

# ACCESSIBILITY IN TOURISM: A HUMAN RIGHT AND AN OPPORTUNITY

 **IMPULSA  
IGUALDAD**

 **TUR4all**

**TUR4all**  
travel agency 





We promote equal opportunities and work to improve the quality of life for persons with disabilities, supporting their right to live with dignity and autonomy.

**We believe that travel is a right for everyone — and that tourism is a powerful tool to create a better world.**





# TUR4all



At TUR4all, we share all our knowledge on accessible tourism while guiding the sector through our specialized consultancy services.

**We work with public administrations and institutions to improve accessibility and make information available to all users.**

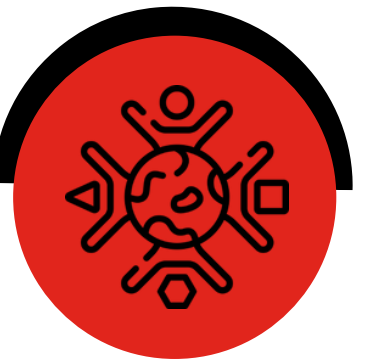
# Looking for the accessible tourism concept



Enjoyment characterized by being **autonomous** so that no person will need any assistance.



Concept linked to the **elimination of barriers of any kind** (physical, sensory, cognitive), but also aiming to ensure that tourism environments and services are **enjoyed on equal terms by all people**, avoiding the creation of spaces exclusively for people with disabilities.



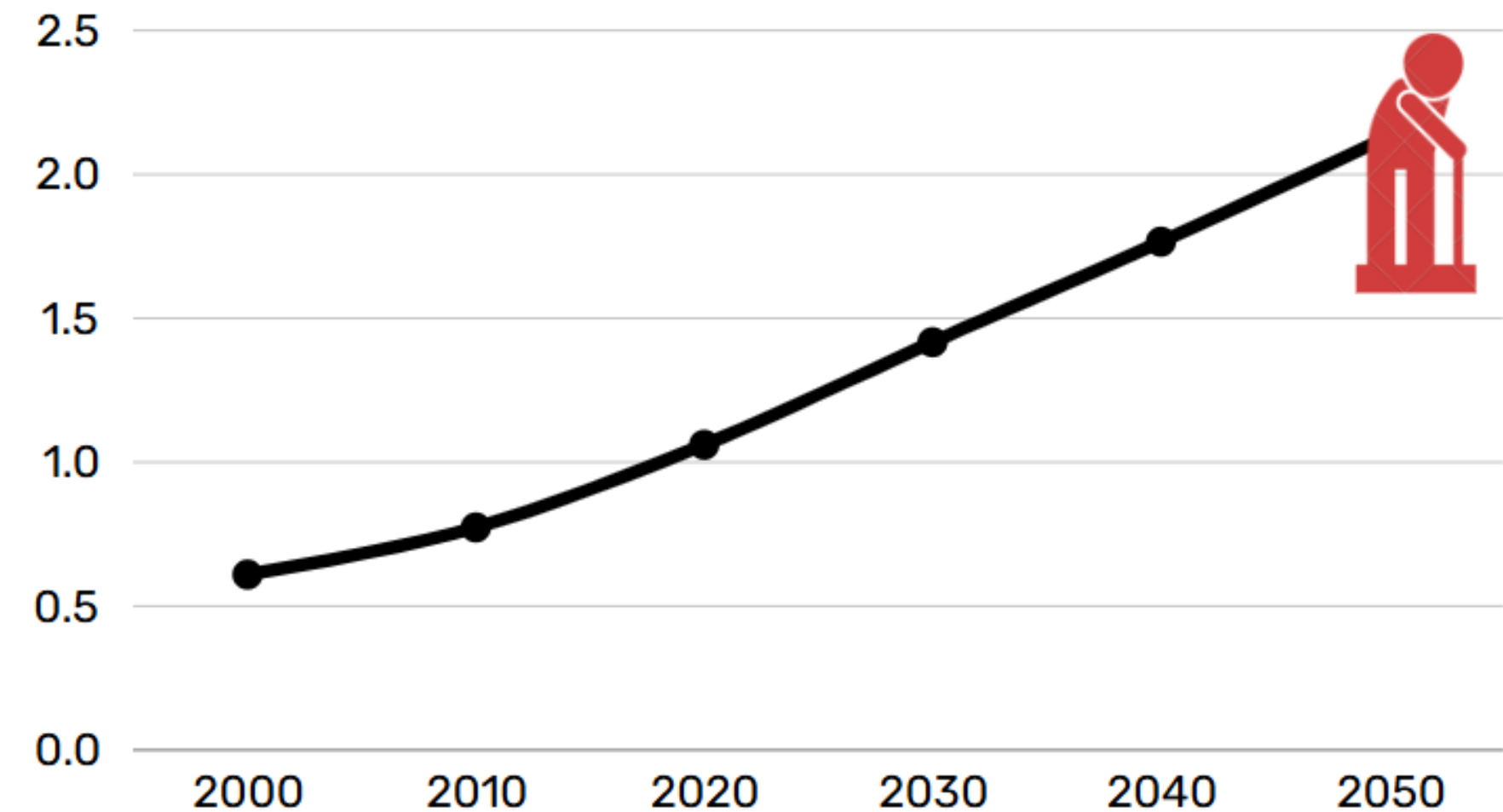
Tourism for all has a dimension that reaches **more people than those who have a disability**. The benefits of universal accessibility and design for all include all people, also elderly, families with children, people of short stature.

Access to tourism and leisure is a **human right recognized by the United Nations** Convention on the Rights of Persons with Disabilities in their *Article 30 Participation in cultural life, recreation, leisure and sport.*





# Global population is aging



Growth of the global population aged 60 and over (in billions)



*Accessibility is being invited  
to the party, but inclusion is  
being asked to dance.*



# **SOCIAL** **APPROACH**

## **UNIVERSAL ACCESSIBILITY AS A FUNDAMENTAL RIGHT**

Everyone has the right to enjoy tourism services.

By introducing the concept of accessible tourism in destinations, we promote equal opportunities while combining social impact with economic growth.





**1 OUT OF 4**

people in the EU has a disability

According to the WHO, globally, disability prevalence is **higher in high-income countries**. The European Region accounts for 20% of people with disabilities, followed by the Americas Region with 19.4%.

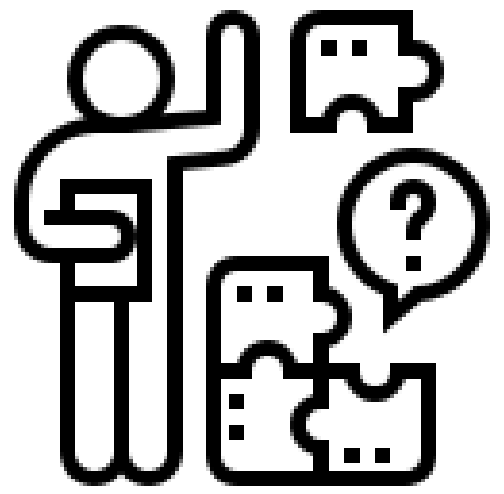


**THE TOURIST IS A  
KEY ELEMENT IN  
THE ACCESSIBLE  
TOURISM VALUE  
CHAIN**





# What do tourists have to deal with?



- Extra amount of **time needed to plan and book the trip.**
  - Lack of **information on accessibility** at the destination.
  - **Websites not accessible** for search, purchase and reservation.
- Lack of adequately **trained employees.**
- Irregular supply of **accessible services.**
- Challenges with the **physical environment** at destination.
- Inconsistencies between **advertised accessibility and actual accessibility.**





# What do tourists expect?



Understanding accessibility from a **global point of view**, meeting diversity requirements.



Evolution of accessibility as part of the standard service, at **no extra cost**.



Having all the **information** you need to plan your trip in advance and travel without obstacles.



**To be able to be autonomous, at all stages of the journey.**





# TRAVEL WITH A PURPOSE

Accessibility is not an extra — it's the starting point.

We offer personalized, **barrier-free experiences** so **that everyone**, with or without disabilities, can explore the world on equal terms.



100% of our profits go  
back into making life  
better for people with  
disabilities.



## TUR4all Travel agency



Spanish agency member of the  
Advisory Board of the Spain For All  
project



## A PURPOSE-DRIVEN TRAVEL AGENCY

We were born from the leading social organization in Spain in the field of accessible and sustainable tourism.

**Our DNA carries a commitment to a world without barriers.**





# CORE PILLARS



Responsible tourism



Social inclusion



Personal assistance



Technology



Expertise



# WE BELIEVE IN...

1

Equal opportunities

2

Traveling is NOT only for the privileged

3

Taking care of the people, their culture and territories

4

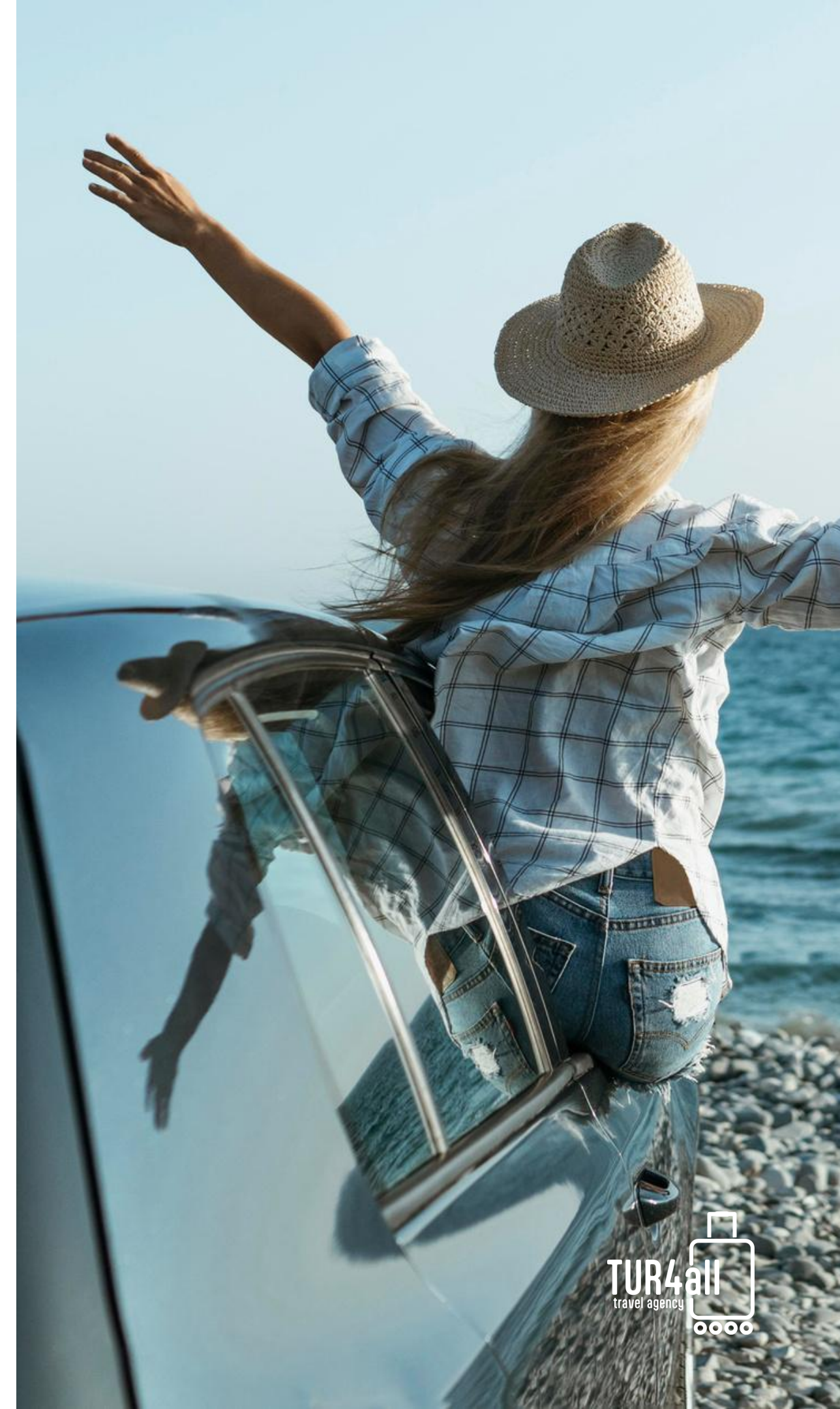
Accessible tourism equals social progress

5

Create a positive impact in the destination

6

Universal Accessibility





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# HERE'S TO A MORE RESPONSIBLE, MORE HUMANE, MORE ACCESSIBLE TOURISM

