

CALL FOR PARTICIPATION
3RD INTERNATIONAL CONGRESS ON TOURISM FOR ALL
VALLADOLID (SPAIN)
FERIA DE VALLADOLID 24-26 NOVEMBER 2010
(DENTRO DEL MARCO DE LA XIV FERIA DE TURISMO INTERIOR, INTUR)

Fundación ONCE for co-operation and inclusion of disabled people invites you to participate at the 3rd International Congress on Tourism for All to be held in Valladolid, Spain on 25 and 26 November 2010.

This event has the special co-operation of the European Network for Accessible Tourism (ENAT).

Congress participants will be public administrations, companies and users of products and services related to tourism, as well as all those people and institutions interested in knowing the current and future state of Tourism for All.

The main theme of the 3rd International Congress of Tourism for All is Cultural Tourism, and the Congress is therefore aimed at professionals in the cultural sector wishing to enhance their participation in the tourism sector, and has as its main goal that of establishing Universal Accessibility and Design for All, with which to promote inclusion of people with special needs.

GOALS

- Raise awareness within the tourism industry on the need to establish clear guidelines for Design for All and Universal Accessibility.
- Disseminate examples of good practices in Tourism for All.
- Demonstrate to the tourism sector the profitability of Tourism for All proposals.
- Enhance the role of culture as a resource for tourism.

- Consider the development of realistic and rigorous technical projects that lead to potential cultural tourism products tailored to the needs of all.
- Demonstrate the employment opportunities for disabled people within the growing development of cultural tourism.
- Raise awareness of the need to ensure full accessibility to culture for our society to progress and develop, a place where greater visibility and active participation of disabled people can become reality.
- Achieve greater participation of cultural agents in the sector of Tourism for All.

BACKGROUND

In a broad sense Culture is a mainstay of tourism, especially if we consider tourism as more than a leisure activity and return to its origins as curiosity and the need to know and discover new things.

If we consider *cultural tourism* as what tourists do when they consume any cultural product, be it at the cinema or at the theatre, be it dance or music, or literature, the number of *cultural tourists* increases sharply.

Spanish tourism has traditionally been characterised by the offer of sun and beach. However, over the past 15 years competition has increased from countries such as Croatia and Turkey, which, like Spain, are able to offer sun and beach destinations. That's why, in order to maintain its leading position as a player in the global tourism market, Spain has decided to diversify its tourist offer, branching out into cultural tourism, for example.

During the 60s and 70s, the consumer's relationship with the tourism sector in Spain was mainly based on increasingly more standardised services and destinations.

Social change in Europe in the 70s and 80s led to new offers and companies that, in addition to basic tourist services, offered for instance contact with nature and the discovery of new cultures.

By the early 90s, this evolution had resulted in a clear difference between the older style of tourist, more indolent and less demanding, and the new style of tourist, more in tune with the social and cultural reality of the places he or she visited. A much more demanding tourist all round.

We are now witnessing a new kind of tourist, the consumer of multiple tourist products and services. That is, the same person can be an occasional consumer of rural tourism, of business tourism for work, of adventure travel for short breaks and cultural tourism at weekends. Thus, it is not possible to refer to a cultural tourist as showing specific or clearly defined traits.

We can all be consumers of different tourist options in diverse circumstances. Within the same journey, the multiplicity of interests and consumption may be great. While very few people, for instance, only visit museums, the vast majority of travellers combine different kinds of activities on the same journey. Prices would seem to greatly influence the consumer's decision regarding tourism options.

The following factors make Spain a great cultural tourism destination:

- The diversity of offers
- The quality of resources
- The broad market of potential customers
- The high level of quality

One of the main goals of Fundación ONCE is to ensure the full inclusion of disabled people in all areas of our society. Making access to cultural tourism easier for disabled people helps them get to know the culture of the place they

are visiting. On the other hand, incorporating Design for All into the new cultural tourism offerings makes more people aware of the importance of Design for All and Universal Accessibility.

RECIPIENTS

- Professionals of cultural management and tourism
- Schools of tourism, hotel, restaurant and catering management
- Social educators, and all those who develop inclusive proposals aimed at providing equal and easy access to culture and leisure
- Professionals of Universal Accessibility and Design for All
- Professionals of tourism and hotel management (hotel and restaurant managers, oenologists, etc.) who consider Universal Accessibility and Design for All criteria a business opportunity, as well as those who already use it, to demonstrate their experience to others
- Professionals in the production of typical food products (wine, oil, etc.) who are already using Design for All and Universal Accessibility criteria in catering for the needs of disabled people
- Companies providing services and care for people with special needs
- Sponsors
- Organisations representing disabled people and older people
- Users organisations

Participation can be as follows:

- Attendee
- Speaker
- Stands for tourism-related leisure and cultural products and services
- Workshops
- Presentation of research and projects, completed or otherwise, to exchange experiences.

AGENDA

The agenda of the Congress is open to all proposals that may be of interest for Tourism for All and the tourism industry in general, and especially all those experiences, projects or proposals related with cultural Tourism for All (current tourist market situation and various existing models, new trends, market opportunities, products and services, innovations, new technologies, hotel and catering management, training, environment, transport, destinations, etc.).

SUBMISSION OF PROPOSALS

Papers related to topics of the Congress are to be submitted, either as abstracts or in full, by 30 May 2010.

The extension of the work shall not exceed 1,000 words and must be written in an accessible version in Spanish or English.

Proposals to be submitted to the Programme Committee at the following email address: turismo@fundaciononce.es

DEADLINES

- Abstracts due: 30 May 2010
- Notification to authors: 30 June 2010

OFFICIAL LANGUAGES OF THE CONGRESS

- Spanish
- English

Spanish Sign Language interpreters will be available.

CONCLUSIONS

The speakers' presentations and the conclusions of the Congress will be made available on the Fundación ONCE website.