



UNWTO European Conference on Accessible Tourism
San Marino, 19th of December 2014

NECSTouR Accessibility Task Force - Let's give a shape to hospitality quality

Paolo rosso,
Regional Commissioner for Tourism
Veneto Region

Veneto Region

- It is the first Italian Region For Tourism (63 MLN of arrivals and 15 MLN overnights stays)

- It offers nine different thematic products

- In 2010 declaration of intent between the Veneto Region and the European Commission in the person of VP Antonio Tajani →
Support to accessible tourism



Accessibility Task Force

Coordinators

Veneto & Ile de France

Objective

- Develop an action plan for accessible destinations
- Increase knowledge of sustainability policies encouraging accessibility
- Cooperation with all stakeholders at European and International level
- Contribute to the European Tourism and accessibility policy

Principles

Accessible Tourism = responsible Tourism → Sustainable Tourism

Members

Veneto, Ile-de-France, Catalonia, Flanders, Scotland, Piemonte, Toscana, Puglia, Emilia Romagna, FederCultura Turismo, University of Girona, European Federation of Nautical Stations

Outcomes

- A common definition of accessibility
- 2 peer review sessions analysing in depth 4 regional cases (Flanders, Catalunya, Paris Ile-de-France and Veneto)
- Cooperation agreement with ENAT (European Network of Accessible Tourism)
- Participation European Tourism Day, Dec 2013
- Accessibility roadmap for tourism destinations

**SOCIAL DIALOGUE
COMPETITIVENESS
MEASURABILITY**



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

NECSTouR Accessibility Task Force Members



REGIONE DEL VENETO

île de France



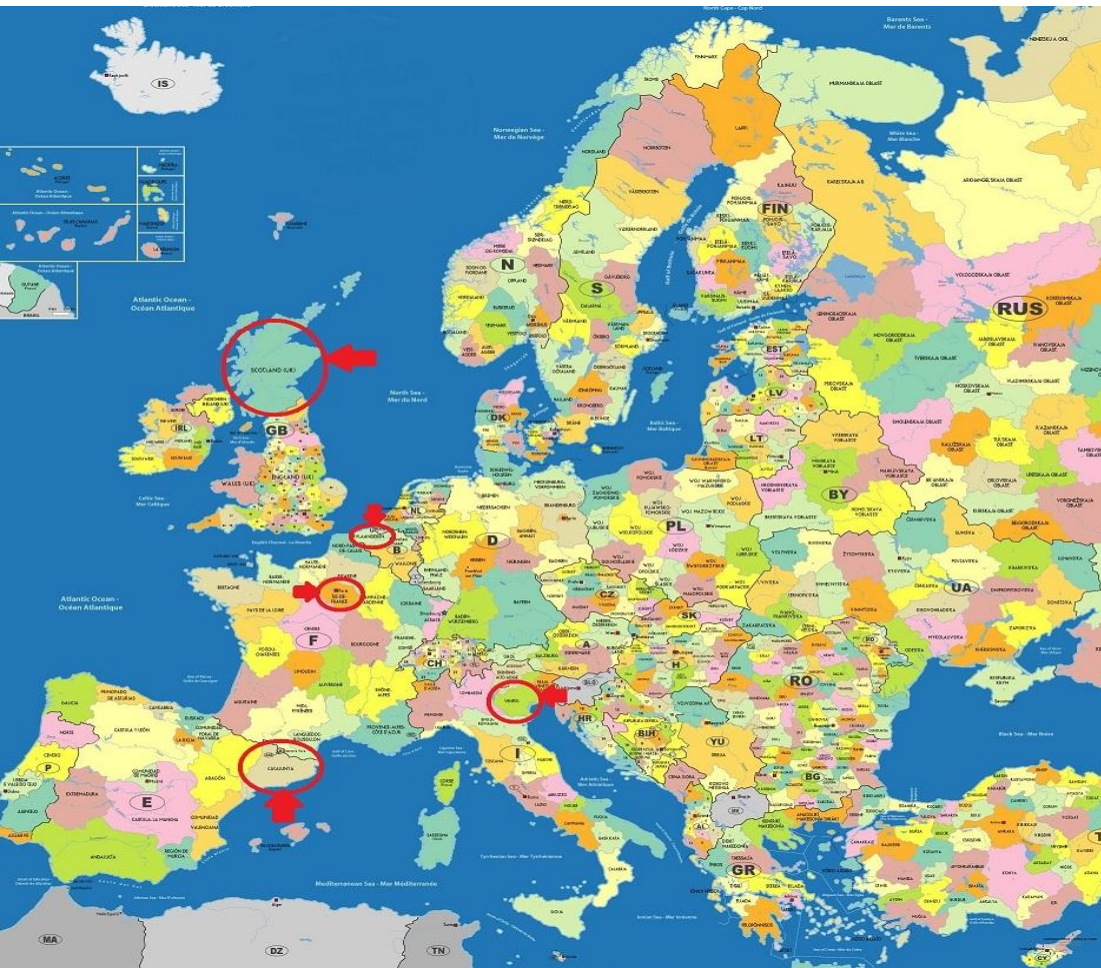
Flanders
State of the Art



Visit Scotland™



Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board



“Accessible tourism means dealing with the entire holiday value chain to make services and facilities without obstacles for everyone in an inclusive way and designed for all. Consultation and collaboration with all private and public partners is essential. It is a key word for quality and competitiveness in tourism. To increase the accessibility of the touristic area, information is important to improve mobility, inclusion and territorial cohesion. That will provide a new demand for the accessible regions” NECSTouR



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NECS TouR Roadmap for Accessible Tourism Destinations

5 axis



NECSTouR Regional Common SWOT Analysis

Accessible Tourism Task Force, together with NECSTouR, created a SWOT analysis (Strong, Weakness, Opportunities, and Threats) for each of the five axis analysed, that aims at providing a general vision of the current state of play of the accessibility integration within the tourism value chain.

Some opportunities and threats arised from the SWOT analysis:

Opportunities:

- **Accessibility is transversal** and entitles integrated approach and coordinated policy measures from a destination perspective. Cooperation is needed
 - **Accessibility is sustainability**
- **Accessibility brings social responsibility, economic benefit, quality and differentiation to destinations**
 - **Accessible tourism is a lever for innovation, ICTs and new services**
 - **Every tourist has special needs** (families, elderly people...).

Threats:

- **The accessible tourism value chain is vulnerable:**
 - Accessible **transport** and accessible connections: need big infrastructure changes
 - Difficult to monitor the accessible enterprises registered in the Regional DDBB
- Still need the tourism professionals to be better trained to welcome disable people.

- 1) **Accessibility** progressively **integrated** in EU policies and financial instruments
- 2) A **common language** for design, implementation and promotion
- 3) Scope for a **New Preparatory Action** in the field of accessibility 2015-2017
- 4) A **Tourism Intergroup** dealing with accessibility

REGIONAL AUTHORITIES HAVE A GLOBAL VISION  **Undertake Strategic actions
Improve the local situation**

ACCESSIBILITY MEASURES INTEGRATED  **REGIONAL TOURISM STRATEGY**

SOCIAL DIALOGUE – MEASURABILITY – COMPETITIVENESS  **SUSTAINABILITY**

The European Accessible Tourism Task Force

- 1) **Supports** the UN Convention on the Right of People with disabilities, art. 30 ratified by law n°18 of 24/02/20095
- 2) **Supports** UNWTO's core policy document: the Global Code of Ethics for Tourism
- 3) **Is committed** to collaborate with the European Union to define an action plan for accessible tourism destinations



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Government of Catalonia
Catalan Tourist Board



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Thank you for your attention!

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