



Galicia and Way of Saint James Accessible Tourism Plan

Analysis of the current situation

Demand

Positive evolution of the number of tourists arrived to Galicia in the period 2012-2014.



a

Potential market of 138 million people with needs of access in the European Union

b

Growth interannual of 1,2% in the EU until 2020

c

High propensity to the trip of the people with needs of access

d

The people with needs of access realize an average of 7,15 trips to the year

Strategy for the Accessibility of Galicia destination

Mission

Tourism sector tools to improve accessibility

Vision

Tourism for all

Objectives

1. Improve degree of accessibility of the offer and inclusion of the community of people with disability
2. Position to Galicia like destination of accessible tourism in national and international market
3. Create initiatives that achieve to form and sensitise to the population on universal accessibility
4. Provide new opportunities of business to the Galician tourist companies
5. Establish mechanisms for the management of the accessible tourism by all the agents involved

Way of Saint James Accessible Tourism Plan



Way of Saint James Accessible Tourism Plan



Objectives

1. Improve the degree of accessibility of the Way of Saint James
2. Generate a strategy of global management of the accessibility that facilitate the execution of the improvements
3. Training and sensitise to professionals of the sector and the general public in matter of accessibility
4. Provide new opportunities of business to the tourist companies of the Way of Saint James
5. Consolidate the cultural importance and patrimonial of the Way of Saint James

Way of Saint James Accessible Tourism Plan

Strategic lines

- 1 Professionalization
- 2 Accessible tourist signalling
- 3 Improvements in accommodations
- 4 Improvements in points of tourist interest
- 5 Improvements in stages of the Way
- 6 Technology applied to the accessibility
- 7 Promotion of Plan



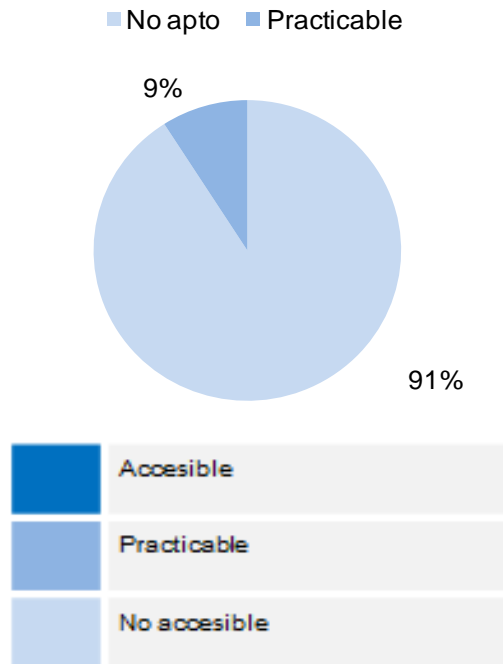
Plan of tourist Accessibility of Galicia

- | | |
|---|---|
| 1 Improvement of accessibility of the tourist offer | 2 New approach of the management of the destination |
| 3 Innovation and intelligence of market | 4 Promotion of facilities in accessible tourism |

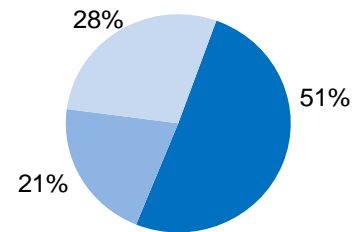
Way of Saint James Accessible Tourism Plan

Current situation – Way (55 stages analysed)

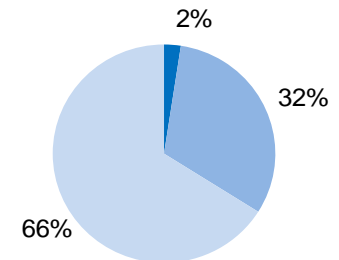
Grado de accesibilidad de las etapas por tramos



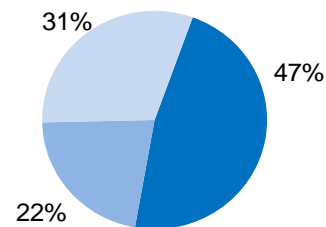
C. Horizontal



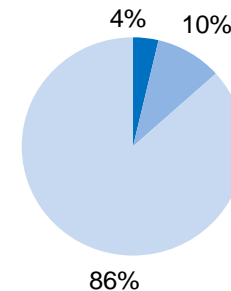
Pavimento



Señalización



Seguridad

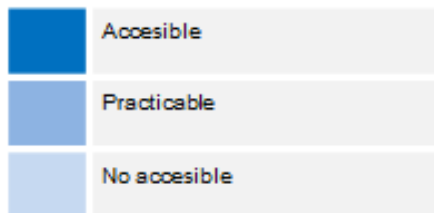
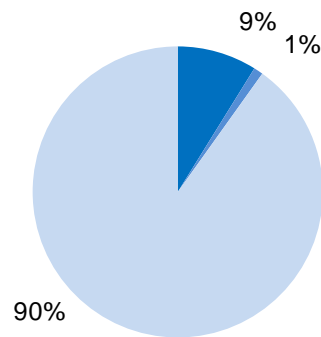


Way of Saint James Accessible Tourism Plan

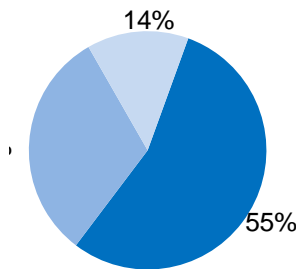
Current situation – Accommodations (192 hostels analysed)

Clasificación general analizados

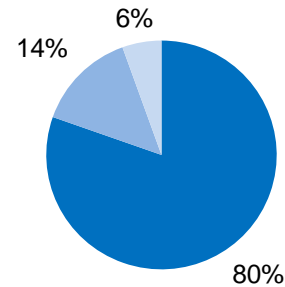
■ Accesible ■ Practicable ■ No adaptado



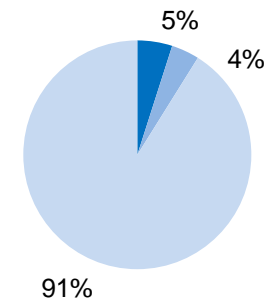
Acceso



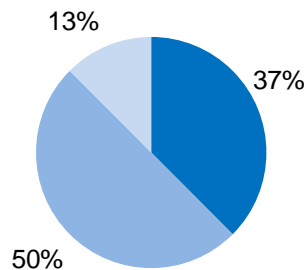
Itin. horizontal



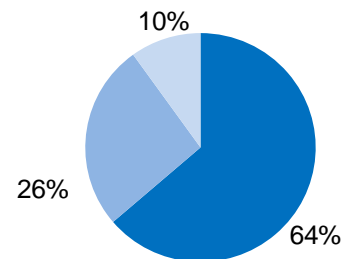
Itin. vertical



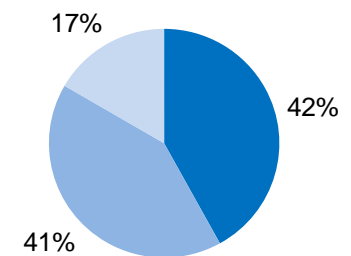
Aseo común



Dormitorio



Baño

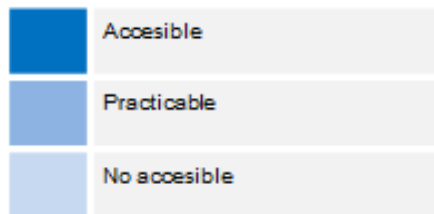
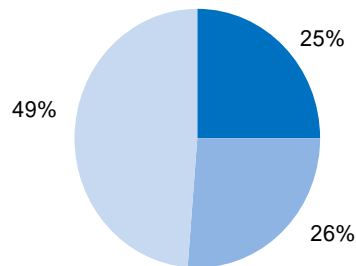


Way of Saint James Accessible Tourism Plan

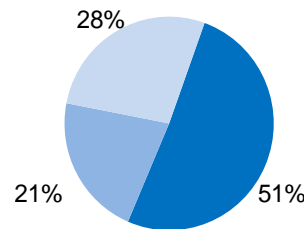
Current situation – PDIT (80 points of tourist interest analysed)

Clasificación total de los puntos de interés turístico

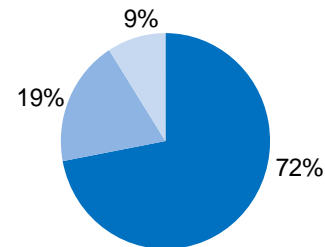
■ Accesible ■ Practicable ■ No accesible



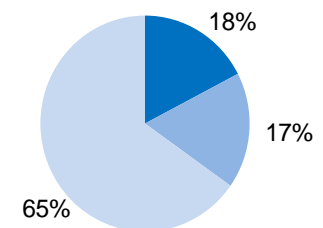
Acceso



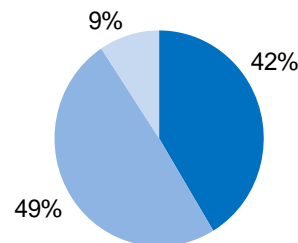
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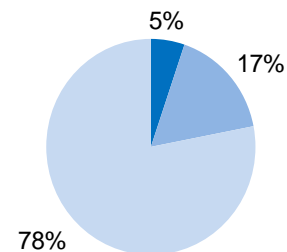
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Aseo



Info. y comunicación



Sendero exterior

