

Making Your Destination Inclusive and Accessible to All

Presentation abstract

A traveler's first point of contact with you may be your website. For users of all abilities, is your first impression one of being accessible? In today's world all elements of the guest's experience must be accessible to persons with disabilities for a destination to be truly inclusive and enjoyable. That spans from the search for different options through travel sites and social media, to the website of the destination, to the registration system and onsite check-in systems, to facilities and amenities, to staff interactions, etc.

To achieve accessibility, there is a need for personnel within travel destinations and organizations to have knowledge of the standards and best practices to make themselves accessible and usable to persons with different disabilities. But how do you know that the "experts" you rely on have the right skills and subject matter expertise to enhance your organization?

The mission of the International Association of Accessibility Professionals (IAAP) is to define, promote and improve the accessibility profession globally through networking, education and certification to enable the creation of accessible products, content and services. Accessibility training and certification is now available to help the tourism industry build these skills and advance their strategies in truly creating an accessible experience for all users. International chapters provide resources that are culturally and regionally relevant to your organization and the IAAP Certification program aims to increase the quality and consistency of the work performed. IAAP can also offer an exclusive on-line community, where you can network and seek advice from other members in your industry.

Accessibility is a multifaceted challenge that requires technology, assessment, education and more. The solution to such a diverse problem space must be carefully crafted. There are many groups that must be involved in the design of accessible technology, delivery of accessible content, and the growth of a workforce and marketplace that values accessibility. Whether you are just considering your accessibility strategy or are several years on your journey, the International Association of Accessibility Professionals (IAAP) has developed resources and a framework to help organizations and industries, like Travel and Tourism, grow their accessibility strategies to increase overall access for persons with disabilities.

Conclusions/Outcomes

- Participants will gain an understanding of why digital accessibility is important.
- Participants will gain an understanding of best practices and strategies for developing an accessibility team and framework.
- Participants will learn what training and resources are available for organizational development and growth in their accessibility strategic plan
- Participants will learn what IAAP membership benefits and resources are available to support their staff.

Lead speaker : Jay Cardinali



Organisation : International Association of Accessibility Professionals, Global Leadership Council Chair

City (Country) : Atlanta(USA)

Biography : Jay Cardinali, CPACC, has more than 30 years' experience with Walt Disney Parks and Resorts. His most recent position was as Worldwide Accessibility Manager, which he held for over ten years. Striving to anticipate the guest service needs of people with disabilities, this role provides disability subject matter expertise and helps determine what types of services, policies, and/or facility enhancements should be implemented to meet, and in most cases exceed, guests' expectations. At Disney, Jay has held a variety of roles in the Guest Service and Operations areas at the Walt Disney World Resort, including the Transportation and Attractions lines of business. In the mid-1990s, he helped develop and became the first Manager of the Walt Disney World Resort Services for Guests with Disabilities (SGD) department. This team focuses primarily on guest service associated to all the services and facilities available for guests with disabilities. Many of these programs are still in place today and provide Disney Cast Members with resources, guidance, and mentoring on how to assist their guests. In addition to his work directly for Disney, Jay has been part of the Accessibility Working Groups for both the International Association of Amusement Parks and Attractions (IAAPA) and the Cruise Line International Association (CLIA). These groups, working with the US Access Board and others, helped develop accessibility guidelines for these industries and provided industry feedback and commentary to both the US Department of Justice and US Department of Transportation on accessibility rulemaking. Jay has also worked with a variety of not for profit organizations in the disability travel and hospitality arenas and done advisory work with organizations across a wide variety of other service industries including airlines, theaters, museums, and recreation. Jay is currently the Global Leadership Council Chair for the International Association of Accessibility Professionals (IAAP). Prior to joining the Walt Disney World Resort in 1988, Jay held management positions in the Entertainment, Cruise Line, and Sports & Recreation industries. Jay has a BS in Business Management and lives in the Orlando Florida area with his wife and children.

2nd speaker :

Organisation :

City (Country) : ()

Biography :