



II TUR4all CONGRESS

Accessibility at Smart Destinations
from 9 to 30 november



II International Congress TUR4all on Accessibility at Smart Destinations

Program

The event will consist of 6 webinars per week, over four weeks each one lasting 90 minutes.

Webinars start on 9 November and continue through to 30 November, with two daily sessions, each Monday, Wednesday and Friday.

First webinar: Mon, Wed and Fri from 12:30 to 14:00 (Madrid), 13:30 h (Athens), 5:30 am (Ciudad de Mexico), 6:30 am (Montréal), 7:30 am (Buenos Aires / Santiago de Chile)

Second webinar: Mon, Wed and Fri from 14:00 to 15:30 (Madrid), 15:00 h (Athens), 7:00 am (Ciudad de México), 8:00 am (Montréal), 9:00 am (Buenos Aires / Santiago de Chile)

The webinars will be accompanied by:

- Spanish subtitles
- Spanish Sign Language Interpreting
- English-Spanish simultaneous translation

First Week

Monday, 9 November:

12:15 – 12:30 Official opening by dignitaries.

- Francisco Sardón, President of PREDIF
- Enrique Martínez, President of SEGITTUR
- Francesc Colomer, Regional Secretary of Tourism of the Valencian Region

12:30 – 14:00 Smart Tourism Destinations and Accessibility Management

Moderator: Juan Daniel Nuñez, CEO of Smart Travel News (Spain)

- Carlos Romero, Director of Tourism Research, Development & Innovation at SEGITTUR (Spain)

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- David Giner, Director of Smart Tourism Destinations at INVATTUR (Spain)
- Tatiana Alemán, Director of Universal Accessibility and Tourism at PREDIF (Spain)

14:00 -15:30 Best practices in the management and promotion of accessibility at national destinations.

Moderator: Anna Grazia Laura, President of ENAT (European Network of Accessible Tourism)

- Ulrike Bohnet, Director of German National Tourism Board for Spain and Portugal
- Leonor Picão, Director of Turismo de Portugal
- Iván Ravlic, Responsible of Accessibility at Ministry of tourism and Sports of Argentina

Wednesday, 11 November:

12:30 to 14:00 Accessibility criteria for ICT tools to promote tourism.

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Moderator: Spyros Michailidis, Managing Director and Co-Founder at EWORX S.A. (Greece)

- Ricardo García Bahamonde, ICT Accessibility Expert (Spain)
- Jonathan Chacón Barbero, Senior accessible software engineer at Cabify (Spain)
- Selvakumar Ramachandran, Founder and Director of Kerckhoffs Ltd. The Software Centre (England)

14:00 to 15:30 Accessibility best practices at tourism offices.

Moderator: Mieke Broeders, director at ENTER and ENAT Board member (Belgium)

- Iván Gonzalez, Tourist Information Director at Madrid City Council (Spain)
- Jaume Matas, Head of the Tourism and City Area at Fundación Visit València (Spain)
- Daniel Martínez Junquera, Director of Gijón Turismo (Spain)

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Friday, 13 November:

12:30 to 14:00 Accessibility best practices at sun, sand and sea destinations.

Moderator: Sophie Bachet Granados, CEO of Blue Flag International

- Katerina Papamichail, Architect, Expert on Accessibility and ENAT adviser for the Blue Flag International Program (Greece)
- Noemi Díaz Delgado, Responsible of Accessible Tourism at Arona City Council (Spain)
- Stephanie Sheehy, Founder of Costa Rican Accessible Tourism Network (Costa Rica)

14:00 to 15:30 Accessibility best practices at inland destinations.

Moderator: Marco Pizzio, Head of the Department of Social and Accessible Tourism of the AISM (Italy)

- Luis Miguel Morant, Councilor for the Environment, Tourism and Beaches at City Council of l'Alfàs del Pi (Spain)
- Montse Nualart, Tourism Technician of the Baix empordà Regional Consell (Spain)
- Gaetano Giovanni Daniele, PhD in Architecture and Promoter of inSUPERabile Catania (Italy)

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Second Week

Monday, 16 November:

12:30 - 14:00 Standardisation in Accessible Tourism. New ISO/DIS 21902 Tourism and related services. Accessible Tourism for All. Requirements and Recommendations.

Moderator: Ana Garcia, President of Accessible Portugal

- Jesús Hernández, Director of Accessibility and Innovation at ONCE Foundation (Spain)
- Javier García Díez, General Director at UNE (Spain)
- Marina Diotallevi, Head of Ethics and Social Responsibility at UNWTO

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14:00 - 15:30 ICT solutions to improve communication and customer service at tourism establishments.

Moderator: Habib Ragelhassi, Accessible Travel Intrapreneur at AMADEUS (France)

- María José Millán Trujillo, Chief Marketing and Strategy Officer at Visualfy (Spain)
- Hugo Alberto Ferrer, CEO de SemanticBots (Spain)
- Daniel Grancho, International Partnership Manager at Picto Access (France)

Wednesday, 18 November:

12:30 - 14:00 Tourist signposting and directions in urban settings (including ICTs that facilitate mobility).

Moderator: Isabella Tiziana Steffan, Expert on accessibility of the built environment (Italy)

- Juan Robledo, Responsible for Accessibility at Benidorm Tourism Council (Spain)
- Raul Moreno, Responsible for Tourism at Navilens (Spain)
- José Simões Agostinho, CEO at TOMIWORLD (Portugal)

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14:00 - 15:30 Accessibility best practices in urban destinations.

Moderator: Ruediger Leidner, President Tourismus für Alle Deutschland E. V. (NatKo, Germany)

- Garikoitz Muñoz, Head of Destination Management at San Sebastián Turismo (Spain)
- Claudio Quintana, Tourism Policy Advisor, Municipality of Montevideo (Uruguay)
- Fancesco Alberti, President of INU Tuscany - University of Florence (Accessible-to-all Cities) (Italy)

Friday, 20 November:

12:30 - 14:00 Accessibility best practices in urban public transport.

Moderator: Ana López, President of ASEPAU (Spain)

- Carlo Castellano, CEO at Park4Dis (Spain)
- Silvia Roldán, CEO of Metro de Madrid (Spain)
- Cristina Sánchez, Manager, "Accessible Bilbobus" (Bilbao, Spain)

14:00 - 15:30 Accessibility best practices in MICE tourism.

Moderator: Verónica Gómez, Director ISTO for America

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- María Eugenia Simarro, General Director at FEMP, Spain Convention Bureau
- Isabelle Ducharme, President of the summit Destinations for all (Canada)
- Geneviève Delefortrie, Product manager at Visit Flanders (Belgium)

Third Week

Monday, 23 November:

12:30 - 14:00 Accessibility best practices in accommodation and restaurants.

Moderator: Beatriz Rubio, Responsible of Accessibility at ILUNION Hotels (Spain)

- María Elena Ranchal Rostoll, Trade and Tourism Responsible at La Vila Joiosa City Council (Chef's Voice network) (Spain)
- Pedro Hernández Hernández, CEO at Omnirooms (Spain)
- Jaisiel Madrid Sánchez, Living Lab & Digital Manager at CENFIM (Spain)

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14:00 - 15:30 Accessibility management best practices in establishments offering complementary services and products.

Moderator: Ana María Cano Alarcos, Managing director at ACEVIN (Spanish Association of Wine Cities) (Spain)

- Juan Carlos Ruiz, director of El Soplao Society (Spain)
- Sandra Osorio, executive director at "Inclusive Tourism Araucanía" (Chile)
- Roby Ullman, responsible of Accessibility at Soles Viajes (Argentina)

Wednesday, 25 November:

12:30 - 14:00 Accessibility best practices in active tourism businesses.

Moderator: Carlos Rolandi, Technical director of Fundación También (Spain)

- Felipe Tapia, Lecturer guide student's thesis at Andrés Bello University (Chile)
- Daniel Zuber, founder of Diving without Barriers (Latin America)
- Jacynthe Boudreau, founder and director of Jass Puerto Varas (Chile)

14:00 - 15:30 Accessible tourism labels and certifications.

Moderator: Delfín Jiménez, Architect, Expert on Accessibility (Spain)

- Luigi Leporiere, Responsible of Accessible Tourism at PREDIF (Spain)

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- Michel Barbier, Director at Kéroul (Canadá)
- Annette Masson, President of “Tourisme et Handicap” (France)

Friday, 27 November:

12:30 - 14:00 Accessibility best practices in theatres and shows.

Moderator: Eleonora Censorii, Founder and CEO at Destination Everywhere Accessible Travel

- Vanessa San José Gómez, Responsible for Accessibility and Inclusion at Madrid Destino (Spain)
- Irina Schvab, Project Manager Asociatia CED Romania Centrul de Excelenta prin Diversitate (Romania)
- Javier Jiménez, Director at APTENT and founder of “Accessible Theater project” (Spain)

14:00 - 15:30 Accessibility best practices in cultural and natural heritage.

Moderator: Ángel Rosado Martínez, director of UNESCO World Heritage Spanish Cities

- Ivor Ambrose, Managing Director at ENAT (Europe)
- Antonio Espinoza, Managing Director at Vilamuseu (Spain)
- Carolina León, Project Manager at Center for Research in Natural Resources and Sustainability (CIRENYS) of the Bernardo O'Higgins University (Chile)

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Fourth Week and final day

Monday, 30 November:

12:30 - 14:00 Best practices to promote accessibility in destinations.

Moderator: Martin Heng, Communications professional and inclusive travel advocate (Australia)

- Alejandro López, President of the Accessible Tourism Commission of the Argentine Chamber of Tourism (Argentina)
- Claudia Peralta, Founder of the Latin American Magazine and Observatory of Inclusive Tourism (Mexico)
- Natallia Barysenka-Klepach, Senior Lecturer at Belarusian State University (Belarus)

14:00 - 15:30 Employment and entrepreneurship of people with disabilities in tourism.

Moderator: Martyn Sibley, Co Founder and CEO of Disability Horizons (England)

- Raquel Huete, professor and researcher at Universidad de Alicante (Spain)
- Mauro Dagna, motorcycle traveler, ambassador of the Albergo Etico project (Italy-Argentina)
- Lucy Peralta, manager at Viaja con Tlachtli (México)

15:30 Closing remarks

- David Giner, Director of Smart Tourism Destinations at INVATTUR (Spain)
- Tatiana Alemán, Director of Universal Accessibility and Tourism at PREDIF (Spain)

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