ACCESSIBLE TOURISM DESTINATION

With the collaboration of:

UNWTO
World Tourism Organization

Fundación ONCE
What is the ATD?

The international “Accessible Tourism Destination” recognition is a joint commitment of the World Tourism Organization (UNWTO) and the ONCE Foundation to recognize and promote 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 distinction given on a worldwide basis that highlights the initiatives undertaken so far, as well as the effort to maintain and increase the level of accessibility achieved.

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.

Submissions must be made by a public entity, preferably the destination management organization (DMO) that represents the participating tourism destination.

Timeline

- **SUBMISSIONS**: until 30 June
- **EVALUATION and DECISION**: September 2019

Submissions

Entries to the ATD2019 must be submitted during the aforementioned period by sending the application form duly completed to the e-mail address atd@unwto.org

Evaluation

To qualify for the ATD2019 recognition, an Accessibility Report of the Tourism Destination must be submitted, justifying its accessibility from global perspective as well as from the seven main areas detailed below.

The entrants must provide data on the indicators published in the Terms and Conditions, including documentary support and photos of each accessible element mentioned in the submission.
Main areas of accessible tourism value chain:

- Planning, prior information and reservations
- Transport for arrival to / departure from the destination
- Accommodation
- Food and beverage service
- Urban and intercity transport in the destination
- Tourism resources
- Public administrations of tourism

Decision

A committee of experts will be formed by representatives of public and private sector entities.

Benefits

Conferring of the recognition during a UNWTO event.

Visit to the Tourism Destination receiving the recognition, attended by representatives of the media and different groups of persons with disabilities.

Use of the “Accessible Tourist Destination” hallmark.

Promotion of the destination as a benchmark for good practices in accessible tourism on a global scale.

For more information please visit: http://ethics.unwto.org/en/content/accessible-tourism

Tourism for all: A key part of UNWTO’s Global Code of Ethics

The ATD accreditation scheme fits firmly within UNWTO’s mission to ensure everyone can benefit from tourism. The UNWTO Global Code of Ethics for Tourism provides guidance for governments, the travel industry, communities and individual tourists, highlighting their rights as well as their responsibilities.

Several of the Code’s 10 Principles focus on making tourism inclusive and accessible, and stakeholders around the world are signing up to – and adhering to – the voluntary Code in growing numbers.