



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: Monday, Wednesday and Friday from 12:30 to 14:00 h (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: Monday, Wednesday and Friday from 14:00 to 15:30 h (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
- Herick Campos, General director of Turisme Comunitat Valenciana

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12:30 – 13:30 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)
- David Giner, Manager of Smart Tourism Destinations at INVATTUR (Spain)
- Tatiana Alemán, Director of Universal Accessibility and Tourism at PREDIF, ENAT Board member (Spain)

13:30 -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
- Teresa Ferreira, Manager of Tourism Resources Development Department, Turismo de Portugal
- Iván Ravlic, Responsible for Accessibility at Ministry of Tourism and Sports of Argentina
- Ross Calladine, Head of Business Support at VisitEngland

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Wednesday, 11 November:

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

Moderator: Francisco Rodríguez, Consultant at "Ideas for Change" (Spain)

- 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)

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

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

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

Friday, 13 November:

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

Moderator: Sophie Bachet Granados, Director of the Blue Flag International Program

- 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)

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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, ENAT Board member (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 Manuele, 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 and ENAT Board member

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

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 at 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)
- Pedro Marques, CMO & Global Sales Expansion at TOMI WORLD (Portugal)

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

Moderator: Rüdiger Leidner, Tourism Representative of the German Federation For The Blind and Partially Sighted r.a.; and ENAT board member (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 (National Institute of Urban Planning) Tuscany - University of Florence (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 at Metro de Madrid (Spain)
- Cristina Sánchez, Manager of PUNTODIS for the "Accessible Bilbobus" project (Bilbao, Spain)

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

Moderator: Verónica Gómez, Director ISTO for America

- Augusto Hidalgo, Mayor of Las Palmas de Gran Canaria and President of the Spain Convention Bureau.
- Pieter Ghijssels, Product manager accessible tourism at Visit Flanders (Belgium)
- Pablo Galindo, Head of the Social Area Cooltural Fest-Music for All (Spain)

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Third week

Monday, 23 November:

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

Moderator: Beatriz Rubio, Responsible for 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)

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)

- Giuliana Basso, President of Bibione Live - Tourist Promotion Consortium (Italy)
- Sandra Osorio, Executive director at "Inclusive Tourism Araucanía" (Chile)
- Roby Ullman, Responsible for 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 and Vice-president of ASEPAU (Spain)

- Luigi Leporiere, Responsible for Accessible Tourism at PREDIF (Spain)
- Michel Barbier, Manager Director at Kéroul (Canada)
- Marie-Odile Beau, Project Director at the Directorate General for Enterprises, Ministry of the Economy and Finance (France)

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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 (Belgium)

- Vanessa San José Gómez, Responsible for Accessibility and Inclusion at Madrid Destino (Spain)
- Irina Schwab, 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: Pilar Amor Molina, Councilor for Tourism of the Mérida City Council (UNESCO World Heritage Spanish Cities)

- Ivor Ambrose, Managing Director at ENAT (Europe)
- Antonio Espinosa, Managing Director at Vilamuseu (Spain)
- Carolina León, Manager Director 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)

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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 traveller, ambassador of the Albergo Etico project (Italy-Argentina)
- Lucy Peralta, Manager at "Viaja con Tlachtli" (México)

15:30 Closing remarks

- Mario Villar García, Director of Tourist Intelligence of the Valencian Region (Spain)
- Francisco Sardón Peláez, president of PREDIF (Spain)

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