Il Ministro per gli Affari Regionali, il Turismo e lo Sport

UNWTO

Permanent Secretariat of the UNWTO World Committee on Tourism Ethics

For Responsible Tourism

An **international Conference on** ***"Accessibility in tourism: an ethical value, a business opportunity"*** is being held on February 14, 2013 (2 p.m., Sala Gemini). The event is organized by the Permanent Secretariat of the UNWTO World Committee on Tourism Ethics, hosted by the Presidency of the Council of Ministers at the Office for Tourism Policies of the Department of Regional Affairs, Tourism and Sport.

Designed as an un-conference, the meeting will provide a valuable opportunity for discussion on the importance of accessible tourism as a factor of economic growth and a powerful leverage for profitable business and job creation. Minister for Regional Affairs, Tourism and Sport, Piero Gnudi and UNWTO Secretary General (World Tourism Organization), Taleb Rifai, will open the event.

During the debate, international and national entrepreneurs, who have distinguished themselves for a fully accessible tourism offer, will answer questions raised by students in tourism management from the most representative Italian universities.

The event will see the launch of the national call for proposals of the European project EDEN 2013 on accessible tourism, aiming at identifying emerging tourism destinations, pursuing tourism development strategies based on accessibility. The call for proposals, as well as the application forms, is downloadable from the webpage: http://www.affariregionali.it/ from the date of the launch.

Simultaneous interpretation English-Italian available.

For further information: ethics@governo.it

European Commission

European Destinations of Excellence

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BIT MILANO

International Conference
"Accessibility in tourism: an ethical value, a business opportunity"

(14 February 2013, 2:00 – 4:30 pm)
Sala Gemini

OPENING ADDRESS

- Piero GNUDI, *Minister for Regional Affairs, Tourism and Sport*
- Taleb RIFAI, *Secretary General – United Nations World Tourism Organization (UNWTO)*

INTRODUCTION

- Calogero MAUCERI, *Head of Department for Regional Affairs, Tourism and Sport*

DEBATE

Moderator
Armando PERES, *Professor, Faculty of Arts,Tourism and Markets, IULM Milan*

The market size for Accessibility in tourism
Mara MANENTE, *Director, CISET*

Questions by the students in tourism management from Ca' Foscari (Venice), IULM (Milan), and Campus (Lucca) will be answered by:

- Magnus BERGLUND, *Disability Ambassador – Scandic Hotel*
- Roberto VITALI, *President – Village for all*
- Franco VITALI, *Director – Holiday Village Florenz*
- Roberto DITRI, *President – Vicenza Fair*
- Marco MAGGIA, *CEO – Ermitage Bel Air Medical Hotel*
- Elena DAVID, *CEO – UNA Hotels&Resorts*
- UMBERTO MICHETTI, *Managing Director – Starhotels International* (in video-conference from New York)

During the conference, the national call for proposals EDEN 2013 on "Accessible Tourism" will be launched.

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