Speakers at the „Barrier-free Tourism Day“ 2016

The event offers top-class speakers from in fields of politics, tourism, associations and specialist organisations. In presentations and panel discussions, they provide valuable impetus on barrier-free tourism. During the breaks and after the event, you’ll have the opportunity to engage in networking and to directly exchange views with the experts.

Overview of the Speakers

Francesc Aragall, Design for All Foundation, President

Verena Bentele, Federal Ministry of Labour and Social Affairs, Federal Government Commissioner for Matters relating to Disabled Persons in Germany

Anja Bode, Deutscher Heilbäderverband e.V., Project Manager „Altkollegenfreundliche Kommune“

Dr. Holke Döll-König, Tourismus NRW e.V., Executive Manager

Johannes Fischer, Der Zwingenberger – Omnibusbetrieb Fischer, Owner

Iris Gleicke, MdB, Parliamentary State Secretary at the Federal Ministry of Economic Affairs and Energy, Federal Government Commissioner for the New Federal States, SMEs and Tourism

Dr. Steve Grundmann, gabana – Agency for Holistic, Accessibility and Sustainability Management, Consultant in tourism and city development

Marian Kortas, German Aviation Association (BDL), Head of Operations, Engineering & Safety

Dr. in Angelika Laburda, European Network for Accessible Tourism, Member of the Board of Directors

Dr. Rüdiger Leidner, Tourism for All Germany – NatKo, CEO

Michael Müller, Fraport AG, Member of the Executive Board of Fraport AG and Executive Director Relations

André Nowak, Tourism for All Germany – NatKo, Executive Board Member

Carolin Ruh, TourismusMarketing Niedersachsen GmbH, Executive Manager

Roland Schäfer, City of Bergkamen, Mayor, German Association of Towns and Municipalities (DStGB), President

Anja Schaluschke, Deutscher Museumsbund e.V., Executive Manager

Olaf Schlieper, German National Tourist Board, Innovations Manager

Dr. Sylvia Schocke, Egyptian Museum Munich, Executive Manager

Rolf Schrader, DOTG, Executive Manager

Sandra Yvonne Stieger, Magdeburg Marketing: Kongress und Tourismus GmbH, Executive Manager. Member of the association “Barrier-free Destinations in Germany”

Martina Tendick, Zollverein Foundation, Tourism Coordinator

Usula Wallbrecher, Landesmuseum Mainz, General Department of cultural heritage Rheinland-Pfalz, Management Landesmuseum Mainz, Chairwoman of the advisory board for disabled Persons of the city Mainz

Cynthia Wester, Hamburg Tourismus GmbH, Representative for barrier-free Tourism

With the friendly assistance of

www.germany.travel
Francesc Aragall,
Design for All Foundation, President

Has developed his professional activity in the fields of ergonomics, biomechanics, accessibility and Design for All concept widely disseminated by the Design for All Foundation, of which he is founder and president. He is also general manager of ProAsolutions, SL Consultancy Company located in Barcelona and Porto, the company applies the Design for All concept to architecture, urban planning and transport and tourism projects among other fields. He is as well patron of Barcelona Design Centre Barcelona (BCD-Catalonia), member of the Societal Advisory Board (SOAB), and serve on the Council of the International Association for Universal Design (Japan).

Lecturer on several postgraduate courses as well as frequent speaker at international conferences, he is author of several publications in the field of Design for All, for instance the European Concept for Accessibility Technical Assistance Manual (2003 edition), Universal Design: The HUMBLES Method for User-Centred Business (January 2012) and co-author of ECA for Administrations (2008) and Design for All in progress, from theory to practice (ECA 2013)

Professional activities related to European funded research projects dealing with accessibility and design for all:

■ 2001 – 2004 ELDERATHOME which sought to define criteria for housing for all ages.

■ 2001 – 2004 HOMEDOOR, a research project which created a Designed for All system to facilitate “last-mile” home delivery.


■ 2012 – 2013 Economic impact and travel patterns of accessible tourism in Europe, undertaken with the University of Surrey, Neumann Consult, and GfK (main contractor) to estimate the economic contribution and impact on employment of Tourism for All in Europe and to identify the key elements of the best practices.

■ 2012 – 2014 IDeALL, to compile and analyse user-involvement methodologies and processes employed by the design and Living Labs communities.
Verena Bentele, 
Federal Ministry of Labour and Social Affairs, Federal Government Commissioner for Matters relating to Disabled Persons in Germany

Verena Bentele was born in 1982 in Lindau/ Lake Constance and studied literature studies, language studies and pedagogics at the Ludwig-Maximilian-University in Munich. The former athlete and Paralympics-biathlete is blind from birth and the first Federal Government Commissioner for Matters relating to Disabled Persons in Germany who is disabled herself.

As Federal Government Commissioner, she is the central contact person for the Federal Government concerning the interests of disabled persons. She influences political decisions and actively accompanies the legislation to strengthen the participation and autonomy of disabled persons. Moreover, she is in close contact with disabled persons, their associations, self-help groups and political parties. In her political office, she is supported by an inter-ministerial task force.
Anja Bode,
Deutscher Heilbäderverband e.V., Project Manager „Allergikerfreundliche Kommune“

After her studies in German philology, journalism and psychology, she worked as a journalist. She has acted in the field of press and public relations with the topics health, science and research for 20 years. At the European Centre for Allergy Research Foundation (ECARF), she managed a model project about the certification and the development of a guideline for allergy sufferers-friendly municipalities, which was founded by the Federal Ministry of Food and Agriculture. Since 2014, she has been project manager of the project “Allergy sufferers-friendly municipalities” (“Allergikerfreundliche Kommune”) of the German Spa Association (Deutscher Heilbänderverband e.V.).
Dr. Heike Döll-König,
Tourismus NRW e.V., Executive Manager

Dr. phil. German philology/ literature studies, Journalist. Since 1989 in various leading positions in the state government of North Rhine-Westphalia, amongst others in communications and public relations in the ministry of federal affairs for the then Prime Minister of the State of North Rhine-Westphalia, Dr. h. c. Johannes Rau as well as speaker the Ministry of Employment and Economic Affairs.

From 2005 to 2010 director auf the department “location marketing” in the Ministry of Economic Affairs of North Rhine-Westphalia. Since November 2010 executive manager of Tourismus NRW e.V..

Member of the board of directors of the German Tourism Association (DTV), the Germany committee of the German Travel Association (DRV), the DWIF-research advisory board, the Marketing Club Düsseldorf Association, guest status at the committee for gastronomy/ tourism-leisure of the Chamber of Commerce and Industry in Cologne and Düsseldorf.
Johannes Fischer, 
Der Zwingenberger – Omnibusbetrieb Fischer, 
Owner

Johannes Fischer is owner of the bus company “Der Zwingenberger”, located in the town of Zwingenberg in South-Hesse. He leads the company together with his wife since 2006, in succession of his parents’ ownership. Since 2010, Johannes Fischer has been established in the market as a tour operator for disabled persons. The company sets his focus on the mobility of handicapped people.

Since 2001, the lifting devices are standard equipment in Johannes Fischer’s coaches. As a result, the bus company specialized more and more on barrier-free bus trips. Moreover, the growing number of customers helped to follow own ideas to develop special busses. This includes larger toilet facilities and lying areas as well as a ceiling lift, which is fixed to rails in the ceiling and goes through the aisle between the seats. This gives the possibility to transpose passengers with reduced mobility.
Iris Gleicke, MdB, Parliamentary State Secretary at the Federal Ministry of Economic Affairs and Energy, Federal Government Commissioner for the New Federal States, SMEs and Tourism

Personal information
Born in Schleusingen on 18 July 1964; Protestant; married; one son
Construction engineer (university of applied sciences)

Political career
Co-founder of the local branch of the SPD in Schleusingen
Member of the German Bundestag since 1990

1990 – 1998
Deputy housing policy spokesperson for the SPD parliamentary group in the German Bundestag

1994 – 1998
Member of the Study Commission on overcoming the effects of the SED dictatorship as part of the process of German reunification. Member of the board of trustees of the Federal Agency for Civic Education (Bundeszentrale für politische Bildung)

November 1998 – October 2002
Deputy Chairperson of the SPD parliamentary group for Transport, Building and Housing, and Youth in the German Bundestag

October 2002 – 2005
Parliamentary State Secretary at the Federal Ministry of Transport, Building and Housing; Federal Government Commissioner for the New Federal States

November 2005
Elected Parliamentary Secretary of the SPD parliamentary group in the German Bundestag

November 2006
Elected Spokesperson for the group of SPD parliamentarians from Eastern Germany in the German Bundestag

October 2009
Re-elected Chairperson of the Ministerial Committee of Inquiry of the German Bundestag

March 2010
Elected deputy chair of the SPD in Thuringia, re-elected in March 2012

January 2012-October 2013
Deputy member of the Bundestag Committee of Inquiry into the NSU Committee of Inquiry into the NSU

From 17 December 2013
Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy

From 8 January 2014
Federal Government Commissioner for the New Federal States

From 29 January 2014
Federal Government Commissioner for Small and Medium-sized Enterprises and Tourism

Honorary positions/voluntary work
Member of the Trade Union for Construction, Agriculture, and the Environment, Member of the Workers’ Welfare Association (Arbeiterwohlfahrt), Member of “Gegen Vergessen - für Demokratie” e. V., Member of the board of the Workers’ Samaritan Federation (Arbeiter-Samariter-Bund), Chairperson of the Suhl branch of the Workers’ Samaritan Federation, Member of the board of the tenants’ association of Thuringia, founder/chairperson of Friends of the Wiesenbauschule Youth Centre in Schleusingen, Member of the advisory council of the Firefighters’ Association in Thuringia, Chairperson of the Suhl handball club, Active member of the Alliance against Right-wing Extremism in Schleusingen
Dr. Steve Grundmann,
gabana – Agency for Holistic, Accessibility and Sustainability Management, Consultant in tourism and city development

Dr. Steve Grundmann (Geographer) studied architecture and geography in Innsbruck and Regensburg. Afterwards, he worked as research assistant at the LMU Munich and did his PhD in the field of “sustainable city development”. Following on, his first positions were in planning offices involved in the touristic development of the MENA-Region (amongst others Abu Dabi).

For several years, he has acted as free-lance consultant, amongst other for gabana (agency for integrated, barrier-free and sustainable consultancy) in the context of barrier-free city and tourism development in Berlin, Munich and Tirol. He consults municipalities, tourism associations, hotels and real estate companies on the topic of accessibility (e.g. in empiric analyses, concepts, design and planning).
Marian Kortas,
**German Aviation Association (BDL),
Head of Operations, Engineering & Safety**

After his studies in aeronautical engineering, he worked at the Federal Aviation Office (LBA) in Berlin and Braunschweig; amongst others as Head of Group “Airworthiness Directives and Technical Occurrence Reporting”. Since July 2011, he works at the German Aviation Association (BDL). In this position, he represents the German airlines, airports and the air traffic control in the fields of operations, engineering and safety. Under his moderation, the BDL launched a dialogue about relevant topics for the aviation industry and the representatives of passengers with reduced mobility.
Dr. in Angelika Laburda, European Network for Accessible Tourism, Member of the Board of Directors

Dr. Angelika Laburda, sociologist and adult educator and trainer, from 2003 to 2013 project manager of IFBT (Information platform For Barrier-free Tourism). This project was initiated by the Austrian relief organisation for people who are deafblind and people with significant hearing and/or vision impairments (ÖHTB), respectively the Pro Worker gemeinn. GmbH, which is part of the ÖHTB. The project was funded by the Federal Ministry of Science, Research and Employment (the former Federal Ministry for Economic Affairs and Employment, respectively the Federal Ministry for Economic Affairs, Youth and Family). The development of a database to connect information of the whole field of barrier-free tourism (accommodation, studies etc.) were central elements to this project. In this activity, she organised several international and national events on the topic of barrier-free tourism, amongst others she conducted an online-survey about the vacation wishes of disabled persons together with the German BTI and sensitivity trainings for tourism practitioners. Moreover, she was involved in several European projects (Steep, eAcess+, OSSATE).

Dr. Laburda is a founding member of ENAT (European Network for Accessible Tourism) and was an active board member and national coordinator for Austria until 2014. After finishing the Project IBFT and entering retirement, she became an honorary member of the board of directors. She is still involved in various expert committees and gives presentations on the topic of “Tourism for All”.
Dr. Rüdiger Leidner,
Tourism for All Germany – NatKo, CEO

Born 1950, in Aschaffenburg

1977
Degree in Economics at Cologne University

1980
Doctorate with the title of Dr. rer. pol. in Cologne

Professional activity

1980-1992
Federal Ministry of Economic Affairs in Bonn

1992-2002
Federal Ministry of Economic Affairs in Berlin

2003-2007
National Expert for Tourism Politics for the EU-Commission in Brussels

2007-2015
Federal Ministry of Economic Affairs in Berlin (Task force health economics)

Honorary posts

Since 2004
Board member of the National Tourism for all Coordination Agency (NatKo)

Since 2006
Tourism Commissioner of the German Society for the Blind and Visually Impaired (Deutscher Blinden- und Sehbehindertenverband, DBSV), until 2013 also director of the Coordination Agency for Tourism DBSV

Since 2010
CEO of Tourism for All Germany (NatKo)
Michael Müller,
Fraport AG, Member of the Executive Board of Fraport AG and Executive Director Labor Relations

Michael Müller has been a Member of the Executive Board of Fraport AG and Executive Director Labor Relations since October 2012.

He has board responsibility for the Ground Services strategic business unit as well as the central units “Human Resources” and “Central Purchasing & Construction Contracts”.

After graduating from university with a degree in Economics, Mr. Müller joined the Frankfurt Airport operating company in 1984. Initially, he worked in a staff function reporting to the company’s executive board member responsible for labor relations. Since 1993, Mr. Müller has worked in a variety of management functions in the Human Resources department and was appointed Senior Vice President for Human Resources in 1997. In 2009, he took charge of Fraport AG’s Ground Services unit.

Since 1999, Mr. Müller has been engaged in Frankfurt Airport’s “Pro Region” foundation, which was set up with the aim of improving the training and employment prospects of local teenagers and young adults. He served as the foundation’s board chairman, prior to becoming chairman of the foundation’s advisory board in October 2012. In addition, Mr. Müller has been chairman of the state of Hesse’s Government Committee for Vocational Training since 2002 and has served as a lay judge at the Hesse State Labor Court in Frankfurt since 2007.
André Nowak, 
Tourism for All Germany – NatKo, 
Executive Board Member

André Nowak (55) is an executive board member of Tourism for All Germany (NatKo).

For more than 20 years, the social scientist, city sociologist and controller has been office manager and research assistant for members of the German Bundestag, amongst others for the wheelchair user Dr. Ilja Seifert for more than 12 years. Amongst his main focuses are disability policy as well as tourism and sport policy.

In an honorary capacity, he has been part of the German Federation for Disabled Persons „Für Selbstbestimmung und Würde“ e.V. (ABiD) and of the local federation in Berlin for many years. In this context, questions on the development of barrier-free tourism and on the implementation of the UN Convention on the Rights of Persons with Disabilities are in focus. For about 10 years, he has been active in the development of cooperation and the exchange of experience with federations for disabled persons in east Europe and middle Asia. In the NatKo, he represents the ABiD, a federation which was a founding member of the NatKo in 1999.

Through his long-time professional and honorary activity, André Nowak is a regular guest at the ITB and the “Barrier-free Tourism Day” and is a frequently asked expert and consultant on questions on barrier-free tourism, both at a national and international level.
Carolin Ruh,
TourismusMarketing Niedersachsen GmbH,
Executive Manager

Since 2001, Carolin Ruh has been executive manager of TourismusMarketing Niedersachsen GmbH. Additionally, she is CEO of „Deutsches Küstenland e.V” (German Coastline association) and puts touristic marketing activities for the north German holiday destinations into practice, together with the associations’ members. Moreover, she is CEO of “ServiceQualität Deutschland e.V” (Service Quality Germany association), which is the federal association of all 16 initiatives for service quality in Germany.

After her apprenticeship as travel agent, she worked as sales representative for Touristik Union International (TUI) and later as deputy head of office in the travel agency in Hamburg. Afterwards, she did her studies in Business Administration, focusing in majoring in marketing and tourism management, at Heilbronn University. The graduate in business administration became then project manager for fair efficiency control and afterwards director of domestic marketing activities for the German National Tourist Board in Frankfurt (Main).
Roland Schäfer,
City of Bergkamen, Mayor, German Association of Towns and Municipalities (DStGB), President

Education and studies
Studies in legal sciences at Bielefeld University
First and second state examination
Postgraduate studies at Speyer University

Professional activity
University Bielefeld, chair of Prof. Dr. H.-J. Papier
District government Arnsberg
District government of the district Soest
Ministry of the interior North Rhine-Westphalia
City director of the city of Bergkamen
Since 1999: directly elected mayor of the city of Bergkamen

Honorary posts
President of the German Association of Towns and Municipalities (DStGB)
First vice-president of the Association of Towns and Municipalities in North Rhine-Westphalia (StGB NRW)

Other activities
Author of numerous articles in specialist journals and publications in the fields of law and local politics.
Anja Schaluschke, 
Deutscher Museumsbund e.V., Executive Manager

Anja Schaluschke studied newer German literature science, language history and political science in Bonn. After her studies, she completed an editorial traineeship in private broadcasting and worked as a freelance broadcasting journalist.

From 1998 to 2009 she worked in the field of public administration. First at the Museum for Communication (Museum für Kommunikation) in Frankfurt (Main) and afterwards as director at the museum landscape Hesse (Museumslandschaft Hessen) in Kassel. Since October 2009, she is Executive Manager of the German Museum Association (Deutscher Museumsbund e.V.), the national interest group of the German Museums and their employees. In this function, she released various publications and handouts, including a handout on accessibility and inclusion in Museums („Das inklusive Museum. Leitfaden für Barrierefreiheit und Inklusion“).

Since 2010, Anja Schaluschke is a board member of NEMO – Network of European Museum Organisations.
Olaf Schlieper,  
German National Tourist Board,  
Innovations Manager

1996  
Degree in Economic-Geography studies (focussing on majoring in tourism) at Ruhr-University of Bochum/Germany

1996 – 1999  
Sales and marketing manager at KUHNLE-TOURS GmbH (Tour operator)

1999 – 2005  
Online Marketing Manager at the German National Tourist Board Online marketing strategy. Creation and further development of a new portal for Destination Germany in several languages. Online-marketing activities (SEO, Google Adwords, online-campaigns, online games).

2006 – 2012  
Director of Media Management at the German National Tourist Board

since 2013  
Innovations Manager at the German National Tourist Board

- Sustainability strategy
- Creating sustainable and barrier-free products and services together with German travel experts
- Responsible for the organization of the “Barrier-free Tourism Day” at ITB
- Communication strategy for the international promotion of Germany as a sustainable destination
- Trend-Scout for innovative marketing solutions
- Corporate Social Responsibility (CSR)
- Speaker and moderator to promote Germany as a travel destination
Dr. Sylvia Schoske,
Egyptian Museum Munich, Executive Manager


Scholarship of the scholarship fund (University fund)
1982 Promotion (PhD) at the University Heidelberg (Jan Assmann)

Beginning of her museum work already as a student in 1980 with the organisation of the legendary “Tutancha-mun” exhibition at the Haus der Kunst, parallel to her work in the Egyptian Museum.

Since 1982 research assistant at the museum, since 1989 director (first female director of a Bavarian state museum and youngest museum director in Germany).

Since then conception, organisation and design of more than 50 exhibitions on culture, art and religion of ancient Egypt as well as on the dialogue of Ancient Egypt and Africa on the one hand and Ancient Egypt and contemporary/modern art on the other hand, moreover on the topic Ancient Egypt and Literature (e.g. Thomas Mann).

(e.g. “Nofret – Die Frau im alten Ägypten”, “Cott und Gött”, “Hatschepsut”, “Altägyptische und moderne Skulp-tur”, “Geheimnis des goldenen Sarges”, “Stimmen vom Nil”, “Totenbuch”, “Schlacht von Kadesch”, „FaRAon“ (most successful exhibition in Mexico), „Last Exit Munich“.

On the antique Sudan (together with the Egyptian Museum Berlin): „Gold von Meroe“ (10 Stations in Germany and abroad), „Sudan“ (6 Stations in Germany and abroad) „Goldland der Pharaonen“ (3 Stations), „Königsstadt Naga“

Author of 25 exhibition catalogues and numerous articles.

Lecturer at the Universities Munich, Augsburg and Passau.

Additional points of emphasis

■ Media in the development of permanent and special exhibitions such as audio-guided tours for adults and children, interactive modules

■ Books and exhibitions for children

■ Accessible and inclusive offerings

Website www.smaek.de

Since 2005 planning of the reconstruction of the museum, concept permanent exhibition and medial development (Media stations, mobile guides), opening June 2013.

Private life

Married to Dietrich Wildung, former director of the Egyptian Museum Berlin, daughter Coco (*1993)
After his studies in Freiburg, Rolf Schrader was employed at the Tourismus Marketing GmbH Baden-Württemberg (TMBW) and held the position as marketing director and deputy executive manager.

Since April 2004, Rolf Schrader is board member and managing director at the German seminar for tourism (Deutsches Seminar für Tourismus Berlin e.V., DSFT), the central education institution of the German tourism sector. In addition, Rolf Schrader is managing director of the German research association for vacation and travel (Forschungsgemeinschaft Urlaub und Reisen (FUR) e.V.) since July 2010, which publishes the annual travel analysis.

Together with the NatKo, the DSFT and Rolf Schrader developed a new nationwide labelling scheme, including trainings, quality standards and terminology for barrier-free tourism in a project funded by the Federal Ministry of Economic Affairs and Energy. In the current follow-up project “Travelling for all” (“Reisen für Alle”), the system will be evolved and implemented.
Sandra Yvonne Stieger,
Magdeburg Marketing- Kongress und Tourismus GmbH, Executive Manager. Member of the association “Barrier-free Destinations in Germany”

After her Abitur, Sandra Yvonne Stieger completed an apprenticeship as bank clerk. Afterwards she studied business administrations at the Otto-von-Guericke-University Magdeburg, focusing on majoring in finance/banking and management/organisation. Additionally, she worked at various radio broadcast stations.

After her studies, she worked in the fields of press and public relations and in broadcasting and television, before returning to university as research assistant.

She then worked as project manager of a DFG-funded project at the Otto-von-Guericke-University Magdeburg before becoming executive manager of the Magdeburg Marketing Kongress und Tourismus GmbH in 2015.

Sandra Yvonne Stieger is married and has a daughter.
Martina Tendick is the tourism coordinator at the UNESCO World Heritage Site Zollverein in Essen. Apart from tourism marketing, her tasks are the development of tourism strategies and the representation of the Zollverein Foundation in national and international networks.

After her apprenticeship at a travel agency she took her degree in economics at Bochum University (Germany). This education paved the way to various positions with tour operators such as ILG (GB), Hapag Lloyd and TUI. After additional studies in the field of culture and event management, she has been working for the Zollverein Foundation ever since the project culture capital RUHR.2010.
Ursula Wallbrecher,
Landesmuseum Mainz, General Department of cultural Heritage Rhineland-Palatinate, Management
Landesmuseum Mainz, Chairwoman of the advisory board for disabled Persons of the city Mainz

Did her studies in classic archeology and art history (Ruhr-University of Bochum, University of Freiburg)

Library traineeship

Since 1999 Landesmuseum Mainz, representative for borrowing services and accessibility

Since 2010 chairwoman of the advisory board for disabled persons of the city Mainz (wheelchair user herself)

Since 2009 nationwide presenter on the topic of museums and accessibility

Involved in the 2013 handout for accessibility and inclusion in museums („Das inklusive Museum. Leitfaden für Barrierefreiheit und Inklusion“).

Cynthia Wester,
Hamburg Tourismus GmbH,
Representative for barrier-free Tourism

Degree in Geography (University Trier), tourist guide in Hamburg, since July 2014 representative for barrier-free Tourism at the HHT.

She makes Hamburg more attractive for disabled persons, certifies companies and institutions, sensitises service providers, designs brochures on accessibility in Hamburg, is contact person for all parties involved and provides customers with important barrier-free information.