



**2nd International ENAT Congress  
"Trends and Perspectives for Accessible  
Tourism"**

**Kaleidoscope- Session:  
"Euskadi for all: a Programme of Tourist  
Accessibility". Aitziber Zubillaga, Adapta  
Group, Spain**

**Vienna, September 30th 2009**

Adapta Group: Guaranteed accessibility.



## Euskadi for all



The Programm is launched by the Tourism Department  
of the Basque Government.




The Basque Foundation for Quality  
(EUSKALIT) offers the Programme as part  
of its strategy to achieve the Excellence.



Adapta has developed the Standard and the  
Programme and gives advise to the  
Governement.

## Euskadi for all

The opportunity of Tourism for All is identified by the Tourism Board of the Basque Government.

- The current law does not assure the Universal Accessibility and is not sufficiently concrete for the Tourism Sector.
  - The professionals do not have the desired competence to manage accessibility issues and to attend this segment.
  - There is a lack of rigour in the information on the resources' accessibility degree.
  - There is a lack of specific and consolidated offer.
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- A decorative red wave graphic is located at the bottom of the slide, starting from the left edge and curving upwards towards the right.

## Euskadi for all

The opportunity of Tourism for All is identified by the Tourism Board of the Basque Government.

The development of Accessibility in terms of **quality, safety and comfort for all** offers the opportunity to:


- add value
- to diversify the tourist activity
- attract a market segment which is growing and is becoming more rental

In order to create a quality offer for all, taking into account the needs of different type of functional diversities, The Basque Government has launched the “Euskadi fo all” programme.

## Euskadi for all

**First step: Which Accessibility Standard will we use?**

**In view of the lack of an international standard, we have created an advanced Accessibility Model that guarantees the maximum accessibility that permits to develop the entire Programme with the aim of creating a tourism offer for all.**



## Euskadi for all

### Types of resources included:

The Standard has started with the following sectors where the Tourism Department has competence, but we are working to extend it to more type of venues to reach the entire tourism value chain (culture, transport, etc.) :

- Accommodation: hotels/ rural houses/ camping/ ...
- Restaurants
- Tourism offices
- Interpretation Centres
- Bars

## Euskadi for all

Types of functional diversity contemplated:



Physical functional  
diversity



Visual functional diversity



Auditory functional  
diversity



Intellectual functional  
diversity



Organic functional  
diversity

## Euskadi for all



**Physical functional diversity**

People with any kind of permanent or temporary mobility limitation, from minor to the most severe degrees.



**Visual functional diversity**

People with any kind of permanent or temporary limitation in the visual capacity, from minor to the most severe degrees.



**Auditory functional diversity**

People with any kind of permanent or temporary limitation in the auditory capacity, from minor to the most severe degrees.



**Intellectual functional diversity**

People with any kind of permanent or temporary limitation in the hearing capacity, from minor to the most severe degrees



**Organic functional diversity**

People with respiratory distress, allergies, or people who need special diets due to endocrine, metabolic... diseases, or suffering from any kind of temporary or permanent organic disease.

## Euskadi for all

How is expressed the accessibility level:

**Accessible**


**Partially  
accessible**

**Not  
accessible**

## Euskadi for all

Information that offers:

Two types of information following all criteria that complete the service chain:

- Objective information: accessibility characteristics of the resource.
  - Graphic: pictograms that correspond to each criteria of the service chain and are coloured with the colour of the traffic lights.
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## Euskadi for all

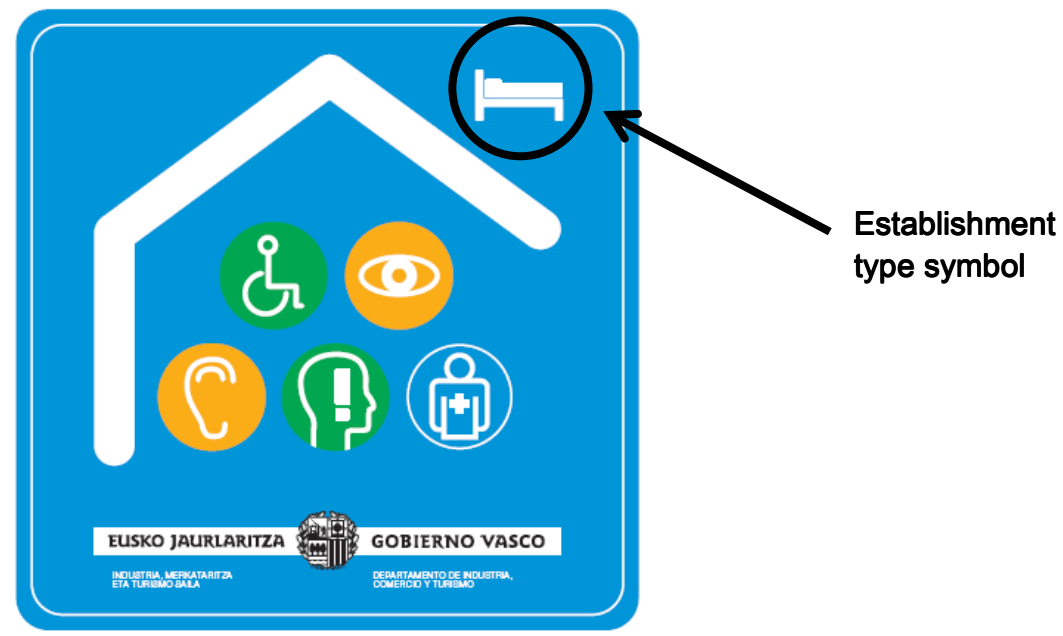
Objective information:

[Report example](#)




## Euskadi for all

**Label on Accessibility:** The establishment can request the Accessibility Label participating in the Programme and if they obtain a qualification of accessible on at least one type of functional diversity.



## Euskadi for all

### The Programme:

- **Training:** presential and online, theory and practical. Compulsory.
  - **Evaluations** are made by accessibility experts.
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## Euskadi for all

### The Programme:

- Report that includes:
  - Introduction with the objectives
  - Objective information
  - Graphic information
  - Improving areas by priority for each type of functional diversity
  - Information about financial support and general recommendations
  - Label
  - Satisfaction questionnaire

## Euskadi for all:

### Improving accessibility:

- Financial support
  - Assistance service
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## Euskadi for all


### Communication and Commercialisation:

The information is being included in normalized brochures and different promotional web pages.

The objective is to include the information in standard in order to facilitate to reach tourist establishments by the accessibility level for each type of functional diversity and then to reach the objective information.

## Euskadi for all

### Objectives for the future:

- 400 establishments will be evaluated for the end of 2009. The objective is to reach all the tourism sector.
  - To create an specific tourist offer to commercialise in standard channels.
  - To develop the Programme to other type of resources and services.
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## Euskadi for all

More information about the Programme in brief in English on the following web of the Basque Government:

[http://www.industria.ejgv.euskadi.net/r44-33325/es/contenidos/informacion/modelo\\_accesibilidad\\_turismo/es\\_mod\\_acc/mod\\_acc.html](http://www.industria.ejgv.euskadi.net/r44-33325/es/contenidos/informacion/modelo_accesibilidad_turismo/es_mod_acc/mod_acc.html)





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**Miembro de:**

