



## **Technology at the service of Tourism for All**

29 January 2015, 12.00-14.00  
FITUR 2015, IFEMA, Madrid, Room N 115/N 116

### **Provisional Programme**

**Master of Ceremony:** Mr. Antonio Ledesma, Journalist

**12:00-12:30**

**Opening:**

Ana Larrañaga, Director of FITUR

Santiago Moreno, Director, Vodafone Spain Foundation

Francisco Sardón Peláez, President of PREDIF

José Luis Martínez Donoso, General Director, ONCE Foundation

Tatiana Martínez, Deputy Director for Development and Sustainable Tourism, State Secretariat for Tourism, Government of Spain

Taleb Rifai, Secretary-General, UNWTO

**Video projection by PREDIF: General awareness on Accessible Tourism (2 min)**

**12:30-12:40**

Presentation of the **Manual on Accessible Tourism for All** (UNWTO/ONCE Foundation/ENAT)

Marina Diotallevi, Programme Manager, Ethics & Social Responsibility, UNWTO

**12:40-13:00**

**Best international practices: technologies for an accessible tourism**

Ivor Ambrose, Managing Director, European Network for Accessible Tourism, (ENAT): *Pantou - The European Accessible Tourism Directory*

Roberto Vitali, President, Village for All (V4A), Italy: *V4AInside and its benefits for persons with disabilities*

Representative from Colombia TBC

**13:00-14:00**

**Technical panel: Technology in the travel and tourism accessibility chain in Spain**

Moderator: Mr. Jesús Hernández Galán, Director of Universal Accessibility, ONCE Foundation

Panellists:

Jon Cortina, CEO, ILUNIÓN Viajes: Search engines/accessible booking

Emilio García, Director of R&D&i, Patentes Talgo: *The train in your cell phone*

Mari Satur Torre, Innovation Manager, Vodafone Spain Foundation: *Tur4all* and its application in the case of the city of Seville

Video projection by ONCE: *Audesc mobile* (3 min)

**Debate**

**14:00**

**Closing:** Francisco Sardón Peláez, President PREDIF

*With the collaboration of:*

