

Held under the patronage of
His Highness Sheikh Ahmed bin Saeed Al Maktoum
President of Dubai Civil Aviation Authority
Chairman of Dubai Airports
Chairman and Chief Executive, Emirates Airline & Group

Tourism for Everyone
**Dubai Accessible Travel
and Tourism International Summit**



Agenda

Journey towards Travel without Barriers

16 - 17 November 2022
Hall 5, Dubai World Trade Centre





Agenda

Dubai Accessible Travel and Tourism International Summit

The tourism industry, accounting for 10% of global GDP, is working to regain the solid grounds lost due to the coronavirus pandemic. The US\$9 trillion turnovers multi-faceted industry is confidently marching forward with renewed determination by tapping time-tested growth routes and exploring new avenues for the tourism dollars.

The 3rd edition of the Dubai Accessible Travel and Tourism International Summit (DATTIS), under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum President of Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman of Emirates Airline and Group, brings representatives and decision-makers from

international organisations, airports, airlines, hotels, tour operators and other relevant stakeholders to debate the challenges of Accessible Tourism.

Experts will suggest ways and means that will make a world of difference for tourists with disabilities. As it becomes more flexible and inclusive, the travel and tourism industry could ensure a better future for itself. As they get flooded with tourists again, destinations are working to become safe, secure and easy to explore by the disabled tourists, out now in big numbers with their families and friends, contributing massively to the vibrant and dynamic industry.





Day 1 - 16 November

Keynote Address

Dubai Code - A Big Leap Towards Bettering The Global City

Dubai has adopted a code to make the design and environment of buildings in the global city friendly to People of Determination. The emirate has been implementing a Building Code since December 2021 and also launched the new Universal Design Code and new accessibility regulations. Dubai believes Accessibility is a precondition for an inclusive society and building a safe, resilient and sustainable city for

them. Dubai is working towards making itself better in its flourishing tourism industry by expanding new growth avenues. It is working to be a city with the most progressive building designs and facilities for disabled people to have a good living. Is it progressing well? Will it set an example to be followed by others? Why cities should take a refreshing look at being accessible?

Keynote Address

The World Through Our Eyes – Experiences of tourists with disabilities in exploring the destinations

The tourism industry is working to have fully accessible destinations on the planet as the stakeholders bridge the gaps in the levels of services and facilities that tourists with disabilities require to enjoy their trips to their fullest to their satisfaction. Globally, the industry is in unison to change itself remarkably the grounds through taking up sweeping changes.

Are destinations becoming fully accessible achievable soon? What challenges disabled travellers to face in exploring their choicest destinations? What are their expectations from destinations? Are destinations working for a better future by taking their inputs and looking at themselves through their eyes?

Keynote Address

Rights of People with Disabilities -Is the world marching on the right tracks?

Disabled people have the right to economic and social security and decent levels of living. They however face discrimination and barriers that restrict them from participating in society on an equal basis with others. UNDESA will talk about the Convention on the Rights of Persons with Disabilities (CRPD) that had been ratified by 185 countries since it got approved in December 2006. This legislation clarifies and qualifies all

categories of rights that apply to people with disabilities and identifies areas where adaptations have to be made for them to effectively exercise their rights and reinforces the protection of those rights. Are their rights being better protected now and how the results are further enhanced for a better world? Is the legislation marching on the right tracks?



Keynote Address

The New ISO Standard - Better Benchmarking of Accessible Tourism

The International Standards Organisation (ISO) has come out with the first International Standard (ISO 21902:2021) aimed at improving accessibility across the whole tourism value chain. This standard, effective since July 2021, sets requirements and recommendations for accessible tourism and provides clear guidelines for tourism planning. It is intended to cater to anyone involved in or touched by tourism. This includes national tourism

administrations and tourism boards, municipalities and public entities in charge of infrastructural policies, development and legislative/regulatory frameworks. How is the new standard going to help enable the tourism industry to become fully accessible? Will it bring about a quantifiable transformation in the tourism industry? What next steps are needed to make the situation on the grounds more practical?

Panel Discussion

City Transportation - Does it ensure a smooth experience for travellers with Disabilities?

The topmost challenge for people with disabilities in exploring a city is transportation that meets their basic needs. Are tourism destinations working towards this end?

What disabled travellers require to see cities on their trips? Is the scenario changing due to new technologies? When are changes coming to fructify?

Presentation

Accessible Airports - How challenging is the journey and hurdles on the route?

Not all airports are accessible. Work is on to enable the massive facilities to become more accessible. The Airports Council International (ACI) whose members operate 1950 airports in 185 countries, is relentlessly working towards this end. The airline industry has committed itself to ensuring safe, reliable and dignified air travel that is equally accessible to all passengers. ACI has come out with a handbook to help airports enhance the

accessibility of air travel for people with disabilities, including those with reduced mobility. It hopes the implementation of its recommendations will contribute significantly toward the goal of barrier-free airports. Airports worldwide are continuously striving for accessibility for passengers with disabilities. By the mid-2030s, no fewer than 200,000 flights per day are expected to take off and land all over the world.



Presentation

Accessible Airlines - How is work progressing towards making the journey enjoyable and a worthy experience?

The IATA has approved in June 2019 a resolution affirming the commitment of airlines to ensure passengers with disabilities have access to 'safe, reliable and dignified' travel. The ICAO wanted multilateral initiatives on accessibility for passengers with disabilities. The European Commission "encourages" airlines to voluntarily pay more than they are legally obliged to. The IATA is promoting its training book to advance accessibility initiatives. A survey has revealed that 72 per cent of passengers experience physical obstacles or miscommunication with airlines. Disabled passengers are a

billion-dollar industry which is yet to be realised to its full potential. However, they are not getting enough attention from a huge number of airlines in fulfilling their needs and demands. What the future holds for accessible travel? Are airlines working to improve the ground realities and make amends to make the scene better and more satisfactory? What hindrances do the airlines face in implementing their accessibility plans? When will air travel becomes fully accessible? Are the aspirations of travellers with disabilities being taken care of well by airlines to enhance disabled passenger experiences?

Panel Discussion

Accessible Transportation - What factors come in the way to a smooth journey?

The world has several transport modes that support the mobility of passengers. Technology has taken mobility several notches up for disabled passengers. It is still a work in progress to make it better for them. Why the world needs accessible

transportation for better tourism experiences? How can the world bring outstanding solutions and improvements for accessibility in public transportation like trains, rapid metro systems, buses, taxis, boats and cruises?

Panel Discussion

Technology - How big is its role in ensuring wider accessible transportation?

Technology has changed the face of several industries, including transportation. Driverless Metros, BRTs and autonomous vehicles are changing the scenario in the world. Dubai provides a perfect example of accessible transportation that a city should

have. Are cities ensuring accessible transportation? What hardships do cities face in ensuring accessible transportation to their residents and visitors? Are stakeholders supporting the governments in this journey?

Panel Discussion

Trained Manpower - Why airports, airlines and other transportation service providers need well-trained staff for disabled passengers?

Transportation and mobility are for all without any discrimination. Serving big-spending travellers with disabilities require trained staff who understands their needs and serves them well as per their expectations. The transportation industry stakeholders are spending time, money and efforts to train the staff, especially those on the frontline, in handling disabled customers. The big questions remain. Are the customers with disabilities getting the

right and on-time services from the transportation industry? In what ways staff can be trained to better handle customers with disabilities? Can businesses afford harm to the reputation and loyalty of their customers by ignoring their needs? Is the industry up to the mark in having trained manpower for this vital segment? Which destinations have set the examples and raised the bar? Are the stakeholders spending enough on training the staff?



Day 2 - 17 November

Keynote Address

Dubai - The long journey behind the making of an accessible global city

The world's fourth most visited destination is accessible to all to explore. Dubai tourism officials are working towards improving and enhancing indoor and outdoor facilities for people with disabilities to enjoy all the time. The 'city of superlatives' and

home to the world's most breathtaking buildings has set a goal of becoming the world's most accessible tourism destination. How does Dubai work towards the goal of becoming fully accessible?

Keynote Address

Abu Dhabi - Devotion towards the making of an accessible destination

The UAE's capital city has been making big and successful attempts toward making tourism the key to attracting the world. The city has marvellous infrastructure and attractions that

leaves the visitors speechless. It is leaving no stone unturned as its tourism portfolio gets enhanced. It works its way to tap the accessible tourism potential to the fullest.

Keynote Address

Accessible Tourism - Is it becoming a 'Good Experience' for All?

Accessible Tourism is being promoted across the world energetically, especially after the coronavirus pandemic that had derailed the tourism industry. Will accessible tourism

help in regaining the lost business momentum? Is Accessible Tourism being pursued on the right track? Which area the does industry lack the focus? Can it sustain the long journey?

Keynote Address

Sacred Secret - Is Saudi Arabia the next big-ticket accessible destination?

The tourism industry is being developed in Saudi Arabia on a fast track. Infrastructure development is on in a big way in the kingdom. Does it have the manpower and infrastructure to tap accessible tourism in a big way? Are

tourism stakeholders working towards this goal? How big will be the volume of tourism in Saudi Arabia in the coming time? What new can be expected in the coming years for disabled travellers?



Panel Discussion

Handle with Care- Are destinations, hotels and other stakeholders fit enough to handle tourists with disabilities?

The tourism industry is not up to mark in meeting the expectations of disabled tourists. The industry in its next phase of growth and development is working to tap the potential offered by tourists with accessibility needs. Is the tourism

industry changing to better its prospects by serving them well? What challenges do hotels and destinations face in coming up to their expectations? Why disabled guests face a challenging time in different destination?

Presentation

Big Impact- Does Accessible Tourism hold wider economic impact?

Tourism destinations that embraced the concept of 'Tourism for All' have been benefiting enormously. Several cities have been left out due to their policies. According to the European Network for Accessible Tourism (ENAT), 142 billion Euros is a lost opportunity if destinations don't make themselves accessible. Accessibility has opened up market growth opportunities and encouraged repeat visits by travellers. Accessible Tourism has

helped reduce seasonality. It had improved competitiveness and helped differentiation in addition to enhancing the quality levels and destination image as a whole. The presentation will analyse strategies and products that provide convenience, ease of use and security for all, along with measures that improve customer service, marketing and comprehensive management of accessibility in tourism companies.

Presentation

Perfect Growth Prescription - Is the Medical Tourism growing fast?

Medical tourism had been a big business for the industry players. Is Medical Tourism going to pick up the lost momentum

after the pandemic? Dubai has been high on promoting this segment, what does it have in plan in the coming times?

Panel Discussion

Accessible City - How do different sectors contribute towards making destinations 'accessibly' successful?

Destinations continue their work to become more accessible to all and friendly to the elderly and physically challenged. Ensuring everyone gets the right facilities and services is a multi-stakeholders job. Hotels, museums, mall, parks, restaurants, beaches and other destinations help drive the efforts to better facilities and improve service standards.

The enormous efforts help improve the image of cities based on accessible services within their geographical limits. Hotels are working towards bettering themselves to meet the needs and wants of disabled guests to take part in this multi-billion-dollar market. How hotels and destinations can be accommodative

comprehensively to disabled guests? Are the accommodation types and in-house facilities in hotels compatible with the changing needs? Is the tourism/hotel industry working to tap the accessible tourism market to its full potential? How disabled tourists rank the cities based on their first-hand experiences? Why is the accessible cities concept getting relentlessly pursued in the tourism business context? Does accessible tourism offer a memorable experience right from the moment a disabled person decides to travel, booking flights/ hotels, undertaking a journey and returning home? Is the tourism industry making travel better for people with disabilities for a lasting impression among disabled tourists?



Panel Discussion

Accessible Tourism Services/Packages - What matches the needs of disabled tourists?

Physical disabilities should not stop anyone from travelling and exploring cities and tourism destinations. Planning an accessible vacation is no walk in the park for people with disabilities. To come up to their expectations and understand their needs, Accessible travel agencies and tour operators have been coming across the world to ensure delightfully accessible vacations. Specialised travel and tour agencies are working

towards making tourism more inclusive and accessible. Are Accessible Holidays picking up? What challenges are Accessible Tour Operators facing in destinations? Has the pandemic made tour operators rethink the way disabled tourists are handled? Does Accessible Tourism support tour operators build an inclusive tourism offering?

Panel Discussion

Accessible Technology - Is it helping disabled tourists enjoy the world?

New technologies and innovations are changing the contours of the tourism industry. New communication and information technologies are making travel planning and tourism and leisure activities more accessible and rewarding for tourists with disabilities and the elderly. By applying the principles

of Design for All, technology is benefitting immensely. This session will address the main benefits and challenges posed by the generalization of the use of new technologies and digital platforms in the various links of the accessibility chain in tourism.

Panel Discussion

Trained Hands – Does the hospitality industry have trained staff to handle disabled guests?

In almost every part of the world, the hospitality industry is working to leave behind its mark in terms of dealing with guests with disabilities. Are hotels and other hospitality service p facing difficulties in getting frontline staff trained appropriately? Can

the service industry handle enough disabled guests in the coming years? Can disabled guests expect higher levels of best customer service?