



1st UNWTO Conference on Accessible Tourism in Europe

San Marino, 19/20 November 2014

Updated Provisional Programme

In recognition of the importance of universal accessibility in tourism, which is related not only to the respect for human rights, but also to considerable economic opportunities that Tourism for All entails, UNWTO and the Government of the Republic of San Marino will jointly organize the 1st UNWTO Conference on Accessible Tourism in Europe, to take place in San Marino on 19/20 November 2014.

The Conference will feature good practices of universal accessibility and design for all in a wide-range of tourism destinations in Europe, with a special focus on heritage cities. Some of these destinations have managed to develop quality services for all and successfully boosted their competitiveness through accessible tourism, without neglecting the challenges of heritage protection for future generations.

This gathering will further discuss different approaches in developing an adequate policy framework and strategic actions aimed at making accessible tourism a reality. Smart technologies which enable and foster universal accessibility and its application in tourism infrastructures, facilities and services will be also tackled by the panelists.

Wednesday, 19 November 2014

09:00-09:30 Registration

09:30-10:15 Opening ceremony

Minister of Foreign Affairs of San Marino
Chair of the World Committee on Tourism Ethics
Minister of Tourism of San Marino
UNWTO Secretary-General

10:15-10:50 Special feature: Mirko Tomassoni, Former San Marino Capitano Reggente (Chief of State):
Accessibility as a personal challenge

Mahena Abbati, Director, Consorzio San Marino 2000: San Marino for All -
Case Study of Eden Prize for 2013

10:50-11:15 Setting the scene: Simone Fanti, Italian journalist

11:15-11:30 Coffee break

11:30-13:00 **Session I: Heritage Cities and Universal Accessibility**

This session will feature urban areas with significant heritage assets which may pose challenges for travelers with disabilities. The initiatives to be presented shall demonstrate that historic compounds can adapt their infrastructures and access to monuments without jeopardizing their authenticity and cultural value.

Moderator: TBC

Speakers:

League of Historical and Accessible Cities (LHAC), Belgium

Universal Accessibility projects in Siracusa and Noto, Italy

Sabine Neusüss, Accessibility Manager, Municipality of Salzburg, Austria: Salzburg - Winner of the European Award of Accessible City in 2012

Elena de Mier Torrecilla, Architect, ACS Foundation/Spanish Agency for International Development and Cooperation (AECID): Adaptation of World Heritage Sites in Spain and International Cooperation projects in Latin America

13:00-14.30 Lunch

14.30-16:00 **Session II: Accessible Tourism Policies and Strategies**

The main focus of this session will be on partnerships between governments, the private sector stakeholders and disabled people's organizations in devising common policy frameworks and concrete strategies fostering accessible tourism.

Moderator: **Marina Diotallevi**, Programme Manager, Ethics and Social Responsibility, UNWTO

Speakers:

Pedro Ortun Director for Service Industries, DG Enterprise and Industry, European Commission: EU policy instruments on universal accessibility in tourism

Marino Finozzi, Regional Minister for Tourism, Veneto, Italy: Accessible Tourism: NECSTour Accessibility Task Force - Let's give a shape to hospitality quality

Teresa Ferreira, Director, Development and Innovation Department, Turismo de Portugal: National tourism policies and universal accessibility in Portugal

Anna Grazia Laura, President, European Network for Accessible Tourism (ENAT): Training modules on accessibility for tourism professionals

16:00-16:15 Coffee break

16:15-17:45 **Session III: Smart Destinations: Accessible Infrastructures and Services**

Tourism destinations need to incorporate the latest developments in smart technologies in order to meet the needs of different segments of the market, including the one with disabilities or special needs. This session will discuss innovative approaches which add value to and enhance the competitiveness of Destinations for All on the tourism global market.

Moderator: **Pete Kercher**, President, EIDD Design for All in Europe

Speakers:

Jesus Hernandez Galan, Director of Universal Accessibility, ONCE Foundation for the social inclusion of people with disabilities, Spain: Smart technologies fostering accessible tourism

Roberto Vitali, President, Village for All (V4A), Italy

Magnus Berglund, Accessibility Ambassador, Scandic Hotels, Sweden: Design for All in the hospitality industry

Ross Calladine, Head of Business Support, Visit England, United Kingdom: Developing and promoting accessible destinations throughout England.

17:45-18:00 **San Marino Declaration on Accessible Tourism**

18:00 **Closing**

Evening Farewell Dinner

Thursday, 20 November 2014

Morning **Technical tour**

13:00 Lunch

In collaboration with:

