

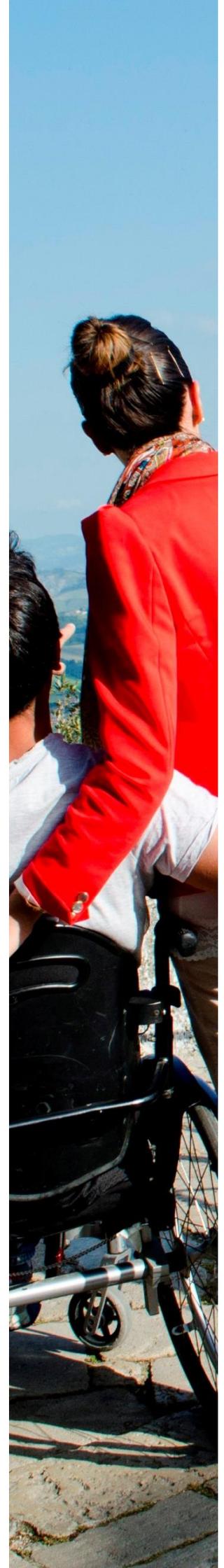


**1<sup>ST</sup> UNWTO CONFERENCE  
ON ACCESSIBLE TOURISM  
IN EUROPE**

# **1st UNWTO Conference on Accessible Tourism in Europe**

**San Marino, 19/20 November 2014**

**Conference Programme**



In recognition of the importance of universal accessibility in tourism, which is related not only to the respect for human rights, but also to considerable economic opportunities that Tourism for All entails, UNWTO and the Government of the Republic of San Marino decided to jointly organize the 1st UNWTO Conference on Accessible Tourism in Europe, in San Marino on 19/20 November 2014.

The Conference features good practices of universal accessibility and design for all in a wide-range of tourism destinations in Europe, with a special focus on heritage cities. Some of these destinations have managed to develop quality services for all and successfully boosted their competitiveness through accessible tourism, without neglecting the challenges of heritage protection for future generations.

This gathering further discusses different approaches in developing an adequate policy framework and strategic actions aimed at making accessible tourism a reality. Smart technologies which enable and foster universal accessibility and its application in tourism infrastructures, facilities and services are also being tackled by the panelists.

## Programme

Wednesday, 19 November 2014

**09:00-09:45 Opening ceremony**

Pasquale Valentini, Minister of Foreign Affairs of San Marino  
Pascal Lamy, Chair of the World Committee on Tourism Ethics  
Francesca Barracciu, Undersecretary of State, Ministry of Culture and Tourism, Italy  
Teodoro Lonfernini, Minister of Tourism of San Marino  
Taleb Rifai, UNWTO Secretary-General

**09:45-10:15 Special feature:** Mirko Tomassoni, Former San Marino *Capitano Reggente*  
(Chief of State):  
Accessibility as a personal challenge

Mahena Abbati, Director, Consorzio San Marino 2000: San Marino for All - Case Study of Eden Prize for 2013

**10:15-10:40 Setting the scene:** Simone Fanti, Italian journalist

**11:00-12:30 Session I: Heritage Cities and Universal Accessibility**

This session will feature urban areas with significant heritage assets which may pose challenges for travelers with disabilities. The initiatives to be presented shall demonstrate that historic compounds can adapt their infrastructures and access to monuments without jeopardizing their authenticity and cultural value.

Moderator: **Valentina Rossi**, Historian and Cultural Heritage Expert

Speakers:

**Lyubomir Durankev**, National and International Project Manager, Sozopol Foundation, Bulgaria:

League of Historical and Accessible Cities (LHAC) - Case Study of Sozopol

**Bernadette Lo Bianco**, Project Manager of Accessible Siracusa and Noto, Sicily, Italy: Accessible Itineraries-Siracusa and Noto also in Sign Language

**Sabine Neusüss**, Accessibility Manager, Municipality of Salzburg, Austria: Salzburg - Winner of the European Award of Accessible City in 2012

**Elena de Mier Torrecilla**, Coordinator, Cooperation Agreement between the ACS Foundation/Spanish Agency for International Development and Cooperation (AECID): Accessibility in the National Heritage Sites in Spain and International Cooperation projects in Latin America

**14.00-15:30 Session II: Accessible Tourism Policies and Strategies**

The main focus of this session will be on partnerships between governments, the private sector stakeholders and disabled people's organizations in devising common policy frameworks and concrete strategies fostering accessible tourism.

Moderator: **Alain Pellet**, Legal Advisor of the UNWTO, former Chairperson of the International Law Commission of the UN and President of French Society for International Law

Speakers:

**Jean-Marc Mignon**, President, International Social Tourism Organization (ISTO): Social tourism and universal accessibility

**Antonella Correr**, Policy Officer in charge of Accessible Tourism, DG Enterprise and Industry, European Commission: EU policy instruments on universal accessibility in tourism

**Paolo Rosso**, Veneto Region Commissioner for Tourism, Italy: Accessible Tourism: NECSTour Accessibility Task Force - Let's give a shape to hospitality quality

**Teresa Ferreira**, Director, Development and Innovation Department, Turismo de Portugal: National tourism policies and universal accessibility in Portugal

**Annagrazia Laura**, President, European Network for Accessible Tourism (ENAT): Training modules on accessibility for tourism professionals

**16:00-17:30** **Session III: Smart Destinations: Accessible Infrastructures and Services**

Tourism destinations need to incorporate the latest developments in smart technologies in order to meet the needs of different segments of the market, including the one with disabilities or special needs. This session will discuss innovative approaches which add value to and enhance the competitiveness of Destinations for All on the tourism global market.

Moderator: **Pete Kercher**, Ambassador of the EIDD Design for All in Europe

Speakers:

**Roberto Torena Cristobal**, Manager, ONCE Foundation, Spain: Smart technologies fostering accessible tourism

**Roberto Vitali**, President, Village for All (V4A), Italy: V4Ainside - Take the measures for your holiday

**Magnus Berglund**, Accessibility Ambassador, Scandic Hotels, Sweden: Design for All in the hospitality industry

**Ross Calladine**, Head of Business Support, Visit England, United Kingdom: Developing and promoting accessible destinations throughout England.

**17:30-17:45** **San Marino Declaration on Accessible Tourism**, to be read by **Marina Diotallevi**, Programme Manager, Ethics and Social Responsibility, UNWTO

**17:45** **Closing**

### Setting the scene:

**Simone Fanti**  
Italian journalist



**BIO:** Simone Fanti has been a professional journalist since February 2000 and in the last 14 years, he has written for the most important Italian newspapers: from Panorama to Espresso, from Mondo to Gazzetta dello Sport. Currently, he is working for the women-magazine Io Donna published by Rcs Mediagroup and he is contributing to the newspaper Corriere Economia. Since February 2012, he has been working with a team of journalists and experts on the blog Invisibili.corriere.it, a newspaper talking about disability and facing the theme in full: from working integration to social inclusion, from accessible tourism to paralympic sports. Since 2002, due to a motorcycle accident, he is paraplegic but this has not prevented him from living his own life in an intense way. Fanti is married and has a foster child, Valentina. He never renounces the pleasure of travelling: for his own delight or for work. For further information: <https://www.linkedin.com/in/fantisimone>

**ABSTRACT:** Surprise and curiosity. Two ideas not related to architectural barriers but two sincere emotions strictly linked to a sequence of sensations. In these days, I have been collecting on the web, and tell you here, the astonishment of many disabled people who would have never thought that it would be possible to organize a meeting on accessible tourism in San Marino, a city clinging to Mount Titano and with a medieval urban layout, that is one of the least accessible places par excellence. Yet, we are here to experience the beauty and treasures of this city. It is high time that we talked about tourism for all and not for some categories only. Still too many people, also the so-called “experts”, associate the idea of disability with somebody on a wheelchair. Still too many people think that some places are accessible only because there is a ramp or a lift. What about those with other sensory or mental impairments? Unfortunately, every summer, I read about people with mental problems sent away by hotels or isolated “not to disturb the other clients”, people who have to eat their meals in their bedrooms not to upset the other guests in the restaurant room... There are other barriers to tear down, such as irrational and unjustified fears, and other knowledge to acquire. We have to talk about disabled people in terms of guests and clients with special needs (just like a mum with a stroller or those elderly people who need some more comfort or attention). On the other hand, it is necessary for disabled people to grow up and become real travelers. Actually, it would be too easy to charge only the tourist sector with all responsibilities and commitments. Disabled people cannot travel or they can do it very little. Sometimes they are not well-informed and do not care about telling their hosts about what can make the difference between a dream and a nightmare holiday. And here is the third key word: information. It must be clear and accessible to everybody in all languages, honest and hopefully standardized. It is useless to try to define for which categories a place, an excursion or an experience can be accessible. Nobody better than travelers can say whether they can live it or not. If some planks are enough to climb a step, there is still a lot to do to demolish cultural barriers. Yet, we are starting to do it here and now!

**Moderator:**

**Valentina Rossi**

Historian and Cultural Heritage Expert



**BIO:** Valentina Rossi graduated in 1998 in history at the University of Bologna. In 2003, she obtained a PhD at the High School of Historical Studies of the University of San Marino with a thesis on the Reformation. As a publishing editor in the field of literature, Rossi has collaborated with several publishing houses as an editor and a translator. For Rizzoli she has translated texts by the German theologian Hans Küng and a collection of conferences by Joseph Ratzinger. In time, Rossi has developed an interest in the history of San Marino analyzing, in particular, the events occurred in the 19th and 20th centuries. She has published a number of books on local history. Furthermore, she has collaborated with the San Marino Center of Historical Studies as an editor, a translator and an author. In June 2009, Rossi was appointed member of the Council of the municipality of Acquaviva while from 2010 to 2012, she was a member of the San Marino delegation at the Congress of Local and Regional Authorities of the Council of Europe. Since 2003, Rossi has been a teacher of literature at the school of San Marino and she is presently teaching national history at the High School of San Marino.

**Speaker:**

**Lyubomir Durankev**

National and International Project Manager, Sozopol Foundation, Bulgaria:  
League of Historical and Accessible Cities (LHAC) - Case Study of Sozopol



**BIO:** Mr. Lyubomir Durankev is an International Projects Expert at Sozopol Foundation. He has obtained both bachelor's and master's degrees in Marketing from the University of National and World Economy in Sofia. After a 7-year career in the field, working for leading Bulgarian companies, and over 10 years of experience in organizing events, Mr. Durankev was inspired for a new beginning and for working in public benefit. He started working with Sozopol Foundation, the only Bulgarian non-governmental organization working in official partnership with UNESCO. Since then Mr. Durankev has been managing and coordinating the development and implementation of projects for the safeguarding and promotion of cultural heritage, as well as for creating accessible environment, in collaboration with prominent experts. In March 2013, Sozopol Foundation established a partnership with the League of Historical and Accessible Cities (LHAC) and in September 2014 the first collaborative project was approved for funding by the European Commission.

**ABSTRACT:** Sozopol Foundation was established in December 2002, aiming to work for the public benefit. Due to its active participation as one of the ten members of the NGO-UNESCO Liaison Committee, the Organization assigned Sozopol Foundation to organize an international forum, dedicated to the role of youth for the safeguarding of tangible and intangible cultural heritage, which was successfully held at the end of September. Sozopol Foundation has considerable experience in projects that provide people with disabilities with access to the cultural heritage and natural landmarks through the use of a suitable combination of EU funds and its own funds. Since 2003, the Foundation has implemented several projects for accessibility, including the restoration of fragments of the fortress wall and of towers, the construction of an associated accessible complex, which includes a museum collection, a tourist centre, a panoramic passage, and a quay, as well as the provision of accessible infrastructure to the complex, aiming to foster the social integration and personal realization of people with special needs. In March 2013, on the grounds of projects accomplished by Sozopol Foundation, the town of Sozopol and the Ancient Town of Apollonia Archaeological Reserve joined the LHAC, a project of the European Foundation Centre. Currently, the Foundation is working on project STRING in collaboration with the partners of the League. The project, aiming to create virtual tourist accessible itineraries and promote them as tourist packages, has been approved for funding by the EC. With its full and correct activity in favour of society and persons with disabilities, Sozopol Foundation has established itself as an authoritative structure of civil society and the NGO sector in Bulgaria, in terms of preservation and promotion of cultural heritage and the provision of accessibility to the heritage.

**Speaker:**

**Bernadette Lo Bianco**

Project Manager of Accessible Siracusa and Noto, Sicily, Italy: Accessible Itineraries-Siracusa and Noto also in Sign Language



**BIO:** Professor Bernadette Lo Bianco was born in Catania in 1973. She is a lecturer in Tourist Reception, a member of ENAT and an expert in National and International Ceremonial and Protocol, as well as in Tourism - in particular in Accessible Tourism. She works closely with Roberto Vitali, founder and president of Village for All. Bernadette has been also a technical member of the Commission for the Development and Promotion of Accessible Tourism as for the Training Group established by the Italian Ministry of Tourism. The main objective of Professor Lo Bianco's work is to complete the tourist offer of Sicily in order to ensure a kind of tourist reception on the whole territory which is actually "FOR ALL". The most important initiatives promoted by Professor Lo Bianco in the last three years to achieve such purpose include: 1) for the first time in Italy, a vocational school for hotel management and catering, the Istituto Alberghiero "Alfio Moncada" in Lentini, adopted a manual on the "Quality of tourist reception of guests with specific needs"; 2) the organization of the first Conference on Accessible Tourism in Eastern Sicily, in collaboration with Roberto Vitali, founder of Village for All; 3) the institutionalization - for the first time in Sicily - of a Sunday Mass in LIS (Italian Sign Language) for deaf people at the Shrine of Our Lady of Tears; 4) the promotion and institutionalization of a "Theatre in LIS" project in Syracuse; 5) the creation of the initiative called "SEA FOR ALL, BEACHES FOR ALL: SYRACUSE FOR ALL", 5) the promotion of "Syracuse and Noto also in the sign language", a project which resulted in the distribution of a brochure - all designed by Professor Lo Bianco - of tourist and cultural itineraries tailored to meet the specific needs of deaf people accompanied by a LIS interpreter.

**ABSTRACT:** "Syracuse and Noto also in sign language" is a pilot project in Sicily: up to now, in fact, no city of Southern Italy has proved to be fully accessible from the point of view of tourism and culture, opening its doors to the deaf community and destroying all communication barriers. People with specific needs must enjoy the same opportunities as for cultural participation as those given to anybody else, in terms of both fruition and creation. The possibility to participate in cultural activities for people with difficulties depends on the removal of obstacles in the places designed for culture. Organizers and institutions, which make efforts to fulfill this goal, gain popularity with a new range of visitors and improve their own image with the public opinion. Accessible culture is a big battle for civilization. It is an act of diligence to build a better society for everyone, where silence, solitude and marginalization will be finally cancelled. A new frontier for cultural heritage where museums and sites take new social responsibilities and give tools and opportunities to people with their own identity, differences, expectations, needs, curiosity and abilities, thus establishing new base parameters where diversity is the real wealth. That is why, in collaboration with each other, the cultural and tourist resources of Syracuse and Noto led to the creation of a list of tourist routes suitable also for deaf people and not only for them. It is something innovative and different compared to the usual routes as it takes into consideration the needs, time and specific values of deaf people, which can be included in tourist and cultural routes telling the history of Syracuse and di Noto with the help of an ISL interpreter accompanying tourist guides. All this contributed to make Syracuse and Noto two complete tourist destinations improving their offer and enlarging their range of clients: a perfect anti-crisis solution. Actually, since this project has been implemented, the tourist flow of deaf people - which had been equal to zero up to then - has developed exponentially and has driven the deaf community of various regions to visit Syracuse and Noto. The increase in the number of visitors, the growth in the tourism competitiveness of the territory, a longer tourist season and the involvement of a new target market are only some of the positive social and economic effects which accessible tourism may offer.

**Speaker:**

**Sabine Neusüss**

Accessibility Manager, Municipality of Salzburg, Austria: Salzburg - Winner of the European Award of Accessible City in 2012



**BIO:** Sabine Neusüss has a Bachelor's Degree in Journalism and Communication from the University of Salzburg, Austria. Since 2003 she has been responsible for project coordination in the Office of Women's Affairs of the City of Salzburg. As of February 2011, she is also responsible for Accessibility of the City of Salzburg.

**ABSTRACT:** On 1 December 2011 the city of Salzburg got the Access City Award 2012. This award is a European prize awarded every year and 114 cities from 23 European States have participated in the contest thus far. The aim of this award is to promote initiatives which implement universal accessibility in European cities and the attempts to achieve participation of people with disabilities in everyday life. The European Commission honored the heritage city of Salzburg for the longstanding commitment and the best practice examples in accessibility in four areas of action: built environment and public spaces, transportation and related infrastructures, information and communication, and public institutions and services.

**Speaker:**

**Elena de Mier Torrecilla**

Coordinator, Cooperation Agreement between the ACS Foundation/Spanish Agency for International Development and Cooperation (AECID): Accessibility in the National Heritage Sites in Spain and International Cooperation projects in Latin America



**BIO:** Architect, Coordinator of the Agreement between the ACS Foundation and the Spanish Agency for International Development Cooperation (AECID). Since 2008 she is responsible for the line of Universal Design and inclusive restoration of historical city centers of the Program “Heritage for Development” of AECID. She coordinates the training activities on accessibility and Design for All in Latin America, organized by AECID, ACS Foundation and the Royal Board on Disability of Spain. Elena de Mier is also responsible for the Technical Secretariat of the Queen Sofia Universal Accessibility Awards for Latin American municipalities. She has also collaborated in the drafting of the UNWTO Manual on Accessible Tourism for All: Public-Private Partnerships and Good Practices

**ABSTRACT:** Many national heritage sites in Spain are today accessible for persons with reduced mobility thanks to the joint work between the National Heritage Agency, the Royal Board on Disability and the ACS Foundation. Also the Spanish Cooperation aims to make accessible the historical heritage cities in Latin America through the Spanish Agency for International Development Cooperation, the Royal Board on Disability and the ACS Foundation. At national and international level, the Spanish agencies promote the accessibility as fundamental element for the sustainable enhancement of cultural and natural heritage for the use and enjoyment of all and also for future generations. These activities are also destined to promote the sustainable development of many communities in Latin America, and as a guarantee of improving social welfare of people with disabilities and other people at risk of social exclusion.

**Moderator:**

**Alain Pellet**

Legal Advisor of the UNWTO, former Chairperson of the International Law Commission of the UN and President of French Society for International Law



**BIO:** Emeritus Professor at the University Paris Ouest Nanterre La Défense, Alain Pellet is a former member (1990-2011) and a former Chair (1997-1998) of the International Law Commission of the United Nations. He has been the legal adviser of the World Tourism Organisation since 1990; in this capacity, he took an active part in the elaboration of the Global Code of Ethics in Tourism. He is also a member of the Institut de Droit International and the President of the French Society for International Law since 2012. Moreover, he has acted as the Independent Objector for the New generic Top-Level Domain Names Program launched by ICANN. He has been and still is Counsel in more than 50 cases before the International Court of Justice, the International Tribunal for the Law of the Sea as well as in several international and transnational arbitrations. He has been appointed as arbitrator or expert in several ICSID or other investor-State arbitrations and designated to the Panel of Arbitrators of the ICSID by the Chairman of the Administrative Council (2011). Professor Alain Pellet has written or edited several books in international law. He is the author of more than 150 articles in various fields in international law (the great majority of his articles are available at [www.alainpellet.eu](http://www.alainpellet.eu)).

**Speaker:**

**Jean-Marc Mignon**

President, International Social Tourism Organization (ISTO): Social tourism and universal accessibility



**BIO:** Jean Marc Mignon, after language studies at the Catholic University of Paris (Spanish), dedicated his entire professional life to youth travel and then to social tourism. He has been the director of a French association of youth travel, “Club des 4 Vents”, for nearly ten years, and the general delegate of the National Union of Tourism Associations (UNAT) in France, from 1991 until 2010. At the international level, he was the President of the Federation of International Youth Travel Organizations (FIYTO) from 1987 until 1997, and was at the origin of what became the World Youth and Student Educational Travel Confederation (WYSETC). Later, he became involved in the International Social Tourism Organization (ISTO), first as vice-president, and then as President since 2010; he was recently reelected for a second 4 years term. Through these functions, he got a wide experience of social tourism and social policies of tourism worldwide. He is a member of the World Committee on Tourism Ethics since 2013.

**ABSTRACT:** Jean Marc Mignon intends, during his presentation, to place accessible tourism in the wider scope of the obstacles which prevent nearly half European citizens from going on holidays and have access to the benefits of tourism. The obstacles are physical or material, and these are undoubtedly a priority to be solved, shared by most of people and public decision makers; but, in most cases, these obstacles also are of economic or financial nature, as a wide range of citizens cannot afford leaving their homes to travel. A consequence of this is that some people may be affected by a double constraint. The presentation will be concluded by a call to join forces in order to convince national and regional administrations, as well as and the private sector, to consider positively the development of social policies of tourism, which will have, of course, an ethical value, but also a positive impact on the economic development and employment.

**Speaker:**

**Antonella Correra**

Policy Officer in charge of Accessible Tourism, DG Enterprise and Industry, European Commission: EU policy instruments on universal accessibility in tourism



**BIO:** Antonella Correra is a Policy Officer in the Tourism and Cultural Instruments Unit, Directorate General for Enterprise and Industry of the European Commission, dealing with accessible tourism and safety of travellers. Antonella joined the European Commission in 1998 where she has held different roles first in the Directorate General for Taxation and Customs Union, dealing with inter-institutional relations, transparency and data protection, then in the Directorate General for Health and Consumers, dealing with product safety, leading the development and setting of safety standards for consumer products and services. Prior to joining the EU Commission, Antonella worked as a civil servant in the Italian National Health Service. She holds two University Degrees in Law and Political Sciences from the University of Rome "La Sapienza".

**ABSTRACT:** The intervention will be divided in two main parts: 1) Overview of the significance of accessible tourism for the European tourism sector and 2) Main policy and financial support instruments. The intervention will provide an overview of the significance of accessible tourism in Europe, in terms of its economic contribution, both current and potential. Information will also be provided on the preferences, behavioural aspects, and demographic evolution of the demand. Subsequently, gaps in the supply of accessible tourism and the requirements in skills and training for the sector will be indicated. Data on recent research carried out by the European Commission will be provided. The second part will present main policy, actions and initiatives, and financial support provided by the European Commission to foster a tourism sector of excellence accessible to all.

**Speaker:**

**Paolo Rosso**

Veneto Region Commissioner for Tourism, Italy



**BIO:** Paolo Rosso was born in Agna, close to Pauda in 1960. He is currently Commissioner for tourism of the Veneto Region. As a Tourism Commissioner, Paolo Rosso is in charge of the whole regional promotion and coordinates the political activities and strategies aimed at improving the tourism management within the Venetian area. He helped the regional department for tourism in defining new projects to implement accessibility within the tourism value chain and he integrated, in the framework of the regional tourism law, the Art. 43 on the rights of visitors with disabilities and special needs. Moreover, he is one of the coordinators of the European Accessible Tourism taskforce within NECSTouR: the Network of European Region for Sustainable and Competitive Tourism. In the past he covered many important roles for the regional economic sector: actually he was both General Director for the Food and Agricultural Department of the Veneto Region and, previously, Deputy Director for the same Department. In 1984, Paolo Rosso graduated in Padua in Agricultural Science.

**ABSTRACT:** Accessible tourism represents a crucial aspect of innovation for our destinations. After the World Tourism Day - that was celebrated in Mexico on September the 27th – “Tourism and community development” has become the new MANIFESTO at international level that I want to support both from the professional point of view and from the personal one. Actually, the ability of tourism to empower people and provide them with skills to achieve change in their local communities, should be absolutely linked to the accessibility and hospitality quality. The Veneto Region is the first Italian Region for Tourism (63 mil. arrivals and 15 mil. of overnight stays). It is the Sixth Region in Europe for number of visitors. The EU proposed many political initiatives to boost the tourism sector after the crisis. The Regions play a crucial role in the development and management of the sector, and are therefore collaborating with the EC and Parliament to support the 2010 Communication “Europe, N° one tourism Destination – a New Political Framework for Tourism in Europe” and its 21 actions according to the principle of subsidiary established by the Treaty of the EU. In 2010 the Veneto Region subscribed a declaration of Intent with the Previous Vice President, Mr. Antonio Tajani to formalize its commitment in this sense. In 2011 the Veneto Region together with Ile De France Region, in the Framework of NECSTouR (the Network of European Regions for Sustainable and Competitive Tourism) took the challenge to coordinate the European Accessible Tourism Task Force. It is a group of regions that share their experiences and perspectives on the integration of accessibility within the tourism value chain. The overall objective is to collaborate at international level with other NON European subjects – both form the public and the private sector – to increase the number of visitors coming from the emerging countries notwithstanding their special needs. The Accessible Tourism Representatives, supported by NECSTouR wrote a road map document that was launched on October 6th at the European Parliament. The institutional representatives from Scotland, Flanders, Catalunya, Ile De France and Veneto joined the meeting to propose a 2015 action plan for accessible tourism destination.

**Speaker:**

**Teresa Ferreira**

Director, Development and Innovation Department, Turismo de Portugal:  
National tourism policies and universal accessibility in Portugal



**BIO:** Teresa Ferreira has a Bachelor's Degree in Sociology and a Master's degree in organizational psychology. She has been working for Turismo de Portugal (the national authority for tourism) since 1998. She currently occupies the position of Director of Development and Innovation Department in Turismo de Portugal.

**ABSTRACT:** The quality of Portugal as a tourist destination has been recognized worldwide. This is demonstrated by the data relating to tourism performance in 2013, with more than 40 million overnight stays, 14,400 million guests in hotels and an income of 9,200 million Euros from tourism. There have been very positive developments in the foreign market demand, a trend that is continuing in 2014. As it is systematically revealed from the results of annual surveys on tourist satisfaction, this international recognition of Portugal as a tourist destination is based significantly on the good reception and hospitality offered to tourists. It is in the reinforcement of these inherent values of Portugal that the approach 'Accessibility – Tourism for all' fits. Also, the most recent data from the European Union show a growing importance in the sector of people with special needs. Considering this background, the National Tourism Strategy states "make Portugal an accessible destination for all" as a strategic action. It encourages the mobilization of public and private agents in order to structure the accessible tourism offering and provide new service offers. Institutional partnerships, networking between private tourism agents, production of technical tools for agents and the spread of best practices are some of the current implementation methods. The work has already started and it is in development phase. The identified challenges include organization and providing information about the accessible tourism offering; the acquisition and monitoring of demand flows; the continuous awareness of both public and private tourism agents for the potential growth and positioning of an accessible tourist destination for all.

**Speaker:**

**Annagrazia Laura**

President, European Network for Accessible Tourism (ENAT): Training modules on accessibility for tourism professionals



**BIO:** Annagrazia Laura has a long experience in promoting the rights of people with disabilities within CO.IN. (Cooperative Integrate Onlus and then Consorzio Sociale COIN), an organisation involved in creating job opportunities for people with disabilities, also through accessible tourism, where she had the responsibility to develop the Group's Tourism Dept. at national and international level. She is presently responsible for Int.'l relations and European projects and represents CO.IN in several EU funded projects and international organisations. Since 2009 she is a member of the Commission for the development and promotion of accessible tourism, set up by the Italian Ministry of Cultural Heritage and Tourism, where she participated in the study groups on Training and Accessibility. Since 2013, she is the President of ENAT, the European Network for Accessible Tourism.

**ABSTRACT:** The tourism sector depends on the continuous development of its human resources in order to create high quality products and give the best service to visitors. In order to achieve high levels of service for guests with specific access requirements, managers and staff require training, especially in "disability awareness" and customer care. There are also certain skills that can help staff to communicate effectively and serve the needs of this clientele. This presentation gives an overview of a recent Europe-wide research study conducted by ENAT and partners, in which training and skills development programmes were examined, identifying good practices and measures to enhance the capacities of tourism, travel and hospitality professionals. Key training modules are highlighted, from "Understanding the business case" to "Making your business accessible", as well as strategic recommendations for policymakers, destinations and businesses – including Small and Medium-sized Enterprises – that seek to deliver premium services to the accessible tourism market.

**Moderator:**

**Pete Kercher**

Ambassador of the EIDD Design for All in Europe



**BIO:** Pete Kercher followed up a law degree from Southampton University with a period in international youth politics (Vice-President, European Federation of Liberal and Radical Youth, 1975-77). Moving to Italy in 1978, he established a communications and design consulting agency in Italy in 1978, now KSDC Strategic Design and Communications. Executive Officer of the Bureau of European Designers Associations (BEDA) in 1988-94, he then represented Italy on its Board of Directors until 2002. A member of ADI, the Italian Association for the Industrial Design, since 1994, he co-ordinated its International Committee in 1999-2001 and the Italian National Council of Design in 2000-2001. A founder member of EIDD – Design for All Europe in 1993 (President in 2003-7) and of its national counterpart Design for All Italy (President 1997-99), he is currently its roving Ambassador, speaking and lecturing in an average of 10 countries worldwide every year. A member of several scientific, consulting and editorial committees and juries for international conferences, journals and awards and author of numerous articles and manifestos for political, legal and design publications, he served as a member of the Group of Experts in Design at the Office for the Harmonisation of the Internal Market (OHIM) throughout its existence (2002-2008).

A convinced believer in applying design methods to the strategic challenges generated by today's complex and continuously changing society, so as to trigger interdisciplinary cross-fertilisation and synergy, he has written articles and manifestos for political, legal and design publications, chaired and addressed conferences, seminars and symposia all over Europe and the rest of the world and acted as consultant to several international projects. In 2010, he was appointed to the Advisory Committee of the Design Silesia project, run by the Region of Silesia, in Poland. As President of EIDD, he focused on critical mass in terms of membership (the countries with active official member organisations increased from four to fifteen in the four years and have increased further to twenty-three since then), of academic credibility (the definitive EIDD Stockholm Declaration© was drafted and passed in 2004) and of taking the message about Design for All out into the real world of business and public administration, both by targeting the European Commission, other international agencies and major international organisations operating in the private sector and by devising and launching a cycle of major annual conferences focusing on macrotopics, areas where design can make a real difference: Culture for All (2005), Work for All (2006) and Tourism for All (2007). The author of many articles in specialised magazines and other publications, he has conducted or contributed to round tables, conferences and congresses throughout Europe and in other parts of the globe about marketing, Design for All and the workspace.

**Speaker:**

**Roberto Torena Cristobal**

Manager, ONCE Foundation, Spain: Smart technologies fostering accessible tourism



**BIO:** Roberto Torena holds the position of Manager of the Accessible Technologies and Innovation Business Unit of Ilunion Consulting, which is the technology and consultancy company belonging to the business corporation of ONCE Foundation. The ONCE Foundation was created by the ONCE (the Spanish Blind People Organization) as an instrument for the Spanish blind to show their cooperation and solidarity with other groups of persons with disabilities. Its main purpose is to develop, either directly or jointly, social integration and welfare programmes for people with any kind of disability, focusing primarily on training and employment, as well as on accessibility and the removal of barriers of all types. During the 2013 financial year, the ONCE and its Foundation created 9,214 jobs and on-the-job training opportunities, of which 8,159, or 88.6%, have gone to disabled persons. Roberto is responsible for representing Ilunion Consulting and ONCE Foundation at international events, participating in presentations, networks and workshops for experts, and carrying out “scientific lobbying” activities. He is also responsible of identifying business opportunities, building consortium and creating proposals and negotiating awarded tenders and projects with the clients.

**ABSTRACT:** Article 9 of the UN Convention on the Rights of Disabled Persons (UNCRDP) states that: “To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas. These measures, which shall include the identification and elimination of obstacles and barriers to accessibility” Until now, little attention has been paid in Smart City initiatives regarding the provision of accessibility and personalization as smart dimensions of a Smart City. One of the great challenges faced by cities is the need to be designed to fit all citizens and tourists, taking into account the diversity of individuals and the broad range of abilities when interacting with the environment. Elderly, disabled people and tourists that do not understand the native language may face barriers to access public services. Smart Human Cities is a concept coined by the ONCE Foundation to address the way a city leverages accessibility to the built environment (urban, buildings and transport) and ICT equipment and services in order to make its infrastructures and public services usable by all, as well as providing more efficient and interactive services based on the concept of universal accessibility.

**Speaker:**

**Roberto Vitali**

President, Village for All (V4A), Italy: V4AInside...Take the measures for your holiday



**BIO:** Roberto Vitali is from Ferrara (Emilia Romagna – Italy). He is registered at the Order of Publicists' Journalists of Emilia Romagna. A car accident in January 1976, when he was 15 years old, made him paraplegic. Since then, he has undertaken a long series of activities. Since 1992 he is engaged in Tourism for people with disabilities. In Ferrara he created the first office "Informa Handicap." He is currently President and Founder of Village for all – V4A® ([www.V4A.it](http://www.V4A.it)), International Quality Brand Hospitality for all. From 2010, he is Member and Spokesman of the Committee for the Promotion of Accessible Tourism at the Ministry of Tourism, and he contributed to the writing of Manifesto del Turismo Accessibile (Accessible Tourism Manifesto – 2010), of the Libro Bianco del Turismo Accessibile (White Paper on Accessible Tourism - presented at BIT Fair in Milan, 2013) and of the International Communication Campaign on Accessible Tourism (2013) promoted by the Ministry of Tourism with the video Italia Paese Ospitale (Italy Open for Everybody) From 2009, as V4A®' President, Roberto Vitali organized with Fiera di Vicenza and Regione del Veneto Gitando.all, the first International Exhibition dedicated to Accessible Tourism, to which the President of the Italian Republic, Giorgio Napolitano, granted the Award of Representation. He is the co-inventor of V4AInside, software that represents a technological and organizational innovation in the process of collection and processing data relating to the accessibility of tourist facilities/tourist attractions, through the use of advanced technologies. He is Affiliate Member of UNWTO, Associate Member of ENAT, Member and Delegate for the Accessible Tourism of SKÅL International - International Association of Travel and Tourism Professionals -. He is Technical referent for the Tourism Field of FISH – Italian Federation Overcoming Handicaps –, and was Tourism referent of Commission COMITUR. He is Member of ASCOM Ferrara Board (Association of Trade, Tourism, Services) and of the Consortium Visit Ferrara.

**ABSTRACT:**

Village for all – V4A® is the International Quality Brand for Accessible Tourism which **through its information analysis guarantees the best choice to spend your holidays safely**. In order to pursue this goal, we have created an APP called V4Ainside, an easy and immediate tool to choose your holiday in any country! The info is for tourists, tour operators and travel agencies. The APP, depending on the type of building/structure to be checked, sets out data sheets and a simultaneous collection of multimedia data (pictures, drawings, and so on) and physical characteristics (slopes, sizes, obstacles, etc.), with direct monitoring on the whole activity operated by the system, the opening of audits until their closure and the transmission of the data to "The Cloud", which checks them constantly. Each piece of information is verified by the device, which does not permit tampering and maintains a high level of control/attention. At the end of the check, all data are instantly processed and sent to the V4A® server where they are stored and assessed by qualified personnel. Thanks to a suitably developed algorithm, a list of actions and possible improvements is elaborated. The software has been developed for multilingual operations (Italian, English, Portuguese and many more are possible). V4Ainside has been designed to integrate with other data collection systems/classifications such as: quality certification, star ranking, environmental certification, etc. *MORE INFO*, [WWW.V4AINSIDE.COM](http://WWW.V4AINSIDE.COM), [direzione@V4A.it](mailto:direzione@V4A.it).

**Speaker:**

**Magnus Berglund**

Accessibility Ambassador, Scandic Hotels, Sweden: Design for All in the hospitality industry



**BIO:** Magnus BERGLUND, SCANDIC Hotels, Accessibility Ambassador since 2003. Magnus has created a unique program for the 230 Scandic hotels in 8 countries which has put Scandic in the world leading position in the tourism sector for accessibility for guests.

**ABSTRACT:**

SCANDIC is widely acknowledged as the world's leading hotel chain as concerns access for all, with 230 hotels in 8 European countries. Putting the needs of all guests firmly in the centre of its business model, SCANDIC has built a programme around accessibility, which includes the buildings, fixtures, fittings, furniture and design; training of all its staff, menus, conferences and meetings, information and reservation services (and so on...) to ensure that guests with disabilities or other access requirements enjoy a pleasant and trouble-free stay. Scandic has received numerous awards and is getting attention in media worldwide (CNN, BBC World, UN).

**Speaker:**

**Ross Calladine**

Head of Business Support, Visit England, United Kingdom: Developing and promoting accessible destinations throughout England.



**BIO:** Ross Calladine is Head of Business Support for VisitEngland. As part of his role at VisitEngland, Ross is the in-house accessibility expert developing initiatives that help tourism businesses tap into the high value, growing accessible tourism market, to entice people with access needs to enjoy England. Ross led on the development of England's first Accessible Tourism Action Plan, providing a clear strategic direction for stakeholders nationwide, to position England as a leading destination for people with access needs. Ross has also developed an innovative 'Access Statement Tool' that assists England's tourism businesses to improve the accessibility information they give potential visitors and spearheaded the production of a number of guidance booklets. These include 'At your service', which presents the business case for improving accessibility, 'Listen Up!' with tips to meet the needs of customers with hearing loss and 'Speak Up!' to help businesses market their accessibility. As an authority on accessible tourism, Ross regularly speaks at industry events, most recently including ITB Berlin, World Travel Market and Destinations for All World Summit and he also plays a leading role in VisitEngland's Access for All Tourism Award, which recognises leaders in the field.

**ABSTRACT:** National Tourist Board VisitEngland takes a leading role in the development of England as a leading destination for people with access needs. Key areas of work are: developing the economic business case, providing a suite of business support materials and undertaking Access for All Projects that develop and promote accessible destinations. VisitEngland has recently produced a powerful infographic, which shows that the overnight accessible tourism market is now worth £3billion to the England economy, with day visits bringing the figure up to £12.4billion. What is particularly striking is the growth of this market over the past 4 years. Overnight domestic trips by disabled Britons and their companions have increased by 19%. Spend too has increased - by 33%, three times more than that of all trips. The national tourist board has developed a framework for destinations to target the accessible tourism market. A pilot Access for All project, supported four destinations with accommodation and attractions from each destination taken through a robust Access for All programme to ensure they deliver the highest standard of access for visitors. The project culminated in the first ever national marketing campaign in England aimed at disabled people during March 2014. Now, with co-funding secured from the European Commission, a new Access for All project will support 7 destinations and 56 businesses with a marketing campaign scheduled for end Summer 2015. VisitEngland has developed a suite of business guides, tools and case studies to help businesses meet the needs of travelers with access needs. This includes an Online Access Statement Tool for businesses to provide information on their accessibility, an annual Access for All Tourism Award and guides such as Listen Up! with tips on welcoming customers with hearing loss.