

ACCESSI TOURISME SIMPOSIUM
30th November – 1st 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

Main entrance and registration: Hotel Serhs Campus

“BUILDING ACCESSIBLE DESTINATIONS”

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

Draft Programme

30th 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**

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

1st 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 ALCANIZ, 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**
