



# New Concepts

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Fundación ONCE





## Accessibility

### European concept of accessibility 1996

Accessibility is a basic feature of the built environment. It aims to provide people the necessary autonomy for them to move around their home, shops, theatres, parks or to their jobs. Accessibility assists in the integration of people in social and economical activities which were intended for built environment.





## Universal Accessibility

### LIONDAU 2003

Universal Accessibility: The condition which must be ensured by environments, processes, assets, products and services, also objects or instruments, tools and devices, must be understandable, usable and practicable by everybody, with security, comfort, autonomy and natural conditions.

Universal Accessibility brings the concept of accessibility closer to the idea of “Design for all”.





## Design for All

### EIDD Declaration of Stockholm 2004

“Design for all” implies designing from the perspective of human diversity, social inclusion and equality. This innovative approach is a creative and ethical challenge for all designers, businessmen, agents and politicians.

Good design enables, bad design disables.





## Universal Design

### U.N. Convention. 2006

“Universal design”: Designing products, environments, programs and services which can be used by everyone, as much as possible, without needs of adaptation or specialized design.

”Universal design” won’t exclude assistive products for particular groups of people with disabilities, if necessary.





## Universal Design

### UNE 170001. 2001 REV 2007

DALCO criterion: Requirements for actions of **deambulation, seizure, location and communication** which must be satisfied in order to guarantee the universal accessibility.





## Universal Access

### **The World Wide Web Consortium (W3C)**

Universal access as the possibility for everyone to access all Web options, hardware or software, net, language, culture, location or physical or mental flairs.





## Design for all

### **Proposal of autonomous law of universal accessibility**

Design for all: Planning and introducing products, services and environments into the market, which would be accessible and usable by as many users as possible.





## Social Inclusion

Is the process which includes people in the full participation in the society where they live, or provides them with capacity for participating in the economical, political and cultural life effectively. The concept of participation is understood like a process which controls the initiatives, decisions and options which affect social, economical and political life.





## Reasonable adjustments

### U.N. Convention. 2006

It's understood as; the necessary modifications and adaptations which don't impose a disproportionate and improper charge, when it would require in a particular case, for guaranteeing people with disability the enjoyment of all the human rights and fundamental freedoms.





## Technical aids

### European Rule EN ISO 9999: 2007

Technical aids VS assistive products

Previous ISO rule 9999 defined technical aids like “products, instruments, equipments and technical systems just made for being used by disabled or elderly people; available in the market to prevent, compensate, mitigate or neutralize a disability”.





## Support products

### European Rule EN ISO 9999: 2007

They are defined like “Any product (including devices, equipments, instruments, technologies and software) just made or available in the market, to prevent, compensate, control, mitigate or neutralize faults, limitations in the activities and restrictions in the participations”.





## Fields of application

- a) Telecommunications and information society
- b) Built up public areas, infrastructures and construction development.
- c) Transports.
- d) Assets and services at people´s disposal.
- e) Relationships with Public Administrations.
- f) Universities and education systems.





# Accessible Tourism in Spain

## ARONA & MADRID





## Introduction

**Arona**, a municipality in the south of Tenerife, and **Madrid** are two different touristic destinations.

59,4 millions of tourists visit Spain each year:

**Madrid** is visited by **6 million (cultural tourism)**

**Arona** and outskirts **2 million (sun and beach tourism)**

Both have in common a level of accessibility which they have achieved in the tourism development.





# ARONA



LOGO OF ACCESSIBILITY





## ARONA

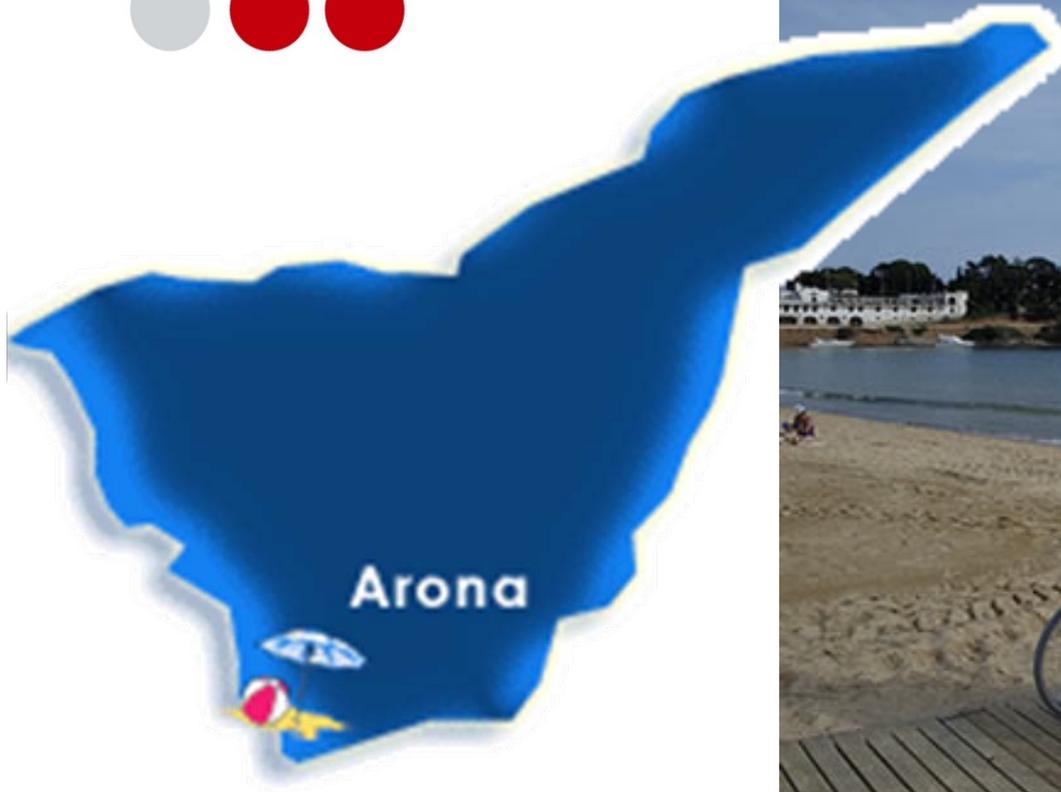
**Arona** is situated in the south of **Tenerife**, in the Canary Islands.

Its touristic outskirts are the beaches of:  
**Las Américas, Los Cristianos, Las Galletas & Costa del Silencio.**

Beachs mainly visited by:  
**British, Germans, Spanish, Swedish and Norwegian.**

Average stay: **10,4 days**







**The Tourism for All in Arona** emerged in 1960, when Swedish limited mobility tourists with rheumatic illnesses chose Arona as their destination.

Today it's the most visited destination by limited mobility tourists .





## ARONA

Arona has been developed like a city without barriers for the following:

1. **Political commitment**
2. The “Local Board of Tourism” gives technical assistance for accessible tourism.
3. The “Council of Tourism” has established a **relation with the limited mobility tourist group.**
4. **Business estate commitment.**
5. **Study the experiences of other touristic sites** and learn from their own mistakes .

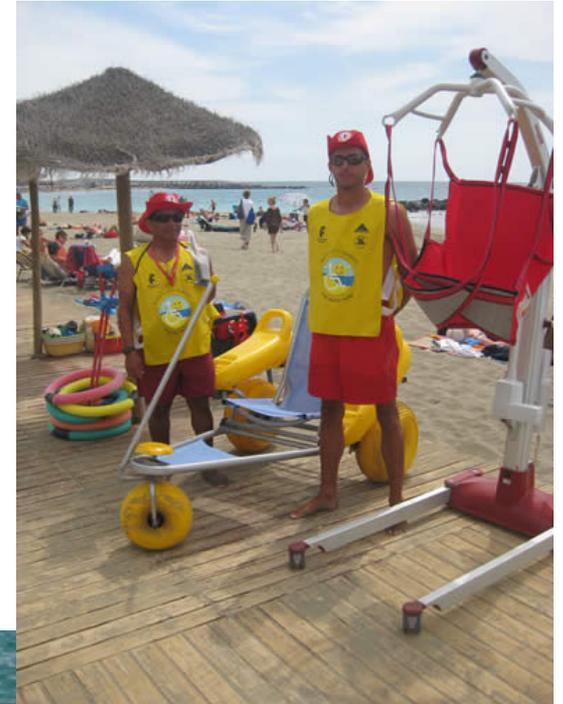




## ARONA

6. The “Tourism Board of Arona” organizes courses for hotels, restaurants, shops, businessmen, customer service staff, municipal staff, architects and building companies.
7. **Touristic promotion in fairs** like FITUR, ITB & WTM, in specialized fairs like Accesible Holiday Show, REHACARE, International Congress as the “International Congress of Tourism for All in 2004, 2007 and 2010” organized by “Fundación ONCE”. Promotion in the website and in the “Without barriers Arona’s Guide”.







## ARONA Strategic Plan

- In 2001, the council encomended to the company owned by “Fundación ONCE”, **Vía Libre**, the production of a “**Strategic Plan**”.
- This included the city planning, buildings and transport. Although there weren´t specific proposals for tourism, all of the previous apply.
- Working in **Info-accessibility**: tactile screen, website and mobile phones.

**The “ Accessibility Plan” is not a isolated plan, it´s in fact global.**



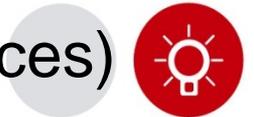


## ARONA Financing

The financing is brought the City Council.

Additional founding which comes from grants :

- Fundación ONCE
- IMSERSO (Spanish Office of Social Services)
- SIMPROMI (Regional Office of Services for Disabled people)
- Canary Islands Governement.
- Regional Departaments of Social Services and Tourism of Canary Islands.
- INEM (National and Regional Employment Services)





## ARONA Future challenges

- Raise awareness among the technicians of the public administrations
- Raise awareness within the business community
- Raise the level of accessibility to means of communication in all the public funding carried out
- Improve communication between the different departments
- Publish on a regular basis a report for the sector to help reinforce the creation of mechanisms to ensure compliance with current legislation
- Increase the promotion abroad
- Provide greater variety and amount of accessible, public transport within the town and its surroundings
- Regularly update the information regarding the level of accessibility of the tourist facilities and information







# MADRID





## MADRID

**Madrid is visited by 6 million foreign tourists**

The capital city of Spain is mostly visited by:  
**British, Americans and Italian tourists**

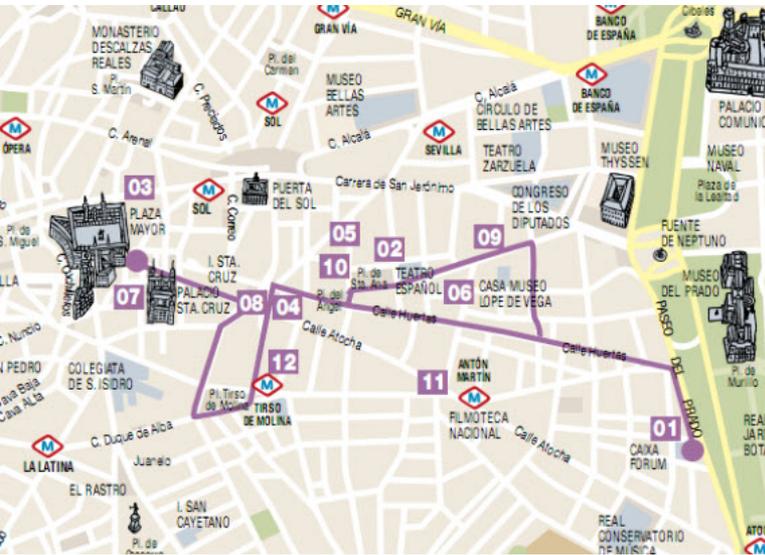
Most visited museums:  
**El Prado, El Reina Sofía and El Thyssen.**

Average stay: **2 days**

Madrid is a business active city, it holds many major congresses and conferences (example accessible to all in the “Congress and Conventions Centre” , and in the hotel sector too)









## MADRID

This last decade Madrid has been actively working towards making the city more accessible.

In the mid-1990s, as part of the city's General Plan, a series of works were undertaken to **refurbish buildings in the historical centre** .

Following the approval of the General Plan, specific municipal plans were drawn up for **accessible transport, urban areas and buildings**.

As regards to **tourism**, accessibility was taken into consideration for the European Year of People with Disabilities 2003.





## MADRID City without Barriers



1. **Political commitment**
2. **Relationship** with the tourist sector and the bodies representing people with disabilities, together with the **Tourist Board's** commitment to collaborating with these stakeholders. To this extent, several agreements have been signed between various organizations and bodies, such as **ONCE**, **PREDIF** (Platform of Representatives of People with Physical Disabilities) and **FESORCAM** (Federation of People with Hearing Impairment in the Autonomous Region of Madrid) and there are close ties with all the associations representing the tourist sector in Madrid.
3. **Several networks have been set up and meetings are held** with a view to **receiving new proposals**





## MADRID City without Barriers

- Since 2003, there has been steady funding for new accessible tourism projects
- The City of Madrid's website has a section, "*Madrid Accesible*" (**Accesible Madrid**)
- Information is available regarding hotels and guided cultural visits
- In collaboration with ONCE, a plan with monuments of interest has been made in relief and with descriptions in Braille
- UNE 170001 certifies the accessibility of the main tourist information office in Madrid's main square, Plaza Mayor







## MADRID facilities

- Madrid's public transport network
- Diversification of means of transport which allow for connectivity between urban buses, the Metro, interurban buses and commuter trains
- Discover Madrid" programme, a series of guided cultural visits, free of charge, specially adapted for visitors who are blind or visually-impaired, deaf or hearing-impaired, or with physical or intellectual disabilities.
- Physical accessibility and the accessibility of communication and interpretation of the works on display





Espacio reservado para persona en silla de ruedas



Fundación ONCE





# Thank you very much

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