



DIADA is the acronym for “Developing and introducing a new training approach in the tourism sector - tourism for all - with DIADA trained consultants”. Creating accessible tourism starts with the provision of information.

The EU-Project DIADA aims at creating and implementing a new training system for the whole tourism industry with the involvement of persons with disabilities. In this system, employees of tourism facilities and disabled people will be trained to become professional providers of information on tourist facilities, so called “Accessibility-Auditors”.



The EU-Project “EU.FOR.ME Tourist training for a wider target” aims at filling a gap that schools, universities and training centres offering programmes on tourism, have in many European countries: there are practically no examples that disabilities issues are taken into consideration in the organisation of tourism training modules.

EU.FOR.ME main objective is the realisation of a training course for “Trainers Specialised in the Topics of Accessible Tourism” who will use the competencies acquired during the course to develop and deliver training modules on “tourism for all” in the teaching activities on tourism conducted by public and private institutions.



EQUAL is a collaborative initiative of the EU, which pursues the elimination of discrimination and inequality in all fields of the labour market by developing new and innovative approaches, concepts, methods and instruments. Moreover, EQUAL aims at facilitating employment and the starting-off of businesses, mainly by offering training courses.

The EQUAL development partnership of Brandenburg, called FAIRWAY, is dedicated to make the Federal State of Brandenburg a good practice in the field of Accessible Tourism for other regions of Europe.

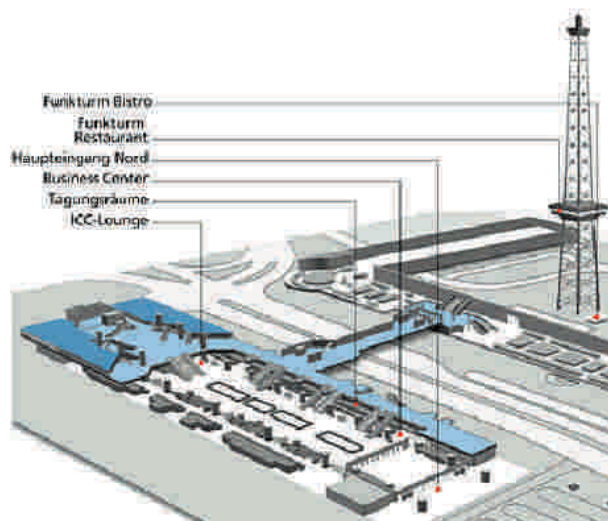
## General Information

Date: Saturday, 10 March 2007

Time: 10.00 – 12.00 a.m.

Venue: ICC Berlin/ICC Lounge  
International Congress Centre

(Main Entrance North/Haupteingang Nord)



The World's Leading  
Travel Trade Show  
7 - 11 March 2007

# Conference Training Accessible Tourism for All - Trends and Tools -

International Tourism Fair ITB - Berlin  
Saturday, 10 March 2007  
10.00 – 12.00 a.m.  
ICC Lounge

The conference is free of charge. This invitation includes the admission to visit the ICC – not the access to the fairground (ITB). The Conference language will be English only.

Please register to the conference by sending an email to: [event@neumann-consult.com](mailto:event@neumann-consult.com)

The ICC-Lounge is accessible for wheelchair users. If you have further requirements, please send an email to the address mentioned above. For further information please visit [www.neumann-consult.com](http://www.neumann-consult.com)



Accessible Tourism for All –  
wasted economic and labour  
market capabilities

By the provision of new offers,  
accessible tourism not only  
develops a new target group (10  
to 30 % of the population) but also  
presents an increase of quality for  
all guests.

Accessible Tourism demands new  
products and service offers  
combined with special knowledge  
of decision makers and staff.  
Therefore new education and  
training programs are necessary.  
The results are new employment  
opportunities on the labour market.

Benefit from the unique opportunity  
of getting to know practical oriented  
examples from education and  
training and of exchanging views  
with experts from more than 10  
European countries at this conference!

Join the European efforts on  
Accessibility and Equal  
Opportunities for All!

## Programme (subject to modifications)

10.00 a.m. Greetings and introduction

Ernst Hinsken  
Federal Government Commissioner  
for Tourism, Germany (tbc)

Raimund Jennert  
Managing Director of Brandenburg  
Tourism Association, Germany

Peter Neumann  
University of Münster,  
NeumannConsult, Germany

10.20 a.m. Training Accessible  
Tourism for All – European  
Experiences

EU-project “DIADA -  
Developing and introducing  
a new training approach in  
the tourism sector – tourism  
for all”

Katarzyna Swiezawska-  
Ambroziak  
ASM, Poland

EU-project “EU.FOR.ME –  
Tourist training for a wider  
target”

Maria Stella Minuti  
CST Assisi, Italy

Lucilla Morelli  
University of Perugia, Italy

Equal-project “Fairway –  
New ways into self-  
determined working life by  
accessibility”

Wolfgang Fritsch  
Technologie- und Gründerzentrum  
Ostprignitz-Ruppin GmbH,  
Germany

11.05 a.m. Panel discussion:  
Training Accessible  
Tourism for All –  
Promoting Awareness and  
Opportunities

Marina Diotallevi  
World Tourism Organization, Chief  
of Unit of Ethical, Social and Cultural  
Aspects of Tourism

Maria Antonia Escarrer  
Director of Community Involvement  
of Sol Meliá, Spain (tbc)

Ulf Kyrling  
Region Skåne, Department of  
Economic Development and  
Innovation, Sweden

Teresa Skalska  
University of Hotel Management,  
Gastronomy and Tourism/ Institute  
of Tourism, Warsaw, Poland

Hartmut Smikac  
National Coordination Board Tourism  
for All, Germany

11.50 a.m. Conclusion

Elizabeth Straw  
EU Commission, DG- Employment,  
Social Affairs and Equal  
Opportunities

Chairperson

Victoria Eichhorn  
University of Surrey, UK