

Museums for all: Co-creation in cultural tourism

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Abstract

Tourism is an activity that should be available to everyone, without exception. Human diversity is varied, so must think and rethink tourism products and services, so that they can be used by the maximum number of tourists, including people with disabilities, the elderly, children, pregnant women, disabled, etc. These groups in Europe in 2011, represented 138.6 million people.

According to the Secretary of UNWTO "Accessibility is a crucial element of a policy of responsible and sustainable tourism. It is a matter of human rights and is also an extraordinary business opportunity. Above all, we must realize that Accessible Tourism is not only good for people with disabilities or special needs, is good for everyone."

The definition of inclusive projects should be designed jointly by the organization and its different audiences. The co-creation of tourism products through different types of community involvement allows us to obtain a design for all, and a social cohesion and bonding with the institution. We focus our research in cultural tourism and with a specific interest in Museums.

This is a proposal that combines social responsibility of enterprises, business, and community through the presentation of different case studies.