



Act book

**III INTERNATIONAL CONGRESS
OF TOURISM FOR ALL**

24-26 Nov.

ONCE Foundation



Fundación ONCE
para la Cooperación e Inclusión Social
de Personas con Discapacidad

www.fundaciononce.es





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Presentation

Accessible Tourism has evolved in a positive way over the past three years. At European level, the European Network of Accessible Tourism (ENAT) features more than 200 members over 30 European regions, including National Tourism Organizations and other public and private entities. This is an evidence of the growing interest for including accessibility as a key factor that promotes quality in tourism industry.

Also, the work developed by different countries in relation with Accessible Tourism, available at the ONCE Foundation paper 'A Study of access requirements related to quality standards in European Tourism' is a step forward in setting up standards that public bodies and private entities will have to consider for achieving quality in tourism . However, there is still a lack of transferable criteria and standards that can be used at European and international level.

One of the main needs in order to achieve a real tourism for all is the training for the staff in the sector, with the dual purpose of making them to meet the accessibility standards, and first of all, removing the attitudinal barriers related to customers with disabilities and visitors with special needs. A friendly welcome and good service are the clues for a positive difference in tourism.

Specific training based in Universal Design principles should involve tourism professionals from private institutions and public bodies, but an update of Tourism educational programmes related directly and indirectly with accessibility is also needed.

This change of mindset must also be reflected in future changes related with cooperative culture development, and facilitate the evolution at a management and organization level, even before the approach at structural changes, at all levels, from private sector to governmental level to improve accessibility in transports, buildings and tourism planning.

This considerations will facilitate a better promotion of accessible tourism through a positive and attractive communication for all stakeholders.

Finally, a breakthrough at International level in relation with accessibility, have been certain practices implemented at destinations which have demonstrated that is possible to achieve accessibility in Heritage environments. Accessibility in Heritage sites has always been the main challenge for tourism sector.

Jesús Hernández Galán,
Director de Accesibilidad Universal de la Fundación ONCE

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1st WORKSHOP

Workshop on professional training and employment on accessible tourism

Accessibility

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ABSTRACT

Tourism is a privileged crossing application field in accessibility and Design for All: it aims to ensure inclusion and active participation to all people in the social life, and has also a positive economic repercussion.

Build for All can be a challenge and a chance in crisis time, to offer services and facilities compatible with the needs of a broader number of customers. Milan will guest Expo 2015 and the machine for welcoming millions of tourists to be drawn by the North of Italy: were be ready for this challenge? Analysing some design solutions in cultural sites, in tourist field and town services in our towns in general, it seems that there are so much to do. Who will make the built environment accessible, usable, attractive for all if architects and urban planners are not educated in Design for All? Education in DfA and tourism is a weak link, it must be improved because it has a fundamental role to make young people aware of the issue in order to apply it to their future work sector.

1. PROFESSIONAL TRAINING, ACCESSIBILITY, DESIGN FOR ALL

"It is normal to be different" , "We are all from different backgrounds".

Professionals involved in design for all know this statements very well, but how much is this awareness widespread to all people? As teachers, architects and ergonomists we have a special role on it.

What causes a situation of handicap? The lack of responsiveness of the built environment, or of the product, to differentiated needs. Every person in this perspective is a potential disabled in front of the objects that surround him.

I am used to say: the lack of ability is an handicap only if the project has not taken it into account. The handicap occurs only in the case of an interaction between subjective situations (eg a leg in plaster) and objects (eg a step) that can become a potential handicap.

On last October 2009 an architect from Kabul, Afghanistan (Farah Deeba Karimi), got her master degree in Structure and Technology in Architecture about "Urban quality and Design for All" at the Politecnico di Milano, Department of Structural Engineering with full marks. It was the first time that this topic was discussed there.

At the workshop “Architectural and Urban Quality” held at the Politecnico (Faculty of Architecture and Society), since last year I have been lecturing on “Economical sustainability of the project: the Design for All approach” and at the Università degli Studi, Milano Bicocca, Faculty of Psychology, I have just started to give lectures on Cognitive Ergonomics.

Most of the students haven’t ever heard about architectural barrier free design and legislation about it before my lessons and just 3 by 40 of them had heard about Design for All before.

In previous workshops run in other towns some younger enthusiastic students said that it was the first time they thought about their urban environment in a critical way, focused on accessibility.

What does this mean?

We must not take accessibility for granted, after 40 years of our first technical legislation in Italy, we need to keep awake new generations on this topic.

*“Design for All is design for human diversity, social inclusion and equality”.
Design for All aims to go beyond accessibility, to give answers to people unexpressed needs, wishes, aspirations, not just to their primary needs.
“Design for All is design for human diversity, social inclusion and equality”.*

Today, Planning and Design for All are being recognized increasingly as necessary elements in pro-active strategies for sustainable development.

Although today’s world is a complex place, and designing is a complex activity we have the responsibility to base our designs on the principle of inclusion.

In 2010 a group of students (Bugatti, Caruana, Lucchini) analysed the area of the ancient Roman amphitheatre in Milan and made a good proposal for a new pedestrian safe path connecting two museums, a new multimodal system to help orientation, a new entrance to improve accessibility.

What we are doing at the University in Milan tends to give the basic knowledge to the implementation for Design for All as common designing approach, part of each design process, not just a temporary binding legislation or fashion.

2. ACCESSIBLE TOURISM

Tourism is a privileged crossing application field of accessibility and Design for All: it includes public and private transportations and buildings, organisation of public space as pedestrian only area, bicycle routes, crossings, services, accommodations, restaurants, communications, ICT, etc.)

The Italian Code of Cultural and Landscape heritage includes the concept of cultural heritage, which is so defined in article 6: “Valorisation means to exercise the functions and to discipline those activities that are aimed

at the promotion of the knowledge of the cultural heritage and to ensure the best possible ways of using the heritage itself by the general public, also by people with disabilities, in order to promote the development of our culture”.

The concept of public use of cultural heritage, which is wide in the Code (“... even people with disabilities ...”), expresses the need to make it possible to use by the widest possible audience. The recent “Guidelines for the elimination of architectural barriers in places of cultural interest.” of the Ministry of Heritage and Culture also stresses this need.

Tourism for all aims to ensure inclusion and active participation to all people in the social life, and has also a positive economic repercussion.

Our new Minister of Tourism in Italy said that there are 38 MILION of weak people travelling in Europe, about 3,5 MILION of these people travel in Italy (e.g. disabled people, mothers with prams, people with food allergies) and that for 1 Euro spent on accommodation there are 3 Euros spent on related activities (restaurants, transportation, leisure, culture, etc).

Planning and build for All can be a challenge and a chance in crisis time, to offer services and facilities compatible with the needs of a broader number of customers.

Our Tourism Minister declared that they will take into account the needs of all, and the Ministry of Tourism established a National Commission for promoting and supporting accessible tourism.

The city of Milan will host Expo 2015 and the machine for welcoming millions of tourists (about 29 millions are expected) will be led by the North of Italy.

Are we ready for this challenge?

The site of Expo 2015 is designed as an expression of the theme “Feeding the Planet, Energy for Life”. The area is modelled as a unique landscape - an island surrounded by a water channel, a true horizontal monument - and structured around two perpendicular axes, with a strong symbolic impact: The World Avenue and the Cardo of the Roman city. The resulting grid determines the structure of the plots allocated to each country, all overlooking the World Avenue.

Many means of transportation in town are quite accessible and many public and touristic places have pavement tactile signals and Braille signals for blind people, communication and reception are attentive to a broad range of needs and skills .

As example of cultural tourism we could mention the Museum of the Castle in Milan, which is quite accessible. The entrance has a step, but it could be easily overcome. It is possible to ask for a guide and following a special path and lift to the Pietà Rondanini by Michelangelo. Upon request, blind people can also enjoy a special tour.

Analysing some design solutions in cultural sites, in tourist field and town services, there is so much more to do.

Accessibility also relates to the usability of the geographical territory and the mobility of the users; that includes urban parameters connected to the organisation and management of urban spaces and road traffic so that the pedestrian citizen is the main actor of the urban scene.

To make long pathways can be made easier with the help of public benches or seat for short rest: in Rome the route Trevi Fountain/ Pantheon has been supplied with tactile guide paths and info panels. After 7 years this route is deteriorated and hidden by the tables of the restaurants: maintenance is also important.

3. EDUCATION AND PROFESSIONAL TRAINING IN TOURISM FOR ALL

Who will make the built environment accessible, usable, attractive for all if architects and urban planners, decision makers are not educated in Design for All?

We must not forget accessibility and constant maintenance as pre-requirement for quality of life and tourism for everyone We must not take accessibility for granted, after 40 years of our first technical legislation in Italy, we need to keep awake new generations on this topic, as pre-requirement of DfA.

Teaching DfA in planning and designing field is necessary, but we need to spread it not just in there, not just at the Universities, but also since primary school.

Tourism for all is a challenge, for sure. It requires a broader planning scale, an accessible and sustainable town network, that is attentive to mobility, accommodations, services, communications, welcoming and details.

It could also be a chance in times of crisis, on social and market perspectives: its create new job opportunities to offer services and facilities that are compatible with the needs of a broader number of independent customers, in prolonged seasons.

Education and training in DfA and tourism must not be a weak link, it must be improved even in other University (Tourism, Economy, Politics Sciences, etc.). It has a fundamental role to make young people aware of it in order to apply the DfA inclusive approach, methods, and tools to implement it to their future work sector.

“Tourism for All” should be a process of proofing decision-making for the achievement of social inclusion. It should be driven by decision makers at all levels of government, local government, and corporate business, industrial and commercial sectors together with final users and designers: we must have an improving teaching system to train all these actors.

1st WORKSHOP

Workshop on professional training and employment on accessible tourism

Cultural assistant

Rebeca Barrón
Asociación Argadini, Spain

There is no doubt that a modern society bets on knowledge, culture and creativity, on communication among all sectors of its population. Knowledge and communication strengthen sociability, acceptance and true integration. On the other hand, education is constituted as the pillar that sustains social growth, the elimination of the various existing gaps and the transition to the Knowledge-based Society. And within that education, there is a growing awareness of the opening to new fields, new experiences, new challenges and new ways of understanding the educational processes. All this implies the need to attend, not only as spectators but as participants, to the growth of individualized learning, understanding it from the own and unique needs of each individual and within the framework of an ever-changing society.

In this context, the professional profile that we propose, CULTURAL ASSISTANT, is committed to facilitate and provide new opportunities for the work carried out by people with support needs. The use of culture and different artistic disciplines provide them with a training dimension, personal enjoyment and a new work aspect that they also wish to obtain.

The creation of this job profile aims to go beyond the office assistant, etc.; as it pretends that the students know and participate in a process that is already personalized and differentiated in society. Jobs surrounding the cultural and artistic world are constituted on the basis of a very specific way of acting, they have a different vocabulary, they require different social relationships, in some way they “force” to understand and know about the field in which they move and collaborate. It is a world with own marked characteristics in which these groups can and must participate like any other person. We are talking about a specific preparation to work in libraries, auditoriums, museums, cultural centers, conferences, socio-cultural events, etc.

It is necessary to clarify that this job profile does not seek that students become painters, writers, “artists”... it aims to open a professional future of assistant working within the artistic and cultural world, which requires an ad hoc treatment. This new profile implies a different vision of the worker and the workplace. Workers will need a very active training socially as the cultural and artistic themes are generating new impulses, new personal challenges by continually activating the way of thinking, feeling, communicating ... forcing a constant personal readjustment. All this means a great enrichment for the person, a different way of feeling active in the community, since the effect of these jobs on the global project of social inclusion,

participation in the community, could certainly be qualified as enormously positive because it opens fields of actions hardly explored at present.

After two years of development of the “pilot” program, we can highlight the possibilities for integration (really innovative) that the project entails, since such initiatives significantly strengthen social awareness on equal opportunities, non-discrimination and universal accessibility (unifying values of our activity within the Argadini Association).

Finally, and within the above, we highlight the work done this last year in CULTURAL ASSISTANTS: guided tours around Madrid through two different routes.

1st WORKSHOP

Workshop on professional training and employment on accessible tourism

Beauty is in diversity

Andrea Dovidio
Company El Tinglao
Spain

The Dance and Theatre Company El Tinglao begins its activity in the autumn of 1995. Born from the search for artistic and creative possibilities from the diversity of human being, carrying out a research in the field of the physical, sensory and mental functional diversity to create from the encounter with the other in what is different.

A space is created where the artistic disciplines are integrated to consolidate projects that are never pigeonholed, they are always dynamic. They are new ways of looking at the art of the scene.

Our desire as a social and cultural group is to create a field of work where everyone with functional diversity has a place within the performing arts, merging from that encounter and research with the other, in which there is no barrier of the perfect, but beauty is created from that diversity.

Through the Dance and Theatre Company El Tinglao, twelve performances have been on stage, three of theater for young audiences, five of dance, two of theater for adult audiences, a cabaret and a street performance. Also, Oule Productions has produced three shows of the Company, one of theater, the successful "Fando and Lis" directed by David Ojeda, and two of Dance, "Finisterra" by Patricia Torrero and "In-Grave" by Angel Negro, as well as "Alas" (Wings), a show by Patricia Ruz.

We continue working from diversity, because we are always faithful to our philosophy whenever we are creating: **BEAUTY IS IN DIVERSITY.**

1st WORKSHOP

Workshop on professional training and employment on accessible tourism

Accessibility to the Biennial of Contemporary Art

Mercè Luz Arqué

Chief of Culture and Leisure
Department, Fundación
ONCE, Spain

INTRODUCTION

People resemble one another a lot, however there are also many aspects that set us apart, the skin color and body shape, gender, age, language, the unique intellectual, sensory and physical skills, culture and beliefs are aspects that distinguish billions of human beings. This diversity reflects our ability to cope with changes, to adapt to different environments, to transform the world and to develop rich and original lifestyles.

The differential fact of “being different” often means living in disadvantage in an environment understood as the cradle of opportunities but also of limitations. Today, we still live in a stereotyped society, designed for the majority, leaving aside the rights and interests of a vast minority. So much so that in our country more than five million people with disabilities face multiple and varied accessibility barriers daily which stand in the way towards equal opportunities.

Since ancient times, man has designed utensils and has sought environments to facilitate the daily activity. Thus, from the first hunting utensils or the replacement of the caves by constructions that could be placed in more productive areas, to the current remote control or Internet, human beings have been modifying environments and creating objects and community services with the same purpose: to promote communication between people and facilitate the relationship with everything around us.

In this long history, which has led to the current lifestyle, needs and concerns of people have been changing as the environment changed.

Any activity, whether individual or collective, is performed within an environment and, therefore, the characteristics of this have a direct impact on such activity.

To work in order to make buildings and services for citizens accessible; so that urban design (street furniture and service areas) arises from a practical and usability point of view; so that information reaches all stakeholders or so that objects can be manipulated or understood by all people, requires that professionals take responsibility for designing taking into account the diversity of capabilities, age, culture and gender of human beings.

Thus, currently, the concern of human being is heading towards the idea that all people have equal opportunities when choosing an activity, a house or a lifestyle.

In this line, the concept of Design for All (Diseño para Todos) is born, which focuses its activity on the search for design solutions so that all people, regardless of age, gender, physical, mental and sensory capabilities or culture, can use spaces, products and services in their environment and, at the same time, participate in the construction of it.

Therefore, the Design for All is a useful tool to make accessible environments that enable the individual development of all people, for this to happen it is necessary to fulfill certain prerequisites, which are clearly exposed in the publication European Concept for Accessibility (ECA) 2003.

According to such publication, an accessible environment has to be:

Respectful, Safe, Healthy, Functional, Understandable and Esthetic

Therefore, we define Design for All as:

The intervention on environments, products and services so that everyone, including future generations, regardless of age, sex, gender, capabilities or cultural background, can enjoy participating in the construction of our society.

II BIENNIAL OF CONTEMPORARY ART ONCE FOUNDATION

In the 20 year history of the ONCE Foundation, our main lines of action have been the following two: on the one hand employment and training, and on the other hand the promotion of universal accessibility in all areas of daily life. Within accessibility, culture and leisure are one of our priorities, whose activities include the II Biennial of Contemporary Art ONCE Foundation.

The Second Biennial of Contemporary Art was held from September 17th to November 9th of this year at the Exhibition Hall of El Águila Complex, belonging to the Community of Madrid.

The main focus of this second edition has been the presentation of opposing concepts. The visible and the invisible, the real and the imagined, the tangible and the intangible, the present and the absent... This contrast can be given, for example, by the differences that may occur in the final outcome of a work, before the use of the same technique, or by the contrast of themes that oppose to each other.

So, we wanted to confront the viewer with the multiplicity of viewpoints on the interpretation of disability, and influence the legitimacy of the difference and the enriching aspect that this duality involves.

One of the main objectives of this edition, under which all activities have been developed, was to create a sample of high artistic level, exhibiting the works of 31 artists, where over 50% of them are artists with disabilities, and



20% are from abroad. In addition to the temporary exhibition, there have been parallel activities such as cinema, theater, dance, music, workshops and conferences.

The main objectives of this II Second Biennial are:

- Access to culture of people with disabilities
- Recognize and promote the work of artists with any type of disability.
- To promote access for persons with disabilities to the art market, with the ultimate goal of their professionalization in the artistic media
- Bring attention towards the world of culture and art about the reality of disability and its artistic potential.

This project was born in response to the need of disabled people to access culture in a standardized way, and to eliminate prejudices about artistic creation by people with disabilities, because according to the Declaration of Human Rights: “Everyone has the right to participate fully in the cultural life of the community, to enjoy the arts and to share scientific development and its benefits”.

The fact of creating, of giving our interpretation of the world, is often frustrated by the prejudices of society, without leaving us to appreciate that the difference is also a quality of being. The difference, as part of human nature, is not exclusive but unifying because it participates as a whole of the same essence, which is life.

The concept of disability speaks of difference and peculiarity, of similar but different worlds, of being special but identical. To view other ways of seeing the world in art enriches and expands our field of vision since we will also find in it part of own existence filtered from other sensitivities, it humanizes us, it makes us aware that in every expression, in every being, there is a reduced model of the universe. And prejudices are thus blurred, faded, forgotten to bring works of art, made by distinct, but not different people, closer to the public.

If the artistic experience in general grows and develops through the senses, their lack or decline should exclude any ability to create art and enjoy it. But this is not so, because as in all human dimension, disability is not absent in the process of developing and performing arts. Disability has not only been very often represented in the work of art, by artists such as Rembrandt, Bruegel, Velázquez, Picasso, among others, but it has also been the cause of a representation by the artist of a picture which has been altered unintentionally, as we have seen throughout history. Because, who can forget a Matisse whose mobility was reduced, a Monet whose vision was weakened, a Renoir with brushes strapped to his useless hands, or a De Kooning with his mind destroyed by Alzheimer?

Art in itself is an ally of disabilities, which is expressed without the need to be seen or heard. Therefore, we can say that art is an integrative and inclusive

activity and it makes no distinction of who is disabled and who is not, but it encompasses and includes us all.

ACCESSIBILITY FOR ALL, IN THE EXHIBITION DESIGN, IN ITS CONTENT AND IN ITS PURPOSE



Accessibility holds the role of the II Biennial of Contemporary Art ONCE Foundation. Accessibility for all, in the exhibition design, accessibility in its content and, of course, in its purpose. This exhibition aims to show fragments of life, artists that regardless of their disability, or without it, show their interpretation of the world, sometimes spontaneously, sometimes rationally, but what is clear is that in this great variety of proposals there is a constant in all of them, which is to communicate.

Those who have different needs from those of the majority of visitors are the group of visitors that deserves special mention: the disabled.

People with some type of disability account for approximately 10% of the Spanish population. This collective can be grouped into three main areas, although we cannot forget neither the mentally, nor the organic ill.

- Sensory
 - visual impairment
 - hearing impairment
- People with physical disabilities
- Intellectuals

HOW DO THESE DISABILITIES AFFECT IN THE USE AND PARTICIPATION IN AN EXHIBITION, CULTURAL CENTER OR MUSEUM?

The sensory ones need that the center allows the use of the building by taking advantage of the remains of their senses or to lean on those remaining in full.

The physical ones need parameters of larger spaces based mainly on the wheelchair. Therefore, if the movement of a wheelchair user is allowed we will largely have solved most of the architectural problems to mobility. This disabled population is distinguished by having different the following parameters: Dimensions of the chair, tactile scope, visual range.

In addition to this new approach to the physical, visually and hearing impaired, they need other solutions than can be specific in some cases, but that, in general, affect the following steps:

- Outdoor Area. Parking:

The user has to get to the center either by means of public or private transport. If the car parks on the outside area of the building, it will be necessary to place larger sized parking spaces and close to the access.

- Access:

Conceptually access, and more in a public building, has to be direct and clear, and especially signposted.

- Interior circulation:

Horizontal:

- Definition of zones through pavement texture change.
- Any protrusion will be protected and if not possible it will be signposted.
- Signage in “Braille” language

Vertical:

- Stair: minimum width of 90 cm, a 30 cm tread and a 16 cm stair riser, with a maximum of 12 steps and a landing of 120 cm with a design that does not lead to a feeling of insecurity or vertigo and with handrails and texture at the beginning and at the end of each section.
- Ramp: With a slope no greater than 8% in long stretches.
- Platform
- Elevator
 - Furniture: Desk.
 - Equipment: WC, telephone, fountain, etc.
 - Information: Signage.
 - Environments: The lighting and acoustics.
 - The activities and presentations: Oral presentation, visual exhibition and tactile exhibition.



PEOPLE WITH VISUAL DISABILITIES: BLIND AND PARTIALLY SIGHTED

BLIND:

For the blind to approach closely a work of art, it is necessary that they use their other senses.

- Taste: Taste and smell to a lesser extent quite correctly bring a blind person closer to a gastronomic work of art. Although sometimes we say that we also eat with the eyes, for the good presentation of a dish, the fact is that the palate is the one which finally tells us whether or not that dish is a work of culinary art.
- Sense of smell: It relates to the taste.

- Touch: High volume works of art that, with appropriate dimensions are touched by a blind person, are largely appreciated and even more with a good explanation. It is therefore essential that such artworks are available to the blind so that they touch them, which gives place to an old controversy: the fact that these artworks are exposed to deterioration does not allow it. Imitation appears to resolve this problem, at least in part, because there are textures, porosities, which cannot be imitated, it is a solution; a solution in the form of: Reproductions, life-size, reduced or increased models, bas-reliefs and high reliefs, etc.
- Hearing: For a blind person, his/her ear is not only useful in an auditorium, but with an audio guide or the explanation of a qualified guide, he/she can deeply approach any type of artwork.

PARTIALLY SIGHTED:

Toda persona con residuo visual no trata de sustituir la falta de visión con otros sentidos, sino que utiliza aquél al máximo, en todos los actos de su vida y también en el acercamiento a una obra de arte. Un objetivo prioritario en un museo debe ser, pues, posibilitar la utilización de su residuo visual.

Everyone with visual residue does not try to replace the lack of vision with other senses, but uses it to the maximum, in all acts of his/her life and also in the approach to a work of art. A priority objective in a museum should be, thus, to enable the use of his/her visual residue.

Some rules in this sense:

- They must be able to get close to the object in question, when necessary, and even to use magnifying glass.
- There must be room left to get away from the object and even to use binoculars.
- They must be able to explore the work tactilely
- The objects will be displayed
- Good lighting will be given to them
- Reflections and flashes from too bright surfaces have to be avoided.
- In small or confusing objects, it is a good practice to use augmented or schematic representations either from parts of from the whole
- In this type of objects the use of contrasting colors is also advisable.
- For the partially sighted as well as for the blind it is very useful to have a placard, in these cases with enlarged visual characters and contrasting colors, as well as in Braille system.

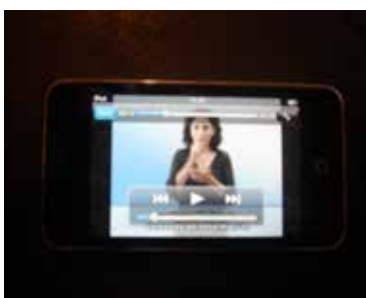


- Finally, an audio guide can be an indispensable aid, especially for understanding the work.

PEOPLE WITH HEARING IMPAIRMENT

We can make the following groupings:

- Deaf people who only possess sign language as a means of communication
- Deaf people and disabled with hearing residue which master a language and thus can communicate with lip reading and / or reading of texts
- Disabled with hearing residue that can have an acceptable hearing with hearing aids.



Standards to enhance the appreciation of the artwork:

- Audio recordings must have a visual transcription. Both film and video must have three versions: Ordinary, sign language Translation, on an attached screen, and subtitled, always with grammatically simple texts.
- Speeches must be transmitted in four ways: ordinary, with a person who vocalizes properly to allow lip reading, with manual assistance, with an interpreter-translator to sign language, or with a system of translation to written text on a screen.
- People with hearing residue that use a hearing aid have many more opportunities to appreciate the artwork. It is enough that sound messages are transmitted by devices or a connector with their hearing aid, such as for example the magnetic loop.

In short, we can say that the affected population has the following difficulties:

- Difficulty of maneuver
- Difficulty of saving slopes
- Difficulty of reach
- Difficulty of control



The first two correspond largely to the physically disabled, while the reach and control, in addition to this collective, also affects the sensory.

Much of the success of this exhibition has been the elimination of architectural barriers and the access to contents.

All architectural and mobile elements of the II Biennial of Contemporary Art of the ONCE Foundation were reviewed and designed specifically to meet this role.



- a) Placards; the technical specifications of each work were printed on a metal support both in Braille and in macro-characters. They were placed at a height of 110 cm and an angle of 45° suitable for easy reading.
- b) Audio guides; the contents were adapted to a description by a tactile tour so that they were accessible to the blind and the visually impaired.
- c) Sign language guides; designed so that deaf people access the description of contents through sign language and subtitling.
- d) Layout of works; at a lower height than usual to facilitate their visibility to people in wheelchairs.
- e) Carpet; it allowed a change of texture and it was located at the perimeter of the works, so that blind people could detect them.
- f) Ramps; with a slope no greater than 8% in long stretches.
- g) Room staff; received training on how to take care of people with any type of disability.

ACCESSIBILITY TO THE EXHIBITION

This Second Biennial of Contemporary Art is characterized by the high quality of both the participating artists and the exhibited works.

More than 50% are artists with disabilities and 20% out of the total are international artists with a high level of Spanish nationality as well as international one, among which we can mention:

Martin Chirino, Ouka Leele, Cristina García Rodero, Chuck Close, Luis Pérez Minguez, Gerardo Nigenda, Jan Fabre, Jaume Plensa, Eugenio Ampuria among others...

In the selection of works we have been fortunate to have the works provided by: The Valencian Institute of Modern Art (IVAM – Instituto Valenciano de Arte Moderno), Queen Sofia National Museum Centre of Art (Museo Nacional Centro de Arte Reina Sofia), as well as several art Galleries.

Among the selected works we have had a broad representation from all artistic disciplines (painting, drawing, photography, sculpture, tactile works, audiovisual works, etc...) reflecting the multidisciplinary nature of the art of our century.

ACCESSIBILITY IN ITS PURPOSE.

It is essential to the ONCE Foundation that the activities undertaken in the framework of the II Biennial, have a continuity, as we intend that the Biennale is a showcase and platform to show the reality of artists with disabilities, thus achieving standardization facing the general public, which is usually unaware of the world of disability.

We do not want to forget one of the point targets in the ideology of the ONCE Foundation, in addition to the integration of people with disabilities in the labor market and undoubtedly complementary with this aspect, it is the standardization in all facets of life.

CONCLUSION

Engaging in culture, is in my view, to dedicate oneself to the sensitive, and more specifically to the senses, nothing affects more than a Beethoven becoming deaf, a Degas whose eyesight weakens, or a Matisse whose mobility is reduced. The deep objective of culture is to get closer to a greater understanding, a greater sense, to illuminate our gaze, to sharpen our hearing.

The Second Biennial of Contemporary Art aims to be an exhibition that collects a multiplicity of looks and a multiplicity of voices. They are looks from different fields and which have accompanied us throughout all this working time; they are voices that speak of the need to relocate the look, to bring it back towards some parameters of plurality. It aims to guide us towards a change in sensitivity, to end by acknowledging the imperfection as a form of beauty.

It is an exhibition that emerges from the idea of uniting in one world the look of the sighted person and the look of the blind, the voice of the listener and the voice of the deaf; the steps of the disabled and of who is not disabled. We do not want to explain how each other look, but that they lead us through the richness of other perceptions. No mention is made of an exhibition for disabled, nor for non disabled, but of a global project which aims to collect the multiplicity of disabilities that surround us and that include everyone.



“Art as the ability to solve problems”

Design for all, cultural tourism and access to atmospheres of brazilian museums

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ABSTRACT

This article is part of a research for post-doctoral and a partnership with the Brazilian Institute of Museums (IBRAM). It is being developed in the scope of work on accessibility done by the Pro-Access Center of Universidade Federal do Rio de Janeiro. The concept of 'universal access to museums' involves an interdisciplinary approach, with emphasis on understanding the concept of atmosphere as a cognitive factor on the movement of the disabled body. We have rethought about the concepts used internationally, the "design for all", "universal accessibility" and "inclusive architecture", working on what the environment brings out in the most primary level of emotions.

The situated context of environmental perception is being built based on the access that people with disabilities can have to the museums, and also the emotional connection with places which they visit. A person with disability will respond both to the perceived world as to the real world through their sensations. This museographic perception will be influenced by a previous experience of its sensitive environment.

From this cultural tourism perspective, emphasizing "the access for all" to a museum, is included the important concept of atmosphere, which involves the relationship between people and places, their affections, pleasures and desires, their senses and their feelings while walking through an environment focused on culture.

Rather than working with behavioral theories or on the physical barriers to accessibility, our work zooms in on the conception that takes the responsibility of not being able to move through spaces, away from the person. Making them realize that some museological areas can be deficient by themselves if they do not permit the motricity and mobility of people. What this person identifies or selects is part of this museographic experience, and that will be the result of this person's environmental perception.

INTRODUCTION – ACCESSIBILITY TO BRAZILIAN MUSEUMS

Valuing the action of the individual, the settled perception, and the sensible qualities of an environment added to the senses and feelings we have while walking through a museum, this project will also use the work already done in Brazil by Cohen and Duarte (2006) on fondness for a Place, and also some French researchers who follow the same line of investigation involving these

features along pathways that are made in museums and cultural centers (Mariani-Rousset, 2001; Thibaud, 2001). We intend to move forward on the issue of Accessibility to Museums, following a new sensorial and emotional perspective from a person with disability while moving and perceiving with its object of action: the museographic universe to be visited.

We work with a methodology that has involved several research procedures: the unveiling and deepening of new concepts such as atmosphere, planning tours with people with disability through museums, monitoring and mapping pathways in a museum, the evaluation of these pathways and access to museums, filming these pathways and experiences while conducting interviews in order to collect evidence, with both our subjects and users of museum spaces and, with its directors or other people directly involved with the management of these institutions.

As researchers involved with cultural tourism for all, universal access to museums and an anthropological perspective of investigation, we also make the most of our active observation about our own museum experiences, even though in a simple way, our own daily field journal leads us to get more and more involved in our research on a daily basis.

The project that originally intended to make the analysis of accessibility in just a museum located in the city of Rio de Janeiro, embryonically began by visiting some institutions in Brazil and abroad, on a trial basis in order to exchange experience with other professionals who provided valuable information, and also through the contact with managers of the Departamento de Museus do Instituto do Patrimônio Histórico e Artístico Nacional (DEMU / IPHAN) (Department of Museums of Artistic and Historical Institute).

Thus, we have broadened our horizons, expanded the network of concepts to be addressed as: memory, culture, identity, ownership, equity, sites inscribed as Historical Heritage, senses and sensations, topics that go beyond the question of atmosphere and accessibility. Likewise, what was only meant to be a one case study, eventually developed to become an analysis of museums inscribed as Historical Heritage by IPHAN.

The research was conducted with the support of Carlos Chagas Aid Research Foundation (FAPERJ) of Rio de Janeiro, Brazil. It has advanced greatly and the data already collected is amazing and diversified, but still unique and not transferable to a more general assessment of all that we have already been able to observe, participate in and presume. Many of the testimonies of people with disabilities who took part in our field research were surprising, revealing the importance of a more holistic and motorial experience that also involves universal access, route, touch, smell and feeling. We believe we are still in the middle of a trend that certainly has a lot to evolve into a more dynamic global Design for all People with Disability to the Atmospheres of the Museums of the Brazilian Institute of Museums (IBRAM) and Artistic and Historical Institute (IPHAN) located in the State of Rio de Janeiro.

THEORETICAL FUNDAMENTS

- Atmospheres

“Atmosphere is the foundation of sensibility, because it associates the one who perceives with the perceived object. An atmosphere is born from the encounter between the physical surroundings, my corporeity with its ability to feel, move, and become an affectionate tonality ”. Jean-François Augoyard. La construction des atmospheres quotidienne: l'ordinaire de la culture. In CULTURE ET RECHERCHE No. 114-115

Most of researchers about accessibility and spatial characteristics which influence people's behavior have long abandoned a purely Cartesian approach analyzing only the physical constraints of the environment. Thus, a new concept and paradigm associated to it appeared. One which also involves the body in motion, its motor expressions, its sensorial and kinesthetic paths, its ability to feel, being enveloped by these sensations in its search for identity in these spaces.

An atmosphere expresses the material and moral environments which include the thermal, light and noise sensations. (Amphoux Pascal, 2004). Atmospheres can be perceived through a special light or a particular sound when we approach a certain space. This space, according to the perceived sensations, may present itself as a calm and peaceful atmosphere, or, on the other hand, a confusing and disturbing one.

An atmosphere, according to Nicolas Tixier (2007), is always unique, varying according to the day, time, people and our actions. Despite all these variations, there are characteristics that give an identity, making it possible for us to recognize it. The notion of atmosphere contradicts any strict definition. "Our perceptions, senses, actions, and representations are perceived in a singular way, as a whole, not as individual entities." (Tixier, 2007, p.10).

To Jean-François Augoyard (2007), one of the first academics to work with this concept, firstly we meet with the other, the atmosphere, and we become involved and affected by those around us, "we become part of it". (Augoyard, 2007, 60) The atmospheres proposed by Augoyard strive to take into account the perceived sensorial qualities of the environment, such as light, sound, tactile matter and spaces that call for kinesthesia and posture. Seen from this point of view, the museum atmospheres, discussed here, fit with precision in the context of disabled people, absorbing the intersensorial dynamics.

Following this trend, Jean-Paul Thibaud (2004) works with a pragmatic perspective, proposing an interdisciplinary approach that is based on the phenomenology of perception - which searches for a way in which to position the body so that it may learn the world.

Thus, this concept resembles the notion of space presented in a large number of contemporary essays on a variety of disciplines, which criticize the abstract space and goals. Furthermore, Thibaud (2004), states that orientation, paths, and the mobility of individuals through or along spaces

and atmospheres embrace the corporeal advancements in a character's perception of time and space context.

- **Mobility and Routes**

These are concepts extensively studied by Jean-Paul Thibaud (2001, 2004), with the argument that not only the organic aspects of people's characteristics, but also the sensations, are involved in the dynamics. This perspective shows that mobility can be considered more than a physical condition. Therefore, affections and emotions are a part of the act of moving, going through, and perceiving a museum atmosphere. And this is the way in which this research is being analyzed.

Some Brazilian museum administrators have shown concern towards the adaptation of their spaces and atmospheres. And, what we are interested in is the relationship between the accessibility discourse and the perspective of a Person with Disability (PD) going into a museum, the route the PD takes to get there and the implementation of these concepts. In other words, the way this mobility occurs in the IBRAM-protected museums in the State of Rio de Janeiro and their urban surroundings.

- **Accessibility, Inclusive Architecture and Design for All – a new perspective at the forefront of universal atmospheres**

Based on the concept of Spacial Inclusion (Duarte & Cohen, 2002), we are in possession of results from previous studies which aim at generating strategies for improving the accessibility of people as a whole, favoring the inclusion of persons with reduced mobility, the elderly, and persons with physical disabilities, be they, sensory or neurological.

Our research developed in this field has made us also investigate the interrelationship between physical barriers and their spatial solutions. Accessibility to the constructed space should not be understood as a set of measures favoring solely persons with disabilities - which might even lead to the increase of spacial exclusion, but technical and social measures to accommodate all potential users (Duarte and Cohen, 2004).

After a gradual change in some planners' vision, the concept of "Accessibility" was introduced in specialized literature. The term, Inclusive Architecture, inclusive design and inclusive planning, have been found much more frequently, having evolved into the concept and philosophy of the Design for All, a term that turns design and planning into a more comprehensive and universal concept.

Accessibility and Design for All, comprises much more than the concern with the elimination of barriers. We should envisage inclusion and the Inclusive Space of a Museum as one that allows (including persons with disability) the option of experiencing all of its atmospheres. In other words, the understanding of the concept of atmosphere also involves the awareness that it is possible (or not) for one to enter, and circulate in all the areas of a museum. In this context, one may understand that "Inclusive atmospheres" are those which by directing a Person with Disability's (PD) actions, are able to provide

the PD with a sense of security, power and freedom in spite of their limited mobility, and consequently establish a harmonious relationship with their museum atmosphere.

ACCESSIBILITY AND DESIGN FOR ALL IN ATMOSPHERES OF BRAZILIAN PROTECTED MUSEUMS

The examples hereby placed are part of our finest research in Brazil and we think the partial results are of great concern. According to Françoise Choay (2006), the idea of historical patrimony derives from a singular mentality which is embraced by many countries in the world. It makes us confront our interrogations about the accessibility and difficulties we have been facing throughout our investigations in Brazilian museums.

It is worth mentioning that usually our criteria for selecting the examples are based on the location of buildings, the range of choices they offer to the community, and the eventual recognition of its excellence. In the first mentioned project titled "Accessibility to Atmospheres of Museums in the State of Rio de Janeiro", supported by FAPERJ, we decided to adopt the same criteria and roughly analyze some institutions with the same characteristics. It would also be necessary to focus on the relevance of these institutions in the cultural context of protected buildings in museums of IBRAM in our state.

Within this context, regarding the problems and difficulties of our cultural system and taking into consideration the process of preserving and legally protecting our patrimony, some actions related to the incorporation of a group of people known as 'Persons with Disability' (PD) have always been delayed or postponed. It has been hard to see any effective measures being taken towards PD.

Taking these points as a starting motif for research, we began our project in 2008 considering some questions that have led us ahead: What are the real concerns regarding accessibility in physical and sensorial aspects in museums? How is it possible that after a great victory – the improvement of a regulation on accessibility – we still find no concrete solutions for matters related to body in movement, touching, hearing and the development of sensations in preserved buildings?

We will present some of our results in the following lines and conclude with an evaluation of the routes, interviews and our own participant observation at the end of this presentation.

IMPERIAL MUSEUM OF PETRÓPOLIS – THE MUSEOGRAPHIC EXPERIENCE Accessing and Touching.

The testimony of a person with visual disability is quite revealing:

"It was a very good experience, because we were allowed to touch several pieces"

"I have no words to explain how delighted I was."



A person with visual disability touching a sculpture in the gardens of the Imperial Museum of Petropolis.



Main Access to Rio Negro Palace in Petropolis.



Access to the Perpetual Defender Fort in Paraty



Museum – the Perpetual Defender Fort in Paraty

THE MUSEOGRAPHIC EXPERIENCE – WALK-THROUGH, SEEING

"The museum doesn't appeal to me due to the difficulties that I encounter. It's not that I don't like coming to the museum, but the difficulties prevent me from doing so. "

Despite the importance of this cultural area which is situated in a prime location - a hill with beautiful views, surrounded by the ocean and a landscape full of beautiful, historical homes, the Perpetual Defender Fort of Paraty is not an appealing place for people with disabilities.

The statement above is just one of many which show the frustration experienced by those who are not able to fully appreciate the place.

HOME OF IVY MUSEUM – VASSOURAS

With respect to the routes and accessibility to the Home of Ivy Museum in Vassouras, among the many testimonies given by limited mobility users, we highlight that of a little people:

"I am a little people and have difficulty walking, however, apart from the stairs, the rest of the museum was easy to walk through. I did not have access to the outside area. The canebrake area is a place I wanted to go, but the difficult access didn't let me doing so. I loved coming to the house, I hadn't imagined how it would be, and apart from the difficulties of accessibility, I enjoyed the visit immensely".

DESIGN FOR ALL AND ACCESS TO ATMOSPHERES OF BRAZILIAN MUSEUMS

"To speak of perception is to speak of the body. The perceived world is a combination of the meanderings of the body. The body is the fabric of all the objects it comes into contact with. And it is, at least in relation to the perceived world, the general instrument used for our understanding. The body knows, the body understands, and it is in it, that the meaning of things manifests itself."

"Every aspect of the perceived object is an invitation to see beyond."

Maurice Merleau-Ponty. The Phenomenology of Perception. 1984

Taking into consideration the importance of the senses and sensations, we believe that these dimensions are essential to the understanding of any proposal for a museum. The museum is a plural entity, it is aimed at the same time, to the individual as well as to a collective group. If the scope of sensorial, emotional and poetic discoveries are endless, how must one find their way? No one should be neglected, most importantly those which speak the sensorial language. He is a player and not only a spectator.

The universe of sensations and emotions have brought us face-to-face with some very unexpected events. However, it is safe to say, that the people with whom we shared our routes and speeches throughout the museums



Home of Ivy Museum Vassouras, Brazil.



Home of Ivy Museum, Vassouras, Brasil.
Routes.

we analysed - through a ethnographic prism, were eager to use their bodies to participate, talk, touch, smell, feel and move.

The museum atmospheres that were part of this research are quite unique in their characteristics, but have enough general details which could be observed and applied to a large number of exhibitions. By exploring and understanding them, we were able to dialog with many unforeseen situations.

The visits we have made along with persons with disabilities, have aided us in shaping the atmosphere of the museums we have investigated. We tried to observe all the possibilities for perception - audible, visible, tactile, and mobile - seeking an understanding of what may be visible or memorable through our visitors optics. Above all, we endeavoured to monitor their perceptions, motivations and intentions according to their sensitive or sensorial abilities - visual, audible, tactile, kinesthetic, or olfactory.

By using these resources, we accompanied our visitors during the journeys made throughout the exhibitions, and analysed the extent of the events and offers presented to them along the way. A museum and its exhibitions bring into evidence not only spaces and objects, but also bodies and movement.

Some museums yield tactile pathways which offer great opportunities for the “discovery” of its many pieces. For each new presentation exhibited by the museum, new pathways are organized. The Pinacoteca of the São Paulo state in Brazil spearheaded, and is at the forefront of the catering to the fascinating, sensorial and emotional experiences in museum atmospheres.

It is plain to see, that this is a project which is being developed with the support of many witnesses, many positive experiences in Brazil and abroad, and in partnerships with other institutions. We have provided some examples of atmospheres which were collected throughout our research in museums of IBRAM protected by the Brazilian Patrimony, and located in the State of Rio de Janeiro. However, our research is far from being over, all the museums we have visited still need a deeper analysis of their accessibility conditions. What was shown in this article is a sign of how Brazil, and more specifically Rio de Janeiro, finds itself in dire need of inclusion when it comes to the fundamental atmospheres necessary for cultural growth in a society, such as museums.

Cultural tourism in Spain and in Greece for disabled people: a comparative analysis

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DEFINITIONS OF TOURISM – TOURISTS

Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity (Hunziker and Krapf, 1941)

Tourism can be defined as the activities of a person outside his usual environment for less than a specified period of time and whose main purpose of travel is other than exercise of an activity remunerated from the place visited (W.T.O.).

Similarly, tourists are defined as people who travel to and stay in places outside their usual environment for more that 24 hours and not more than one consecutive year for business, leisure and purposes not related to the exercise of an activity remunerated from within the place visited (W.T.O.).

TOURISM BENEFITS

Social benefits

1. cultural exchange between hosts and guests
2. preservation and celebration of local festivals and cultural events
3. learning of new languages and skills
4. civic involvement and pride

Environmental benefits

1. Fosters conservation
2. preservation of natural, cultural and historical resources
3. community beautification and revitalization
4. clean industry

Economical benefits

1. stabilize the local economy
2. extra tax revenues
3. local jobs and business opportunities
4. Tourist multiplier effect
5. labour-intensive
6. foreign exchange

CULTURAL TOURISM

Cultural tourism refers to all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or though (McIntosh and Goeldner,1986)

It is defined as the movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art and pilgrimages (WTO, 1985)

Cultural tourists satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters

COMPARATIVE ANALYSIS: THE CRITERIA

1. Arrivals of tourists (2009)
2. Tourism competitiveness
3. Number of museums, monuments, archaeological sites ect
4. Countries of origin of foreign tourists
5. Accessibility
6. The initiatives of Greece and Spain as for disabled cultural tourists

TOURISM IN SPAIN

Spain was the destination of 52,2 million international tourists in 2009.

More than half of them have higher education while 41.2% reported having completed high school.

81,5% visited Spain for leisure and holidays, of which 5% cultural tourists, 8,3% for business, 6,5% for personal reason, 3,7% other reasons (studies ect)

Countries of origin of foreign tourists visiting Spain are: the U.K., Germany, France, Italy, Holland.

During the period 1980 – 2007 increasing number of tourists, but -2,5% in 2008 and -8,7% in 2009

35% of the tourists visited Spain during summer (2009).

CULTURAL TOURISM IN SPAIN

6 million cultural tourists in 2009

11.516 registered historical buildings in Spain, and 16.642 objects of cultural interest

The most important library is the National Library in Madrid

There are over 1.400 museums and graphic museum collections

The most famous museum is the Museo del Prado (2,763,094 visitors in 2009), the Museo Nacional Centro de Arte Reina Sofia (2.087.415 visitors in 2009), Museu Picasso de Barcelon (1.061.100 visitors in 2009)

Madrid was the Cultural Capital of Europe (1992)

TOURISM IN GREECE

Among the most important tourist destinations internationally

16th among the tourist destinations worldwide (2009), 10th among the European tourist destinations

During the period 1980 – 2007 increasing number of tourists

15,9 million tourists in 2008, 14,9 million tourists in 2009

Countries of origin of foreign tourists visiting Greece are: the U. K., Germany, Italy, France and the Netherlands

The hotel active potential in 2009 amounted to 693,252 beds in 364,179 rooms.

There are also 32,000 camping areas in 10,500 villages and 360 campsites

CULTURAL TOURISM IN GREECE

173 cultural attractions, 38 sites of international significance

9% of these cultural sites are situated in Athens, most of them in rural areas

Urban-based cultural tourism

9.800.000 visitors (domestic and foreign) in museums and archaeological sites (2009)

267 national and regional museums (UNESCO, 1994)

The museums and archaeological sites such as Athens, Heraklion, Rhodes, Ancient Olympia and Delphi, collect 73% of total revenue

Tactical Museum (Museum of the year 1988, award from the Greek Union of Friends of Museums for the realization of its accessibility program 2004).

Automatic tour guide in both Greek and English

Descriptive signs written in Braille and enlarged letters for partially sighted individuals.

DISABLED PEOPLE – ACCESSIBLE TOURISM

Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments (Darcy and Dickson, 2009)

Accessible tourism includes barrier-free destinations, transport, high quality services, activities, exhibits, attractions, marketing, booking systems, web sites and services (ENAT)

650 million people with disabilities who have transport difficulties, inadequate services, inaccessible destinations, few people willing to help, boarding airplanes, finding buses and taxis, hotel rooms and restaurants.

Disabled tourists make up an important market segment of the tourist industry

Social issues

Support needs

Poor information dissemination

Tailored transportation

RESULTS

In 2009, 59.193.000 tourists visited Spain (6th), while 15.230.000 visited Greece.

Spain's revenue from tourists was \$57.795.000 in 2009, while Greece's \$15.513.000

As for the tourist competitiveness, Spain is considered more competitive (6th) to Greece (24th). (Travel & Tourism Competitiveness Report 2009)

Both Spain and Greece offer to disabled people:

1. Special parking areas
2. Signing
3. Elevators
4. Accessible public telephones
5. Accessible public toilets
6. Special pricing
7. Accommodation facilities
8. Catering facilities

PROPOSALS - CONCLUSIONS

Greece has to take advantage of the rich history and culture, who offered to international level in development, both the scientist and various arts and letters, monuments and cultural objects of international concern, number of traditional arts and crafts producing high consumer interest and competitive prices and great variety of landscapes, natural beauty and ecological and cultural interest.

In Spain, there is a lack of a clear formulation of specific programs and objectives to adequately direct the activities of the cultural tourist sector.

Developing the cultural tourism will help Spain overcome the concentration of tourism around sun and beaches which leads to geographical concentration around the Mediterranean coast, and the seasonality of tourism.

Rational and participatory planning of tourism activity.

Promotion of the tourism market

Use new technologies (databases, web portals, etc.) for the combined promotion of tourism and culture.

Institutional framework to allow or prevent specific activities developed in specific spatial areas

Achieve diversification

Protect the natural and cultural environment

3rd WORKSHOP

Workshop on accessible tourism. Cultural tourism

Application of new technologies in the accessibility to cultural heritage the way of st. james (Camino de Santiago) in catalonia for all

WWW.CAMINODESANTIAGOPARATODOS.COM

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BACKGROUND

Since late 2007, the promotion of the Catalan offer of Accessible Tourism is part of the main lines of work of the *Catalan Tourism Agency*. This fact has been made tangible in the publication of the Guide to Good Practice in Catalonia, and in the creation of a specific website that provides information on the accessibility of the tourism offer that Catalonia provides: www.turismoparatodoscatalunya.com

The reissue of this publication, increasing the number of destinations from 19 to 21, and incorporating the project of Camí de Sant Jaume Per a Tothom has recently been carried out.

The main objective of this Guide and Website is to promote those Tourist Destinations of Catalonia which present the best conditions of accessibility. It is based on the following premises:

- They have to cover the chain of the Comprehensive tourism experience in Accessible Tourism - Tourism for All.
- It is not a mere inventory of equipment, resources or tourism services.
- The destinations selected are those that, from the accessibility of their resources (cultural or natural) or leisure areas, have a range of facilities and tourist services accessible to all and for all.

For the Catalan Tourism Agency the concept of accessible tourism must be based on the principle that tourism is a fundamental social right for all, because for people with reduced mobility, as well as for all others, the activities falling under the categories of leisure and tourism are essential for the quality of life.

This project responds to the fundamental principle that Tourist accessibility has to be conceived as an intrinsic factor to the "Quality of tourism products". The accomplishment of quality tourism is essential to achieve the complete

satisfaction of the tourist customer and to ensure the competitiveness of the Catalan tourism sector.

The main benefits that have been obtained so far with the implementation of these actions are:

- To facilitate the access to the use and enjoyment of the tourist services to a large segment of the population characterized by its non-seasonal and multi-client condition.
- To recognize, thanks to actions of tourist promotion and dissemination, those companies of different tourism sub-sectors that have appropriate conditions of accessibility for people with disabilities or reduced mobility.
- To know the accessibility levels that the whole tourist offer has through a diagnosis of the situation.
- To sensitize and raise awareness to tourism entrepreneurs and technicians from local and provincial administrations on the importance of considering accessibility in the planning and management of tourism policies.

CAMINO DE SANTIAGO IN CATALONIA FOR ALL.

As part of this commitment to accessible tourism and coinciding with the Jacobean Year 2010, the Catalan Tourism Agency has developed the project "*Camino de Santiago in Catalonia for All*".

"*Camino de Santiago in Catalonia for All*" is part of the strategy of betting on ethical, sustainable, responsible and accessible tourism for the deseasonalisation and territorial balance, and specifically to facilitate accessibility to the Camino de Santiago in Catalonia to all, contributing to present Catalonia as a destination committed to accessibility and ready to welcome all tourists, including those with any type of disability, reduced mobility or special needs.

"*Camino de Santiago in Catalonia for All*" is a benchmark, at national and international level, in the implementation of solutions to facilitate accessibility to all people in this type of tours or routes, including to those with any type of disability or reduced mobility, especially sensory disabled (deaf and blind).

Camino de Santiago For All - Web

The Web www.caminodesantiagoparatodos.com has been developed, a pioneering tool, at state and international level designed to facilitate accessibility to people with sensory disabilities (hearing and visual) in this type of tours or routes.



Language: Catalan

Sign Language: Catalan Sign Language



Castilian and LSE Audio - Sign - Guide



It complies with the most rigorous standards of accessibility (WAI AAA level)

From this Website the information is offered to all users in an accessible medium, complying with the most rigorous standards of accessibility (WAI AAA level).

It is the first Website of tourism promotion in Spain in sign language for deaf persons, besides being one of the first Websites defined in the two official Sign Languages from the Spanish State (LSC and LSE).

This page is divided into five sections and the title of each link is also in sign language.

Audio – Sign – Guides

Also, and as a novelty, this website offers the possibility to download the information on each of the stages (cultural and natural resources, history, traditions, interesting data, etc.) that make up the Camino de Santiago in Catalonia through an innovative audio medium called audio - sign – Guides, which contains:

- Audio: Audio - description for the blind and visually impaired.
- Videos: Interpretation in Catalan Sign Language (LSC) and Castilian Sign Language (LSE).
- Subtitling: In Catalan and Castilian

It is the first time that this type of technology is implemented in tourism, since in these moments and not in many Spanish museums there is the service of Audio Guides or Sign-Guides for visitors and separately depending on their needs or disabilities. The Audio-Sign-Guides system is a unique medium and it is to be used by all users, whether or not they have a disability, responding to the principle of universal accessibility.

A total of 190 minutes, divided into the 16 stages of the main trunk of the Camino de Santiago in Catalonia, from Saint Pere de Rodes to Alcarràs, have been subtitled including voiceovers and sign language.

People with sensory disabilities and all those wishing to do so can download these files from the website to the most appropriate device for them: mobile phone, computer, PDA's, etc.

Passable Stretches.

Physically Handicapped Persons with Reduced Mobility

The Camino de Santiago in Catalonia is a group of tracks, roads, paths, trails..., in constant ups and downs, which run through different lands. It is therefore mostly impassable for wheelchair users. However, and from its study, some stretches have been identified which present the most optimal conditions to be able to be considered passable or suitable to be traveled by people with physical disabilities or reduced mobility, and which also have a special cultural or scenic significance. This information is also collected on the Web. We keep on working along this line and studying new stretches which can be incorporated as passable.



Download and/or Audio - Sign - Guide
Display



Tramos Practicables

Accessible destinations

On the other hand and taking advantage of the synergies with the project of Tourism For All Catalonia by the Catalan Tourism Agency, a selection of those destinations, already classified as accessible and that are located within the route of the Camino de Santiago in Catalonia, has been carried out, identifying the following:

- Destination 8. Dalí Route
- Destination 9. Costa Brava – Alt Empordà
- Destination 10. Vic – Osona
- Destination 12. Route of the Monasteries of the Camino de Santiago in Catalonia
- Destination 14. Accessible Industrial Tourism Route
- Destination 16. Barcelona
- Destination 19. Lleida

Camino de Santiago in Catalonia - Map-Guide

The map - guide contains information on the most important points through which the Camino de Santiago in Catalonia passes with the cultural, gastronomic and scenic tourist offer that there is within 20 km of the Way, besides identifying the accessible stretches for the physically disabled and providing information on the possibility of downloading from the Web.

3rd WORKSHOP

Workshop on accessible tourism. Cultural tourism

Universal accessibility to avila's heritage

Noelia Cuenca

Advisor on Accessible
Tourism Catalan Agency
of Tourism

Avila, Castilian city located at an altitude of 1127 meters, has a complex orography which forces us to find ingenious solutions to facilitate mobility and enjoyment to everyone.

City of mysticism and of St. Teresa of Avila, city of ancient stones, churches, convents, palaces and manor houses that cover its narrow streets of charm and an exceptional rich heritage.

Medieval walled city that takes us back in time when strolling through its corners at a pace that eventually encompasses the sound of a bell.

Ancient city in which they say, you can hear the silence, and modern city that adapts to the needs of the new times.

World Heritage City since 1985, and which enhances its beauty and forces us to bring it closer to everyone, to make it more welcoming, friendlier and to work even more for these goals, because it is this declaration of World Heritage what makes it even more difficult to implement accessibility improvements both at urban and architectural level.

But even with these constraints, the City Council of Avila has not stopped at any time the struggle to achieve a goal that has gradually evolved into a main task; this has not been other than building an inclusive city that is enriched through diversity.

We have been showing this endeavor almost step by step with clear facts, such as the municipal plan of accessibility drafted by Via Libre, the implementation of a project of accessible and social tourism, the actions that are made every day on each work or intervention carried out, the adaptation of municipal buildings and many of the heritage ones..., actions that are coordinated from the Department of accessibility on the basis of the fundamental principle of gender mainstreaming, which affects all municipal departments and relying on the participation of persons with disabilities through the municipal council that represents them.

And it is in 2007, with the creation of this specific department, on accessibility, when the commitment that accessibility is a priority in municipal politics is manifested and materialized, which must be addressed transversally to ensure the inclusion and participation of all persons in equal opportunities.

The following are the guiding principles that will shape whatever actions are developed:

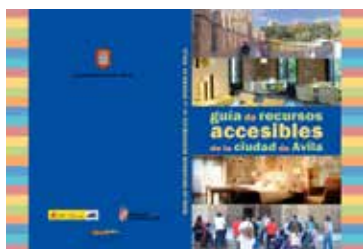
1. To consider accessibility transversally in all municipal areas.
2. To apply design for all in the different areas of action: site development, construction, communications and transportation.
3. To engage society in the design of an inclusive city through associative representation.
4. To collaborate with the different institutions and entities, both public and private, to make the city more accessible each day.
5. To promote standardization of people with disabilities through access to employment, culture, leisure and sport.
6. To place technology at the service of accessibility.
7. To analyze to inform users.
8. To disseminate and promote the city of Avila as an example of city for all and an accessible tourist destination.

Ultimately, the aim is, on the one hand that all new projects implemented apply universal design to offer accessibility conditions that guarantee the use and enjoyment of all people, with dignity and security. On the other hand, to ensure and maintain accessible all projects implemented under optimal conditions, in order to continue guaranteeing their use and enjoyment. And finally, in everything that is not accessible find solutions that improve these conditions.

Ávila, World Heritage city, with a great wealth of historic buildings, which were not made accessible from an architectural point of view at the time of their construction, in large part due to the situation that the disabled person has lived through history, having been relegated to be in the background and not having been able to participate in social life. For this reason, the City Council of Avila, and to show off the title of heritage city that was given to the city in 1985, is seeking and implementing solutions to break barriers and to bring the heritage closer to all people. A world heritage city cannot boast of this title if it does not seek solutions which make sure that its wealth is at the service of all, that its heritage can be enjoyed by everyone.

Without a doubt, there are many difficulties that make this task to become complicated: the terrain, the narrow streets, the cobblestone pavement, the defensive characteristics, etc.

It is in 2005 when the project “accessible and social tourism” analyzes all the tourist and cultural offer of the city from the perspective of accessibility. This work will allow not only to know the real situation presented by the different areas analyzed in this matter, but it will also offer the opportunity to perform a work of information and advice for improvements. To help you understand this information, we have published three leaflets of recommendations on *how to make hotels, restaurants and heritage accessible*.



The work has given excellent results, as many of the areas analyzed implemented many of the proposed recommendations.

This raises the need to provide the final results to end users. To this end, a guide of accessible resources is edited, which content is intended to facilitate the stay in the city and the enjoyment of goods and services to people with disabilities and their companions, with the guarantee that the information provided is reliable and objective. The user will be the one who assesses whether the resources listed in the guide are accessible to their capabilities.

This guide provides information on accommodations, accessible restaurants and restaurants with the menu in Braille, monuments and cultural spaces, stable cultural programming, useful addresses and a tourist map with the location of existing parking spaces for people with reduced mobility. It is regularly updated and can be accessed through the website www.avila.es in the section of accessibility.

The actions that are being carried out from the City Council of Avila to improve accessibility to the heritage of the city are as follows:

- Removal of Urban barriers. Improvement of environments.
- Removal of architectural barriers.
- Improved accessibility in transport (reserving parking spaces for persons with reduced mobility)
- Installation of magnetic loops.
- Improved signage and installation of location plans.
- Provision of accessible resources that guarantee the use and enjoyment to all people:
 - Accessible tourist information points
 - Creation of Typhlological models
 - booklets of monuments in high relief
 - universal audio guides....

But in addition, seeking that all persons can access and enjoy the heritage, the city of Avila has programmed and designed activities that ensure equal opportunities: open days, guided tours, round of legends, medieval days, etc.

If there has been a performance that has meant an important milestone in improving accessibility in the heritage, it has been to facilitate access for people with reduced mobility to the most emblematic monument of the city, the wall. A wall that ceases being defensive to become inclusive. This access is located in the "Bridge's Gate" (Puerta del Puente) and it is the only accessible section of the wall, which has been achieved with the installation of ramps and an elevator leading to its parapet.



It also has an adapted toilet, a service counter reduced in height, written information of the monument and an accessible tourist information point that offers information written in Castilian and English and sign language, as well as acoustic information.



These actions, among many others, are what the European Commission has valued to grant the city of Avila the title “European City of Accessibility 2011”, which along with other awards received for the work done on accessibility (Reina Sofia awards, CERMI, Telefonica Ability Awards, Konecta Foundation and Castile and Leon Council) motivate us to continue joining efforts and reaffirm our commitment to accessibility, which is simply to ratify the commitment to people and to equal opportunities seeking that Avila becomes a city of all and for all.



3rd WORKSHOP

Workshop on accessible tourism. Cultural tourism

Accessible Heritage and Tourism, Commission on Accessibility GCPHE

Israel Muñoz

Grupo de Ciudades
Patrimonio de la Humanidad
de España (GCPHE)

The Group of World Heritage Cities of Spain was established on September 17th 1993 in Avila, formed by those Spanish municipalities whose historical areas had been declared World Heritage by UNESCO. Later, other municipalities were incorporated. At present, the cities that are part of this group are: Alcalá de Henares, Ávila, Cáceres, Córdoba, Cuenca, Ibiza, Mérida, Salamanca, San Cristóbal de la Laguna, Santiago de Compostela, Segovia, Tarragona and Toledo.

The Group's main objective is the protection and defense of the historical and cultural heritage of the cities declared World Heritage Sites. For this purpose, policies of exchange of experiences among cities have been established and actions aimed at the promotion of tourism and the dissemination of the Group's image have been implemented.

To achieve these objectives the group is constituted by the Mayors Assembly, the Executive Committee, the General Secretariat and several informative commissions. These commissions are organized into five Areas:

INSTITUTIONAL AREA

HERITAGE PROTECTION AREA

- Urban Planning Commission
- Fire Safety Commission
- Environment Commission
- Archaeology Commission
- Accessibility Commission

EXCHANGE AREA

- Culture Commission
- Education Commission

DISSEMINATION AREA

- Tourism Commission
- Communication Commission

OTHER AREAS

- Economy and Finance Commission
- Employment Policies Commission
- Traffic and Pedestrianisation Commission

The Accessibility Commission was created at the proposal of the Mayor of Ávila on February 25th 2008, the city of Ávila holds the Presidency and the Secretariat of such Commission.

Since its creation, the Commission works to achieve the following objectives:

- To find measures to improve accessibility of the World Heritage Cities of Spain
- To ensure that all people can enjoy the charm offered by our World Heritage Cities, and their goods and services.
- To promote World Heritage Cities of Spain as examples of municipalities which include measures favoring accessibility for people with disabilities.
- To create a forum for the exchange of experiences and good practices in the field of accessibility applied to the World Heritage Cities.
- To strengthen the implementation of accessibility as a means to get alive and dynamic cities.
- Additionally, this commission is also intended to reach other administrations as a group of cities with the same problem, which will mean to be able to find general solutions which will be individualized later on a case-by-case basis.

ACTIVITIES THAT THE ACCESSIBILITY COMMISSION OF GCPHE HAS IMPLEMENTED

In 2008 the company Vía Libre conducted an analysis of Accessibility of the most visited points of tourist interest in each of the cities that make up the Group. Three tourist routes were also analyzed

In 2009 some drafts of municipal ordinances on Accessibility were developed, this work was also produced by Vía Libre.

In 2010, the State Representative Platform for people with Physical Disabilities (PREDIF) is drafting a guide with useful information for people with disabilities of World Heritage Cities of Spain, which will provide descriptive data on ten monuments in each of the thirteen cities of the Group. This guide will be published in digital format next year.

This past October we held a Conference on Accessibility and Heritage in Segovia, with the assistance of leading experts on this topic, which in the end, is the ultimate goal of this Commission, to seek measures that combine accessibility and heritage.

Workshop on accessible tourism. Cultural tourism

Tourism for all as tourist business

Alessandro Zanon

Product Manager
of the Turismabile Project /
Istituto Italiano per il turismo
per tutti (Italy)

A vacation that meets all the requirements is the dream of every tourist, especially for tourists who have special needs, whether permanent or temporary.

From this concept, basic but not obvious, My Accessible Holiday Tour Operator was formed, which places the special needs of the customer at the core of its programming. The idea that led to the creation of this Tour Operator is that of which the Accessible Tourism market is still too little explored, in which there are few companies that specialize in offering a fully accessible tourism product, for any requirement the customer has. Often, in fact, these are associations that deal with disabilities and that, among other things, organize trips for people with disabilities.

The potential numbers in this market segment are well known to those working in this field, and should always be kept in mind when addressing the issue of Accessible tourism. There are 650 million potential tourists in the world. Of these less than 54 million or 19% of the population in the United States and 30 million in Europe. In Italy the number of people with special needs is 6 million, that is 7% of the population. Estimates speak of 70% of disabled people who would like to travel but do not due to distrust, lack of adequate facilities, services and reliable information.

Data in hand, therefore, we can safely say that “doing Accessible Tourism” is not only a way to make the mere welfarism, but it is a real business, growing steadily, and if properly developed, has much room for a high growth margin. It should be kept in mind, conversely, that it is rare for a tourist with special needs to travel alone, especially when going on a holiday, but will travel with his family or friends. This is why the numbers grow even more.

In the collective imagination a disabled person is a person in a wheelchair. And effectively the culture, the symbolism, the dialectic, are not meeting to dispel this myth. Just think, not only in the tourism environment, the symbols used to indicate accessibility: a sticker depicting the image of a wheelchair. In fact people who fall into the category “Special needs” are many more: people with sensory disabilities, blind, visually impaired or deaf, people with intellectual disabilities, the elderly, large families with babies, people with food intolerances or allergies, temporary reduced mobility. Therefore this is where, that when viewed from this angle, a new definition for Accessible Tourism is applicable: Tourism for All, which is not a niche, but a large chunk of the tourist market. In recent years, this concept is becoming much stronger, thanks to the work of promotion and awareness that the Institutions and Associations are bringing forward. The hotels and restaurants, cultural attractions, the urban and transport routes are restructuring and adapting their offers to the standard required by law and common sense. Improving accessibility in accommodation, tourist services, and infrastructure in

general, does not mean exclusively allowing people in wheelchairs to “enter” but it means improving the usability, reception and quality of service for all. Lets think of a museum: the fact that there is a lift to move from one floor to another can also be useful to a family with a stroller, a person with temporary mobility problems and as simply by a very tired tourist.

The focal point from which you must start, then, is to treat each customer as an individual with personal desires and expectations. A Tour Operator who decides to specialize in Tourism for All, however, should not be limited to providing the accommodation, but should also consider offering an integrated system of tourist services. Nobody, or at least only a minority of people, travels for a holiday in a hotel room. Group or private transport by car, minibus and busses equipped with a mobile dais, accessible excursions, tourist guides trained to support people with different types of needs, locals and accessible restaurants, cultural attractions and accessible museums, are some of the services needed to be included to provide a quality service. This is because every client is different, whether disabled or not, has different desires, interests and different expectations and as such it is not possible for a tour operator that deals with this kind of market to standardized an offer which has such varied requests.

It is therefore necessary to be able to create a complete, tailor-made and adjustable product based on individual requests, and above all valid. In view of these considerations, it is therefore easy to imagine the work behind a highly specialized and very complex offer. As mentioned earlier, recently, the concept of accessibility in tourism is increasing, and tourist facilities are gradually adapting from both an architectural and cultural point of view, but nevertheless continue to be a very low percentage in relation to the total supply. Even for this “natural” lack of adequate services, for a tour operator dealing with this kind of market, the stage of research and selection of facilities and services, as well as the planning and programming is particularly delicate and articulated. For a person who has special needs, to affirm that the structure is “accessible” has little value, in terms of real usability. For this reason the inclusion of a structure or an ancillary service in a package, requires thorough research and selection and an assessment with accessibility experts to verify its effective usability by customer with special needs. For this phase of work, it can be very useful for example to rely on the experience of reality when dealing with accessibility. In the case of Viaggi Accessibili (My Accessible Holiday), for the Piedmont product, the support of Turismabile, (project of CPD – Consultancy for people in need), which for three years has pursued to promote and develop the Tourism for All in Piedmont, is essential. The same as the provider, in this case the Tour Operator on behalf of the operators in the sector, who also benefit from the service, must use the same clarity and accuracy of the information it provides. These precisely because every client has different needs, that can not be grouped in standard categories. For this reason, for example in the case of persons with mobility disabilities, here is some of the information which can be helpful, before making an estimate: what kind of wheelchair is used, whether electric or manual, for internal or for external use, the measurements, whether or not to make small trips with or without a guide, the type of room preferred. All the information gathered will then be used to choose the most appropriate services to offer in terms of accommodation, transport and attractions to visitors. The more details collected, the lower the risk of providing inadequate services. After the

phase of “planning”, begins what is the most delicate and complex: gaining customer confidence and to convey their professionalism. An integrate part of the holiday, it is not just the destination or the accommodation but also the realization of the expectations and desires. Precisely for this reason for any tourist who goes on holiday, but especially for a tourist who has special needs, the certainty and accuracy of information is essential. First you must enter into a direct relationship with the customer, from first contact, whether by telephone or letter, and send all the information you have, whether positive or negative. It is not said that what in the opinion of the Tour Operator may be an inappropriate service, is not in line with that of the customer’s needs. And in fact must always remember that an accessible product can not and should not be a standard package. Once having identified the characteristics of travel demands, it remains crucial to continue to support customers during all the stages of preparation for the trip, promptly communicating any changes, even a minimal of the program or of a service.

Our experience with My Accessible Holiday Tour Operator is formed by the gathering of the different tourism realities, who joined forces with a common objective: to create a new product, specialized and specific, aimed at a slice of the tourism market which, as we have deduced from the numbers above, is very large. Itineraries focused on the discovery of artistic, cultural and gastronomy of the most interesting places in Italy, including Piedmont, Rome, Florence, Lake Como and the Amalfi Coast were the first products included on the website www.viaggiaccessibili.it. The website, which was also created in the English version www.myaccessibleholiday.com, presents ideas of tours and itineraries of varying lengths, from city breaks of 3 days and 2 nights to tour itineraries of several days, which are taken as a starting point for the creation of the product that the customer requires. All structures within the programs and services offered are pre tested and certified, in all their details. Given the success of these first proposed destinations, My Accessible Holiday Tour Operator has gradually expanded its offering by including a section devoted to Sports in the mountains, proposed for both in winter and summer. The latest which Accessible Travel suggests is Europe, with the first products to Portugal, Spain and Germany, which have been developed thanks to strong synergies created with other foreign Tour Operators, who like My Accessible Holiday, specialize in Tourism for All.

3rd WORKSHOP

Workshop on accessible tourism. Cultural tourism

Tourism and Culture in New Zealand: The Way Forward

Sandra Rhodda

Director Access Touris,
Senior Research Officer
New Zealand Tourism
Research Institute, Auckland
University of Technology

Tourism is New Zealand's second most important export earner. Considering that people with disabilities make up 15-20% of every country worldwide, and that this percentage is bound to increase due to the ageing of world populations, one could expect that at least some of our visitors would have disability. In spite of this, New Zealand has not yet made a concerted effort to develop an Access Tourism sector, and we lag behind our main rivals (for example, Australia), in researching and understanding this market.

We should rectify this situation, and are culturally well-placed to do so. New Zealand's first-nations Maori have a unique culture with concepts, customs and art contributing significantly to New Zealand's tourism offering. Because Maori communities have a strong sense of respect for the value of all people, and a strong tradition of valuing seniors, New Zealand is ideally suited to offer accessible cultural products to people with disabilities. The Maori value of Kaitiakitnga (sharing based on mutual respect between host and visitor) would also perfectly support sustainable Access Tourism development. However, examples of excellence in Access Tourism – including cultural Access Tourism – are few and far between in New Zealand.

A few of our national institutions provide good access to people with disabilities as consumers of culture. For example, our national museum, Te Papa, offers many services for people with disabilities, and is fairly unusual in New Zealand in having comparatively extensive access information on its website, and contact numbers for specific access enquiries. Other large cultural institutions may have only limited, or no information. The Auckland War Memorial Museum and Auckland Art Gallery, for example have very limited online information about access, and that available is only about mobility, while the Christchurch Art Gallery also has limited online information. This is in spite of the fact that New Zealand sign language – one of three official languages – is used in tours of the gallery, albeit only on one day every three months. The Otago Museum in Dunedin provides no information, while the Govett Brewster art gallery in New Plymouth is unusual in offering a sign language tour for all of its exhibitions, and the gallery was actively involved in the development of the city disability strategy.

In one area, New Zealand is a world leader in accessibility and culture. Christchurch has installed a locally designed and built Soundpost Orientation System for the visually impaired in its cultural precinct. Sixty base-stations in key locations emit infra-red signals that can be picked up by a hand-held receiver, allowing users to orientate to entrances to the museum, art gallery, and other public buildings. Several countries have used major sporting events as a stimulus to improve access for disabled people. In British Columbia, Canada, for example, the provincial government partnered with

stakeholders to make the province a premier destination for people with disabilities. In the UK, the Department of Culture, Media and Sport, driven by the 2012 Olympics and Paralympics, have been planning since at least 2004 to improve services for people with disabilities. They have a Culture and Creative Advisory Forum which consults with various stakeholders to enable the delivery of a diverse and UK-wide legacy programme of accessible and inclusive cultural events.

In contrast, New Zealand has to date included little planning for people with disabilities in the cultural arena leading up to the 2011 Rugby World Cup. This event is expected attract about 85,000 additional visitors, and a number of festivals are planned. About 40 of these could be considered cultural events. So far, very few have any information at all about access on their official RWC2011 listing or on their own websites, and where information exists, it is often sparse and inadequate.

New Zealand does better in the production of culture by people with disabilities. Our disability strategy has amongst its actions to educate arts and recreational organisations about disability issues and inclusion, and to support the development of cultural activities involving disabled people. A national NGO, Arts Access Aotearoa, is partly funded by central and local government, and has for 15 years been working to increase artistic opportunities for marginalised groups, including the disabled. They support all creative activities by the disabled whom they celebrate and promote. They have a gallery to support disabled artists to earn an income from their work, and are a national voice for these artists. There is also government funding for individuals with disabilities in other areas of culture, for example, from the Ministry of Culture and Heritage in the form of grants and awards to assist students with disabilities seeking arts degrees, and to the disabled to help with purchase of mobility equipment to allow them to increase or maintain community life.

There are several examples of national organisations that promote culture and participation by disabled people (Diversityworks, DANZ, Toi Maori Aotearoa). Through organisations such as these, and through government promotion of participation by people with disabilities in creating culture, New Zealand supports social capital outcomes, thus supporting well being. However, there is much to do to foster participation by people with disabilities in our cultural life, both as producers and as consumers of that culture. Progress will involve providing all physical aspects of access to cultural spaces, providing accessible information about such spaces, increasing cultural displays by the disabled, promoting and marketing such work to the general public, promoting and marketing all cultural activities to the disabled community, employing disabled people in cultural spaces, improving attitude and service to disabled people, improving knowledge of disabilities, and recognizing the contributions people with disabilities can make to decision-making in the cultural arena. Three quarters of New Zealanders with disabilities say that arts are important to them, and nearly 90% say they would attend more arts events if barriers were removed. Making culture more accessible makes sense because of the social capital generated. It also makes sense because it will bring increased audiences, not just from local populations, but from international visitors, and in that way makes economic sense as well.

4th WORKSHOP

Workshop on environmental and cultural accessible tourism

The experience in San Carlos de Bariloche, Patagonia, Argentina

Bibiana Mischia
Invisible ones Foundation
(Fundación Invisibles)

San Carlos de Bariloche, it is a city of Argentina, it belongs to the province of Río Negro (Black River), and it is the preferential place of Bariloche's Department, it is dedicated to tourism and it is the most populated of the Patagonian Andes. It is located bordering the Nahuel Huapi National Park, in the south west of the Río Negro province, next to the Andes, on the southern shore of Nahuel Huapi Lake, 832 km. away from Viedma, the capital city.

It annually receives national and international tourism, which takes delight in the multiple activities offered by this city on the edge of Nahuel Huapi Lake. The largest ski center in Argentina is the Cerro Catedral, located twenty miles away from San Carlos de Bariloche. Another ski center is Cerro Otto, where Nordic ski is practiced, also known as cross-country skiing or cross country.

ACCESSIBLE BARILOCHE

The question is whether these attractions have circuits with universal design which allow the enjoyment of the urban and natural environment to people with disabilities and reduced mobility. The other question is, if we are known, if we are on the maps, if we are on the plans or tariffs of accessible tourism. And if there is interest in competing aggressively for this highly desirable, profitable and already existing segment.

Since the mid-1990s, a process of awareness on accessible tourism begins in our city, region and country; although it is biased and has no continuity. In response to this trend, some travel agencies started offering services to this segment in our country and developed entrepreneurial projects with accessible offer such as the National Park Iguazú, Accessibility Guidelines by the Secretariat of Tourism of the Nation, the National Tourism Law that incorporates the concept accessible tourism, the Accessible Tourism Guide by the Government of Buenos Aires City.

The biggest difficulty is the lack of guarantee of the services chain, the main concerns of this segment of tourists revealed the following results: accessible transportation, 27%; accessible hotels, 21%, and guides and trained professionals in accessible tourism, 19%.

With regard to accessibility for people with physical disabilities, for many years, the approval of architectural plans by the competent authority as well as the professionals in the field, operated with a lot of ignorance about the specific requirements for such segment. Adding to this, the unique geography of mountains that characterizes Bariloche, with staggered trails and steep slopes, with a tendency to build up in height in order to care for the natural environ-

ment, it is reasonable to find ourselves with the vast majority of buildings of public use, whether state or private ones, violating the rights of accessibility of the reference segment. Under this framework, it must be admitted that there is little possibility of sanctioning an ordinance requiring the regularization of each and every one of the existing buildings, considering that it is not feasible in all cases to make partial modifications, but it would imply their reconstruction. Furthermore, it would not be a wise and / or necessary decision in all cases.

For its part, in the existing regulations, little or nothing is set on accessibility for people with sensory disabilities.

Some of the actions taken so far were the “*First and Second Patagonian Conferences on Accessible Tourism*” (2003 and 2004), the Municipal Conference on Accessible Tourism (2008) the existence of Tourist Services relating to accommodation (hotels, cabins and camping), ski lessons, gastronomy shops, communications shops (cyber and tele-centers) reforms in municipal and provincial public buildings — ramps —, excursions and guided tours (rafting, lacustrine and terrestrial), transport terminals, tourist operators.

A task of dissemination through local media also started (the radio program “On the air without barriers”, made by a team that includes people with disabilities, has a fixed block on this subject and gives awards to facilities and services in relation to their level of accessibility), newsletters within Public Bodies, sites specializing in disability, awareness actions (the Trekking “*Together We Can*” (*Caminata “Juntos Podemos”*) was held for the first time in November 14th in our city for the rights of people with disabilities.

From the formation in 2005 of a commission consisting of tourism entrepreneurs, NGOs and official bodies that aims to disseminate Accessible Tourism in our city and natural areas; an ordinance emerges which creates an official registry of accessible tourist activities that allows travelers to check what Bariloche offers and, from there, to promote our attractions with genuine information. The purpose of such ordinance is to provide the means so that people with disabilities have access to accurate and reliable information about the accessible sites and/or tourist services according to the existing regulations relating to the segment; after the incorporation of the municipal structure of a Registry of Specialized Providers on Accessible Travel Services to people with limited capabilities.

The specialized providers shall be registered according to the following categories:

- Full accessibility according to segment –visual, auditory, motor: they can manage to get around autonomously and independently.
- Accessibility with assistance according to the segment

The Registry of Experts in the field of accessibility is also created in the area of the Secretariat of Municipal Tourism for the evaluation of tourism services provided by local providers wishing to obtain a certification as specialist in accessible tourism.

The following points will be incorporated to the functions of the Secretariat of Municipal Tourism:

- To ensure, through the experts, the training of the customer service/ inspection and/or responsible staff of the Secretariat of Tourism on the theme of reference.
- Routine controls by the Inspectors of the Secretariat of Tourism in case of allegations of non-compliance with accessibility criteria

4th WORKSHOP

Workshop on environmental and cultural accessible tourism

IBERKELTIA 2.0 Territory

Esther Rubio Jiménez y Lucía Sevilla Lorente
Gerente, ADR La Rioja Suroriental / Gerente, Adri Jiloca Gallocanta, Coordinadoras Proyecto de Cooperación Iberkeltia 2.0 (España)

NAME/ TITLE OF THE PROJECT

“Iberkeltia 2.0 Territory”

GEOGRAPHICAL AREA COVERED BY THE INTERVENTION (MUNICIPAL, REGIONAL, PROVINCIAL...)

Region/s: Region of Jiloca and Campo de Daroca, Tierras del Moncayo, Southeastern Rioja, Region of Sorian Lands of the Cid, Region of Calatayud, Northeast of Soria, Region of Alto Tajo, Cuenca mountain range and Manchuela Conquense.

Province: La Rioja, Zaragoza, Teruel, Soria, Guadalajara and Cuenca

Autonomous Communities: Aragón, Castilla la Mancha, Castilla and Leon and La Rioja.

STARTING DATE OF THE PROJECT:

This is the second phase of the initial project called “Landscapes of the Celtiberia” that was managed during the Leader Plus Community Initiative, from 2001 to 2008 and this second phase began in 2009 with a view to year 2012

END DATE (IF APPLICABLE):

This 2nd phase has a financing line through the MARM until late 2012.

The idea is to keep looking for sources of financing for its continuation in the medium term

PROMOTER ENTITY/ENTITIES AND BRIEF DESCRIPTION OF THEIR ACTIVITIES AND HISTORY:

ADR Jiloca-Gallocanta: administrative coordinator. Spokesperson for the MARM. www.adri.es

ADR Southeast La Rioja: technical coordinator.
www.lariojasuroriental.com

Both local action groups (GAL) that manage Leader funds. At the moment, we are in the period of execution of Leader funds until 2015.

In parallel, the GAL members can opt to the MARM funds through the line of Cooperation, line which is allowing us to run the project of these contacts until the end of 2012.

ENTITIES THAT PARTICIPATE AND BRIEF DESCRIPTION OF THEIR ACTIVITIES AND HISTORY:

All of them are GAL members that manage Leader funds, like the GAL coordinators.

Adri Calatayud. www.galcar.es

Asomo. www.asomo.com

Adiman. www.manchuelaconquense.com

ADR Molina Alto Tajo. www.molina-altotajo.com

Prodese. www.cederprodese.org

Proynerso. www.proynerso.com

Sorian Lands of the Cid (Tierras sorianas del Cid). www.tierrasdelcid.es

AREA OR AREAS OF ACTION OF THE PROJECT (MARK WITH AN X):

- | | |
|--------------------|---|
| - Training | x |
| - Employment | x |
| - New technologies | x |
| - Environment | x |
| - Accessibility | x |
| - Participation | x |
| - Transport | |
| - Healthcare | |
| - Sports | |
| - Culture | x |
| - Leisure | x |
| - Tourism | x |

- Awareness and dissemination x
- Other: (specify) Education in rural schools

THE MOTIVATION AND THE BEGINNING OF THE EXPERIENCE:

Source: to search a cultural, natural and heritage link with the idea of highlighting a set of resources located in different autonomous communities.

Motivation of the project: to search this purpose, but adding a differentiating aspect that allows us, as in the present case, to bring something more to the rural areas which makes us different and more attractive; through the set of actions we have been doing:

- Accessibility Study on different resources
- To set priorities to invest in making accessible some of these studied resources with the long-term aim of creating accessible tourist packages.
- Virtual Platform: content creation about Celtiberia in all territories of action that allow access to them, not only physically, but through new technologies. We understand that universal accessibility is also in this action.
- Communications Office: that allows to move all our knowledge, experience and actions to other territories.
- Gabinete de comunicación: que permita poder trasladar todos nuestros conocimientos, experiencias y actuaciones a otros territorios.

Characteristics:

Innovation in the sense of:

- Collaboration and enhancement of tourist, cultural and heritage references of more than one autonomous community
- Creation of tourist packages accessible in the long term
- Involve the whole rural population; school (virtual platform), public (city councils), economic (hotel sectors), culture (mainly Celtiberian resources) ...
- Use of new technologies to disseminate the territory cultural resources through the creation of educational content with the use of new technologies. (The contents are about to be completed and the platform will be created with a view to 2011-2012 school year)

Objectives:

General:

- Involvement of society to achieve socio-economic development
- To strengthen the image of Iberkeltia Territory

Specific:

Involvement of different public and private entities as an active part in the management and implementation of activities for the Celtiberia.

- Participation of local society betting on the figure of the tourist information agent, and the young and disabled public.
- Creation of accessible cultural services taking advantage of new technologies, to encompass the school-age public and accessibility problems.

Beneficiary groups of the intervention

- Economic: involvement of the hospitality sector in creating or adapting their accommodations and make them accessible given that there are accessible public resources such as tourist offices, museums, interpretation centers, "archaeological sites", trails or part of the trail route...
- Cultural: to adapt the different cultural resources; archaeological sites, interpretation centers, museums...
- Social: to direct all our efforts to adapt and present adapted tourist and cultural packages to reach the education sector, the elderly and even people with physical difficulties...

Having been individually developing specific interventions by each of the GAL members, we realized this need to jointly submit proposals and packages.

The contacts with economic entities of the regions conveyed us that to make their accommodations accessible if they did not have resources adapted to their needs afterwards would not cover the needs of this population sector.

IMPLEMENTATION AND START-UP

It comes from the continuation of the project "Landscapes of Celtiberia" (Paisajes de la Celtiberia) supported by cooperation funds within the Leader Plus initiative. Therefore, the same partners sought the continuation through fundraising, in this case from the MARM.

Main obstacles and difficulties in the start-up

- Halt in the actions due to the lack of budget items
- Even with budget, it is never enough, because the area of action is very wide and the ideas of actions exceed the existing funding, therefore, we always have to prioritize.
- We are 9 partners and to coordinate everything is hard and expensive.

Main support and aid we have

Right now we have the staff of the own groups and the MARM funds until 2012. A total of 750,000€ for 2009-2012

Activities:

- Creation of virtual content to hang on virtual platform (so far). We will have to contact public administrations, schools and others for their incorporation into the curriculum of schools and in the contents of the classes.
- Communications Office: daily broadcasting and making our project known
- Accessibility Study: already developed by Vía Libre and in the stage of seeing what budget items we have so that each GAL member prioritizes and makes any of the studied resources “accessible”

Material and human resources we have for its achievement

There is not any staff recruited for this project.

The coordinators are in contact with the MARM and the awarded companies of the actions mentioned above.

Budget available

750.000€ granted by the MARM for 4 annuities, distributed as follows:

2009:	150.000€
2010:	200.000€
2011:	150.000€
2012:	250.000€

Use of already existing resources in the rural environment

We work on those resources which are used to 100% and in many cases we try to promote them.

RESULTS AND CONCLUSION

The main objective is to meet the needs and improve the quality of life of people with disabilities:

- Adapting resources to their needs
- involving the rest of economic and social sectors of the region in the need to make and adapt resources to people with disabilities.

Results obtained from the implementation of the project? Some positive impacts to take into account in relation to the achievement of the objectives.

We are still in the implementation phase, pending to present the study results by Via Libre, pending to complete the virtual contents to hang them on the platform, pending to present the project to public and school entities... therefore, in theory, we believe that there can be an impact over the media and even more with the experience that only the presentation in 2010 of the project that was going to be carried out attracted a lot of media in all the autonomous communities where this project is being developed.

Positive aspects and difficulties that appear as a result of the evaluation.

- Positive aspects: the implementation of the initially marked lines in due time and form.
- Difficulties: many groups and resources in which to work for a low budget.

Keys to the success of this project

- Teamwork and national action zone
- To group the cultural resources (Celtiberia) with the rest of the resources for their joint promotion. "The Celtiberia is an excuse for the sale of the territory".
- To work in rural areas and with the involvement of the population
- Proposal of medium and long-term offering of accessible cultural resources, not isolated but through the creation of tourist packages
- To apply new technologies to disseminate such regions and resources.
- To bring these resources to the most vulnerable population: educational and disability

Problems which had to be solved

- A large number of people involved: with patience, time and perseverance
- Economic: interventions going slower than we would like

Transferability.

Perfectly, although it is not easy. We are talking about many years of previous work and of the economic difficulties we always have and even more if interventions are intended to be made in rural environment.

- Aspects that facilitate transferability: developed by non-profit entities and we are totally ready to show all that is being done.
- .- Aspects that hinder transferability: at the moment it is not a finished project and therefore it could not be transferred to 100%, but what is executed at the moment, the entire process and the information of medium and long-term work lines that are intended to be achieved. All of this, if there are new lines of financing after 2012.

Forecasting of continuity and future project

- .- Forecasting of continuity: to continue fighting for fundraising to follow in the line of work in cooperation
- .- Future of the project: fundraising to adapt resources and to create tourist packages in each of the regions.

ACCESSIBILITY STUDY

OBJECTIVES

- Study the real situation regarding universal accessibility
- To budget-quantify the leap from reality to the universal accessibility, establishing priorities in the implementation
- To create accessible tourist-cultural packages

INDEX:

- Presentation and Reference Standards
- Report
- Conclusions y Recommendations
- Graphic documentación
- Budgets

PARTICIPANTS:

Aragón
Castille and Leon
Castille la Mancha
La Rioja

Studied resources:

1.- ARAGÓN**1.1.- ASOMO:**

- Tourist Information Office of Borja, Zaragoza
- Information Center of the Celtiberian village “La Oruña” Vera del Moncayo
- Archaeological site of La Oruña
- Tourist Information Office of Tarazona

1.2.- ADRI CALTAYUD

- Calatayud Museum
- Footwear Museum of Brea de Aragón
- Tourist Information Office of Illueca
- Archaeological site of Bilbilis, Routes project

1.3.-JILOCA GALLOCANTA

- Archaeological site of El Castellar de Berrueco
- Information Center of La Laguna de Gallocanta
- Information Center of Roman Culture. Caminreal
- Archaeological site of la Caridad, Caminreal

2.- CASTILLE LEON**2.1.- Sorian Lands of the Cid**

- Study of signposting of Tiermes
- Tiermes Archaeological Museum
- Archaeological site of Tiermes 1 (access and forum area)
- Archaeological site of Tiermes 2 (low route)

2.2.- Proynerso

- Tourist Information Office of Garray
- Archaeological site of Numancia, Garray

- Information Center of Paso del Fuego and Tourist Office of San Pedro Manrique
- Tourist Information Office of Ágreda

3.- CASTILLE LA MANCHA

3.1.- ADR Molina Aragón (Guadalajara)

- Celtiberian archaeological site EL Ceremeño
- Museum of Life (Museo de La Vida)
- Route-path of La Aguaspeña (Checa)
- Information Center of Sequero de Orea

3.2.- Adiman (Cuenca)

- Tourist Information Office of Enguídanos, Cuenca
- Enguídanos Castle
- Tourist Information Office of Minglanilla, Cuenca
- Tourist Information Office of Alarcón, Cuenca

3.3.- Prodesse (Cuenca)

- Office of Prodesse, Villalba de la Sierra, Cuenca
- Celtiberia Museum, Ribatajadilla, Cuenca
- Rural Complex “Los Clásicos de Cuenca”, Ribatajadilla
- Museographic Facilities Mina Romana Cueva del Hierro, Cuenca

4.- LA RIOJA

4.1.- ADR Southeastern Rioja

- Archaeological site of Celtiberia “Contrebia Leucade”, Inestrillas
- Information Center “Contrebia Leucade”, Inestrillas
- Celtiberian archaeological site of “Cerro de San Miguel”, Arnedo
- Route-path: Cervera-Aguilar del Río Alhama

4th WORKSHOP

Workshop on environmental and cultural accessible tourism

Design for all - An inclusive approach in Flanders

Mieke Broeders
 Director of the office
 for accessibility,
 Toegankelijkheidsbureau
 Enter (Belgium)

In Flanders (Belgium) there is a well structured policy on accessibility and the roles of all actors (policymakers, users and professionals) are clearly defined. The Ministry in charge of accessibility is the ministry of Equal Opportunities. The means of ministry of Equal Opportunities are rather limited, there role is more to coordinate and stimulate other policy domains to undertake actions within their field so that accessibility is taken care in an inclusive way. The Ministry has contracts with the provinces, so that they can coordinate and support the actions that have to be taken by the municipalities. Enter, the independent Flemish Expertcenter on Accessibility is working closely with the Ministry of Equal Opportunities and gives technical support and develops instruments.

Enter contributes to a coherent Flemish accessibility policy by informing, giving technical support, inspiring how to design for all, and works together with policymakers, companies, universities, users, in all domains, does research and develops projects. Enter is active in different fields such as housing, care, public domain, public buildings, mobility, communication, tourism, urban planning which are all integrally linked to Design for all. Several public websites are used as an information instrument and for the promotion of design for all. For instance for implementing the new legislation of 2010 about the accessibility of public buildings the website is not only giving information about the legislation itself but also presents a handbook on accessibility, examples of good practice, a quick scan and checklists for architects to help them to incorporate the accessibility criteria in order to get the building permit (www.toegankelijkgebouw.be). Enter has also an interactive website about housing for the elderly, called the silver key (www.dezilverensleutel.be) and on adaptable housing www.meegroeiwonen.be. For the public domain there is a handbook and good practice on the website www.toegankelijkeomgeving.be.

On the provincial level there are accessibility offices with architects and other professionals which give accessibility advice about public buildings and public domain at municipalities. They also work closely together with the provinces. These provincial accesscenters take a key position in the practical application of the accessibility policy by doing accessibility related research, give training and support the local councils for people with disabilities. In order to have a more uniform approach Enter is coordinating and supporting these accessibility offices. The users are represented in Platforms on Flemish, Provincial and local level and are involved in the work.

Intro, is an organisations that occupies a special place in the accessibility sector. It makes events, festivals and sporting events accessible to persons with disabilities. For this, Intro provides customized advice and support to

the organization for the practical organization of the event and also provides them with assistance for people with disabilities. They have a wide range of volunteers to do so.

Flanders focusses in its policy on accessibility strongly at inclusion and mainstreaming. The Ministry of Equal Opportunities is not only in charge of accessibility of public buildings but it also coordinates and activates other sectors. Every Flemish minister has to develop an action plan on equal opportunities and accessibility with concrete actions and a budget. Enter is put forward as the partner who can help to develop these action plans. Next to this, Enter has contracts and projects with all kind of actors (private, federal, European...).

Mainstreaming is very important. Making the concerned sector responsible means that it becomes owner of the problem so it will deal more seriously with the problem. A structural approach that focuses on how to include it in the daily work and procedures is the next step in the right direction. Analysis leads to concrete tailor made instruments. Communication, information and training are also very important. The process of the development of the actions in close operations with all actors of the sector (decision takers, professionals, users) is the key to success on the long term.

A very important instrument will be the new database accessible Flanders. This website www.toevla.be contains information regarding the accessibility both of buildings, premises and tourist facilities. The existing database of 2002 has been improved and will be operational by autumn 2011. The new method will be more efficient and not only aim to give information at the user, but also proposes a concrete action plan for the owner. The screening is done by an architect who also indicates how the accessibility problems can be solved and which actions should be undertaken. This action plan distinguishes actions on the short term which will almost cost nothing and can be easily arranged by the owner, actions on the middle long term: improvements which will take more organization and costs and finally actions on the longer term which will be more structural and contributes to a fully accessible building. The advantage of this tailor made approach is that concrete improvements of the buildings are done.

Another output of this database is that it generates objective statistics of how accessible Flanders is. This will be combined with the development of concrete policy indicators and will make it possible to put forward concrete goals to upgrade the accessibility of the public buildings and domain. The database is put forward as the instrument for the Flemish policy on accessibility of the existing infrastructure. In this way the database will be linked to incentives of the policymakers on different levels.

For instance these screenings are connected to a label on accessible tourism accommodations given by the National Tourist Board. Depending on the result of the screening a label in 3 stages is given:



screened (objective information is available),



accessible (A),



or comfortable accessible (A+).

The screenings are mostly conducted by the Ministeries, the Provinces, the local authorities, or the National Tourist Board. The new database will also have a module for local disability platform, by which allows them to make an inventory of the accessibility problems on local level.

In order to provide the user as much as possible with the information a cooperation is set up with the mainstream database and very popular website of 'Culture net Flanders'. This means that all cultural activities will be linked to accessibility information and that special marketing tools will be established by 'CultureNet' to reach special target groups who don't participate proportional at the cultural life as persons with a disability.

The screening is turned out to be the steppingstone to other actions and develop incentives to improve the accessibility in the cultural and touristic sector. In Brussels for instance, all Flemish cultural buildings are now screened, put into an action plan and advised by an architect. Next to making the infrastructure more accessible there are also initiatives to mainstream the needs of people with a disability into the activities of the cultural and sports sector. The people responsible have to include participation of persons with a disability and show how they do so in their long reach plans in order to get subsidies of the government. Also cultural and sports organizations can get support to make their events accessible by a specialized organization Intro.

Next to technical support also volunteers can be organized to give assistance to persons with a disability. For big events like pop festivals and sports events more than 100 volunteers are available for giving assistance. Stafftraining is offered to organizers, cultural, tourism and sports sector in how to deal with accessibility and also how to welcome disabled customers. The training is given by people with different disabilities. In the high season there is the project 'sun, sea, carefree' where accessible beaches, beach wheel chairs and assistance is provided.

ENTER WEBSITES

Good practise and guidelines public domain
www.toegankelijke_omgeving.be



Flemish expertcenter on accessibility: www.entervzw.be



Accessible Flanders : existing buildings: www.toevla.be

Guidelines public buildings: www.toegankelijkgebouw.be



Adaptable & flexible housing: www.meegroeiwonen.info

Silver key: aging in place for elderly: www.dezilverensleutel.be



Good practise and guidelines public domain
www.toegankelijke_omgeving.be

4th WORKSHOP

Workshop on environmental and cultural accessible tourism

Lines of work relating to accessibility in protected areas developed between the cma (ministry of environment) and other bodies/entities

Juan del Nido

Natural Heritage foundation of Castilla y León, Environmental Council, (Spain)

One of the alternatives of leisure and culture used by thousands of people every year are the Natural Spaces. There are many people with disabilities who would be benefited by the improvement of the accessibility of these spaces.

The concept of tourism for all fits in this context, which expresses the need to incorporate groups with problems of access to infrastructures and services associated with tourism. Even emerging as an expression of the desire for autonomy and integration of groups with disabilities, it leads to a widespread objective of quality of use for the entire population.

Universal Design integrates the characteristics and needs of a broad spectrum of the population, resulting in environments suitable for the use of the greatest number of people. Design for all does not mean to make specific environments for people with disabilities, but to design environments that can be used by all citizens, regardless of personal characteristics.

Also, at present, sustainable tourism becomes an ally in preserving the natural and cultural heritage, capable to generate a socioeconomic profitability for the population and, at the same time, to provide a unique experience to the visitor.

To influence and to raise awareness in favor of accessibility in urban regions and environments where natural spaces are located in order to adapt the facilities and recreational and tourist services (accommodation, catering, etc.), both in the private and public sectors, opens new commercial possibilities in the territory which results in greater benefits for the local area.

OBJETIVES

- To promote the accessibility of natural spaces.
- To propose a new way or possibility of leisure and recreation so that people with disabilities can enjoy the natural environment.
- To improve the quality and accessibility of public facilities and services of the natural spaces.
- To spread universal accessibility from mainstreaming.

- To meet the needs of people with disabilities.
- To involve the professionals who will be in contact with people with disabilities, serving as guides and support in the development of the visits and stay in the natural spaces.

LINES OF ACTION

1. IMPLEMENTATION OF PROJECTS FOR THE IMPROVEMENT OF THE ACCESSIBILITY OF NINE NATURAL SPACES FROM THE NETWORK OF PROTECTED NATURAL SPACES (REN) OF CASTILLE AND LEON, COLLABORATION AGREEMENTS WITH THE UNIVERSITY OF VALLADOLID:
 - Adapted models of the Park Houses (Casas del Parque) (Typhological models).
 - Accessibility Guide
 - Social Accessibility (Senior Guide in Natural Spaces Program)
2. WITHIN THE FRAMEWORK OF THE REGIONAL STRATEGY OF ACCESSIBILITY, THE PROJECT FOR THE IMPROVEMENT OF ACCESSIBILITY OF CASTILLE AND LEON NATURAL SPACES IS DEVELOPED :
 - 2.1. STUDY OF GLOBAL ACCESSIBILITY OF THE NATURAL SPACE.
 - 2.2. PROJECT OF PROPOSALS FOR THE IMPROVEMENT OF GLOBAL ACCESSIBILITY.

It includes proposals for the elimination of physical, psychic and communication barriers, allowing the enjoyment and access to the spaces to all kinds of visitors.

2.3. WORK EXECUTION.

The pilot project was initiated in two natural spaces:

- Lago de Sanabria Nature Park (Zamora).
- Valle de Iruelas Nature Reserve (Ávila).

Continuity of PROJECTS OF GLOBAL ACCESSIBILITY IMPROVEMENT in:

- Sierra de Gredos Regional Park (Ávila).
- Las Batuecas-Sierra de Francia Nature Park (Salamanca).
- Hoces del Río Duratón Nature Park (Segovia).
- Hoces del Río Riaza Nature Park (Segovia).

3. OTHER WORKS OF ADAPTATION IN FACILITIES FOR PUBLIC USE. SOME EXAMPLES:

- Construction of an Accessible Path in the environment of the House of "El Risquillo" Park in Guisando (Ávila).
- Accessibility Program in Las Batuecas N.P - Sierra de Francia (Salamanca).
- Accessibility Program in Arribes del Duero N.P. (Salamanca/Zamora).
- Conditioning and improvement of Maderuelo recreational area, Hoces del Riaza N.P. (Segovia).
- Improvement of accessibility on the trails of Fuentona N.R. and Calatañazor N.R.

4. TRAINING ACTIVITIES (ACCESSIBILITY COURSES FOR MONITORS OF THE PARK HOUSES).

5. "CASTILLE AND LEON, ACCESSIBLE BY NATURE" PROGRAM.

The program "Castille and Leon, accessible by nature" offers to associations, federations and institutions that bring together groups of people with different functional capacities, guided visits to four Park Houses and to the annexed accessible paths of the Natural Spaces of Castille and Leon Network, development of specific and flexible activities according to needs of participants and specific material adaptations to facilitate activities and visits.

Main objectives: The program "Castille and Leon, accessible by nature" intends, on the one hand, to make Castille and Leon natural spaces accessible to all, which will enable equal opportunities of people with different functional capacities in terms of the enjoyment of nature to become a reality and, on the other hand, to bring these people closer to the natural spaces, thus proposing a new way or possibility of leisure and recreation.

Accessibility measures and the removal of multiple barriers existing in many natural spaces, do not only apply to people with disabilities (visual, auditory, physical, psychological), but they can benefit the entire population in general.

The application to participate in the program is made through the booking and information phone of the Park Houses.

As a pioneering experience for the implementation of this program, the four following natural spaces have been selected:

- Valle de Iruelas Nature Reserve (Ávila)
- Lago de Sanabria Nature Park and surroundings (Zamora)

- Monte Santiago Natural Monument (Burgos)
- Natural Monument (Soria)

Valle de Iruelas Nature Reserve (Ávila). With an area of 8.619 hectares and located in the Eastern foothills of Sierra de Gredos, the summit area is between 1,600-1,700 m above sea level, where periglacial phenomena and small snowfields are visible. Its vegetation is dominated by cluster pine and magnificent specimens of black pine and wild pine. And other vegetation species such as holly, yew, chestnut, oak, etc. The fauna is characterized by its important colony of black vulture and other birds of prey, such as the Spanish imperial Eagle. Facilities offered in this program of accessibility include the Park House of the Valle de Iruelas Reserve, Senda del Enebral, botanical area, playground area, Siempreverde Recreational Area, El Castañar de El Tiemblo Recreational Area.

Lago de Sanabria Nature Park and surroundings (Zamora). With an area of 22.679 hectares, its topography is characterized by the Quaternary glacier model which has given rise to the largest glacier lake in the Iberian Peninsula. The vegetation is characterized by the predominance of oak woods, Alder trees, ash trees, willow trees, birch trees, holly trees, yew trees and chestnuts as well as high mountain pastures in the high zones. Regarding fauna, it is worth mentioning the otter, badger, wolf, grey partridge, snub-nose viper, tree frog, marbled newt, common salamander and common trout. Accessible facilities offered on the visit are the House of Lago de Sanabria Park and surroundings, associated Botanical Path, Senda Laguna de los Peces, Recreation Area / swimming area of Viquiella, Recreational Area / swimming area of the Folgoso.

MONTE SANTIAGO NATURAL MONUMENT (BURGOS). It has an area of 2,537 hectares hosting an impressive rocky Amphitheatre from which a cascade of 300 meters flows, the River Nervión. Other elements of the karst landscape are sinkholes, caves, dolines and chasms. From the point of view of the vegetation, it offers a magnificent beech forest located at high elevations, with Holm oak and gall oak in lower areas. The griffon vulture is abundant. Amphibians are the main protagonists of its fauna, highlighting the agile frog. Mammals include the wild boar and the marten. In this natural space, the accessible facilities offered are the House Monte Santiago Park, Senda Mirador Salto del Nervión, Entrance Recreational Area and Fuente Santiago Recreation Area.

FUENTONA NATURAL MONUMENT (SORIA). With 232 hectares and situated to the West of the Sorian province, this natural space offers one of most deep upwelling of karstic origin of the Iberian Peninsula, where the Abión River is born, surrounded by limestone gullies. The vegetation is characterized by the juniper and the fauna, by the presence of griffon vulture, eagle owl, peregrine falcon, Egyptian vulture, among other birds of prey. The common trout is abundant in the clean waters of La Fuentona. Among the mammals, we cite the roe deer and wild boar. Accessible facilities in this natural space are the House of Sabinar Park and the Path of La Fuentona.

1st ROUNDTABLE DEBATE

Programmes of international mobility for students with disabilities

Importance of Education for Accessible Tourism

Kenneth R. Zangla

Director of Training, Resource and Assistive-technology Center (TRAC), University of New Orleans (United States)

INTRODUCTION

UNO TRAC was established in 1986 and has been involved in disability related services beyond the perimeters of its training programs for many years. In response to a growing international concern, collaboration developed between the University of New Orleans, University of Karlsruhe, Germany; University of Central Lancashire UK; and Catholic University of Leuven, Belgium, to establish an international conference on disability and higher education. As a consequence, UNO-TRAC has chaired the International Conference on Higher Education and Disability in Innsbruck, Austria, every three years since 1992, where it is hosted by the University of Innsbruck, and co-sponsored by several international organizations and the educational institutions mentioned above.

The mission of the International Conference on Higher Education and Disability is to provide informational opportunities for the professionals coordinating accessibility services for students with disabilities. Our experience in coordinating this event has given us a unique perspective on traveling with a disability because many of our participants have disabilities.

When we conducted the first conference in Innsbruck in 1992 most of the people seen using a wheelchair would have been associated with our conference. Access to local sites and hotels was limited; therefore leisure travel for someone in a wheelchair was challenging. Over the years the changes, such as curb cuts and accessible public transportation, are just a few changes that we have observed. People in wheelchairs and other disabilities were visible everywhere. They were tourists, local citizens and conference participants.

While the progress in Innsbruck reflects changes in many countries and cities in Europe, one of the biggest challenges remaining is the need for accessibility standards. By listening to our international colleagues and conference participants, one of the most significant concerns is standardization for the width of doors; the heights of beds/toilets/bathtubs that will allow transfer from wheelchairs; and roll in showers. If there are laws/policies for accessibility, sometimes the laws are not enforced, or there is often no penalty for not complying. Other concerns are related to dissemination of information regarding accessibility. The employees meeting face to face with the tourists with disabilities may not be aware of accessible rooms, sites and transportation.

Tourists are not the only people traveling to other countries. Many academic institutions have foreign exchange programs because they know there is no substitute for world travel and the knowledge gained from the personal experience of visiting cultures other than one's own. This intrinsic value of traveling is what makes foreign exchange programs so very important in education. Yet, many students with disabilities are not integrated into foreign exchange programs due to the lack of accessibility at various levels, ranging from transportation to lodging.

Carlos Buj of the International Centre for Responsible Tourism (ICRT), focusing on people with mobility impairments, conducted a research project. He emailed a survey in the summer of 2010 to disability-related organizations in UK, France, Germany, and Spain. These organizations distributed the survey; however, the response rate was very poor. He then turned to the social networks and blogs, where he had greater success, gathering over 200 responses.

Mr. Buj mirrored our experiences and feedback that we received from participants at the International Conference on Higher Education and Disability. In a very brief summary, his conclusions were:

- The lack of universal standards and regulations for accessibility
- There is poor and unreliable information on accessibility
- Training of those who are making face to face contact is lacking
- There is a lack of a holistic approach (example-facility is accessible, but transportation to get to the facility may not be accessible)

Mr. Buj pointed out some organizations that are specifically focused on accessible tourism:

- Accessible Portugal <http://www.accessibleportugal.com/>
- Adaptamos (Spain) <http://www.adaptamosgroup.com/esp/>
- Accessible Sweden <http://www.accessible-sweden.com/>
- Can Be Done <http://www.canbedone.co.uk/>
- Tourisme et Handicap: <http://www.tourisme-handicaps.org/>
- Design for All Foundation <http://www.designforall.org/>
- Europe Institute for Design and Disability www.designforalleurope.org/

The links to these organizations may be important in learning from one another to develop universal accessibility standards.

To read more on his report, you may go to:
www.accessibletourism.org/?i=enat.en.reports.1014

If you are interested in receiving his full report, please send an email to contacto@turismosostenible.net

PLANNING ACCESSIBILITY:

Recently, I observed that a hotel had a ramp from the front entrance into the sunken lobby to the reception desk; however, there was a 4-inch step to get into the front entrance. A person in a wheelchair could not have entered the hotel without assistance. Good intentions may be inadequate, which is why it is important to consult with experts who have researched and studied various aspects of universal design. Here are a few suggestions:

- Include people with disabilities in the planning stages
 - Able-body people may miss important accessibility features (height of bed, height of threshold, etc.)
- Learn the accessibility/universal design policies and laws of your country (if you are advocating for policies, also advocate for the involvement of people with disabilities to develop those policies)
- Develop an accessibility check list for tourist attractions, considering a number of disabilities (examples)
 - Are there any steps, stairs, incline of ramps
 - Materials in alternative formats (Braille, large print)
 - Accessibility of paths, ramps (incline ratio)
 - Videos with closed captioning
 - Descriptive Videos for the blind/low vision
 - Is your website accessible to people with blindness or visual impairments?
 - Transportation to and from areas of interest, hotels, etc.
- To better understand what “accessibility” means to the traveler, learn what type of information the traveler needs to have before he or she will start the journey. Typically, the first place anyone looks is the internet. In researching for this presentation, it was sometimes difficult to find accessibility information on Tourists Information websites. Perhaps a separate tab or link on the home page would make it easier to locate this information.
- Include additional links on your website regarding preparation for traveling with a disability. Listing other disability organizations that may assist the traveler also demonstrates support and awareness of the needs of the community with disabilities. Here are just a few links consider:

- MIUSA-Mobility International (is one of the oldest non-profit organization in the U.S. focusing on international travel issues related to people with disabilities, including foreign exchange programs for students with disabilities) It is also has name recognition and credibility. www.miusa.org
- MIUSA's Tips for traveling abroad is very extensive and covers numerous aspects of travel. These tips are directed to the traveler.<http://www.miusa.org/ncde/tipsheets>
- Society of Accessible Tourism and Hospitality
<http://www.sath.org/>
- SATH Link to accessible airways
<http://www.sath.org/index.php?sec=768>

NETWORKING WITH THE EDUCATIONAL INSTITUTIONS:

If you already have accessible areas of interest, you will want to get that information to educational institutions. Educational institutions are aware of the value of field trips and foreign student exchange programs; however, the tourism industry may not be aware the specific needs of the educational community. Dr. Peter E. Tarlow, author of "Opportunities and Tips for Educational Tourism Providers," published by Tourism Review (www.tourism-review.com); has suggestions that may encourage collaboration between educators and tourist professionals.

Dr. Tarlow suggests developing a network with educational institutions through the following:

- Learn the prerogatives for foreign exchange students
 - Historical relevance
 - Language programs
 - Does the geography of your region lend itself to alternative spring break sites
 - Science (perhaps an archeological digging site)
 - Sports (can you work with a local school to teach an athletic skill)
- Market to the local schools, which often have field trips (day trips and overnight) He reminds us that parents may want to return with their children during holidays.
- Establish or join regional tourism study groups: (offer topics, inform hotels, conference planners)
- Offer educational workshops

- Join International Educational Exchange Organizations

Read the complete article at: www.tourism-review.com/opportunities-and-tips-for-educational-tourism-providers-news2180

While Dr. Tarlow does not focus on disability, the importance of education in tourism is significant for all. We see that students with disabilities are often overlooked. As tourism professionals concerned about the student with a disability, you can bridge the gap, informing educational institutions about your accessible sites/accommodations, which promotes the inclusion of students with disabilities.

I have listed a few other links to resources that can build networks between accessible tourism and educational institutions.

- A World Awaits You (free on-line journal)
<http://www.miusa.org/ncde/away>
- International Association of Universities
<http://www.iau-aiu.net/index.html>
- ACCENT (International Consortium for Academic Programs Abroad)
From U.S. to other countries
<http://www.accentintl.com/>
- Council on International Educational Exchange
<http://www.ciee.org/home/about/about-ciee.aspx>
- European Association for International Education
<http://www.eaie.org/>
- European Agency for Development in Special Needs Education (to locate the Education Ministries of each country)
www.european-agency.org
- Disability Networking Across Borders: Creating: Short-Term International Exchange
<http://www.miusa.org/ncde/tipsheets/dnabooklet>
- Paving the Way to Accessible Tourism by Carlos Buj
<http://www.accessibletourism.org/?i=enat.en.reports.1014>
- Higher Education Accessibility Guide
<http://www.european-agency.org/agency-projects/heag>

It is very encouraging to witness the evolution of change brought about through the various factors promoting universal design so that all people can have access to education through travel and world experiences. The world, nature, and societies with its unique cultures are venues to boundless educational experiences that cannot be captured by books and videos. As you move forward, it is ok to not have a perfect site, sometimes

a challenge teaches an individual to become resourceful, but let's encourage attitudes that permit all individuals to achieve their potential. It is an experience the students will carry with them all of their lives and develop the incredible people they become. Your efforts, no matter how big or small, can change the world we live in.

Handouts and the Power Point Presentation posted for a limited time and are available at www.trac.uno.edu

You may also send email Ken Zangla at kzangla@uno.edu

1st ROUNDTABLE
DEBATE**Programmes of international mobility for students with disabilities****Attention to students with disabilities in spanish universities: international mobility****Maribel Campo
y Emiliano Díez**

Director of Training, Resource and Assistive-technology Center (TRAC), University of New Orleans (United States)

The number of students doing part of their studies at universities in other countries has been increased recently. To a lesser degree, students with disabilities also perform these stays being the universities of origin and destination in charge of offering the support they need to develop their studies on equal opportunities as their non-disabled colleagues. There are a lot of International regulations that defend the rights of people with disabilities. From the Universal Declaration of Human Rights, the Program of World Action (1982), the UN Standard Rules on the Equalization of Opportunities for Persons with Disabilities (1993), the World Conference on Educational Special Needs: Salamanca Statement (1994) to the International Convention on the Rights of People with Disabilities (2006), we find a long-haul of international standards that have protected the right to education of persons with disabilities, among others. On the other hand, and at a national level, the most outstanding legislation protecting this right extends from the Law on Social Integration of the Disabled in 1982, Law 51/2003 on Equal Opportunities, Non-Discrimination and Universal Accessibility, Organic Law 8/1985 regulating the Right to Education, the Law of May 4th, 2006 in Education (LOE), the Organic Law 6/2001 of Universities as well as the Organic Law 4/2007 amending the Organic Universities Act, and its additional twenty-fourth provision.

The December 21st Organic Law 6/2001 of Universities (LOU) cites only students with disabilities on two occasions:

- Article 46.2 b) collects as student rights “equal opportunities and non-discrimination, for personal or social circumstances, including disability, regarding access to University, admission in schools, stay at the University and their academic rights”
- The additional twenty-fourth provision, entitled “On the integration of students with disabilities in universities” refers to the Law 13/1982 of April 7th, of Social Integration of the Disabled and to the Organic Law 1/1990 of October 3rd on General Management of Educational Systems as reference legal frameworks for the integration of students with disabilities at University.

Regarding university level, there are no generic rules for all universities in the field of disability. The entries within the LOU resulted in the incorporation of allusions concerning students with disabilities in the Statutes of some universities, and in a few cases in the development of specific regulatory

texts. The reform of Organic Law of Universities already establishes measures and actions to ensure standardization of university life for students with disabilities ranging from the provision of curricular adaptations, fee exemption, accessibility in buildings, facilities, services, procedures and provision of information, and the obligation to draw up plans for students with disabilities in the form of specific care services. The process of convergence towards a European Area of Higher Education in which European universities are immersed, and Royal Decree 1393/2007 of October 29th, which establishes the management of official teachings, together with its amendment, forces that the titles of Graduate and Post – graduate establish information and reception systems for students with disabilities, that the syllabus arise observing the design for all, the universal design for learning and universal accessibility, and that attention to disability is a primary quality indicator when evaluating universities.

All these changes and regulations have resulted in the promotion of the European dimension in higher education as well as the momentum of student mobility, and of course, for students with disabilities

What is the situation of disabled students in Spanish universities? The profile of students with disabilities accessing to higher education in our country is very diverse and is changing in recent years. Although the types of disabilities that have traditionally been present in these studies have been the physical, visual and auditory, there are more students each day which have other types of restrictions, such as mental illness, cerebral palsy, learning disorders or Asperger syndrome, for example.

More than 70% of Spanish universities have support services to students with disabilities, ranging their trajectory between one and 15 years. They offer individual attention and they are supported in many cases with volunteer programs, intern students, scholars and tutors. These services are responsible for giving attention to students with disabilities, and increasingly receiving greater number of requests for support for stays abroad. The increase in international mobility makes the universities also to cater for disabled students from foreign universities. Please, view the information about any of these situations, made public by the media:

Alejandro is the first Deaf of Cadiz who has obtained an Erasmus scholarship. His disability does not prevent him from studying Physical Education in Bologna (Italy)

The voice of Cádiz

The same old story. A young man looks on the internet the advantages of going as an Erasmus scholarship. Her mother gets a little nervous and his father encourages him to leave. Finally he fills out all the paperwork and leaves to study hard to another country where he makes friends from several nations and trains become his natural means of transport. The fact that he is the first deaf in the University of Cádiz getting this scholarship is in the background.

“My experience is charming, I’m learning a lot not only regarding the situation of my career, Physical Education Teacher, but also regarding the



Fuente: Plan ADU – <http://www.usal.es/adu/>

situation of the deaf in Europe”, explained Alejandro Fernandez, who despite of not hearing, he speaks very fluently. “And going outside I have realized that we are very advanced in Andalusia”.

Source: ADU Plan – <http://www.usal.es/adu/>

University of Alicante - Press conferences at the AU 24/06/2006



Fuente: Plan ADU – <http://www.usal.es/adu/>

Laura Soler, a student with motor difficulties, returns from the Erasmus Course in Metz (France) and she tells us about her experiences

Laura Soler, a student of Philology at the University of Alicante, is one of the first young persons with motor impairment that has passed an academic year in an Erasmus program. The trip has had the participation of the Student Support Center and the intimate collaboration of one of her classmates, Rosario Pérez, who has shared her adventure.

Both met at class, their passion for Neruda joined them together and after a first experience in the Crossing of the equator trip of the career bound for Cancun, they did not hesitate to project a new and long journey that has led them to meet students from other countries and has also led Laura to experience that, despite her motor disabilities, she can be independent.

Laura Soler, Rosario Pérez, the Vice Chancellor of Students, Juan Ramón Rivera and the Director of the Secretariat of Internships and Student Support, Antonio Muñoz will attend this press conference.

Source: ADU Plan – <http://www.usal.es/adu/>



Fuente: SID - <http://sid.usal.es>

Students with disabilities that want to stay at universities other than those of their country, are faced with additional difficulties compared to their University students without disabilities, difficulties arising from their disability.

We present some specific resources that can mitigate their limitations:

- The Spanish Erasmus National Agency offers additional grants for mobility to Erasmus students which have special needs arising from severe disabilities.
- The Universia Foundation offers annually the Scholarship Program Capacitas on access, Progress and Mobility patterns. The latter subsidizes the education of students with disabilities in another different University for a minimum period of three months.
- In the context of some general mobility scholarships, such as the Fullbright, the possibility of granting a greater sum of money to students presenting specific needs arising from their disability is contemplated.
- A specific resource for people with visual impairment, affiliated to ONCE, is the economic contribution that this organization gives in the form of scholarships for mobility and for the improvement of foreign languages abroad.

Beyond the fact that each university offers both support and care to their students with disabilities when they decide to go to complete their studies abroad, as well as to students coming from other universities, there are other types of resources related to international mobility of students disabilities, among which we find it interesting to note the following:

- The European Agency for Development Special Needs Education has published a guide called Higher Education Accessibility Guide (HEAG) which reflects the European institutions of higher education: <http://www.european-agency.org/agency-projects/heag>
- In the UK there is a resource named SKILL. It is a national office for students with disabilities that receive advice on any need for support during his University studies, including international mobility: <http://www.skill.org.uk>
- In Ireland, the Association AHEAD (Association for Higher Education Access and Disability) provides information to students with disabilities on higher education and employment: <http://www.ahead.ie>
- In the Netherlands, Handicap + Study is a resource to enhance the presence of students with disabilities in higher education: <http://www.handicap-studie.nl>
- In France, there is a service for students with disabilities called Handi-U, which collects information about the French institutions of higher education: <http://www.handi-u.fr>
- In Germany, there is a service for foreign students with disabilities, where they can find information about the supports offered by German universities: http://www.internationale-studierende.de/en/services/students_with_disabilities
- In Canada, the NEADS Association (National Educational Association of Disabled Students) provides information and support to students with disabilities who undertake higher studies: <http://www.neads.ca>
- In the United States of America, the Association AHEAD (Association on Higher Education and Disability) brings together professionals working in services to students with disabilities from their universities: <http://www.ahead.org>. On the other hand, Mobility International USA manages Exchange programs for students with disabilities: <http://www.miusa.org>
- Austria, Belgium, Ireland, the Netherlands and Sweden manage the project Study abroad without limits.eu, a program to increase the number University students with disabilities that study at their universities: <http://www.studyabroadwithoutlimits.eu>
- There are even some resources for students with certain types of disabilities such as dyslexia, dyspraxia, attention deficit disorder, Asperger's, Tourette's, dyscalculia: <http://www.brainhe.com/resources/links-uni.html>

- In Spain we have the Advisory Service on Disability and University (ADU), which is managed by the University Institute on Integration in the Community (INICO) of the University of Salamanca and the collaboration of the Royal Board on Disability , and which performs functions of advice to students with disabilities, professionals and families: <http://inico.usal.es/adu>.

Sometimes the ADU Plan works as a bridge between secondary education and higher education, acting as a mediator and deriving to the university services of attention to students with disabilities at the Spanish universities. It provides on-line and telephone advice regarding the access and stay in the universities, the transition to the world of work, legislation, community and documentary resources, links of interest, specific news, etc.

Among the inquiries received, those related to international mobility have increased in two senses: Spanish students with disabilities who consult on the possibility to carry out part of their studies at universities in other countries, and international students (mainly from Latin America) that wish to pursue further studies in any Spanish university.

In our opinion, and to conclude, we believe that management's attention to students with disabilities could be improved in general, and that of their international mobility in particular, if standards to develop actions and provide resources in different universities were used. Some students with disabilities fail academically in their period of training abroad because the destination University does not offer the supports that were available in the source one, or by lack of coordination between technicians of attention to disability in the universities of shipping and hosting. However, most of them return having served their purpose, like any other student.

2nd ROUNDTABLE
DEBATE**New technologies applied
to accessible tourism****What to do in case of evacuation
of a person with disability
in a multi-story building**

Arno de Waal
Director of Product
and Partner of Adaptamos
Group S.L.

SUMMARY

In order to protect the elderly or people with disabilities, including any person who had mobility but in a moment of emergency is lacking of it, for various reasons, the legislation requires safer buildings and ready to act in case of evacuation, in which there is an emergency and safety plan that has to be known both by the personnel working in the building and by the users themselves. If we have these security measures, and we also have the right equipment on evacuation, we can ensure that before a case of fire or other emergency, we will act quickly and safely.

Companies, through prevention technicians, have to identify, in their risk assessment and their self-protection plans, the workers that are especially sensitive and adapt their working conditions, from the ergonomic and accessibility point of view.

If an evacuation plan is activated, the staff responsible for the evacuation of users, must facilitate and ensure the proper evacuation of those people that, for different reasons, need it.

In the ethical code of the building, it becomes evident, SI3-9 “The evacuation of people with disabilities in case of fire”, where conditions of accessibility to the specific routes for the purpose of evacuation are required (accessibility of itineraries, refuge areas, step to an alternative sector through accessible floor exit, emergency elevator...), all this is necessary, but still, we will face the situation of what to do with the person with disability in those multi-story buildings.

In order to get a proper evacuation not only for persons with disabilities but for anyone else who is in the building and that at the time of evacuation cannot move by himself/herself, we should have the appropriate evacuation equipments for each building, such as those in which at some time we have hosted people with reduced mobility, the use of a chair of evacuation is recommended, which must be installed on each floor of the building, and with its corresponding signposting for the location at the time of emergency.

The advantage of this type of Chair, is that it can be handled by a single person, having wheels they allow the evacuation in a convenient, fast and safe way. They are equipped with armrests giving greater security to the user, with large wheels, with a footrest, with a padded headrest and with a safety belt, and its capacity is up to 136 kg.

It is important that the responsible for Prevention-evacuation knows about the handling of this type of chairs, and extends it to the rest of the staff of the building. Monitoring the condition of the chair is essential, therefore, manufacturer's recommendations have to be followed.

In case we have to study the evacuation of a building where several people with reduced mobility, bedridden, etc..., are hosted, as it may be the case of a hospital, a nursing home, etc..., the use of another type of equipments such as "mattresses and sheets of evacuation" is recommended, products that are also ensuring the correct and safe evacuation of persons in multi-story buildings.

Some of these mattresses have the means to move immobilized patients quickly and easily stairs down or through fire exits. The aim of all of them is to evacuate safely in risky situations.

These equipments must also be taken into account in the means of transport such as airlines, nautical and railway companies, reassuring the user that he/she will be evacuated in the right way.

We cannot forget, that in an evacuation, there may be different types of users, where we can find people with sensory disabilities, therefore, we cannot ignore that communication is adapted.

According to the **UNE 170006-2: 2001**, people with severe visual impairment depend solely on their tactile and acoustic senses, also according to the Royal Decree 505/2007, Ministry of the Presidency, The evacuation routes, both towards the outer space and towards the areas of refuge, shall be marked in accordance with the Basic Document on safety of use, DB SI 3, of the Technical Building Code, and will have the appropriate optical, acoustic and tactile signage to facilitate orientation to people with different disabilities.

The use of "evacuation signals" defined according to the standard UNE 23034:1998, must be visible even in case of failure in the supply to the normal lighting, to which we add that they must also have a universal design, according to Law 51/2003 of Promotion of Accessibility, therefore, Braille system and high relief focused on the stroke must be used.

All these equipments will ensure the correct and safe evacuation of personnel which is found in buildings such as hospitals, training, sports, tourist centers, houses, etc., ensuring non-discrimination as that they facilitate the evacuation of people with disabilities during of emergency.

Thank you very much,

Note: Adaptamos Group is a company expert in technical aid to the personal mobility. This company from Valencia is the official distributor of Evacusafe, Albacmat, ResQmat, Skipad and Skisheet.

2nd ROUNDTABLE
DEBATE

New technologies applied to accessible tourism

What to do in case of evacuation of a person with disability in a multi-story building

**Pedro Pablo Hernández
Hernández**
Catalia Digital (Spain)

CATALIA DIGITAL

CATALIA DIGITAL bases its activity on the adaptation of new technologies to traditional sectors, such as tourism. Headquartered in Cartagena (Murcia), it extends its range of action to all the national and European territory. Speaking of “technology” is speaking of “globality”, and our Service of Multimedia Tourist Guide with GPS ARONITEK is a clear example of it.

With this new service, we have managed to combine technological innovation and services of a sector as traditional as tourism, resulting in an integral service, highly qualitative and oriented to meet the needs and expectations of visitors and institutions worldwide.

Catalia Digital is one of the companies associated with the Center for Information Technologies in the Region of Murcia (CENTIC), whose mission is to promote and establish processes for innovation and technological development in TIC companies, through the implementation of activities, services and projects development. Within the CENTIC, Catalia Digital participates in the Working Group “TIC for Social Welfare and Health”, through e-VIA, the Spanish Technological Platform for Health, Well-being and Social Cohesion. We are a company with a social conscience and responsibility, intending to reach everyone and that everyone has the same opportunities. Therefore, we work environments of accessibility in new technologies, making innovation and the avant-garde available to all.

WHAT IS ARONITEK

ARONITEK is a service of multimedia tourist guide with GPS. ARONITEK guides the tourist through pre-configured routes, thanks to an integrated GPS module, offering all kinds of interesting information, in audio and video format. The objective is to offer a “personal” tour guide that can attend individual tourists and small groups, thus covering a hitherto neglected market segment.



Cataliadigital



ARONITEK consists of two distinct parts which we will explain in this document:

1. The PDA device for the tourist
2. The on-line platform that allows the customer to manage the entire service, from the contents up to the payment of a rental. And all this is meant to provide a quality service.

The service is made tangible through a simple pocket computer. The tourist, national and international, accesses through this support to all information of interest in the area, and it may be of any type. Thus, it is divided into two large areas, cultural and leisure activities, in which we can classify the majority of tourist activities.

All this information is offered in multimedia format. The contents are developed in audio and video format. In this way, the visitor obtains:

- Referential and descriptive images of the place that he/she consults (either before him/her or not)
- Informative texts, which tell the story and/or the relevant data from the point in question
- Locutions of texts: a completely personalized tourist guide
- Videos, visually appealing, which encourage a greater remembrance of the place.

In addition, our integrated GPS system allows the tourist:

- To know his/her location at all times
- To consult the best route to points of interest
- To follow one of the pre-configured routes offered by the system
- To access easily and comfortably the gastronomic, leisure and commercial offer

In this way, ARONITEK is positioned as a novel, useful and attractive service within the range of informative services available in tourist centers. In addition, any person can know the city in depth, at his/her own pace, and in the desired company.

WHAT DOES ARONITEK ALLOW? WHAT DOES IT ALLOW THE VISITOR

Through a simple and lightweight pocket computer, ARONITEK allows visitors:

1. To know his/her location at all times, thanks to a cartographic map in which the position of the tourist is the reference point.



2. To consult the best route to points of interest. The routes offered by Aronitek are previously analyzed and designed, so that tourists can follow the recommended route, according to criteria set by the tourist Manager, like distance, attractiveness, safety, etc.
3. To follow one of the pre-configured routes offered by the system. Aronitek allows configuration of different routes, thus offering the visitor the possibility to choose his/her route according to his/her preferences and tastes, making the visit to be personalized and, therefore, more satisfying.
4. To access all the information of interest in the area, cultural, commercial and leisure information, in their own language. Aronitek shows the tourists the whole city information in multimedia format, through images, texts, videos and locutions. And most importantly, this system offers a completely updated information. Thanks to its versatility and flexibility, we can make modifications and updates from one day to another, and thus change the itinerary of a route, for example, because a street is undergoing repairs.

Furthermore, Aronitek allows the introduction of all the languages that the Tourist Manager considers necessary to attend to the visitors of the city.

It must be kept in mind that Aronitek allows the introduction of new languages at any time.

5. To know the city in depth, at his/her own pace, and in the desired company. Thanks to Aronitek the tourist enjoy the advantages of a tour guide who knows all the details of the city, but without the drawbacks of following a schedule and a large group of people. In this way, he/she sets the pace and who he/she travels with.
6. To rent and to return the device at different points of the city. The versatility and flexibility of the Aronitek system, allows to rent a device at a point in the city and to return it to another, avoiding the inconvenience of having to go back to the Center where he/she rented it.

WHAT DOES IT ALLOW THE TOURIST MANAGER?

ARONITEK is more than just a PDA device with static contents. It is thus a multimedia guide with dynamic GPS and constantly evolving, through our management platform which, ultimately, is the heart that allows and provides a new tourist experience.

The on-line management platform manages all service from any computer with Internet connection, with really easy to use software. And its great added value is due to the ability of immediately upgrade the contents.

Everything is managed through a flexible and versatile platform where we can manage the database and it allows us to:

1. Register new languages. The system allows the introduction of many languages, at any time. Thus, after 6 months of the implementation of the project, we can decide to register a new language, e.g. German, because



the data obtained about the profile of our visitors shows us that there are a large number of tourists from this country.

2. Enter the contents: texts, images, voiceovers and videos. Aronitek acts as a large database, in which we introduce the multimedia contents of routes and points of interest, both at a cultural as well as at a commercial and leisure level.
3. Enter the coordinates of each of the points of interest, to enable GPS navigation.
4. New routes configuration and modification of existing ones. Aronitek permits the design of the different routes, allowing the Tourist Manager to choose the streets that it wants the tourists to go to, and discarding those less attractive or less accessible areas.
5. Register or remove routes or points of interest, at any time. The itineraries are subject to change, and it is reflected in the system, thanks to its ability to update.
6. Update or modify any content almost immediately. The contents may also vary: texts, voiceovers, etc. Everything can be changed.
7. Carry out rentals, changes or refunds, collecting the data of the tourist, and allowing the collection of rent and/or the establishment of a guarantee.
8. Manage the inventory of devices, allowing the Tourist Manager to know what devices there are and in what Center, thus avoiding stock-outs.
9. Know the status of the different devices at all times: available or in use, so that the Tourist Manager knows what devices have been rented, and can dispose of the rest according to the different centers.
10. Control the management of the different establishments and users, providing different levels of access depending on tasks and responsibilities.
11. Manage advertisers in the system, allowing a complete tourist offer, and allowing the management of contracts, the revenue by advertising, etc.
12. Get lists, reports and statistics, allowing the Tourist Manager to know all kinds of relevant information about the implementation of the service: number of rentals, periods, profile of tourists, etc. This allows the Tourist Manager to obtain the information needed to better understand its visitors, and adapt its tourist offer to them.

In addition, the Service of Multimedia Tourist Guide with GPS Aronitek provides other intangible benefits to the city, as for example:

- It positions the Tourist Manager on innovation, in a bid to new technologies.
- It involves the introduction of a high quality tourist service to the supply of the municipality

- It means a new and a very attractive element for the promotion of the city
- It increases the degree of satisfaction of the visitors
- It represents a return investment through income

ARONITEK AND ACCESSIBILITY



The Multimedia Tourist Guides with GPS ARONITEK are guides that assist and guide tourists on their visit to the city, transmitting information through multiple media: text, images, video and audio.

According to the document “Accessible Multimedia Guides”, published by the Spanish Centre for Subtitling and Audiodescription (CESyA) it is recommended that devices have touch screen status, as it is the case of the ARONITEK guides, since it allows a comfortable use for different types of users who have difficulties when handling other types of devices.

With regards to the ergonomics of the device, we find the following accessible characteristics in our device:

- It presents a screen with dimensions large enough to comfortably read the contents, and with an appropriate resolution and contrast.
- Wifi interconnection
- Appropriate processor, which allows an optimal functioning.
- Capacity to connect to standard peripherals such as USB ports
- Light weight, which enables their transport comfortably
- Good adaptability to the contour of the hand
- Good brightness on screens



Therefore, guides have been designed according to basic principles of what the Center for Universal Design has come to be known as Design for All, such as:

- Supply of equivalent information to all users, avoiding discrimination.
- A design adapted to the preferences and abilities of a wide group of users.
- A simple and intuitive use, easy to understand, regardless of the experience of the user, his/her knowledge, skills or concentration level.
- The design communicates information to the user efficiently.
- It can be used efficiently and comfortably with a minimal physical effort.

VISUAL DISABILITY

The voiceovers for all that we use in ARONITEK take into account people with visual impairment or low vision. This term refers to the use of common voiceovers for all users, so that it guarantees that any user receives the same information. Our voiceovers will take into account people with disabilities, so that they include formal descriptions, but without increasing their weight excessively so that they are also valid for the rest of users.



Another resource used in the ARONITEK guides is the increase of the size of the buttons for the visually impaired user to more comfortably access the content. It is very useful, especially for people who have low vision or vision problems derived from age.

Facing the presentation of the contents, we can point out some characteristics that ARONITEK guides show:

- Used typeface font presents no serif.
- There is enough color contrast for readability: the color of the font is bold, with white background. In addition, we can increase the font size up to 4 times.
- It does not present any blinking content, or elements in motion.
- The application allows the user to decide for how long a content or a menu is displayed, and therefore to take all the time they need.



HEARING DISABILITY

ARONITEK is a system adapted for hearing impaired people. As we have had opportunity to check on previous lines, the voiceovers and descriptions relate exactly to available texts, as recommended by the CESyA. This, along with the descriptive images and videos associated with points of interest, makes ARONITEK guides accessible for people with reduced hearing ability.

Our screen dimensions and the possibility of increasing the text up to 4 times, is also a help to improve the experience of the visit and the use of the system by a hearing impaired.

PHYSICAL DISABILITY

ARONITEK allows the configuration of accessible routes, avoiding those points of interest difficult to access, or even setting up the GPS Navigator for guidance through itineraries that do not present difficulties for people with reduced mobility.

Our system also allows the modification and update of routes and itineraries from one day to another, eliminating those points of interest or modifying the way to reach them. For example, a street that gives access



to a point of interest is under construction and it does not allow access for people with reduced mobility, we can modify the route, changing the route or temporarily eliminating that point of interest. And this is possible thanks to the versatility and flexibility of the Aronitek platform.

EVOLUTION OF ARONITEK

In Catalonia digital we work on new options that facilitate tourist visits to persons with disabilities. Some examples of areas in which we are currently working:

- a. Inclusion of sign language transcripts
- b. Development of accessible interfaces
- c. Audionavigation
- d. Screen magnifiers

MORE SYSTEM OPTIONS. GUIDES FOR MUSEUMS

In addition, ARONITEK offers the possibility to include the module that we call ARONITEK Guide for museums (GM). This module is used to supplement the Tour Guide. In this way, it allows that, when visiting a PDI that corresponds to a Museum, this module can attend tourists also on this visit. Afterwards, the users will return to the outdoor use of the Guide and they will be able to continue the visit where they left it.

It is an improved audio guide, with texts and multimedia contents, which allows the customer to have, in the same media, GPS guides for the outside and multimedia guides for the inside of the museums, taking into account that the versatility of ARONITEK allows not only to access the contents of the permanent exhibitions, but as it has already been shown, it also introduces the contents of temporary exhibitions where appropriate.

This allows the customer a generation of an additional income, since the system enables tourists, depending on the rental price, to rent the device only as a Tour Guide with GPS, only as a Guide for Museums, or combining both modules, charging different rents for each one of the options. Guides are activated at the time of the rental by a numerical code, and the system allows the activation of different modes depending on the code entered.

Therefore, ARONITEK GUIDE FOR MUSEUMS allows:

- To carry out a structured and organized visit of the center more freely, stopping at what is most interesting.
- Multimedia content can be viewed wherever the person is.



- The visually impaired has access to formal descriptions of all the works displayed in audio format

- The hearing impaired has access to descriptions in text format along with a multitude of images and videos.

The order of the list of works is, in principle, the recommended order of visit, so that the works that follow a certain one are the ones that would be viewed in a logical visit to the room. But the user has also access to the different works through a numerical code, that accompanies each work at the Museum and which serves as the identification of the work. Thus, we enter this code and access to the corresponding information.

2nd ROUNDTABLE
DEBATE

New technologies applied to accessible tourism

How can technology contribute to accessibility in the tourism sector?

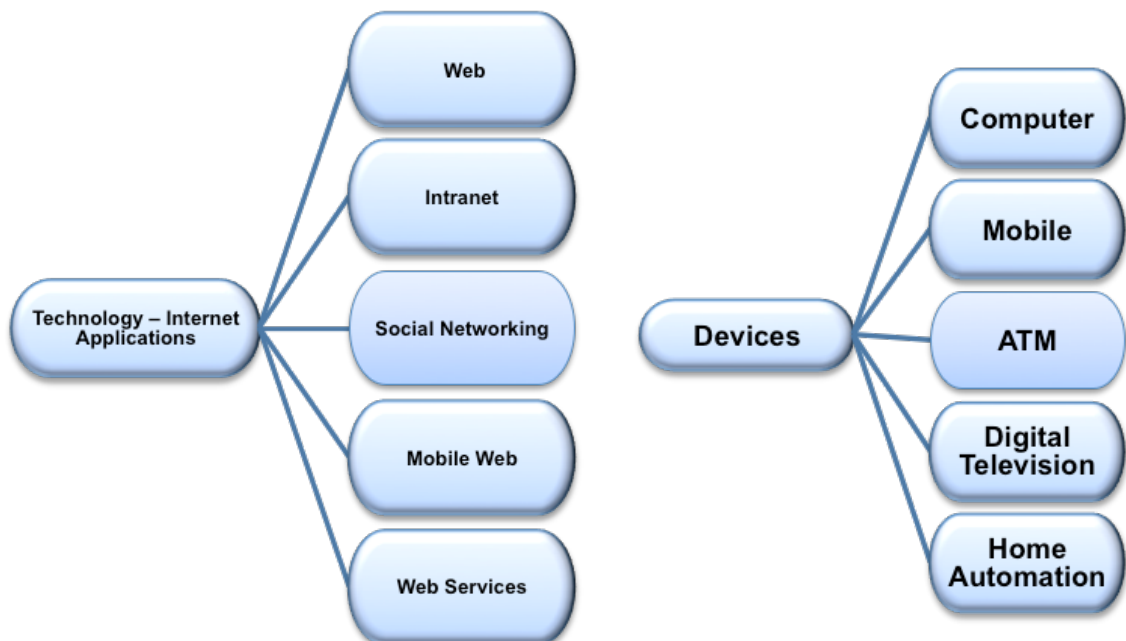
Blanca Alcanda
Director-General of Technosite (ONCE Foundation)

INTRODUCTION

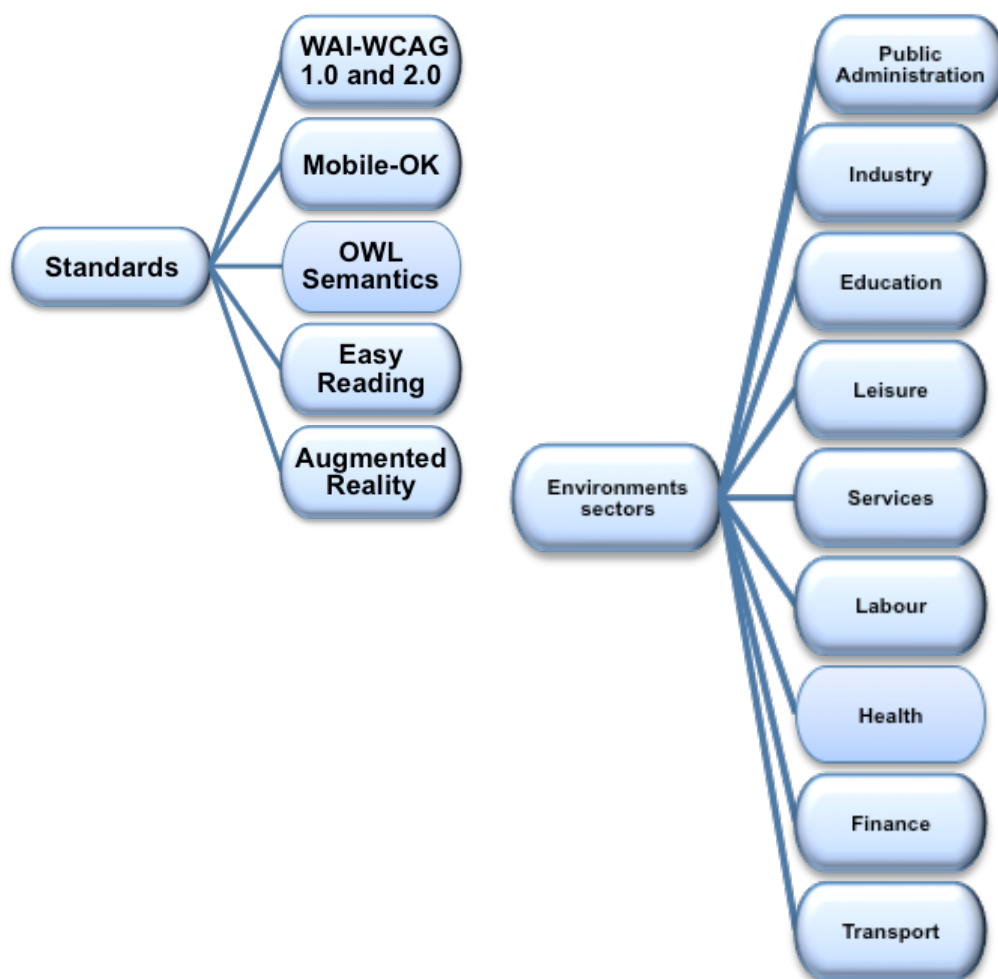
- Technosite is an expert company in ICT with extensive activity in R & D focused on improving the accessibility and quality of life of people through technology.
- In the field of tourism, ICT must be accessible and can contribute to overcome certain barriers in the environment.
- Accessibility should be present throughout the life cycle of a tourist trip.

THE COMPLEX STRUCTURE OF THE INFORMATION SOCIETY

- Complexity and variety of technologies.
- Dispersion of knowledge, standards and legislation.



- Gap between users and technology



WE SIMPLY CANNOT ALWAYS BE CHASING TO ENSURE THAT INNOVATIONS ARE ACCESSIBLE

TECHNOSITE APPROACH

Basic and applied research

- Opportunities with emerging technologies
- Identification of new needs
- Long-term

Development

- Experimental Platform
- Prototypes
- Medium-term



Innovation

- Improvement of the system of care for citizens with disabilities
- Social networks
- Short-term

TECHNOLOGY AND ACCESSIBILITY: A NEW APPROACH

Traditional approach

INREDIS APPROACH



INREDIS ARCHITECTURE: ACCESSIBLE ENVIRONMENT



(Fuente: INREDIS)



HOW CAN TECHNOLOGY CONTRIBUTE TO ACCESSIBILITY IN THE TOURISM SECTOR?

Solutions for the entire travel cycle: from planning to the trip back home

- Travel planning:
 - Social networks and applications 2.0.
 - Transactions, reservation and purchase of services.
 - Electronic tickets and identifier in the user's device (travel preferences): Enriched.
 - Hotel reservations.
- Guidance in stations and airports:
 - Access to the station.
 - Routing.
 - Access to the information of arrivals and departures.
 - Contact with personalized service.
 - Recommendation of facilities services.
 - Assistance on boarding.
- On boarding and on board:
 - Guidance (seat and services).
 - Personal attention during the journey.
 - Information about the destination.
 - Communications on board.
 - Evacuations.
 - Emergencies.
 - Customized alerts (luggage, stops, etc.).
- At the destination:
 - Assistance on landing.
 - Connections and access to other means of transport (accessible taxi, buses, etc.).

- Guided to the hotel.
- Hotel and room Services.
- Leisure and socio-healthcare services.
- Cultural information during tours.
- Social networks.

Solutions for the entire travel cycle: Technologies

- Web 2.0.
- Web Services.
- Interoperability with devices of the environment.
- Delocalized Access to software support products and multimodal services (cloud computing).
- Mobile technologies.
- Wireless technologies of orientation and guidance.
- Authentication technologies.
- Augmentative communication and augmented reality.
- Semantic Web and data mining (analysis and organization of information).

User involvement in the innovation process

- Users should be actively involved in all phases of the design of products and services.
- “Standard” users should not be the only ones taken into account: Functional diversity has to be taken into account.
- Functional diversity does not only refer to disability: it also refers to users who have different abilities and needs.
- User participation methods: test in laboratories, surveys, discussion groups, social spaces of innovation (ESDIS).

Conclusions

- ICT improve accessibility to information and the environment.
- It is necessary and possible to anticipate in the development of emerging technologies with accessibility criteria.

- Re-focus of the technological design through R & D.
- Large-scale solutions that facilitate the implementation of specific development and innovation projects.
- There are emerging technologies that favor the travel experience of the general public.
- The participation of people in the process of design and development of ICT services applied to tourism is essential.
- Technology is bringing digital information closer to those who do not have computer devices (digital information panels).

3rd ROUNDTABLE
DEBATE**Nets for accessible tourism****Nolimits travel guides presentation**

Frank Toro
Manager Sinapsis TV
(Spain)

At present - thanks to technology - there is an unprecedented revolution in the world of mass communication. Perhaps it is only comparable with the invention of printing. Regarding communication, the 20th century was the 'one-size-fits-all' century. Until just a few decades ago there were only two television channels in Spain. They were perhaps four, five or six in other countries. The number of radio stations was also limited, the number of newspapers mastheads could just be counted on one hand and the Internet was something unknown or limited to very specific institutions. This technological landscape obliged to create generic contents, suitable for everyone, 'one-size-fits-all'. But at the beginning of the XXI century, the landscape has changed radically. The number of channels has multiplied to thousands, and even millions. But it is not only that. Perhaps it is even more revolutionary that these channels have also become interactive. This blurs the traditional one-way transmitter/receiver dynamics. In the old model the receiver was a passive agent. Now, transmitters and receivers exchange their roles.

This new paradigm in mass communications requires a new model of audiovisual content. We passed from the 'one-size-fits-all' to the 'tailor-made suit'. For some years now, there is no doubt that we are moving towards a 360° production model in the audiovisual sector. But, what is exactly is a 360° content? 360° content has its heart in a large database, library, or as we like to call it, of audiovisual content. Users make specific requests for content and some applications (e.g. APS – Automatic Page Server) 'package' these content providing it to the user in a personalized way. That customization includes a medium (a computer screen, an iPhone, a television receiver, etc.) and a form (text, image, video, etc.). Any type of customization is possible. But as we have already mentioned, the model allows even more: the participation of the receiver. To begin with, the fact that the user selects what he/she wants to read, listen to or watch, is a way to participate. But the user can also add new content, comment / expand the existing one, etc. The concept of community becomes a key concept. The television channel YouTube is an excellent example of application of new technologies. It is the most watched television channel by the population under 30 years of age.

Another example is NoLimits Travel Guides by SINAPSIS360 - a producer of audiovisual content which has just launched its first content with a hundred percent 360° approach. Aware that new content should bring something new, NoLimits Travel Guides offers travel guides around the world for a truly accessible tourism that provide reliable information, written in a clear and witty way, based on the real experience of the traveler. NoLimits Travel Guides is aimed at all those that are passionate about travelling without forgetting information that others do not offer, like the number of steps to save at the entrance of a museum or how to enter in a particular enclosure saving the architectural barriers and other unevenness of the ground. But

icipation of its users is as important as the information offered by NoLimits team of travelers as they complement this information by making it more accurate and rich.

MULTIFORMAT CONTENT

The combination of SQL, PHP/APS, CSS technology, etc. allows to offer audiovisual content in different media. In that way, the user is the one who decides what he/she wants to see/read/hear, when and how. That customization/adaptation, of course, includes any personal circumstances of the user (such as Visual or hearing difficulties). In particular, the NoLimits Travel Guides content is being developed for the following formats/Media:

- Internet Portal (www.nolimits360.es)
- Social networking and videos on Youtube, with its own channel.
- Travel documentaries on television.
- Traditional travel guides.
- Travel guides in electronic format (for mobile phones, audio guides, eReader, iPad, etc.)
- Other.

NOLIMITS STYLE

But to achieve the proposed objectives, to know how to make it attractive to the user is as important as the adopted technology. That is why technical team NoLimits Travel Guides has paid as much attention to technology as to the presentation of the content.

NoLimits Travel Guides is a 360° content with a style in which useful information and entertainment come together. The fresh, casual style of NoLimits Travel Guides, takes shape in a carefully executed editorial work, in a meticulous graphic design and - above all - in the personality of NoLimits travelers. Travelers give a one-to-one explanation of the experiences of their trip to the guide, in a simple and direct way, with great passion but also with rigor, providing useful information for all travelers, whatever their circumstances, to better plan their trips around the world.

COMMUNITY

As already stated earlier, the concept of 'Community' is a key principle for understanding the philosophy of 360° content. In NoLimits Travel Guides all users can participate in an active way becoming NoLimits travelers. Through www.nolimits360.es Web page is possible to comment on any published article. Users can submit their own articles, participate in contests, forums, or join the communities on Facebook or Twitter. All of this without forgetting the blogs that NoLimits travelers write. In summary, NoLimits Travel Guide forms a community of users that grows day by day enriching all those who are part of it.

DOCUMENTARIES

But NoLimits Travel Guide is not only limited to the Internet medium. NoLimits Travel Guide also has documentaries on trips that are broadcast by conventional television (TDT, payment platforms). In documentaries, viewers follow NoLimits travelers on their trips around the world. Always in a light-hearted, fun way, but also providing the same useful information that the rest of NoLimits channels provide.

These documentaries are also split up and included in the Sinapsis360 YouTube Channel, as well as on their websites and distributed via social networks and blogs.

SERVICES PLATFORM

Given its characteristics, NoLimits Travel Guide also constitutes an ideal platform for the supply of different services such as:

- Dissemination of Advertising
- Booking of the trip in means of transport and accessible facilities.
- Virtual library of travel guides (in electronic format for iPhone, Android devices, etc.)
- Other.

CONCLUSION

NoLimits Travel Guides is an example of what current technologies imply in the production of audiovisual content for all, but specifically tailored to the needs of the user, in this case the user of tourist information/services adapted to different functional diversities.

MORE INFORMATION

Web: www.nolimits360.es

Facebook: www.facebook.es/nolimits

Twitter: www.twitter.com/nolimits360

Blog: <http://nolimits360.blogspot.com/>

Nets for accessible tourism

Greenways as suitable infrastructures of tourism for all

Mercedes Muñoz Zamora
European Greenways Association (EGWA)
Director

SUMMARY

The presentation focuses on the European Green ways as suitable infrastructures for accessible tourism and its contribution to universal mobility.

According to the definition adopted in the Declaration of Lille, September 2000, greenways are: “autonomous roads reserved to non-motorized journeys, developed within a framework of integrated development that values the environment and the quality of life, fulfilling the conditions of sufficient width, slope and surface quality to ensure coexistence and security in use for all users of any physical capacity. In this sense, the use of service roads of channels and abandoned railway tracks constitutes a privileged support for the development of Greenways.”

The greenways characteristics allow a wide range of users access to alternative tourism infrastructures that comply with the following characteristics:

- Comfort, accessibility and safety, being separated from motorized traffic and with little slope.
- Suitable for any type of user, pedestrians, cyclists, wheelchairs, skates,
- With services for users along the way (including for groups with limited accessibility)

The presentation highlights the interest of the greenways as accessible infrastructures for the public in general and for people with disabilities in particular, with examples that demonstrate the suitability of use by people with special needs.

THE GREENWAYS IN EUROPE

Some European figures regarding the greenways in Europe give an idea of the dimension that this movement is reaching:

- United Kingdom: of the more than 20,000 Km that the national network of cycle routes has, the sections of exclusive non-motorized use only represent around one third of the total, but they account for 85% of the total usage (1). This network is available to everyone and passes within a mile of the 57% of the population of the United Kingdom.

- In France: the National Plan for Cycle routes and Greenways, contemplates about 20,000 Km of Cycle routes of which around two-thirds are greenways and a third cycle routes of shared use of low density . The total number of roads planned, nearly 7000 Km (35%), are already open.
- In Spain: the study by the Spanish Railways Foundation reported in the 1993 census that there were 7,600 kilometers of disused railways, with 954 stations, 501 tunnels, and 1,070 bridges.

In 2009 you could enjoy 70 operational greenways with a total of 1,700 km. In addition, other 4 Greenways are under construction or in the bidding process, with 62 km. Other 9 greenways more, with a total length of 432 km, have projects.

- In the Walloon Region (Belgium): there are 1300 Km of RAVeL (autonomous Network of slow lanes), 150 Km of pre-RAVeL and other greenways and 200 km of connecting roads . In this case, an example of international scope is quoted: the Vennbahn project, one greenway on an ancient railway line, of 130 km between Germany, Belgium and Luxembourg's which completion was expected in 2012.
- In Italy: the study conducted by the Associazione Italiana Greenways brings the following data of disused railway lines: 6400 Km between lines out of use (5,000), abandoned sections as a result of the layout of variants (900 Km) and incomplete lines (500 Km). Of which 600 Km are already available and 500 more Km are in project.

There are some notable examples that have been executed, although, as it is clear from these figures, it has a great potential to develop. Some beautiful examples with tunnels that save steep gradients can be highlighted. Sicily has different examples.

- In Portugal: the National Eco-tracks Plan (Plan Nacional de Ecopistas), railway greenways in the Portuguese name, consists of 748 potential Km, of which 580 km have preliminary studies and 129 Km are currently in use). They will be joined soon by other two greenways of 61 km, which correspond to the Eco-tracks Amarante no Tâmega and do Dão (in Viseu, Tondela and Santa Comba Dão). The accessibility of the station of Santa Comba Dão will be soon an example of adapted connection from the train station to the Eco-track do Dão, which will enable any disabled with wheelchair access from the train to the "Greenway" and travel across the 49 km to Viseu.
- Luxembourg: it has 600 km of cycle-lanes. 120 km are built on former disused railroad tracks, in this sense it should be noted that 90% of disused railroad tracks are converted into greenways for the benefit of non-motorized users .
- Ireland: will also promote the development of the cycle lanes , including the already existing beautiful and growing examples of greenways, among which we can highlight The Southern Trail, the green route of 53 miles that runs through the countryside in West Limerick/North Kerry,

using the old railway line Limerick-Tralee, which runs through beautiful scenery, safe and accessible in different stretches.

- Green routes can also be travelled in Central Europe, with notable examples, largely linked to large rivers and other thematic routes.



Caption: Greenways with slopes lower than 3%, rectilinear paths, and wide curves...provide an exceptional and respectful access to nature, running through pre-existing infrastructures, integrated into the landscape, that allow tours through landscape, history, culture and the past of Europe.

In the presentation and through images, some examples of safe European greenways can be discovered, allowing the easy discovery of attractive natural landscapes and historical heritage, thanks also to the existence of information adapted, in the most appropriate way, to the needs of different types of users.

Thus, different images are shown with detailed examples such as a detail of the text in Braille on information panels on the greenway of the Cordoba countryside, or a Parking with ramp, at the start of a greenway next to an old train station in Burgundy, or a signage for visually impaired of the Terra Alta greenway, three graphic examples among the multitude of existing ones that have these characteristics.

SOME EXAMPLES OF ACCESSIBLE GREENWAYS IN EUROPE

The following outstanding examples of accessible greenways in nature are presented with images:

- The “Voie Verte des Gaves” (France) , close to Lourdes, in the heart of the Pyrenees, which won the 2nd European Award of Greenways 2009, organized by the European Association of greenways, as an example of promotion of tourism for all, thanks to the implementation of special actions to facilitate accessibility for people with disabilities, what has allowed this place to obtain the seal «Tourisme et Handicap» which aims to provide a reliable, descriptive and objective information.

The Voie Verte des Gaves has managed the seal for all types of tourist facilities: accommodation, catering, entertainment venues, museums, tourist offices... that consider the four forms of disability: motor, mental, auditory and visual

- Bristol & Bath (United Kingdom) was the first “greenway” of Sustrans, created on a disused railway track, made between 1979 and 1986, approximately 20 km long, 3 meters wide, and partly with asphalt. In 2008 it had more than 2.4 million trips a year increasing significantly the evaluated use in 2000 when it already amounted to 1.5 million journeys a year.
- In Spain, there are outstanding examples of especially accessible Greenways. A photographic report shows different embodiments and uses with adapted bicycles, ramps, old stations now reconverted into hotels or restaurants with swimming pools equipped and suitable for any person and of universal use:

- Greenway of the Sierra de Cádiz , that programs calls for specific events of adapted tourism, such as meetings of disabled and other specific activities in the European Mobility Week, and take advantage of the 8 electric bikes available to them. They have launched a Plan of Sustainable Tourism, which includes an accessibility plan.
- Greenway of the Terra Alta that has carried out a program of accessibility for visually impaired, with accessible rest areas.
- The greenways of Girona, have adapted equipment and bicycles for rental for different types of disability. The consortium of the greenways of Girona, organizes different types of activities, including cycle tourists rides for people with disabilities.
- Greenway of the Jara, used regularly by people with disability from the paraplegics Hospital of Toledo.
- Tandem groups from the Once Foundation can be observed, walking along the greenway of Tajuña, in the vicinity of Madrid.

CONTRIBUTION OF THE EUROPEAN ASSOCIATION OF GREENWAYS TO THE PROMOTION OF ACCESSIBLE GREENWAYS.

The European Greenways Association contributes to the promotion and dissemination of the greenways as suitable infrastructures of tourism for all, it does it through different actions, in particular we can quote the European Greenways Awards and the European Greenways Observatory.

The AEVW organizes the European Greenways Award bi-annually that recognizes the efforts and achievements made in Greenways. Part of these efforts have been rewarded in those Greenways which have worked to improve the universal accessibility of them, including the one quoted in this paper: the Greenway des Gaves, in the vicinity of Lourdes, which was granted the second prize in the category of sustainable development and tourism in 2009.

3rd ROUNDTABLE DEBATE

Nets for accessible tourism

The Accessible Road: The must-have guide that paves the way to a worry-free vacation in Québec

André Leclerc
Kéroul (Canada)
“The Accessible Road”

WHO ARE WE?

Kéroul is a non-profit organization whose mission is to make tourism and culture accessible to persons with limited physical ability. The organization’s name is a blend of Québec—or Kébec—and roule, from the French verb rouler, meaning to roll, drive or wheel.

Founded in 1979 by André Leclerc, who remains President and CEO to this day, Kéroul strives to position Québec as an accessible tourist destination. Kéroul’s efforts are directly tied to its vision:

For Québec to become an attractive, inviting cultural and tourist destination that upholds the principles of sustainable development and universal accessibility.

Naturally, its mission and vision reflect the fact that, since 1987, Kéroul has been the key consultant and partner to the Ministère du Tourisme du Québec in matters of tourism for persons with limited physical ability. To support its mission, Kéroul is actively involved in the following areas:

- **Research and certification:** Kéroul establishes accessibility criteria, develops evaluation grids, assesses establishments’ accessibility, advises industry players on adaptations to eliminate obstacles, and publishes information on accessible sites for this clientele. Since 1987, the Ministère du Tourisme du Québec has recognized the accessibility certification awarded by Kéroul to over 6,000 tourist and cultural establishments. Kéroul recently concluded its accessibility assessment of cultural establishments subsidized by Québec’s Ministère de la Culture.
- **Staff training:** Kéroul trains front-line employees of tourist establishments and attractions to enhance the quality of hospitality and essential services for travellers with physical limitations. Its Welcoming Ways training program is accredited by Emploi-Québec.
- **Advocacy** before government authorities and establishments to promote and improve accessibility within the tourism industry and cultural institutions. Every other year, for the last 10 years, Kéroul has held a meeting with all Québec government ministries to assess the progress of

various issues. Through these meetings, Kéroul persuaded the province to change the law to stipulate that 10% of rooms in new hotels be made accessible to persons with limited physical ability. We are now working to have this same provision apply to new hotels financed through unit sales (condominium-hotel projects).

- **Promotion** of accessible tourism: through guides, brochures, the website www.theaccessibleroad.com, studies and directories featuring content focused on accessibility in the cultural and tourism industries. Kéroul conducted a study on the travel habits and attitudes of persons with limited physical ability residing in the major markets surrounding Québec (New England, Ontario and the Maritimes). The findings will be used to more effectively concentrate distribution of **The Accessible Road**, Kéroul's primary promotional tool.

Kéroul's expertise in the accessibility of tourism and culture is highly sought-after by decision makers. The organization has conducted research for various provincial and federal departments, as well as for the private sector and international stakeholders:

- Led a study on behalf of ASIA-Pacific Economic Cooperation (APEC) to identify best practices in adapted tourism in the 21 member countries;
- Delivered two talks at the TRANSED 2010 International Conference on Mobility and Transport for Elderly and Disabled Persons in Hong Kong;
- Served as an advisor to the governments of Peru and Costa Rica and signed cooperative agreements with Morocco and Tunisia;
- Is a partner of the U.S.-based Society for Accessible Travel and Hospitality (SATH) and of Tourisme et Handicaps, a French association that promotes tourism for persons with disabilities;
- Following our participation in the III International Congress on Tourism for All in Valladolid, Spain, Kéroul is now a member of the European Network for Accessible Tourism (ENAT).

WHAT IS THE ACCESSIBLE ROAD?

The Accessible Road is a travel guide specially designed to promote accessible tourism in Québec. The informative tool was developed by Kéroul in partnership with participating regional tourism associations and their members.

The Accessible Road provides trip ideas and information on getaways for travellers with limited physical ability, including cultural and tourist attractions, accommodations, restaurants, transportation services and tourist information offices. All the sites featured have been adapted to accommodate this clientele, and their staff are certified under Kéroul's Welcoming Ways training program, which is designed to ensure their services and hospitality meet the needs of these travellers. We also provide travel tips and videos to encourage this clientele to vacation in Québec.



Cover of the 2010 issue of The Accessible Road published in French for the Québec market

The Accessible Road is presented in the form of a map and is available free of charge in print and online, on both Kéroul's website, www.keroul.qc.ca, and the guide's own website, www.theaccessibleroad.com.

The Accessible Road is produced and published in the aim of:

1. Meeting the travel needs of a largely under-served clientele: persons with limited physical ability;
2. Offering a series of one-stop maps indicating tourist activities and services adapted to the needs of this clientele;
3. Fostering an environment in which every individual, including those with physical limitations, can travel in comfort and safety without giving accessibility a second thought;
4. Promoting the self-reliance of persons with limited physical ability during business or leisure travel with the support of a recognized and certified network of adapted establishments;
5. Increasing demand, and thus revenues, for accessible tourist sites;
6. Educating tourism-industry players on the needs of persons with limited physical ability;
7. Urging those in the cultural and tourism sectors to adapt their infrastructures to accommodate this clientele.

THE INTERACTIVE WEBSITE WWW.THEACCESSIBLEROAD.COM

This interactive website is a search engine for finding and making reservations for tourist attractions and establishments based on the client's needs.

Kéroul's staff and partners firmly believe that **The Accessible Road** is an invaluable asset to Québec's tourist industry, in that this promotional tool is contributing to Québec's revitalization as a destination, highlighting its accessibility, attentiveness and outstanding customer service.

HOW IS THE ACCESSIBLE ROAD BEING ROLLED OUT?

This initiative addresses two specific markets: potential clients, or persons with limited physical ability; and suppliers, or the operators of cultural and tourist establishments.

Services for suppliers include consultations, establishment accessibility assessments and certifications, and staff training. Once an establishment has fulfilled all of Kéroul's accessibility criteria, it can be listed in **The Accessible Road**, and benefit from the enhanced visibility offered.

The Accessible Road's partner establishments must uphold the following standards:



Cover of the 2010 issue of The Accessible Road published in English for the Ontario and New England markets

- 1) Full access for persons with limited physical ability, including entrances and routes;
- 2) Access to guest rooms and public restrooms in keeping with international standards;
- 3) Welcoming Ways training for front-line staff.

Québec’s regional tourism associations are helping Kéroul to identify and reach out to suppliers interested in this promotional opportunity. Some of these associations organize benefit galas or make direct contributions to subsidize the cost for suppliers to appear in The Accessible Road. The regions targeted are chosen according to their proximity to major urban centres and their accessibility.

Promotion of The Accessible Road in the Québec market is done in collaboration with the regional tourism associations, and promotion to surrounding markets outside Québec is backed by the Ministère du Tourisme du Québec and Canada Economic Development.

To complement our promotional efforts, Kéroul also organizes media relations activities, distributes information to partners and members, releases publications and takes part in various conferences. All of these initiatives are intended to direct clients to www.theaccessibleroad.com, an interactive site that is updated regularly.

THE WELCOMING WAYS TRAINING PROGRAM

Kéroul’s Welcoming Ways training program aims to educate front-line staff of cultural and tourist establishments on the needs of persons with limited physical ability (elderly persons or individuals with impaired mobility, hearing or sight). This program is designed to provide advanced training in customer service and hospitality to meet the needs of this clientele.

One of the unique features of this program is that it is taught by individuals with disabilities who are certified by Kéroul. The basic training is 3.5 hours long, but the program can be customized for a variety of establishments based on the nature of the staff’s work. The following are the training lengths according to establishment type:



Website www.theaccessibleroad.com

WELCOMING WAYS TRAINING PROGRAM	Training Length
Basic training	3.5 hours
Travel agents	10 hours
Museum managers	10 hours
Tourism managers	7 hours
Cabin crew	7 hours
Transportation companies	4.5 hours
Students	2 to 3 hours

THE ACCESSIBLE ROAD 2010

The 2010 issue of The Accessible Road features 143 cultural and tourist establishments, including 46 hotels offering a total of 197 accessible rooms, 79 attractions and 15 tourist information offices, in 12 tourist regions across the province. Within these establishments, over 1,000 employees have completed the Welcoming Ways training program.

Kéroul has invested a total of \$110,000 in the development, distribution and promotion of this guide. This amount was fully funded through contributions from regional tourism associations, fundraising activities, sponsors, the Ministère du Tourisme du Québec and advertising sales. This promotional initiative is self-financed.

WHAT'S DOWN THE ROAD FOR QUÉBEC?

In 2010, Kéroul drafted a marketing strategy for The Accessible Road for 2011–15. Most notably, the plan reflects the findings of the study on the travel habits and attitudes of persons with limited physical ability residing in the markets surrounding Québec. The following general targets were established:

- 1) Pursue development strategies;
- 2) Compile attendance/occupancy data from member establishments;
- 3) Develop new sectors;
- 4) Find new sources of funding;
- 5) Expand activities outside Québec;
- 6) Ramp up international promotional efforts;
- 7) Observe sustainable development principles.

In 2011, two receptive travel wholesalers in Québec will feature The Accessible Road products in their promotional brochures, with one wholesaler targeting individual travellers, and the other focusing on groups. This commercial offer will give our promotion and marketing efforts for The Accessible Road and accessible tourism in Québec much greater reach.

CONCLUSION

To develop and promote a tool such as The Accessible Road, we must:

- 1) Involve local tourism authorities;
- 2) Demonstrate the economic advantages of offering services to persons with limited physical ability;
- 3) Secure funding from sponsors and higher levels of government;

- 4) Identify key partners (evaluate sites according to an established grid, train staff, adapt the content, follow up, etc.).

Many of our colleagues who spoke at the III International Congress on Tourism for All pointed out the need for a holistic approach to accessible tourism, one that covers everything from the hospitality chain to the transportation chain. We know that one weak link will compromise the chain as a whole. Building the tourism offer for persons with limited physical ability is an ongoing challenge: this clientele is particularly vulnerable as every trip presents its obstacles, the links in their transportation and hospitality chains are numerous and fragile, and the smallest breakdown in the chain can be particularly unforgiving. For these people, trip planning is thus essential in determining whether or not they will be able to travel at all, and whether their destination of choice is in the cards. In turn, a pleasant travel experience can turn into repeated visits, and can potentially convert these tourists into loyal clients.

The Accessible Road is a means of reassuring this clientele, simplifying their vacation planning, generating revenue for accessible sites and promoting Québec as a select tourist destination.

In closing, colleagues of Kéroul's representatives are invited to attend an international conference in Montréal in 2014, in the aim of establishing international accessibility standards for cultural and tourism activities and tabling them before the Madrid-based World Tourism Organization for approval.

Representatives of Kéroul would also like to thank Fundación ONCE for giving us the opportunity to present The Accessible Road during this prestigious forum.

3rd ROUNDTABLE DEBATE

Nets for accessible tourism

Tourism For All Network Responsible, Sustainable and Inclusive Development in Tourist Destinations

Rosangela Berman

Executive Director
Instituto Interamericano sobre
Discapacidad y Desarrollo
Inclusivo (Brazil)



PRESENTATION

This project was developed by the Inter-American Institute on Disability and Inclusive Development - IIDi and its allies, to offer answers to the huge potential demand of tourists especially from the U.S., Europe and Asia, looking for sea cruises for tourism trips, due to the big advantage they offer in relation to accessibility issues.

We refer mainly to the millions of retired people and elderly, who have time, money and want to travel, but they are in a situation of reduced mobility, usually by physical, visual and hearing impairments, among others. This population is in a process of rapid demographic expansion and increase in their life expectancy. In Latin America, only in the first decade of this new century, a million people per year will join the group of more than 60 years of age. By 2025, it is expected that the number of older adults in the region will increase from 42 to 100 million, which represents an enormous challenge for the private sector, governments and society as a whole.

Our project incorporates values and goals of diversity and generational integration, seeking at the same time to generate job opportunities through economic and social Development, with the active participation of local populations, excluded groups and local entrepreneurs.

VISION

To apply the principles of sustainability and inclusion to integrated tourist destinations, aiming to promote infrastructure, economic and cultural, changes that raise the quality of life and well-being of those who visit or reside.

GENERAL OBJECTIVE

To create a network of accessible destinations, structured with plans that integrate socio-cultural environments along with accessibility and inclusive attention to tourists with different levels of functional capabilities, including older people and people with disabilities.

SPECIFIC OBJECTIVES

- To refine existing tourist offer, offering services accessible to all;
- To preserve the environment
- To revalue local culture
- To promote social inclusion, minimizing discrimination, prejudice and exclusion
- To combat poverty and generate better income distribution
- To sensitize the tourism industry, the population and the public managers on values such as environmental sustainability, inclusion and responsible tourism
- To raise awareness of the population and the public managers on the social and economic benefits generated by the practice of inclusion and responsible tourism

RATIONALE

Currently, only the United States, adults with disabilities and / or reduced mobility spend, on average, \$13,600 million in tourism. In 2002, these people made 32 million trips spending \$4.200 million on hotels, \$3.300 million on airfares, \$2.700 million on food and \$3,400 million on stores, local transport and other activities. The most popular destinations for this tourist segment are, in order of preference: Canada, Mexico, Europe and the Caribbean.

Out of a total of 21 million people, 69% traveled at least once in the past two years, including: 3.9 million business trips, 20 million tourist trips, 4.4 million business / tourism trips.

During these last two years and out of a total of 2 million American adults with reduced mobility, 7% spent more than \$1.6 billion outside the United States. 20% of these people travel at least 6 times every two years.

A study by the Open Doors Organization estimated in 2005 that people with disabilities and / or reduced mobility spent \$35 billion in restaurants during that year. The same study revealed that over 75% of those people frequent restaurants at least once a week. The United States Department of Labor reported that the growing market of Americans with Disabilities and / or reduced mobility has a purchasing power / consumption of \$175 billion.

In England, the Employers Forum on Disability revealed that there are 10 million adults with disabilities and / or reduced mobility in the UK, with an annual purchasing power of 80 billion pounds. In Canada, the Conference Board of Canada states that the annual income of Canadians with Disabilities and / or reduced mobility of economically active age is of 25 billion Canadian dollars.

Given the currently untapped tourism demand in these segments, the numbers tend to multiply as soon as destinations offer greater access conditions and inclusive environments for all. We see this as a great opportunity to promote domestic and international tourism in South America, while providing visibility to inclusive approaches, thus generating greater opportunities for citizenship education, poverty reduction and socio-economic growth in the region.

Only in the port of Rio de Janeiro, about 30,000 cruise tourists stopped visiting the city for lack of adequate access. If we invest in accessibility of ports, markets, cultural spaces and in transport, hotels and restaurants infrastructure, probably we will attract the cruise segment more, which currently does not have great offers on the ground for people with disabilities and / or reduced mobility. Actions in this area will generate immediate demands, which will translate into more tourists visiting the city and leaving foreign exchange for the country.

In the case of Uruguay and Argentina, we have accompanied the development of specific initiatives for the promotion of Tourism for All, mainly taking into account the great potential for the development of social tourism in the Southern Cone. Continued efforts in this direction are vital to stimulate millions of new travelers.

FOCUS OF THE PROJECT

The central strategy of the project is to develop this large and almost unexplored existing tourism market, while helping to generate greater social and environmental responsibility in the communities, as well as regarding the aspects of inclusion in all their senses.

The proposal is to identify areas with high tourist appeal in key ports that are used by cruises along the coast of the Southern Cone. In these locations, the resources and opportunities will be identified, taking into account the natural vocation of the town, and seeking support for the installation of a comprehensive inclusive approach. The focus of action includes policies, services and public works and actions of the private and the third sector.

The project also foresees the creation of specific experimental modules, according to the characteristics and resources of each locality, which can function as a "laboratory" for the study of specific situations that serve to be multiplied in other destinations afterwards.

CENTRAL THEMES OF THE WORK

The project aims to create a network of pilot tourist destinations, where management plans are established involving the whole community and primarily directed to tackle some specific problems:

1) Infrastructure for All, applying basic standards of accessibility and universal design to environments and built spaces, including ports, markets, tourist facilities, means of transport, natural and historical-cultural attractions, trying to cover all tourist services;

2) Tourism for All, promoting innovative initiatives and discovering opportunities for new entrepreneurs, to strengthen partnerships between the private sector and local governments, training human resources and adapting equipment and technology in the search for solutions that allow access and full participation of tourists with different levels of functional capacity, including adults and people with Disabilities;

3) Sustainable Environmental Management, promoting awareness and education programs for residents, entrepreneurs, public managers and tourists; and handling and final disposal of waste, training communities on the importance of protecting their natural environments and generating ventures on issues of waste treatment, wastewater purification, water protection, etc.

4) Cultural Transformation, based on the principles of an inclusive society through educational and training programs, mainly of youth as agents for social inclusion;

As each locality has its own vocation and interests, any area or project that is in line with the approach of inclusive or sustainable development, and which is aligned with the objectives sought, can join any time. Activities such as Fair Trade, micro credit, attention to diversity, are expected and welcome.

To combat poverty and inequality is one of the main axes of the project, in line with the development objectives of this millennium. The proposal provides for the implementation of social and socio-economic Development programs with the least favored local population, through partnerships with NGOs, UN agencies (such as the WTO, UNDP, UNICEF, UNESCO, ILO, FAO), with social networks (as Ashoka and Avina), and with international cooperation in general.

DESTINATIONS TO BE SELECTED

The network of Tourism Destinations for All will be composed of key destinations in different countries, thus seeking to establish criteria, guidelines and common quality standards, and which serve to meet a future global application, regardless of the particularities that can be found in the different local cultures.

The transformation of international destinations within South American cruise route will be an initial axis of the project, with the expectation that this dynamic sector, currently in full expansion in South America, allows to give visibility to our approach and to demonstrate the existing potential. This strategy ensures not only to automatically generate demand, with the consequent possibility of measurements for corrections and for lifting market statistics, but it also allows the monitoring and evaluation of project results, taking into account that adults and people with Disabilities and / or reduced mobility are one of the major public of the cruises.

FINANCING AND SUSTAINABILITY

The initiative aims to work with existing structures and programs to enhance associative strategies, thus avoiding creating specific sub-projects, or in other

words, in order to avoid unnecessary costs. To achieve this, the proposal envisions the creation of a network where each ally that is incorporated is committed to provide an inclusive approach within the services handled and within its action space, using its own resources or seeking funding to address any needs of its specific area, if any. For example:

- If a municipality in question is running urban infrastructure works, it will incorporate elements of accessibility and universal design in the project, using its available budget. Today there is evidence that the construction of accessible spaces does not demand higher costs to the work (maximum 1%);
- If an NGO is working with children and adolescents in projects related to education and citizenship, it may, by adopting more inclusive approaches, generate tourism exchanges and initiatives that will undoubtedly enhance the aspects of the content and of the development of its work;
- If the local hotel network maintains regular training programs for human resources, already foreseen in its costs planning, these will incorporate training in inclusive care within its usual programs;
- Companies that operate with tourism trips can expand their catalogs of offerings incorporating destinations and services for a segment which currently has a very limited offer.

In terms of the costs involved in carrying out the project as a whole, contrary to what its “macro-scope” may suggest, they will only be dependent on a proper technical assistance to meet the different needs of each sector. The Latin American region has sufficient resources and capacity to develop this initiative, practically in all areas. Costs can also be absorbed by the own plans and actions requesting support.

The greatest challenge of this proposal is, in fact, to maintain the long-term commitment to the strategy approach and to the inclusive Development process. To make the project sustainable, it is essential to invest in culture change and in its empowerment (ownership) by the local community. For that it is necessary to maintain a constant process of support, monitoring and evaluation; and that each sector absorbs the responsibilities and costs associated with this investment.

THE CONSORTIUMS

For the formation of multi-sectorial consortiums that will manage the project in each locality where it is implemented, the alliance with the national, provincial and municipal governments, as well as with the private sector and their representative associations, as taxi cooperatives, restaurants networks and hotels, craft markets, cruise operators, among others, is fundamental. These will be the first beneficiaries of the initiative, since they will gain access to a growing market, little exploited so far by the lack of adequate offers and services. Bilateral and multilateral agencies, NGOs and representatives of civil society, organizations for the defense of consumer rights and

development support networks should also be incorporated, as actors or supporting directly or indirectly on these consortiums, as well as the agencies concerned in promoting dynamics of inclusion and combating poverty.

In addition to local consortiums, to monitor the actions of the Network of Tourism for All, the creation of National Consortiums should also be considered, of each country involved in the project, and of a Regional / International Committee that has the advisory function in addition to serving as a regulator and supervisor.

SCOPE AND IMPACT

Actions will help to draw a baseline, to monitor, evaluate and continuously measure the impact of specific results, market trends and local development generated by programs executed with the tourism industry and with the communities involved. Evaluation activities, monitoring and control of the application of technical standards, of certification and of local regulations, and the creation of reference centers in inclusive development, will be a permanent part and will serve as a support to the macro-actions of the project.

Any initiative will serve as a laboratory and support for the implementation in the countries involved, of the International Convention on the Rights of Persons with Disabilities, signed at the United Nations General Assembly on December 13, 2006, already ratified by almost all Latin American countries. The region also hosts the Decade of the Americas for the Rights and Dignity of Persons with Disabilities (OAS 2006-2016).

This initiative, in its innovative approach, has generated much interest in different sectors and their various levels, and aims to expand its alliances with entities such as:

- World Tourism Organization – UNWTO
- Ministries and secretariats of Tourism, agencies and organizations representing the sector in Brazil, Uruguay and Argentina.
- Provincial and municipal governments interested in joining the Network
- National and international NGOs in the social area
- Social movements and social entrepreneurs dedicated to sustainable Development
- Tourism operators, providers and agents
- Tourism schools and universities
- MERCOSUR representative bodies, among others.

During the World Tourism Forum for Peace and Development – DestiNations 2006, in Porto Alegre, Brazil, the first alliances were established, and there are already others under construction.

PLAN OF ACTION: AXIS OF THE NETWORK OF TOURIST DESTINATIONS FOR ALL

The first step was to identify the bodies, NGOs, companies and governments interested in joining the initiative and receive the project, establishing terms of reference about the type of collaboration.

Then, a selection of destinations and a survey of the conditions of access to ports and other conditions of tourism accessibility of these locations must be executed, to then assess the services available in accordance with the project objectives and propose corrective measures, of training, etc and other action plans. Simultaneously, action plans will begin to unfold, and schedules, costs and marketing strategies will be established.

Based on these two conditions (established consortiums and identified accessible tourist packages) the Network and the specific launch of a demonstrative experience will start, creating actions that enable the proposal and mobilize the different allies among the sectors mentioned.

From exploratory talks already started, the cities listed below, which are in the route of the main coastal cruises in South America, should join the Network at this stage of creation: Brazil (Salvador, Buzios, Rio de Janeiro, Angra dos Reis, Santos and Florianópolis); Uruguay (Montevideo and Punta del Este); Argentina (Buenos Aires, Puerto Madryn and Ushuaia).

CURRENT SITUATION OF THE NETWORK

Currently, the Tourism for All Network - Responsible, Sustainable and Inclusive Development in Tourism Destinations is formed through an electronic list involving about 75 organizations, professionals and activists from the different sectors (academy, disability, elderly, architecture and engineering, tourism, development, among others).

The Network is articulated constantly generating information exchange, joint actions of incidence and technical assistance, meetings to develop regulations, events, etc. Already working together since 2006, the Network is ready and able to take on new joint challenges towards a tourism concerned with development issues and the inclusion of all.

To register in the Network of Tourism for All: TurismoInclusivo-subscribe@yahoogroups.com

II International Seminar on Accessibility, Universal Design and Inclusive Tourism

Since Brazil will be hosting the FIFA Cup in 2014 and the Olympics in 2016, in an effort to generate technical knowledge that ensures an efficient, inclusive and appropriate execution to the dimension of these events, the Network of Tourism for all, in conjunction with the inter-American Institute on

Disability and Inclusive Development (IID), the Independent Living Centre of Rio de Janeiro (Rio CVI), SEBRAE Rio and the Ministry of Tourism, among other governmental and civil society organizations, will promote, in October 2011 (tentative date), to be held in Rio de Janeiro, the second edition of the International Seminar on Accessibility, Universal Design and Inclusive Tourism.

The first event of this type was held in March 2010, in Maputo, Mozambique, by the Global Partnership for Disability and Development (GPDD) and the World Bank. The event will seek to bring together participants from the international community, mainly from Latin America and from Lusophone Africa, to generate knowledge exchange and to provide opportunities for South-South cooperation in the area of Tourism and Accessibility in the Region.

Our purpose is to establish partnerships with other organizations and networks with similar work, such as the ONCE Foundation and ENAT and join efforts to carry out the International Seminar of 2012.

FIFA CUP AND THE OLYMPICS

Rio de Janeiro, the city that will host the 2014 FIFA World Cup and the 2016 Olympics and Paralympics, will be revitalized as a tourist destination. The two events will provide a unique opportunity for the development of a quality tourism network, based on a physical infrastructure and of services that meets the needs of the most diverse range of users.

The Paralympics, by themselves, will demand a complex logistical plan that ensures accessibility to the teams and to the public. The city must adapt its tourist structure through the training of personnel, both in the travel agencies, as well as in the hotel network, means of transport, places of entertainment, sports and tourism.

SPECIAL ADVENTURE

The inclusion of the disabled person in ecotourism and in adventure tourism in Brazil is highly developed thanks, especially, to the NGO Special Adventure (www.aventuraespecial.org.br), a member of the Network of Tourism for All.

In 2009, the Ministry of Tourism of Brazil, recognizing the needs of professionalization and development of the sector, supported the "Special Adventurers Project", created and carried out by the NGO and it adopted the "Special Adventure Tourism" as a new segment in its work agenda. It also chose the City of Socorro, in São Paulo, as model for accessibility.

This successful experience will generate interest in participants at the International Seminar, as well as serve as an opportunity for exchange and learning.

PARTICIPATION AND INTERNATIONAL SUPPORT:

The Tourism for All Network convenes stakeholders and specialists in Inclusive Tourism, Accessibility and Universal Design to join this effort. The International Seminar of October 2011 in Rio de Janeiro will feature the expressive participation of Latin American and Luso-speaking Africa Regions, as well as the International community in general.

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www.iidi.org

4th ROUNDTABLE
DEBATE**Business initiatives
of accessible tourism****An integrated tour for blind or severely visually impaired people in the Museum of Wine Culture – Vivanco Dynasty, in Briones, La Rioja.**

Santiago Vivanco Sáinz
Director General Fundación
Dinastía Vivanco, (Spain)

This communication serves to present a project that is already in the implementation phase: the implementation of an itinerary integrated into the permanent exhibition spaces of the Museum of Wine Culture – Vivanco Dynasty addressed to blind or severely visually impaired visitors that can be explored independently, without external assistance. Different resources make this route viable: an audio-description, a rough lane, tactile stations and pieces and manageable reproductions with placards in Braille and large print. It has been carried out by a multidisciplinary team in which ONCE participates.

Vivanco Dynasty, The Museum of Wine Culture – Vivanco Dynasty arises from the initiative of a Riojan winemaking family linked to wine for four generations. Opened in June 2004, the museum is located in a new building by the architect Jesús Marino Pascual. They are more than 9,000 square meters where collections of ethnography, archeology and art are integrated within a carefully laid-out museum with important visual resources. Everything revolves around the wine and its cultural footprint in history and in the world.

The interest that the museum reaches all audiences is already reflected in the architectural design itself, which provides mobility uniting the various exhibition floors with ramps. The present project maintains this dynamic, as it seeks to eliminate barriers for people with sensory problems, specifically those related to sight. Today there are many initiatives of heritage centers working in this sense. In most cases, they provide adapted guided tours and are an important milestone in the democratization of access to culture. Another more ambitious line of work seeks to standardize the access for visitors with special needs so that their visits do not require an exceptional treatment. Understand by this that they can make their visits individually, without special accompaniment and without special interventions in the exposed elements. Experiences in this aspect can be found in our country in the Museum of Zaragoza, in the Interpretation Centre of the Ebro Delta, in Barreiros Foundation Museum or in the Wine Museum in Cambados. Outside Spain, the examples are numerous, but an exemplary adaptation could be highlighted: the British Galleries of the Victoria and Albert Museum in London that have a route for the blind perfectly integrated in the museography of the rooms and that is very useful for all visitors. With this background and, above all, inspired by the first hand knowledge of experiences in the Museum of La Rioja with this type of audience, the Museum of Wine Culture



Museum of Wine Culture

- Vivanco Dynasty, decided to opt for the creation of a permanent itinerary. It was nevertheless a risky bet, because it implied the intervention in the different exhibition spaces, which was taken over by the family, the architect, the museographic team and the technical personnel of the museum. It was also clear that to bring this initiative to fruition, the collaboration of an institution like ONCE was required. On December 17th 2003 an agreement was signed between Santiago Vivanco, Managing Director of the Vivanco Dynasty Foundation and Justo Reinares, Director of Culture and Sports of the Directorate-General of ONCE. Among other aspects, this institution provided advice, participation in the executive part of the project (conversion to Braille, audio-description production, etc.) as well as staff training. In exchange, the ONCE Foundation managed to bring about a new heritage space accessible to people who are blind or visually impaired. The executive team is multidisciplinary. Different professionals have been involved in the successive steps of the project.

To achieve the final objective, a combination of multiple resources is used, just as it was done in the setting up of the museum. On one hand, there is the structure, formed by a set of general criteria giving unit to the route and which is materialized in the audio-description, the route marked on the ground, location plans, tactile stations and the placards in Braille and large print.

On the other hand, there are the elements of development, of a different nature, ranging from real pieces to reproductions, images in relief or aromas units. This seeks to bring the museum closer through all senses: hearing, touch, smell, where appropriate, sight and at the end of the tour, taste. We are going to focus on each of these elements. The structural elements:

- The audio-description. It is a recording that accompanies the visitor all the way, it helps to follow the tour with spatial and mobility references. At the same time it transmits information concerning the museum, its collections and, above all, the most specific of the tactile stations. This production is carried out with the documentation provided by the museum to ONCE that adapts it and completes it with mobility-related data collected by them in situ. Recorded by its experts, it is integrated into the museum's audio guides.
- The route. A coarse textured lane made with resin creates a route that starts at the turnstiles to access the permanent exhibition and it ends on the exit turnstile. It is recognizable with the foot or with a cane that has a gyratory end. The lane widens at the ramps covering the entire surface, to increase adherence and facilitate the movement of wheelchairs. In these transits, the handrails guide the users of this route. Stop signs and turn right or left signs are overlapped with resin overlays of different textures. It is 60 centimeters wide, so that it does not hamper the movement of wheelchairs, as it remains between the axles.
- The location plans. Made in relief, they are in the reception area of the museum and at the beginning of each of the five areas that make up the museum. They show a summary of the different spaces, eliminating everything that does not provide information to a person with blindness or



Raised floor plan of the museum and captions in Braille and large print.



Example of placard with text in Braille and large print and a number for the audio-description



Original piece for tactile station
Bacchus
Bronze
Emile François Carlier
After 1859

visual impairment and they are complemented by captions in Braille and large print. In the planes of space, the rough lane that marks the route is highlighted.

- The tactile stations. They are modules of different format -open containers, stands and tables- where the manageable elements are placed: original pieces, reproductions or embossed drawings.
- The placards in Braille and large print. The items that are placed in the tactile stations have written information to identify the exhibits. Both writing systems do not overlap -Braille and embossed large print- to improve its readability. They show basic information to identify the pieces, since the rest is in the audio-description.

The elements of development:

- The original objects. The tour also integrates some original pieces from different collections for their manipulation by these visitors. In this decision, the value that for any person has to face an original piece has been taken into account. Logically, different aspects have been weighed up when selecting what can be recognized by touch. They cannot be unique works, pieces that have special conservation problems and moreover, their handling must actually serve to facilitate their reading. In this category there are works of art such as a sculpture of Bacchus from the nineteenth century, ethnographic objects like agricultural implements or cooperage tools and contemporary pieces: corkscrew, wine service elements, etc. Safety of users has also been taken into account by removing cutting elements. There are 49 original objects accessible to the touch.
- Reproductions. In response to conservation criteria many pieces cannot be accessible to the touch. Some of them have been selected by their representativeness to be reproduced so that a visitor can get a true idea of the original: For example, a glass of the goddess Hathor, a Kylix or a caterer. A total of thirteen reproductions are used.
- Images in relief. This option has been followed when the object that is offered to the visitor is unfathomable. The design creates an overall picture which he/she translates into its real dimension after recognizing the object. This alternative has also been used when what was displayed was a two-dimensional art object such as a mosaic or a painting. There are eight images of this type in the route.
- Aromas units. The sense of smell helps to create images or to understand processes. In one of the spaces the visitor finds a module where he/she can perceive different aromas from the barrel's toasting.

The tour. All the aforementioned elements comprise a route that is a synthesis of the contents of the Museum and that runs through it from beginning to end. The Museum of Wine Culture-Vivanco Dynasty is divided in five interior spaces that occupy more than 3,000 square meters and a sixth outdoor space which is the garden of Bacchus, an ampelographic collection with 222 vine varieties. These dimensions together with the complexity of the collection exhibited led to think that the route should be synthetic,



Original piece for tactile station.
Grafter France
Twentieth Century



Original piece for tactile station.
Grafter France
Twentieth Century



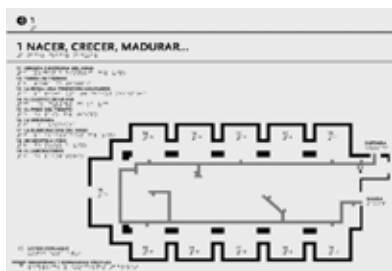
Original piece for tactile station.
Grafter France
Twentieth Century

so that a visitor could complete the whole route within a reasonable time. The manipulation of the pieces and the movement through the area requires much concentration. An excess of pieces or that these are not located in a balanced way make the visit exhausting and therefore unpleasant. On this basis, it was decided that some of the spaces were toured entirely and others not, those where the movement itself could be dangerous or where all the collection exhibited was inside display cabinets. In such circumstances, tactile stations were placed at the beginning of the spaces.

When visiting the Museum, blind and severely visually impaired persons are received at the reception, where the staff, trained by ONCE, provides them general information and an audio-guide that dedicates one of its channels to a specific audio-description. From there, they can approach the General plans of the Museum made in relief. Before the visit to the first space, visitors enter into a projection room where an audiovisual presentation with voice-over introduces them to the land, family and Vivanco Dynasty's project. It is in this room where the rough lane appears; following it you can access the first space, To be born, to grow, to mature, where the growth cycle of the vine and wine making are explained. It is a large rectangular-shaped space with a series of niches or side chapels in its perimeter in which different topics are discussed. Each of these spaces has an element that identifies it, the "totem", which in some cases serves as a showcase, in others as a support for pieces...but always with the same look towards the large central space. The elements, unique by its dimensions, are located here in bases arranged in Fishbone shape, inviting the pieces exhibited to communicate with the nearest niche to which they relate.

The need to make a tour as clear as possible, led to eliminate the movement through the interior of the niches. The lane has been arranged as a perimeter route with diversions towards the center of the space when there is any piece accessible to the touch. The contents of the niches are synthetically displayed outside the totem, in an open container where the original pieces and reproductions are placed. Not all the totems have information or pieces; the most significant ones or those who can better convey the information to a blind person have been selected. Thus, they can find the reproduction of an Egyptian glass dedicated to the goddess Hathor in the space dedicated to the origin of the wine. A relief map with the areas registered for the Protected Designation of Origin in the space devoted to La Rioja. Related to the viticulture they can find pruning shears, grafters, a machine for preparing grafts, etc. Already in the middle of the room, they can recognize a great scale plow, unapproachable, with a relief pattern showing its complete structure. A small press has been placed in the opposite direction so that, being able to be entirely touched, it can serve as reference for the large presses that are exhibited. The audio-guide helps them to move through the space while it expands the placards information or gives a general explanation about the area and, for example, the presence of audiovisual screenings without voice-overs.

This space descends to the second one, Store the Essences, which shows how to make a barrel, a glass bottle or a cork. That is, the containers where the wine is going to mature. It is a space very determined by three audiovisual productions without voice-overs that show the work of the Cooper, the glassworker and the cork-worker and by a few large closed showcases where collections are located. In this case, it was decided to place five sta-



Plan of space 1 with rough lane highlighted.

tions in the form of tables arranged in a semicircle as the showcases of the space. Users of this tour can be 8.

They can manipulate barrel-making tools, smell oak logs with different toasting and recognize reproductions of bottles which illustrate the different forms that were adopting throughout history. The third space, The winery: the dream, is structurally similar to the first one. The center hosts a selection of large presses that are illustrative of different models which were used in the peninsula: a Castilian press from Zamora, a Nutcrackers press from Asturias, another string press from Aragon, the Levantine or the industrial from Rioja... The traditional jobs that are performed in a winery are discussed in the perimeter –the movement of the barrels, their cleaning, the racking...-, the aromas, the shipping of the wine and its marketing. In this case, it was preferred to place the tactile stations at the entrance of the space. In them people can manipulate a bottle-washing or a transfer pump, access some replicas of amphorae or a measurement system. Leaving this space, the lane leads the visitor to the viewpoint over the octagonal Aging room, it guides the visitor to the winery. In this almost magical space where Dynasty-Vivanco wines are grown, you can smell the wine and the oak from the barrels, feel the humidity and the temperature of the winery on the skin and hear the silence of the wine. It is a space of rest and interruption, where the visitor relaxes to enter a singular space, the fourth space: The Wine: art and symbol. If something is surprising and distinguishes this Museum from others dedicated to wine is this place where archaeological and artistic pieces speak of the religious and cultural significance of the wine. The visitor follows the two areas in which space is divided and tactile stations where he/she can appreciate reproductions of exhibits – a caterer, a rhyton or a ushebti -or original pieces such as a German petition tray with the bunch of Canaan or a sculpture of Bacchus from the 19th century. The visitor can also access a projection space where the short Toast for the cinema, with voice-overs, walks through a series of films with references to wine introduced by Spanish film characters who speak about their experiences in relation to this nectar of the gods. The tour is coming to an end. A ramp ascends to space 5, Open, Serve and Drink, where a huge collection of corkscrews, around 3.000, and all kinds of wine service elements from antiquity to the early 20th century are exhibited. Here it has also been decided to situate the tactile stations in the area of access. In them, they will find reproduction of a Greco-Roman wine service with Krater, oenochoe and Kylix; another current wine service with decanter and glass; a wine taster and a selection of corkscrews with different mechanisms. From here, the rough lane directs the visitor to the exit turnstile. The tour concludes here, but the visit would not really be complete without taking into account the sense of taste. As soon as the exit is crossed, the visitor finds a tasting area where he/she can enjoy a glass of wine, which is a good summary of the route.

To conceive this intervention when the museum was still in the setting up phase has allowed a better integration in the same, that the spaces and locations for tactile stations are foreseen and that this intervention has been required the same levels of quality that has been given to the rest of the Museum. It is not a subsidiary installation, it has been treated with equal interest and rigor than the rest. Finally, we wish to highlight other performances, carried out or in project, to improve the accessibility of blind or severely visually impaired people. Until the implementation of the tour, the museum

has visit guides in Braille made by the Regional Offices of ONCE in La Rioja. Vivanco-Dynasty wines have included Braille in their labeling, in order to bring the characteristics of this drink to the blind. After the implementation of the route, there will be a new phase of work in which specific visits to collections will be prepared and wine tasting courses will be conducted to deepen knowledge of wine, something more than a beverage.

4th ROUNDTABLE DEBATE

Business initiatives of accessible tourism

Accessible poland tours. The internet travel agency for disabled and elderly people

Margaret Tokarska
Accessible Poland Tours
(Poland)



HOLLA IN SPANISH, GOOD MORNING IN ENGLISH, DZIE DOBRY IN POLISH

My name is Margaret Tokarska. I would like to share with you some experiences of running the travel agency for disabled people based on my agency which I established in 2008. Being a disabled person myself I am fully aware of all requirements for such groups of people. I know very well how "unexpected surprises" can spoil every holiday. The polish regular travel agencies are not interested in organising tours for the disabled however they don't refuse individuals to participate in their tours. Therefore, I wanted to give the disabled people opportunity to travel without barriers. Furthermore, I hoped that disabled tourists from abroad would be attracted to visit Poland. The term tourism for disabled people in the strict sense of the word is something new. Until recently tourism for disabled people was only viewed as time spent at rehabilitation stays.

CONTEXT

In my presentation I am going to develop the following topics. Of course, due to the shortage of time only some aspects will be discussed (The context is presented).

DISABLED PEOPLE IN POLAND FACTS AND FIGURES

Let me introduce some facts and figures. The stated data refers to people with all types of disabilities who are the holders of disability certificates. The data comes from the Main Statistical Office and Calypso Report 2010.

Poland has about 38 milion inhabitants of whom 5,5 milion are disabled and approx. 200,000 out of them are children).

85% disabled people depend on social welfare benefits,

8% are supported by their families,

Further 8% are employed,

As the sources show this group of people belongs to the poorest segment of society. The average disability allowance is about 180 €. No wonder travelling is considered to be something luxurious





According to Main Statistical Office disabled people face a much harder situation in the labour market than people without disabilities. The possibilities of finding employment is much higher in urban agglomerations than in rural areas.

SOCIAL TOURISM - THE MOST POPULAR FORM AMONG DISABLED PEOPLE, clearly indicated the major barriers why individual tourism isn't possible. This is also the answer why social tourism is the most popular form among disabled people.

Around 30% of all travelling activities in Poland are organized with the support of NGOs. They are divided into 2 groups: Foundations and Associations. They write projects and they are granted some donations from The National Fund For the Rehabilitation –PFRON which provides most financial support. but it isn't sufficient to cover the whole payment and not everyone can receive such donation.

THE IDEA

I have always had a passion for travelling. I often feel like staying at home and complaining about health condition. But when I hear “ let's go somewhere” I feel completely “cured” and I am ready to travel at the same moment. In 2003 I visited Australia. I had made all trip arrangements by the Internet travel agency for disabled people run by Eddy from Melbourne, a disabled man even more crippled than me. After arriving to Melbourne when I met him the idea came to my mind “ If he can manage to run this type of agency why I shouldn't try to establish the same agency for disabled people in Poland. Of course, it took me some time to fulfill my dreams. All the information about our services can be found in our website www.accessibletour.pl

Passion for travelling

Meeting Eddy

Decision

What services do we provide?

ADVANTAGES AND DISADVANTAGES

Running a business in the way I do is comfortable for me as a disabled person with mobility problems. Without leaving home I can deal with clients and organize tours using only computer with the Internet access or telephone. If I need to send business paper I call for special services to collect it. This kind of business doesn't involve investing so much money as having the regular travel agency. I am able to work anywhere in the world.

But not everything looks so bright. Before starting my business I strongly believed to receive a financial assistance from EU or other instruments dealing with tourism or disabled people. Unfortunately, I didn't receive anything. I believe, we are facing similar problems all over the world, for example lack of fully adapted coaches or accommodation. There is no

problem to find a friendly room in a 4/5 ***** hotel. But if I need to stay in a budget hotel I will find it rather difficult. I also didn't predict that the main reason for the disabled to resign from travelling would be not the architectural barriers but financial difficulties. Moreover, I observed that their own attitude makes them not travel. They still expect to receive financial support for their trips or holiday and they are interested in choosing only donated services. While phoning the office they mainly inquire how much support they will receive. I also noticed that able bodies don't want to travel with disabled people.

- Establishing the business
- Self employment
- The first problems:
 - frequency
 - access to adapted transport
 - accommodation
 - building accessibility
 - prejudices

Non sufficient financial supporting – PFRON, EU funds

THE ALREADY ORGANIZED TOURS

Our first tour consisted of 100 people. At first I ignored the order sent by e-mail. I just thought that someone had played a joke. In fact, it was our first tour. We organize tours within Poland mainly for groups represented by Associations and Foundations. Italy and Lithuania are popular destination abroad. The groups from Associations are quite big and consist of 40 people average. The tours organized directly by my Agency are mainly groups of 15-16 people. We often cater for tourists with mental disability and their cares. We hosted some individuals from Brazil, Portugal, The USA and Australia.

The first tour: 100 people incl. 41 wheelchair-users

Tours mainly within Poland

Abroad - Rome, Vilnius, Tenerife

350 people have used our services

CONCLUSION

To conclude, I think disabled people in Poland should have possibility to use the money given for rehabilitation stay in a way as they wish to: to pay for a tour or to choose a rehabilitation stay in EU countries. If there are



programs for Seniors why the disabled shouldn't have a similar program? I dare to say the money doesn't follow disabled people directly which means it isn't used efficiently. Along with spending it on surveys, it should be transferred for individuals or groups. We should bear in mind that travelling for disabled people is also a social therapy and means being active, gives them a chance and a power to leave the house.

Funding sources (foundations, associations, non-profit organization, EU

Adaptation of tourism objects with respect to the special needs

CONDITIONS IN POLAND FOR DISABLED PEOPLE

TOURIST ATTRACTIONS:

Land of diversity: mountains, the Baltic Sea, lakes, National Parks, health resorts

Rich history (UNESCO Heritage Site) combined with modern and growing country

International Cultural Events: Festivals, Exhibitions

A lot of places are becoming more and more accessible



Poland possesses a vast range of nature attractions. In the North Baltic sea, lakes including Masuria, In the South Sudeten and Carpathian mountains. Additionally, historic places and cities such as Warsaw, Krakow, Wroclaw, Gdansk are popular destinations. The important events for the tourism market this year has been the Year of Chopin in 2010 with a variety of concerts and festivals all over Poland dedicated to the famous Polish composer.

Ahead, another important event Football Championship 2012, hosted by Ukraine and Poland.

In compliance with the EU regulations, the recent years have seen many changes introduced in order to adapt Poland to its disabled tourists. The nationwide scheme "Poland without barriers" encourage the owners of tourist attractions, public buildings, museums to make them accessible. Holding self-propelled ramp next to the stairs, lifts, mean eliminating architecture barriers. Worth mentioning are the special paths prepared for wheelchair users in Tatras, Sudety or National Parks. Even the salt mine in Wieliczka can be visited by wheelchair users.



Services for the blind or visually impaired visitors are also available at some museums. They provide special verbal descriptive tours or offer assisted listening devices. The Warsaw Uprising Museum is the example of these services.



COME TO POLAND

Use services of Accessible Poland Tours

I do hope that thanks to this presentation I have encouraged everyone to visit Poland and showed that Poland is an attractive and accessible country. Thank you for your attention.

4th ROUNDTABLE DEBATE

Business initiatives of accessible tourism

Accessible travel - VIAJES 2000

Jon Cortina
Viajes 2000 (Spain)

I. Who we are at Viajes 2000

II. Accesible travel

- a. Why
- b. What we do
- c. Next Steps

III. Conclusion

I. WHO WE ARE

Main Figures

- Sales 20 M M
- Number of offices 6
- Customers with disabilities 9.100
- Staff 41
- Staff with disabilities 14

Lines of Bussiness

- Corporate Travel
- Accesible Travel
- ICC

II. ACCESIBLE TRAVEL

a. Why

Experience in Customer with Disabilities Service

- Wheelchair Basketball League

- Spanish Paralympic Team Agency
- Trips for All Types of Disabilities

Element of Strategic Differentiation of the Company

- To do more and better

b. What we do

VALUE GENERATOR FOR PERSONS WITH DISABILITIES

- National e International Accesible Product
- Available to Client with Disabilities
- Valorisation Developing a Brand
- Elaboration of Accesible Product
- Detection and Availability to Client of the Accessible tourist Offer
- Flights, hotels, car hire, travel insurance, additional entertainment offer (balloon, diving ...)
- Own Product – Packages and Programs
- Prague without Barriers, Multiactivities for Persons with Disabilities in Mallorca, Egypt in Sign Language, Accessible Cancun...
- Tailor-made Trips
- For Groups or Individual Clients
- National and International Destinations
- Communication with Our Customers
- Direct Contact with Organizations of Persons with Disabilities
- Through Other Specialized Travel Agencies
- Call Centre 902 107 243
- www.viajesaccesibles.es

BRAND DEVELOPMENT: VALUE ADDED

- Verification of Information: Visit and check the Accessible Accommodation
- Knowledge and Satisfaction of Customer with Disabilities Needs
- Specialized personnel

c. Next Steps

Electronic Channels Development

Creation of More Accessible Product, National and International

Take our offer to European public with disabilities

III. CONCLUSIÓN

We want you to See us as Contributors:

Accessible Tourism is Everyone's Business

5th ROUNDTABLE
DEBATE

Quality and studies on accessible tourism

Accessibility & Standards

Guido De Jongh
Programme Manager
CENELEC

INTRODUCTION TO CEN

WHAT IS CEN ?

The European Committee for Standardization, whose members are the National Standardization Bodies of the EU and EFTA countries plus Croatia. CEN is an international non-profit organisation, incorporated under Belgian law

2 Counsellors (European Commission, EFTA)
CEN-CENELEC Management Centre (CCMC), Brussels

Recognized by the European Authorities as one of the three competent standardization bodies for the EU (see Directive 98/34/EC)

Over 60 000 experts of all fields are active in CEN work

Experts of authorities, industry, consumer organisations, etc. (i.e. the stakeholders) participate in the standardisation process, which is open and transparent

HOW DO WE HARMONIZE AND CONTRIBUTE TO THE SINGLE MARKET ?

EUROPEAN STANDARDS (EN)

Over 14 000 ENs exist today, with about 1 000 new documents being published every year

CEN WORKSHOP AGREEMENTS (CWA)

Consensus-based documents, directly made by the stakeholders

Often used in innovative areas, e.g. biofuels or information technology

STANDARDS, REGULATIONS AND PRIVATE SPECIFICATIONS

WHAT IS A STANDARD ?

A standard is a document established by all interested parties (e.g. also yourself) reflecting consensus

In addition, a European Standard is automatically transposed in national standards and conflicting national standards are to be withdrawn

European Standards are, from a legal point of view, voluntary in their use, but at the same time “unavoidable” in practice

A tool to underpin the details of directives e.g. Medical device directive

ACCESSIBILITY

Equality of treatment for all sections of society is an important goal in the 21st century

Policy makers – global and regional – have set principles and launched initiatives to make accessibility a reality for people with a wide range of physical abilities policy

Standards enhance accessibility through
 Specific requirements for products and services
 Bringing together industrial and societal stakeholders

UNIVERSAL AND ACCESSIBLE DESIGN

Mass market products
 Improve design of performance characteristics
 Seeing
 Hearing
 Touching
 Manipulating
 Using
 To cater for a wide range of human abilities

ACCESSIBILITY APPROACHES

Inform & support standards writers – raise awareness
 Address New technologies – ICT role in everyday life
 Use the built environment – equal access to buildings & public spaces

GUIDANCE FOR STANDARDS WRITERS

CEN CENELEC Guide 6: 2002
 Corresponds to ISO/IEC Guide 71
 Safety & usability of products

Awareness: how human abilities impact usability of products, services and environments
 Market benefits of adopting accessible design principles
 Response to EC/EFTA request (mandate M/283)

DESIGN FOR ALL. New initiative

Design for all... design for human diversity, social inclusion and equity
 Identify standards relevant to those with special needs
 Review standards according to Design for All principles;
 Review and amend the standardization deliverables;

Develop standard for accessibility of production process and good manufacturing and services provisions

EC/EFTA, mandate M/473, expected in 2010

eAccessibility

Mandate M/376

Standardisation to support public procurement of accessible products and services in the ICT domain

Activities: execution of phase 2 of M/376

Joint Working Group of CEN, CENELEC and ETSI to start soon

European Standard containing the functional accessibility requirements for use in (public) procurement; technical reports with supplementary guidance on conformity assessment

User friendly access to outcomes through on-line toolkit

BUILT ENVIRONMENT

Access to spaces

Building design

Fixtures, fittings that represent barriers to access

Facilitate public procurement

Activities

Inventory of existing and new standards for public procurement (M/420)

Structural design aspects – Eurocodes (M/466 2008)

Spectator facilities (CEN/TR 15913: 2009)

Tactile paving surface indicators (CEN/TS 15209:2008)

Collective transport Systems – Needs of older people and persons with disabilities (CWA 45546-1:2004)

TOURISM STANDARDS: SOME CONCRETE NATIONAL EXAMPLES

UNE 188001:2008 Golf courses. Services requirements (Spain)

This standard specifies the quality requirements of golf courses with regard the final service offered, the service delivering process, as well as their equipments and installations.

5th ROUNDTABLE DEBATE

Quality and studies on accessible tourism

Studies on accessible tourism

Ulla Kramer Terkelsen
Secretary General
of the Danish Accessibility
Association and EDF
(Belgium)

The European Disability Forum is the representative organisation at the European level of the approximately 80 million persons with disabilities in the EU. Our full members include the National umbrella disability organisations in all EU Member States, plus Norway and Iceland, and the membership also includes as full members over 40 European disability-specific NGOs. The aim of EDF is to combat discrimination and social exclusion and to promote the rights of persons with disabilities through EU policy making and to ensure that no decisions of relevance for their lives are taken without their active involvement.

Persons with disabilities experience major obstacles to access mainstream tourism services, although equal access to goods and services is a fundamental right which disabled people should be able to exercise to the same extent as persons without disabilities. To be denied the right to travel goes against the principles of equal opportunities and non-discrimination as enshrined within Article 9 of the UN Convention on the Rights of People with Disabilities, which was signed and is in the process of conclusion by the European communities and its Member States. Through this convention, States Parties are committed to “take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to transportation, and facilities and services open or provided to the public.” Developing accessibility of transport and tourism services is necessary in order to achieve an inclusive society.

Inaccessible tourism services also represent a barrier to the freedom of movement, which is one of the fundamental principles of the EU. Every citizen, being disabled or not, should be able to benefit from the successes of the European Union construction.

On the 15th of November the European Commission presented its Disability Strategy 2010-2020. This strategy was long awaited by the EDF and the whole disability movement and we had strong expectations on its outcome. EDF is particularly pleased to see that one of the specific objectives of the strategy is to prevent, identify and eliminate obstacles and barriers to accessibility. One of the actions proposed to fulfil this objective is to launch a study on cost benefit analysis and data collection on accessibility of goods and services in the area of transport, the built environment, information and communication and to prepare for the possible development of a European Accessibility Act. These aspects of accessibility are all essential for achieving an inclusive tourism market. EDF looks forward contributing to the study and to the preparation of this work, which could significantly contribute to the improved access of tourism in the EU.

A holistic approach to accessibility should be developed: as regards the tourism area, not only accessibility of the tourism service itself, but also accessibility of information provided should be considered. EDF thinks that we should aim at the creation of a seamless chain: a person with a disability should be able to travel from door to door, without encountering unexpected accessibility problems or other barriers. At this conference we have been presented to several good initiatives and accessible travel offers from tour operators or travel agencies, but today most tourists travel on their own and organize their trip themselves. It is important that more and more hotels, restaurants, bus companies, tourist attractions etc realize that their potential customers have diverse needs and abilities. In this respect EDF calls again for formal standardisation in the field of tourism services, as we already called for during the CEN/AFNOR study on this topic. Standards are essential as a complement to legislation, in order to underpin the legislation, but standards never replace the need for formal legislation, be it at the National or European level.

The possibility of adopting legislation in the field of tourism at the EU level has also improved through the Lisbon treaty, as it creates a new legal basis entirely devoted to tourism, which is intended to reinforce the EU as the foremost tourism destination in the world. One of the new initiatives of the European Commission is a possible Quality Tourism Label, and EDF believes that access must be fully integrated in the elaboration of such a label. We have already seen the first small steps toward an understanding that accessibility is a part of the hotel product which has to be rewarded. One of the requirements in the danish hotel stars classification is now the level of accessibility and how to provide information about the accessibility. Also the european hotel stars union is right now considering how to reward accessible hotels in the new update classification requirements. This is very positive and something that we have waited for for a long time. We call for involvement of DPOs in establishing what access implies in relation to such a classification.

EDF underlines also the need for ensuring that all safety requirements guarantee as far as possible the safety of all individuals, including persons with disabilities. This is often overlooked when developing the accessibility agenda. Safety procedures must therefore fully respond to the specific needs of persons with disabilities.

In this respect, EDF is very pleased about the ongoing work on the standardisation mandate 420 on access to the built environment through public procurement, which is fully integrating safety aspects into its work. Once finalised, this standard could hopefully also be useful for the tourism providers.

The ISO standard on the accessibility and usability of the built environment will be finally approved shortly. Although not perfect, this standard could be used for tourism providers as a means of improving access to tourism accommodation. I hope that the ISO standard also will encourage the various informationsystems throughout Europe that we have to day and the new ones that will come to present information on accessibility in a equal and uniform way so that travellers will be able to understand and

compare information throughout Europe and make the decision and travel arrangement that suits the individual best.

As you can see, we have more and more tools in place for reaching full accessibility for persons with disabilities, and those instruments are there to be used!

On the 3rd of December, the International Day of Persons with Disabilities, the jury for the European Access City award will present the winning city of this first award edition, which is expected to become a yearly award. We do not know yet which the winning cities are and to what extent those cities are focusing on tourism in particular, but we invite the European Commission, for the forthcoming year's editions of this award, to ensure that the work towards improving access to tourism becomes a clear part of the evaluation criteria. This will be an efficient means of encouraging cities to fully integrating tourism services in their general work on improving accessibility within their city.

A few years ago I held a speech similar to this speech but the difference from then until today is that some of the things that we were striving to achieve then we actually have to day. The UN convention, The European Commission's disability strategy 2010-2020, new legislation in more countries – Denmark as an example – an ISO standard on accessibility has come closer and the Act of disabled Americans - ADA the leading star of them all - is still covering more and more facilities of the society – and still far ahead of the European standards. The awareness of the need of good accessibility has increased through out the society and we believe and hope that it will continue to be a field of interest with roots in many different branches.

As I mentioned before the tourism industry has done a lot of efforts to put forward the need of accessibility as a new marketing aspect. But it is very important that the tourism providers begin to see guest with disability as a natural part of the target groups that they normally work with. You will find people with allergy among your conference guests, you will find people using a hearing aid among your most faithful business guest and I am sure that most of you have noticed a wheelchair user among your family holiday makers. It is important that we stop looking at “the group of disabled” as one group that is different to the other groups of guest that we welcome in our tourism enterprises every day.

From my position here at the speakers desk I do not see anyone who experience to be disabled. We can all participate in this conference and contribute and experience the content of the speakers contributions. And this is because the product that this conferencecenter offers includes knowledge and the wish to create a conferencecenter with good accessibility. This is a business decision and the reason why we can all have a good conference is due to the perfect product and has nothing to do with the ability of the participants.

Maybe some of us will experience to be disabled when we leave the building which only stresses my point of view – it is the build environment that

decides who and how often someone will experience to be disabled. The building is the problem – not the customer!

The tourism industry must realize that accessibility is a part of the product in the same way as many other aspects of our products. Beautiful design, welcoming staff, healthy breakfast and other important element in the product of a tourism provider. If we want to welcome the approximately 16 % of the European population that lives with some kind of disability in our tourism enterprises we have to consider the aspect of accessibility as a natural element we have to take care of.

I hope the tourism industry will see accessibility as a natural element of their product and use it as a unique selling point – and due to the tough competition that we experience today – a lot of tourism providers should consider twice if they dare to overlook the needs of the customers.

This leads on to my last comment which is related to my everyday work and that is the importance of reliable information of the physical access to our tourism providers. Planning a holiday, a conference or a wedding can be very demanding if one of the participants has reduced function in one way or another. Easy access to information means that everyone can plan and make their own choices and decide what he or she wants to do and experience – and also to be sure to be able to participate and experience the places visited. Tourism has no borders and the more homogenous and reliable our information on accessibility we can provide among the EU countries the better for the industry. And in the end it is all about satisfied customers

So I hope that the industry will continue to focus on the market potential, the need of good information and that the level of good accessibility will harmonize through out Europe along with improved national legislation, the European standardization work and in the spirit of the EU Convention.

5th ROUNDTABLE DEBATE

Quality and studies on accessible tourism

Monuments, museums and points of tourist interest accessible to all

Miguel Ángel García Oca
Presidente of Predif (Spain)

The Confederation PREDIF is a state-level non-profit association, declared of public utility, which represents and carries out programs for almost thirty thousand seriously affected disabled people, by promoting actions for the benefit of all of them. It has an experience, through its member federations, of more than 30 years.

PREDIF's mission is "To promote equal opportunities and the improvement of the quality of life for people with severe physical disabilities".

Being a representation Platform, PREDIF's main activities lead to channel the efforts of the Federation members to obtain a single voice, more powerful, to society. However, PREDIF also carries out actions of direct care to beneficiaries, as it is the case of tourism and spa programs.

Since 2002 PREDIF develops the program of Accessible Tourism, whose main objective is to contribute to the standardization of tourism for people with disabilities. To this end, PREDIF has taken actions to encourage the improvement of accessibility in tourism, in infrastructure as well as in information and customer service.

The experience of people with severe physical disabilities, which PREDIF represents, takes us to the need for informative guides which describe the specific characteristics that an establishment has, of whatever type, or a tourist resource of interest, with the aim that the person can choose it according to his/her own needs. On the other hand, accessibility usual logos provide ambiguous information since a symbol does not explain how the particular resource is and whether or not it will be suited to the needs presented by people with different needs.

The guide of monuments, museums and points of tourist interest accessible to all aims to provide objective information from different museums, monuments and points of interest of the Spanish tourist offer and complements the guides, previously made by PREDIF, of "100 tourist accommodation accessible to all" and "Restaurants accessible to all" thus offering a comprehensive information of different types of resources offered in our country.

Regarding the methodology for implementation, in 2004 PREDIF, with the collaboration of different entities specialized in the area of accessibility, such as CEAPAT (State Centre for Personal Autonomy and Technical Aids), Vía Libre (ONCE F. company) and FESORCAM, developed an Accessibility Diagnosis

Sheet. This evaluative tool allows an exhaustive diagnosis of the level of accessibility that an establishment or tourist resource has. It also allows the analysis of accessibility in a comprehensive way, considering the special needs of people with physical or sensory disabilities.

Secondly, a sample of resources to visit is identified, taking into account the recommendations of people with disabilities which are experienced travelers, PREDIF databases are also taken into account, both from its previous guides and from the completion of other projects and activities, guides, websites and specialized entities, as well as Boards and tourist information Offices are consulted.

For the current publication, more than 200 monuments, museums, tourist attractions of different types from all territories of the State have been visited, including resources within each province.

Our methodology continues with the accessibility diagnosis of the resource to visit, during the same, which lasts approximately an hour, a great work of raising awareness among the tourism managers and professionals is carried out. The accompaniment during this process illustrates in a practical way on the needs of tourists with different needs.

Finally, the resources to be included in the guide are selected and the reports that will appear in such guide are produced. Selection criteria must meet minimum accessibility requirements, offer different tourist destinations in terms of location and typology and take into account all provinces of Spain.

Following the objectives of the PREDIF's Confederation, inclusion and standardization, those specialized resources that offer specific and exclusive services for people with disabilities are discarded.

The reports that appear in the guide describe the characteristics of resources in an objective way, avoiding ratings and rankings, only the technical diagnosis and analysis of the situation of each resource is shown, leaving to the tourist, in this case a tourist with special needs, his/her assessment to decide whether or not to visit the same.

All this information is available to all on our Website www.predif.org, which has a digital search-engine of accessible resources.

To conclude we would like to thank the sponsorship of the ONCE Foundation and VODAFONE Spain Foundation as this project would not have been possible without them.

Workshops Conclusions

Mercè Luz Arqué
 Jefe del Departamento
 de Cultura y Ocio
 de la Fundación ONCE

1st Workshop: Training and employment in tourism for all

General idea: “the first step to ensure equal opportunities for people with functional diversity is their integration into working life, and so this requires, unquestionably, the access to appropriate training.”

FIRST SPEAKER, ISABELLA STEFFAN FROM THE STEFFAN ARCHITECTURAL STUDIO (ITALY).

Su ponencia es una reflexión sobre la accesibilidad en Italia desde el punto de vista arquitectónico -en relación a movilidad y seguridad- y ergonómico -en cuanto a diseño de producto se refiere-.

Her presentation is a reflection on the accessibility in Italy from the architectural point of view -in relation to mobility and safety- and from the ergonomic point of view -concerning product design-.

In the presentation, she describes experiences related to accessibility in Italy:

- On the one hand, regarding the development of works related to the subject carried out by her own students at University.
- On the other hand, real experiences related to hotel offering, transportation facilities, museums and urban tourist routes.

She finally makes a reflection on the needs-shortages that arise in Italy:

Need to train architects and town planners, awareness-raising in the first levels of education (schools, institutes), need for greater support from Government bodies and entrepreneurs, work interrelated with users or associations with disabilities to guarantee an optimal result of design.

The second speaker, Rebecca Barrón, shows in her presentation the experiments carried out by the Argadini association.

The objective is to bring classrooms into environments where culture and creativity come alive.

Experiences in museums, literary gatherings, seminars on art and literature.

She focuses her presentation in the program of Assistant of cultural guides whose goal is to create qualified profiles, opening the professional future to people with disabilities, mainly with intellectual disability.

An important task of preparation of tourist routes, itineraries studies, training of technicians, etc. has been carried out.

OUR THIRD SPEAKER IS ANDREA DOVIDIO, CO-DIRECTOR OF EL TINGLAO DANCE AND THEATRE COMPANY

This professional Company has a social and artistic commitment, focusing on the social and labor insertion of people with some kind of functional diversity or disability in the field of the performing arts.

It is an example of real labor integration through the training of actors. Actors and artists with disabilities are integrated completely in the company and in its shows.

An important task of training the trainers is also carried out so that they learn to work with people with functional diversity.

The fourth speaker, Mercè Luz, talks about universal accessibility to the II Biennial of contemporary art ONCE Foundation, as a good practice. Accessibility to the content as well as to the container and to its purpose as a promotion of artists with disabilities.

2nd Workshop of tourism research

MANUELA DEL PILAR SANTOS. University of la Coruña (Spain)

REGINA COHEN. University of Río de Janeiro (Brazil)

KECHAGIA POLYXENI. University of Thessaly (Greece)

Presentation of different research projects on the basis of accessible tourism, from the legal, administrative or cultural point of view.

They all come to the conclusion that a greater involvement from the government is necessary and that the penalties for non-compliance become real. Because without them there will never be accessibility to tourism.

It is important to take into account the real needs of people with disabilities, with trials and market research studies. If they are taken into account, favorable conditions for all visitors, not just for people with disabilities, will be created. An adaptation which takes into account not only the need for a ramp, but its integration in the environment that surrounds it, will be much more interesting.

The economic benefits of accessible tourism are indisputable, we just need to convince the industry to apply it broadly and that it is not seen as an expense, but as a business opportunity.

The important thing is that we all realize that if we want, we can. It is necessary.

3rd Workshop of tourism for all in the Cultural Heritage

DIEGO GONZÁLEZ. Catalan Tourism Agency

NOELIA CUENCA. Accessibility Councillor, City Council of Ávila

ISRAEL MUÑOZ and JUAN ALJAMA Group of World Heritage Cities of Spain

NADIA BRAVO and ALESSANDRO ZANON. Product Manager of Turismabile Project

SANDRA RHODDA

Before a common and shared manifestation by the members that make up the table, that people with disabilities have a limited offer of reliable accessible tourism and that they like to travel and they can never do it by themselves, some measures that promote this line of tourism should be established.

They are some strategic lines that cities should promote and address both to public and private initiatives.

But for cities with a historical identity, as it is the case of the world heritage cities of Spain, to implement these strategic lines becomes an even more difficult task, having to combine heritage with accessibility.

The coexistence of heritage with the rights of all people is required to enjoy the same.

It is important that technology is put at the service of accessibility to facilitate equal opportunities in the use and enjoyment of the different goods and services and thus to bring tourism to all people.

Given the limited information on accessible resources, tools should be designed to serve the needs of all persons with their different abilities, and tools that should provide more reliable information and should form part of the chain of accessibility, a chain that should be integrated into the concept of quality and excellence.

The aim is that cities, with their goods and services, are of all and for all on equal opportunities.

4th Workshop of tourism for all in the Natural Environment

Main idea: it is a fact that when any environment or service in general lacks of accessibility, it is preventing many citizens the right to a dignified life. In the case that concerns us, the access to the natural environment, leisure and tourism have become basic elements in the daily life of our society, a necessity for those who live in the more economically developed countries. Leisure and tourism are therefore factors of social integration as it is the right to education or to work, ultimately meaning a social right and an indicator of life.

The first guest, Bibiana Míschia from Invisible ones Foundation (Fundación Invisibles). Argentina

Her presentation is a reflection on the accessibility in tourism in Argentina.

She shows examples of accessible tourist routes in different parks and experiences in museums in Buenos Aires.

She focuses her presentation in San Carlos de Bariloche: Creation of circuits of accessibility, sports and adventure activities for people with disabilities (ski, fishing, diving,...), training to monitors, associated educational activities and adapted educational and interpretative contents,...

As a conclusion she says that there is offer but, neither is known, nor given good information about it. She shows the lack of awareness of the private tourist agents since, even encouraging them, they do not join the project in the adaptation of their environments and in the disclosure of the adequate information of their facilities.

The second speakers are Esther Rubio and Lucía Sevilla, managers of rural development associations of southeastern Rioja and of Jiloca Gallocanta (Aragon) respectively. Both form part of the coordination of Iberkeltia 2.0. cooperation project

They present the Iberkeltia 2.0 Territory project in Spain. It is an inter-territorial cooperation project that pursues the sustainable development of the space where it sits, the Celtiberia, by empowering actions for the recovery and enhancement of the Celtiberian cultural heritage and its resources.

Within this great project of revitalization, as an important part of it, an Action Plan for the improvement of Accessibility in the territory has been developed.

The action plan includes a work of analysis, proposal, prioritization and economic valuation of the improvement of accessibility of the 36 most representative cultural resources in 9 regions of the 4 autonomous communities mentioned above.

There have also been some initial technical analysis of ten websites. Both works have been carried out by Fundosa group led by Vía Libre.

Work has been made on natural paths, archaeological sites, interpretation centers, tourist offices, rural complexes, museums, farm-schools and web pages.

The work constitutes the basis of the work that in successive years (2011-2012) will be undertaken in the field of physical and sensory accessibility (access to information and communication) of the natural and cultural resources of the Celtiberian region.

The third speaker, Mieke Broeders, is the Executive Director of Enter in Belgium: Enter is the Flemish expert Center focused on Accessibility.

She explains how some works for the Government, private companies, public transport and tourism have been made from Enter.

She explains the works and tools developed to test the degree of accessibility of public buildings. They have created a web of data base on accessibility of buildings, their equipment, images, etc. This is a great tool for both the Government and users to know the degree of accessibility of such buildings.

The fourth speaker is Juan del Nido, Coordination technician of the Natural Spaces Service of the Ministry of Environment in Castille and Leon.

He tells us the experience developed these past years "Castille and Leon accessible by nature" with the participation of the Government of Castille and Leon, the Natural Heritage Foundation, the management of social affairs and the collaboration of social work "la Caixa".

Accessibility in 13 natural Castille and Leon environments have been enhanced in their different key points of environment and equipment: houses of interpretation (park houses), accessible trails, recreational areas, playgrounds, viewpoints.

Training programs and educational workshops have also been promoted and guided tours and accessible tourist packages have been created.

