

ACCESSIBILITY IN TOURISM

Diagnosis, Political Will And Actions

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The aim of this paper is to introduce an experimental methodology to measure the political will of governments in tourism accessibility. Accessibility is defined as the conditions which a destination must have in order to be enjoyed for all the individuals, included the persons with disabilities. A Political Will Tourism Accessibility Index (PWTAI) is developed based on a set of available information related to: i) the quantitative importance of international tourism and disability in the country; ii) the legal framework such as the existence and hierarchy of public organizations which develops policies for people with disabilities, existence of tourism policies and accessible tourism programs, together with the related regulation; and iii) the identification of accessibility conditions in the World Heritage Sites declared by UNESCO. This measurement is a useful and practical tool to provide information about the actual situation of accessible tourism in the geographical units under analysis and to take into consideration some policy implications. A first application of the PWTAI to the MERCOSUR countries and Chile for period 1990-2015 is proposed as an example.

KEY WORDS: Accessibility in tourism, people with disability, tourism, indicator of tourism accessibility, competitiveness.