

## “ACCESSIBLE TOURISM: OPPORTUNITY FOR ALL”

Conference, Lucignano (AR), 21-22 March 2016



Rosini Theatre Lucignano

### Rosini Theatre

Via Rosini 25, Lucignano (AR) – Tuscany - Italy

### “I Girasoli”

Località Selve di Sotto 89/C, Lucignano (AR) – Tuscany - Italy

Official Languages: English - Italian

### DRAFT PROGRAM

#### MONDAY, MARCH 21<sup>ST</sup> 2016

08:30 – 09:00 Participants' arrival and registration.  
**Video projection**

09:00 – 9:30 **Welcome addresses**  
**Roberta Casini**, Mayor of Lucignano  
**Mario Battaglia**, President FISM  
**Roberta Amadeo**, President AISM



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09:30 – 10:20

## **Opening Ceremony**

**Carlo Corazza**, Head of Unit F4 (Tourism, Textile, Emerging and Creative Industries) - European Commission (video message)

**Mr. ...**, Italian Ministry of Cultural Heritage and Tourism (tbc)

**Flavia Maria Coccia**, Chairman of the Committee for the Promotion and Development of Accessible Tourism at the Council of Ministers.

**Mrs. ...**, Head of Tourism, Regione Liguria (tbc)

**Mrs. ...**, Head of Tourism, Regione Toscana (tbc)

**Fabio Paparelli**, Vice President Regione Umbria (tbc)

## **UNIT 1: ACCESSIBLE TOURISM AND ACCESSIBLE DESTINATION MANAGEMENT**

Chaired by: Mr. ...

10:20 – 10:40

**Ivor Ambrose**, Managing Director European Network for Accessible Tourism (ENAT) - Belgium

“The economic impact of Accessible Tourism”.

10:40 – 11:00

**Igor Stefanovic**, Ethics and Social Responsibility Programme, UNWTO (World Tourism Organization) – Spain

“Mainstreaming Accessibility in the Tourism Sector”.

11:00 – 11:20

## **Quick coffee break**

11:20 – 11:40

**Dino Angelaccio**, Accessibility Project Manager - Rete Italia Jonica

**Antonio Nicoletti**, Strategic Planning, City of Matera – Italy

“Presenting Accessible Matera, European Capital of Culture 2019, an extraordinary opportunity for Italy Southern regions”.

11:40 – 12:00

**Mahena Abbati**, Director Consorzio Turistico San Marino 2000 – San Marino

“The San Marino Experience”.

12:00 – 12:20

**Isabella Menichini**, Director of Home Care and Culture of Health Sector within the Department of Social Policy and Culture of Health of the City of Milan - Italy

“Milan winner of 2016 Access City Award and Expo 2015 experience”.

12:20 – 12:30

## **Questions and Answers**

12:30 – 14:00

## **Lunch**





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14:00 – 14:20 **Elizabeth Franchini**, Program Officer Fondazione Banca del Monte di Lucca - Italy

“The League of Historical and Accessible Cities: a collaboration between European foundations, policy makers and associations in 6 historical cities – an highlight on the case of Lucca”.

14:20 – 14:40 **Roberto Vitali**, Founder and CEO of Village for All V4A – Italy

“Hospitality for all, challenges and opportunities for SMEs”.

## UNIT 2: CHAIN OF ACCESSIBILITY AND CUSTOMER NEEDS

Chaired by: **Anna Grazia Laura**, President ENAT (European Network for Accessible Tourism) – Belgium

### THE IMPORTANCE OF TRANSPORT – CONNECTING DESTINATIONS

14:40 – 15:00 **Gilles Bergot**, Deputy Head of the Passenger Rights Unit at the European Commission - Belgium

“The EU legislation and policy concerning the rights of passengers with specific needs in transport”

15:00 – 15:20 **Roberto Romeo**, President ANGLAT - Italy

“Passenger Rights and Accessibility”

### ACCOMMODATION AND RELATED SERVICES

15:20 – 15:40 **Fulvio Badetti**, Main divisional director at Barcelo Hotels & Vice President of the hoteliers of Ostia – Italy

“Accessibility at Barcelo Hotels Network”

### TOURISM OPERATORS

15:40 – 16:00 **Malgorzata Tokarska**, Owner and Managing Director at Accessible Poland Tours - Poland

“How to implement, promote, sell and lead accessible tours and itineraries”

16:00 – 16:20 **Quick coffee break**

### CULTURAL OFFERS

16:20 – 16:40 **Francesca Velani**, Vice President Promo PA Foundation & Director LuBeC - Italy

“How to make culture accessible: suggestions and tools”



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16:40 – 17:00 **Carolina Martins**, Parques de Sintra – Monte da Lua - Portugal  
“Cultural and Natural Heritage made accessible thru physical interventions, transports and technological devices.”

### UNIT 3: DIGITAL ACCESSIBILITY

Chaired by: Mr. ...

17:00 – 17:20 **Maria Pia Giovannini**, Head of Public Administration Department, Agenzia per l'Italia Digitale, Presidency of the Council of Ministers – Italy  
“Requirements for being digitally accessible and how to implement an accessible website”

17:20 – 17:40 **Questions and Answers**

17:40 – 18:00 **Conclusions for the day**

### POST EVENT: EVENING TOUR OF LUCIGNANO

18:00 – 20:30 **Evening cocktail and tour of Lucignano:** (itinerary tbd)



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TUESDAY, MARCH 22<sup>ND</sup> 2016

08:30 – 09:00 Participants' arrival and registration.  
**Video projection**

### UNIT 4: TECHNOLOGY AT SERVICE OF ACCESSIBLE TOURISM

Chaired by: Mr. ...

09:00 – 09:20 **Dimitrios Buhalis**, Head of Department of Tourism and Hospitality at Bournemouth University - UK  
“Accessible tourism and the power of cocreation on social media”

09:20 – 09:40 **Michela Busi**, Head LifeScience ICT Projects at ETT - Italy  
“New Technologies applied to Accessible Tourism”

### UNIT 5: UNIVERSAL DESIGN: FROM DESIGN OF SPACES AND BUILDINGS TO DIGITAL ACCESSIBILITY

Chaired by: Mr. ...

09:40 – 10:00 **Daniela Orlandi**, Architect & Journalist – Italy  
“Universal Design as strategy”

10:00 – 10:20 **Katerina Papamichail**, Architect, ENAT – Greece  
“Universal Design of Tourism Infrastructure”

10:20 – 10:40 **Elisabetta Schiavone**, Architect, CERPA – Italy  
“Safety for All”

10:40 – 11:00 **Quick coffee break**

### UNIT 6: ACCESSIBILITY INFORMATION

Chaired by: Mr. ...

11:00 – 11:20 **Simona Petaccia**, President Diritti Diretti Onlus - Italy  
“Accessible Tourism: in need of shared communication”

11:20 – 11:40 **Claudio Puppo**, Liguria Region Secretary of the Consulta & Vice



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- President Anglat - Italy  
"Traveling comfortably seated"
- 11:40 – 12:00 **Consuelo Agnesi, CERPA - Italy**  
"Communication as Inclusion"
- 12:00 – 12:20 **Mirko Speziali, President Centro Servizi Foligno & Accessible Umbria - Italy**  
"Accessibility Information at the Tourism Office"
- 12:20 – 12:30 **Questions and Answers**
- 12:30 – 14:00 **Lunch**

### UNIT 7: TRAINING UNITS AND PRACTICAL EXPERIENCES

Chaired by: Mr. ...

#### HOSPITALITY

- 14:00 – 14:20 **Marcella Mazzoli, Managing Director of Territorial Development at AISM - Italy**  
"Being the Director of an accessible hotel":
- "How to assist customers with specific needs: from equipments to entertainment"
  - "Accessible approach at the Reception"

#### RESTAURANTS

- 14:20 – 14:40 **Mr. ..., - Italy**
- "How to manage an accessible restaurant".
  - "Allergies, Diets, Gluten free and other specific requests"
  - "Food preparation and good choice of suppliers"

#### TOUR OPERATORS & TRAVEL AGENCIES

- 14:40 – 15:00 **Veroniek Maat, Owner and Managing Director at Accessible Travel Netherlands – Netherlands**  
"Start up in travel industry"
- 15:00 – 15:20 **Mr. ..., - France**  
"How to market accessible products and packages"
- 15:20 – 15:40 **Questions and Answers**



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15:40 – 16:00      **Quick coffee break**

### UNIT 8: ROUND TABLE WITH PROJECTS SELECTED BY THE EUROPEAN COMMISSION

Chaired by: Mrs. ...

16:00 – 16:15      **Massimo Canalicchio / Mr. Louis Montagnoli**, Comunità Montana  
Lago Trasimeno - Italy  
“Accesstour”

16:15 – 16:30      **Alessandro Redavide**, CPD & Turismabile - Italy  
“Smart Tourist Routes for Inclusive Groups (STRING)”

16:30 – 16:45      **Ileana Esposito**, Peepul - Italy  
“Cosy4You” (tbc)

16:45 – 17:00      **Caroline Fischer**, NETZ - Germany  
“VIA REGIA”

17:00 – 17:15      **Giovanni Ruggieri**, Errequadro – Italy  
“Mobility Unesco Sustainable Tourism (MUST)”

17:15 – 17:30      **Marco Pizzio**, SM Italia - Italy  
“EWB – Europe Without Barriers”

17:30 – 17:45      **Questions and Answers**

17:45 – 18:00      **Conference Conclusions**



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**WEDNESDAY, MARCH 23<sup>rd</sup> 2016**

## POST EVENT

9:00 – 18:00

### Blog Tour to Siena & Pienza - Tuscany

#### Partners:



SM Italia



Accessible Poland Tours



City of Riccia



Centro Servizi Foligno



Chris Travel



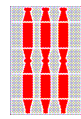
**ENAT**  
European Network for Accessible Tourism

ENAT

#### “Europe Without Barriers”. Project endorsed by:



Ministry of Cultural Heritage and Activities and Tourism



Regione Umbria



Province of Perugia



City of Perugia



City of Siena



City of Assisi



City of Auronzo di Cadore



City of Lucignano



ENIT

#### Conference endorsed by:



Regione Liguria



REGIONE  
TOSCANA  
Regione Toscana

