



With the collaboration of:



International Distinction

# UNWTO ATD

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ACCESSIBLE TOURISM DESTINATION, edition 2019

**Terms and Conditions**

WORLD TOURISM ORGANIZATION (UNWTO)  
FUNDACIÓN ONCE

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## 1. What is the ATD?

The creation of the international “Accessible Tourism Destination” recognition arises from the joint commitment of the World Tourism Organization (UNWTO) and the ONCE Foundation to recognize and promote accessible tourist destinations.

This initiative recognizes and publicizes tourism destinations that are making laudable efforts so that they can be enjoyed by all tourists, regardless of their physical, sensory or cognitive abilities.

The ATD is an annual recognition given on a worldwide basis by the World Tourism Organization, a specialized agency of the United Nations. It is not a certification of accessibility that ratifies a destination’s excellence in this area but rather a **distinction** that highlights the initiatives undertaken so far, as well as the effort to maintain and increase the level of accessibility achieved.

In each edition, a recognition will be awarded to a global destination, along with specific special mentions by type of destination.

## 2. Who can participate?

The ATD focuses on accessible tourist destinations considering the following classifications: urban destination, sun and beach destination, mountain destination, rural destination and cultural heritage destination.

Therefore, submissions must be made by a public entity, preferably the destination management organization (DMO)<sup>1</sup> that represents the participating tourism destination. It is possible for several public entities, by mutual agreement, to jointly submit a single entry (DMO, municipalities, etc.). In this case they must choose a single interlocutor with the organizers of the ATD.

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<sup>1</sup> Definition of DMO:

(<https://www.e-unwto.org/doi/pdf/10.18111/9789284420858>)

### 3. Timeline of the 2019 edition

After its launch, the ATD is structured in three stages, with the following dates to keep in mind:

- LAUNCH: The presentation of the contest will take place on Wednesday, 22 May
- SUBMISSIONS: From that date until 30 June, all submissions will be received
- EVALUATION: The expert committee will evaluate the submissions until 15 September.
- DECISION: During the month of September an event will be held to announce the recipients of ATD2019.

### 4. Submissions

Entries to the ATD2019 must be submitted during the aforementioned period to the e-mail address [atd@unwto.org](mailto:atd@unwto.org) indicating the following in the subject line: "ATD2019\_name of the tourist destination". The entry will be confirmed through an e-mail from the organizers. Along with the submission, the documentation detailed in the following point must be attached.

### 5. Evaluation

To qualify for the ATD2019 recognition, an Accessibility Report of the participating Tourism Destination must be submitted.

In this report, along with the presentation of the tourism destination and the description of the background and existing projects in terms of accessibility, its current accessibility should be justified from a global perspective, considering the different links of the accessibility value chain in tourism, whose seven main areas are detailed in the following section.

For this purpose, the entrants must try to provide the greatest amount of data on the aspects and indicators that are listed below, in order to enable a quantifiable and objective evaluation. The report must include documentary support of all claims and each accessible element mentioned in the submission must be accompanied by a photo.

**The indicators to be assessed within the value chain of an accessible tourism destination for the submission are the following:**

### **5.1. Planning, prior information and reservations**

This section includes the general indicators to assess the accessibility of the information provided about the destination, both by the entities of the public sector and the private sector.

01. Is there an official tourist information and/or reservation website that includes information on the accessibility of the destination and meets W3C requirements?
02. What is the percentage of accessible tourism information points (including travel agencies) at the destination?
03. Is there a telephone help-line for accessibility needs?

### **5.2. Transport for arrival to / departure from the destination**

This section deals with the three main transport modes that allow tourists to access the destination: air, rail and sea.

04. What are the accessible transport facilities upon arrival to the destination (at entrances, counters, vending machines, waiting areas and toilets)?
05. What percentage of these facilities provide information in an accessible format (ticket sales system, dynamic arrival/departure screens, accessible apps, guidance system, etc.)?

### **5.3. Accommodation**

In this section the accessibility of the companies and establishments dedicated to accommodation is evaluated.

06. What is the percentage of accommodation establishments with accessible rooms for people with reduced mobility?
07. What is the percentage of accommodation establishments with at least one accessible route that connects the basic elements (entrance, lobby, elevator, room, restaurant, etc.)?
08. What is the percentage of accommodation establishments with staff trained in attending to persons with disabilities?

### **5.4. Food and beverage service**

This section covers the indicators referring to food and beverage establishments, including restaurants, cafeterias, self-service shops and the like.

09. What is the percentage of food and beverage establishments with accessible access and toilets?
10. What is the percentage of establishments with accessible menus in Braille?
11. What is the percentage of establishments that adapt their menus to specific nutritional needs and food allergies?

### **5.5. Urban and intercity transport in the destination**

This section evaluates the means of urban and intercity transport that facilitate mobility within the territory once the destination is reached.

12. What is the percentage of transport infrastructures with accessible routes from the entrance to the access to the vehicle?
13. What is the percentage of infrastructures that have accessible information (e.g., ticket sales, dynamic departure/arrival screens, accessible apps, guidance system, etc.)?
14. What is the percentage of infrastructures with an accessible boarding system (e.g., elevating platforms, level boarding platforms, etc.)?
15. What is the percentage of accessible taxis for people with disabilities?

### **5.6. Tourism resources**

Tourist resources are those elements that constitute a place of interest in a destination, and can well be related to nature, routes, monuments, museums, interpretation centres or events.

16. What is the percentage of tourism resources that are served by accessible urban public transport and/or have reserved parking spaces?
17. What is the percentage of accessible routes within the destination?
18. What is the percentage of tourism resources with accessible public toilets?
19. What is the percentage of tourism resources with accessible information and documentation (accessible information point, easy-read, Braille, etc.)?

### **5.7. Public administrations of tourism**

This section proposes indicators that can be developed by public administrations of tourism, destination management organizations (DMOs), town halls, regional councils of tourism or other managers.

20. Are there specific line items to fund accessibility in the budgets of the DMO?
21. Is there an official or department explicitly in charge of the accessibility of the tourism destination?

22. In the last two years, has the DMO participated in any programme or information campaign on accessibility aimed at citizens, tourism professionals or tourists?

## 6. Decision

### 6.1. Decision of the expert committee

The committee of experts will be formed, for this edition, by representatives of:

- Tourism destination management organizations
- Consumer organizations (end user)
- Business associations (hotels, restaurants, transport, etc.)
- Fundación ONCE
- World Tourism Organization (UNWTO)

After studying all the submissions, a joint assessment will be issued, selecting a single Tourism Destination as an example of accessibility for each year, in addition to the special mentions by type of destination.

### 6.2. Benefits for the winner

The ATD is a recognition at the world level conferred annually by the UNWTO with the support of the Fundación ONCE. Receiving it comes with the following:

- The conferring of the recognition during a UNWTO event or an event created for such purpose.
- The organization of a visit to the Tourism Destination receiving the recognition, which will be attended by representatives of the media and different groups of persons with disabilities.
- The use of the “Accessible Tourist Destination” hallmark, signifying worldwide recognition by a UN agency.
- The dissemination of the recognition by the organizing entities (UNWTO and Fundación ONCE) in those events and publications that they consider appropriate.
- The promotion of the destination as a benchmark for good practices in accessible tourism on a global scale.
- The winning destination will be part of the jury of the following edition.