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**REALITY FACING THE
HISTORIC CENTER
OF CARTAGENA AS A
TOURIST DESTINATION
FOR PEOPLE WITH
REDUCED MOBILITY
(CODE 2 CIESP 073)**

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Abstract: Through the years the city of Cartagena has been characterized as one of the most important and well-known tourist sites in Colombia, outstanding in many aspects and with a varied tourist offer, but it has also been seen that even with this wide offer they have a space aimed at people who have a type of physical disability. The goal of this research is to identify the challenges that the Historic Center of Cartagena faces as a tourist destination for people with reduced mobility, as well as to identify the regulations and laws that apply at the national level for the inclusion of people with reduced mobility in accessible tourism. Likewise, determine the main needs of people with reduced mobility in the development of tourist activities in the Historic Center and finally describe the current conditions of the physical infrastructure and tourist establishments in the Historic Center, in relation to the provision of services and the needs of people with reduced mobility.

Keywords: Tourist Destination, Reduced Mobility, Physical Infrastructure, Inclusion, Disability.

INTRODUCTION

Accessible tourism is considered as one that specializes in designing trips adapted according to the type of disability and needs of each person. That is, it must be free of physical barriers, communication barriers and social barriers” (Lindsay, 2018). From this emphasis this project intends to adhere to the development of scientific research to face the challenge that this derives within this type of tourism that is currently one of which has been on the rise exponentially in recent years, due to the importance that it has been given in all fields to inclusiveness.

JUSTIFICATION

Tourism for all, is considered where all the aspects that must be taken into account to attend accessible tourism are specified. Considering the purpose of this investigation, it is determined that this tool has been prepared with the aim of being very useful and beneficial for businessmen in the tourism sector and that, from the execution of the manual, changes are generated in facilities, information, communication and attitude for the benefit of all people, especially those with disabilities, so that they can access services that meet their needs or expectations.

This research aims to identify the challenges faced by the Historic Center of Cartagena de Indias as a tourist destination for people with reduced mobility, in order to demonstrate these challenges it is necessary to identify the regulations and laws that apply at the national level for the inclusion of people with disabilities. reduced mobility in accessible tourism, as well as the research team seeks to determine the main needs of people with reduced mobility in the development of tourist activities in the Historic Center and finally describe the current conditions of the physical infrastructure and tourist establishments of the Historic Center, in relation to the provision of services and the needs presented by people with reduced mobility.

GOALS

General:

Present the most important aspects of accessible tourism so that it is inclusive of all people prevented from enjoying the tourist destinations or landscapes found in the global village.

Specifics issues:

1. Identify the challenges facing the

Historic Center of Cartagena de Indias as a tourist destination for people with reduced mobility.

2. Know the regulations and laws that apply at the national level for the inclusion of people with reduced mobility in accessible tourism.

3. Show the deficiencies that affect a structure in body function; in the limitations of said activity as difficulty to execute actions or tasks, and their restrictions in the participation of vital situations.

4. Modify tourist products so that they can be enjoyed by anyone with some type of physical disability.

CONCEPTUAL FRAMEWORK

In the Rights of Persons with Disabilities (UN, 1975) it is stated that “The disabled must enjoy all the rights set forth in this Declaration. These rights must be recognized for all disabled persons, without any exception and without distinction or discrimination”, since they are the fundamental basis for initiating the global action program for persons with disabilities, approved by UN resolution 37/52 (1982). As also the World Health Organization (2011) considers that “Disability is a general term that encompasses impairments, activity limitations and participation restrictions. Cartagena de Indias, a city with a tourist vocation, presents visible shortcomings that prevent the development of accessible tourism, which unfortunately, in the Historic Center of the city of Cartagena de Indias is an area almost unexplored by service providers. tourist, this is because the city does not have the necessary adaptation of the infrastructure to guarantee the free development of the tourist exercise, in a professional way, they do not take the city into account when planning a trip.

METHODOLOGICAL DESIGN

The research methodology used for the development of this work was qualitative and descriptive research. To obtain the information, the research team carried out field work touring the Historic Center of Cartagena, interviewing 7 tourist establishments and a family that was taking a tour of the city with a member with reduced mobility. A photographic record of the conditions of the streets was made and the information in documents and research articles is also tracked. Due to the effects of the SARS-COV-2 pandemic, it was impossible to cover a significant number of tourist establishments.

CHAPTER I. REGULATIONS AND LAWS APPLICABLE AT THE NATIONAL LEVEL FOR THE INCLUSION OF PEOPLE WITH REDUCED MOBILITY IN ACCESSIBLE TOURISM

The right to tourism is of vital importance for the full realization of individuals, being able to enjoy all the wealth that the planet has, allows strengthening aspects of the human being, such as interpersonal and social relationships, the acquisition of knowledge and the Being able to live significant experiences contribute to the development of new options within the tourism industry that do not interrupt the participation of all individuals regardless of their physical conditions. According to the accessible tourism manual “tourism for all” (2019) “One in three people does not have the basic and minimum accessibility conditions to carry out their daily activities, tasks and trades in a dignified and autonomous way, with greater difficulty they experience the inaccessibility of places, spaces, services or when they move from their close or habitual environment and make a trip, walk, tour”. Figure 1 represents the basic needs of people with reduced mobility.

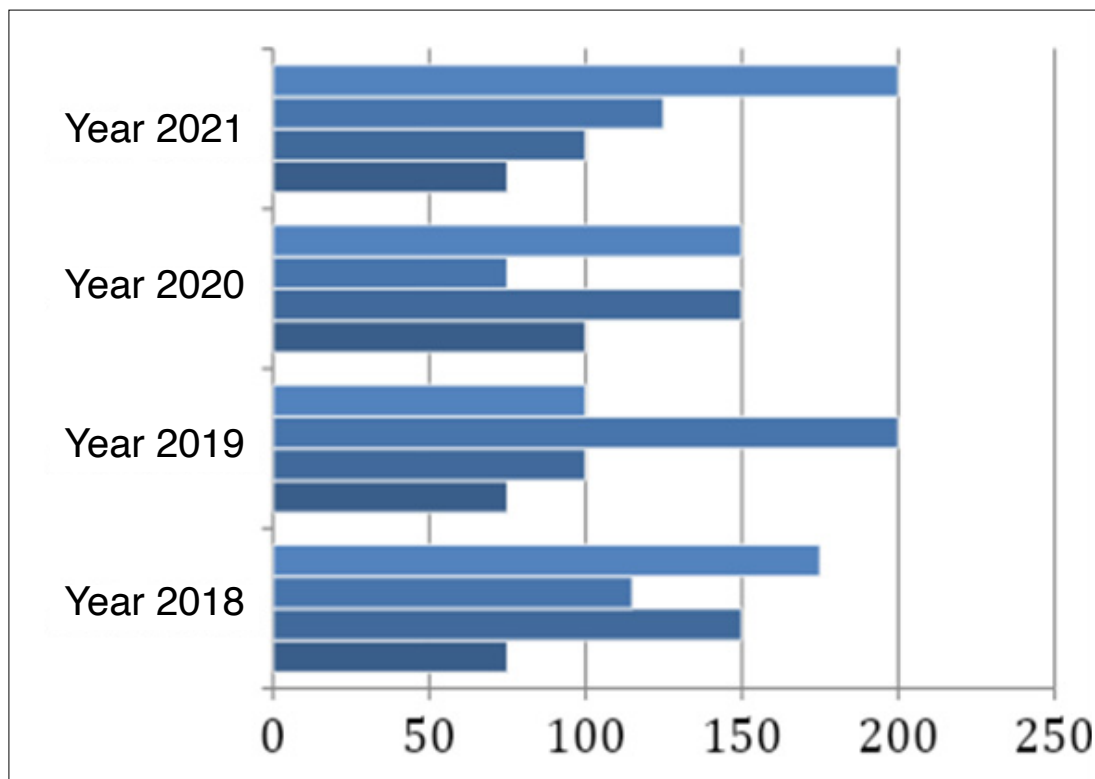


Figure 1. Needs presented by people with reduced mobility in tourist activities., 2021.

CHAPTER II. MAIN NEEDS PRESENTED BY PEOPLE WITH REDUCED MOBILITY IN THE DEVELOPMENT OF TOURISM ACTIVITIES IN THE HISTORIC CENTER OF CARTAGENA

Reduced mobility is part of the characteristics of people who suffer from physical disabilities, this is distinguished by affecting the mobility of individuals, either due to disability problems, lack of a limb, sequelae of diseases that have affected motor skills, among other alterations towards their motor autonomy. Through this research, we seek to break down the needs of people with reduced mobility and their companions when embarking on a trip and enjoying tourist services.

Figure 2.

CHAPTER III. CURRENT CONDITIONS OF THE PHYSICAL INFRASTRUCTURE AND TOURIST ESTABLISHMENTS IN THE HISTORIC CENTER, WITH THE PROVISION OF SERVICES AND THE NEEDS PRESENTED BY PEOPLE WITH REDUCED MOBILITY

The city of Cartagena de Indias in recent years has presented a fairly considerable arrival of tourists, within this large number of visitors that is increasing every time, is the type of tourist with reduced mobility, who, despite their problems, travel and they come to the city to fulfill dreams, this type of demand, are potential clients, and generate more income for the sector, because due to their condition, they travel in the company of family or friends, and to receive good care and

NEEDS PRESENTED BY PEOPLE WITH REDUCED MOBILITY IN THE DEVELOPMENT OF TOURISM ACTIVITIES

IN THE HISTORICAL CENTER OF CARTAGENA

Infrastructure adjustments to improve the displacement of these groups in the historic center of Cartagena de Indias. This includes public places and places of interest (streets, parks, squares, churches, museums, among others).



With wheel chair



Elements of public interest must be located so that all people can access them, without the need to hinder the performance of activities.



With walkers

Transport companies must implement elements that facilitate access to this service.



With vehicles



Guarantees of non-discrimination in terms of carrying out tourist activities, as well as trained personnel for the correct provision of services to these groups.



With guides, cane, dogs, etc

Figure 2. Increase in people/years with reduced mobility accessing tourist services or activities, 2021. – 2022.

to make your stay within the destination more pleasant, they are willing to pay a little more if necessary. To answer this question, Table 1 will be developed next, where comparative evidence of the current conditions presented and offered by the Historic Center of Cartagena de Indias with this type of tourist will be seen.



(Table 1)

RESULT/CONCLUSIONS

The city of Cartagena de Indias presents a fairly big challenge to talk about accessible tourism since the conditions of the Historic Center and the establishments that provide tourist services have not adequately the conditions to provide this population under study the opportunity to enjoy in all its splendor destiny.

It was found that at the national level, work has been done on the implementation of public policies in the company of the MinCIT guideline, allowing this to develop manuals that guide the way in which cities with a tourist vocation must be prepared to attend this type of tourism, as well as as the conditions that tourist companies must have that address a quality service and position in the city as an inclusive tourist destination.

In general terms, Cartagena de Indias must have the political will to invest in the adaptation of the streets of the Historic Center and support for companies in the sector to train human talent so that they can offer a professional service to attend tourists who present this reduced mobility type of disability.

CURRENT CONDITIONS OF THE PHYSICAL INFRASTRUCTURE AND TOURIST ESTABLISHMENTS IN THE HISTORIC CENTER				
National rule	Touristic sector	Applicable	Not applicable	Photographic record
They must have more order, vendors must not use a large part of the platform where they are placed, they must have rises or small ramps and the gaps must be completely sealed.	Streets of the historic center.		X	 <p>Source: internet</p>
Remodeling the entrances, including ramps, less stairs and more space for customers.	Catering establishments.		X	 <p>Source: internet</p>






<p>Rooms specially designed for this segment, fewer stairs and more elevators.</p>	<p>Boutique hotels</p>		<p>X</p>	 <p>Source: internet</p>
<p>They must have elevators, small ramps on the inside, and more space to walk around.</p>	<p>Museums</p>		<p>X</p>	 <p>Source: internet</p>
<p>The ramps are not enough and the steps make access difficult for many people.</p>	<p>Ramparts</p>		<p>X</p>	 <p>Source: internet</p>
<p>They are easily accessible, but despite this, there are not enough spaces in them for this type of client.</p>	<p>Parks</p>		<p>X</p>	 <p>Source: internet</p>
<p>Some have easy access, and others have stairs that make entry a little difficult.</p>	<p>Churches</p>		<p>X</p>	 <p>Source: internet</p>

Table 1: Comparative evidence in which the current conditions of Supply and demand presented by the Historic Center of Cartagena de Indias are observed.

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