WORLD SUMMIT
MONTRÉAL
OCTOBER 19-22 2014
PALAIS DES CONGrès DE MONTRÉAL

DESTINATIONS
POUR TOUS | FOR ALL
TOURISM, CULTURE AND TRANSPORTATION
A COMMON STRATEGY AT
THE INTERNATIONAL LEVEL

FINAL PROGRAM

DESTINATIONSPOURTOUS2014.COM
Organizing Committee
Kéroul
Key consultant for Tourism Québec regarding accessibility, Kéroul is a non-profit organization which, through information and lobbying, promotes and develops accessible tourism and culture.

JPdL International
As a leading team of conference and event professionals for over 30 years, JPdL International provides strategic planning, cutting-edge logistics and robust event management solutions to create landmark experiences that you and your attendees will never forget.

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• Tatiana Alemán Selva, Technical Director, PREDIF, Spain
• Ivor Ambrose, Managing Director, ENAT, Greece
• Francesc Aragall, President, Fondation Design for All, Spain
• François Bédard, Director, World Centre of Excellence for Destinations, Canada
• Daniel Blais, Research Officer, Transportation Development Centre, Transport Canada, Canada
• Regina Cohen, Research Center on Accessibility and Universal Design at the Federal University of Rio de Janeiro, Brazil
• Matthew Daus, President, International Association of Transportation Regulators, United States
• Isabelle Ducharme, Chairwoman, Board of Directors, Kéroul, Canada

Financing Committee
• André Leclerc, Chief Executive Officer, Kéroul
• Alain Carbonneau, Director of Sales, JPdL International
• André Vallerand, Special Advisor to the Secretary of the World Tourism Organization (UNWTO), President of the World Centre of Excellence for Destinations, and co-chair of the Summit

Summit Secretariat
JPdL International
1555, Peel Street, Suite 500
Montréal (Québec) H3A 3L8<br>Destinations2014@jpdl.com<br>www.jpdl.com

Original Concept
André Leclerc, Kéroul, Canada
ONE WORLD FOR EVERYONE!

A Word from the Premier of Québec

Philippe Couillard
Premier of Québec

The joy of travelling is priceless. Every State, every nation has its share of masterpieces and treasures which deserve to be seen, shared and admired by as many people as possible.

The world offers rich and virtually endless possibilities for tourism. Yet, when it comes to choosing a destination and potential activities, disabled people and their loved ones face certain limitations. A significant part of the population is thus deprived of many of the options available to most.

For years now, we in Québec have been taking steps to ensure that disabled people can fully participate in society by having access to the same facilities, services and information as the rest of the population. But, we wish to do more. By taking part in this summit, we aim to bring new ideas and seek to find common solutions to make international travel more accessible to persons with disabilities.

We are a modern, open and inclusive society and we share one fundamental value: freedom. By opening up possibilities for persons with disabilities, we are expanding this idea of freedom that matters so dearly to each of us.

I wish you a stimulating summit that will prompt discussions and new ideas to find new ways to allow disabled people to fulfill their dreams of travels and the creation of a tourism industry within everyone's reach.

Enjoy the summit!

Dominique Vien
Minister of Tourism

A Word from the Minister of Tourism

With its theme of accessible tourism, the first Destinations for All World Summit, organized by Kérout, will give more than one hundred stakeholders from thirty countries the opportunity to share ideas and expertise. Their discussions will focus on a universal concern: ensuring that persons with restricted physical abilities have the freedom to travel safely and accessibly.

Making various destinations across the world accessible helps to combat social exclusion. Globally, 15% of the population lives with a disability and this proportion is expected to grow. This clientele must be able to count on accessible transportation and buildings. Québec’s Ministère du Tourisme is proud to have been helping Kérout for nearly 35 years in its mission to make tourism and culture accessible to people with a mobility impairment. In fact, Québec's 2012–2020 Tourism Industry Development Plan includes a measure to develop, in cooperation with this organization and sectoral tourism associations, a mechanism to evaluate the accessibility of tourism sites for persons with restricted physical abilities.

Although the results are there, many challenges lie ahead in making Québec more accessible. I am convinced that discussions at this summit will be productive and that the joint efforts of the stakeholders will chart a course for universally accessible tourism.

A Word from the Mayor of Montréal

Denis Coderre
Mayor of Montréal

Welcome to Montréal!

We are happy to welcome you to this first Destination for all World Summit.

Today, the accessibility and adaptation of our infrastructures, our buildings, as well as our cultural and tourism services, which of course includes transportation, must be the norm, the only good practice. What is at stake is the respect of our most basic human rights, our sense of ethics, the social aspect of long-term development and, finally, good economic sense: satisfy the demand, plan before building, pay attention to the needs of clients, and offer an outstanding service.

We need to think long-term. Let’s act now.

Ivor Ambrose and André Vallerand, Summit Co-chairs
On behalf of all members of the Destinations for All World Summit Steering Committee

Destinations for All
Useful Summit Information

Accessibility
For any accessibility questions, please refer to the volunteers at the Accessibility table in the registration area. An information brochure will also be given to participants indicating various services and accommodations accessible to people with disabilities around the Palais des congrès.

Badges
Your badge gives you access to all Summit activities. Please note that wearing the badge is obligatory at all times. If you lose your name badge, please contact the registration desk.

Registration
The Summit registration area is located in the east foyer on the 5th floor. Opening hours are:

<table>
<thead>
<tr>
<th>Day</th>
<th>Sunday, October 19</th>
<th>Monday, October 20</th>
<th>Tuesday, October 21</th>
<th>Wednesday, October 22</th>
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<tr>
<td>Time</td>
<td>12:00 – 19:00</td>
<td>07:00 – 18:30</td>
<td>08:00 – 18:30</td>
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Simultaneous Interpretation
Simultaneous interpretation between English and French presentations will be provided during the opening and closing plenaries and all other plenary sessions during the Summit. This service will also be available for certain parallel sessions. The sessions indicated with the headset symbol in the detailed program are provided with simultaneous interpretation. All other parallel sessions will be held exclusively in English.

Welcome Cocktail
Date: Sunday, October 19
Time: 16:30 – 18:30
Location: Palais des congrès, 5th floor, east foyer

The cocktail is to welcome all delegates and to provide an opportunity for networking among participants.

Food Services
Beverage service will be available from Monday to Wednesday in the east foyer on the 5th floor during designated breaks. A hot lunch will be served in room 520 on October 20 and 21, from 12:30 to 13:30.

A variety of restaurants for all budgets is available, both on the lower floor of the Palais des congrès and in the surrounding area, including Chinatown, Old Montreal, as well as the food courts in Complexe Guy-Favreau and Complexe Desjardins.

Internet Access
The Palais offers a free internet access on the metro level. A free WiFi connection is also available to participants in rooms and corridors of the Summit on the 5th floor. The network name is DA4ALL and the password is d4all2014. If you have any trouble accessing the internet, please visit the registration desk.

Social Media
Join us and follow the latest Summit and accessible tourism news. Like our Facebook www.facebook.com/pages/Destinations-to-tous/40406636398355 and join the discussion on our Twitter profile @DPT20141 and follow the live Summit commentary using the hashtag #D4ALL2014

Speaker Ready Room
The Speaker Ready Room is located in the room 521A. We invite speakers to download their presentations at the Speaker Ready Room no later than 2 hours prior to their scheduled presentation time and where possible, the morning or afternoon prior. Please bring a copy of your presentation on a USB key or CD. An audio-visual technician will be available to assist with reviewing your presentation.

Speaker Ready Room opening hours:

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Useful Information about Montréal

Exchange and Banking Facilities
Banks and bank machines (ATM) are found in the Palais des congrès and throughout the city and are available 24 hours a day. They accept major bank and credit cards on major international bank networks such as Cirrus©, Plus© and Interac©. Banking hours are 10:00 to 17:00 Monday to Friday with extended hours including weekends at some locations.

The value of the Canadian dollar as of publication was displayed at € 0.70 or $0.90 USD.

Transports (public and private)
You can easily get to the Palais des congrès by metro, bus, private vehicle or taxi.

On foot:
The main entrance door of the Palais des congrès is located at 1001, place Jean-Paul-Riopelle, but it is also possible to access the building through doors on Viger, Saint-Urbain or Saint-Antoine streets.

Accessibility
All the entrances of the Palais des congrès are accessible by wheelchair and have automated doors, as well as access doors at specific entrances.

By metro or bus:
The Palais des congrès is located at the Place d’Armes metro (subway) station, on the orange line. Bus lines number 55 and 129 will drop you in front of the Palais des congrès. Cost of a one-way fare is $3.

Accessibility
There are 7 metro stations accessible by elevator on the orange line (Montmorency, de la Concorde, Cartier, Berri-UQAM, Lionel-Groulx, Henri-Bourassa and Côte-Vertu). For more details on accessibility for each of these stations, we invite you to visit the Société de transports de Montréal (STM) website.

For access on buses equipped with a front access ramp, please refer to the pick-up schedules that are listed on the STM website. A mobile app is also available for iPhone and Android.

www.stm.info or call 514-STM-INF0 (514-786-4636) + option 1 or 2.

Welcome Cocktail
Date: Sunday, October 19
Time: 16:30 – 18:30
Location: Palais des congrès, 5th floor, east foyer

The cocktail is to welcome all delegates and to provide an opportunity for networking among participants.
By Taxi:
Taxi Para-adapté is happy to offer free adapted transportation to delegates of the Summit for the duration of the event, 24 hours a day. To take advantage of this offer, you must reserve your transfer at least 60 minutes in advance by using one of the following methods. Please mention that “Kéroul” refers you.

Reservation (06:00 to midnight)
• Email: paraadapted-reservations@bellnet.ca
• Phone: 514-277-3344
• SMS: 514-546-8808
• Fax: 514-254-8878

For night transportation (after midnight), reservations must be made 24 hours in advance.
The service is offered in an area of 25 kilometers from the Palais des congrès.
Taxis can also be hailed from the main entrance of the building, on the street, at the airport, the train stations and at bus stops.

By Car:
Many parking spaces are available on site or close to the Palais des congrès: indoor Viger parking lot located at 1025 Chenneville Street, and indoor parking lot of the Quartier international located at 249 Saint-Antoine Street West.
Parking spaces reserved for people with disabled parking permits are available at the Viger parking lot.

By Adapted Transportation:
You wish to use adapted transportation services? If you already are a client, you can make your reservation online with SIRTA or by phone at 514-280-8211 (option 1).
Visitors from the province of Quebec: If you already are a member of an adapted transportation service in the province of Quebec, your admission is also valid with the STM. If not, you may make use of the adapted transportation service if you use a wheelchair for all your traveling needs. You are required to fill in a client form with the STM adapted transportation service before your arrival.
Visitors from outside of the province of Quebec can also benefit from the adapted transportation service if they use a wheelchair for all their traveling needs. They are required to fill in a client form with the STM adapted transportation service prior to their arrival, or before using the service for the first time.

For more information, please visit the STM website or read our accessibility brochure available at the information desk.
**Summit Themes**

Proud sponsors of the Summit themes:

- Tourism
- Culture
- Transportation

**ROOM 520**

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<th>Session</th>
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<tr>
<td>09:30</td>
<td>Kéroul’s Training Welcoming Ways (in English)</td>
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<tr>
<td>12:30</td>
<td>Kéroul’s Training Welcoming Ways (in French)</td>
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<td>15:00</td>
<td>Opening Ceremony</td>
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<td>16:30</td>
<td>Welcome Cocktail</td>
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**Opening Ceremony**

- Introduction
  - Ivor Ambrose & André Vallerand, Summit Co-chairs
- Welcome
  - Philippe Couillard, Premier of Québec (Invited)
  - Denis Coderre, Mayor of Montreal
  - André Leclerc & Isabelle Ducharme, Kéroul
- Word from the UN World Tourism Organization Secretary-General
  - Carlos Vogeler, UNWTO

**A Question of Rights**

- Daniela Bas, United Nations

**A Question of Ethics**

- Marina Diotallevi, UNWTO

**A Question of Sustainable Development**

- Dominique Vien, Minister of Tourism, Quebec, Canada

**Who is the Client? Serving the Fastest-growing Segment of the Tourist Market**

- Lubomira Hromkova, Head of Unit, European Commission, DG Enterprise and Industry, Unit for Tourism and Cultural Instruments

**Conclusion**

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One World for Everyone!

Monday
20
OCTOBER

Morning Plenary
Moderator: Ivor Ambrose, European Network for Accessible Tourism (ENAT), Greece

Tourism - Accessible Tourism: How far have we come?
Scott Rains, Independent Travel and Disability Consultant, USA

Culture - Making cultural life accessible in destinations for all
Marcus Wiesen, Expert, European Centre for Cultural Accessibility, France

Transportation - Travelling with confidence: The importance of an accessible transportation chain
Ann Frye, Expert in Accessible Transportation

Wrap-up
Anna Grazia Laura, ENAT President

10:30 - 11:00
Coffee Break

11:00 - 12:30
PARALLEL SESSIONS

Parallel Session 1 - International Strategy
Moderator: François Chevrier, président et directeur général, ATR associées du Québec, Canada

Global networking for accessible tourism: Challenges and possibilities (Panel)
Participants: Anna Grazia Laura, ENAT; Michael Fembek, Essl Foundation; Isabelle Ducharme et André Leclerc, Keroul; Scott Rains, Independent Travel and Disability Consultant, Jean-Marc Mignon, OITS; Bill Forrester, TravAbility

Parallel Session 2 - Case Study - Analysis
Moderator: Abha Negi, Svayam, India

Inclusive tourism: Accessibility and inclusion in Brazilian cities
Regina Cahers, Architect, Pro-Acess, Universidade de Rio de Janeiro, Brazil

King Abdul Aziz road development project: Applying Universal Design principles to support Haj pilgrims
Mukhtar Al-Shibani, Arch., President-GAATES, Principle-AlModon Consultancy, Canada; Ann Frye, GAATES Board Member, Ann Frye Ltd, United Kingdom

Risk analysis of tourist industrial development for the resource-exhausted cities in transition process
Feng Xu, School of Management, Shandong University, China

Accessibility as the missing link in religious tourism
Laisha Sen, Ph.D, Texas Southern University, USA

Parallel Session 3 - Accessible Cities #1
Moderator: François Bédard, Director, World Centre of Excellence for Destinations, Canada

Accessible world heritage cities in Spain
Pilar Soret Lafraya, Fundosa Accesibilidad S.A., Spain

The politics of accessibility in New York City
Jason K. Mischel, Esq., Wendels, Marx, Lane & Mittendorf, LLP, New York, USA

Do the new Montreal public spaces meet the test of universal accessibility?
François Racine, École des sciences de la gestion, Université du Québec à Montréal, Canada

Universal accessibility in action: Does Quebec urbanism favorise the mobility in time and space for people in handicap situations?
Florence Faulx Har: Scherrer, École des sciences de la gestion, Université du Québec à Montréal, Canada

The Cities for All succeed as tourist destinations
Francesc Aragall, President, Design for All Foundation, Spain

Parallel Session 4 - Accessible Travel
Moderator: René Trépanier, Croisières du Saint-Laurent, Canada

Accessibility on today’s cruise ships
Charles (Bud) Darr, Senior Vice President of Technical and Regulatory Affairs, Cruise Lines International Association (CLIA)

Travel opportunity for all: Accessible tourism travel agency research in Japan 2012
Kiji Hideto Kijima, Japan Accessible Tourism Center, Japan

WeTravel2: Safe, trendy and up-market travel package deals to exotic destinations for permanently or temporarily disabled travellers
Kristof Steegmans, WeTravel2, Belgium

Have dog will travel, travelling with a guide dog
Penney Martin, World Blind Union, Canada

12:30 - 13:30
Lunch Conference

Moderator: André Vallerand, Special Advisor to the Secretary of the World Tourism Organization (UNWTO), President of the World Centre of Excellence for Destinations, and co-chair of the Summit

Access to the future
Pierre J. Jeanniot O.C., C.Q., President and CEO of Jinnag Inc., retired President & CEO of Air Canada, and former Director General and CEO of IATA

13:30 - 15:00
PARALLEL SESSIONS

Parallel Session 5 - Accessible Cities #2
Moderator: Veronica Gomez, OITS-Amériques, Canada

Accessible Municipality Network: Mobilization and development for inclusive services in the heart of Quebec municipalities
Nathalie Roussel, Ville de Victoriaville, Québec, Canada

Municipal engagement and accessibility: Durable development for optimal “Citizen experience”
Patrick Paulin, Ville de Victoriaville, Québec, Canada

Universal accessibility in Quebec supermarkets and pharmacies
Aurélie Lebrun, Commission des droits de la personne et des droits de la jeunesse, Québec, Canada

Facilitate outdoor travelling for all: Visual impairment-based universal accessibility criteria
Sandrine Haufler, Institut Naashar et Louis-Braille, Canada; Isabelle Cardinal, Société Logique, Canada

Parallel Session 6 - Accessible Destinations #1
Moderator: Joseph Adamo, directeur général, Transat Distribution Canada, vice-président Marketing et commerce électronique, Transat Tours Canada

Tourism for all in Catalonia
Jordi Secall, Catalan Tourist Board, Spain

In Flanders Fields - Heading for an accessible holiday destination
Pieter Ghijsels, VisitFlanders, Belgium

Tourism and culture - Making cultural life accessible in destinations for all
Sébastien Halkier, Commission des droits de la personne et des droits de la jeunesse, Québec, Canada

Universal accessibility and mobility: A new set of criteria for destinations
José M. Vidal-Madrigal, European Network for Accessible Travel (ENAT), Greece

Risk analysis of tourist industrial development for the resource-exhausted cities in transition process
Feng Xu, School of Management, Shandong University, China

The politics of accessibility in New York City
Jason K. Mischel, Esq., Wendels, Marx, Lane & Mittendorf, LLP, New York, USA
Monday, October 20

**Room 518b**

**Parallel Session 7: Accompanying Policy**
Moderator: Francesco Aragall, Design for All Foundation, Spain

**Situation:** Some individuals with disabilities must be accompanied by a person for assistance to go about their daily activities. How do we welcome these personal care assistants? Can additional costs for disabled people who require an assistant be viewed as discriminatory?

**Panel:** Barry Gienio, Victoria and Albert Museum, United Kingdom; Ivor Ambrose, European Network for Accessible Tourism (ENAT); Isabelle Ducharme, [Kersac]; Marcus Weissner, Museum and Heritage Accessibility; Penny Harton, World Blind Union

**15:00 - 15:30**
**Coffee Break**

**15:30 - 17:00**
**Parallel Sessions**

**Parallel Session 9 - Local Transportation and Taxis**
Moderator: Benoît Jugand, directeur, Bureau du taxi de Montréal, Canada

**A significant commitment to the mobility of persons with disabilities**
France Domperière, directrice de la Direction du transport terrestre des personnes, Ministère des Transports du Québec, Québec, Canada

**The Société de transport de Montréal (STM) 2012-2015 universal accessibility development plan: An essential tool for the implementation of universal accessibility of public transportation in Montreal**
Philippe Schnob, Président, Société de transport de Montréal, Canada; Marie Turcotte, Membre du conseil d’administration, Société de transport de Montréal, Canada

**Accessible transportation reform: Transforming the public paratransit and private for-hire ground transportation systems**
Matthew W. Daas, President, International Association of Transportation Regulation, & Jason R. Moschel, Windels Marx Lane & Mittendorf, LLP, USA

**Taxis for all in Toronto: 100% accessible taxis for 2024**
Tracey Cook, Municipal Licensing and Standards, Toronto, Canada

**17:00 - 17:15**
**Break**

**17:15 - 18:15**
**Afternoon Plenary**
Moderator: Ivor Ambrose, European Network for Accessible Tourism (ENAT), Greece

**Keynote Presentation**
Martin Sheng, Accessible Travel Manager, Lonely Planet

**Main observations made and lessons drawn from presentations and discussions of the day**
### Parallel Session 13 - Standards and Buildings #1
**Moderator:** François Racine, Ecole des sciences de la gestion, Université du Québec à Montréal, Canada

- **V4Ainside... Take the measures for your holidays**
  Roberto Vitoli, Village for All - V4A, Italy
- **Accessibility standards for public procurement of the built environment. European experiences and perspectives**
  Katerina Papamichou, Architect and Accessibility Expert, European network for Accessible Tourism (ENA'T), Greece
- **How Quebec tourism compares to the international norm ISO 21542**
  Laure Durand, Kéroul, Canada and Sophie Lacotil, SocioLogique, Canada
- **Work in progress: ENAT guidelines on the universal design of tourism services**
  Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENA'T), Greece

**ROOM 519a**

### Parallel Session 14 - Accessible Destinations Strategies #1
**Moderator:** François Bédard, Director, World Centre of Excellence for Destinations, Canada

- **Access for all: Results of the 5th International Conference on Responsible Tourism in Destinations**
  Laura McGowan, International Centre for Responsible Tourism Canada, Canada
- **An investigation of European destination management organisations’ attitudes towards accessible tourism**
  Elke Michopoulou, University of Derby, United Kingdom
- **Roadmap for the consolidation of an accessible tourism destination, implemented in spanish destinations**
  Tatiana Alemán Selva, PREDF, Spain
- **Development of barrier-free tourist products and services in travel destination Germany**
  Olaf Schlieper, German National Tourist Board, Germany

**ROOM 519a**

### Parallel Session 15 - Tourist and Cultural Products
**Moderator:** Francesco Aragall, Design for All Foundation, Spain

- **Understanding and developing inclusive tourism products for the deaf and hard of hearing at the national and international level**
  Daniel Thomas-Barabas, Director, ACTIS Voyages (Art Culture Tourism International des Sounds-Voyages), France
- **Tourism and culture networking for deaf population**
  Vanda Sagovac, Croatian Association for the Culture of Deaf and Hard-of-Hearing People “World of Silence”, Croatia
- **Described video best practices: Artistic and technical guidelines**
  Robert Pearson, Accessible Media Inc. (AMI), Canada
- **Manufacturing and sale of improbable products: People with disabilities participate in a fun tourist positioning**
  Marielle Parkes and Michel Trudel, Centre Ken-Jones, Canada

**ROOM 519c**

### Parallel Session 16 - Market and Marketing
**Moderator:** Jay Cardinali, World Accessibility Manager, Walt Disney Parks and Resorts

- **American travelers with disabilities: A new study by Open Doors Organization**
  Laurel Van Horn, Open Doors Organization, USA
- **How to seize the niche market of Accessible Tourism. Results of study by Kéroul on behaviors and attitudes of people with physical disabilities**
  Isabelle Ducharme, Kéroul, Quebec, Canada
- **We are the world. The culture of tourism through harmony at work**
  David Paino, Hiks Opportunity, USA
- **Utilising inclusive imagery to attract the growing accessible tourism market**
  Bill Forrester, Travability, Australia

**ROOM 518b**

### Parallel Session 17 - Technology and Tourism for All
**Moderator:** Jacques Théberge, conférencier et travailleur autonome, Canada

- **Can accessible tourism be sustainable?**
  Isabell Broich, University of Derby, United Kingdom
- **Strategy and best practices**
  Roberto Vitoli, Village for All - V4A, Italy
- **Mobile applications to identify facilitators and environmental barriers: analysis of content and usability in the presence of cognitive or communicative deficiencies**
  Delphine Labbé, Université du Québec à Montréal, Centre de recherche interdisciplinaire en réadaptation, Canada
- **Mobile applications and other available technologies to promote accessible tourism in Spain**
  Tatiana Alemán Selva, PREDF, Spain
- **Smart destinations are accessible**
  Pilar Sorrent Lafaya, Fundosa Accesibilidad S.A., Spain

**ROOM 519a**

### Parallel Session 18 - Accessible Destination Strategies #2
**Moderator:** Normand Labrie, Bureau du scientifique en chef, Québec, Canada

- **The study on the evaluation system of information service for destination based on tourists’ perspective: A case study of Shandong Province in China**
  Maolan Qing, Shandong University, China
- **Evaluation of accessibility built in the System of measures for excellence in destinations**
  François Bédard, Director General, World Centre for Excellence in Destinations, Canada
- **Accessibility of the Portuguese destinations: Strategy and best practices**
  Nuno Fazenda, Turismo de Portugal, Portugal
- **Can accessible tourism be sustainable?**
  Isabell Broich, University of Derby, United Kingdom

**ROOM 518b**

### Coffee Break

**10:30 - 11:00**

### Parallel Session 19 - Accessible Destination Strategies #3
**Moderator:** Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENA'T), Greece

- **Roadmap for the consolidation of an accessible tourism destination, implemented in spanish destinations**
  Tatiana Alemán Selva, PREDF, Spain
- **Development of barrier-free tourist products and services in travel destination Germany**
  Olaf Schlieper, German National Tourist Board, Germany
- **An investigation of European destination management organisations’ attitudes towards accessible tourism**
  Elke Michopoulou, University of Derby, United Kingdom
- **Access for all: Results of the 5th International Conference on Responsible Tourism in Destinations**
  Laura McGowan, International Centre for Responsible Tourism Canada, Canada

**ROOM 519a**

### Parallel Session 20 - Accessible Destination Strategies #4
**Moderator:** François Bédard, Director, World Centre of Excellence for Destinations, Canada

- **How to seize the niche market of Accessible Tourism. Results of study by Kéroul on behaviors and attitudes of people with physical disabilities**
  Isabelle Ducharme, Kéroul, Quebec, Canada
- **We are the world. The culture of tourism through harmony at work**
  David Paino, Hiks Opportunity, USA
- **Utilising inclusive imagery to attract the growing accessible tourism market**
  Bill Forrester, Travability, Australia

**ROOM 518b**

### Parallel Session 21 - Accessible Destination Strategies #5
**Moderator:** Jacques Théberge, conférencier et travailleur autonome, Canada

- **Can accessible tourism be sustainable?**
  Isabell Broich, University of Derby, United Kingdom
- **Strategy and best practices**
  Roberto Vitoli, Village for All - V4A, Italy
- **Mobile applications to identify facilitators and environmental barriers: analysis of content and usability in the presence of cognitive or communicative deficiencies**
  Delphine Labbé, Université du Québec à Montréal, Centre de recherche interdisciplinaire en réadaptation, Canada
- **Mobile applications and other available technologies to promote accessible tourism in Spain**
  Tatiana Alemán Selva, PREDF, Spain
- **Smart destinations are accessible**
  Pilar Sorrent Lafaya, Fundosa Accesibilidad S.A., Spain

**ROOM 519a**

### Parallel Session 22 - Accessible Destination Strategies #6
**Moderator:** Normand Labrie, Bureau du scientifique en chef, Québec, Canada

- **The study on the evaluation system of information service for destination based on tourists’ perspective: A case study of Shandong Province in China**
  Maolan Qing, Shandong University, China
- **Evaluation of accessibility built in the System of measures for excellence in destinations**
  François Bédard, Director General, World Centre for Excellence in Destinations, Canada
- **Accessibility of the Portuguese destinations: Strategy and best practices**
  Nuno Fazenda, Turismo de Portugal, Portugal
- **Can accessible tourism be sustainable?**
  Isabell Broich, University of Derby, United Kingdom

**ROOM 518b**
Parallel Session 19 - Museums for All
Moderator: Michel Perron, directeur général, Société des musées québécois, Canada

Museums for all
Barry Ginley, Victoria and Albert Museum, United Kingdom
La Cité des Sciences et de l’Industrie de Paris, an accessible cultural venue
Hélène Corset-Morel, Accessibility Manager for the Visually Handicapped Public, Cité des Sciences et de l’Industrie, France
Cultural Destinations for All and the Brazilian museums: A new perspective of universal atmospheres
Regina Cohen, Architect, Pro-Access Group, University of Rio de Janeiro, Brazil
Creating a foundation for welcoming all visitors to your cultural institution
Hannah Goodwin, Museum of Fine Arts Boston, USA

Parallel Session 20 - Games and Accessible Stadia
Moderator: Michel Labrecque, pdg, Régie des installations olympiques du Québec, Canada

Games, events and accessibility
Jani Nayar, SATH, USA
Accessible stadia (Lecture presentation)
Amy Pothier; Jesse Klimtz; Susan Ruptash, Quadrangle Architects Limited, Canada

Lunch Conference
Moderator: Ivor Ambrose, European Network for Accessible Tourism (ENAT), Greece
Hotel Accessibility: Scandic Hotels’ Winning Approach
Magnus Berglund, Accessibility Ambassador for Scandic Hotels

Parallel Session 21 - Standards and Buildings #2
Moderator: Sophie Lanctôt, directrice générale, Société Logique, Canada

Does the design of access ramps lie in a vision of inclusive society?
Jacqueline Poussin, Université de Montréal, Centre de recherche Institut universitaire de gériatrie de Montréal (CRIUGM), Canada
Rethinking the accessibility standards for public toilets
Enrico Morales, CIIRIT, Université Laval, Canada
Utilising Universal Design on “soft infrastructure” for competitive advantage and greater economics returns
Bill Forrester, TravAbility, Australia
Universal Design - Bridging the Gap - with Architects and Building Designers
Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENAT), Greece

Parallel Session 22 - Hotels
Moderator: Éve Paré, présidente-directrice générale, Association des hôtels du grand Montréal, Canada

A roadmap towards inclusive destinations, “Tourism for all – Inclusive hotels” an initiative by the Athens-Attica and Argosaronic Hotel Association
Anastasia Kalou, Athens-Attica and Argosaronic Hotel Association, Greece

Mount Stephen Club and Hotel Complex, Montreal, Quebec, Canada
Sandra Neil, Designer, Associate Lemay; Michel Lauzon, Architect, Partner, Lemay, Canada
An accessible hotel room wherever one wants to go
Michael Sicher, HIGH ROLLERS & roomchooser.com, Austria

Encouraging tourist accommodation managers to develop the accessibility of their facilities - Academic research results
Virginia Auroy, Kéroul, Canada

Parallel Session 23 - Labelling Accessible Territories
Moderator: Marc Croteau, Deputy Minister, Ministère du Tourisme du Québec, Canada

Development of the trademark “Destination pour tous” in France
Annette Masson, Association Tourisme et Handicap (ATH), France
Accessibility, labelization and tourism
Freddy Reichhart, Groupe de Recherche sur le Handicap, l’Accessibilité et les Pratiques Educatives et de Scolarisation (GARTHES), France
Accessibility to recreation and tourism: Measurement and territorialisation
Dominic Lapointe, Université du Québec à Montréal, Canada
Designing universally accessible tourist territories for otherwise capable people with regard to the principle of spatial equity
Freddy Reichhart, INS HEA, Paris, and David Amaud, Université de La Rochelle, France

Parallel Session 24 - Accessible Tourism at the World Heritage Sites
Moderator: Paul Cormier, Kéroul, Canada

Access improvements at world heritage sites in India
Alpha Nigam, Swyam, India
Accessibility and inclusive tourism in the historical cities. The case of Ouro Preto, MG, Brazil
Regina Cohen, Architect, Pro-Access Group, University of Rio de Janeiro, Brazil
Access for all in the historic environment
Heather J. L. Smith, National Trust of England, Wales & Northern Ireland, United Kingdom
Improving access to the Acropolis and the historical centre of Athens. Impacts on tourism and quality of life
Katerina Papamichal, Architect, European Network for Accessible Tourism (ENAT), Greece

15:00 - 15:30 Coffee Break
PARALLEL SESSIONS

Parallel Session 25 - Access to Information # 1
Moderator: Isabelle Ducharme, Chairwoman, Board of Directors, Kéroul, Canada

Can I go there? Global information to support access for all
Edward Manning, Tournik Inc and Sustainable Travel International Canada, Canada

Access-i, an information tool on accessibility of building
Vincent Snoeck, Access-i asbl, Belgium

Click for CR/LB-Virtual: A goldmine of useful information for people with physical disabilities
Brigitte Filion, Project Manager, CR/LB Virtuel, Centre de réadaptation Lucie-Bruneau (CR/LB), Canada

V4A® International Quality Brand Hospitality for All
Roberto Vitali, Village for all – V4A®, Italy

Parallel Session 26 - Quality of Service
Moderator: Jean-Pierre Ranger, Parc Safari, Canada

Experience the magic! Disability, Disney, and assistive technology
Jay Cardinali, Walt Disney Parks and Resorts, USA

Access to good customer service
Barry Ginley, Victoria and Albert Museum, United Kingdom

Accessible customer service: How Ontario’s accessibility laws will enhance the visitor experience and create a welcoming environment for the 2015 Pan/Parapan American Games
Alfred Spencer, Accessibility Directorate of Ontario, Ministry of Economic Development, Trade and Employment, Canada

Building accessible tourism services in Tamsui
Chao-Fu Hsu, Taiwan Access for All Association, Taiwan

Parallel Session 27 - Access to Culture
Moderator: Marcus Weisen, Expert, European Centre for Cultural Accessibility, France

A library for all: How Bibliothèque et Archives nationales du Québec faces the challenge of universal accessibility
André Vincent, Bibliothèque et Archives nationales du Québec, Canada

Gardens of collections accessible to all at the Montreal Botanical Gardens
Johanne Landry, Division Manager, Programmes publics en sciences naturelles, Jardin botanique de Montréal, Éspace pour la vie, Montréal, Québec, Canada

Universal Accessibility in events
Lise Roche, Director of Universal Access in Leisure Activities, AlterGo, Canada

The impacts of Quebec’s legislation on the accessibility of cultural facilities and events for people with disabilities
Michael Magner, Office des personnes handicapées du Québec, Canada

Parallel Session 28 - Accessible Transportation
Moderator: Ann Frye, PassePartout Training Ltd, United Kingdom

Transport and accessibility of persons with reduced mobility to tourism: An econometric study
François Bedard, UQAM, Québec, Canada

Boarding technologies for mobility device users at unattended railway stations
Daniel Bless, Project Officer, Transportation Development Centre, Transport Canada, Canada

Accessible car rental: A vital link for accessible tourism
Campbell McKee, President, European Mobility Group, United Kingdom

Defining the scooter: Establishing an acceptable definition for motorized mobility devices
Daniel Bless, Project Officer, Transportation Development Centre, Transport Canada, Canada

Break

17:00 - 17:15

Afternoon Plenary
Moderator: Ivor Ambrose, European Network for Accessible Tourism (ENAT), Greece

Discussion on the World Network for Accessible Tourism
Anna Gracia Laura, President, ENAT

Main observations made and lessons drawn from presentations and discussions of the day
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9:00-10:30

PARALLEL SESSIONS

Parallel Session 29 - Partnership
Moderator: Lucie Charland, Association québécoise de l’industrie touristique, Québec, Canada

Partnership: The approach of Quebec to develop and promote
Jacqueline Dumoulin, Ministère du Tourisme du Québec, Canada

Kéroul: Operating instructions
Isabelle Ducharme, Présidente du CA, Kéroul, Québec, Canada

The 2005 Accessibility for Ontarians with Disabilities Act (AODA)
Judith Parisien, General Director, Le Phénix, Canada

Private and public financing: A successful strategy in accessible tourism
Pilar Soret Lakaya, Fundosa Accesibilidad S.A., Spain

Parallel Session 30 - Access to Information #2
Moderator: Scott Rains, Independent Travel and Disability Consultant, United States

A global platform for accessible travel and hotel booking
Yashwant Holkar, UMOJA, Mumbai, India; Benjamin Musgrave, UMOJA, London, United Kingdom

Open discussion / Global information to support access for all
Edward Manning, Tourisk Inc and Sustainable Travel International-Canada, Canada

Parallel Session 31 - Training
Moderator: Martine Lizotte, Directrice, École internationale d’hôtellerie et tourisme du Collège LaSalle, Québec, Canada

Developing tourism for all by acting within the process of training futur actors of the tourism industry: a swiss experimentation
Pierre Margot-Cattin, University of Applied Sciences Western Switzerland, Switzerland

Welcoming Ways, the training offered by Kéroul
Stéphanie Gélinas, Kéroul, Canada

Training, the main aspect of accessibility during your vacation
Dominique Rabot, D. R. Consultant, Association Tourisme et Handicaps (ATH), France

Accessibility for all: Training material for transportation service providers (Video)
Susan Clarke, Canadian Transportation Agency; Matthieu Labelle, Canadian Transportation Agency

Parallel Session 32 - Parks and Outdoor Activities
Moderator: Pierre-Paul Leduc, Société des attractions touristiques du Québec, Canada

Push to open nature in Alberta parks: Fostering outdoor recreation for all through access, inclusion, and collaboration
Christian Bagg, Alberta Tourism Parks and Recreation, Canada

Going to wild places I could only dream about
John Kenwright, Paks Victoria, Australia

10:30-11:00 Coffee Break

11:00-12:30 Closing Ceremony
Moderator: André Vallerand, Special Advisor to the Secretary of the World Tourism Organization (UNWTO), President of the World Centre of Excellence for Destinations, and co-chair of the Summit

The Montreal Declaration: A common strategy for the international development of accessible tourism
Ivor Ambrose, ENAT General Manager; Isabelle Ducharme and André Leclerc, Kéroul

Implementing a world network for accessible tourism
Anna Grada Laura, ENAT

The International Social Tourism Organisation agrees to communicate the Montreal Declaration throughout its network
Jean-Marc Mignon, ISTO

The World Tourism Organisation receives the Summit recommendations and looks towards working with the intervenors
Maíra Distallevi, Carlos Vogeler, UNWTO

IATA welcomes the recommendations of the World Summit Destinations for All
Jitu Thaker, International Civil Aviation Organization

How the UN can help communicate the message of tourism for all
Daniela Bas, ONU

Thanks to all participants and Let’s work together!
André Leclerc, Kéroul

This event is conjointly organized by Kéroul and JPdL International.
www.destinationspourtous2014.com

ROOM 519a
ROOM 518a
ROOM 518c
ROOM 518b
ROOM 520

America’s Freedom Sailor, North America’s first Universal Design tall ship
Jan Olpye, Americas Freedom Sailor, USA

Mental health and well-being impacts of inclusive park experiences on adults with disabilities and their caregivers
Sonja Jakubec, Mount Royal University, Canada

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The stock image gallery features rights-managed and royalty-free photos and can be searched by destination by travel operators, companies, advertisers, marketers, publishers, creatives, and designers whose role is to cater to the travel consumer.

www.photoability.net
Key consultant for Tourisme Québec regarding accessibility, Kéroul is a non-profit organization that promotes and develops accessible tourism and culture through information and lobbying. 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.

• **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.

• **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 Quebec government ministries to assess the progress of various issues.

• **Promotion of accessible tourism:** through brochures, the website www.theaccessibleroad.com, studies and directories featuring content focused on accessibility in the cultural and tourism industries.

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**STUDY**

**Study on the Behaviours and Attitudes of People with a Physical Disability with Respect to Tourism, Culture and Transportation in Québec**

2011


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The success of the first World Summit Destinations for All has been possible thanks to the contribution from our many partners that we wish to greatly thank.

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