tourism Operators (APOTUR), the Peruvian Association of Adventure Tourism (APTAE), the Peruvian Association of Travel and Tourism Agencies (APAVIT), Tourism Care, and other tourism service providers and entities of the public sector such as Ministry of Women and Vulnerable Populations; Ministry of Development and Social Inclusion, Ministry of Education; Ministry of Labor; Ministry of the Environment; Ministry of Housing, Construction and Sanitation; Ministry of Culture; Metropolitan Municipality of Lima, and other representatives of civil society.

This document has 07 lines of action (research and planning, design and development of accessible products, dissemination and awareness, capacity development, facilitation of opportunities to demand, institutionalization, monitoring and evaluation), and with its approval there will be a normative and methodological framework for the efficient development of social tourism activities in Peru.

Taking into account that only a third of the Peruvian population travels, it is important to highlight that through the Social Tourism Program, MINCETUR reaffirms its commitment to improve the quality of life of Peruvian people and promotes a sense of national identity.
In order to ensure a convenient, accessible and integrating city for everyone, providing locals and visitors alike with the same services and enabling them to enjoy the same places, Santiago de Compostela has been eliminating architectural, urban and communication barriers and become an open city.

This is not an easy task, since ancient World Heritage Cities involve a series of determinants and limitations, and any work has to be carried out with the maximum care and respect. This effort to make Compostela a city for everyone is featured in the Accessibility Guide (http://www.ciudadespatrimonioaccesibles.org/ciudades/santiago-de-compostela) that describes the special characteristics of its streets, monuments and services and features a complete accessible route (http://www.ciudadespatrimonioaccesibles.org/ciudades/santiago-de-compostela/ruta).

Santiago de Compostela has made important progress in integrating persons with reduced mobility: improving access to the Cathedral and to some of the main monuments and places of interest; facilitating mobility around most streets and squares; enabling the enjoyment of different cultural venues and many parks, or increasing accessibility to shopping areas.

Persons with special mobility needs have access to the city’s tourist offices and main arrival points, as well as most car parks and parking areas, in addition to an increasing number of hotels, restaurants, cafeterias and other tourist services.

A mobile application for all
In Santiago de Compostela we are continuing to work to open up the city to everyone facing different functionality challenges. In 2016 Santiago de Compostela City Council also presented a mobile application for visiting the city. “Santiago de Compostela GVAM” is a multimedia guide that suggests different itineraries, promoted by the Orange Foundation and GVAM (https://play.google.com/store/apps/details?id=santiago.gvam.es) as part of the Appside project.

This free app, designed for people of all ages, features audios and images adapted to the needs
Santiago de Compostela, a city sensitive to people’s needs

of persons with impaired sight or hearing, integrating audio descriptions, subtitles and Spanish Sign Language videos.

The application features four routes that suit the needs and tastes of each visitor. “Santiago Centre” suggests a tour around this World Heritage City’s main monuments. Compostela’s cuisine is the focus of the “Gastronomy Route,” while contemporary architecture and the natural surroundings are featured in the “Peripheral Route.” The app also includes the so-called “Accessible Route,” a tour around the main points of interest adapted to persons with reduced mobility.

Using the “Accessibility” option, the user may select and download the required resources: subtitles, Spanish Sign Language videos prepared by the CNSE (State Confederation for the Deaf) Foundation or audio-description. On the other hand, by activating the “How to get there” option, the application’s GPS function guides the visitor from his/her current location to the place of interest.

This app is the result of an agreement between the Group of World Heritage Cities, the Orange Foundation and the GVAM company to modernise the way we tour and promote these cities, using technology available to everyone.
Revive a youth hostel for the pleasure of sharing mountain sports amongst differently abled people. Valuing the past to build the future. The youth hostel was built on the foundations of one of the two houses that resisted the great fire of 1737. Since 1956, it hosted the Youth Hostel, which has kept traces of its past; the year 1737 is engraved on the pediment above the entrance door. Even if this unique place closed its doors in 2013, the story was not going to stop there...

From a place steeped in local history to a contemporary project is the challenge we want to take up with you. To meet the ambition of authentic travel and the desire to practice mountain activities, we believe it is essential to offer a place to stay, open to all, diverse, and particularly open to differently abled people. Mixed communities, social cohesion, meaningful travel and leisure are the key words of our project.

The Serre-Chevalier resort has made adaptive sports an asset and FUAJ wants to make Youth Hostel stays a shared life experience.

A collective adventure
The partners who support our project: the Provence-Alpes-Côte d’Azur Region, the Hautes-Alpes County Council and the National Holiday Voucher Agency. Together they contribute to the financing of € 315,000 out of a total cost of € 671,237.

Project sponsor, Florent Astier, embarked on the adventure. He tells us why...
"As a former high-level athlete, now disabled due to an accident in skicross competition, I remain an athlete in the head and in practice. For me, as for all people with disabilities, access to sports or travel with family or friends is essential. As a resident of Serre-Chevalier, I am very proud of the station’s dynamic in the development of disabled sports and adapted tourism. I am, therefore, delighted to be the godfather of the renaissance project of the Serre-Chevalier Youth Hostel that we must support. It will allow to offer adapted, well thought and structured accommodation where life will be as easy for the valid ones as for the invalid ones. It is an offer that is rare and deserves to be valued. I count on you to help FUAJ carry out this project and obtain the Tourisme & Handicap label for the 4 deficiencies ".

An ambitious project
Creating a link means sharing and conviviality to
Inclusive travel with FUAJ

cut to know each other and accessibility to ensure diversity. The renovation of the Youth Hostel makes it accessible to all 4 impairments and aims to obtain the Tourisme & Handicap label.

FUAJ is calling upon the public to raise € 30,000 to:
- Develop the common living space that will allow everyone to meet at any time of the day, from sharing breakfast and regional meals to lively evenings.
- Install an elevator to make all levels of the Youth Hostel accessible.
Donostia / San Sebastián is a beautiful sea shore tourist resort, located in the Basque Country, in northern Spain, very close to the french border. Having its mayor development during the “Belle Epoque”, nowadays is known as one of the best gastronomic, cultural & sports events venue and urban city destination.

In San Sebastián Tourism & Convention Bureau board, we had two different ideas and necessities to match about accessibility: in one hand, our tourist information desk personnel were receiving more and more inquiries about accessible information in our tourist destination, that we were not able to answer to; and in the other hand, we were quite sure that the accessibility level of San Sebastián was quite a good one, as many accessible services for citizens have been developed in recent years.

So, the need of a good, practical and verified information of accessibility was our first priority. To achieve this goal, we separated the public space and services (transport, streets, public toilets, handicapped parking) from private tourist services (accommodation, restaurants & bars, museums and attractions).

In collaboration with a local DMC, specialized in accessible tourism, Basqueforall, we have been working last year in a diagnosis to find the real high points and the lower aspects of our accessibility. After this diagnosis, our main aim this year is to elaborate a first step of a practical guide in accessible tourism facilities, trying to describe the accessible aspects of each public facility: train and bus stations, disable parking, assisted sea baths on the beach, public transport...Once this document is elaborated, will be contrasted with the facilities managers (to verify if the information is real and precise), the tourist information department workers (in order to see if the document is really helpful for them) and the local users associations (trying to involve the citizens who best know the real state of this facilities).

After the document is approved, it should become a real tool for tourist information desk workers, and it will be published in San Sebastian Tourism web site for users with special needs. For private tourist resources, the Basque Government through his public company of the Ministry for Tourism, Trade and Consumer called
Accessibility in Donostia/San Sebastian: Work in Progress

Basquetour, has recently reactivated a program for diagnose the accessibility of accommodations, restaurants and tourist attractions. At the end of the process, a document with the accessibility characteristics of each facility and the way to communicate to the customers will be elaborated, in order to incorporate all this information on different web sites. This way, in San Sebastian Tourism & Convention Bureau, we try to inform the users about the real state of our city’s accessibility in a short-term time.
Research on inclusive tourism for persons with and without visual impairment

As tourism activities have been predominantly focused on stimulating the visual sense, one group of people that have been systematically excluded from enjoying the pleasures of travel are the persons with blindness and severe forms of visual impairment. Not only people with limited sight face the many challenges of inaccessible facilities and infrastructure, but the core of many tourism services has been designed with an assumption that the users perceive their environment visually.

Over the past years, however, many initiatives around the world suggested alternatives. At the Department of Tourism and Service Management of MODUL University Vienna (https://www.modul.ac.at/user/Tomej/), in Austria, Researcher and Lecturer Kristof Tomej (https://www.modul.ac.at/user/Tomej/). Kristof Tomej dedicated his research to studying holidays in inclusive formats where persons with and visual impairment travel together. In such trips, tourists with visual impairment benefit from the sight of their fellow travel mates to make the experience safer as well as from the informal verbal description of the surroundings. In exchange, the sighted participants gain a unique shared multisensual experience.

Through his research (https://www.besteducationnetwork.org/Papers_Presentations/16149), Kristof found that the social component of these holidays serves as a great pull for participants, and that sighted persons choose them not only for altruistic reasons but for the exceptional social bonds that develop during such trips and the exclusive "beyond visual" experiences that no mainstream packages can offer. At the same time, for many persons with visual impairment, the existence of this format allowed to join the global community of tourists, which is otherwise almost inaccessible without the prohibitive costs of arranging sighted carers or companions.

Despite the great potential of such inclusive tourism formats, naturally they are not without issues. Through observations and the application of service design techniques (https://www.researchgate.net/publication/318492820_Affordances_in_inclusive_holiday_experiences_Providing_a_base_for_universal_experience_design), Kristof's research identified several aspects where changes in the design of the holidays may improve the experience of the customers. Even more importantly, insights from this unique format provide valuable information for improving services in other domains that would like to be more accessible to persons with limited sight. While the research findings are being prepared for publication in scientific journals, Kristof has joined platforms, such as the Amsterdam-based AccessibleTravel, Online network (https://accessibletavel.online/) to distribute the knowledge to a wide range of practitioners, including tour guides, museums, tour organizers and hospitality professionals.
The Sila National Park, which is also a UNESCO World Biosphere Reserve, is able to offer an opportunity for social inclusion for the weakest through the presence of services and natural resources suitable to allow the organization of a holiday functional to the needs specifications of people with physical and motor disabilities. The project “Autonomy and freedom of movement in the Sila National Park” intends to implement some structures in favor of the viewers through the use of innovative technologies in order to be able to make these people appreciate the beauties of the territory.

The “Cupone” Visitor Center, managed together with the Carabinieri Forestali, is an environmental education center with naturalistic trails, wildlife observatories, museum, geological garden and a botanical garden accessible to the blind with panels and mp3 audio files explaining the various essences.

The Italian Union of the Blind and the Visually Impaired, has decided to produce a study concerning the problem of the flooring from which to derive criteria and parameters of support to reduce the difficulties of usability and livability of the anthropized spaces. From this research and experimentation activity an innovative technology called “Sistema Vettore” was born.

From this study we have come to the choice to use the line as a factor to be followed in the “Cupone” Visitor Center, guaranteeing continuity of travel and non-interruption in turns or crossings.

It is able to guarantee greater autonomy and safety for people with visual impairment in their movements, as demonstrated by the verification and testing tests conducted and carried out by the Italian Union of the Blind and Visually Impaired and related bodies and associations. The modular elements that make up the path, equipped with grooves (waves) specially designed for shape, spacing, height and radius of the relief, allow the blind and visually impaired to reach a destination through the tactile sense - plantar and manual (the white stick), hearing and contrast of brightness.
Affiliate Member News

Autonomy and freedom of movement in the Sila National Park

The simple system, with only two basic codes, allows you to easily identify the path, the corner turns, the inversions to the direction of travel, lines of attention, giving the foot a high tactile perception of difficult dissuasion by placing it in a constant situation of "alert", "not to rest" thanks to the specific height and radius of the reliefs. Inspired by a few clear design principles (signage universality, safety, durability), this product allows endless applications both indoors and outdoors. The path is completed by the botanical garden with information tables in Braille mp3 instructions.

With this project the internal spaces of the "Cupone" visit center have been provided with the technology identified above in order to allow adequate use of the places and itineraries already existing to the blind.
Improved accessibility and senior-friendly tourism in Hungary

Due to market demands, new legislation and state / EU resources, Hungary has made a considerable effort to improve accessibility for all its visitors in its tourism industry. These changes have helped reduce barriers in order to improve the tourism experience for seniors, people less abled and health/medical visitors.

New ‘accessibility’ regulations and today’s hygiene requirements are having an effect on new project designs and renovations with respect to physical structures, IT and attitudes towards groups with different needs. In recent years significant improvements have been made in several areas, making facilities more accessible. The best examples of these are in Budapest, in the Balaton region and in Northern Hungary. Worth mentioning is Kaposvár-Zsélic as one of EDEN awarded Best Barrier-free Destination - 2013 (http://en.eden.gotohungary.com/eden-winner-2013) - video (https://www.youtube.com/watch?v=gYhr6OnYNw0&index=23&list=PLx-Alvv7uDjjMpq0aXr5BGsagb8oahTiw)

Even though this approach is relatively new amongst some service providers; the rich spa culture has always given Hungary the opportunity to cater for the special needs of seniors, people less abled and medical tourists. For this reason, in the case of our traditional spas, accessibility for these visitors has historically been more developed than other tourism destinations, not directly connected to medical services.

Improving accessibility for all and creating a senior friendly experience is currently managed by the Hungarian Tourism Agency - in the framework of a large-scale EU / State-funded project. The Tourism Innovation Marketing Cooperation Program (TIMEA – abbreviated from the Hungarian Translation) project, which ends in 2019, pays special attention to three niche segments; people who are differently abled, seniors and health/medical tourists. Our aim is to both change the mindset of our service providers, prepare them to improve our visitors’ experience and make it more accessible.

Within the framework of the TIMEA project, a number of studies have been made and furthermore by the end of this year an e-learning platform with tutorial videos will be launched by the Hungarian Tourism Agency.

The Hungarian Tourism Agency joined ENAT (European Network for Accessible Tourism) in 2018 – also a demonstration of its commitment to make its tourism destinations more accessible. At present there are some Hungarian service providers (https://pantou.org/services?keys=&country%5B%5D=HU&filter_tabs__active_tab=edit-country-filter) who can present their restriction-free amenities on the list of qualified service providers of PANTOU (Promoting Accessible Tourism Around the World).

Available information about accessibility and senior-friendliness in Hungary

This positive trend can be witnessed on the internet and there are more and more websites sensitive to this topic. There are now many accessibility focused websites with offers and information on accessible tourism destinations. According to a new law adopted in Hungary in 2018, each service provider must accessibility information on their website with a responsive interface. There is a deadline to implement this by the 3rd quarter of 2021.
Providing guidance on accessibility to museums in Lima, Peru

The Art Museum of Lima, the Contemporary Art Museum, Fundación Telefónica, the Cultural Center of Spain, and Universidad San Ignacio de Loyola have released the Accessibility Manual for Museums and Art Exhibition Halls that provides guidelines for the design and implementation of policies and actions that could be adopted by museums in Lima which includes recommendations to improve infrastructure, customer service, digital media, and visitor experience. The objective is that museum managers and workers become aware of every detail regarding the access chain to their museums, to guarantee a positive experiences for all.

The five institutions formed partnership in June 2016 to launch the project Implementation of strategies to improve self-sustainability of museums and art exhibition halls in Lima, in order to boost sustainability and innovation, and to propose an agenda for the sector looking forward to 2022.

As part of the project, the team carried out an assessment study to identify the offer and current situation of museums and art exhibition halls in Lima with a special focus on sustainability, accessibility and social inclusion. The study established 12 accessibility indicators based on the National Building Regulations and the Peruvian general law on persons with disabilities. The study sample consisted of 50 museums and 37 art exhibition halls. The study identified that only 42.5% of the studied organizations met between 76% and 100% of the required infrastructure conditions. Furthermore, only 5% of them have developed actions towards adapting museography features and information materials for people with visual or hearing impairments. Based on this worrying results, the team decided to tackle this problem even though it had not been anticipated as part of the project.

Regarding how inclusive the organizations are, the study established eight qualitative criteria to identify and assess managing policies and actions to favor disadvantaged or vulnerable groups. Most museums lack strategies, programs, or activities that would strengthen social inclusion in their institutions. The most frequent action is to establish reduced prices for some groups such as school and university students, elderly, or neighbors, or even free-of-charge access for low income residents if requested. Only a handful of actions towards inclusiveness are practiced by museum’s managers. For example, the Contemporary Art Museum offers an educational program for public school students on the same district and la Casa de la Literatura offers storytelling programs to grandparents who want to share their time with kids. Finally, few museums have conducted sporadic sign language guided tours based on individual efforts.

The project, which counted with financial support from the National Innovation Program for Competitiveness and Productivity (Innovate Perú, Ministry of Production), has also released the sustainability agenda, an international benchmarking study, and a foresight study to explore possible future scenarios for the sector.

The Spanish version of all the documents are available at http://repositorio.usil.edu.pe/handle/USIL/3157
Environmental conservation and income generation in the Brazilian Pantanal

The National Confederation of Commerce of Goods, Services and Tourism (CNC) is responsible for managing one of the largest social development systems in the world, composed of the Social Service of Commerce (Sesc) and the National Service for Commercial Education (Senac). Together, Sesc and Senac serve millions of Brazilians every year offering professional education, social tourism, education, culture, health and sports. The Sesc Pantanal project is a sustainable tourism enterprise that integrates conservation, social development and job and income generation for the local population.

Sesc Pantanal is made up of five units. Sesc Porto Cercado Hotel, on the banks of the Cuiabá River, 145 km from the capital of Mato Grosso State, is integrated with the country’s largest private ecological reserve, certified as a Private Natural Heritage Reserve with 107,996 hectares. Also part of the Sesc Pantanal are Sesc Baía das Pedras Park with 4,2 thousand hectares; Sesc Serra Azul Park, with 5,700 hectares; the Administrative Base, and Sesc Pantanal Activity Center in the municipality of Poconé, near the hotel, which offers activities related to culture, health, education, leisure and social assistance. The Activity Center has a school that serves 400 children with elementary education, library, dental clinic, sports courts, training courses for the community, among other activities.

350 employees work in the 5 units, but the enterprise benefits the entire region. Every year, about 30 thousand people pass through the hotel, helping the economy of the Pantanal. After completing 20 years, the hotel inaugurated a photovoltaic power plant with installed capacity of 300 kW / h, producing 49,500 kW / h monthly, enough to supply 60% of the hotel’s electricity requirement.

The unit values the various aspects of local culture, both in the tours and recreations, as well as in the gastronomy and services. There are spaces dedicated to environmental education, composed by the butterfly garden, the entomological collection and the anthill. The Environmental Interpretation Center provides visitors with knowledge of the flora and fauna of the Pantanal through explanations, images and audios. Another attraction is the floodplain, which represents the water cycle of the Pantanal.
Environmental conservation and income generation in the Brazilian Pantanal

The butterfly garden is a project that promotes the understanding of the biome conservation system and the sensitization of the local community. The project was born in 2003 and generated the creation of the Poconé Butterfly Growers Association. On Mondays, butterflies are collected from species registered by the Brazilian Institute of Environment and Natural Resources (Ibama), which are delivered to 25 families. Project participants take care of the larvae in their homes and, on Fridays, return chrysalis for the birth of the butterfly. Each family receives a monthly minimum wage for participation.

The institution also publishes a series of studies, already in its 10th edition, contributing to the dissemination of scientific knowledge about the Pantanal. Learn more at: https://www.sescpantanal.com.br.
The research group of the Catholic University of Murcia (UCAM) named "Planning and development for tourism competitiveness" has been working on the project "Angel Access" for the last two years. This Project has been funded by the European Union and is aimed at improving the accessibility of European rural destinations. The goal is to provide rural destinations with useful tools to develop supporting services for tourists with physical disabilities. The creation and development of managerial structures oriented to accessible tourism in rural and natural territories at a local scale will allow people with physical disabilities to carry out tourism activities. In this way, the accessible tourism destinations created will contribute to boost active citizenship at this specific target.

The Project was completed on 30th September 2018 and was able to:

1. Identify the needs of tourists with physical disabilities when travelling to rural destinations. The report is based on 335 surveys conducted in seven European Union countries.

2. Determine the capacity and motivation of local public stakeholders in rural destinations to implement a supporting service for tourists with physical disabilities. This service would be provided by volunteers. The report is based on 68 surveys addressed to tourism managers in rural areas in seven European Union countries.

3. Develop a service operations manual. The manual provides the necessary guidelines for local authorities to implement this service.

4. Elaborate a volunteer training manual. The manual provides the necessary guidelines for local authorities to implement and develop effectively this volunteer service.

All the documentation relate to the Project can be found at http://accessangelsproject.eu/

The main conclusions of this research are the following:

- People with disabilities do not find accurate information to organize their trips in a satisfactory and autonomous way when they plan travelling.
Local Authority Management to Improve Accessible Tourism in Rural Destinations

- The equipment provided for these tourists to enjoy tourism activities is usually found inadequate.

- The treatment received from residents and tourism services staff is considered a very important aspect by these tourists. Unfortunately, this treatment is not always described as appropriate by this type of tourists.

- Most local institutions in rural areas do not provide supporting services for tourists with physical disabilities.

- Tourism agents notice that this service might have a positive effect on the economic development of rural areas. Therefore, most of them would be willing to implement it.

- The main disadvantage encountered by these tourism agents would be the lack of economic resources and personnel, as well as the shortage of young people who could be involved in the service as volunteers.
Shopping Tourism and Accessible Tourism

To respond to the demands that disability generates in the Tourism sector in a realistic and effective way means to be conscious of us all being actors in this industry and that the barriers of communication, physical, cognitive, architectural and other types that people with disabilities face daily are nothing more than consequences of the cultural barriers that prevent us from viewing this group of people (more than 50 million in Europe and 1000 million in the world) as tourists just like any other.

One of the particularities of Shopping Tourism that is clearly related to Accessible Tourism is its transversality with other touristic sectors, such as other types of tourism, as in all of them the traveler-tourist has the deep need of taking something from the visited place with them, whether it is for their own enjoyment or to offer and gift to others.

The integration of Shopping Tourism and Accessible Tourism into Accessible Shopping Tourism translates into a set of social, economic and cultural opportunities for all actors participating in the tourist reality.

The result of the implementation of Accessible Shopping Tourism will allow to:

- Respond to the fundamental principle of tourist accessibility having to be conceived as an intrinsic factor of the “Quality of the touristic products” and therefore being Accessible Tourism.

- Understand that the differences in image of tourist destinations are not in their products, but in the emotional enjoyment of them in the way that Tourism is lived and enjoyed in a specific destination.

- Facilitate the access to the use and enjoyment of the tourist services within an ample segment of the population with or without disabilities.

characterized by their contribution to counteract the pronounced seasonality of a big part of the sector and by their condition of multiple customers.

- Acknowledge, thanks to actions of promotion and marketing, companies of Shopping Tourism of Transnational Products and of Products of Social Cultural Identity that meet optimal requirements of accessibility for people with disabilities or reduced mobility.

- Educate and sensitize tour operators and authorities concerning the importance of keeping accessibility in mind during the planning and managing of tourist policies. That is why, by initiative of Global Journey Consulting and Red Estable - Spanish Network of Accessible Tourism, the development of the following initiatives has been proposed within the framework of the World Shopping Tourism Network:
Affiliate Member News

Shopping Tourism and Accessible Tourism

1. Distinctive Accessibility of services, institutions and companies active in the sector of Shopping Tourism.

2. Integration of joint technological tools.

The challenge is for everyone, regardless of our reality and idiosyncrasy, in a permanent and constant way, not only when the reality of disability presents itself to us or appears in our lives.

Global Journey Consulting
Affiliate Member News

The 2018 World Leisure Centers of Excellence Douglas Ribeiro da Silva International Field School promotes community development through tourism and leisure

The 2018 World Leisure Centers of Excellence (WLCE) (http://worldleisure.org/the-network/) Douglas Ribeiro da Silva International Field School (http://worldleisure.org/field-school/) was an initiative from the WLCE of the World Leisure Organization (WLO) (http://worldleisure.org/): WLCE Breda University of Applied Sciences (The Netherlands), WLCE Otago University (New Zealand), WLCE University of Sao Paulo (Brazil), WLCE Vancouver Island University (Canada) and WLCE Zhejiang University (China). Focused on community development through leisure and tourism, the 2018 Field School was organized in August in Perus, São Paulo, Brazil, connected to the 15th World Leisure Congress and in collaboration with the Serviço Social do Comércio São Paulo (SESC), the School of Arts, Sciences and Humanities of the University of São Paulo (EACH/USP), and the Quilomboaque Cultural Community of Perus, Sao Paulo.

Perus is located on the outskirts of São Paulo and, through community leaders such as the Quilomboaque Cultural Community, develops an important artistic and cultural production that promotes development and local recognition. Recently, Quilomboaque launched the Eco-Cultural and Tourism Development Agency – Queixadas. From visits in trails, leisure spaces and participation in cultural interventions, it seeks to promote appreciation and reflection on the history, struggles, art, culture and cultural heritage of the territory.

Twenty-four students from eight different countries from all over the world participated (Asia, Europe, North America, South America and New Zealand) and eleven universities were involved in this activity. For four days, students lived in the community, hosted by locals which for the first time offered their places as homestays, for which they were trained prior to the Field School, to be able to host tourists in the future. Students could learn from the community and how they are offering leisure activities and heritage expressions as tourist products to attract national and international visitors. Field School participants were also able to contribute to this process, by making recommendations for the transformation through leisure and tourism to be implemented in Perus.

A case studies volume has been just released which reflects the result of the 2018 WLCE Douglas Ribeiro da Silva International Field School. Containing six case studies, this document was elaborated to share the experiences and perceptions of the leisure practices experienced by the students and it is a truly unique document capturing many different perspectives. In addition, the purpose of this document is to provide inspiration to
The 2018 World Leisure Centers of Excellence Douglas Ribeiro da Silva International Field School promotes community development through tourism and leisure.

People involved in community development projects anywhere in the world. We are extremely grateful to Peru’s community who showed us their strengths, power and belief in human development through leisure, giving us the opportunity to learn and grow along with these incredible agents of transformation.

The mission of the World Leisure Organization is to promote leisure and tourism as a means to enhance the human condition. Leisure can be a powerful tool in many different ways.
Morocco: The International Dràa-Tafilalet Cultural Tourism Forum and Sustainable Development - NGO-CSO Magazine

This Journal of Sustainable Tourism and Cultural Tourism Forum: http://draa-tafilalet.org is linked to the development of sustainable and cultural tourism locally, nationally and internationally and creating partnerships in this field. This is the unique work of our organization for the first time in Morocco. This work has been registered with the Ministry of Culture for the protection of cultural and intellectual property under the number: ISSN: 2605-7336, www.draa-tafilalet.org


The best definition so far coined for sustainable development is the one given by World Commission on Environment and Development (Brundtland Commission) which runs as the “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This definition ushers two essentialities. Firstly, overarching significance should be given to meeting the essential needs of the world’s poor, who, usually, do not have access to have the fruits of development. Secondly, we have to be extremely cautious of resource depletion, which will deny the genuine needs of the future generations. The commission was constituted by the UNO in 1984, under the chairmanship of Gro Harlem Brundtland, the former Prime Minister of Norway, with a mission is to address growing concern over the “accelerating deterioration of the human environment and natural resources and the consequences of that deterioration for economic and social development. The Brundtland Commission officially dissolved in December 1987 after releasing Our Common Future, also known as the Brundtland Report, in October 1987, a document which coined, and defined the meaning of the term “Sustainable Development”. The Brundtland Report laid the groundwork for the convening of the Earth Summit in Rio de Janeiro five years later. The Report strongly influenced the subsequent initiatives towards sustainable development across the world. For example COP 22 in Marrakech-Morocco...etc

This work: Includes a general introduction through which local and regional sustainable development programs are introduced as well as within the global framework through partners working to conserve land resources for future generations. So we will pass through multiple and sustainable stages as will be shown respectively, please see our website: www.draa-tafilalet.org
Universal Design, Guarantee of Competitiveness for Colombian Tourism

Following the recommendations of the UNWTO, approved by the twentieth General Assembly of the entity, entitled “Tourism accessible for all” (2013), whose purpose was focused on ensuring that the people with disabilities have access to the physical environment, the transport system, the information and communication channels, and a wide range of facilities, Colombia has made significant progress in the publication of laws and technical standards that respond to the objectives and the primary need to improve the conditions of access for people with disabilities.

Aware that disability is not a condition of the person, but a condition of the environment where planning, design, barrier analysis, technology and innovation are fundamental tools to make accessible tourism become a worldwide trend, the Hotel and Tourism Association of Colombia COTELCO, with the professional advice of the Ibero-American Council of Design, City and Accessible Construction, has developed a manual that allows the sector to identify the bases for the beginning of the transformation of traditional services into a comprehensive, innovative and inclusive service.

The “Accessible Hotels for All” manual, aims to provide the necessary tools for the service provider to implement accessible circuits of use and displacement within its facilities, incorporate the universal design and the concept of reasonable adjustments.

Also the manual contains detailed information on accesses, itineraries, furniture, signage, circulations, widths of corridors required for the proper use by people with disabilities, dimensions, development of ramps with the suitable slopes, accessible health services, among other aspects. The book not only offers recommendations to hotel establishments but also provides guidance for destinations to be really accessible: aspects such as urban planning, signposting tactile, fords, pedestrian walkways on roadways vehicles and aspects related to urban furniture, such as cans, benches, mailboxes, bollards, signs and informative panels, accessibility in beaches, parks, gardens and urban spaces are some of the aspects included in this manual.

As a complement to this work the Association develops reconnaissance brigades to the hotel facilities to know the degree of accessibility, and also trainings, congresses, seminars, to make understand the whole sector, that the infrastructure, the products and the tourism-related services must be accessible to all regardless of age, gender, physical, sensory or cognitive condition.

The challenge of the Association is to promote and stimulate the development of policies and strategies that allow the progressive implementation of awareness-raising actions to eliminate barriers that impede the use and enjoyment of tourism activity and to develop products and services that provide inclusive experiences and practices.