

## Submission details for UNWTO Affiliate Members

### ***Good Practices on Accessible Tourism in Rural and Nature Areas***

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UNWTO invites its Affiliate Members to present and promote their own experiences within a good practice compilation that will be part of a UNWTO publication project on *Good Practices on Accessible Tourism in Rural and Nature Areas*, carried out by those Members of the Working Group on Accessible Tourism who have developed (or are developing) concrete projects related to Accessibility in Rural Areas. Please note that, in case you decide to participate in this call for submission, and your contribution will be among those selected, you will be included in the Working Group in our platform AMConnected, and you will receive all the communications. Also, it is worth to mention that, being part of the Working Group goes beyond this project, as its activities will be carried on after it.

The UNWTO Affiliate Members Department aims to increase the visibility of actions undertaken directly by its Members to improve and promote accessibility in tourism. The overall objective of this call is to compile “good practices” of implementing universal accessibility across the tourism value chain, with a specific focus on Accessibility in Rural Areas.

The compilation of good practices will cover four different themes:

1. Accessibility in natural environments (natural parks, nature trails, accessible beaches);
2. Accessible accommodation in rural or nature environments;
3. Inclusive leisure activities in rural or nature environments; and
4. Virtual environments of rural or nature tourist attractions.

The contributions on “good practices” will be compiled, presented and promoted in the following communication channels:

- UNWTO AMConnected platform;
- SDGs for Tourism platform;
- The publication *Good Practices on Accessible Tourism in Rural and Nature Areas* will be published in the Elibrary, UNWTO’s virtual library.

The editing and peer review team in charge is composed of the Affiliate Members Working Group on Accessible Tourism, and experts of the UNWTO Department of Ethics, Culture and Social Responsibility. For the final outcome, the team will review, select and compile the most relevant “good practices” delivered to UNWTO for publishing.

### **Criteria for the selection of the “good practices” for the publication**

For the shortlist of the “good practice” outcomes, the following criteria will apply:

- **Problem-solving:** the accessibility action or project should resolve a clearly identified accessibility issue;
- **Innovation:** the intervention should be innovative and achieve the goals set out, proposing creative forms of organization or intervention in the sphere of disability;
- **Transferable models:** the actions should be easily implemented in similar contexts;
- **Enhanced tourism experience** for persons with disabilities: the action has to improve the quality of life of persons with disabilities, pregnant women, seniors, their wellbeing and autonomy;
- **Long-lasting framework:** it should not be a one-off initiative but rather an ongoing project or part of a major long-term project to improve accessibility;
- **Planning:** the planning of the different intervention phases must make it possible to identify the different specific actions carried out in the process;
- **Positive impacts:** the action should contribute to job creation, an increase in visitors’ numbers and generate income, etc., as well as provide data and figures, if possible; and
- **Active engagement** of persons with disabilities: the project should involve end-users.

#### Timelines \*

The deadline for submitting applications is 30 June 2020. Please make sure to read the above-mentioned criteria before completing your application.

10 June:	Official call for submissions
30 June:	Deadline of submissions
1–5 July:	Selection of the “good practices” to be included in the final publication
9 July:	Meeting of the Working Group – Presentation of the best good practices (Accessibility in nature environments)
23 July:	Meeting of the Working Group – Presentation of the best good practices (Accessible accommodation in rural or nature environments)
10 September:	Meeting of the Working Group – Presentation of the best good practices (Inclusive leisure activities in rural or nature environments)
24 September:	Meeting of the Working Group – Presentation of the best good practices (Virtual environments of rural or nature tourist attractions)
1 October:	Meeting of the Working Group (Discussion table of experts)

\* The dates could be subject to changes.

#### Submission of documents:

- **Number of copies:** One electronic copy
- **Text format:** Minimum Microsoft Office 2010 for PC or compatible
- **Pictures/photos:** Minimum 300 dpi resolution in jpg or tiff format.
- **Charts and data:** In case of graphs and other tables, original data of chart and paragraph must be included, favourably in Excel format

- **Logos** or similar of the authoring entity: Minimum 300 dpi resolution in jpg or tiff format, or vectorized eps format.
- **Guidelines:** UNWTO encourages all authoring entities to use the UNWTO Author Guidelines for the preparation of the Word documents.

**Structure of the documents (maximum 3 pages inputs):**

<b>Affiliate Member's Name</b>	
<b>Title of the project</b>	
<b>Background Info</b> (what element(s) of the value chain does it cover, what was the situation before the intervention, which accessibility issues have been identified and needed improvements?)	
<b>Partners</b> (who are the main partners and stakeholders of the initiative?)	
<b>Funding mechanism</b> (who is funding the project, private/public sector, government support fund?)	
<b>Accessibility actions</b> (what kind of barriers are addressed, which are the main steps/phases of the project, how they have been carried out, which links of the value chain do they cover?)	
<b>Achievements</b> (what are the main results and outcomes, which data illustrate the project's success?)	
<b>Shortcomings</b> (what were the main obstacles and problems in implementing the project?)	
<b>Lessons learned</b> (What is the end-users' feedback, why this project is innovative and why does it set an example in the tourism sector for others to follow?)	
<b>Replication potential</b> (Why this project can be easily implemented in other establishments/environments/destinations?)	

## **Copyrights and intellectual property rights**

The outcome of the selected case studies (“good practices”) will be published in electronic and/or printed format and within different communication media (book, e-book, website, presentation, etc.) as compiled and/or single work.

The authoring entity or person will be given credit in the Acknowledgments of the final publication, as well as in the case single outcomes of “good practices” should be published separately.

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