

# SPAIN A WORLDWIDE LEADER IN ACCESSIBLE TOURISM PROMOTION



There are lots of things that will make a city and its particular holidaymaker destinations available to people with physical disabilities. First of all factor is really a barrier free airport and transport system that is certainly suitable for people who have movement disabilities. In pursuit of advertising accessible tourism, several major cities already went through a plenty of tweaks and changes. Spain is unquestionably one of the best examples, because government takes positive steps to make certain its cities are accessible by all, no matter their physical disabilities. Spain is amongst the only few countries to ensure easy accessibility to all or any its cultural sites. This not only a vague claim since the country has taken tremendous initiative to make sure the routes leading up to its tourist interest points are wheelchair friendly which is not blocked by barriers. The country has also introduced new transport standards and urban planning rules to do this target. One of the many changes, Avila's city wall is unquestionably worth mentioning as new access points were recently constructed to assist quick access for people with movement disabilities. This change isn't just on a accessibility of famous monuments and attractions because the several restaurants, nature parks, museums and hotels are also getting ready to make this happen national goal. In addition to working to create spaces and routes that can be easily travelled by individuals with disabilities, Spain in addition has introduced several guided tours and specialized services. Although all Spanish cities are part of this national change, two cities recently received a special mention in the Access City Awards 2013 for their innovative approach towards accessible tourism.

**Pamplona:** Renowned for its San Fermin festival, town attracts thousands of visitors throughout the world. Town of Pamplona was awarded in the Access City Awards for successfully creating accessible urban environment. The city was made and built to relieve the mobility of disabled people. A metropolitan environment is full of structures varying in height and complexity, this is where specialized elevators, ramps and foot bridges have truly made the difference inside the city. All of it started with a formal 4-year plan that aimed to renovate local structures and roadways to raise the city's accessibility. At the conclusion of all of it the location was changed into space that means it is among the best accessible holidaymaker destinations on the globe. All the pavements inside the city were lowered so that people with wheelchairs can easily rely on them without the demand for assistance. The location also significantly reduced its traffic congestion by constructing new bicycle paths and strengthening its local transport system. Aside from lowering traffic levels, Pamplona now has several fitness parks for elderly individuals and accessible playgrounds. The city has also successfully increased the accessibility of the company's Citadel Park by looking into making the walls totally accessible by wheelchair. One of many other smaller changes, town has placed numerous controllers that could be activated by disabled visitors to control the traffic lights. Most of these small changes coupled with the top infrastructural changes, together has transformed Pamplona right into a shining instance of a city's effort to market accessible tourism.

**Bilbao:** While Pamplona was awarded for its urban developments, Bilbao received a unique mention in the awards due to the effective utilization of communication technology to help people with disabilities. The probably the most important changes was the introduction of Bilbao Click offices. These independent electronic offices can be utilized to complete several administrative functions. These easy to access offices work inspite of regular working hours. The town has additionally successfully redesigned and transformed its information kiosks and public office desks to increase

their accessibility by wheelchair users. The initial visible change is within the height of such desks, which has become significantly lowered. Public offices have been fitted with easily readable digital display panels to assist those with hearing disabilities. These changes may appear small but together they successfully reduce the daily challenges faced by handicapped people. The municipal website also follows the city's policy towards aiding disabled people as it's continues to be designed to be accessed by all. It supports tabbed browsing to enabling individuals who cannot make use of a mouse to effectively browse its pages. Your website also is sold with ReadSpeaker, a characteristic that converts any text content within the site into excellent digital voice. To guide seniors, hearing, and speech-impaired individuals, the web site also comes with a a day telecare' service. These technological tweaks follows Spain's overall policy and can now most likely join in on most official websites in the united kingdom.

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