



PROGRAMME PREVIEW

Wednesday 26th June

8:30 – 09:30 Registration desk open

09:30 Posters' exhibition opening in the Chamber Room's Lobby

09:30 Stands' exhibition opening in the Main Hall

10:00 – 11:30 Workshops 1 y 2 in the Multipurpose rooms 1 y 3

W 1: "21st Century museums, the evolution towards accessibility" Room 1

Moderator: **Ms. Mercé Luz**, Spain
Responsible for Culture and Leisure Department Fundación ONCE

- **Ms. Clara Mineiro**, Portugal
Responsible for accessibility, Geral Direção Cultural Heritage (DGPC) "*The Portuguese heritage in the way of accessibility - the importance of networking*"
- **Ms. Michelle Moore**, Australia
Dept Architecture and Museology, University of Queensland "*The Museum for All: Designing enriching experiences*"
- **Ms. Rüdiger Leidner**, Germany
President of the National Coordination Department in Tourism for All "*Accessibility in Museums of Berlin*"
- **Mr. Guillermo S. Kurtz**, Spain
Badajoz Archaeological Museum "*Exhibition Touch of Time*"
- **Mr. Manuel Gimeno**, Spain
Orange Foundation Director. "*Accessible Museums* "

W 2: "The importance of accessible tourism certification: Quality through planning and management" Room 3

Moderator: **Ms. M^a Josefa Álvarez**, Spain
Assistant Director of Universal Accessibility. Fundación ONCE

- **Mr. Guillermo Anívarro**, Spain
Standardization Director. ICTE. Spanish Tourism Quality Institute. "*Accessibility as part of the quality*"
- **Mr. Juan Novillo Hopfner**, Spain
Consumption Manager AENOR, Spanish Association for Standardization and Certification. "*The accessibility certification scheme according to UNE 170001-2 tourist environments: accessibility criteria and Workshop accessibility evaluation criteria DALCO*"
- **Ms. Teresa Gallo del Valle**, Spain
Consulting Project Manager Fundosa Accesibilidad. "*Accessible tourism services and environments management. Standard UNE 170001* "
- **Ms. Beatriz Rubio**, Spain
Accessibility Responsible Confortel Hoteles. "*Example of certification in tourism: Hotels Confortel*"
- **Mr. Florent Orsoni**, France
AFNOR Commission President ccessibility in buildings. "*Accessible Tourism Certification: The French case*"
- **Mr. José Antonio Martín**, Spain
Managing Director of the Foundation BeQual "*BEQUAL Foundation, certifying entity CSR-D*"

11:30 – 12:00 Afternoon break in the Multipurpose rooms' Hall

12:00 – 13:30 Workshops 3 y 4 in the Multipurpose rooms 1 y 3

W 3: “Leisure activities: Natural areas and parks” Room 1

Moderator: **Mr. Jose Luis Borau**, Spain
Head of Accessibility Consulting Area Fundosa Accesibilidad/ Via Libre

- **Ms. Patricia Lopez Cade**, Spain
Independent researcher *“Urban green areas heritage: tourism accessible in urban parks and historic gardens of the city of Madrid, El Retiro and Madrid Rio”*
- **Ms. Karina Pudor**, Argentina
Accessibility responsable. Iguazú *“Accessibility in Iguazu National Park”*.
- **Mr. Antonio Brotons**, Spain
Department of Agriculture and Environment of Aragon. Department of Conservation of the Natural *“Accessibility in Natural networks in Aragon. Tourism for All ”*.
- **Ms. Tatiana Alemán**, Spain Technical Director, PREDIF (State Representative Platform People with Physical Disabilities) **Ms. Arantxa Hernández**, Spain Environmental Management Activities and Greenways Spanish Railways Foundation *“Greenways accessible to all”*
- **Mr. Ramón Martí**, Spain
Territorial Coordination Manager SEO Bird Life *“Birdwatching for All. Wetlands of Don Quixote”*

W 4: “Welcome to accessible tourism destinations” Room 3

Moderator: **Ms. Pilar Soret**, Spain
Commercial & Development Director Fundosa Accesibilidad/ Via Libre

- **Mr. Raimundo Ramos Prats**, Spain
City Councillor for Tourism Ibiza. *“Step by Step”*
- **Mr. Diego González**, Spain
Accesible Tourism Asesor, Catalan Tourism Agency *“Accessible Cultural Tourism in Catalonia beyond the elimination of architectural barriers”*
- **Ms. Claudia de Santos**, Spain
Heritage and Tourism Department. City of Segovia. *“Segovia, a city for all”*
- **Ms. Susana Arribas Paredes**, Spain Director Corporate Affairs department, Bureau of Tourism, Madrid Visitors & Convention Bureau **Ms. Mar Miguel Colom**, Spain, Managing Director Bureau of Tourism Madrid Visitors & Convention Bureau. *“Madrid, an accessible destination”*
- **Ms. Yana Elenkova**, Bulgaria
Bulgaria for all. *“Bulgary on the way of tourism for all - the case for accessible tourism Cluster (CAT)”*.
- **Ms. Carolina Vicens Perpiñá**, Spain
Illes Balears for All *“Illes Balears for All, destination for All”*

13:30 – 15:00 Lunch in the Side Hall and Terrace

15:00 – 15:45 Documentary screening “Valencia Cuenta Contigo – El Palacio Cervelló”
in the Chamber Room

15:45 – 16:30 Opening Session in the Chamber Room

“Fundación ONCE: 25 years working for Accessible Tourism”

Mr. Jesús Hernández Galán, Universal Accessibility Director. Fundación ONCE

16:30 – 17:00 Morning Break in the Main Hall

17:00 – 18:00 Opening Ceremony in the Chamber Room

Presenter: **Mr. Jesús Hernández Galán**, Spain
Universal Accessibility Director. Fundación ONCE

18:00 – 19:30 1_Keynote Lectures in the Chamber Room

“Policies and strategies for Accessible Tourism”

Moderator: **Mr. Finn Petrán**, Sweden
President of EIDD – Design for All Europe

- **Elena Valdés del Fresno**, Spain
Deputy Director of Development and Sustainability for Tourism. Ministry of Industry, Energy and Tourism. *“Estrategia de Turismo para Todos en España”*
- **Ms. Krista De Spiegeleer**, Belgium
Tourism and Cultural Instruments at DG for Enterprise and Industry at the European Commission
“European Commission Preparatory Action on Accessible Tourism 2012-2014”
- **Ms. Marina Diotallevi**
Head, Ethical and Social Dimensions of Tourism at UNWTO *“Accessibility in tourism UNWTO actions”*
- **Ms. Pilar Barraca Ramos**, Spain
National Coordinator of European Heritage Label. Analysis Unit CoE Cultural Routes. PHE Protection Directorate General of Ministry of Education, Culture and Sports.
- **Mr. Alex Camacho Vásquez**, Ecuador
Secretary General, Vice Presidency

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19:00 – 21:00 Guided tour: The city of Ávila. (Meeting point Conference centre)

OPTION A: Guided theatrical tour along the wall's accessible section (Spanish)

OPTION B: Guided tour to accessible touristic resources from Visitors' Reception Centre (English)

Thursday 27th June

9:00 – 10:30 **2_Keynote Lectures** in the Chamber Room
“**The economic opportunity of Accessible Tourism worldwide**”

Moderator: **Mr. Ivor Ambrose**, Greece
Manager Director (ENAT)

- **Mr. Simon Darcy**, Australia
Associate Professor, Faculty of Business University of Technology Sydney (Australia)
“*Understanding the Economic Challenges and Opportunities through the Travel Chain and Value Creation*”
- **Mr. Dimitros Buhalis**, United Kingdom
Deputy Director, International Centre for Tourism and Hospitality Research (ICTHR) School of Tourism, Bournemouth “*What should accessibility in tourism providers do to increase their visibility in the market?*”
- **Ms. Isabelle Ducharme**, Canada
Chairperson of the Board of Kéroul “*“Harnessing the niche market of Accessible Tourism. KEROUL Study Results ”*”
- **Mr. Javier de la Nava**, Spain
Macroeconomics Professor CEF. Former Responsible Social Action BBVA (Spain) “*Corporate social responsibility and accessibility*”
- **Mr. Peter Neumann**, Germany
Director NeumannConsult “*A decade of evolution in the economic impact of tourism accessible*”

10:30 – 11:00 Morning Break in the Main Hall

11:00 – 12:30 **3_Keynote Lectures** in the Chamber Room
“**Labor integration of people with disabilities in tourism**”

Moderator: ...

- **Ms. Annagrazia Laura**, Italy
Consorcio Soziale COIN Corporate Society “*Working in cultural tourism. An opportunity for people with disabilities* ”
- **Mr. Scott Rains**
Inclusive Tourism Consultant. “*The entrepreneurial spirit of people with disabilities in the tourism sector. Experiences in South America* ”
- **Mr. Silvio Sagramola**, Luxembourg
EDF (Belgica) “*The employment of people with disabilities as a model for future generations*”
- **Mr. Ibrahim Abu Heli**
ENAT-MENA Regional Representative “*Unlocking Potential: A Business Case for a Euro-MED Employment Disabled Tourism Development Fund*”
- **Mr. Jorge de Dios; Gregorio López**, Spain
Red Círculos (Social Institutions on Disability Network). “*Best practices and new tourism projects for everyone in Castilla y León: the case of Asprodes (Salamanca) and Fundación San Cebrían (Palencia)*”

13:00 – 14:00 Lunch in the Side Hall and Terrace

14:30 – 16:15 Roundtable in the Chamber Room
“Good practices in Accessible Tourism”

Moderator: **Enrique García**, Spain
Managing Director Fundosa Accesibilidad/Vía Libre

- **Ms. Noelia Cuenca**, Spain
Accessibility Councillor for the City of Avila *“Ávila city of heritage. of everyone, for everyone”*
- **Mr. Danny Silva**, Belgium
Project Mananer OITS *“STEEP Platform of European Social Tourism”*
- **Ms. Imma Alemany**, Spain
Fundació Desenvolupament Comunitari *“SETAP, tourism service and personal autonomy”*
- **Mr. Eli Meiri**, Israel
Israel for All. *“On the Footsteps of Jesus – Wheelchair accessible trip following the Gospels”*
- **Ms. Eugénia Lima Devile**, Portugal
Professor, Polytechnic Institute of Coimbra - Escola Superior de Educação Praça Heróis do Ultramar - Solum *“Accessible Tourism in Portugal: Change happening”*

16:15 – 16:45 Afternoon break in the Multipurpose rooms’ Hall

16:45 – 18:30 Workshops (5, 6 and 7) in the Multipurpose rooms

W 5: “New technologies at the service of accessible tourism” Room
1

Moderator: **Ms. Blanca Alcanda**, Spain
Managing Director. Technosite

- **Mr. Emilio Gallego Zuazo**, Spain
General Secretary, Spanish Federation of Hospitality FEHR *“Spanish Gastronomy: flavors for all”*
- **Ms. Stéphanie Ollive**, France
Biplan & Polymorphe Design *“Adapting cultural and tourist applications to make them accessible to all”*
- **Mr. Erich Thruner**, Germany
CarpeVitam President *“ Make Everyday Objects Talk To You Using NFC technology to overcome barriers of information in cultural life ”*
- **Ms. Mari Satur Torre**, Spain
Fundación Vodafone Spain *“Accessible Tourism Mobile Application Tour4all”*
- **Mr. Francois Bois**, France
KERNIX’S LAB *“Handistrict.com - search engine of accessible POI”*
- **Mr. Roberto Vitali**, Italy
President Village4all *“Application móvilV4Ainside”*

W 6: “The point of view of users on Accessible Tourism” Room 3

Moderator: **Yolanda de la Fuente Robles**, Spain
Jaén University

- **Ms. Birgitta Blokland**, Holland
Vice-Chair . Access to Culture Project 2011-12. EBU (European Blind Union) "Cultural Rights: Time for action. Results of research by the EBU, European Blind Union, showing how cultural rights must still improve in Europe"
- **Ms. Aurora Madariaga Ortuzar**, Spain
Doctor and Director of Leisure and Disability Chair of the Institute of Leisure Studies, University of Deusto. "*Features of tourist programs offered from the disability association network* "
- **Ms. Diana Rubio Moral**, Spain
Jaén University " *The Importance of Accessible Tourism in Active Ageing Population: Sightseeing tours, accommodation and services tailored to seniors*"
- **Mr. Ricardo Pagán-Rodríguez**, Spain
Applied Economics Department, University of Malaga "*The contribution of leisure travel in the levels of personal well-being: the case of Germany people with disabilities*"
- **Mr. Francisco Sardón**, Spain
Accessible Leisure and Tourism Commission CERMI
- **Mr. Jose Francisco Palmiotti**, Argentina Deputy Ombudsman and Ombudsman of the Autonomous City Tourist y **Mr. Mario Pironni**, Argentina Head of Tourist Ombudsman Area

W 7: “ICARUS Project” Room 2

19:00 – 21:00 Guided tour: The city of Ávila. (Meeting point Conference centre)

OPTION A: Guided tour along the wall’s accessible section (English)

OPTION B: Guided tour to accessible touristic resources from Visitors’ Reception Centre (Spanish)

21:30 Gala dinner in the Lienzo Norte Restaurant

Friday 28th June

9:00 - 11:00 Roundtable in the Chamber Room “Accessibility in Historical Heritage sites”

Moderator: **Mr. Francisco Menor Monasterio**, Spain
Director of Fundación ACS

- **Ms. Fionnuala Rogerson, Ireland**
Director of the International Union of Architects' Architecture for All ", Ireland. *"Strategic planning in Heritage accessibility"*
- **Mr. José Antonio Juncá**, Spain
Civil Engineer. SOCYTEC *"Universal Accessibility in historic centers. Basis and good practices "*
- **Mr. Delfín Jiménez Martín**, Spain
Architect, collaborator Fundosa Accesibilidad/ Via Libre *"The urban space accessibility in historical settings. Some key criteria and action strategies"*
- **Ms. Isabella Tiziana Steffan**, Italy
Studio Steffan - Progettazione e Ricerca *"Historical Heritage and accessibility in Italy"*
- **Ms. Katerina Papamichail**, Greece
Architect *"Improving access to the Acropolis and the historic center of Athens. The benefits for tourism and quality of life"*
- **Mr. Jorgen Tryk Hansen**, Denmark
Architect Viborg Kommune *"Accessibility in historical city-new ways to the cultural heritage of Viborg, Denmark"*

11:00 – 12:30 Roundtable in the Chamber Room “Networks”

Moderator: **Ms. Pilar Soret**, Spain
Commercial & Development Director Fundosa Accesibilidad/ Via Libre

- **Ms. María Orejas**, Belgium
Thematic Networks Director. EFC. *"League of Historical Accessible Cities"*
- **Ms. Araceli Sánchez Garrido**, Spain, Head of Department of Cooperation and Cultural of the Spanish Agency of International Cooperation for Development. AECID , **Mr. Wilson Castellanos Parra**, Colombia, *"Universal Accessibility Iberoamerican Network – AUN"*
- ...,
President European Network of Accessible Tourism
- **Mr. Pete Kercher**, Sweden
EIDD Ambassador
- **Mr. Israel Muñoz**, Spain
Secretary of the Accessibility Commission on World Heritage cities of Spain Group 2008-2012

12:30 – 13:00 Morning Break in the Main Hall

13:00- 13:30 Congress Conclusions in the Chamber Room

13:00 – 13:15 Keynote Lectures and Roundtables

Ms. Pilar Soret, Spain

Commercial & Development Director Fundosa Accesibilidad/ Via Libre

13:15 – 13:30 Workshops

Ms. Mercé Luz, Spain

Responsible for Culture and Leisure Department Fundación ONCE

13:30-14:00 Closing Ceremony in the Chamber Room

Presenter: **Mr. Jesús Hernández Galán**

Universal Accessibility Director. Fundación ONCE

14:00-14.30 Dance Performance “Psicoballet Maite León” in the Chamber Room