



CETA Final Conference

”Competitiveness for European Tourism for All”

27 - 29 May 2010

Conference Venue: Falsterbo Strandbad, Falsterbo, Skåne, Sweden

PROVISIONAL PROGRAMME

Thursday 27 May

14:00 hours

Welcome and Introduction

Nils-Arvid Andersson, Vellinge Municipality, Sweden

Ivor Ambrose, European Network for Accessible Tourism

Improving the Competitiveness and Sustainability of Tourism in Europe

Francesco Ianiello, Head of Tourism Unit, European Commission DG Enterprise
(to be confirmed)

Sustainability and Accessibility in Swedish Tourism Policy

Ms Anna Hag, Swedish Ministry of Enterprise

CETA: A Business Orientation to Accessible, Sustainable Tourism in Europe

Lilian Müller, Tourism for All in Sweden

Graham Miller, University of Surrey, School of Management and Law, UK

Quality Label Söderslätt! Destination Marketing

Nils-Arvid Andersson, Vellinge Municipality, Sweden

Sustainability and Accessibility in Tourism SMEs: Example, Ängavallen Farm

Rolf Axel Nordström

The CETA Information Toolkit for Small and Medium-Sized Tourism Enterprises

Lilian Müller, Tourism for All in Sweden

18.30 End of 1st day of Conference.

20.30 Dinner (payment required at the restaurant).





Friday 28 May

9.30 Coffee at Strandbaden
10.00 **Presentation of CETA Results**

1. **Competitiveness for a European Tourism for All – Business Requirements**
Graham Miller and Victoria Eichhorn, University of Surrey, UK
2. **Training in Accessibility for the Tourism Sector: Good Practices and Tools**
Annagrazia Laura and Maurizio Panzironi, Consorzio Sociale COIN, Italy

Plenary Discussion

13.00 Lunch (advance payment required).

14.30 **Presentation of CETA Results (continued)**

3. **How Does Your Business Measure Up? Development of Indices for Tourism Competitiveness and Sustainability**
Nina Pecoler, National Tourism Association of Slovenia

4. **Social Sustainability and Accessible Tourism – Information Services, Networking and Support for Tourism SME's**
Ivor Ambrose, European Network for Accessible Tourism and
Nils-Arvid Andersson, Vellinge Municipality, Sweden

Plenary Discussion

17.30
Conclusions and Closing
Lilian Müller, Tourism for All in Sweden

18.00 End of 2nd day of Conference

20.00 Dinner at Ängavallens Gård, Vellinge (advance payment required).

Saturday 29 May

10.00 **Excursions and Visits: Sustainable Tourism at Söderslätt: Falsterboslingan, and Falsterbo Kursgård**

13.00 Lunch at Falsterbo Kursgård (advance payment required).

End of Conference





Registration and Practical Information

Enquiries and Registration

Email: lilian.muller@access-sweden.se

- Registration is open to all, on a first-come-first-served basis.
- Participants may register for *one day* (Thursday only), two days (Thursday and Friday), or three days (Thursday to Saturday, including excursion).
- There is a charge of:
(Day 1) 25,- Swedish Crowns for refreshments (Thursday),
(Day 2) 40,- Swedish Crowns for refreshments & lunch (Friday),
(Day 3) 25,- Swedish Crowns for lunch (after excursion).
Refreshments and lunch must be *paid in advance*.
- **Last day for Registration is Friday 15th May 2010**
- Please use the Registration Form (see separate WORD document).

Transport

Nearest International Airports: Copenhagen (Denmark) or Malmö (Sweden)

Nearest Train Station: Malmö Svågertorp (for train to/from Copenhagen Airport)

Mini-bus / taxi transfers can be arranged between Malmö Svågertorp and Falsterbo.

Accommodation

Participants are kindly asked to make their own accommodation arrangements.
We suggest:

Falsterbo Kursgård <http://www.falsterbokursgard.com/?pid=19>

Cabin-style accommodation for up to 6 persons, from SEK 360,- per person-night.

Email: info@falsterbokursgard.com

Telephone: (+46) (0) 40-45 91 50 Susanne Ericson and Britt Gavin

Fax: (+46) (0) 40-45 91 69

Accessible rooms are available

Information about other local hotels is available on request from:

lilian.muller@access-sweden.se

Join CETA Members on our networking site: <http://accessibletourism.ning.com>

CETA Website: <http://ceta.enat.be>





CETA Conference Registration Form

To register for the CETA Conference, please fill in this form (*one form per person*) and return it by Email or Fax by 15th May 2010, to:

Tourism for All in Sweden
Box 1087
251 10 Helsingborg, Sweden.
Telephone enquiries:

Email: lilian.muller@access-sweden.se

Fax: (+46) (0)42 13 61 85
(+46) (0)42 13 48 01

Name:		
Organisation:		
Email:		
Telephone:		
Postal Address:		
Country:		
I will attend on: (please tick box)	Days:	Fee: (SEK)
	Thursday 27 th of May (Refreshments) YES []	25,-
	Friday 28 th of May (Refreshments and lunch) YES []	40,-
	Saturday 29 th of May (Lunch) YES []	25,-
	(Please insert total) SUM:	
Transport - I require transfer from train station	Yes [] No [] (Please tick one box, above) NOTE: transfer costs must be paid to cab driver after each journey.	
Other information:	Please indicate here your date and time of arrival / departure, flight number, and/or special requests for transfers, accommodation, dietary meals, etc. .	

Advance Payment

The refreshment & lunch fee must be paid before 15th May to Turism för alla i Sverige

Bank: Svenska Handelsbanken

IBAN SE41 6000 0000 0001 9382 0838

Swift: HANDSESS

Message to recipient: CETA (_ add your name _)

