

San Marino Action Agenda to advance Accessible Tourism 2030

The Government of the Republic of San Marino, the Ministry of Tourism of Italy and other Member States of the World Tourism Organization (UNWTO), representatives of destinations, the private sector, educational institutions, intergovernmental bodies, accessibility experts and leading civil society organizations representing persons with disability, met on the occasion of the *UNWTO International Conference on Accessible Tourism: Advancing accessibility for destinations, companies and people* on 16 and 17 November 2023.

The signatories agree to undertake the following commitments under the “**San Marino Action Agenda on Accessible Tourism 2030**”, as a catalyst for change towards disability inclusion and tourism for all, reflecting the objectives of the United Nations 2030 Agenda for Sustainable Development.

I. All stakeholders

- **Raise** awareness of the social and economic advantages of accessible tourism. It creates equal opportunities for all and is a business opportunity for destinations.
- **Apply** Universal Design and international standards. People cross borders to travel and need to understand the characteristics of services being booked, worldwide.
- **Prioritize** accessibility interventions, even in the case of scarce resources. Train your personnel, starting from the managers and decision-makers.
- **Incentivize** entrepreneurship and a business ecosystem that offers accessible services. Inclusive destinations are more resilient and there is no sustainability without accessibility.
- **Advance** labour inclusion of persons with disability. Destination authorities and companies that embrace accessibility are also well placed to diversify their workforce.

II. Public sector

- **Embrace** accessibility as an opportunity instead of a challenge.
- **Research** visitors' behavior, expenditure patterns and feedback on access improvements. Qualitative and quantitative data reveal what people need and what needs to be done.
- **Adopt** laws, policies and standards which enhance people's comfort, safety and life quality. Accessible tourism is good for everyone, both for visitors and locals.
- **Implement** strategies that ensure new revenue streams and customers' loyalty. Increased accessibility brings along competitive advantages for countries and destinations.
- **Ensure** accessibility criteria among tourism businesses bidding for public tenders or funding.
- **Promote** good practices through tourism stakeholder networks and the monitoring of progress based on key performance indicators. Communicate specific achievements to UNWTO to spread the word.

III. Private Sector

- **Upgrade** accessible products and align key players on marketing, commercial strategies and platforms. There are many accessible offerings that fail to reach the target customers.
- **Diversify** accessibility offerings and **enable** everyone to enjoy the beauty of travel. By innovating in accommodation, leisure and MICE services, you will reach new markets and attain a higher degree of service quality.

- **Innovate** in transportation, information communication technologies and the digital agenda. They are key in enabling potential clients to book and enjoy accessible experiences.
- **Invest** in accessibility advancements, step by step. Monitor how your business results, your brand reputation and your customers' feedback improve.

IV. Organizers and Strategic Partners

Government of San Marino

- **Position** San Marino as one of the hubs to host accessible events as from 2023 and raise awareness on accessibility solutions. By networking with other destinations and investing in accessibility, this commitment can be upheld by both public and private stakeholders.
- **Keep** upgrading accessibility to cultural heritage, while enhancing better access within the entire tourism value chain. Isolated actions do not improve overall tourism experience.
- **Co-create** with adjacent Italian regions new accessible tourism experiences through thematic itineraries. Routes bring prosperity to rural and urban areas and their host communities.

UNWTO

- **Promote** the San Marino Action Agenda as a roadmap on Accessible Tourism.
- **Issue** in 2024 a Compendium of Best Practices in Accessible Tourism showcased at the Conference, in collaboration with San Marino, AccessibleEU and ENAT.
- **Work** closely with national tourism administrations and undertake a survey on their legislation and policies. They require assistance in elaborating and, implementing policies, strategies and measurement methodologies, to mainstream accessibility.
- **Publish** research, guidelines and success stories. Focus on accessibility in culture and nature-based tourism, digital solutions, and initiatives taken by tourism administrations and companies.
- **Resume** in 2024/2025 the international recognition "Accessible Tourism Destination" (ATD). Shed light on outstanding projects implemented by mature and emerging destinations in urban or rural settings.
- **Sensitize** the sector on the benefits of diverse workplaces, inclusive of persons with disabilities.

European Accessibility Resource Centre -AccessibleEU and European Network for Accessible Tourism (ENAT)

- **Compile** and promote research and good practices targeting tourism professionals. Our sector requires specific tools for a correct implementation of access improvements.
- **Ensure accessibility** of new digital tools from the design phase. New immersive experiences bring about a major promise to enjoy tourism, leisure, culture and nature, but they must be accessible.
- **Insist** on Universal Design not only among tourism service providers. Talking to manufacturing industries key to tourism supply chain is key to having an access-friendly travel experience.
- **Collaborate** with educational institutions to introduce accessibility. It needs to be a crosscutting element within the training cycle of any professional working within the tourism value chain.

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