



II Guide to Best Practice in Accessible Tourism.



GOOD PRACTICES FOR ACCESSIBLE TOURISM

2026

COMPANIES | DESTINATIONS | SUPPLIERS



21-25 JAN 2026





FITUR 4all

Created to bring destinations and tourism services closer to all people with accessibility needs, with the aim of promoting accessible and inclusive tourism.

Purpose of the Guide

The '**2nd Guide to Good Practice in Accessible Tourism**' by FITUR **4all** represents the consolidation of the initiative presented in the previous edition. This document reaffirms the commitment of a pioneering project designed to recognise, promote and disseminate the most innovative and transformative actions in the field of tourism accessibility, developed between 2024 and 2025. This document serves as a strategic tool, designed to inspire professionals and stakeholders in the tourism sector, promoting inclusive tourism that removes barriers and guarantees enriching experiences for everyone.

The projects compiled in this guide have been selected for their social impact, their ability to improve the quality of life for people with disabilities, and their contribution to strengthening a more accessible and sustainable tourism model. Furthermore, particular emphasis has been placed on their potential for replication in various contexts, encouraging the global expansion of these best practices.

Among the main objectives of this guide are:

- To raise awareness among key players in the tourism sector of the importance of making accessibility a cornerstone of their strategies.
- To foster innovation, driving the development of inclusive solutions



that combine creativity, technology and social commitment.

- To inspire future projects, becoming a practical reference for those seeking to transform tourism into an experience accessible to all.

With this approach, the **'2nd Guide to Good Practice in Accessible Tourism' by FITUR 4all** celebrates the progress made and advocates for a more humane form of tourism, committed to accessibility and inclusion. This collective effort contributes to building a world where travel is a right and an opportunity within everyone's reach.



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**Winning project FITUR
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**Winning project FITUR
4All Awards 2026**

Pictogram key

Type of facility where the accessibility measure applies:



Travel Agency



Professional Association



Service Company



Hotels and Accommodation



Incentives, meetings and conferences



Know-how and Technology



Wholesalers



Media



Leisure and Culture



Destination



Inbound



Restaurants and catering



Transport







FITUR Category

**INCLUSIVE NATIONAL TOURIST DESTINATION
2025**

Ayuntamiento de Marbella



Takes place in:

Marbella tourist destination

Year of creation:

2025

Description of the initiative:

The beaches hold certification in Tourism Sustainability and are aligned with the Biosphere Sustainable 2026 commitment, backed by the 2024 sustainability report.



Definition:

The project promotes innovative solutions to improve physical, sensory and digital accessibility:

Coastal Sensory Technology: Use of ADD Colour. 365/24/7

Infrastructure: Installation of 40 accessible toilet modules, operational all year round.

Digital Information Network: Tourist Offices with induction loops and "Cicerone" software for assistance in 90 languages.



Replicability:

It has a certified, replicable model that offers a methodological roadmap that other coastal destinations can adopt to improve their accessibility. And with modular and scalable solutions that can be implemented regardless of the destination's size.



Premio FITUR4All al Destination Nacional Inclusivo

Specific actions taken:

- The 365 Days Coastal Network, which will be expanded to 40 fully accessible PRM toilet modules.
- Technology and accessibility at the ILO.
- Certification and mobility hub.

Instituto de Turismo de la Región de Murcia



Takes place in:

Cerro de la Concepción

Year of creation:

2025

Description of the initiative:

This project addresses both the physical and technological environments, improving sensory and cognitive accessibility.



Definition:

The project is based in a large park where, through this initiative, accessibility is the focus of a series of projects developed to promote a heritage and tourist attraction in the city.



Replicability:

These are easily replicable initiatives, as they all aim to address difficulties currently faced by people with different abilities in any destination, particularly if they are implemented in a comprehensive manner, rather than in isolation.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Almost the entire old town of Cartagena has been pedestrianised.
- Pedestrian crossings and smart traffic lights, and sensors in PRM parking spaces.
- Network of accessible toilets and inclusive baby-changing facilities.

Ayuntamiento de Alcudia



Takes place in:

Alcudia Beach

Year of creation:

2019

Description of the initiative:

Since 2019, Alcudia Town Council has been promoting universal accessibility at Alcudia Beach, making the town a more inclusive tourist destination.



Definition:

Alcudia Beach has a fully adapted area, featuring facilities such as adapted parking spaces, a tactile paving route from the accessible car park, inclusive changing facilities, an information panel in Braille, etc.



Replicability:

A new accessible area on Alcudia beach has been included in the 2026 project, given the success of the current accessible area, thereby increasing accessible services in the municipality. Furthermore, councillors and technical staff from other municipalities have visited to learn about the project.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Tactile paving from the accessible car park, and an information panel in Braille on arrival.
- Audio guides.
- Accessible public transport for people with reduced mobility, with accessible signage.

Abarán



Takes place in:

Abarán

Year of creation:

2025

Description of the initiative:

Accessibility works project for the Parque de las Norias in Abarán, the municipality's main tourist attraction. It includes pedestrian access, accessible toilets and the renewal of signage, amongst other features.



Definition:

The project introduces measures to improve accessibility for tourists through a continuous and tailored IPA scheme, the installation of NaviLens codes, the comprehensive renewal of signage in line with cognitive accessibility criteria, lighting, etc.



Replicability:

It is fully replicable in other tourist destinations, particularly in natural and heritage settings. This would improve tourism inclusion in various local authorities, creating a network of accessible destinations that amplifies the long-term social impact.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Creation of an accessible pedestrian route.
- Construction of an adapted cobbled access route connecting the park entrance with the Noria Grande, the accessible toilets and the new viewpoint, without barriers.



Ayuntamiento de Marchena



Takes place in:

Marchena

Year of creation:

2018

Description of the initiative:

An accessible, inclusive and competitive destination through adapted heritage routes, the removal of barriers and the use of accessible bicycles, connecting the historic centre with cultural spaces.



Definition:

"Marchena, tourism for everyone" offers comprehensive solutions in heritage destinations. It combines accessible mobility, with adapted bicycles, with inclusive cultural itineraries, allowing visitors to explore the historic centre independently and access monumental sites that are traditionally difficult to visit. It also integrates accessible therapeutic and wellness services with adapted equipment and specialised programmes.



Replicability:

It is highly replicable in other destinations, which allows for an increase in its long-term social impact. Its comprehensive model combines accessible heritage, mobility inclusive facilities and tailored wellness services, elements that can be implemented in historic towns, cultural tourism destinations or health tourism centres.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Adaptation of heritage routes and tourist itineraries.
- Incorporation of adapted bicycles for inclusive mobility.
- Implementation of accessible tourist services.

Archena



Takes place in:

Archena

Year of creation:

2025

Description of the initiative:

In 2025, Archena Town Council is launching a smart and accessible tourist signage project, using IoT, QR codes, beacons and interactive totems to enhance the visitor experience.



Definition:

Archena's smart and accessible signage project transforms tourist signage into an inclusive digital network using IoT technology. It incorporates QR codes, beacons and interactive displays. Accessibility is enhanced through physical signage and digital resources. This turns the routes into autonomous and universal experiences, making Archena an innovative destination that guarantees equal access.



Replicability:

Archena's smart and accessible signage project is a that can be replicated in tourist destinations. It combines physical signage with a digital platform and uses standard technology.



It promotes inclusive tourism and has the potential to generate social and tourism benefits.

FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Installation of Braille signage.
- Installation of tactile maps at strategic locations.
- Integration of accessible digital resources (QR codes, beacons, etc.).

Ayuntamiento de San Javier



Takes place in:

Santiago de la Ribera (Murcia)

Year of creation:

2020

Description of the initiative:

The Typhlological Museum is being transformed into an accessible space for people with visual impairments, using audio description, QR codes in Braille, geofencing and centralised management.



Definition:

It is based on accessibility standards, inclusive signage and metrics to enhance the visitor experience. Automatic audio descriptions are provided for each exhibit, along with accessible publications featuring alternative text and audio.

There will be notifications when approaching points of interest, as well as QR codes and Braille plaques for identification. Everything is designed to be easily accessible and usable.



Replicability:

It is a replicable model aligned with the universal accessibility of FITUR 4all. Reusable template for exhibition spaces; includes publications, audio, QR codes and geofence. Applicable to libraries and cultural spaces.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Screen readers, linear navigation, contrast, alternative text, audio description and large buttons.
- Accessible QR codes + Braille on every item.
- Clear signage and consistent interaction patterns.



Agencia Catalana de Turismo



Takes place in:

Catalonia

Year of creation:

2024

Description of the initiative:

The Tourism for All Network promotes accessible tourism in Catalonia, created in April 2024 by the ACT. It focuses on governance, self-assessment, training and promotion, building collaborative accessibility.



Definition:

The XTPT's innovation centres on improving tourism accessibility in Catalonia. Its aim is to bring people and resources together to develop accessible tourism. Solutions presented include a MOOC course on accessible tourism, a collection of pictograms and a tool for assessing accessibility across six different areas.



Replicability:

The Tourism for All Network is a model that other destinations can follow. Its approach includes Governance, Self-Assessment, Training and Promotion, and is based on collaboration. They offer tools and resources, and is open to feedback from all those involved in tourism.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- It has a website dedicated to sustainability and accessibility.
- Training on accessibility, including a MOOC.
- Licence for self-assessment and participation in conferences on accessible tourism.



Salou



Takes place in:

Salou

Year of creation:

2024

Description of the initiative:

Salou Inclusive Destination is a project aimed at making tourism accessible to everyone. Since 2024, it has focused on adapted infrastructure, inclusive routes and assisted services. Highlights include the Modernist Route and assisted bathing on beaches.



Definition:

The project's innovation lies in combining physical, sensory, cognitive and digital accessibility within a single tourism experience. The Modernist Route includes audio guides, pictograms, accessible pedestrian areas and beaches with assisted bathing facilities, improving inclusion for people with disabilities.

A virtual reality glasses project will also be launched.

Replicability:

The project is easy to replicate because it uses accessible methodologies and solutions that any local authority can adapt. The inclusive routes with easy-to-read text, audio guides and pictograms can be replicated with minor adjustments. Digital accessibility and collaboration with associations are transferable.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Accessible Modernist Route with audio guides.
- Inclusive beaches with adapted facilities
- Accessible town centre and tourism.
- Tourist offices offering support in LSE and an accessible tourism website.



Ayuntamiento de Altea



Takes place in:

Municipality of Altea

Year of creation:

2025

Description of the initiative:

The Altea Accessible Development Project focuses on creating an inclusive destination that significantly improves the quality of life for both residents and visitors, standing out for its innovation and profound positive impact.



Definition:

Altea has implemented a comprehensive approach to cognitive, physical and sensory accessibility, establishing itself as a model for accessible tourism at both national and international levels. The project implements solutions such as Navilens codes, Braille signage, pictograms and accessible routes, creating an inclusive environment that guarantees universal accessibility throughout the destination.



Replicability:

Altea's success is replicable, with participation in workshops, conferences and courses where improvements made are shared with other destinations, and communication via social media and the press ensures that the message sinks in over the long term among residents and tourists.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Launch of www.visitaltea.es, which includes accessible resources (Navilens codes, easy-to-read leaflets and Braille).
- Tourist Info Altea facilities and guided tours. Accessible workshops and events.

Ajuntament de Mont-Roig del Camp



Takes place in:

Mont-roig del Camp

Year of creation:

2024

Description of the initiative:

The project promotes an innovative model that combines planning, digitalisation and the improvement of public spaces for everyone. It includes a tourism identity and campaigns that promote sustainability and inclusion.



Definition:

It integrates advanced technology and the Digital Tourist Viewpoint for an immersive exploration experience. Its website complies with the UNE-EN 301549 standard and uses AI to adapt navigation. The combination of technical auditing and PROA assessment allows progress to be measured using objective data, making it a methodological benchmark in universal accessibility.



Replicability:

It is based on a proven methodology that combines inclusion with the transformation of public spaces. Tools such as the accessible website and the Digital Viewpoint can be easily adapted for use in other local authorities. By placing accessibility at the heart of the model, model helps more regions move towards responsible and sustainable tourism, multiplying the social impact.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Strategic planning under the brand 'One region, two landscapes'.
- Technical audit and removal of barriers.
- Digitalisation (accessible website and viewpoint).
- Improvements to mobility and safe spaces.



El Campello



Takes place in:

El Campello

Year of creation:

2025

Description of the initiative:

A project to improve mobility and quality of life through inclusive signage on the "Paseo de la Voramar". It includes easy-to-read panels, multiple languages and pictograms to promote sustainable tourism.



Definition:

It stands out for its use of QR codes that provide additional information in several languages, Spanish Sign Language and audio descriptions. The focus is on sensory and cognitive inclusion, making historical and environmental information accessible to all types of visitors through digital and physical tools integrated into the urban environment.



Replicability:

The model serves as an inspiration for other destinations and has been recognised for its pioneering nature. Its methodology is now being applied to historical and artistic routes, demonstrating that inclusive signage and access to information as a right are principles that can be replicated. The work serves as a basis for proposals for improvement that stand the test of time and can be adopted by other local authorities.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- So d'Arrel and Monumental Accessible Routes.
- Detailed accessibility guide on the website.
- Signs with pictograms and easy-to-read text.
- Inclusive leaflets and videos.

Turismo Peñíscola



Takes place in:

Peñíscola Old Town

Year of creation:

2024

Description of the initiative:

Creation of a film trail featuring accessible videos at 14 filming locations. The aim is to ensure access to information about tourist attractions which, by their very nature, are physically difficult to access.



Definition:

The innovation lies in the use of physical kiosks displaying inclusive information and QR codes that link to adapted videos. This enables an immersive experience without the need to be physically present at the exact location if there are barriers, thereby integrating existing physical accessibility with digital solutions that meet the needs of the entire public.



Replicability:

The project is applicable to any destination with natural or historical heritage that is difficult to access. As the content is hosted on the web, the solution is scalable and allows for remote viewing. It is a model of how digitalization can compensate for the lack of architectural accessibility in protected or natural environments, facilitating universal cultural dissemination.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Physical route with 14 filming locations.
- Inclusive videos for each location.
- Information boards with accessible information and QR codes.
- Physical accessibility leaflet.

Turismo de l'Hospitalet de l'Infant i la Vall de Llors



Takes place in:

Hospitalet de l'Infant

Year of creation:

2025

Description of the initiative:

Development of an Action Plan for Accessible Tourism focusing on beaches and their surroundings. The aim is to establish the destination as an inclusive and socially responsible place, ensuring equal opportunities.



Definition:

It innovates through a participatory methodology that includes forums for discussion with residents, visitors and the private sector. The plan not only assesses the current situation but also trains key stakeholders and proposes specific improvements. As it is managed by a local authority association (MIDIT), it functions as a pilot project that creates a comprehensive 'accessibility policy' for the entire region, not just for isolated locations.



Replicability:

The idea is for this plan to serve as a spearhead for expansion across the entire territory of the association. As it is based on a methodology of diagnosis and it is easily transferable to other tourist destinations. It offers a replicable framework for destinations wishing to move from isolated initiatives to a coherent universal accessibility strategy.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Beach accessibility plan.
- Improvements to the Plaza Coll de Balaguer viewpoint with shade and tactile signage.
- Beach facilities: accessible walkways, pergolas and foot wash stations.

Fundación Visit València



Takes place in:

Valencia

Year of creation:

2025

Description of the initiative:

The Tourism Accessibility Plan promotes an inclusive, people-centred model. It combines digital innovation, physical adaptation and participatory governance to integrate accessibility throughout the value chain.



Definition:

It has a pioneering digital platform that analyses over 300 resources. It incorporates cognitive accessibility criteria and tools such as inclusive QR codes, NaviLens signage, Spot4Dis and augmented reality at monuments.

Collaboration with the Accessibility Working Group turns the city into a European laboratory for and technological innovation.



Replicability:

The model is replicable through its participatory diagnostic methodology and collaborative governance. Solutions such as the Spot4Dis system (AI for PRM spaces) and easy-to-read routes are scalable to urban or coastal environments. The data-driven approach and validation by people with disabilities is already inspiring other cities within the Smart Tourist Destinations network.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Digital platform for assessing resources.
- Inclusive route through the Turia Gardens with audio description.
- Inclusive Fallas with a QR code system and direct communication with the local police for people with reduced mobility.



VISIT VALÈNCIA

Imtur Córdoba - Ayuntamiento de Córdoba



Takes place in:

Cordoba

Year of creation:

2025

Description of the initiative:

Implementation of a 1,600-metre accessible route in the commercial and tourist centre. It combines tactile paving with LED lighting to guide people with visual impairments and low vision.



Definition:

Pioneers in the combined use of tactile paving and colour-coded LED strips: white for wayfinding, red/green at traffic lights (on the ground) and yellow at bus stops. This solution helps the 15,000 people with low vision in Córdoba, and is also useful for solar glare or photosensitivity, challenging the notion that tactile paving is only for blind people.



Replicability:

The implementation area acts as a test bed for replicating the model in other parts of the city. It is a system that is highly adaptable to historic centers and key hubs where pedestrian safety and wayfinding are priorities, using simple materials such as custom-made timber in temporary installations to maintain accessibility without altering the heritage.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- LED and tactile paving route.
- Adaptation of the Julio Romero de Torres Museum.
- NaviLens codes in services and shops.
- Accessible courtyards in Córdoba.

Diputación Foral de Bizkaia



Takes place in:

Bizkaia

Year of creation:

2025

Description of the initiative:

Accessible Tourism Strategy that transforms the regional model towards equal opportunities. It focuses on comprehensive accessibility, sustainability and digitalisation with local benefits.



Definition:

It combines physical and digital solutions by rethinking the destination from its original design. It considers functional diversity as a central principle rather than an add-on, integrating inclusive signage, accessible web platforms and adapted transport in a coherent manner the entire region to facilitate planning and the visitor experience.



Replicability:

Its comprehensive approach can be replicated in other regions by adapting its strategic pillars: digitalisation, staff training and multi-sector collaboration between public authorities and civil society.

It enables the transfer of best practices and tools that broaden the social and economic impact, promoting an inclusive tourism offering that can be adopted by any destination.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Centralised and accessible tourism website.
- Adaptation of transport and mobility routes.
- Guided tours and sensory signage in museums and natural environments.

Riba-Roja de Túria



Takes place in:

Riba-roja de Túria

Year of creation:

2021

Description of the initiative:

The "Riba-roja without barriers" project positions accessibility as a driver of local development. It includes physical adaptations to the Castle and museums, as well as digital solutions to attract visitors to the Natural Park.



Definition:

It stands out for its use of augmented reality, 360° virtual tours, adapted gamification and interactive audio guides with QR codes. It is a pioneer in making a castle accessible with ramps and lifts and incorporating tactile elements and Braille in Visigothic archaeological sites. Furthermore, it incorporates the PRISMA programme, which combines horticulture and adapted historical cuisine for people with functional diversity.



Replicability:

The methodology for adapting archaeological sites and cultural resources of various types is fully transferable. Its technological solutions can be applied in destinations with different levels of digitalization, demonstrating that it is possible to reconcile protection of historical heritage with universal accessibility and social participation.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Comprehensive adaptation of the Castle (lift, ramps).
- Gamification and accessible 360° technology.
- Walkways at archaeological sites such as València la Vella.

Turismo Costa Blanca

(Ayuntamiento de Santa Pola)



Takes place in:

Santa Pola

Year of creation:

2025

Description of the initiative:

Installation of 50 NaviLens codes at key locations (beaches and the castle) to assist visually impaired people with navigation via audio guidance, promoting inclusive, high-quality tourism.



Definition:

The NaviLens system allows codes to be detected from a distance and whilst in motion without the need to focus. It offers automatic voice guidance in the user's language, enabling independence in public spaces. It is an innovative approach that transforms the destination experience by combining with a design tailored to functional diversity.

Replicability:

It is fully replicable as NaviLens technology does not require complex physical infrastructure. It is easy to implement in cultural or natural spaces in any municipality. The success of Santa Pola demonstrates how to effectively integrate accessibility and tourism promotion, serving as a guide for other towns.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Flat town with suitable pavements.
- Accessibility study at 25 points of interest.
- NaviLens technology at strategic points.
- Adherence to the Valencian Tourism Code of Ethics.

Consell Comarcal del Baix Empordà



Takes place in:

Baix Empordà

Year of creation:

2017

Description of the initiative:

A plan encompassing the "Tourism for All" scheme, an accessible website, training for the sector and an Accessibility Committee comprising representatives from various groups to analyse and improve initiatives in the region.



Definition:

The project aims to cover the entire tourism value chain (hotels, museums, restaurants) to ensure a comprehensive experience. It places particular emphasis on training to prevent a lack of accessibility arising from a lack of awareness.

The Accessibility Committee ensures that solutions meet real needs through direct dialogue with people with disabilities.

Replicability:

It is a model that is highly transferable to other regions. They currently have an agreement with Osona to transfer their methodology and are in discussions with the Catalan Tourism Agency regarding its application at a regional level. Its structure, quality label and training framework is easily adaptable to any region seeking to professionalise its inclusive offering.



FITUR4all Award for Inclusive National Destination

Specific actions taken:

- Regional 'Tourism for All' seal.
- Sign language and easy-to-read courses.
- Accessible website and sign language videos for six driving routes around the region.





FITUR Category

**INCLUSIVE INTERNATIONAL TOURIST
DESTINATION 2025**

División Turismo de Montevideo



Takes place in:

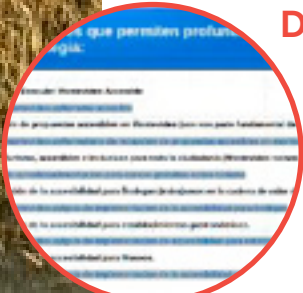
Montevideo - Uruguay

Year of creation:

2018

Description of the initiative:

Montevideo prioritises accessibility and inclusion in its DTI strategy. It implements training, regulations and funding for accessible proposals, coordinating with local stakeholders and using a regional accessibility seal to standardise information.



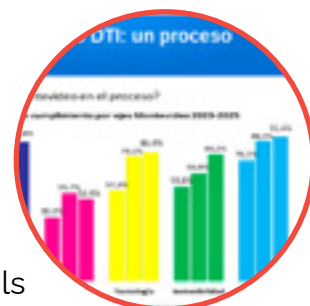
Definition:

Specific actions: training for operators and the public, updating standards with UNIT experts, and implementation manuals for various establishments (wine cellars, museums, etc.). It manages DTI funds to encourage innovative proposals, such as an app for children with ASD, and consults with people with disabilities. Acts as a benchmark in Uruguay.

Participates in national and regional roundtables on accessible tourism.

Replicability:

The work is sustained and coordinated, covering the entire accessible value chain: training (4 accessible and inclusive online courses, 10 editions by 2025), updating standards with UNIT, implementation manuals for operators (wineries, museums, restaurants, rural establishments), and funding for the development of innovative proposals.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- Accessibility and inclusion are prioritised as an DTI.
- It implements online courses, manuals and funding for innovative proposals.
- It collaborates and serves as a regional benchmark, participating in accessible tourism roundtables.

Secretaría de Turismo de Nuevo León



Takes place in:

State of Nuevo León,
Mexico

Year of creation:

2024

Description of the initiative:

Nuevo León created guides and interpreters for Mexican Sign Language and supported tour operators with accessible tours. They introduced virtual reality headsets so that people with reduced mobility could enjoy otherwise inaccessible areas.



Definition:

Accessible tourism. In 2024, tour guides trained as Mexican Sign Language interpreters were trained. Support was provided to a tour operator to offer tours adapted for people with hearing, visual, mobility and intellectual disabilities at popular sites. Virtual reality headsets were also implemented at the Grutas de García Park to simulate routes inaccessible to people with reduced mobility.



Replicability:

The Nuevo León Ministry of Tourism promotes the creation of tours, operators and guides for people with disabilities. It offers tours for people with hearing, visual, mobility and intellectual disabilities at key sites. Furthermore, it has developed a virtual reality headset product based on a simple and replicable model, requiring only commitment and collaboration.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- Nuevo León has created guides in Mexican Sign Language and accessible tours.
- Virtual reality is used at Grutas de García for people with reduced mobility.
- The model is replicable and simple to implement.



Instituto de Turismo de Bogotá



Takes place in:

Bogotá, Colombia

Year of creation:

2025

Description of the initiative:

The Bogotá Tourism Institute (IDT) implements its policy of sustainable, smart, responsible and inclusive tourism through the Accessible Tourism Programme, focusing on training, technical advice and promotion.



Definition:

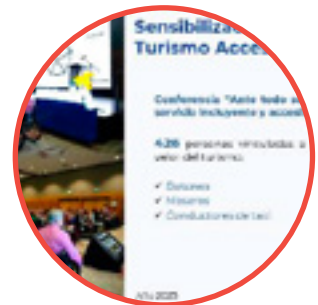


The IDT implements the District Public Policy on Tourism: Bogotá – A Sustainable, Smart, Responsible and Inclusive Tourist Destination 2023–2033, based on the DTI model. The Accessible Tourism Programme aims to increase the application of accessibility criteria, eliminate physical, attitudinal and communication barriers, and position accessibility as a principle of tourism.

Replicability:

The main pillars are:

- 1) Training for tourism service providers and related stakeholders.
- 2) Personalised consultancy and technical support to integrate accessibility into infrastructure, products and experiences.
- 3) Publication and dissemination of documents and guides, such as the Bogotá 2025 Accessible Tourism Guide.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- The IDT implements the Accessible Tourism Programme through training, technical assistance and the Bogotá 2025 Accessible Tourism Guide.
- The model is replicable and is based on capacity building.

ProColombia



Takes place in:

Bogotá, Colombia

Year of creation:

2025

Description of the initiative:

ProColombia organised the Diverse Tourism Business Matching Event in 2025, connecting LGBTQ+, Afro and accessible tourism offerings with international buyers to promote the sector's growth.



Definition:

The Diverse Tourism Business Roundtable in Colombia featured 14 Colombian companies and 23 international agencies. Familiarisation trips were organised, including an accessible trip operated by Impulse Travel, to showcase tailored experiences and enable operators to identify the needs of the international market.

Replicability:

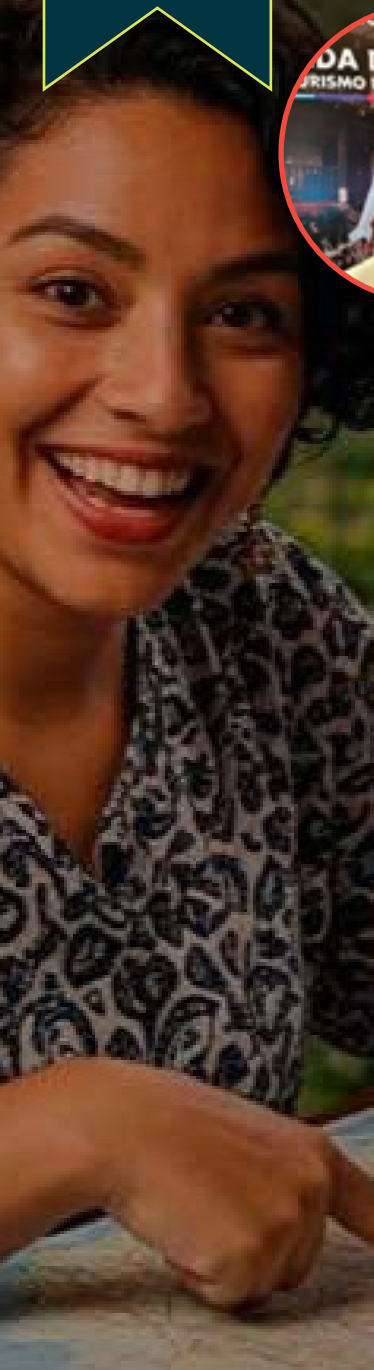
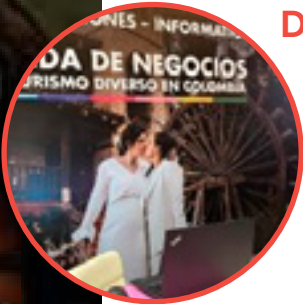
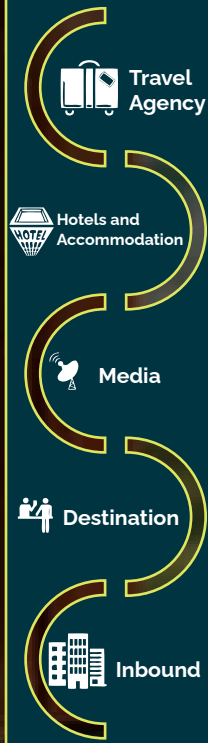
Fourteen Colombian companies and 23 international travel agencies participated. Three familiarization trips were conducted, allowing Colombian tour operators to identify the needs of specialized agencies. The business matchmaking event and familiarization trips are replicable in other destinations. An accessible tourist profile was developed as input for training companies.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- The Diverse Tourism Business Matching Event was held, bringing together international supply and demand for the LGBTQ+, Afro and accessible segments.
- The event included familiarisation trips to showcase adapted experiences.



Ministerio de Comercio, Industria y Turismo de Colombia (MinCIT)



Takes place in:

Colombia

Year of creation:

2025

Description of the initiative:

MinCIT aims to strengthen accessible tourism through a 12-month strategic plan for 10 destinations, which includes certification of experiences, large-scale training and the development of a national guide for systemic change.



Definition:

The overall objective is to strengthen the operational capacities of stakeholders in the tourism value chain. Specific objectives include designing the plan, implementing strategies, developing a diploma course in universal design, designing Colombia's accessible tourism guide, launching the strategy and organising a familiarisation trip. The project focuses on systemic and comprehensive change.



Replicability:

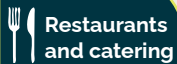
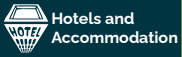
MinCIT is driving the project to strengthen operational capacities and provide experiences meeting accessibility criteria across 10 destinations. The key innovation lies in the integration of strategic planning, experience certification, and specialised promotion. The management model is highly replicable and scalable.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- MinCIT is strengthening accessible tourism in 10 destinations through a strategic plan, service certification and training a mass movement and a national roadmap for systemic and comprehensive change.



Mun San Luis Potosí



Takes place in:

San Luis Potosí, Mexico

Year of creation:

2021

Description of the initiative:

The San Luis Potosí Municipal Tourism Board bases its policy on tourism as a right, removing barriers and promoting inclusion through the professionalisation of the sector and accessible formats.



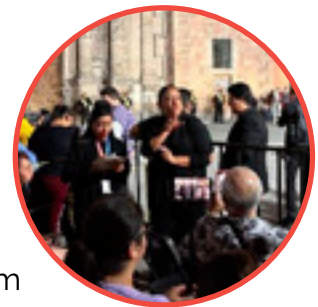
Definition:

In line with ISTO's 'DNA of social tourism', they seek to improve quality of life and foster inclusive tourism. Actions include professionalising the sector, accessibility reviews based on ISO 21902, for customer service, and accessible formats such as Braille guides and tactile maps.



Replicability:

The actions include professionalizing the sector, accessibility reviews (ISO 21902), service protocols, and the design of accessible formats such as an accessible website, a Braille guide, an accessible tourism guide, a tactile map, and information in Mexican Sign Language. They work with organizations like the Association of Capital Cities to share the replicable model.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- San Luis Potosí promotes tourism as a right, removing barriers.
- Its actions include professionalisation, accessibility reviews and tools such as Braille guides and tactile maps.



Austria Tourism



Takes place in:

Austria

Year of creation:

2024

Description of the initiative:

The Austria Tourism initiative is a national collaboration for accessible tourism based on mutual learning, national guidelines and co-creation with people with disabilities to develop inclusive experiences.



Definition:

National guidelines from the Federal Ministry (BMWET) provide the general framework. The project emphasises the quality of communication, the active participation of people with disabilities and the certification of experiences.

Specific examples include barrier-free hiking in Tyrol and urban accessibility in Vienna.



Replicability:

The new multi-level governance model combines national policy guidance with practical, user-centered regional solutions. Innovations include co-creation, unified communication standards, and interregional benchmarking. The model is scalable and modular.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- Austria Tourism leads a national partnership for accessible tourism.
- It focuses on mutual learning, guidelines and co-creation with people with disabilities to ensure inclusive experiences.

Ente de Turismo de la Ciudad Autónoma de Buenos Aires (ENTUR), Argentina



Takes place in:

Autonomous City of Buenos Aires

Year of creation:

2007

Description of the initiative:

The Buenos Aires Tourism Board is promoting an Accessible Tourism Plan with initiatives focusing on quality, communication and training. It is innovating with technologies such as 3D replicas and tactile maps, as well as accessible guided tours and adapted buses.



Definition:

Buenos Aires prioritises accessibility and inclusion in its tourism policies through the Tourism Board. The Accessible Tourism Plan incorporates initiatives in quality, communication and training to ensure everyone can enjoy the city on an equal footing. Innovations include technologies such as 3D replicas of monuments, tactile maps, guided tours with sign language interpreters and accessible tourist buses.



Replicability:

Recent initiatives include the introduction of accessible experiences, guided tours with interpreters in Argentine Sign Language (LSA) and the development of content. They are innovating with 3D replicas of monuments, tactile maps and a virtual tour. The project is fully replicable, relying on flexible and transferable methodologies.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- Buenos Aires prioritises accessibility with a plan that integrates technology, such as 3D replicas and tactile maps, and guided tours with sign language interpreters.
- The model is replicable.



PromoTurismoFVG



Takes place in:

Friuli Venezia Giulia Region

Year of creation:

2015

Description of the initiative:

PromoTurismoFVG has been developing a regional ecosystem for accessible tourism in Friuli Venezia Giulia (FVG) since 2015, in collaboration with associations and operators, featuring a specialised portal providing verified information.



Definition:

PromoTurismoFVG, having created one of the most structured regional ecosystems in Italy, collaborates with the Regional Council for People with Disabilities and CRIBA FVG. The portal friuliveneziagiuliapertutti.it offers verified information on accommodation, beaches and cultural sites.

The governance model is collaborative and extends to mountain areas.

Replicability:

The strength lies in the collaborative governance model and the continuous training of guides and operators. The "A-Mare il Mare" project improved coastal accessibility and is now being rolled out to mountain areas. The model serves as a replicable benchmark.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- PromoTurismoFVG has been developing an accessible tourism ecosystem in FVG since 2015.
- It collaborates with associations and provides verified information on a specialised portal.

Secretaría Nacional de Turismo de Paraguay

Jesuit Missions of La
Santísima Trinidad de
Paraná and Jesús de
Tavarangue

Takes place in:



Year of creation:

2018

Description of the initiative:

The Accessible Tourism Plan for the Jesuit Missions of Paraguay proposes an innovative model of inclusive tourism development featuring universal design, adapted signage and physical adaptations that respect the heritage.



Definition:

It guarantees universal access to cultural, natural and spiritual heritage. It integrates universal design, adapted signage (including Braille) and physical adaptations that respect heritage value. Its potential lies in positioning the Missions as a national benchmark, diversifying demand and strengthening the local economy through the adaptation of the environment and training staff.



Replicability:

It innovates by integrating universal design into a heritage destination with solutions such as Braille signage and accessible routes without altering the cultural value. It also trains staff in inclusive service. The project has been designed as a flexible and scalable model, allowing it to be applied to other areas and tourist destinations.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- Universal access to the heritage of the Jesuit Missions through universal design, Braille signage and training.

Instituto Costarricense de Turismo



Takes place in:

Costa Rican Tourism Board

Year of creation:

2023

Description of the initiative:

The Costa Rican Tourism Institute's (ICT) "Tourism for All" project promotes the development of accessible and inclusive tourism through collaboration between public institutions, private companies and communities.



Definition:

Its aim is to ensure that everyone can enjoy leisure and tourism on an equal footing. Through training, assessments, technical support and infrastructure improvements, they promote accessible destinations and foster a cultural shift towards inclusion. They position Costa Rica as a regional benchmark.



Replicability:

The project innovates by integrating accessibility as a core element of sustainable tourism development, with a comprehensive and participatory approach.

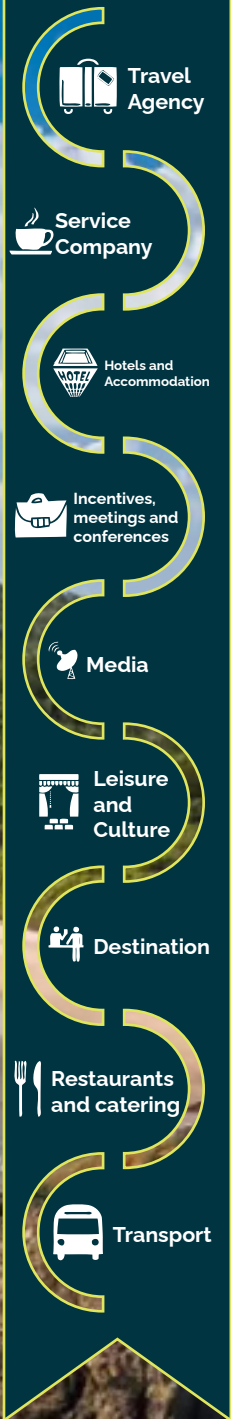
The model is replicable and is based on a technical manual.



FITUR4all Award for Inclusive International Destination

Specific actions taken:

- It promotes accessible tourism in Costa Rica through the coordination of stakeholders and training.









FITUR Category

INCLUSIVE TOURISM COMPANY 2025

Service Company

Know-How and Technology

Leisure and Culture

Puntodis. Accessible Solutions



Takes place in:

National and international

Year of creation:

2023

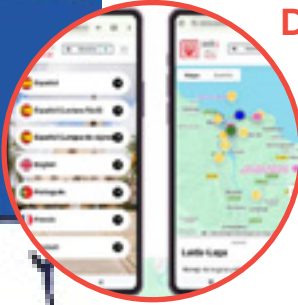
Description of the initiative:

An accessible digital ecosystem for tourism that provides information without the need for apps or registration via QR codes or links, featuring multi-format, multilingual content and real-time management, applicable to destinations, routes and services.



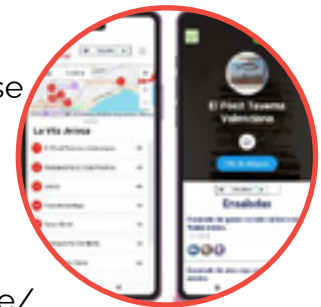
Definition:

Familia Voice innovates by offering access without apps or installations via QR codes/links and universal accessibility from the outset: multi-format, multilingual, LS, LF and full compatibility with screen readers. It integrates geolocation, existing physical media and a real-time self-management panel, connecting pre-trip communication with the destination experience.



Replicability:

The model is replicable and scalable because it integrates with standard tourism media (websites, guides, signage) and adapts to multiple types: destinations, routes, museums, documentation, catering and emergencies. Its implementation via QR code/link maintains an accessible and consistent experience, allowing the social impact to be expanded at manageable costs and with simple maintenance.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Ongoing training in universal accessibility.
- Management and quality system applied to accessibility, backed by certifications.
- Active listening and validation with users.

PUNTODIS
Accessible Solutions
2023-2024

Viajes El Corte Inglés



Takes place in:

Spain

Year of creation:

2022

Description of the initiative:

Viajes El Corte Inglés has been promoting accessibility as a strategic priority since 2022, with over 20 initiatives, key partnerships, training for 73% of staff, priority service and improvements to accessible products and the website.



Definition:

The project sets out a comprehensive strategy for tourism accessibility, with inclusive service via a priority helpline staffed by trained personnel, specialised training for 73% of the workforce, and inclusive digitalisation based on international web accessibility standards, integrating accessibility as a cross-cutting priority rather than a one-off initiative.



Replicability:

The project is fully transferable to other regions and contexts, which multiplies its long-term social impact. This approach ensures that accessibility ceases to be a one-off initiative and becomes established as a cross-cutting standard that benefits both customers and the tourism industry as a whole.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Dedicated helpline for customers with disabilities.
- Specialised staff training.
- Creation of an accessible tourism landing page with web audits, integrating accessibility into the value chain.



Mundo Marino



Takes place in:

Muelle uno - Port of
Málaga

Year of creation:

1996

Description of the initiative:

Mundo Marino Eco promotes inclusive and sustainable nautical tourism in Málaga, with adapted activities, trained staff, an accessible fleet and strategic partnerships to ensure safe and replicable experiences.



Definition:

The project innovatively combines universal accessibility, sustainability and marine education within nautical tourism. It includes proactive tools for ASD, adapted access points, low-stimulation zones, specific crew training and eco-technologies that reduce noise and emissions, establishing a pioneering model in the Spanish maritime sector.



Replicability:

The Mundo Marino model is replicable in other ports and destinations as it is based on clear procedures, specific training, pre-planned materials and accessible design criteria. Its expansion through sustainable franchising, with the accessibility as a mandatory requirement will make it possible the experience gained in Málaga to be applied in other Mediterranean locations.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- TEA-friendly model with advance guides.
- Specific staff training.
- Adaptation of spaces and activities, incorporating low-stimulation zones, accessible entrances and personalised planning.





Los Pilares de Carreño

Takes place in:

The Valley of Carreño and Deva Camping Gijón



Year of creation:

2020

Description of the initiative:

Los Pilares de Carreño offers inclusive cycle tourism in the Asturian countryside, with a fleet of specially adapted bicycles, accessibility for people with reduced mobility, a variety of routes and adapted facilities, underpinned by a strong social and environmental commitment.



Definition:

The company has created a fleet of adapted electric bikes and a virtual tourist guide that leads accessible routes covering sport, culture and history. It has designed unique itineraries that establish a new destination with 24 points of interest within just 20 km, integrating four trails historical and ensuring autonomy for everyone.



Replicability:

Los Pilares de Carreño is a sustainable and scalable project in economic, social and environmental terms. The use of electric bicycles promotes responsible and healthy tourism, whilst collaboration with the third sector and expansion into new locations reinforces its viability and long-term inclusive impact.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- A full fleet of adapted bicycles for independent routes of over 10km.
- Creation of accessible routes featuring tourist attractions.
- Use of a virtual assistant to provide support before, during and after the activity.



Los Pilares de Carreño

TUI



Takes place in:

UK & I

Year of creation:

2023

Description of the initiative:

TUI UKGI has become the UK's most inclusive travel provider, having trained over 2,000 employees and introduced digital improvements, sensory spaces, strategic partnerships and campaigns that are transforming the accessible travel experience.



Definition:

TUI UKGI led pioneering initiatives: over 200 Accessibility Guides for hotels and cruises; a campaign featuring creators with disabilities, the brand's most effective to date; WCAG digital improvements that increased accessibility; pioneering sensory rooms; an unprecedented SEN partnership; and sign language support in centres and shops.



Replicability:

TUI UK&I's accessibility strategy is designed to scale and generate long-term social impact. Its initiatives—accessibility guides, sensory rooms, inclusive training, and digital enhancements—are based on internationally replicable frameworks. Platforms, partnerships, and training programs enable the integration of accessibility as a global standard across all markets.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- It fosters key partnerships to create over 300 accessibility guides.
- Training for staff on neurodiverse inclusion,
- And the incorporation of sign language into customer service, amongst others.



HABI Diseño accesible S.L.



Takes place in:

Spain

Year of creation:

2018

Description of the initiative:

Diagnostic and accessibility improvement projects, including the accessible design and layout of digital documents in accordance with regulations, and the provision of products and support that enhance visitors' independence and the quality of their experience.



Definition:

The application of accessibility in communication products and physical aids —accessible guides, tactile maps, induction loops or tactile paving—ensures that information and services reach more people, improving inclusion and the quality of the experience at tourist resources.



Replicability:

The projects are applied to destinations, businesses, public entities, buildings, and cities, going beyond mere regulatory compliance. The goal is to provide solutions and continuous improvement proposals that guarantee genuine accessibility and an effective response to the diverse needs of visitors.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Application of universal design in services and spaces.
- Accessible documentation.
- Staff training in inclusive customer service and sign language.



Inteligencia Turística S.L.



Takes place in:

Marina Baja Region

Year of creation:

2024

Description of the initiative:

Regenera Tur-IA Cube (Xato Cube) is an accessible physical-digital platform that integrates AI and immersive technologies to personalise the tourist experience, with high replicability potential, local impact and a sustainable model.



Definition:

Regenera Tur-IA Cube is a physical-digital platform that integrates AI, chatbots and immersive visualisation to create personalised and accessible tourism experiences. It offers tailored itineraries, fosters public-private co-creation, ensures local interoperability and optimises the visitor experience through real-time.



Replicability:

Regenera Tur-IA Cube is a replicable and adaptable model thanks to its modular physical-digital platform and scalable technologies. Its simple integration into different destinations and tourism profiles allows for the expansion of long-term social impact in the long term, promoting inclusive, responsible and sustainable tourism in diverse contexts.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Digital and physical accessibility in destinations.
- AI-powered personalised recommendation system.
- Co-creation of accessible experiences with local stakeholders.

CareunderSun accessible travel GREECE



Takes place in:

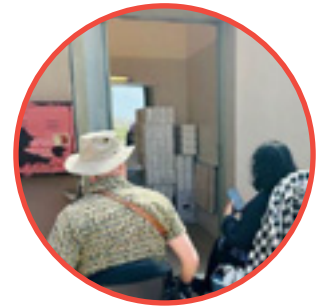
Greece

Year of creation:

2025

Description of the initiative:

A national initiative by CareunderSun that promotes inclusive tourism in Greece by training wheelchair users as local guides. It offers accessible tours, employment opportunities and greater visibility, whilst promoting inclusive design and the SDGs.



Definition:

Accessible Voices: Guided by Wheels empowers wheelchair users as tour guides, creating inclusive employment and authentic experiences. The project improves accessible tourism, generates open data on routes and spaces, and promotes universal design as a key value of the Greek tourism model.



Replicability:

It has high potential for international expansion. The model, which empowers wheelchair users as guides, can be adapted to other countries and incorporate people with different disabilities. Through training, certification and the design of accessible routes, it promotes inclusive employment, raises awareness and makes accessible tourism a global standard.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- CareunderSun organises multi-day trips around Greece offering luxury and comfort, routes suitable for everyone and adapted hiking.
- It employs wheelchair users as guides, promoting employment, inclusion and awareness of accessibility.

Cooperating Volunteers



Takes place in:

Yucatan, Mexico

Year of creation:

2024

Description of the initiative:

An inclusive international volunteering project in Mexico for people with intellectual disabilities, combining social and environmental initiatives with cultural tourism, through a partnership between Cooperating Volunteers and A La Par Foundation,



Definition:

The experience was designed through a collaborative effort between experts in intellectual disabilities and tourism itineraries, working together to create a tailored programme offering activities and opportunities suited to the needs of the participating group.



Replicability:

The volunteering project aims to enable more people from vulnerable groups to have a transformative experience based on shared humanity. Volunteering helps to break down symbolic barriers, forge genuine bonds and to connect through vulnerability, empathy and equality between people.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Spanish-speaking destinations are prioritised to facilitate communication.
- It has a high staff-to-volunteer ratio and holds daily meetings for emotional support, reflection and processing of the volunteering experience.

Tifloactiva



Takes place in:

Granada

Year of creation:

2022

Description of the initiative:

Tifloactiva Innovación creates accessible and intelligent models using haptic technology, IoT and AI, making cultural tourism sensory and universal, with a sustainable, scalable model that has a high social impact.



Definition:

Tifloactiva Innovación develops accessible, smart models using haptic technology, IoT and AI, which are remotely managed and feature universal accessible menus. Its innovation turns accessibility into a multisensory and autonomous experience, transforming the way in which destinations communicate their heritage.

Replicability:

The accessible and smart models are replicable and adaptable to multiple cultural and heritage destinations.

Their modular design and remote management via IoT allow content and scales to be adjusted without rebuilding the device, facilitating implementation in diverse contexts and creating global networks of cultural accessibility.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Development of accessible smart models featuring haptic technology, audio description and sign language, validated by museums and public bodies.
- In-house training on accessibility.

Service Company

Know-How and Technology

Leisure and Culture

tifloactiva

Turpeople Services for All



Takes place in:

Cadiz

Year of creation:

2019

Description of the initiative:

Turpeople is an Andalusian responsible tourism project offering support, training, audits and inclusive experiences, combining innovation and social commitment with a sustainable and replicable model.



Definition:

Turpeople proposes an innovative model of accessible tourism in Andalusia that integrates technology, personal assistance, adapted transport, technical aids and specialised training via a digital platform, whilst also promoting the active participation of people with disabilities in the design of services.



Replicability:

Turpeople is a replicable and flexible model that adapts accessible tourism services to different regions. Its networking with local organisations ensures community integration, sustained social impact and a coherent and sustainable expansion of inclusive tourism.



FITUR4all Award for Inclusive Tourism Company

Specific actions taken:

- Turpeople offers personalised assistance with adapted transfers and technical aids.
- Training and awareness-raising in inclusive tourism.
- Accessibility audits to transform destinations into more inclusive environments.







FITUR Category

ORGANISATION | INCLUSIVE INSTITUTION 2025

Fundación Handisport Mallorca



Takes place in:

Mallorca

Year of creation:

2024

Description of the initiative:

Pioneering adapted cycling event (Handbike Days Mallorca 2025) and handbike hire network to promote inclusive sport and tourism, removing logistical barriers in Mallorca.



Definition:

This pioneering project combines adapted tourism with events such as Handbike Days Mallorca and a permanent network of handbike hire and guides across the island.

It enables users to explore cycling routes independently and participate in active tourism without logistical barriers, supporting off-season tourism and demonstrating a scalable model for an accessible destination.



Replicability:

A modular and replicable model that merges adaptive tourism with events like Handbike Days Mallorca and a permanent network of handbike rentals and guides across the island. It demonstrates that adaptive tourism can thrive in dynamic environments, setting a clear precedent for expansion in Europe.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Collaborates with the Consell de Mallorca, PREDIF, TUR4all and sports associations.
- Incorporates accessible activities into tourism and sports programmes.
- Launched an adapted wakeboarding programme with Club Nàutic Palmanova.

Nodo de Turismo Accesible Uruguay - Red de Empresas Inclusivas Uruguay



Takes place in:

Uruguay

Year of creation:

2022

Description of the initiative:

Promotes accessible and inclusive tourism in Uruguay, encouraging comprehensive accessibility (physical, communicational, etc.) and the participation of people with disabilities.



Definition:

Introduces an innovative approach by addressing tourism accessibility as a comprehensive system, rather than as isolated measures. Brings together public and private sector stakeholders, academia and people with disabilities to design and improve destinations and services. Integrates physical, communicational, digital and attitudinal accessibility throughout the value chain, strengthening Uruguay's competitiveness and sustainability as a tourist destination.



Replicability:

The networking structure of this project is highly adaptable to other destinations.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Space for inter-institutional collaboration (public/private/NGOs).
- Promotes awareness and training in accessible tourism.
- Improves accessibility in tourist destinations and services.



VIENDOTENTIENDO



Takes place in:

Oaxaca, Mexico

Year of creation:

2025

Description of the initiative:

An immersive trip to Oaxaca for deaf people, featuring sensory and cultural experiences interpreted in Mexican Sign Language (LSM), including dyeing workshops, mezcal tasting and traditional cuisine.



Definition:

Offers an immersive trip to Oaxaca for deaf people, featuring sensory and cultural experiences interpreted in Mexican Sign Language (LSM) by deaf people.

It includes dyeing workshops, a mezcal tasting with a sensory guide, and the use of sensory vests that vibrate to the music.

This initiative raises awareness of the deaf community's identity and encourages hearing people's curiosity to learn LSM.

Replicability:

Work is currently underway to replicate the model on tequila and wine routes and internationally.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Participation in national and international tourism fairs (Texas).
- Present in 23 states across Mexico.
- Concerts with sensory vests and sign language interpretation.



Profonanpe

Takes place in:

Mala District, Cañete
Province, Lima Region,
Peru

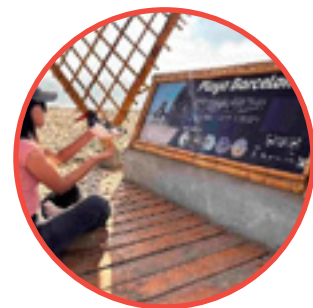


Year of creation:

2023

Description of the initiative:

The "Sustainable Mala" project in Peru, which integrates universal accessibility as a cornerstone of local tourism development, creating an inclusive route with accessible walkways, Braille signage and videos in sign language.



Definition:

The project improves accessibility with a comprehensive approach: infrastructure, inclusive communication, and strengthening local capacities. It implements accessible pathways and beach pergolas, inclusive signage with Braille and QR codes with Peruvian Sign Language interpretation, and information booths with 3D images. It trains tour operators and connects visitors with local eco-businesses.



Replicability:

The "Mala Sostenible" project strengthens inclusion and community ties.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Promotes the "Mala Sostenible" project with Compañía Minera Condestable.
- Develops the inclusive tourist route "Sendero Maleño".
- Coordination with MINCETUR to improve accessibility and capacity.

Asociación Wheeling Barcelona



Takes place in:

Barcelona Metropolitan Area

Year of creation:

2025

Description of the initiative:

Guided handbike tours of Barcelona (coast, mountains, city) for people with reduced mobility, promoting independence, an active lifestyle and raising the profile of the community.



Definition:

Offers solutions focused on personal assisted mobility, using handbikes adapted to wheelchairs that allow users to explore the city, the coast and natural environments without physical barriers. It combines accessibility with cultural experience through guided tours, audio guides and educational content, offering an inclusive and enriching tourist experience that promotes independence and an active lifestyle.



Replicability:

The model is highly replicable in other urban and natural destinations, integrating with local hotels and tour operators.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Promotional video on blue routes by the Barcelona Provincial Council.
- Recording of accessibility content at the Olympic Stadium.
- Routes offered by the Catalan Tourism Agency and Barcelona Tourism (2026).

Meetings Panamá



Takes place in:

Panama

Year of creation:

2023

Description of the initiative:

The "Let's Meet Panama" initiative promotes accessible tourism through strategic partnerships, awareness-raising and training, generating real change in the country's tourism value chain.



Definition:

Introducing "Let's Meet Panama", an innovative model that combines accessibility, workplace inclusion, universal design and social awareness. It brings together public and private sector stakeholders by integrating practical tools. It promotes the employment of people with disabilities at events, generating evidence of impact and positioning itself as a national benchmark.



Replicability:

Its partnership with CATA Central America opens the door to regional expansion, enabling the sharing of standards and the training of other destinations.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Key collaboration with the Panamanian Paralympic Committee.
- Strengthens accessibility to attract the 2028 Powerlifting World Championships.
- Positions Panama for inclusive sporting events, generating investment.



REAJ - Red Española de Albergues Juveniles



Takes place in:

REAJ - National level

Year of creation:

2020

Description of the initiative:

Funding schemes to finance accessibility projects in youth hostels, such as adapted toilets or evacuation facilities for people with disabilities, promoting more social and inclusive tourism.



Definition:

These funding guidelines enable hostels not only to meet accessibility standards, but also to lead a shift in mindset towards truly inclusive and sustainable tourism.



Replicability:

The goal is for hostels not only to meet standards but also to lead a shift in mindset towards truly inclusive, social, and sustainable tourism. The model is easily applicable to other associations and organizations, with enormous potential for replication through Hostelling International, which has over 4,000 hostels in 90 countries.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Collaborates on its own projects and with external organisations.
- Example of collaboration with Tour4All.
- Funds accessibility projects in youth hostels.

Càtedra d'Innovació i Recerca Turística Salou - Costa Daurada



Takes place in:

Salou and Costa Daurada

Year of creation:

2023

Description of the initiative:

Promotes a model of accessible tourism through research, training and knowledge transfer. Analyses the accessibility of tourist resources, such as beaches, and provides advice on water sports experiences.



Definition:

The project stands out for its comprehensive approach, which combines applied research, specialised training and knowledge transfer to the local area. It uses methodologies such as qualitative analysis of the experiences of people with disabilities and participatory workshops. The Accessibility of the Costa Daurada Beaches 2025 offers a comprehensive and comparable assessment of 78 beaches.



Replicability:

Its collaborative approach (government, academia, tourism sector) is a scalable model.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Collaboration with Nautic Parc on a guide to accessible experiences.
- Creation of a website section with information on accessible activities.
- Guide to accessible travel for people with visual impairments.

Universidade da Coruña; FUNDAMAR; AMICOS



Takes place in:

Galicia

Year of creation:

2024

Description of the initiative:

ACD_MAR Project, a laboratory to promote accessibility and inclusion in Galicia's maritime and fishing cultural heritage, with a collaborative and locally-based approach.



Definition:

ACD_MAR offers an innovative approach by integrating the improvement of accessibility to maritime and fishing heritage with the active participation of social organisations and groups of people with disabilities. It applies universal accessibility criteria to heritage sites that have traditionally been excluded, creating a model adaptable to other coastal destinations and strengthening cultural identity and more equitable tourism.



Replicability:

The project has developed specific accessible assessment sheets and inclusive materials that form a modular model requiring no major investment.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Close collaboration between UDC, Fundamar and Amicos.
- Design of activities with an inclusive approach and participatory methodologies.
- Development of tools to raise awareness among future professionals.



Know-How and Technology



Transport

Spot4Dis



WWW

Takes place in:

Europe

Year of creation:

2023

Description of the initiative:

A technology platform that uses artificial intelligence and imagery to detect and validate parking spaces for people with reduced mobility, facilitating the planning of inclusive and sustainable journeys.

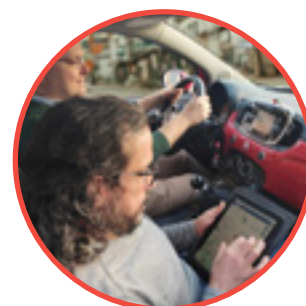


Definition:

It addresses the key challenge of accessible travel planning: how to reach points of interest. The platform combines urban and tourist accessibility data, using artificial intelligence and satellite and street-level imagery to identify and validate accessible parking spaces. It offers a comprehensive travel experience and plans to integrate with other solutions to create an interoperable ecosystem.

Replicability:

Its modular architecture and technological base allow the detection to be adapted to the regulations of each country, facilitating the creation of a European network of interconnected accessible tourist destinations.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Collaborates with AsoPMR and SOLMES on European projects (SME4SmartCities).
- It implements digital management solutions for PRM parking spaces in Murcia.
- Partnerships with associations and operators in Spain, Italy and Europe.



Destination

Cámara Argentina de Turismo



Takes place in:

Argentina

Year of creation:

2003

Description of the initiative:

The Argentine Accessible Tourism Network Foundation aims to transform tourism into a fully accessible activity, where every destination and service is designed to be enjoyed by everyone without exception.



Definition:

The Argentine Accessible Tourism Network Foundation seeks to transform tourism into a fully accessible through strategic priorities aligned with the 2030 Agenda. They established an Accessible Tourism Observatory to generate data and statistics, and a School of Management for Innovation in

Accessible Tourism (EGITA), which has trained over 2,000 people by 2025, whilst also promoting inclusion.



Replicability:

Our Accessible Tourism Network has been and remains a benchmark throughout Latin America. It has stimulated the creation of other networks and the establishment of governance frameworks in many tourist destinations in Argentina and the region..



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Establishment of the Accessible Tourism Commission within the Argentine Chamber of Tourism.
- Accessible Tourism Working Group at FAEVYT.
- Accessibility strategies with AHT and tourist destinations.

Fundación Music For All



Takes place in:

Almeria

Year of creation:

2020

Description of the initiative:

Transforms festivals and music events into accessible experiences with adapted platforms, audio description and sign language, ensuring that everyone can enjoy the music on an equal footing.



Definition:

This project innovates by applying accessibility to music events, spaces that are traditionally not very inclusive. They introduce pioneering solutions such as vibrating backpacks, induction loops, concert subtitling and sensory-friendly areas. They train teams and artists in inclusion, creating a model that can be replicated in tourist destinations, placing accessibility at the heart of cultural and leisure offerings.



Replicability:

The project is fully adaptable to any event and destination, enabling greater access to culture and leisure for people with disabilities.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Partnership agreement with Tur4all.
- Joint development of tourist destinations combining leisure and music.
- Annual organised trip to Cooltural Fest in Almería.

FUNDACION UN MILAGRO LLAMADO MATEO AC



Takes place in:

State of Mexico

Year of creation:

2022

Description of the initiative:

Organises free trips with a social purpose for children with disabilities, orphans or those with serious illnesses, offering them positive experiences and moments of happiness at tourist destinations.



Definition:

It innovates by organising free trips with a social purpose for children with disabilities, orphans or those with serious illnesses.

They adapt the itineraries and facilities to ensure dignified treatment and a wonderful travel experience for those who lack the financial means, helping them fulfil their dreams and promoting social and inclusive tourism.

Replicability:

Yes, of course it can be replicated, and by everyone!! We want to touch more hearts and raise awareness; with your help, I know we will succeed.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Development of awareness-raising talks.
- Organisation of free trips for social causes.
- Focus on children with disabilities or serious illnesses.



Gastronomía Accesible



Takes place in:

Canary Islands

Year of creation:

2021

Description of the initiative:

Showcases accessible gastronomic resources in Gran Canaria through fieldwork and a guide, offering training, outreach and advice to establishments.



Definition:

Following the first guide we have produced, we are now developing an accessible website/app. Feedback from the public has been very positive, as has that from businesses.



Replicability:

Without a doubt, this project has incredible potential; in fact, we started with restaurants and are now focusing on tourism.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Collaboration with local councils (Ingenio, Telde).
- Working with organisations such as Asenecan and Apaelp.
- Showcasing accessible gastronomic resources.

SEGITTUR S.A.M.P.



Takes place in:

National level

Year of creation:

2012

Description of the initiative:

Promotes inclusive tourism through the Smart Tourist Destination project, assessing destinations and providing them with action plans to improve tourism accessibility and visitors' quality of life.



Definition:

Promotes inclusive tourism through the Smart Tourist Destination (DTI) project, which defines accessibility as one of its five core pillars. The DTI model requires destinations to provide adequate accessibility for all people, enabling access to all types of tourism products and services.

Replicability:

More than 500 destinations are committed to implementing the model, which is fully replicable thanks to its approach based on technical regulations and cross-cutting planning.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Promotes the DTI (Smart Tourist Destination) model.
- Universal accessibility, the cornerstone of the DTI model.
- Publication of accessibility guides and methodological tools.



Alianza de Turismo Accesible - programa del Tourism and Society Think Tank



Takes place in:

Ibero-American

Year of creation:

2023

Description of the initiative:

Promotes inclusion and accessibility in tourism globally, by collecting data, promoting inclusive policies and organising awareness-raising events for a more equitable world.



Definition:

This is an international initiative by the Tourism and Society Think Tank aimed at promoting accessibility and inclusion as strategic pillars of tourism development. It functions as a platform for Ibero-American cooperation that brings together public institutions, businesses, experts and social organisations to promote policies, management models and practical solutions in accessible tourism.

Replicability:

The ATACC model is highly replicable as it is based on a flexible cooperation structure, transferable methodologies and tools that can be adapted to different territorial and regulatory contexts. The development of guidelines, framework documents and pilot projects enables its implementation by destinations, local authorities and organisations in the tourism sector across different regions.



FITUR4all Award for Inclusive Organization or Institution

Specific actions taken:

- Development of the ATACC (Accessible Tourism Alliance).
- Development of observatories, intelligence units, specialised working groups and applicable technical documents.



