

SIMPOSIUM Turisme Accessible CONSTRUÏM DESTINACIONS TURÍSTIQUES ACCESSIBLES

30th November Program | [1st December Program](#)

9:00-9:30	Registration of the participants and welcome coffee
9:30-10:00	Official opening. Presentation of ACCESSI TOURISM PROJECT
10:00-11:15	PANEL 1: Laws, Accessibility codes and Labels Debate and Conclusions
11:15-11:45	coffee break
11:45-13:00	PANEL 2: Accessible and practicable establishments and touristic services Debate and Conclusions
13:00-14:30	Buffet Lunch (Grand Hall HOTEL SERHS CAMPUS)
14:30-16:00	PANEL 3: Design of accessible and practicable spaces and products Debate and Conclusions
18:30	Transfer to Barcelona city
19:15	Guided tour at <i>Palau de la Música</i>
20:00	Social Dinner at Palau de la Música Restaurant

Main entrance and registration:

Hotel SERHS CAMPUS Vila Universitària

Campus Universitat Autònoma de Barcelona

08193 Cerdanyola del Vallès (BARCELONA)

www.serhscampushotel.com

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Symposium Program

09:00-09:30 **Inscripción de los participantes y café de bienvenida**

09:30-10:00 **Official opening**

HC Josep HUGUET, Minister of Innovation, Universities and Enterprises,
Generalitat de Catalunya.

Mrs. Hermeline MALHERBE, Consejera General, Encargada de la
Comisión de las Personas Discapacitadas y del Desarrollo Sostenible.

**Presentation of the Tourist Accessibility Strategy of Catalunya:
"Tourism for all: A Guide of Best Practices" "ACCESSI TOURISME
PROJECT"**

DGTurisme Joan Carles VILALTA, General Director of Tourism -
Innovation, Universities and Enterprise Ministry, Generalitat de
Catalunya.

Mr. Igor KNIBIEHLY, Director del Comité Departamental de Turismo de
Pirineos Orientales.

Mr. Ismael VENTALLÓ, President of Elsa Integració Association

PANEL 1: Laws, Accessibility codes and Labels

Chaired by: Mr. Joan Carles VILALTA, General Director of Tourism - Innovation, Universities and Enterprise Ministry, Generalitat de Catalunya

10:00-10:45 **International Comparison between accessibility laws.**

Mr. Jordi Rufí, Lawyer Consultant (Girona, Catalunya).

OPEN BRITAIN, providing a recognisable brand for all types of accessible accommodation 10:45 – 11:15

Mrs. Jennifer LITTMAN, Chief Executive of TOURISM FOR ALL UK (United Kingdom)

LABEL TOURISME- HANDICAP, the French official label on accessible tourism

Ms. M. Christine CIER, Comité Départemental de Tourisme de Pyrénées Orientales (France)

Mr. Alain DUDICOURT, Directeur de la Direction Régionale du Tourisme du Languedoc Roussillon (France)

Debate and Conclusions

11:15 -11:45 Coffee Break

PANEL 2: Accessible and practicable establishments and touristic services .

Chaired by: Mrs. Hermeline MALHERBE, Conseillère Générale, Chargée de la Commission des Personnes Handicapées et du Développement Durable.

11:45–12:40 **Accessible Hotel accommodation: the case of Scandic Hotels**

Mr. Magnus BERGLUND, Scandic Hotels (Sweden)

Rural Tourism accommodation: the challenge for accessibility

Mrs. Mònica MOLINA, researcher of UAB (Barcelona, Catalunya)

The challenge of accessibility in Complementary supply services:

Les ânes du Canigou et la Reserve de Nyer

M. Stéphane BRANGOLEAU, (Perpignan, France)

Health&Leisure Tourism in Eivissa: "Un mar de posibilidades" project

Mr. Pedro CÀRCELES, Project coordinator (Eivissa, Balears)

12:40-13:00 **Debate and Conclusions**

13:00-14:30 **Buffet Lunch** (Lluís Vives Hall HOTEL SERHS CAMPUS)

PANEL 3: Design of accessible and practicable spaces and products.

Chaired by: Mrs. M. Àngels ALCÀÑIZ, Managing-Director of ELSA INTEGRACIÓ Association.

14:30- 15:30 **The challenge of design inland destinations for all: the case of Portugal**

Mr. Ernesto CARVALHINDO & Mr. Filipe CARVALHO, (Portugal) Lousã Accessible Destination Project (Portugal).

Accessible beaches in Languedoc-Rousillon: CAP HORIZON Audi plage project Handi Plage Association

Mr. Jacky LAPALUD , (Montpellier, France)

Mr. Espi RAMON (Perpignan, France)

Snow sports in a Mountain Resort: LA MOLINA

Mrs. Mariona MASDEMONT (Ripollès, Catalunya)

Cultural Heritage and Accessibility

Mrs. Mònica SURIS, (COM ACCESS, Barcelona, Catalunya)

15:30-16:00 **Debate and Conclusions**

18:30 **Transfer to Barcelona city**

19:15 **Guided tour at Palau de la Música**

20:00 **Gala Dinner at Palau de la Música Restaurant**

[timetable](#)

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9:30-11:15	PANEL 4: Information, Marketing and Commercialization Services Debate and Conclusions
11:15-11:45	coffee break
11:45-13:00	PANEL 5: Urbanism, Transport and Mobility Debate and Conclusions
13:00-14:30	Buffet Lunch (Grand Hall HOTEL SERHS CAMPUS)
14:30-16:00	Closing Panel: Innovative Practices Debate and Conclusions
16:00-16:30	Closing coffee

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Symposium Program

PANEL 4: Information, Marketing and Commercialization Services.

Chaired by: Igor KNIBIEHLY, Managing-Director of Comité Départemental de Tourisme de Pyrénées Orientales

- 09:30-10:30 ***The conceptualization and scope of the Accessible Tourism niche market***
Mrs. Trinidad DOMINGO, Researcher University of Santiago (Galicia)
- How to reach the accessibility market targets***
Mrs. Carolina VICENS, Accessibility Consultant, MALLORCA FOR ALL (Illes Balears)
- SUPERABILE, The whole information services.***
Mrs. Anagrazzia LAURA (Italy)

10:30-11:00 **Debate and Conclusions**

11:00-11:30 **Coffee Break**

PANEL 5: Urbanism, Transport and Mobility .

Chaired by: Mrs. Gemma CÀNOVES, Escola Universitària de Turisme i Direcció Hotelera. UAB.

- 11:45-12:30 ***The Urbanistic design for all.***
Mr. Rovira BELETA, expert architect and professor of Universitat Internacional de Catalunya (UIC) (Barcelona, Catalunya)
- Mobility services into a destination.***
Mr. Txema ALONSO, SAIATU Foundation (Basque Country)
- Accessible and practicable transport services for all.***
Mrs. M. Àngels ALCAÑIZ, ELSA INTEGRACIÓ Association (Girona, Catalunya)

Accessibility service in a university campus: The case of PIUNE. 12:30-13:00

Montse FERNÁNDEZ, PIUNE, Servei d'Atenció a la Discapacitat
(Barcelona, Catalunya)

Debate and Conclusions

13:00-14:30 **Buffet Lunch** (Lluís Vives Hall SERHS HOTEL CAMPUS)

Closing Panel : Innovative Practices.

Chaired by: Mr. Ignasi de DELÀS , Director of Catalunya Tourism Board - Innovation, Universities and Enterprise Ministry, Generalitat de Catalunya

14:30-15:30 **Building accessible destinations: The paradigma of ARONA**

Mrs. Noemi CANARIAS, SIMPRONI (Canarias, Spain)

Sports for all: the ONCE

Mr. Jesus HERNÁNDEZ, Managing-Director ONCE (Madrid, Spain)

Cooperation and Competitiveness in Accessible Tourism for All

Mr. Ivor AMBROSE, Managing-Director of ENAT

15:30-16:00 **Debate and Conclusions**

16:00-16:30 **Closing coffee**

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