

# Yes to an accessible Canada for everyone!

Brief Presented by **Kéroul, Tourism and Culture for People  
With Physical Disabilities**, as Part of the Government  
of Canada's Consultations on Accessibility Legislation

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# Yes to an accessible Canada for everyone!

## Message from the CEO of Kéroul

**K**éroul, the Ministère du Tourisme du Québec's key consultant in matters of accessibility, applauds the Government of Canada for committing to a broad consultation process in shaping its accessibility legislation. We fully support the objectives of these pan-Canadian discussions.

This new legislation can and will enrich the lives of persons with reduced mobility, which, in turn, will enable the wider Canadian population to flourish.

We have closely studied the proposals submitted by our sister organizations. On the whole, we support their analyses and recommendations. For this reason, our brief focuses on issues relevant to our organization's mission in particular, namely the promotion of accessible tourism and culture for persons with restricted physical ability.

People with disabilities make up 15% of the population. Far from being a burden on society, these individuals—including an increasing number of seniors—have much to give. Any measure that facilitates their mobility and integration helps advance the economic, social and cultural growth of their communities.

With this in mind, we have formulated a number of recommendations inspired by the topics put forward in the *Discussion Guide*.

It bears mentioning that Kéroul's approach is based on the concept of the tourism mobility and services chain. For travellers with a disability, this chain begins at their front door and extends all the way to their final destination. Every leg of the journey and each link in the service chain (transportation, accommodation, restaurants, communication, etc.) is crucial. Any weakness in this chain can put an abrupt end to a vacation, resulting in costly fees, inconveniences and frustration.

Therein lies the importance of a holistic vision and systemic action with the collaboration of all parties involved in accessible transportation for persons with reduced mobility. The following are some of the most pressing needs.

- 1) Strict enforcement of international agreements ratified by Canada, charters, national laws and regulations, and provincial and municipal directives.
- 2) Seamless harmonization of these agreements, charters, laws and regulations to ensure their effective and efficient implementation, from both an operational and economic standpoint.
- 3) Standardization, which is also essential. Procedures must absolutely be aligned across transportation modes (intermodality), establishments and even jurisdictions, to give persons with disabilities the freedom to travel and fully participate in community life.
- 4) This will require close cooperation among all bodies: federal, provincial and municipal governments; organizations representing persons with reduced mobility; industry associations and businesses; and of course, the users themselves!

The cross-Canada consultation process currently under way is a unique and historic opportunity to build such collective awareness.

- 5) This collaboration obviously depends on direct, open and ongoing communication among all the parties involved. This will allow us to define the issues, develop effective measures, and create proactive awareness programs and systematic monitoring plans. Transparency and rigour are key.

Lastly, we would like to propose a work plan for Destination Canada that will promote accessible tourism for everyone, and the implementation the "Kéroul model" in other Canadian provinces where needed.

We are confident that this winning approach focused on consultation, collaboration and results will continue to build on the progress that Quebec has made since 1979.

Our proposed approach would help do the following:

- Standardize the way tourism establishments are assessed and certified for accessibility, making it easier to promote all of Canada as a destination for international tourists with disabilities;
- Encourage every province to adopt minimum accessibility criteria as part of their sustainable development policies on tourism, culture and urban environments;
- Ensure the accessibility of all transportation services that fall under federal government jurisdiction.

Thank you in advance for considering this brief from Kéroul. We hope this consultation process will successfully pave the way to an accessible Canada for everyone.



**André Leclerc**  
CEO and founder  
**Kéroul**

# Kéroul's Recommendations

Kéroul welcomes the creation of this new legislation. We recommend going beyond voluntary standards and awareness-raising activities to include strict provisions aimed at eliminating barriers. The new legislation must emphasize eliminating barriers and facilitating coordination among various levels of government in Canada.

1. In its preamble, the new federal legislation should reference the UN *Convention on the Rights of Persons with Disabilities*.
2. Accessibility and inclusion for persons with disabilities should be clearly stated as the objective of the new federal legislation.
3. Federal departments, agencies and corporations under the jurisdiction of the Government of Canada should publish annual reports listing actions taken by them and by partners within their network to make it easier for persons with disabilities to gain access to their establishments and obtain services therefrom.
4. The legislation should be subject to ongoing public review and should be updated regularly.
5. The legislation should establish a stricter and more demanding regulatory framework governing accessibility in new public facilities, buildings and infrastructure.
6. It should also ensure the accessibility of all transportation services under federal jurisdiction.
7. The legislation should provide for the elimination of barriers to information, information technology and websites.
8. The legislation should provide for the creation of a Commissioner of Disability and Inclusion position. This Commissioner should be tasked with strengthening current accountability mechanisms and conducting independent assessments of programs for persons with functional limitations, and should report directly to Parliament.

Whereas Canada is a federal country in which responsibilities are shared among federal, provincial and territorial governments, and whereas Canada is a signatory of the UN *Convention on the Rights of Persons with Disabilities* and, as such, is required to submit regular reports to the Committee on the Rights of Persons with Disabilities on how the rights enshrined in the Convention are being implemented by various levels of government,

We recommend a series of measures to achieve the following objectives:

- Facilitate collaboration among the various levels of government in Canada;
- Make life easier for Canadians living with a disability;
- Make Canadian tourism and culture accessible to all persons living with a disability.

## **Facilitate collaboration among the various levels of government in Canada**

9. The legislation should also provide for the creation of an Office of Oversight and Expertise on Accessibility and Services for Persons with Disabilities to enforce accessibility standards<sup>1</sup> as a means of harmonizing existing standards and practices across jurisdictions. We also recommend that this Office's oversight and expertise duties extend beyond Canada's constitutional framework to encompass promoting best practices in education, employment, transportation, access to culture and tourism, among other factors. The information it collects could be used by all Canadian actors, including provinces, municipalities, community organizations and businesses.

## **Make life easier for Canadians living with a disability**

10. Revenue Canada should do more to publicize the tax benefits available to those who invest in creating accessible commercial and office buildings.
11. Employment and Social Development Canada's Enabling Accessibility Fund should include a component for the accessibility of commercial establishments and provide funding for projects to improve the accessibility and services of all types of Canadian businesses.
12. The Government of Canada should require an "access conditionality" clause be incorporated into all infrastructure and capital funding programs across all federal departments. This clause would require funding recipients to comply with the provisions of the legislation and regulation before receiving their final installment.

<sup>1</sup> Refer to: Kéroul and Société Logique. *Revue des normes et règlements en matière d'accessibilité des établissements touristiques, Comparaison entre la Norme ISO 21542 - Construction immobilière - Accessibilité et facilité d'utilisation de l'environnement bâti et les normes et règlements en vigueur au Québec, en Ontario, au Canada, en France et aux États-Unis*. Montréal; September 2014; 46 pages and Appendix.

13. The Government of Canada should ensure that commercial aircraft designed for flights longer than three hours be equipped with washrooms that are accessible to people with disabilities.<sup>2</sup>
  14. The Government of Canada should underwrite an assessment of ferry dock accessibility and determine the work required to eliminate barriers.
  15. The Government of Canada should train all front-line staff in federal departments and agencies, particularly Border Services Officers, on accommodating persons with disabilities.
- Make Canadian tourism and culture accessible to all persons living with a disability**
16. Destination Canada should issue a status report on accessible tourism in Canada and create an action plan to make Canadian tourism and culture accessible to persons with disabilities.
    - a. Create a directory of barrier-free Canadian destinations (cities, regions).
    - b. Promote barrier-free destinations.
    - c. Standardize accessibility certification for tourism establishments throughout Canada.
- d. Assess the accessibility of all Canadian tourism-related infrastructure in accordance with common certification standards.
  - e. Encourage tourist destinations (cities, regions, provinces) to eliminate barriers to full accessibility in their tourism establishments and services.
  - f. Support and consolidate provinces' and territories' efforts to develop and promote tourism that is accessible to everyone.
  - g. Include more photos of persons with disabilities in advertising for Canadian tourism.
  - h. Ensure that front-line employees who greet and serve persons with disabilities receive basic training.
  - i. Fund the English-language version of Kéroul's *Welcoming Ways* training course, which is now available online.
  - j. Create a barrier-free tourism circuit between Québec, Montréal, Ottawa, Toronto and Niagara Falls.
  - k. Promote the marketing of Québec / Montréal / Ottawa / Toronto / Niagara Falls tourist packages that cater to persons with restricted mobility.

Needless to say, Kéroul is available to fully assist Destination Canada in developing and rolling out this action plan.

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<sup>2</sup> Refer to the ICAO's recommendations with respect to air transport accessibility (*Manual on Access to Air Transport by Persons with Disabilities*) and the U.S. Department of Transportation's ACCESS Advisory Committee's recommendations for providing accessible washrooms in new 125-passenger (and larger) aircraft (*Washington Aviation Summary*. Kirstein & Young PLLC, Attorneys at Law. January 2017; page 4).

# The Kéroul model

## Consultation – Collaboration – Results

Kéroul is a non-profit organization founded in Quebec in 1979 by persons living with disabilities. Its name is a portmanteau of the words *Québec* and *roule* (the French verb for “ride” or “drive”).

Kéroul's mission is to promote accessible tourism and culture for people with restricted physical ability.

Since 1987, Kéroul has acted as the Ministère du Tourisme du Québec's key consultant in matters of accessibility. Our main activities include the following:

- **Assessing and certifying tourism and cultural establishments and transportation services.** Kéroul has assessed more than 5,000 establishments. Our accessibility criteria are the only ones issued by the Ministère du Tourisme and by Quebec's regional destination managers.
- **Training front-line staff.** More than 25,000 people have taken part in our *Welcoming Ways* training program in Quebec. The French-language version is now available online (e-learning).
- **Conducting market studies and needs assessments for tourists with restricted physical ability.**
- **Distributing information on accessible tourism establishments and services.** Kéroul's database is available online.
- **Promoting Quebec tourism establishments that are accessible to persons with disabilities.** Promotional activities are carried out primarily in neighbouring markets (Canada and New England) and in French-speaking Europe, in collaboration with the Ministère du Tourisme du Québec and Canada Economic Development. Kéroul has also developed *The Accessible Road*, for which it received the 2011 Ulysses Award from the World Tourism Organization (UNWTO).
- **Lobbying various organizations to make tourism, culture and transportation more accessible for persons with disabilities.** Kéroul is active in a number of forums (Montreal Métro, taxis, air transport, municipal environments, etc.). For more than 15 years, Kéroul has submitted recommendations to the Quebec government at a bi-annual interministerial meeting.

Kéroul has taken part in the following initiatives, in partnership with the Government of Canada and some of its bodies.

- 1) In 1992, Kéroul welcomed 300 persons with disabilities to Vancouver for *INDEPENDENCE '92* on behalf of the Secretary of State for Canada.
- 2) Kéroul hosted the *International Adapted Tourism Symposium* in Montréal in 2000, in collaboration with the Government of Canada.
- 3) Kéroul conducted a study on **best practices in tourism accessibility** with the collaboration of the Canadian Tourism Commission, which it presented to the Asia-Pacific Economic Cooperation forum.<sup>3</sup>
- 4) Kéroul established a partnership with Canada Economic Development (CED) to design and deploy *The Accessible Road* and promote Quebec's accessibility in markets outside the province.
- 5) Kéroul participated in interdepartmental consultations with the Government of Canada Privy Council Office on the development of adapted tourism in Canada.<sup>4</sup>
- 6) In 2015, Kéroul published an article on inclusive tourism in Canada, putting the spotlight on Quebec, in the journal *Estudios Turísticos* edited by the Spanish government's tourism institute.<sup>5</sup> In preparing this article, Kéroul surveyed Canadian provinces on their initiatives aimed at developing and promoting accessible tourism for persons with disabilities. We received few responses from Canadian respondents.
- 7) Kéroul organized the first *Destinations for All World Summit* held at the Palais des Congrès de Montréal in October 2014. The United Nations (UN), UNWTO, International Social Tourism Organization, International Civil Aviation Organization (ICAO) and numerous other international organizations took part. The Summit attracted more than 330 people from 30 countries.<sup>6</sup>

In 1979, Kéroul's mission may have seemed overly ambitious for its time. Today, however, its objectives are shared by a number of international organizations.

3 Kéroul, *Best Practices in Tourism Accessibility for Travellers with Restricted Physical Ability: Final Report – APEC Tourism Working Group (Asia-Pacific Economic Cooperation)*. Canadian Tourism Commission. October 2003.

4 Kéroul, *Vers un Canada accessible aux touristes à capacité physique restreinte. Suivi des interventions entre Kéroul et le Gouvernement du Canada pour le développement du tourisme adapté*. Montréal. January 2000; 37 pages. (Nineteen federal departments and agencies involved.)

5 Capitaine, Virginie, and Michel Trudel (Kéroul). “Turismo inclusivo en Canada, El caso de Quebec”. *Estudios Turísticos*. No. 203 204 (T 2015), pp. 149–161, Instituto de Turismo de España, Secretaria de Estado de Turismo. Madrid; 2015.

6 Funding requests for this Summit were submitted to various Government of Canada departments but received no response. The sole support provided by the federal government consisted of a \$5,000 grant for simultaneous interpretation, issued through a standard program. Germany's ministry of tourism provided a grant equivalent to that issued by the Canadian government.

- ✓ The UN organized the Forum on Accessible Tourism and Sustainable Development for All in Washington in November 2014, and included accessibility for all in its new sustainable development objectives adopted in September 2015.
- ✓ The UN also proclaimed 2017 the International Year of Sustainable Tourism for Development.
- ✓ The UNWTO published its *Recommendations on Accessible Tourism for All* in 2013.
- ✓ The ICAO published its *Manual on Access to Air Transport by Persons with Disabilities* in 2013.
- ✓ The European Network for Accessible Tourism (ENAT) consolidates the collaborative efforts of organizations that develop and promote tourism, to support accessible tourism on an international scale.
- ✓ The 2016 theme of the UNWTO's World Tourism Day, celebrated on September 27 of each year, was "Tourism for all – Promoting universal accessibility."
- ✓ The declaration adopted during World Tourism Day celebrations in Bangkok made reference to the *A World for Everyone* declaration adopted during the ***Destinations for All World Summit*** in Montréal in 2014.<sup>7</sup>

- ✓ The second edition of the ***Destinations for All World Summit*** will take place in Brussels during the fall of 2018. Kéroul will co-chair the event alongside Belgium's Collectif Accessibilité Wallonie-Bruxelles (CAWaB).

Kéroul maintains a pragmatic, non-dogmatic approach, as demonstrated by the above examples. Its philosophy can be summed up as follows:

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***“No one is bound to do the impossible,  
but to do what is possible,  
we should all be bound.”***

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This philosophy is reflected in our current goals:

- 1) All new projects and buildings intended for public use should be universally accessible.
- 2) Major renovations to public buildings should incorporate accessibility into their design.

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<sup>7</sup> This declaration is available in 11 languages and may be viewed and signed online at [www.destinationsforall2014.com/en/declaration](http://www.destinationsforall2014.com/en/declaration). Two Quebec municipalities, Victoriaville and Gatineau, have signed the declaration. The declaration is provided in the Appendix.





# Appendix 1

## Un monde pour tous

### Déclaration du Sommet mondial *Destinations pour tous*, Montréal, 2014

Nous étant réunis à Montréal, Canada, lors du **Sommet mondial Destinations pour tous**, du 19 au 22 octobre 2014, en tant que femmes et hommes provenant de différents pays et régions du monde, incluant des professionnels, des représentants d'ONG et de divers secteurs de la société civile, des universitaires, des employés d'institutions gouvernementales et d'organismes internationaux et multilatéraux, nous convenons de la déclaration suivante:

**Reconnaisant** les contributions importantes au développement et à la promotion du tourisme inclusif et des destinations pour tous (incluant les personnes handicapées, les personnes âgées, les familles et autres visiteurs), étant entendu que les premiers bénéficiaires de telles mesures sont les citoyens locaux, ces contributions incluant les réalisations suivantes :

- La *Déclaration des droits de la personne handicapée* (ONU, 1975);
- Les principes du *Design Universel* (The Center for Universal Design, 1997);
- Le *Code mondial d'éthique du tourisme* (OMT, 1999);
- *2010, Une Europe accessible à tous* (Commission européenne, 2003);
- La *Charte de Rio sur le Design universel pour le développement durable et inclusif* (2004);
- La *Convention relative aux droits des personnes handicapées* (ONU, 2006);
- La *Déclaration de Takayama sur le développement des communautés de l'Asie-Pacifique* (UN Economic and Social Commission for Asia and the Pacific, ESCAP, 2009);
- La Norme ISO 21542, *Construction immobilière - Accessibilité et facilité d'utilisation de l'environnement bâti*, constituant une référence pour le design des bâtiments, y compris les infrastructures touristiques (2011);
- Le *Manifeste italien pour la promotion du tourisme accessible* (2011);
- Le *Rapport mondial sur le handicap*, indiquant que plus d'un milliard de personnes sont handicapées dans le monde (OMS, 2011);
- La 5<sup>e</sup> conférence internationale *Responsible Tourism in Destinations addressing Access to All* (ICRT, Canada, 2011);
- Les normes et pratiques recommandés à l'annexe 9 de la *Convention relative à l'aviation civile internationale (Chicago Convention, 1944)* et les recommandations de l'OACI contenues dans le *Manuel sur l'accès des personnes handicapées au transport aérien* (OACI, 2013);
- Les *Recommandations de l'OMT en faveur d'un tourisme accessible à tous*, mises à jour en collaboration avec la Fondation ONCE et l'ENAT (OMT, 2013);
- Les *Congrès internationaux sur le tourisme pour tous* tenus en Espagne en 2004, 2007, 2010 et 2013, à l'instigation de la Fondation ONCE;
- The *Catalunya 2020 Vision for Responsible Tourism* : la Déclaration de Barcelone (2013);
- Les congrès internationaux sur le tourisme accessible tenus dans le Sud-Est de l'Asie en 2005, 2007, 2009, 2011 et en décembre 2014;
- Le rapport et l'appel à l'action *Access to Culture 2012*, Union Européenne des Aveugles (EBU);
- Le plan d'action 2011-2015 *Way Forward*, de l'Union internationale des sourds;
- La réglementation modèle favorisant la disponibilité de taxis accessibles pour les personnes handicapées, mise de l'avant par l'Association internationale des responsables de la réglementation des transports (IATR, 2014);
- La *Proposition du Groupe de travail ouvert concernant les objectifs de développement durable* déposée à la 13<sup>e</sup> session de l'Assemblée générale de l'ONU, qui vise notamment à : « *Faire en sorte que les villes et les établissements humains soient ouverts à tous, sûrs, résilients et durables* » (OWG, août 2014);
- Les efforts de concertation internationale déployés par l'OMT, l'ENAT, l'OITS, la Fondation ONCE, le Centre mondial d'Excellence des destinations (CED), Kéroul, et nombre des participants au **Sommet mondial Destinations pour tous**, afin de mettre en commun l'expertise développée par les partenaires au bénéfice de la communauté internationale;

**Nous, les participants au Sommet de Montréal**, déclarons notre intention de maintenir notre concertation afin de mettre en oeuvre, au niveau international et dans nos pays respectifs, les **Recommandations de l'OMT en faveur d'un tourisme accessible à tous**.

À cette fin, nous recommandons et soutenons les mesures suivantes :

**Pour les opérateurs et les intermédiaires du tourisme, du voyage et du transport :**

1. Tenir compte de l'opportunité d'affaires pour élargir leur marché en développant des produits et des services qui offrent des expériences inclusives pour TOUS LES VISITEURS. Nous entendons par TOUS les visiteurs, toutes les personnes vivant avec un handicap ou nécessitant des conditions d'accès spécifiques, comme les personnes ayant des déficiences liées à l'âge, de même que les familles avec de jeunes enfants.
2. Appliquer les principes de conception universelle et suivre les directives d'accessibilité dans la conception de l'information et de la promotion pour les visiteurs (y compris sur les sites Internet), ainsi que des services de transport, des installations et des services offerts aux visiteurs.
3. Soutenir les gestionnaires et les employés en offrant des possibilités de formation et de sensibilisation sur les questions relatives à l'accessibilité et aux besoins des personnes handicapées.
4. Respecter le *Code volontaire de bonne conduite* de l'ENAT et le considérer comme une occasion de développement d'entreprise ainsi qu'un outil de gestion de la relation avec les visiteurs afin d'assurer des services de tourisme accessible de haute qualité, appropriés et responsables envers **tous les visiteurs**.
5. Collaborer avec les organisations de consommateurs, y compris les ONG représentatives de personnes handicapées, les personnes âgées, les jeunes et les familles avec de jeunes enfants, afin d'identifier les lacunes dans les services touristiques et d'améliorer la qualité des produits et services touristiques.
6. Participer aux réseaux d'affaires locaux, nationaux et multipartites afin de partager les savoir-faire et d'améliorer les performances dans le tourisme inclusif et accessible, tout en apportant une contribution positive à la durabilité de la communauté d'accueil.

**Pour les autorités locales :**

7. Assurer, conformément aux principes de conception universelle et de développement durable, que tout nouveau projet de construction ou de rénovation d'un bâtiment ou d'un lieu ouvert au public, ou toute implantation ou développement d'un service de nature publique, soient conçus sans obstacle.
8. Offrir des parcours piétonniers sans obstacle pour faciliter les traversées des rues, ainsi que dans les espaces publics, les aires commerciales et les parcs.
9. Assurer une offre de transport public adaptée pour les visiteurs à capacité physique restreinte.
10. Exiger des entreprises de répartition d'appels de taxi ou de limousine qu'elles offrent aux personnes handicapées un service de transport sur appel équivalent à celui dont bénéficie la population en général.
11. Élaborer des politiques mettant l'accent sur la disponibilité de places de stationnement pour les personnes handicapées.
12. Adopter une politique de soutien pour les individus accompagnant les personnes handicapées dans leurs activités récréatives ou culturelles, et dans les services de transport.
13. Sensibiliser les gestionnaires et les employés du secteur privé quant aux avantages d'avoir des établissements et des services accessibles, et encourager le développement de programmes de formation du personnel pour l'accueil de TOUT VISITEUR, qu'il présente un type de handicap ou ait des conditions d'accès spécifiques.
14. Fournir les ressources nécessaires aux entreprises pour développer et diffuser les connaissances sur le tourisme accessible et inclusif, ainsi que des outils permettant la conception et l'amélioration de produits et services touristiques pour TOUS.
15. Mettre en place un processus d'évaluation de la satisfaction client au niveau des destinations, incluant des paramètres d'accessibilité, afin d'en faire un outil d'apprentissage et de développement pour

les secteurs du tourisme et du commerce de détail.

16. Créer des « *Destinations pour TOUS* » afin de permettre à tout visiteur de voyager sans obstacle, que ce soit pour le travail, les études, pour recevoir des traitements médicaux, faire du bénévolat ou profiter de ses vacances.
17. Établir une unité de gestion de la destination à l'intérieur des structures locales, municipales et régionales en lui accordant les budgets et les mandats de coordination et de soutien des efforts nécessaires au développement et à la promotion d'un tourisme durable, accessible et inclusif dans les zones concernées, tout en coopérant avec les acteurs des secteurs public et privé.

**Pour les gouvernements et les autorités nationales :**

18. Faire des politiques de tourisme accessible et inclusif une des priorités des organismes nationaux de promotion et de développement touristiques.
19. Inciter les institutions d'enseignement à intégrer des formations sur l'accueil de TOUT VISITEUR, ainsi que sur l'accessibilité du cadre bâti.
20. Favoriser la formation des employés de première ligne des secteurs du voyage et du tourisme sur l'accueil et le service au client en situation de handicap.
21. Recommander aux établissements offrant des produits ou services, fournisseurs de services de transport compris, de procéder à un examen de leur accès et de leur prestation de services à la clientèle handicapée et à celle nécessitant des conditions d'accès spécifiques, afin d'éliminer tout obstacle physique et de faciliter la prestation de services pour cette clientèle.
22. Adopter des mesures fiscales afin d'inciter les propriétaires des établissements existants et les entreprises privées de transport à faire les travaux requis pour rendre leurs établissements et leurs services accessibles.
23. Adopter la Norme ISO 21542 *Construction immobilière – Accessibilité et*

*facilité d'utilisation de l'environnement bâti* en tant que standard minimal pour la construction de nouveaux bâtiments (s'il n'existe pas de norme nationale plus élevée), et surpasser cette norme dans la mesure du possible.

24. Adopter les prescriptions minimales établies par la communauté internationale pour la certification de l'accessibilité des établissements touristiques et culturels, ainsi que de leur environnement.
25. Promouvoir des lignes directrices de conception universelle de l'information des services touristiques.
26. Adopter les directives sur l'accessibilité du contenu Web (WCAG version 2.0 est recommandée) pour tout site Internet public et encourager leur usage par tous les opérateurs et intermédiaires du secteur du tourisme, afin d'assurer l'accès à l'information en ligne à tous les visiteurs, y compris ceux vivant avec un handicap physique ou sensoriel.
27. Promouvoir l'introduction d'exigences en termes d'accessibilité dans les appels d'offres de biens et services, ainsi que dans l'aménagement des transports et des établissements publics.
28. Établir un suivi efficace et des mécanismes de vérification dans le but d'assurer une mise en oeuvre efficace des exigences d'accessibilité de la part des fournisseurs de services touristiques aux niveaux national et international.
29. Promouvoir les possibilités d'emplois et d'entrepreneuriat dans le secteur du tourisme pour les personnes en situation de handicap.

#### Sur le plan international :

30. Inciter les organisations régionales et internationales à se conformer aux standards d'accessibilité dans tous les produits et services touristiques, en travaillant avec l'industrie du tourisme et ses parties prenantes, y compris les organismes de personnes en situation de handicap et ceux de personnes nécessitant des conditions d'accès spécifiques.
31. Encourager l'application de la Norme ISO 21542 dans le secteur du tourisme, afin

d'assurer l'accessibilité minimale des installations touristiques.

32. Adopter un mécanisme international de certification sous la responsabilité d'autorités internationales compétentes ayant un mandat de certification clair, en consultation avec l'industrie du tourisme et les organismes représentant les personnes handicapées et autres organismes connexes, dans le but de certifier l'accessibilité des installations touristiques.
33. Accréditer des organisations nationales ou locales pour évaluer et certifier l'accessibilité des établissements touristiques et culturels sur la base des critères de la certification internationale.
34. Encourager l'Organisation internationale de normalisation (ISO) à rendre la Norme ISO 21542 accessible gratuitement sur le Web, afin d'en faciliter une diffusion et une utilisation plus larges, étant donné l'importance de ces standards pour l'inclusion sociale des personnes en situation de handicap et celles nécessitant des conditions d'accès spécifiques.
35. Inciter les États membres du « Facilitation Panel » issu de la Convention de Chicago sur le transport aérien à adopter les recommandations de l'OACI sur l'accès des personnes handicapées au transport aérien, notamment à l'égard de l'aménagement des cabines d'avions et de la disponibilité de toilettes accessibles à bord.
36. Rendre disponibles sur le Web des informations sur les bonnes pratiques et des documents pertinents concernant le tourisme accessible.
37. Inviter l'Organisation mondiale du tourisme à recevoir les présentes recommandations et à les transmettre au Comité mondial d'éthique du tourisme, organisme indépendant en charge du suivi de la mise en oeuvre du Code mondial d'éthique du tourisme, afin d'en évaluer le potentiel et éventuellement les soumettre à l'Assemblée générale de l'OMT.

#### Enfin, les participants au Sommet mondial *Destinations pour tous* :

38. Exhortent les entreprises, les autorités locales, les organes nationaux et les

associations internationales à publier leurs politiques et stratégies portant sur leur prestation de services aux personnes en situation de handicap ou nécessitant des conditions d'accès spécifiques, afin de créer un environnement au sein duquel le changement peut survenir.

39. **Recommandent à l'European Network for Accessible Tourism (ENAT)** de coordonner et préparer une proposition pour un *réseau mondial* ou une *association mondiale pour le tourisme accessible* auquel toutes les parties intéressées pourront se joindre et participer dans le but de mettre en oeuvre les objectifs mis de l'avant par cette Déclaration.

Une telle organisation internationale devrait :

- a. Encourager l'innovation dans les services touristiques et les environnements pour tous, avec l'objectif d'atteindre des normes de qualité élevées afin d'assurer l'accessibilité des lieux, ainsi que la sécurité et le confort des visiteurs ;
- b. Refléter les objectifs de ses membres ;
- c. Poursuivre l'objectif d'un environnement commercial et réglementaire positif ;
- d. Agir en tant que point référence mondial pour la promotion d'un **Tourisme Accessible, Inclusif, et des Destinations pour tous**.

40. Reconnaissent que beaucoup de progrès ont été faits en matière d'accessibilité mais que davantage d'efforts sont nécessaires, en concertation, pour créer un **Monde pour tous**.

Le texte préliminaire de la présente Déclaration a été distribué aux participants du **Sommet mondial Destinations pour tous**, examiné en atelier, discuté et adopté en session plénière.

**Signatures** : voici le lien pour signer la Déclaration **Un monde pour tous** :

[www.destinationspourtous2014.com/fr/declaration](http://www.destinationspourtous2014.com/fr/declaration)

*Note : La version anglaise est le texte officiel adopté en conclusion du Sommet.*



# A World for everyone

## Declaration from the World Summit *Destinations for All*, Montreal, 2014

Having met in Montreal, Canada at the **World Summit Destinations for All**, from October 19 to 22, 2014, we, as women and men from various countries and regions around the world, including professionals, representatives of NGOs and various sectors of civil society, universities, international and multi-lateral agencies, and employees of government institutions, **we hereby agree to the following Declaration:**

**Recognizing** the important contributions made to the development and promotion of *Tourism and Destinations for All*, (including for persons with disabilities, seniors, families and other visitors), and **understanding** that local citizens are the first to benefit from such efforts, including the following key initiatives:

- The *Declaration on the Rights of Disabled Persons* (UN, 1975);
- The *Principles of Universal Design, Version 2.0*. Raleigh, NC: North Carolina State University, The Center for Universal Design (1997);
- The *Global Code of Ethics for Tourism* (UNWTO, 1999);
- *2010: A Europe Accessible For All* (European Commission, 2003);
- The *Rio Charter on Universal Design for Sustainable and Inclusive Development* (2004);
- The *Convention on the Rights of Persons with Disabilities* (UN, 2006);
- The *Takayama Declaration on the Development of Communities-for-All in Asia and the Pacific* (UN Economic and Social Commission for Asia and the Pacific (ESCAP, 2009);
- The *ISO Standard 21542:2011, Building construction - Accessibility and usability of the built environment* providing a global reference for the design of buildings including tourism infrastructure (2011);
- The *Italian Manifesto for the Promotion of Accessible Tourism* (2011);
- The *World Report on Disability* concluding that more than 1 billion people worldwide live with a disability (World Health Organization 2011);
- The *5<sup>th</sup> International Conference on Responsible Tourism in Destinations addressing Access to All* (ICRT, Canada, 2011);
- The relevant *Standards and Recommended Practices* of Annex 9 - Facilitation to the *Convention on International Civil Aviation* (Chicago Convention, 1944) and the *Manual on Access to Air Transport by Persons with Disabilities* (International Civil Aviation Organization, 2013);
- The *UNWTO Recommendations on Accessible Tourism*, developed with the support of the ONCE Foundation and the European Network for Accessible Tourism (ENAT) (UNWTO, 2013);
- The series of *International Congresses on Tourism for All*, organised and hosted in Spain by ONCE Foundation in 2004, 2007, 2010 and 2013;
- The *Catalunya 2020 Vision for Responsible Tourism: the Barcelona Declaration* (2013);
- The series of International Congresses on Accessible Tourism held in South-East Asia in 2005, 2007, 2009, 2011 and December 2014;
- The report and call for action *Access to Culture 2012*, by the European Blind Union;
- The Vision and Action Plan 2011-2015, "Way Forward" of the World Federation of the Deaf;
- The *Proposed Model Regulations for Accessible Taxicabs and For-Hire Vehicles* (International Association of Transportation Regulators, 2014);
- The *Proposal of The Open Working Group for Sustainable Development Goals* produced at the 13th session of the UN General Assembly which contains the goal to « *Make cities and human settlements inclusive, safe, resilient and sustainable* » (OWG, August 2014);
- The international cooperation effort undertaken by UNWTO, ENAT, ISTO, the ONCE Foundation, the World Centre of Excellence for Destinations (CED), Kéroul, and the numerous participants of the **World Summit Destinations for All**, being committed to pooling their expertise for the benefit of the international community;

**We, the participants of the Montreal Summit**, hereby declare our intention to maintain our cooperation at the international level and in our respective regions and countries to support and monitor the implementation of the **UNWTO Recommendations on Accessible Tourism**.

To this end, we recommend and support the following measures:

**For tourism, travel and transportation operators and intermediaries:**

1. Seize the business opportunity to widen the market base by developing products and services that provide inclusive experiences for **ALL visitors**. In this context, **ALL visitors means people with disabilities and those with specific access requirements, as well as, seniors with age-related impairments and access requirements and families with small children.**
2. Apply the principles of Universal Design and follow accessibility guidelines in the design of visitor information and marketing (including Websites), transportation, facilities and services.
3. Build the capacity of managers and staff by providing training opportunities in accessibility and disability awareness.
4. Observe the voluntary *ENAT Code of Good Conduct* as a business development and visitor relationship management tool for ensuring high quality accessible tourism services and appropriate care and responsibility towards **ALL visitors**.
5. Engage with consumer organisations including disabled persons organizations, senior citizens, youth and families with small children, to identify gaps in tourism service provisions and to improve the quality of tourism products and services.
6. Participate in local and national business and multi-stakeholder networks to share know-how and improve performance in accessible, inclusive tourism, while making a positive contribution to the sustainability of the host community.

**For the local authorities:**

7. Ensure that in any new construction or renovation of a building or public space, or in introducing a public service developments are designed, according to the principles of Universal Design and sustainable development.

8. Provide pedestrian pathways without obstacle to facilitate crossings of streets and in all public spaces, retail areas and parks.
9. Ensure supply of public transport suitable for citizens and visitors with disabilities.
10. Require that taxi and limousine dispatch companies to provide transportation services for persons with disabilities equivalent to those enjoyed by the general public.
11. Develop a policy including enforcement provisions regarding the parking spaces for persons with reduced mobility.
12. Adopt a support policy for individuals accompanying persons with disabilities in their recreational and cultural activities, and in transport services.
13. Support efforts to raise awareness and educate business owners, managers and staff on the advantages of providing accessible facilities and services and encourage the introduction of staff training programmes on catering to **ALL visitors** with different types of disabilities and access requirements.
14. Provide resources to the business community for the development and dissemination of knowledge about accessible, inclusive tourism and tools for the design and improvement of tourism products and services for **ALL**.
15. Establish destination-level monitoring of visitor satisfaction, including accessibility parameters, as a learning and development tool for the tourism and retail sectors.
16. Create "*Destinations for ALL*" enabling **ALL visitors** to enjoy travel, whether for business, educational, medical treatment, volunteering or leisure purposes, without hindrance.
17. Establish a *Destination Management function* within the structure of the local municipal / regional authority with a budget allocation and a mandate to coordinate and support efforts to develop and promote sustainable, accessible and inclusive tourism in the corresponding territories, working in cooperation with businesses and public sector stakeholders.

**For the governments and national authorities:**

18. Make accessible, inclusive tourism policy a priority of national tourist boards.
19. Encourage educational institutions to incorporate training on the welcome and service to **ALL visitors**, and on the accessibility of the built environment and facilities.
20. Promote the training of frontline staff in the travel and tourism sectors on the reception and delivery of services to **ALL visitors**.
21. Urge institutions providing public goods or services, including transportation providers, to conduct a review of their accessibility and their service delivery to visitors with disabilities and others with specific access requirements, in order to eliminate barriers and facilitate the provision of services to this clientele.
22. Adopt fiscal measures to encourage the owners of existing institutions and private transport companies to do the work required to make their facilities and services accessible.
23. Adopt the *ISO Standard 21542 Building construction - Accessibility and usability of the built environment* as the *minimum requirement* for new buildings (where no stricter national standard exists) – and go beyond this standard whenever possible.
24. Adopt the minimum requirements established by the international community for certification of the accessibility of tourist or cultural institutions and buildings.
25. Promote guidelines for the universal design of information for tourism services.
26. Adopt the international *Web Content Accessibility Guidelines* (WCAG – ideally version 2.0) for all public websites and encourage their use by all tourism operators and intermediaries, so as to ensure access to online information for **ALL visitors**, including those with physical and sensory disabilities.
27. Promote the introduction of accessibility requirements in public procurement of goods, services, transport and infrastructure works.

28. Establish effective monitoring and compliance mechanisms to ensure the effective implementation of accessibility requirements by tourism service providers to the local, national and international levels.
29. Promote employment opportunities and entrepreneurship for persons with disabilities in the tourism sector.

**For international stakeholders:**

30. Urge the competent regional and international organizations with standardization mandates to mainstream accessibility standards in all tourism products and services, working with the tourism industry and stakeholders, including the organizations of persons with disabilities and others with specific access requirements.
31. Encourage the implementation of ISO Standard 21542 in the tourism sector ensuring the minimum accessibility of tourism facilities.
32. Pursue an international certification mechanism overseen by a competent international body with a clear certification mandate, in consultation with the tourism industry, DPOs and other related bodies, to certify the accessibility of tourism facilities.
33. Accredite national or local organizations to assess and certify the accessibility of tourism related establishments on the basis of the criteria of the international certification mechanism.
34. Encourage the International Standards Organization to make the ISO Standard

21542 freely available on the Web to facilitate its wider dissemination and use, given the importance of these standards for the social inclusion of persons with disabilities and other with specific access requirements in all aspects of life, including travel and tourism.

35. Encourage Member States of the Facilitation Panel from the *Convention on International Civil Aviation* (Chicago Convention) to adopt the ICAO recommendations on access for persons with disabilities in air transport, especially with regard to the design of aircraft cabins and the availability of accessible on-board toilets.
36. Make information on good practices and relevant documents concerning accessible tourism available on the Web.
37. Invite UNWTO to receive the present recommendations and to transmit them to the World Committee on Tourism Ethics, the independent body in charge of monitoring the implementation of the *Global Code of Ethics for Tourism*, for consideration and potential submission to the UNWTO General Assembly.

**Lastly, for the participants of the Montreal Summit :**

38. Urge enterprises, local authorities, national bodies and international associations to publish their policies and strategies regarding their provision of services to persons with disabilities and other with specific access requirements to create an environment within which change can happen.

39. **Urge ENAT** to coordinate and prepare a proposal for a *Global Network* or a *World Association for Accessible Tourism*, in which all interested parties could join and take part in order to pursue the objectives outlined in the Declaration.

The global association should:

- a. Seek to *foster innovation in tourism services and environments* for all with the aim of achieving high *quality* standards to ensure accessibility, safety and comfort of visitors;
  - b. Reflect the scope of its members' interests;
  - c. Pursue the goal of a positive business and regulatory environment and
  - d. Act as a global focal point for the promotion of **Accessible, Inclusive Tourism and Destinations for All**.
40. Recognize that a lot of progress has been made in accessibility but that more needs to be done, and to be done together, to create a **World for everyone**.

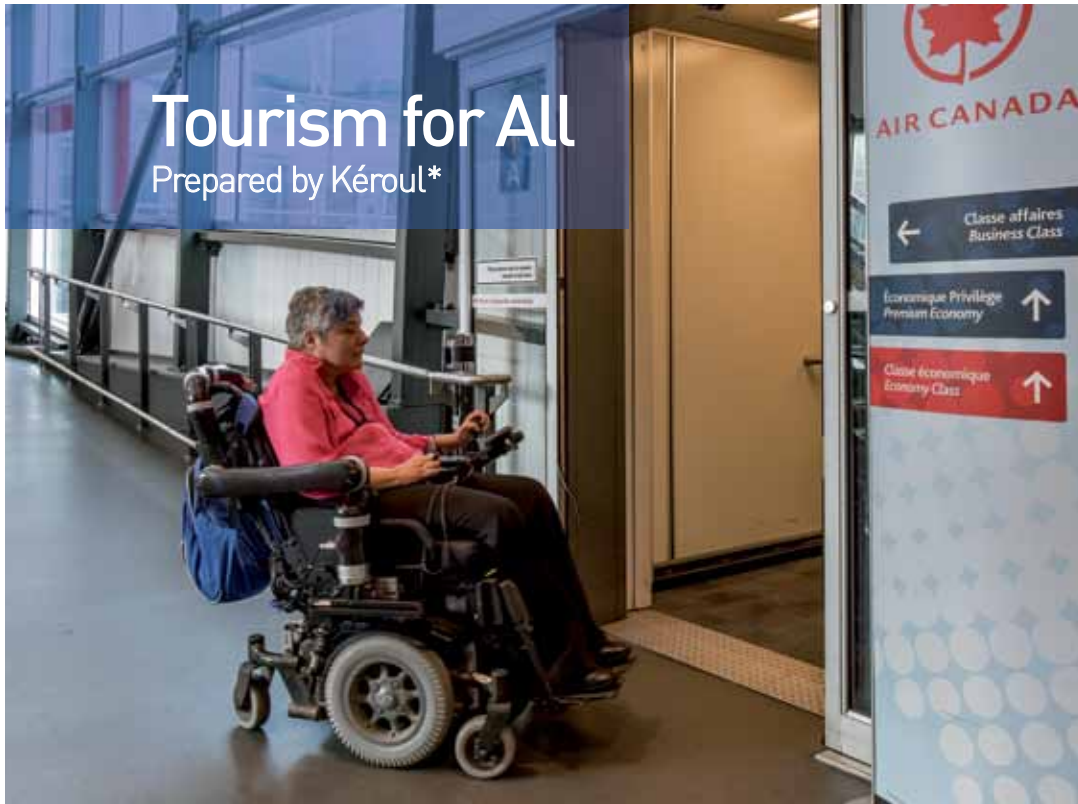
The draft text of the Declaration was distributed to participants at the **World Summit Destination for All**, discussed in workshops, debated and adopted in a plenary session.

**Signatures:** Here is the link to sign the Declaration ***A world for Everyone*** :

[www.destinationsforall2014.com/en/declaration](http://www.destinationsforall2014.com/en/declaration)

*Note: The English version is the official text adopted in the conclusion session of the Summit.*

# Appendix 2



According to the World Tourism Organization (UNWTO), tourism is one of the largest and fastest-growing economic sectors in the world. Despite occasional shocks, international tourist arrivals have increased from 25 million globally in 1950 to 1.2 billion in 2016. It should reach 1.8 billion by 2030.

A growing number of these travelers are, and will be, from an older generation and/or with a disability.

## Air transport needs to adapt to an aging population

- The World Health Organization (WHO) says life expectancy in Western societies increased by 22 years since the 50's.
- 810 million people are 60 or older.
- In the U.S. alone, the 65 and older group will double by 2040 and represent 20 per cent of the total population (U.S. Census Bureau).
- Worldwide today, almost one person in ten is over 60. By 2050, it will be one in 5.
- According to WHO, where life expectancy is over 70, individuals live on average eight years with a disability.

## The baby boomer generation as the catalyst:

- Prominent by size, level of education, purchasing power and propensity to claim.
- Desire and financial means to travel after retirement.
- Retired boomers will control 50 per cent of total tourism spending and 40 per cent will have some form of disability; by 2020, 25 per cent of worldwide tourism spending will be by persons with a disability.

## Fundamental Rights and International Commitments

The *Declaration on the Rights of Disabled Persons* was adopted some 40 years ago already, while the *United Nations Convention on the Rights of Persons with Disabilities* calls for States to treat people with disabilities "...on an equal basis with others, [with access] to the physical environment, to transportation, to information and communications, (...) and to other facilities and services open or provided to the public, both in urban and in rural areas." (Article 9)



### “Freedom to Move”

Much progress has been made in recent years by the air transport sector to improve services to persons with disabilities. Nevertheless, remaining obstacles represent a significant deterrent for people with disabilities to opt for air travel. They appear below, along with related recommendations:

- 1) Access to toilets on board aircraft and current size of facilities is the #1 obstacle. Toilets should be larger and adapted. No one should suffer the humiliation of having to use the toilet while leaving the door open. ICAO’s “Manual on Access to Air Transport by Persons with Disabilities” recommends that airplanes have to be equipped with accessible toilets. (Chapter 9, Aircraft, Aircraft Accessible Features, section 9.1 and 9.2.)
- 2) People with mobility impairment are assigned regular seats. This makes access and transfer to seats more difficult. It forces other passengers to climb over the disabled passenger to leave his/her seat. It is also an important safety issue. Seats should be allocated in more accessible locations, with more legroom to facilitate transfers and easier access to toilets.
- 3) Standard wheelchairs cannot be used in aircraft. An adapted, universal model should be developed and available on all aircraft. This would provide optimum flexibility for passengers and operators when booking a flight or in cases of last-minute substitution of aircraft.

4) Lack of information of staff on the ground and in the air concerning persons with disabilities. All staff in contact with travelers should be trained in dealing with persons with any kind of disability – motor, auditory, visual, intellectual and perhaps social/emotional.

5) People with mobility impairment too often arrive at destination with their mobility aid (wheelchair and others) damaged. Mobility aids today are more sophisticated and adapted to personal needs. They often need special attention. Handling procedures should be revised and updated.

6) Airport information desks and/or airline counters for people with disabilities are not standardized or easily identifiable. Counters should be adapted to the right height and easy to locate.

7) Finding information about accessible services offered at airports is often difficult. All airports should have such information readily available, in multiple formats and on the Internet.

### The 2016 World Tourism Day – “Tourism for All, promoting universal accessibility”

In his address to the 2016 World Tourism Day, which takes place every year on 27 September, the Secretary General of the World Tourism Organization, Mr Taleb Rifai, emphasized that:

“Accessibility for all should therefore be at the heart and at the center of tourism policies and business strategies. [...]

We thus urge all countries and destinations, as well as the industry stakeholders, to promote accessibility for all in the physical environment, in transport systems, in the information and communications channels.”

\* **Kéroul**, a Montréal community based organization, was founded in 1979 and is devoted to the development of accessible tourism for all. Its main activities are the evaluation of accessibility of tourist establishments, training of front-line staff and promotion of accessible travel throughout Québec. Kéroul organized the 1<sup>st</sup> World Summit Destination for All held in Montréal in 2014, with the collaboration of the UNWTO.