

**ACCESSI TOURISME SIMPOSIUM**  
**30<sup>th</sup> November – 1<sup>st</sup> December 2009 – Barcelona**

**Hotel SERHS CAMPUS**  
**Vila Universitària – Campus Universitat Autònoma de Barcelona**  
**Escola Universitària de Turisme i Direcció Hotelera**  
**08193 Cerdanyola del Vallès (BARCELONA)**

[www.serhscampushotel.com](http://www.serhscampushotel.com)

**Main entrance and registration: Hotel Serhs Campus**

**“BUILDING ACCESSIBLE DESTINATIONS”**

*(Interpretation will be provided from/to Catalan, English, French and Spanish)*

**Draft Programme**

**30<sup>th</sup> November**

09:00-09:30                    **Registration of the participants and welcome coffee**

09:30-10:00                **Official opening**

*HC Josep HUGUET, Minister of Innovation, Universities and Enterprises, Generalitat de Catalunya.*

*Mrs. Hermeline MALHERBE, Conseillère Générale, Chargée de la Commission des Personnes Handicapées et du Développement Durable.*

***Presentation of ACCESSI TOURISME PROJECT***

*Mr. Joan Carles VILALTA, General Director of Tourism - Innovation, Universities and Enterprise Ministry, Generalitat de Catalunya.*

*Igor KNIBIEHLY, Director of Comité Départemental de Tourisme de Pyrénées Orientales*

## PANEL I

### Laws, Accessibility codes and Labels

*Chaired by: Mr. Joan Carles VILALTA, General Director of Tourism - Innovation, Universities and Enterprise Ministry, Generalitat de Catalunya*

10:00 – 10:45

***International Comparison between accessibility laws***

*Mr. Jordi Rufí, Lawyer Consultant (Girona, Catalunya)*

***OPEN BRITAIN, providing a recognisable brand for all types of accessible accommodation***

*Mrs. Jennifer LITTMAN, Chief Executive of TOURISM FOR ALL UK (United Kingdom)*

***LABEL TOURISME- HANDICAP, the French official label on accessible tourism***

*Ms. M. Christine Cier, Comité Départemental de Tourisme de Pyrénées Orientales (France)*

*Mr. Alain DUDICOURT, Directeur de la Direction Régionale du Tourisme du Languedoc Roussillon (France)*

10:45 – 11:15

**Debate and Conclusions**

11:15 -11:45

Coffee break

## PANEL II

### Accessible and practicable establishments and touristic services

*Chaired by: Mrs. Hermeline MALHERBE, Conseillère Générale, Chargée de la Commission des Personnes Handicapées et du Développement Durable.*

11:45–12:30

**Accessible Hotel accommodation: the case of Scandic Hotels**

*Mr. Magnus BERGLUND, Scandic Hotels (Sweden)*

**Rural Tourism accommodation: the challenge for accessibility**

*Mrs. Mònica MOLINA, researcher of UAB (Barcelona, Catalunya)*

**The challenge of accessibility in Complementary supply services:**

**Les ânes du Canigou et la Reserve de Nyer**

*M. Stéphane BRANGOLEAU, (Perpignan, France)*

**Health&Leisure Tourism in Eivissa: “Un mar de posibilidades” project**

*Mr. Pedro CÁRCELES, Project coordinator (Eivissa, Balears)*

12:30-13:00            **Debate and Conclusions**

13:00-14:30           **Buffet Lunch**  
(Grand Hall HOTEL SERHS CAMPUS)

**PANEL III**

**Design of accessible and practicable spaces and products**

*Chaired by: Mrs. M. Àngels ALCANIZ, Managing-Director of ELSA INTEGRACIÓ Foundation.*

14:30- 15:30           **The challenge of design inland destinations for all: the case of Lousã (Portugal)**  
*Mr. Ernesto CARVALHINDO & Mr. Filipe CARVALHO, (Portugal)*  
*Lousã Accessible Destination Project (Portugal)*

**Accessible beaches in Languedoc-Rousillon:**

**CAP HORIZON Audi plage project**

**Handi Plage Association**

*Mr. Jacky LAPALUD , (Montpellier, France)*

*Mr. Espi Ramon (Perpignan, France)*

**Snow sports in a Mountain Resort: LA MOLINA**

*Mrs. Mariona MASDEMONT (Ripollès, Catalunya)*

**Cultural Heritage and Accessibility**

*Mrs. Mònica SURIS, (COM ACCESS, Barcelona, Catalunya)*

15:30-16:00           **Debate and Conclusions**

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**18:30 Transfer to Barcelona city**

**19:15 Guided tour at Palau de la Música**

**20:00 Social Dinner at Palau de la Música Restaurant**

**1<sup>st</sup> December**

**PANEL IV**

**Information, Marketing and Commercialization Services**

*Chaired by: Igor KNIBIEHLY, Managing Director of Comité Departamental de Tourisme de Pyrénées Orientales*

09:30 – 10:30      ***The conceptualization and scope of the Accessible Tourism niche market***

*Mrs. Trinidad DOMINGO, Researcher University of Santiago (Galicia)*

***How to reach the accessibility market targets***

*Mrs. Carolina VICENS, Accessibility Consultant, MALLORCA FOR ALL (Illes Balears)*

***Supermobile, The whole information services***

*Mrs. Laura ANNAGRAZZIA (Italia)*

10:30 – 11:00      **Debate and Conclusions**

11:00 -11:30      Coffee break

**PANEL V**

**Urbanism, Transport and Mobility**

*Chaired by: Mrs. Gemma CÀNOVES, Escola Universitària de Turisme i Direcció Hotelera. UAB.*

11:30–12:30      **The Urbanistic design for all**

*Mr. Rovira BELETA, expert consultant (Barcelona, Catalunya)*

**Mobility services into a destination**

*Mr. Txema ALONSO, SAIATU Foundation (Basque Country)*

**Accessible and practicable transport services for all**

*Mrs. M. Àngels ALCAÑIZ, ELSA INTEGRACIÓ Foundation (Girona, Catalunya)*

**Accessibility service in a university campus: The case of PIUNE**

*Montse FERNÁNDEZ, PIUNE, Servei d'Atenció a la Discapacitat (Barcelona, Catalunya)*

12:30-13:00      **Debate and Conclusions**

13:00-14:30            **Buffet Lunch**  
(Grand Hall SERHS HOTEL CAMPUS)

**CLOSING PANEL**

**INNOVATIVE PRACTICES**

*Chaired by: Mr. Ignasi de DELÀS , Director of Catalunya Tourism Board - Innovation, Universities and Enterprise Ministry, Generalitat de Catalunya*

14:30- 15:30            **Building accessible destinations: The paradigm of ARONA**  
*Mr. Angel David HERRERA, Arona Municipality (Canarias, Spain)*

**Sports for all: the ONCE**  
*Mr. Jesus HERNÁNDEZ, Managing-Director ONCE (Madrid, Spain)*

**CETA Project, Competitive Tourism for all**  
*Mr. Ivor AMBROSE, Managing-Director of ENAT*

15:30-16:00            **Debate and Conclusions**

16:00-16:30            **Closing coffee**

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