

## **ENAT INTERNATIONAL CONGRESS ON TOURISM FOR ALL**

**Organised by the Fundación ONCE  
Sponsored by the European Commission  
November 21<sup>st</sup> –23<sup>rd</sup> 2007**

**MARINA D'OR  
Valencia, Spain**

### **Tuesday, 20<sup>th</sup> November**

**7 p.m.–10 p.m. - Information Desk – Foyer of Hotel 4\*\*\*\*** Registration and documentation.

### **Wednesday, 21<sup>st</sup> November**

**9 a.m.–10 a.m. - Information Desk – Foyer of Hotel 4\*\*\*\*** Registration and documentation.

**10 a.m. - Poster Hall opens** (To remain open until closing of congress).  
**Room adjacent to Main Congress Hall**

**10 a.m.–10.30 a.m. Coffee**  
**Room adjacent to Main Congress Hall**

**10.30 a.m.–11.10 a.m. Opening**  
**Main Congress Hall**

Introduction: **Jesús Hernández Galán**  
Director, Universal Accessibility, Fundación ONCE, (Spain)

Opening table:

- **Ivor Ambrose**, ENAT Coordinator, (Greece)
- **Rafael Albert Roca**, Mayor of Oropesa del Mar (Spain)
- **Angélica Such Ronda**, Tourism Councillor of the Region of Valencia (Spain)
- **Luis Crespo**, General Director, Fundación ONCE (Spain)

**11.10 a.m.-11.30 a.m. – Keynote Speech**  
**Main Congress Hall**

**“Evolution and Challenges for the Future in Tourism”**  
**Jesús Hernández Galán**  
Director, Universal Accessibility, Fundación ONCE, (Spain)

**11.30 a.m. –1 p.m. – 1<sup>st</sup> Round Table**  
**Main Congress Hall**

**“Tourism for All as an Enhancement of the Business Model”**

Co-ordinated by: **Luis Cayo Pérez Bueno**  
Secretary General, CERMI (Spain)

Rapporteur: **Mieke Broeders**  
Director, Toegankelijkheidsbureau, (Belgium)

- **Jon Cortina**  
CEO, Viajes 2000, (Spain) *“Travel Agencies as generator of value for customers with disabilities”*
- **Rafael Fernández Villasante**  
Air and Port Services Chief AENA, (Spain) *“Implementation of the European Policy and the rights of reduced mobility people at the Spanish Airports”*
- **Magnus Berglund**  
Disability Co-ordinator, Disability Ambassador, Scandic Hotels AB, (Sweden) *“Disability for all. Scandic way of working with Disability”*
- **Luis Javier Domínguez**  
Commercial Director Tourism, Marina D’Or, (Spain) *“Lack of awareness in our society”*
- **Ana Dolores Martínez Medín**  
Responsible for Touristic Activities and Thermal Baths for Disabled People. Economic Grant Area, IMSERSO, (Spain) *“Accessible Tourism. Citizen’s Rights”*

**1 p.m.–2 p.m. – Lunch**  
**Restaurant at respective hotels**

**2.30 p.m.–4.15 p.m. – Workshops (Areas 1, 2 and 3)**  
**Salón Costa Azahara**

**4.15 p.m.–4.45 p.m. – Coffee**  
**Salón Costa Azahara**

**4.45 p.m.–6.30 p.m. – Workshops (Areas 4, 5 and 6)**  
**Salón Costa Azahara**

**Area 1:**  
**“Touristic Regions and Cities as Examples of Accessibility”**

Moderator: **Ivor Ambrose**  
ENAT Coordinator, (Greece)

Rapporteur: **Monica Guy**  
Writer & Editor, Specialist in Disability & Travel. ENAT Press Officer (France)

- **Valeria Shiovone**, Consultant in planning and European Projects Development, Cooperative Sociale La Cruna (Italy) *“Leisure for All. Lands of Portofino: between sea and mountains without barriers”*
- **Lilian Müller**, Project Manager, Turism för alla i Sverige (Sweden) *“Accessible tourism in Sweden - Development and challenges”*

- **Mieke Broeders**, Director, Toegankelijkheidsbureau (Belgium) *“Tourism for All versus Tourism for People with Special Needs”*
- **Joseph Spiteri** University of Malta (Malta) *“Accessible Tourism in a Highly Developed Tourism Industry. Conflicting Aspirations and Reasonableness in Design and Adaptation of Tourist-related Facilities”*
- **Noelia Cuenca**, Councillor for Accessibility, Ávila City Council (Spain) *“The city of Ávila. An example of accessibility”*
- **Dimitrios Bloukos, Kyriaki Kontouly**, Project Manager, Department of Corporate Programmes, Hellenic Ministry of Tourism (Greece) *“Turismo accesible y Voluntariado. Perspectivas de desarrollo”*

## Area 2:

### “Accessible Tourism as a Key Factor in Quality”

Moderator: **Miguel Ángel García Oca**

President, PREDIF (Spain)

Rapporteur: **Richard Wynne**

Director, Work Research Centre (Ireland)

- **Rüdiger Leidner**, Federal Ministry of Economics and Technology (Task Force “Health Economics and Social Services”) *“Accessibility as Quality Features – a Conceptual Framework Regarding Different Guest Profiles”*
- **Peter Neumann / Francesc Aragall**, Director, Neumann Consult (Germany) / Director, Pro A Solutions (Spain), *“Tools to Improve Opportunities in Tourism for All”*
- **Andrew Daines / Chris Veitch**, eBusiness Partnerships Manager / Project Manager, VisitBritain (United Kingdom) *“Supporting Accessible Tourism Content within Award-winning Tourism Marketing”*
- **Bodil Sandøy Tveitan**, Webmaster VisitOslo (Norway) *“Supporting Accessible Tourism Content within Award-winning Tourism Marketing”*
- **Elena Vallés**, Quality Responsible Ciudad de las Artes y las Ciencias (City of Arts and Science) (Spain) *“Global accessibility in “La Ciudad de las Artes y las Ciencias” (City of Arts and Sciences): a strategic aim”*

## Area 3:

### “Towards Design for All on Beaches and in Green Areas”

Moderator: **Juan Garay Zabala**

Director General of National Parks, Spain’s Ministry of the Environment (Spain)

Rapporteur: **Aliki Kosyvaki**

Project Manager, Disability Now, (Greece)

- **Sonia Carpinelli**, Architect (Italy) *“The Valorisation of Tourism in Green Areas through Widened Fruition Instruments”*
- **Javier Gil**, Manager Tourism Municipality of Gandía (Spain) *“Accessible Beaches in Gandía”*
- **Victoria Sánchez Gozalbo**, Department of the Environment and Sustainable Development, Valencia City Council (Spain) *“Breaking the Barriers for Visually Disabled People”*
- **Thomas McCarthy**, Director of the Universal Access Program, Massachusetts Department of Conservation and Recreation (USA) *“Universal Experience in the Outdoors: Creating Universal Access while Protecting the Natural World”*

- **Bertrand Mason**, Architect DPLG, Engineer Territorial Conseil General of Department of Herault, (France) *“French Experiences in Creating Access for All to Beaches and to the Sea”*
- **Rafael Ferrer**, Chief of Touristic Assistance Service Department of the Ministry of Tourism (Spain) *“Plan of Accessible Tourism in the Region of Valencia”*

#### Area 4: “Culture and Leisure as a Way to Improve Quality of Life”

Moderator: **Mariano Ruiz**  
Paralympic Athlete, ONCE (Spain)

Rapporteur: **Claudia Marchini**  
Project Coordinator at ATHLA Onlus (Italy)

- **Christopher Hart**, Director of Urban and Transit Projects Institute for Human entered Design at Adaptive Environments (USA) *“Access and adventures in the New Hampshire White mountains”*
- **Katerina Papamichail**, Architect, Workers’ Housing Organisation (Greece) *“Accessibility and the Experience of the Olympic and Paralympic Games, ATHENS 2004”*
- **Carolina Hidalgo**, Coordinator of Sports Programmes, Fundación Deporte y Desafío (Spain) *“Fundación Deporte y Desafío. An example of organization of the adapted sports in Spain”*
- **Albert Zaragoza**, Director, Workshop School and President, Fundación Club Un Mar Sin Barreras, Valencia (Spain) *“Water Sports as an Instrument for Integration”*
- **Susana Navarro**, Managing Director, Adaptamos Group and teacher at Florida Universitaria (Spain) *“Good Practices in the Region of Valencia”*

#### Area 5: “Technology for Marketing Purposes”

Moderator: **Bodil Sandøy Tveitan**  
Webmaster VisitOSLO (Norway)

Rapporteur: **Cléon Angelo**  
Vice-president, ANLH, Belgium

- **Carlos Busnadiego Gutiérrez**, Project Manager, GMV Innovating Solutions (Spain) *“MOMO: Navigator for blind people in a mobile phone”*
- **Spyros Michailidis**, Managing Director, EWORX (Greece) *“Europeforall.com – An Integrated Accessibility Information Service for Travellers to European Destinations”*
- **Jaume Jaume**, Teacher at Balearic Islands School of Catering / Centre for Special Education Joan XXIII (Spain) *“Virtual Tourism for All or Access to Touristic Web sites”*
- **Sheila King**, Secretary & Co-ordinator, Access For All Alliance INC (Australia) *“Not Accessible – Not Acceptable”*
- **Blanca Alcanda**, General Director, Technosite (Spain) *“Experiences of Technosite in Delivering Wireless Information Services”*

#### Area 6: “Good Practices and Guidelines for an Inclusive Tourism for All”

Moderator: **Annagrazia Laura**  
Tandem Soc. Coop. Sociale Integrata (Italy)

Rapporteur: **Andrew Daines**  
VisitBritain (UK)

- **Steven Vos**, Research Manager, Toegankelijkheidsbureau (Belgium) ENAT Study: *“Services and Facilities for Accessible Tourism in Europe”*
- **Elena Ortega**, Project coordinator (Spain) *“100 Touristic Accessible for All Accommodations”*
- **Susan Thomas**, Director Leisure and Wellbeing RNIB (UK) *“Accessible Tourism – the Whole Journey”*
- **Sofia Kasten Giusti**, University Centre of Araraquara, Sao Paulo (Brazil) *“Accessibility in Brazilian Tourism: Results of Preliminary Research”*
- **Chris Hart**, Director of Urban and Transit Projects Institute for Human Centered Design at Adaptive Environments (USA) *“Guide: Visiting and getting around historic Boston”*

### 9 p.m. Congress Dinner

(Cocktail dinner in the Gardens of the Main Congress Hall, Marina D’Or)

### Thursday, 22<sup>nd</sup> November

9 a.m.–10.30 a.m. – 2<sup>nd</sup> Round table  
Main Congress Hall

### “Standardisation, regulation and the Development of Accessible Tourism”

Co-ordinated by: **Henryk Handszuh**  
Director, Market Department, World Tourism Organization (Spain)

Rapporteur: **Chris Veitch**  
Project Manager, VisitBritain (UK) Secretary General, CERM

- **Emmanuelle Tulliez**, FFTST, Delegate Secretary of the Tourism and Disability Association, (France) *“Accessible Tourism in France. Policy Challenges”*
- **Pilar Soret**, Programmes Director, Vía Libre (Spain) ENAT Study: *“Addressing the Rights of Disabled Tourists in Europe”*
- **Mónica Sanzo**, Secretaría ISO/TC 59/SC 16 “Accessibility and usability of the built environment”. Secretaría AEN/CTN 41/SC 7 “Accesibilidad en la edificación y el urbanismo”. Dirección de Normalización AENOR (Spain) *“La normalización internacional y el turismo accesible”*
- **Ercan Total**, TÜRSAB (Turkey) *“Accessible Tourism in Turkey”*
- **Aina Olsen**, Adviser, Directorate for Health and Social Affairs (Norway) *“Challenges in Developing a National Labelling System for Accessibility in the Tourist Industry”*

10.30 a.m.–11 a.m. – Coffee Break  
Main Congress Hall

11.00–12.30 p.m. – 3<sup>rd</sup> Round Table  
Main Congress Hall

## “Inclusion in Touristic Training and Employment”

Co-ordinated by: **José Luis Martínez Donoso**  
CEO, Fundosa Grupo, (Spain)

Rapporteur: **Lilian Müller**  
Project Manager, Turism för alla i Sverige (Sweden)

- **María Fabiola Fariña Thompson**, School of Psychology, Universidad John F. Kennedy (Argentina) *“Training Plan for Receiving Guests with Different Abilities”*
- **Annagrazia Laura**, Tandem Cooperativa Sociale Integrata (Italy) *“EU.FOR.ME Training and Quality in Accessible Tourism”*
- **Josefa Torres Martínez**, Director, Training and Employment, Fundación ONCE (Spain) *“The Employment in the Tourism Sector”*
- **Richard Wynne**, Director, Work Research Centre (Ireland) *“Increasing the Employment of People with Disabilities in the Tourism Sector”*
- **M<sup>a</sup> José Pujol**, General Director, InOut Hostel (Spain) *“INOUT. The First Hostel Managed by Disabled People”*

**1 p.m.–2 p.m. – Lunch**  
**Restaurant at the respective hotels**

**14.30 p.m. - Visit to Ciudad de las Artes y Ciencias (City of the Arts and Sciences) – Journey time: One and a half hours**

Guided Visit. Approx. Two hours (4.00 p.m.–6.00 p.m.)

**8.30 p.m. Departure for Hotel (Arrival 10.00 p.m.)**

### Friday, 23<sup>rd</sup> November

**9 a.m.-10.30 Contributions to the Tourist Sector by Interest Groups**  
**Salón Costa Azahara (Areas 1, 2, 3 and 4)**

#### **1. Designers and Trainers**

Coordinated by: **Miguel Ángel García Oca**  
President, PREDIF (Spain)

#### **2. Public Administration**

Co-ordinated by: **Juan Mendoza**  
Director, School Julián Besteiro UGT (Spain)

#### **3. Business**

Co-ordinated by: **Pilar Soret**  
Programmes Director, Vía Libre (Spain)

#### **4. Clients**

Co-ordinated by: **Ignacio Tremiño**  
Group Director, Coordination of Subsidiary Companies, Grupo Fundosa (Spain)

**10.30 a.m.-11 a.m. – Coffee Break**  
**Annex to Main Congress Hall**

**11 a.m. -1 p.m. Conclusions**  
**Main Congress Hall**

Co-ordinated by: **Mercè Luz Arqué**  
Head, Culture and Leisure Department  
Fundación ONCE (Spain)

- **11 a.m.–11.15 a.m. – Workshop Conclusions**

Rapporteur: **Cléon Angelo**  
Vice-President, ANLH (Belgium)

- **11.15 a.m. – 11.30 a.m. – Round Table Conclusions**

Rapporteur: **Lilian Müller**  
Project Manager, Turism för alla i Sverige (Sweden)

- **11.30 a.m. – 12 noon - Contributions to the Tourist Sector by interest group – Conclusions**

Rapporteur: **M<sup>a</sup> José Sánchez Lorenzo**  
CEO, Vía Libre (Spain)

- **12 noon – 1 p.m. – Policies for Accessible Tourism in Europe - ENAT Project Conclusions**

Rapporteur: **Ivor Ambrose**  
ENAT Coordinator, (Greece)

**1 p.m. Close**  
**Main Congress Hall**

Introduction: **Jesús Hernández Galán**  
Director, Universal Accessibility, Fundación ONCE, (Spain)

Closing table:

- **Finn Petrén**, President EIDD – Design for All Europe (Sweden)
- **Inmaculada Placencia**, Deputy Head of Unit Integration of People with Disabilities – European Commission, DG Employment, Social Affairs and Equal Opportunities (Belgium)
- **Natividad Enjuto**, General Director, IMSERSO (Spain)
- **Alberto Durán López**, First Vice-President Executive, Fundación ONCE (Spain)