

Tur4all International accessible tourism platform (app and web page)

Presentation abstract

In 2004, PREDIF came up with an innovative scheme to measure the accessibility of tourism establishments and itineraries. The scheme was designed in collaboration with CEAPAT (Spanish National Reference Centre for Personal Autonomy and Technical Assistance) and other Spanish national social entities that work on behalf of people with disabilities in Spain. Also taking part in the process were different professionals from the tourism sector. The scheme has been regularly updated and is endorsed by the abovementioned entities.

The system includes physical, visual, hearing and cognitive accessibility criteria in addition to other types of accessibility needs, for example, allergies, food intolerances and others. Using this system, accessibility experts from PREDIF have been able to carry out more than 5,000 on-site visits at tourism establishments and resources across the whole of Spain. Those that boast the best accessibility have been published in more than 20 accessible tourism guides: accommodation, restaurants, museums and cultural spaces, natural spaces, recreational areas, accessible Green Ways, accessible wine routes, the Way of Saint James Accessible Guide for All and finally, accessible urban getaways in Spanish cities. The guides were made possible thanks to the collaboration of different public administrations and with the backing of Fundación ONCE and Fundación Vodafone España.

To facilitate access to all this information via new technologies, PREDIF developed the TUR4all platform comprising a number of different ICT tools: mobile accessibility auditing app, a public and a private web page and a mobile user app, currently available for Android with an iOS version to be released shortly.

In 2012, PREDIF and Fundación Vodafone created the first version of TUR4all, the aim of which was to provide users with trustworthy information corroborated by experts about the accessibility of tourism establishments across the whole of Spain.

Up until 2016, TUR4all was simply an application and web page used to browse information, but users then asked to be able to recommend accessible tourism establishments themselves. For this reason, both entities deemed it essential for the project to continue and to convert TUR4all into a community of active users, and tourists with accessibility needs into prescribers of accessible tourism.

The new TUR4all platform enjoys the support of ENAT (European Network for Accessible Tourism) and the Spanish Ministry of

Energy, Tourism and the Digital Agenda. Improvements to the latest version of the application include:

- Increasing the size of the accessible tourism resource database collaboratively, whereby the users play a central role.
- Introducing user interaction, as well as interaction between users to create an active community with ties to social networks.
- Internationalising TUR4all and acquiring information about tourism resources outside Spain.
- Ability to use the platform in 11 languages: Spanish, English, French, German, Portugal, Italian, Chinese, Catalan, Valencian, Basque and Galician.
- Providing the managers of tourism destinations, establishments and services with an opportunity to gain an insight into the opinions of their clients with accessibility needs.

As with the first version, TUR4all provides information about the accessibility from the perspective of people with a physical, visual, hearing or cognitive disability or with other types of accessibility needs.



Information provided by experts in accessibility and by users are available in the same platform but displayed in different ways.

In December 2016, PREDIF signed a collaboration agreement with Accessible Portugal to adapt and then use the TUR4all platform in Portugal. The TUR4all Portugal project has the backing of Fundación Vodafone Portugal and the Portuguese Tourist Board (Turismo de Portugal).

As of 2018, Accessible Portugal is able to carry out its own accessibility audits with the auditing application and manage its accessibility projects through a private web page using a platform and environment specifically designed for Portugal. Furthermore, it has its own page, like that of TUR4all España with content about resources in Portugal, www.tur4all.pt.

Based on this first experience, PREDIF would like to build alliances with social entities from other countries that share the same goals regarding accessible tourism, namely to:

- Encourage improvements to the accessibility of transport, facilities and tourism services in any destination.
- Educate and train tourism-sector professionals from both the public and private sectors to improve the reception and customer care provided to people with accessibility needs.
- Enable tourists with accessibility needs to air their views through TUR4all.
- Provide accurate and objective information to make it easier for people with disabilities to take part in tourism, cultural and leisure activities, and in the same conditions as the rest of the population.

Lead speaker : Luigi Leporiere

Organisation : PREDIF

City (Country) : Madrid (Spain)

Biography : Luigi Leporiere holds a master degree in Tourism Economics, which he completed with the project "Tourism for all: benefits of Universal Accessibility in the tourism destination planning".

He is currently Responsible for Accessible Tourism at PREDIF, coordinating and delivering Accessible Tourism projects, as well as participating as guest lecturer at conferences and Accessible Tourism training courses.

He is a member of several Accessibility Boards and technical committees for the development and publication of Standards related to Accessible Tourism and Smart Tourism Destinations.