



# Sustainable Tourism Observatory of Malaga

Accessibility



International Network  
of Sustainable Tourism  
Observatories



UNIVERSIDAD  
DE MÁLAGA



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Plan de  
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# 01.

## Context

According to the World Health Organisation, accessibility is the ability of people with or without problems of sensory perception or mobility, to understand, integrate and interact with a space and its elements.

Based on this, the current regulations that should be applied are Act 51/2003 at the national level, its respective Decree or 293/2009 at the regional level, and the Municipal by-law regulating accessibility in the municipality of Malaga (2004).

Act 51/2003, of 2 December, on equal opportunities, non-discrimination and universal accessibility for people with disabilities, aims to establish measures to guarantee and give effect to the right to equal opportunities for people with disabilities in accordance with Articles 9.2, 10, 14 and 49 of the Constitution.

Decree 293/2009, of 7 July, approving the regulations governing accessibility standards for infrastructures, urban planning, building and transport in Andalusia, is very relevant. At the local level, the Municipal Regulatory By-law on Accessibility in the Municipality of Malaga (2004) constitutes a specific area of management that is integrated into the Office for Social Rights, Equality, Accessibility, Inclusive Policies and Housing. In the case of accommodation, hotel establishments are required to have at least one adapted bedroom in hotels between 20 and 50 rooms, 2 if they have between 50 and 100 rooms and 3 for those that exceed 100 rooms.



## 02.

# Targets

- To promote accessible tourism, providing information on accessible tourist resources and accommodation.
- To promote awareness-raising and training actions in tourist accessibility aimed at the private and public sector.
- To improve accessibility in tourist signage.
- To improve accessibility at events and parties.
- To improve the accessibility of digital channels and technological and online tools for tourism promotion.
- To create a tool to monitor compliance with accessibility regulations in the tourism sector.
- To create an Accessible Tourism cluster in the city of Malaga.
- To promote sensory and cognitive accessibility in the tourist areas of the city.



“There are 32 accessible tourism resources according to the Malaga accessible tourism guide.”

## Results

It is undeniable that with everything that the city of Malaga has to offer, there is a real commitment to bringing the offer closer to a wide, diverse functional audience. Even so, it is important to continue with the effort of achieving a fully accessible project

### The accessible tourism offer

The race for accessibility in tourist spaces is a long and complex process, which would not make sense without the participation and involvement of the public sector in our society. Most of the tourist attractions are accessible (table 1).

Among the tourism services, the Tourist Information Office of Malaga, located in the Plaza de la Marina, has received the Q certificate for Tourism Quality. Its entrance area, pavement and toilets are adequately adapted for people with reduced mobility. Within the facilities provided by their accessible service, they have 5 themed audio guides, QR codes and magnifying glasses. In addition, they have an Alternative and Augmentative Communication Manual.

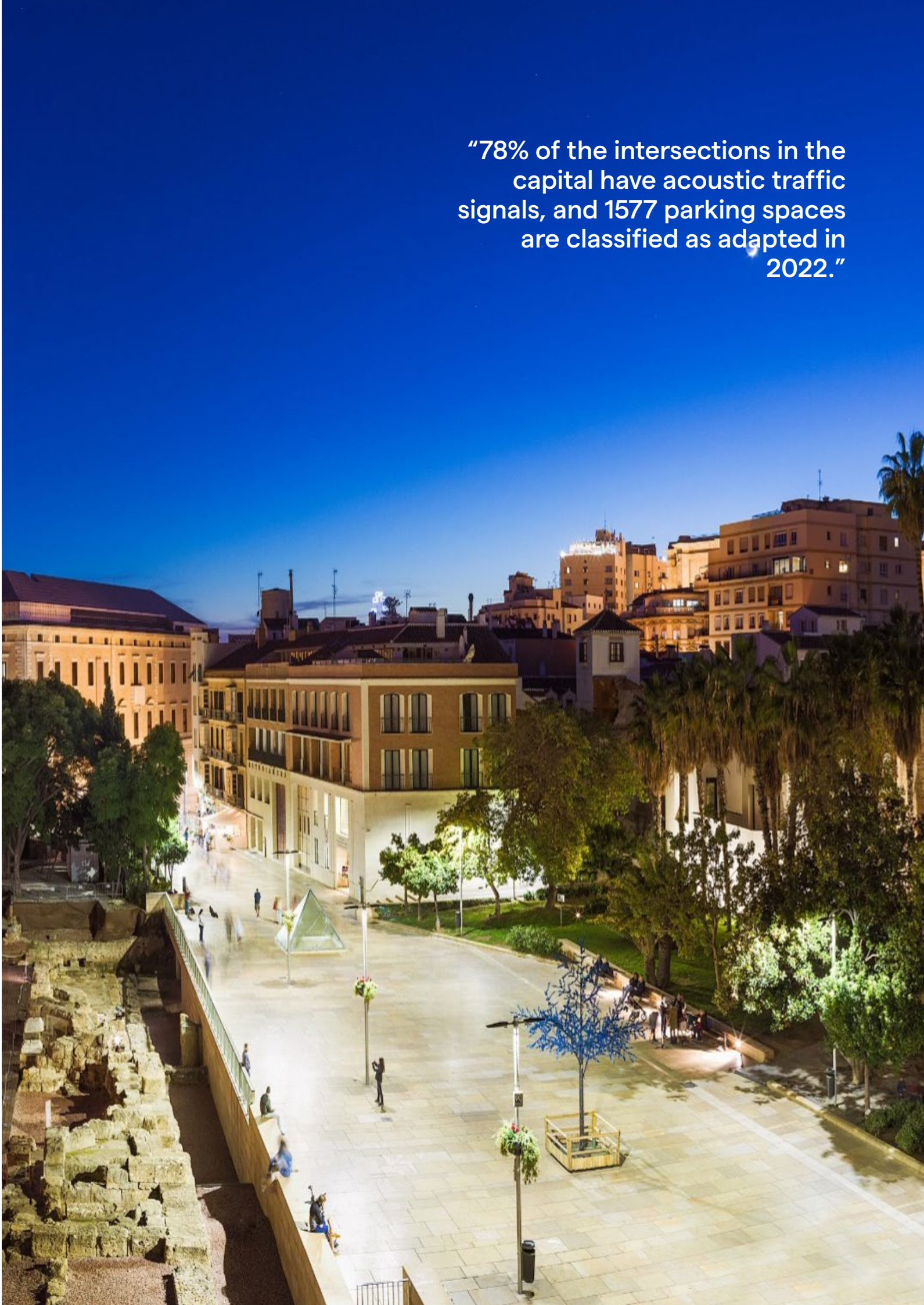




Accessible monuments	<ul style="list-style-type: none"><li>• Cathedral</li><li>• Alcazaba</li><li>• Roman Theatre</li><li>• Gibralfaro Castle</li></ul>
Accessible museums	<ul style="list-style-type: none"><li>• Picasso Museum</li><li>• Carmen Thyssen Museum</li><li>• Pompidou Centre</li><li>• Contemporary Art Centre</li><li>• Interactive Music Museum</li><li>• Museum of Malaga</li><li>• Museum of the Imagination</li><li>• Museum of Glass and Crystal</li><li>• Alcazaba Archaeological Exhibition space</li></ul>
Beaches	<ul style="list-style-type: none"><li>• La Misericordia Beach</li><li>• El Dedo Beach</li><li>• Guadalmar Beach</li><li>• San Andrés Beach</li><li>• La Malagueta Beach</li><li>• La Caleta Beach</li><li>• Pedregalejo Beach</li><li>• El Palo Beach</li></ul>
Trails	<ul style="list-style-type: none"><li>• Larios Trail &amp; Municipal Heritage Museum</li><li>• Antonio Banderas Promenade</li><li>• Pablo Ruiz Picasso Promenade</li><li>• Cofrade Trail</li><li>• Urban Art Trail</li><li>• Route through the Park, Muelle Uno and La Farola</li></ul>
Accessible restaurants	<ul style="list-style-type: none"><li>• El Balneario (Los Baños del Carmen)</li><li>• El Pimpi</li></ul>
Park and Historic Gardens	<ul style="list-style-type: none"><li>• Route through Malaga Park</li><li>• Pedro Luis Alonso Gardens</li><li>• La Concepción Historical Botanical Garden</li><li>• Hacienda San José Garden</li></ul>
TOTAL	32

Source: Compiled by author. Malaga Accessible Tourism Guide 2021. Movisenior

“78% of the intersections in the capital have acoustic traffic signals, and 1577 parking spaces are classified as adapted in 2022.”





In addition to tourism services, accessibility is a comprehensive concept that must be considered in multiple spaces. Malaga City Council's involvement in the issue is important because the objective is to create an urban centre that is accessible to all. Examples of its commitment are the Plan for Universal Accessibility in the Municipality of Malaga, approved in 2010 and the Malaga Sustainable Urban Mobility Plan, 2019.

As a result of these plans, initiatives with direct involvement in tourism have been created, such as "Malaga Accessible City". Thanks to this project, efforts have been made to pedestrianise the city, prioritising pedestrians with accessibility needs. It has thus been possible to develop new trails such as the Urban Art Murals & Graffiti Trail or the White Night Trail that are adapted to meet the needs of this public.

Malaga's urban road network features 42.9% with the recommended width of two metres. Together, the adaptation of 35 kilometres of road is being implemented in a three-phase process that will improve the quality of life of this group of people and the tourism product that constitutes the Málaga Ciudad Redonda brand. The aim is to introduce the visual touch pavement that is already found in the Alameda Principal and the Central Zone in all these spaces, as well as the model of smart pedestrian crossings used in Calle Córdoba since 2017 (Figure 1).

In addition, 78% of the intersections in the capital have acoustic traffic signals, and 1577 parking spaces are classified as adapted. Despite these figures, organisations defending the rights of people with disabilities continue to demand more adapted accommodation and the complete adaptation of public spaces.







*244 companies  
in the “Accessible  
Equipment”  
search category  
in 2023.*

Another example of actions that encourage the use of tourist resources in the city of Malaga by residents and tourists with special needs is the “Disfruta la Playa” (Enjoy the Beach) proposal. Focused on sun-and-beach tourism, it offers infrastructure and an assisted bathing service on six beaches in the municipa-

lity (San Andrés, La Malagueta, La Caleta, Pedregalejo, Guadalmar and El Palo). All have at least one amphibious chair, parking spaces for people with reduced mobility and a walkway to the water line, as well as toilets, accessible changing rooms and adapted showers. Lifeguard and rescue posts are responsible for paying special attention to bathers with reduced mobility. From June 15 to September 15, plus weekends in the remaining halves of both months, in San Andrés, La Misericordia, El Palo and El Dedo beaches specialised staff offer support and accompaniment into the sea to people with reduced mobility. La Misericordia offers 6 amphibious chairs for adults, 2 chairs for children, 2 electric hoists, 1 manual hoist, 1 walker and 1 set of amphibious crutches. El Dedo Beach has 4 amphibious chairs for adults, 2 chairs for children, 2 electric hoists, 1 manual hoist, 1 walker and 1 set of amphibious crutches.

The agreement between Malaga City Council and the Chamber of Commerce to create the accessibility badge has been a successful initiative. It is awarded to Malaga’s businesses and shops on eliminating possible physical or communication barriers in their establishments. Since 2016, 876 certificates have been granted in this category, with the City Council’s website containing information on 244 companies in the “Accessible Equipment” search category.



The use of Communications and Information Technology (TIC) in the informative signs at stops is notable, including receivers for the activation controls of people with visual disabilities.

For its part, the passenger port of Malaga has parking for passengers on the Melilla Ferry, which include spaces for people with reduced mobility, a rest area and priority attention to people with disability. The terminals have adapted toilets and reserved seats with ISA signage, lifts with Braille and high relief buttons. The staff is trained and offers assistance to people with reduced mobility, wheelchairs and adapted shuttles. The access ramps have the maximum allowed slope of 10%.

Although the transport support in the city offers numerous facilities for accessibility, it is evident that a greater involvement of the private sector within the tourism offer is needed. Few establishments have the necessary facilities to welcome a wider public.

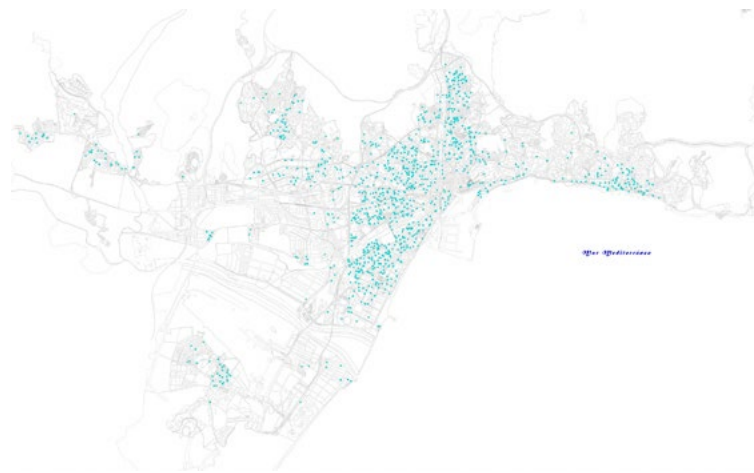


Figure 1: Location of adapted parking spaces. Source: PMUS

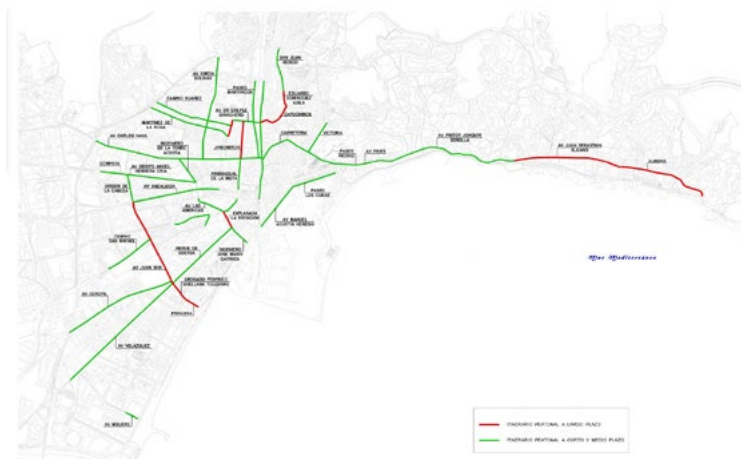


Figure 2: Adapted road network included in the Mobility plan. Source: PMUS



The transport area shows outstanding results in universal accessibility. Regarding taxi services, 88 accessible vehicle licences have been issued; corresponding to 6% of taxi licences in the city. The Málaga Metro Service operates under the accessibility certification accredited by AENOR, UNE 170001-2: 2007, and has eliminated architectural barriers throughout its infrastructure, has sensory accessibility in interactive and informative elements and has personnel trained in accessibility.

The EMT bus company, which runs throughout the city's road network, offers an accessible service. 65% of stops have voiced diode panels. Between 80 and 85% incorporate an augmented reality and geographic information system and 10% present information in Braille. The network also has audible information on waiting times, both at stops and inside the vehicles (the voice system at stops is a national patent of the EMT).



## Digital accessibility

Digital environments tend to be inaccessible, leaving people with special needs denied access to information on the network. The EDUSI Málaga document, focused on sustainable development and the improvement of social conditions in urban areas, sets some guidelines to improve universal adaptability in communications and information technologies.

Based on this, Malaga City Council is developing a smart tourism project, transforming the Malaga Tourism website and the associated app to comply with current regulations on accessibility. In the mobile app, the platform offers audio guides about the destination, as well as information about the product “Disfruta la Playa” (Enjoy the Beach) disseminated with videos with clear language, slow speech, signed and subtitled.

The GeoPortal, a service on the City Council’s website, is a tool that geolocates parking spaces reserved for people with reduced mobility, inclusive taxi ranks and other resources under the search criteria “Accessible Equipment”.

For its part, the University of Malaga is developing a web portal with descriptive sheets of Malaga’s tourist resources with descriptive videos and interpretation in sign language. Other tools that facilitate accessibility in the digital context of the tourism sector are the ILU-NION Website, with its Accessible Tourist Destination Guide and the Movisenior Website: Malaga Accessible Tourism Guide 2021.

Lastly, it is worth mentioning that the Expedia search engine offers the possibility of filtering accommodation by accessible rooms, resulting in a total of 5 hotels in Malaga. Booking also allows filtering by hotels adapted to wheelchairs (70 in the city of Malaga), highlighting that 3 of them offer auditory guidance and visual support in Braille. Other filters also include the possibility of choosing whether the shower or bathtub is adapted, as well as a lower sink.

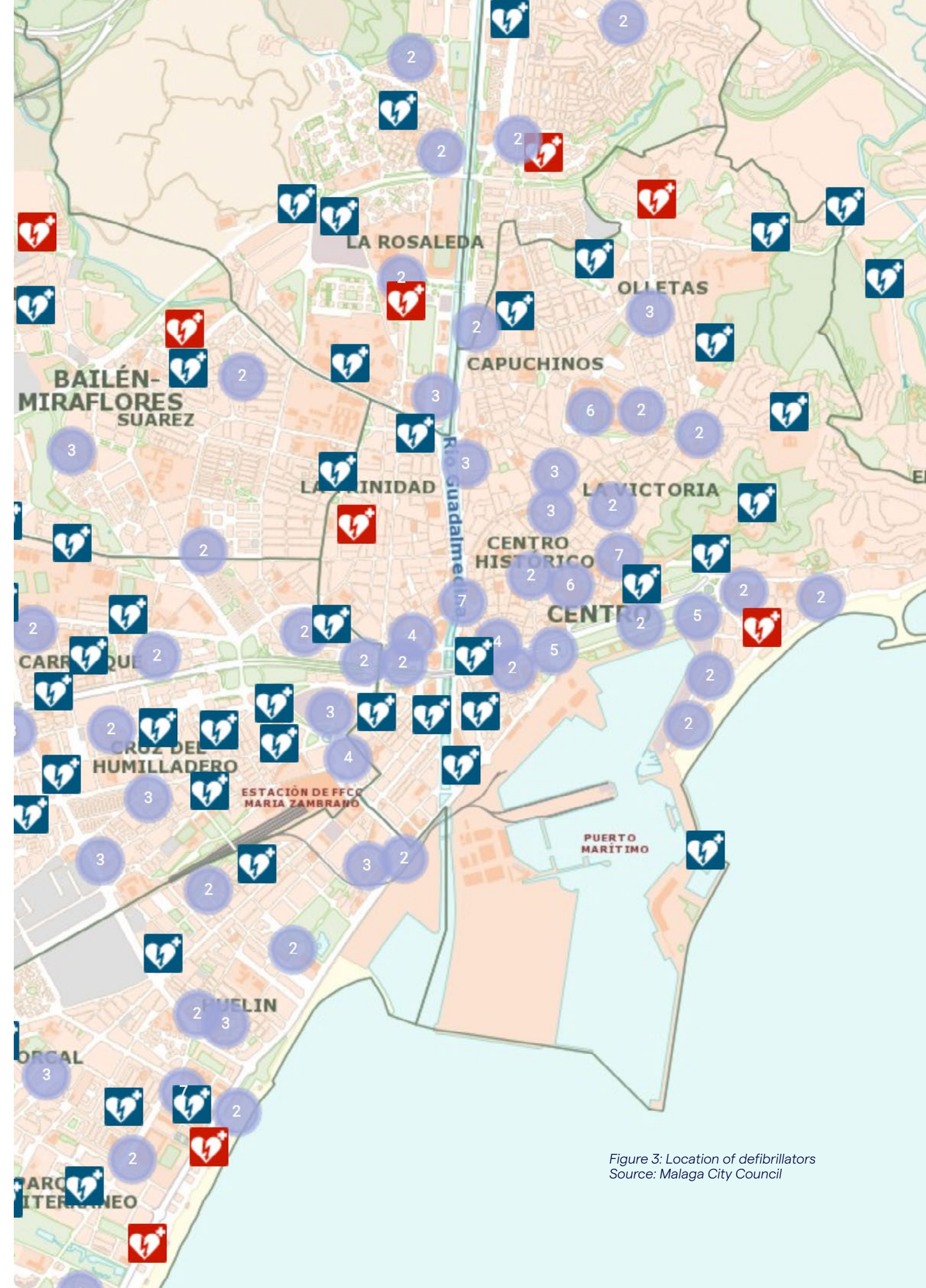


Figure 3: Location of defibrillators  
Source: Malaga City Council



# Conclusions

Malaga is committed to digital accessibility through the development of applications and websites such as the City Council's GeoPortal, Movisenior and Ilunion.

In the city of Malaga there is an emerging interest on the part of public and private institutions to improve accessibility infrastructure in their strategic plans. The municipality's commitment to an offer for all was recognised in 2005 with the coveted Reina Sofía award for accessibility. Even so, the main associations related to the defence of the needs and interests of people with disability continue to manifest the lack of accessibility in most of the road and commercial establishments.

Malaga is a leading destination within the Spanish market, and year after year its client portfolio is wider and more diverse. Accessible tourism is more than an interesting market niche; it is an ethical obligation to ensure that everyone can enjoy the destination, such as the case of the 6.1% of visitors to Malaga in 2022 who were retired (Malaga Tourism Observatory, 2023). This profile often has mobility issues and needs a series of structural elements that support them and give them the quality of life and experience that they deserve.

Guaranteeing all groups the optimal conditions for the enjoyment of their tourist experience is also a sustainable way to promote economic development and employment in the destination. Public-private measures linked to accessibility need to be integrated as part of the economic offer in our environments.





[sto.malaga.eu/indicadores/accesibilidad](https://sto.malaga.eu/indicadores/accesibilidad)