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

Tourisme et services connexes — Tourisme accessible pour tous — Exigences et recommandations

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

Tourism is one of the fastest growing sectors of the global economy. At the time of writing, there are around 1,4 billion people travelling the world and the sector is responsible for 1 out of 11 jobs worldwide. However, travelling can be a challenging process throughout the entire tourism supply chain for the 15 % of the world's population who live with some form of disability and people with access requirements.

An improvement in accessibility in the tourism sector would equally benefit elderly people, in particular considering that the share of people aged 65 and over is projected to increase from 9 % in 2019 to 16 % in 2050. (Source: UN Commission on Population and Development reports, https://population.un.org/ProfilesOfAgeing2019/index.html)

People with disabilities or other access requirements can face physical, sensory, cognitive and cultural barriers within the tourism sector and in many destinations. When searching for suitable venues and tourism services, it can be difficult to find clear and accurate information on the accessibility of the offer, service or the destination facility. This situation can be improved with more consistently applied standards and better training of tourism professionals.

Some documents exist (e.g. codes, standards and guides) which outline the recommendations and requirements for some of the key aspects of accessibility in different environments and services (e.g. aviation). In addition, there are also standards which refer to Universal Design for transport services and work environments without taking into account the core aspects of travel and tourism. However, the existing standards present gaps and can differ between countries and even between different regions within the same country. This can create unrealistic expectations about the accessibility of services and facilities that the visitor is expecting to find at the destination.

Most studies of accessible tourism have shown that one of the major difficulties for the application of standards is the lack of knowledge among tourism providers about the existing tools and possible solutions. There is a lack of information on where to find guidance and there can be contradictory information in different standards between different countries and regions, while in some countries there are no available standards. Furthermore, tourism providers face difficulties in knowing how to proceed in situations for which no International Standards have been adopted yet.

The public sector has a responsibility to promote universally accessible tourism environments and services for citizens and visitors. This can be achieved by establishing procedures to require accessibility for every project that receives public funding. It is estimated that public procurement makes up between 15 % and 20 % of global GDP[1)]. Thus, public authorities can show leadership in tourism development by requiring Universal Design in public procurement tenders and when awarding contracts for infrastructure, buildings, transportation and equipment. In this way – where public investments are directed towards tourism development – planners, designers, manufacturers and tourism suppliers will be encouraged to create accessible tourism environments and destinations, thus bringing benefits to visitors, businesses and local communities.

Currently there is a relatively low supply of accessible services in the tourism supply chain, while the demand for such services is growing. The development and application of an International Standard will assist travel providers and their suppliers in addressing their current accessibility provisions.

This aspirational document sets out best practice requirements and recommendations. It is possible that for some travel providers in some settings, meeting these requirements will be a disproportionate or undue burden, in which case these travel providers will possibly not be able to apply this document.

A mapping exercise has been completed to inform the development of this document.

This document takes into account the following aspects:

a) Core requirements and recommendations (applicable to all stakeholders) dealing with design of services, information and communication, training and built environment.

1) https://ec.europa.eu/growth/single-market/public-procurement_en

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b) Separate clauses for different types of stakeholders:

- policies and strategies for the public sector;
- transport;
- urban and rural tourist spaces;
- leisure activities;
- MICE (meetings, incentives, conventions and exhibitions);
- accommodation;
- food and beverage services;
- tour operators and travel agencies.

This document is addressed to a wide range of stakeholders in order to cover the whole accessible tourism value chain:

- national or regional public administrations [including national tourism administrations (NTAs), national or regional tourism promotion boards, destination management organizations (DMOs), municipalities, public entities in charge of infrastructure polices, development and legislative or regulatory frameworks, organizations or professionals working in the field of cultural heritage management and protection);
- travel and tourism industry stakeholders [investors in destinations and tourism industry, travel and tourism businesses, especially small and medium enterprises (SMEs) across the tourism sector: transportation, accommodation, tour operators and travel agencies, transport manufacturers, hospitality and catering, other tourism providers and trade associations];
- enterprises and organizations from the support sectors: for example, companies entrusted with the execution of construction works within destinations, architects, developers and promoters of support tools and services for people with specific access requirements, and companies or professionals operating in the area of information and communication technology (ICT);
- tourism destinations;
- end users (i.e. tourists and the local population with or without specific access requirements).

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

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1 Scope

This document establishes requirements and provides guidelines for "accessible tourism for all" with the aim of ensuring equal access and enjoyment of tourism by the widest range of people of all ages and abilities.

This document provides information on the key aspects of policy making, strategy, infrastructure, products and services and is addressed to all stakeholders involved in the tourism supply chain, whether from the public or private sector. It applies at local, regional, national and international levels.

NOTE Stakeholders include, but are not limited to, public administrations, accommodation services, catering and restaurant services, transport, tour operators and travel agencies, MICE and leisure activities, as well as service providers from other economic sectors related to tourism, travel and destination management, including their contractors and suppliers.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

IEC 60118-4, *Electroacoustics — Hearing aids — Part 4: Induction-loop systems for hearing aid purposes — System performance requirements*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at http://www.electropedia.org/

3.1
accessibility
extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities to achieve identified goals in identified contexts of use

Note 1 to entry: Context of use includes direct use or use supported by assistive technologies.

[SOURCE: ISO 9241-112:2017, 3.15]

3.2
accessible guest room
room that has specific characteristics that allow accommodation for persons with disabilities and that facilitates independence, comfort and a safe environment

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