

UNWTO International Conference on Accessible Tourism

Tourism for All:

Advancing accessibility for destinations, companies and people

San Marino, 16-17 November 2023

Draft Programme

DAY 1: 16 November 2023

09:00-09:30 Registration

09:30-10:00 **Opening ceremony**

10:00-10:30 **Fireside chat with Martyn Sibley, Co-Founder/CEO, Purple Goat Agency & Disability Horizons**

10:30-10:45 Coffee break

10:45-12:30 **POLICY SEGMENT- Ministerial Round Table: How can strategic leadership advance concrete accessibility achievements?**

Panel on the role of public administrations and destinations in driving inclusive policies and strategies, and, applying standards which cater to host communities and visitors alike. The debate will revolve around a **Ministerial Position Paper** and will put in the spotlight specific achievements and projects of European policymakers that inspire further peer-to-peer dialogue and trigger changes in other regions.

Moderator: **Alessandra Priante**, Director, Regional Department for Europe, UNWTO

12:30-13:00 **POLICY SEGMENT - *Special feature: International Accessibility Standards and Information Hubs as Guidance Tools***

Presentation of the landmark ISO 21902:2021 Standard on Accessible Tourism for All, the first international comprehensive tool for making tourism infrastructure, products and services more accessible. Introduction to a series of UNWTO implementation user-guides launched in 2023, targeting administrations, destinations, the private sector and managers of tourism resources. Insights into the new European Accessibility Resource Centre- *AccessibleEU*, aimed at driving forward the implementation of EU accessibility policies and legislation in all EU-27 Member States, engaging public authorities, accessibility professionals, private businesses, educators and NGOs.

Introduction by: **Igor Stefanovic**, Technical Coordinator of the UNWTO Ethics, Culture and Social Responsibility Department / UNWTO Specialist in Accessible Tourism

Speakers: **Jesús Hernandez Galán**, Director, Accessibility EU Resource Centre and **Ivor Ambrose**, Managing Director, European Network for Accessible Tourism (ENAT)

Wrap up of the policy segment: **Mirko Tomassoni**, Politician, former Captain Regent of San Marino (tbc)

13:00-14.00 Lunch

14.00-15:30 Technical Panel I: Accessible transportation and mobility: How can the basic pillar of tourism experience become more accessible?

A group of experts will debate on solutions to ensure the accessibility within the transportation and mobility industry, infrastructure, services and devices, catering to visitors with specific access requirements and seniors, in different stages of their journey. The panelists will shed light on the common concerns in delivering a seamless experience, as well as key information on accessibility which often fails to reach the customers.

Moderator: **Linda Ristagno**, Assistant Director, External Affairs/ Global Accessibility & Tourism, International Air Transport Association (IATA)

Speakers:

1. **Hilal Kahraman**, Experience Design and Segment Management Chief, İGA Istanbul Airport, Turkey: *iGA Cares: An Accessible Journey is Possible at Istanbul Airport*
2. **Leonardo Massa**, Managing Director, MSC Cruises, Italy: *Implementing universal accessibility to improve customers experience on- and off-board*
3. **Trenitalia** Gruppo Ferrovie dello Stato Italiano (**tbc**)
4. **Svend Wandaas**, Senior Legal Adviser/Privacy Officer, Ruter As-Public Administrator of Municipal Transport in Oslo, Norway: *Accessibility services in the public transportation system*
5. **Luca Briziarelli**, Journalist and Italian Senator, *Senato della Repubblica*, XVIII Legislature: *Making car rental fleet and services accessible for all*

15:30-15:45: Coffee Break

15:45- 17:30 Technical Panel II: Universal Access to Cultural Heritage and Protected Nature Areas: How does innovation drive accessibility advancements?

Experts will underline how the sector's key stakeholders can improve people's comfort, safety and life quality, by applying the Universal Design principles, which save costs and channel better the necessary investments for improvements of accessibility in both cultural and natural environments. Managers of cultural and natural resources and institutions will discuss methods for assessing and enhancing accessibility of cultural sites' levels. The panelists will showcase good practices in enabling universal access to cultural expressions and the natural environment through innovation and collaboration with destinations, the private sector and organizations of persons with disabilities. Lastly, the session will address how to balance heritage or nature conservation values with requirements to make tourism experiences accessible for all.

Moderator: **Stefano Dominioni**, Director, European Institute of Cultural Routes, Council of Europe

Speakers:

1. **Katerina Papamichail**, Architect, Accessibility Expert, Board of Directors, European Network for Accessible Tourism (ENAT), Greece: *Applying principles of Universal Design to enhance Accessibility for All to Cultural Tourism and Natural Resources*
2. Ministry of Culture, Italy (**tbc**)
3. **Caroline Shapiro**, Director, International Public Relations and Strategic Communications, Museum of the History of Jerusalem: *Transforming an ancient citadel into an innovative and accessible museum: the new Tower of David Jerusalem Museum*
4. **Sonia García Fraile**, Technician of Accessibility and Innovation Directorate, ONCE Foundation, Spain: *Making the Way of St. James (Camino de Santiago) accessible*
5. **Baptiste Hottekiet**, Director of *Parc naturel du Pays des Collines*, Wallonia's Nature Parks Federation, Belgium: *Project Natur'Accessible: Extraordinary nature accessible to all, myth or reality?*
6. **Omar Sakr**, Executive Director, Lebanon Mountain Trail Association, Lebanon (**tbc**)

19:30-21:30 Gala dinner

DAY2: 17 November 2023

09:30-10:45: Technical Panel III: Disability inclusion in sports, leisure and events: How does inclusion contribute to personal fulfilment and new opportunities within the tourism value chain?

The panelists will showcase a wide array of approaches in addressing the inclusion and integration of people with disabilities in sports, recreation and leisure activities, in the context of tourism. All these activities are of key importance to the tourism sector value chain as they take place within a great variety of destinations which feature different accessibility challenges that need to be successfully bridged through social inclusion and entrepreneurship. The session will also discuss the accessibility of events, the essence of the MICE industry.

Moderator: **Briony Brookes**, Head of PR & Communications for Cape Town Tourism, South Africa

Speakers:

1. **Thomas Deschamps**, Director, Observatory on Sustainable and Accessible Tourism, *Paris Je t'aime*-Paris Tourism Office, France: *Making the 2024 Olympics and Paralympics more accessible for all*
2. **Helena Ribeiro**, Project Manager for Accessible Tourism, Turismo de Portugal: *Tools for businesses in the spheres of MICE, leisure, festivals and events*
3. **Ignatios Fotiou**, President, TOBEA, Greece: *SEATRAC, making seaside destinations accessible to ALL*
4. **Riccardo Giuseppe Capo**, Managing Director, MIRABILANDIA, Italy: *No fun without inclusivity – Mirabilandia Experience*
5. **Alberto Dellavalle**, Director, Infrastructure and Environmental Quality, Municipality of Rimini, Italy
6. **Samsung (tbc)**

10:45-12:00 Technical Panel IV: Accessibility as a business opportunity: How does it bring benefits to the tourism industry?

Panelists representing the private sector and destinations will highlight through their success stories, why accessibility is about quality, opening up to new audiences, generating business opportunities and greater product differentiation driven by changes in design and marketing. They will also discuss approaches to strengthen innovation, the application of technologies, as well as the best ways for the industry to shift its mindset and stand up for the accessibility cause, once and for all.

Moderator: **Ross Calladine**, Head of Business Support at Visit England /Disability and Access Ambassador for Tourism to the Government of the United Kingdom

Speakers:

1. **Thodoris Tzoumas**, Mayor of Skiathos, Greece: *Accessibility in island destinations*
2. **Tommaso Bertini**, Chief Corporate & Tour Operating Marketing Officer, Alpitour, Italy: Alpitour's 'barrier-free' project: how can holidays be more accessible?
3. **Javier Sancho**, Director Sales Europe (Spain, Italy and Portugal) Hilton Hotels: *Embracing the universal access cause by hotel chains*
4. **Beatriz Miguel Díez**, Director of Operations and Customer Experience, ILUNION Hotels, Spain: *Labour inclusion and Universal Design as a win-win for people and customers*
5. **Maurizio Borletti**, CEO, San Marino Outlet Experience: *Accessibility as fundamental base in shopping tourism: the example of San Marino Outlet Experience*

Coffee available and served in the lobby throughout the morning

12:00-12:15 Presentation of the ***San Marino Action Agenda to advance Accessible Tourism***, resulting from the Ministerial Round Table and the Technical Panels. The San Marino Agenda is meant to serve as a catalyst of change in making our sector more accessible for all people. Upon its presentation, it will be announced that a compendium of good practices and success stories in accessible tourism, showcased in San Marino, would be published by UNWTO and partners at a later stage, as the final outcome of the Conference.

12:15-12:30 **Wrap-up of the Conference and Closing ceremony**

12:30-15.30 Technical tour with lunch