



ENAT INTERNATIONAL CONGRESS ON TOURISM FOR ALL

Organised by the Fundación ONCE
Sponsored by the European Commission
November 21st –23rd 2007

MARINA D'OR
Valencia, Spain

Tuesday, 20th November

7 p.m.–10 p.m. - Information Desk – Foyer of Hotel 4**** Registration and documentation.

Wednesday, 21st November

9 a.m.–10 a.m. - Information Desk – Foyer of Hotel 4**** Registration and documentation.

10 a.m. - Poster Hall opens (To remain open until closing of congress).
Room adjacent to Main Congress Hall

10 a.m.–10.30 a.m. Coffee
Room adjacent to Main Congress Hall

10.30 a.m.–11.10 a.m. Opening
Main Congress Hall

Introduction: **Jesús Hernández Galán**
Director, Universal Accessibility, Fundación ONCE, (Spain)

Opening table:

- **Ivor Ambrose**, ENAT Coordinator, (Greece)
- **Rafael Albert Roca**, Mayor of Oropesa del Mar (Spain)
- **Angélica Such Ronda**, Tourism Councillor of the Region of Valencia (Spain)
- **Luis Crespo**, General Director, Fundación ONCE (Spain)

11.10 a.m.-11.30 a.m. – Keynote Speech
Main Congress Hall

“Evolution and Challenges for the Future in Tourism”

Jesús Hernández Galán
Director, Universal Accessibility, Fundación ONCE, (Spain)

11.30 a.m. –1 p.m. – 1st Round Table
Main Congress Hall

“Tourism for All as an Enhancement of the Business Model”

Co-ordinated by: **Luis Cayo Pérez Bueno**
Secretary General, CERMI (Spain)

Rapporteur: **Mieke Broeders**
Director, Toegankelijkheidsbureau, (Belgium)

- **Jon Cortina**
CEO, Viajes 2000, (Spain) *“Travel Agencies as generator of value for customers with disabilities”*
- **Rafael Fernández Villasante**
Air and Port Services Chief AENA, (Spain) *“Implementation of the European Policy and the rights of reduced mobility people at the Spanish Airports”*
- **Magnus Berglund**
Disability Co-ordinator, Disability Ambassador, Scandic Hotels AB, (Sweden) *“Disability for all. Scandic way of working with Disability”*
- **Luis Javier Domínguez**
Commercial Director Tourism, Marina D’Or, (Spain) *“Lack of awareness in our society”*
- **Ana Dolores Martínez Medín**
Responsible for Touristic Activities and Thermal Baths for Disabled People. Economic Grant Area, IMSERSO, (Spain) *“Accessible Tourism. Citizen’s Rights”*

1 p.m.–2 p.m. – Lunch
Restaurant at respective hotels

2.30 p.m.–4.15 p.m. – Workshops (Areas 1, 2 and 3)
Salón Costa Azahara

4.15 p.m.–4.45 p.m. – Coffee
Salón Costa Azahara

4.45 p.m.–6.30 p.m. – Workshops (Areas 4, 5 and 6)
Salón Costa Azahara

Area 1:
“Touristic Regions and Cities as Examples of Accessibility”

Moderator: **Ivor Ambrose**
ENAT Coordinator, (Greece)

Rapporteur: **Monica Guy**
Writer & Editor, Specialist in Disability & Travel. ENAT Press Officer (France)

- **Valeria Shiovone**, Consultant in planning and European Projects Development, Cooperative Sociale La Cruna (Italy) *“Leisure for All. Lands of Portofino: between sea and mountains without barriers”*
- **Lilian Müller**, Project Manager, Turism för alla i Sverige (Sweden) *“Accessible tourism in Sweden - Development and challenges”*

- **Mieke Broeders**, Director, Toegankelijkheidsbureau (Belgium) *“Tourism for All versus Tourism for People with Special Needs”*
- **Joseph Spiteri** University of Malta (Malta) *“Accessible Tourism in a Highly Developed Tourism Industry. Conflicting Aspirations and Reasonableness in Design and Adaptation of Tourist-related Facilities”*
- **Noelia Cuenca**, Councillor for Accessibility, Ávila City Council (Spain) *“The city of Ávila. An example of accessibility”*
- **Dimitrios Bloukos, Kyriaki Kontouly**, Project Manager, Department of Corporate Programmes, Hellenic Ministry of Tourism (Greece) *“Turismo accesible y Voluntariado. Perspectivas de desarrollo”*

Area 2:

“Accessible Tourism as a Key Factor in Quality”

Moderator: **Miguel Ángel García Oca**

President, PREDIF (Spain)

Rapporteur: **Richard Wynne**

Director, Work Research Centre (Ireland)

- **Rüdiger Leidner**, Federal Ministry of Economics and Technology (Task Force “Health Economics and Social Services”) *“Accessibility as Quality Features – a Conceptual Framework Regarding Different Guest Profiles”*
- **Peter Neumann / Francesc Aragall**, Director, Neumann Consult (Germany) / Director, Pro A Solutions (Spain), *“Tools to Improve Opportunities in Tourism for All”*
- **Andrew Daines / Chris Veitch**, eBusiness Partnerships Manager / Project Manager, VisitBritain (United Kingdom) *“Supporting Accessible Tourism Content within Award-winning Tourism Marketing”*
- **Bodil Sandøy Tveitan**, Webmaster VisitOslo (Norway) *“Supporting Accessible Tourism Content within Award-winning Tourism Marketing”*
- **Elena Vallés**, Quality Responsible Ciudad de las Artes y las Ciencias (City of Arts and Science) (Spain) *“Global accessibility in “La Ciudad de las Artes y las Ciencias” (City of Arts and Sciences): a strategic aim”*

Area 3:

“Towards Design for All on Beaches and in Green Areas”

Moderator: **Juan Garay Zabala**

Director General of National Parks, Spain’s Ministry of the Environment (Spain)

Rapporteur: **Aliki Kosyvaki**

Project Manager, Disability Now, (Greece)

- **Sonia Carpinelli**, Architect (Italy) *“The Valorisation of Tourism in Green Areas through Widened Fruition Instruments”*
- **Javier Gil**, Manager Tourism Municipality of Gandía (Spain) *“Accessible Beaches in Gandía”*
- **Victoria Sánchez Gozalbo**, Department of the Environment and Sustainable Development, Valencia City Council (Spain) *“Breaking the Barriers for Visually Disabled People”*
- **Thomas McCarthy**, Director of the Universal Access Program, Massachusetts Department of Conservation and Recreation (USA) *“Universal Experience in the Outdoors: Creating Universal Access while Protecting the Natural World”*

- **Bertrand Mason**, Architect DPLG, Engineer Territorial Conseil General of Department of Herault, (France) *“French Experiences in Creating Access for All to Beaches and to the Sea”*
- **Rafael Ferrer**, Chief of Touristic Assistance Service Department of the Ministry of Tourism (Spain) *“Plan of Accessible Tourism in the Region of Valencia”*

Area 4: “Culture and Leisure as a Way to Improve Quality of Life”

Moderator: **Mariano Ruiz**
Paralympic Athlete, ONCE (Spain)

Rapporteur: **Claudia Marchini**
Project Coordinator at ATHLA Onlus (Italy)

- **Christopher Hart**, Director of Urban and Transit Projects Institute for Human entered Design at Adaptive Environments (USA) *“Access and adventures in the New Hampshire White mountains”*
- **Katerina Papamichail**, Architect, Workers’ Housing Organisation (Greece) *“Accessibility and the Experience of the Olympic and Paralympic Games, ATHENS 2004”*
- **Carolina Hidalgo**, Coordinator of Sports Programmes, Fundación Deporte y Desafío (Spain) *“Fundación Deporte y Desafío. An example of organization of the adapted sports in Spain”*
- **Albert Zaragoza**, Director, Workshop School and President, Fundación Club Un Mar Sin Barreras, Valencia (Spain) *“Water Sports as an Instrument for Integration”*
- **Susana Navarro**, Managing Director, Adaptamos Group and teacher at Florida Universitaria (Spain) *“Good Practices in the Region of Valencia”*

Area 5: “Technology for Marketing Purposes”

Moderator: **Bodil Sandøy Tveitan**
Webmaster VisitOSLO (Norway)

Rapporteur: **Cléon Angelo**
Vice-president, ANLH, Belgium

- **Carlos Busnadiego Gutiérrez**, Project Manager, GMV Innovating Solutions (Spain) *“MOMO: Navigator for blind people in a mobile phone”*
- **Spyros Michailidis**, Managing Director, EWORX (Greece) *“Europeforall.com – An Integrated Accessibility Information Service for Travellers to European Destinations”*
- **Jaume Jaume**, Teacher at Balearic Islands School of Catering / Centre for Special Education Joan XXIII (Spain) *“Virtual Tourism for All or Access to Touristic Web sites”*
- **Sheila King**, Secretary & Co-ordinator, Access For All Alliance INC (Australia) *“Not Accessible – Not Acceptable”*
- **Blanca Alcanda**, General Director, Technosite (Spain) *“Experiences of Technosite in Delivering Wireless Information Services”*

Area 6: “Good Practices and Guidelines for an Inclusive Tourism for All”

Moderator: **Annagrazia Laura**
Tandem Soc. Coop. Sociale Integrata (Italy)

Rapporteur: **Andrew Daines**
VisitBritain (UK)

- **Steven Vos**, Research Manager, Toegankelijkheidsbureau (Belgium) ENAT Study: *“Services and Facilities for Accessible Tourism in Europe”*
- **Elena Ortega**, Project coordinator (Spain) *“100 Touristic Accessible for All Accommodations”*
- **Susan Thomas**, Director Leisure and Wellbeing RNIB (UK) *“Accessible Tourism – the Whole Journey”*
- **Sofia Kasten Giusti**, University Centre of Araraquara, Sao Paulo (Brazil) *“Accessibility in Brazilian Tourism: Results of Preliminary Research”*
- **Chris Hart**, Director of Urban and Transit Projects Institute for Human Centered Design at Adaptive Environments (USA) *“Guide: Visiting and getting around historic Boston”*

9 p.m. Congress Dinner

(Cocktail dinner in the Gardens of the Main Congress Hall, Marina D’Or)

Thursday, 22nd November

9 a.m.–10.30 a.m. – 2nd Round table
Main Congress Hall

“Standardisation, regulation and the Development of Accessible Tourism”

Co-ordinated by: **Henryk Handszuh**
Director, Market Department, World Tourism Organization (Spain)

Rapporteur: **Chris Veitch**
Project Manager, VisitBritain (UK) Secretary General, CERM

- **Emmanuelle Tulliez**, FFTST, Delegate Secretary of the Tourism and Disability Association, (France) *“Accessible Tourism in France. Policy Challenges”*
- **Pilar Soret**, Programmes Director, Vía Libre (Spain) ENAT Study: *“Addressing the Rights of Disabled Tourists in Europe”*
- **Mónica Sanzo**, Secretaría ISO/TC 59/SC 16 “Accessibility and usability of the built environment”. Secretaría AEN/CTN 41/SC 7 “Accesibilidad en la edificación y el urbanismo”. Dirección de Normalización AENOR (Spain) *“La normalización internacional y el turismo accesible”*
- **Ercan Total**, TÜRSAB (Turkey) *“Accessible Tourism in Turkey”*
- **Aina Olsen**, Adviser, Directorate for Health and Social Affairs (Norway) *“Challenges in Developing a National Labelling System for Accessibility in the Tourist Industry”*

10.30 a.m.–11 a.m. – Coffee Break
Main Congress Hall

11.00–12.30 p.m. – 3rd Round Table
Main Congress Hall

“Inclusion in Touristic Training and Employment”

Co-ordinated by: **José Luis Martínez Donoso**
CEO, Fundosa Grupo, (Spain)

Rapporteur: **Lilian Müller**
Project Manager, Turism för alla i Sverige (Sweden)

- **María Fabiola Fariña Thompson**, School of Psychology, Universidad John F. Kennedy (Argentina) *“Training Plan for Receiving Guests with Different Abilities”*
- **Annagrazia Laura**, Tandem Cooperativa Sociale Integrata (Italy) *“EU.FOR.ME Training and Quality in Accessible Tourism”*
- **Josefa Torres Martínez**, Director, Training and Employment, Fundación ONCE (Spain) *“The Employment in the Tourism Sector”*
- **Richard Wynne**, Director, Work Research Centre (Ireland) *“Increasing the Employment of People with Disabilities in the Tourism Sector”*
- **M^a José Pujol**, General Director, InOut Hostel (Spain) *“INOUT. The First Hostel Managed by Disabled People”*

1 p.m.–2 p.m. – Lunch
Restaurant at the respective hotels

14.30 p.m. - Visit to Ciudad de las Artes y Ciencias (City of the Arts and Sciences) – Journey time: One and a half hours

Guided Visit. Approx. Two hours (4.00 p.m.–6.00 p.m.)

8.30 p.m. Departure for Hotel (Arrival 10.00 p.m.)

Friday, 23rd November

9 a.m.-10.30 Contributions to the Tourist Sector by Interest Groups
Salón Costa Azahara (Areas 1, 2, 3 and 4)

1. Designers and Trainers

Coordinated by: **Miguel Ángel García Oca**
President, PREDIF (Spain)

2. Public Administration

Co-ordinated by: **Juan Mendoza**
Director, School Julián Besteiro UGT (Spain)

3. Business

Co-ordinated by: **Pilar Soret**
Programmes Director, Vía Libre (Spain)

4. Clients

Co-ordinated by: **Ignacio Tremiño**
Group Director, Coordination of Subsidiary Companies, Grupo Fundosa (Spain)

10.30 a.m.-11 a.m. – Coffee Break
Annex to Main Congress Hall

11 a.m. -1 p.m. Conclusions
Main Congress Hall

Co-ordinated by: **Mercè Luz Arqué**
Head, Culture and Leisure Department
Fundación ONCE (Spain)

- **11 a.m.–11.15 a.m. – Workshop Conclusions**

Rapporteur: **Cléon Angelo**
Vice-President, ANLH (Belgium)

- **11.15 a.m. – 11.30 a.m. – Round Table Conclusions**

Rapporteur: **Lilian Müller**
Project Manager, Turism för alla i Sverige (Sweden)

- **11.30 a.m. – 12 noon - Contributions to the Tourist Sector by interest group – Conclusions**

Rapporteur: **M^a José Sánchez Lorenzo**
CEO, Vía Libre (Spain)

- **12 noon – 1 p.m. – Policies for Accessible Tourism in Europe - ENAT Project Conclusions**

Rapporteur: **Ivor Ambrose**
ENAT Coordinator, (Greece)

1 p.m. Close
Main Congress Hall

Introduction: **Jesús Hernández Galán**
Director, Universal Accessibility, Fundación ONCE, (Spain)

Closing table:

- **Finn Petrén**, President EIDD – Design for All Europe (Sweden)
- **Inmaculada Placencia**, Deputy Head of Unit Integration of People with Disabilities – European Commission, DG Employment, Social Affairs and Equal Opportunities (Belgium)
- **Natividad Enjuto**, General Director, IMSERSO (Spain)
- **Alberto Durán López**, First Vice-President Executive, Fundación ONCE (Spain)