

"ACCESSIBLE TOURISM: OPPORTUNITY FOR ALL"

Conference, Lucignano (AR), 21-22 March 2016



Rosini Theatre Lucignano

Rosini Theatre

Via Rosini 25, Lucignano (AR) – Tuscany - Italy

"I Girasoli"

Località Selve di Sotto 89/C, Lucignano (AR) – Tuscany - Italy

Official Languages: English - Italian

PROGRAMME

MONDAY, MARCH 21ST 2016

- | | |
|---------------|---|
| 08:30 – 09:00 | Participants' arrival and registration.
<i>Video projection</i> |
| 09:00 – 9:30 | Welcome addresses
Roberta Casini , Mayor of Lucignano
Mario Battaglia , President FISM (message)
Roberta Amadeo , President AISM |



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09:30 – 10:00

Opening Ceremony

Lucia De Robertis, Vice President of the Regione Toscana Assembly

Giovanni Berrino, Councillor for Employment Policy, Transport, Tourism and Staff at Regione Liguria (video message)

Carlo Corazza, Head of Unit F4 (Tourism, Textile, Emerging and Creative Industries) - European Commission (video message)

Flavia Maria Coccia, Chairman of the Committee for the Promotion and Development of Accessible Tourism at the Council of Ministers

Authorities from Italian Ministry of Cultural Heritage and Tourism

Authorities from Regione Umbria

INTRODUCTION

10:00 – 10:20

Marco Pizzio, Head Social Tourism at AISM & Project Manager EWB – Italy

“Project EWB – Europe Without Barriers”

UNIT 1: ACCESSIBLE TOURISM AND ACCESSIBLE DESTINATION MANAGEMENT

Chaired by: Dimitrios Buhalis, Head of Department of Tourism and Hospitality at Bournemouth University – UK

10:20 – 10:40

Ivor Ambrose, Managing Director European Network for Accessible Tourism (ENAT) – Belgium

“The economic impact of Accessible Tourism”

10:40 – 11:00

Igor Stefanovic, Ethics and Social Responsibility Programme, UNWTO (World Tourism Organization) – Spain

“Mainstreaming Accessibility in the Tourism Sector”

11:00 – 11:20

Quick coffee break

11:20 – 11:40

Dino Angelaccio, Accessibility Project Manager at Rete Italia Jonica – Italy

Antonio Nicoletti, Strategic Planning, City of Matera – Italy

“Presenting Accessible Matera, European Capital of Culture 2019, an extraordinary opportunity for Italy Southern regions”

11:40 – 12:00

Mahena Abbati, Director Consorzio Turistico San Marino 2000 – San Marino

“The San Marino Experience”



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- 12:00 – 12:20 **Isabella Menichini**, Director of Home Care and Culture of Health Sector within the Department of Social Policy and Culture of Health of the City of Milan – Italy
“Milan winner of 2016 Access City Award and Expo 2015 experience”
- 12:20 – 12:30 **Questions and Answers**
- 12:30 – 14:00 **Lunch**
- 14:00 – 14:20 **Elizabeth Franchini**, Program Officer Fondazione Banca del Monte di Lucca – Italy
“The League of Historical and Accessible Cities: a collaboration between European foundations, policy makers and associations in 6 historical cities – an highlight on the case of Lucca”
- 14:20 – 14:40 **Roberto Vitali**, Founder and CEO of Village for All V4A – Italy
“Hospitality for all, challenges and opportunities for SMEs”

UNIT 2: CHAIN OF ACCESSIBILITY AND CUSTOMER NEEDS

Chaired by: Anna Grazia Laura, President ENAT (European Network for Accessible Tourism) – Belgium

THE IMPORTANCE OF TRANSPORT – CONNECTING DESTINATIONS

- 14:40 – 15:00 **Gilles Bergot**, Deputy Head of the Passenger Rights Unit at the European Commission – Belgium
“The EU legislation and policy concerning the rights of passengers with specific needs in transport”
- 15:00 – 15:20 **Roberto Romeo**, President ANGLAT – Italy
“Passenger Rights and Accessibility”

ACCOMMODATION AND RELATED SERVICES

- 15:20 – 15:40 **Fulvio Badetti**, Main divisional director at Barcelo Hotels & Vice President of the hoteliers of Ostia – Italy
“Accessibility at Barcelo Hotels Network”

FOOD & WINE EXPERIENCES

- 15:40 – 16:00 **Lorenza Dadduzio**, Creative Director & Co-founder at Cucina Mancina – Italy
“Listening specific requests: allergies, diets, gluten free and others”



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16:00 – 16:20

Quick coffee break

TOURISM OPERATORS

16:20 – 16:40

Malgorzata Tokarska, Owner and Managing Director at Accessible Poland Tours – Poland

“How to implement, promote, sell and lead accessible tours and itineraries”

CULTURAL OFFERS

16:40 – 17:00

Maria Grazia Filetici, Architect, Designer and Director of accessibility interventions at Ministry of Cultural Heritage and Activities and Tourism – Italy

“Accessibility interventions of the archaeological areas of Rome and Pompeii”

17:00 – 17:20

Nuno Oliveira, Technical Director for Natural Heritage at Parques de Sintra Monte da Lua – Portugal

“Cultural and Natural Heritage made accessible thru physical interventions, transports and technological devices”

UNIT 3: DIGITAL ACCESSIBILITY

Chaired by: Anna Grazia Laura, President ENAT (European Network for Accessible Tourism) – Belgium

17:20 – 17:40

Diana Bonofiglio, Agenzia per l'Italia Digitale, Presidency of the Council of Ministers – Italy

“Requirements for being digitally accessible and how to implement an accessible website”

17:40 – 17:50

Questions and Answers

17:50 – 18:00

Conclusions for the day

POST EVENT: EVENING TOUR OF LUCIGNANO

18:00 – 19:15

Evening tour of Lucignano





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TUESDAY, MARCH 22ND 2016

8:30 – 09:20 Participants' arrival and registration.
Video projection

09:20 – 09:30 **Opening Works**
Vincenzo Falabella, President FISH – Italy
“Accessible Tourism: the point of view of people with disabilities”

UNIT 4: TECHNOLOGY AT SERVICE OF ACCESSIBLE TOURISM

Chaired by: **Roberto Vitali**, Founder and CEO of Village for All V4A – Italy

09:30 – 9:50 **Dimitrios Buhalis**, Head of Department of Tourism and Hospitality at Bournemouth University – UK
“Accessible tourism and the power of co-creation on social media”

9:50 – 10:10 **Michela Busi**, Head LifeScience ICT Projects at ETT – Italy
“New Technologies applied to Accessible Tourism”

UNIT 5: UNIVERSAL DESIGN: FROM DESIGN OF SPACES AND BUILDINGS TO DIGITAL ACCESSIBILITY

Chaired by: **Ivor Ambrose**, Managing Director at ENAT (European Network for Accessible Tourism) – Belgium

10:10 – 10:30 **Daniela Orlandi**, Architect, Journalist – Italy
“Universal Design as strategy”

10:30 – 10:50 **Katerina Papamichail**, Architect, ENAT – Greece
“Universal Design of Tourism Infrastructure”

10:50 – 11:10 **Quick coffee break**

11:10 – 11:30 **Elisabetta Schiavone**, Architect, CERPA Italia – Italy
“Safety for All”



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UNIT 6: ACCESSIBILITY INFORMATION

Chaired by: Ivor Ambrose, Managing Director at ENAT (European Network for Accessible Tourism) – Belgium

- 11:30 – 11:50 **Elena Magni**, Director Professions and Tourism projects at Regione Liguria
"Accessible Tourism: experiences and perspectives in the Liguria Region"
- 11:50 – 12:10 **Simona Petaccia**, President Diritti Diretti Onlus – Italy
"Accessible Tourism: in need of shared communication"
- 12:10 – 12:30 **Claudio Puppo**, Liguria Region Secretary of the Consulta & Vice President Anglat – Italy
"Traveling comfortably seated"
- 12:30 – 14:00 **Lunch**
- 14:00 – 14:20 **Consuelo Agnesi**, CERPA Italia – Italy
"Communication as Inclusion"
- 14:20 – 14:40 **Mirko Speziali**, President Centro Servizi Foligno & Accessible Umbria – Italy
"Accessibility Information at the Tourism Office"
- 14:40 – 15:00 **Alessandro D'Amico**, Sales Account Central Italy at Kiwa Cermet – Italy
"Beyond the cultural barriers: Standard 'Adam accessibility management' "

UNIT 7: TRAINING & GOOD PRACTICES

Chaired by: Marco Pizzio, Head Social Tourism at AISM & Project Manager "Europe Without Barriers" – Italy

HOSPITALITY

- 15:00 – 15:20 **Marcella Mazzoli**, Managing Director of Territorial Development at AISM – Italy
"How to assist customers with specific needs: from equipments to entertainment, from reception to restaurant management"



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15:20 – 15:40 **Laura Neri**, Tuscaneasy – Italy
“The Valdichiana experience”

15:40 – 16:00 **Quick coffee break**

SPORT

16:00 – 16:20 **Paolo Lucattini**, Regional Manager (Tuscany) at Special Olympics Italia – Italy
“Accessible Tourism and Sport for All”

PROJECTS FINANCED BY THE EUROPEAN COMMISSION

16:20 – 16:40 **Massimo Canalicchio / Louis Montagnoli**, Comunità Montana Lake Trasimeno – Italy
“Accesstour”

16:40 – 17:00 **Caroline Fischer**, NETZ – Germany
“VIA REGIA”

17:00 – 17:20 **Silvia Li Vecchi**, Errequadro – Italy
“Mobility Unesco Sustainable Tourism (MUST)”

17:20 – 17:40 **Questions and Answers**

CONFERENCE CONCLUSIONS

17:40 – 18:00 **Anna Grazia Laura**, President ENAT (European Network for Accessible Tourism) – Belgium
“Conference Conclusions”



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WEDNESDAY, MARCH 23rd 2016

POST EVENT

9:00 – 18:00

Blog Tour to Siena & Pienza – Tuscany

Partners:



SM Italia



Accessible
Poland
Tours



City of
Riccia



Centro
Servizi
Foligno



Chris
Travel



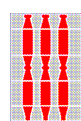
ENAT
European Network for
Accessible Tourism

ENAT

“Europe Without Barriers”. Project endorsed by:



Ministry of
Cultural
Heritage and
Activities and
Tourism



Regione
Umbria



Province
of Perugia



City of
Perugia



City of
Siena



City of
Assisi



City of
Auronzo di
Cadore



City of
Lucignano



ENIT

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Regione
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