

UNWTO International Conference on Accessible Tourism

Tourism for All:

Advancing accessibility for destinations, companies and people

San Marino, 16-17 November 2023

Rev. Draft Programme

DAY 1: 16 November 2023

09:00-09:30 Registration

09:30-10:00 **Opening ceremony**

10:00-10:30 Setting the scene: A couple of prominent communicators, visible in the media, paralympic sports or culture, set the scene as end-user of accessibility measures put in place within the tourism experience.

10:30-10:45 Coffee break

10:45-12:30 POLICY SEGMENT- Ministerial Round Table: How can strategic leadership advance concrete accessibility achievements?

Panel on the role of public administrations and destinations in driving inclusive policies and strategies, and applying standards which cater to host communities and visitors alike. The debate will revolve around a **Ministerial Position Paper**, to be discussed by representatives of National Tourism Administrations. This session will put in the spotlight specific achievements and projects of European policymakers that inspire further peer-to-peer dialogue and trigger changes in other regions.

12:30-13:00 POLICY SEGMENT - *Special feature: International Accessibility Standards and Information Hubs as Guidance Tools*

Presentation of the landmark ISO 21902:2021 Standard on Accessible Tourism for All, the first international comprehensive tool for making tourism infrastructure, products and services more accessible. Introduction to a series of UNWTO implementation user-guides launched in 2023, targeting administrations, destinations, the private sector and managers of tourism resources. Insights into the new European Accessibility Resource Centre- *AccessibleEU*, aimed at driving forward the implementation of EU accessibility policies and legislation in all EU-27 Member States, engaging public authorities, accessibility professionals, private businesses, educators and NGOs.

13:00-14.00 Lunch

14.00-15:30 Technical Panel I: Accessible transportation and mobility: How can the basic pillar of tourism experience become more accessible?

A group of experts will debate on solutions to ensure the accessibility within the transportation and mobility industry, infrastructure, services and devices, catering to visitors with specific access requirements and seniors, in different stages of their journey. The panelists will shed light on the common concerns in delivering a seamless experience, as well as key information on accessibility which often fails to reach the customers.

15:30-15:45: Coffee Break

15:45- 17:30 Technical Panel II: Universal Access to Cultural Heritage and Protected Areas: How does innovation drive accessibility advancements?

Experts will underline how the sector's key stakeholders can improve people's comfort, safety and life quality, by applying the Universal Design principles, which save costs and channel better the necessary investments for improvements of accessibility in both cultural and natural environments. Managers of cultural and natural resources and institutions will discuss methods for assessing and enhancing accessibility of cultural sites' levels. The panelists will showcase good practices in enabling universal access to cultural expressions and the natural environment through innovation and collaboration with destinations, the private sector and organizations of persons with disabilities. Lastly, the session will address how to balance heritage or nature conservation values with requirements to make tourism experiences accessible for all.

19:30-21:30 Gala dinner

DAY2: 17 November 2023

09:30-10:45: Technical Panel III: Disability inclusion in sports, leisure and events: How does inclusion contribute to personal fulfilment and new opportunities within the tourism value chain?

The panellists will showcase a wide array of approaches in addressing the inclusion and integration of people with disabilities in sports, recreation and leisure activities, in the context of tourism. All these activities are of key importance to the tourism sector value chain as they take place within a great variety of destinations which feature different accessibility challenges that need to be successfully bridged through social inclusion and entrepreneurship. The session will also discuss the accessibility of events, the essence of the MICE industry.

10:45-12:00 Technical Panel IV: Accessibility as a business opportunity: How does it bring benefits to the tourism industry?

Panelists representing the private sector and destinations will highlight through their success stories, why accessibility is about quality, opening up to new audiences, generating business opportunities and greater product differentiation driven by changes in design and marketing. They will also discuss approaches to strengthen innovation, the application of technologies, as well as the best ways for the industry to shift its mindset and stand up for the accessibility cause, once and for all.

Coffee available and served in the lobby throughout the morning

12:00-12:15 Presentation of the **San Marino Action Agenda to advance Accessible Tourism**, resulting from the Ministerial Round Table and the Technical Panels. The San Marino Agenda is meant to serve as a catalyst of change in making our sector more accessible for all people. Upon its presentation, it will be announced that a compendium of good practices and success stories in accessible tourism, showcased in San Marino, would be published by UNWTO and partners at a later stage, as the final outcome of the Conference.

12:15-12:30 Wrap-up of the Conference and Closing ceremony

12:30-15.30 Technical tour with lunch