

## TOURISM AND ACCESSIBILITY: A GLOBAL VISION ABOUT THE SITUATION OF SPAIN

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Nowadays, the community of people with disability is integrating in the daily life, and they demand to can realize activities in his spare time and of leisure. But this does not mean that it isolates them, creating a niche of market, they want a integration for the use and enjoy of goods and tourist services, that is to say, normalization.

By all this, in the last times has spoken a lot of tourism for people with disability, employing numerous and varied terminology, and it only achieves to disperse efforts and create confusion in the sector. It is normal to hear speak of tourism for all, accessible tourism for all, accessible tourism or social tourism, between other a lot of meanings. Although the term with greater repercussion is accessible tourism, the significance of accessibility has limited so much, which only associates to those beneficiaries direct, that is to say, the people with disability and greater people, there are a direct relation between increase of age and disability. But understanding accessibility in its wider meaning would have to take into account to beneficiaries indirect, for instance: pregnant, people with transitory disabilities or everybody have the capacities limited in some moment of their life. It proposes then, to speak of a quality tourism that take into account the needs of each customer and no his particular conditions.

There are numerous agents, that well of direct or indirect form, are involved in the correct development of the touristic sector, by what demands a greater coordination and implication in his performances to ensure the success. The principal elements of study for the tourist activity in relation to the accessibility are: management and planning of destinations, legislation, data of economic profitability and social profitability of performances linked to the accessibility.

The final aim of the design has to be take into account the needs of the greater number of possible people and boost the inclusion and the transversal and don't use isolated solutions. To try a design for all the life supported in integral plans focused from the universal design a priori, or by means of improvements of a posteriori accessibility. The main obstacles to take into account are the environmental barriers, that is to say, those

that do reference to limitations that the own society and surroundings in which we live impose. If these are applied to the tourist sector, is very important to take into account the incidence and importance of the edification, the urbanism, the transport, information and the own tourist infrastructure. Analyzed these elements in Spain can observe the following generic conclusions:

- Big part of the whole of houses of new construction break, in elder or lower measure, the rule of accessibility.
- The public buildings continue presenting a big number of barriers, especially in the surroundings, in the inner route and in the toilets.
- It is almost impossible in any city, to walk more than 500m without finding some barrier.
- The transport keeps on being quite inaccessible, mainly in the interurban buses and railways.
- The new technologies can generate new barriers, improved all this by the rapidity of innovation of the sector.
- Nowadays, the information on accessibility is not characterized by the reliability, the adaptation to the different disabled communities and by the quality of the same.

The tourist with disabilities is more notable for the national and international tourist sector, and the forecasts indicate that in the future the increase so much of the demand, as of the offer, will grow, motivated all this by a series of opportunities generated by the accessible tourism, stand out fundamentally: Opportunity of business; Segment of market that grows by changes socio-demographic and in the lifestyle: traffic and industrial accidents, aging population, planned evolution in the number of disabled people and increase of people affected by illnesses with sequels to reduce their capacities; Increase of market; No seasonal; Competitive and quality tourism; Social right for all.

The profitability, so much economic like social, establish the market trends from the point of view of the offer. The accessibility in the tourist field reports a series of advantages that can be transformed in opportunities or competitive advantages.

There are a total of beneficiaries direct of accessibility (disabled and older people) to world-wide level from among 1,3 and 1,6 trillions, what would represent between 19% and 23% according to the source consulted, in Europe around almost 28% and in Spain 8,5%. All the people with disability are not in conditions to travel, but some authors say that 70% of Europeans with diverse needs of accessibility have physical and economic capacity to travel, and will do it with an average of 0.5 companions by potential traveler. If to join all the data enumerated previously, could speak of market beneficiaries of more than 260 million people, disabled and no, that would generate a pertinent income of the tourism of 166 trillion Euros (Eurostat, 2005).

It would speak in Spain of a potential market of more than 40% of the population (INE, 1999), more those external travelers that travel in search of the benevolence of the Spanish climate. If we take into account the potential figure of beneficiaries, the time, frequency and half expense by trip, as well as the average of people with which is used to travel (of 0.5 companions to 2 friends or familiar) does not fit the lower doubt that really exists an opportunity of business with a clear competitive advantage over the rest of the market.

The accessibility in addition to a social actor also can be an important economic factor.