



Open Call:

ENAT *International Tourism for All* Congress.

Organized by Fundación ONCE.

Supported by European Commission.

21st – 23rd November, 2007

MARINA D'OR

Region of Valencia,

Spain

The **European Network for Accessible Tourism (ENAT)** and **Fundación ONCE (The ONCE Foundation for the Cooperation and Social Integration of People with Disabilities)** invite you to participate in the forthcoming **ENAT *International Tourism for All* Congress**; which will be hosted in MARINA D'OR, Region of Valencia, Spain in November 2007.

This Congress is supported by the European Commission, Directorate General Employment, Social Affairs and Equal Opportunities, as part of the ENAT Work Programme, 2007. The event is also one of the initiatives which support "The European Year of Equal Opportunities for All, 2007".

The expected participants will be suppliers, companies and individual users of products and services related to tourism, and anyone interested in knowing about the latest innovations regarding **Tourism for All**. The event will address the current challenges and responses, as well as the possibilities for long-term change and improvement regarding **Tourism for All**.

Objectives of the Congress:

- Analyse the future of high quality tourism (using the **Design for All** model), showing how these can benefit customers, providers and society in general.
- Present the evolution of **Tourism for All** with the purpose of understanding general social and economic impacts.
- Offer an exchange where all the participants can debate and discuss new tendencies and future of tourism.
- Profile the works and experiences of ENAT members, showing good practices and innovative approaches in accessible travel, infrastructure, tourism information and training.
- Demonstrate that the quality and benefits resulting from the **Design for All** model has advantages for the diversity of the population and, consequently, that Accessibility is an important factor for general consideration.

Background:

According to European Travel Commission¹, in 2005, there were 444 million international tourist arrivals to European Countries, making up 55% of the global travel market. Business travel increased 9% over 2004, with leisure tourism increasing 4% and travelling to visit family and friends increasing 2%. This level of activities makes tourism one of the principal engines of many country's economies. The potential growth and economic impact of this field can be compared, according to the United Nations World Tourism Organisation (UNWTO), to that of the petroleum industry

¹ Source: European Travel Commission (2006): European Tourism Insights 2005
at: http://etc-corporate.org/esources/uploads/ETC_EuropeanTourismInsights_2005_final

Currently, many new trends are being investigated and introduced in tourism. There is a need to address various and evolving opportunities in the marketplace. Demographic trends in western economies show a rapidly increasing proportion of our populations will be aged 60 or more within the next 25 years, according to the UNWTO, in the year 2050, 21% of the world population will be over 60 years old. These people want to travel. This has placed a renewed focus on the diversity of the customer base and the need for destinations to respond to greater demands for accessibility and specially tailored services. The requirements of people with disabilities and those with special needs (such as pregnant women, older people...) is a complex consideration that can directly affect the competitiveness of tourism providers.

The right of persons with disabilities to enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance, its one of the points in the text of the Draft Convention on the Rights of Persons with disabilities (ARTICLE 30 - PARTICIPATION IN CULTURAL LIFE, RECREATION, LEISURE AND SPORT). Five years of intensive negotiations at UN level have been necessary for the adoption of the international text. The first human rights text adopted in the past 16 years will prohibit discrimination against 650 million disabled people in the world

According to the UNWTO, the community of people with disabilities represents a very large number of citizens (50 million people in Europe and 3.5 million in Spain, which translates as 10% of the population). This statistic is generally unknown. It is important to consider that in 1 of every 4 homes there is a person with a disability.

For example, if business and conference tourism is not accessible for all, this restricts the rights of people with disabilities to participate in working life.

People with disabilities are citizens with the same rights as the general population. They have the same aspirations as anyone else. Tourism is a social activity that is demanded by this community.

They are customers that insist upon access to normal tour offers, without having to pay more because of infrastructure limitations; this reasoning points to the need for an approach that defines accessible services not as a luxury, but as an economic and social responsibility.

The application of the **Design for All** model, and the objectives of **Universal Accessibility** in the conception of tourism products and services, will ensure competitive advantages for all tour agencies and operators that back and implement these strategies. It is important to know that new buildings don't require any extra costs to make them accessible, and when accessibility measures are considered as a part of renovation or scheduled maintenance, there is little, if any "extra" cost for making the premises accessible.

Consequently, public administrations, companies and users of products and services linked to **Tourism for All**, should unify their efforts and resources to achieve the objectives mentioned above.

This Congress is directed specifically towards:

- Representative of governments and public administrations;
- Companies specialising in tourism;
- Companies that offer services to people with disabilities, the elderly, and people with special needs;
- Universities, study and research centres;
- Professionals including architects, designers and tourism specialist;

- Representatives of consumer organisations;
- Organisations of people with disabilities, older people's organisations, and others;
- Individuals interested in accessible tourism, i.e. **Tourism for All**;
- Sponsors;
- Exhibitors of products & services related to accessible tourism and travel.

Participation is open for all in the following capacities:

- Attendee
- Speaker
- Exhibitor of goods or services related to tourism (e.g. leisure and cultural activities, etc.)

It is also possible to:

- Propose and lead workshops
- Present established and beneficial practices
- Present new and developing projects, to share your experiences

Congress topics:

The Congress Programme is open to all the proposals that can be interesting for the tourism sector and tourism in general.: From the current situation of the tourism market and the different tourism models (holidays, business, adventure, etc.), to the new tendencies and market opportunities, products and services, innovations, new technologies, training, environment and infrastructure, catering trade, transport, destination management, etc.

The programme for this event will be available shortly.

Congress Conclusions and Final Report:

Conclusions of *ENAT Tourism for All Congress* will be published as hardcopy and in Fundacion ONCE and ENAT web site.

Authors' presentations will also be published online.

Call for Papers:

All people and organisations wishing to take part in the Congress as speaker, leader of workshops or good practises, exhibitors, etc., are asked to send their well elaborated abstracts or full papers before the 31st of May, 2007.

Abstracts or Papers must be no more extending than 1000 words in length and must be written in an accessible format (preferably in RTF or PDF format).

Authors are strongly recommended to send their contributions in Spanish or English.

Papers must be submitted to the following email address:
turismo@fundaciononce.es

The Organising Committee will evaluate and select the programme that is best suited to this Congress once it has reviewed all of the submitted proposals.

Relevant deadlines:

- Submission of papers: May 31st, 2007
- Notification to authors: July 16th, 2007

Official Languages of the Congress:

- Spanish
- English

Also the Congress will arrange interpreters of:

- Spanish Sign language
- International sign System



About ENAT

The main objective of the European Network for Accessible Tourism is to create bridges between tourism providers in Europe and those that share the common goal of creating more accessible destinations and offers for tourists. The ENAT sponsors are nine organisations from Greece, Spain, Belgium, the United Kingdom, Sweden and Ireland. Initial funding for ENAT has been granted by the European Commission.

ENAT include over 200 members that belong to the tourism sector, consultants, people and entities responsible for lawmaking, researches, education, National Tourism Organisations, consumer Organisations and NGOs.

ENAT is headed by EWORX S.A, an Information and Communication Technology Company located in Athens (.). The co-financiers of ENAT include three of Europe's tourism leaders: The Greek Ministry of Tourism, VisitBritain (the British authority of tourism), and Tourism for All (Sweden). The consumer and NGO area is represented by Fundación ONCE (Spain), Disability NOW (Greece) and two Belgian centres which specialise in accessibility issues: The Flanders Centre for Accessibility (Toegankelijkheidsbureau-TGB) and the National Association for the Accommodation of People with Disabilities (ANLH), from Brussels.

About Fundación ONCE

Fundación ONCE (the ONCE Foundation for Cooperation and Social Integration of People with Disabilities) was established in February of 1988, as a division of ONCE (Spanish National Organisation of Blind). It was publicly presented in September of that same year, as an instrument of cooperation and solidarity of the Spanish blind community towards others with disabilities, to create and improve the living conditions of these communities. The mission statement of Fundación ONCE is: to create programs of integration in the workplace – the training and employment for people with disabilities – and to facilitate global access, to overcome all types of barriers.

Since its creation in 1988, Fundación ONCE has supported around 20.000 projects (presented by individuals and companies) with a combined total budget of over 1.1 billion euros.

CONTACT for paper proposals and information:

If you have any questions, please do not hesitate to contact us:

E-mail: turismo@fundaciononce.es

Phone: (+34) 91 468 85 20

Fundacion ONCE Web site: www.fundaciononce.es // ENAT Website:

www.accessibletourism.org

Contact for Registration of attendance:

The cost of registration, conference materials, and transport from Valencia to Marina D'Or will be covered by the Organization. Participants must, however, cover their own hotel accommodation costs. Marina D' Or, through Viajes 2000 travel agency, offers special rates for people attending the ENAT International Tourism for All Congress.

Registration will be made by Viajes 2000 with the corresponding accommodation reservation.

Details of the hotel, travel to and from the venues, and rates will be given by the travel agency.

VIAJES 2000 contact:

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