

Easy access

International seminar for accessible tourism



15–16 September 2010 Hyvärilä, Nurmes, Finland

The theme of the two-day international seminar is the marketing of accessible tourism and its development. On the first day, Wednesday 15 September, the problems of yielding and transmitting information from tourism businesses to consumers and the use of classifications and standards as a solution to these challenges will be discussed. The first seminar day closes with an evening program, where one can network and discuss freely. On Thursday 16 September a bus tour will take you to various North Karelian accessible tourism resorts.

Wednesday 15 September:

- 9.00-10.00 Enrolment and coffee
- 10.00-10.10 Opening address - Timo Ekroos (ISAK coordinator, North Karelia University of Applied Sciences /ISAK)
- 10.10-10.30 Well-being Through Travelling - Project for developing accessible tourism, a presentation – Kaisa Mantsinen (Project Manager, North Karelian University of Applied Sciences /ISAK)
- 10.30-11.15 European Network for Accessible Tourism. The challenges of marketing and classification of accessible tourism - Lilian Müller (president, ENAT)
- 11.15-11.45 Are the elderly people travelling in an obstacle jungle? - Markku Sivonen (leader of the North Karelian district, Eläkeliitto)
(substitute speaker, if needed: Taisto Väyrynen, future executive director, Eläkeliitto)
- 11.45-12.15 ELMA-project: The case of Vuokatti - Danny Silva (project manager, Snowpolis Ltd.)
- 12.15-13.15 Lunch (at one's own expense)
- 12.45-14.00 A chance to familiarise yourself with businesses which are specialised in accessibility
- 13.30-14.00 Coffee break
- 14.00-14.45 The Danish way of solving the problems concerning marketing and classification of accessible tourism destinations - Ulla Kramer (secretary-general, Foreningen Tilgængelighed for Alle)
- 14.45-15.15 The accessible services of Metsähallitus - Erkki Tuovinen (senior planning officer, Metsähallitus)
- 15.15-15.30 Tourism entrepreneur's speech - Rauni Hietanen (Lieksan Matkakaverit)
- 15.30-16.00 Closing address / Summary - Kaisa Mantsinen

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18.30- Evening program

The seminar day closes with an evening program, including buffet-style evening snack, live music (Marko Tuovinen) and leisure time in the atmospheric Riihikota and in the lakeside sauna. It's a great chance for conversation and networking!

The speeches are interpreted into Finnish and English.

Thursday 16 September excursion

We take a tour of North Karelian resorts near Nurmes, which have invested in accessible tourism services. The bus leaves from HyvÄrÄilÄ ca. 10.00 and returns to HyvÄrÄilÄ ca. 16.00. The tour takes us to see the Lieksan Matkakaverit resort in Ruunaa, Lieksa and to MetsÄhallitus resorts which are introduced by Park Superintendent Kyösti Tuhkanen. We also visit the ErÄ-Eero wild animal observation hut. The tour includes lunch and a coffee break. A more detailed program will be published later.

Enrolment:

Please enrol at the latest by 6 September 2010 either by e-mail: riitta.ikonen@pkamk.fi or telephone: +358 50 917 7201/Riitta Ikonen

You can enrol either for the whole two-day seminar or just for some of the events. There are separate enrolments for every event because of the catering and transport.

- September 15 seminar: free of charge, lunch at one's own expense
- September 15 evening gathering: free of charge (up to 30 persons according to the preliminary enrolments)
- September 16 excursion: free of charge (up to 50 persons according to the preliminary enrolments)

Please let us know of your special needs, if you use a wheelchair or if you require other special assistance. Let us also know of any special diets and whether you need a transport from the airport or from the bus and railway station.

Transportation:

The seminar participants will be provided transport, if needed, from Joensuu airport and Joensuu bus and railway station to HyvÄrÄilÄ on Wednesday and back to Joensuu on Thursday.

Accommodation:

HyvÄrÄilÄ Holiday Centre offers a wide range of possibilities for accommodation.

For example accommodation in Manor Hotel -single 62€/night

-double 72€/night (prices include breakfast)

Further enquiries at HyvÄrÄilÄ Holiday Centre: www.hyvarila.com, Tel. +358 207 466 780 and +358 207 466 781.

Other accommodation services in the Nurmes region include Bomba spa and Hotel Nurmeshovi, among others. The accommodation is at one's own expense.

Further information:

For further information, please contact Kaisa Mantsinen, Tel. +358 50 563 2181, kaisa.mantsinen@pkamk.fi and Jaana Ahlholm/Anne Leppänen, Tel. +358 50 362 5112, anne.leppanen@edu.pkamk.fi

Organiser:

Well-being Through Travelling – the project for developing accessible tourism

North Karelia University of Applied Sciences

Centre for Design and International Business/ISAK

The organiser reserves the right to changes

WELCOME!