

The Accessible Ecosystem for hotels and tourism

Presentation abstract

"We need global tools". It is still an unfulfilled declaration of intentions. From NATIVE, an NGO and non-profit organization, we have worked on this concept since 2010. The NATIVE Accessible Ecosystem is the implementation of a holistic concept of accessible tourism in which research entities, disability associations, companies and solutions for deafness, impaired vision, universal signage, adapted transport or new web accessibility options work in a complementary manner.

Being a very small entity, NATIVE has achieved international recognition of the sector and its institutions.

The 2017 WTTC Tourism for Tomorrow Innovation Awards jury told "While much of the industry continues to make considerable progress on this issue, few have embraced the challenge and opportunity as innovatively as the company Native Hotels". <http://www.greenhotelier.org/our-news/industry-news/native-hotels-is-tourism-for-tomorrow-finalist/>

We are trying to take to a global scale our Accessible Ecosystem, awarded by the World Travel Market in 2014, by the Moroccan Ministry of Tourism in 2014 and others.

UNWTO and the UN 10YFP Programme for Sustainable Tourism decided to choose NATIVE among the 6 projects to be highlighted globally in 2018, presented at the International Symposium Empowering Tourism Destinations Sustainability through Innovation, held in Botswana last December.

We would like to present this holistic pack of solutions and tools to the Summit participants.

Lead speaker : Pablo Ramón

Organisation : NATIVE Hotels & Accessible Tourism

City (Country) : Madrid(Spain)

Biography : Pablo Ramón (Sevilla 1963) is a sociologist, journalist and photographer. He decided to abandon conventional communication from the day he knew, in 2009, that blind people have solutions to browse the Internet. Director of Communication of a hotel group at that time, he left the job to create an NGO from which to inform people with any disability and in 6 languages about accessible hotels and tourism. Thanks to a revolutionary accessible website and implementing the technological facilities created by a pool of partner companies.

2nd speaker :

Organisation :

City (Country) : ()

Biography :