



1st UNWTO Conference on Accessible Tourism in Europe

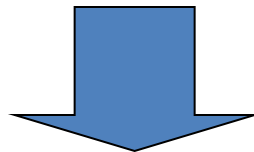
Training modules on accessibility for
tourism professionals

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Is training on accessible tourism required?

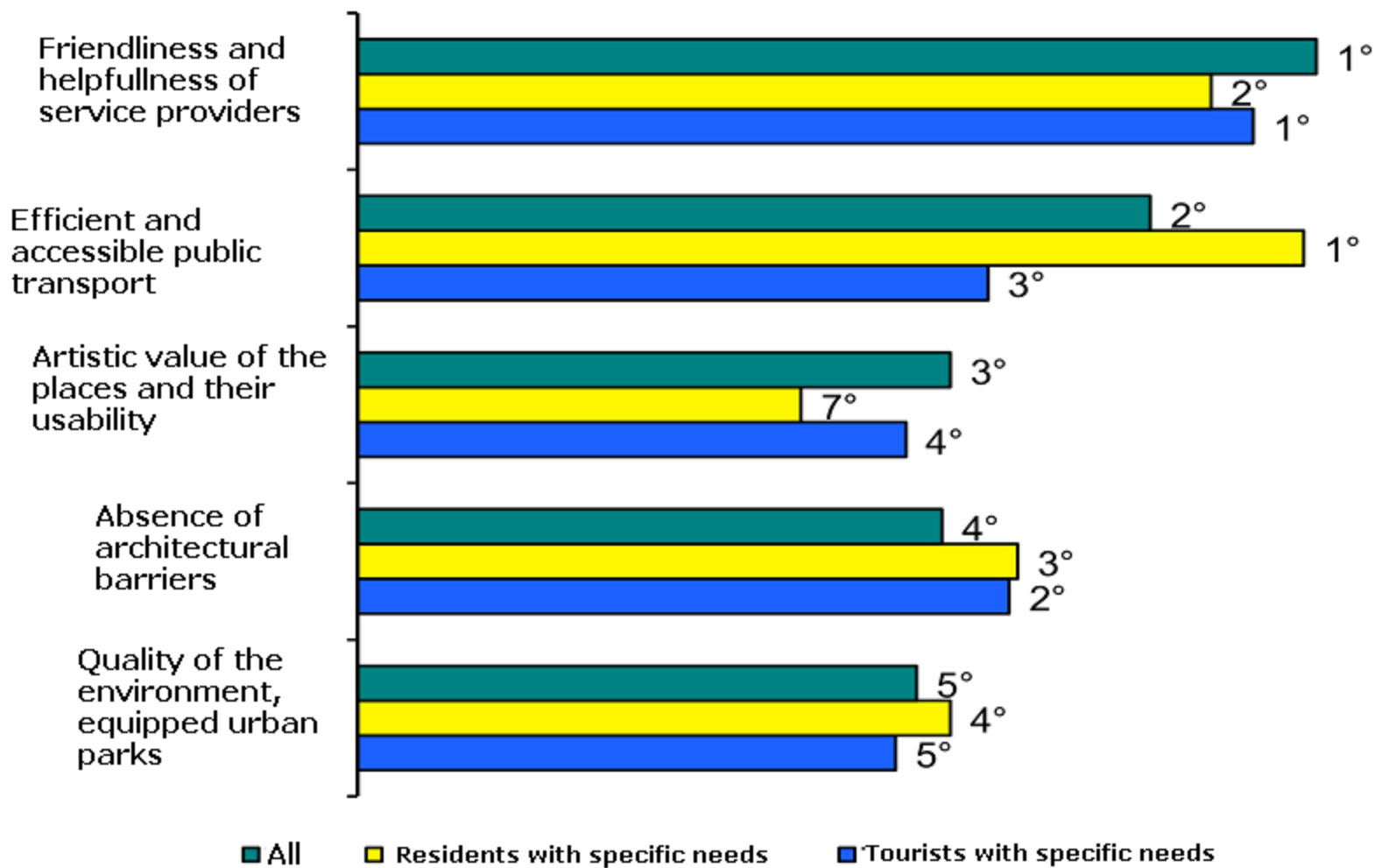
All studies and analysis of demand and supply point out the importance of an adequate training for tourist operators in order :

- to improve the quality of the service offered
- to respond to the needs and requests of customers with disabilities



“to make the potential demand become a reality!”

The top elements expected in a “welcoming” destination



Source: Analysis of Demand **Project CARE**

Quality at stake

Quality of tourist services means :

- “know ” the Customers’ needs
- “ know how” to meet the Customers’ needs
- “ know how” to interact properly with the Customers



**Throughout the whole
service chain**

The Problem: For the tourism industry

- The accessible tourism market is relatively unknown and it seems difficult to attract with existing channels.
- **Visitors' needs and requirements are unknown or misunderstood. Therefore the market is avoided.**
- Investment costs are misunderstood, exaggerated
- Access is seen mainly as a "problem" rather than a "golden opportunity".

Key challenges in the training of tourism professionals

in the mainstream “Education system”

- almost total absence of training offers on the issues of accessible tourism in high schools on tourism and University courses
- consistent lack in Masters and post graduation training

in Vocational Training

- training programmes for qualification and re-qualification financed by local public bodies or the EU (Training programmes, ESF).....**BUT**

**Sporadical
Discontinuous
Scarcely coordinated
Low level of transferability within Europe**

What's on the Market



What's on the Market

The Tourism sector is INVITED and ENCOURAGED to consider TRAINING on Accessible Tourism as essential for the improvement of their Services and as a Standard of the Vocational Curriculum of Staff.

- The UN Convention on the rights of People with Disabilities: Art. 8, 9 and 20
- The UNWTO in Dakar Declaration 2005 - A/RES/492/XVI – ACCESSIBLE TOURISM FOR ALL, recalled in A/RES/578/XVIII of 2009 - III. PREPARATION OF STAFF
- The Regulation (EC) 1107/2006 of the EU Parliament and the Council Art. 11 Training
- The UNWTO Recommendations on Accessible Tourism for All, Art. 51 (c) and Section IV. STAFF TRAINING Art. 65 , a very detailed text
- The Italian Manifesto for the Promotion of Accessible Tourism , Point 8
- **A World for Everyone: Declaration from the Destinations for All 2014 World Summit” Points 3, 13 and 20**

The success of ETCAATS



ETCAATS E-learning Platform
www.accesstraining.eu

ETCAATS is an online training course aiming to give managers and staff of SMEs introduction to Customer care issues

Is made up of four obligatory modules with the possibility to add specialists modules

Offers: e-learning modules, sessions, quizzes and a



CERTIFICATE for the successful completion of the 4 modules

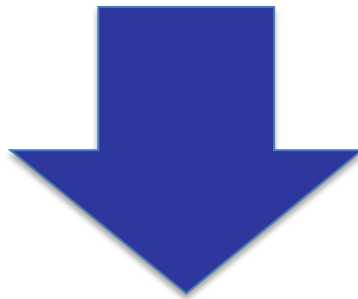
	High			Low	Specific Focus of Training - competences and skills
➔					Develop disability awareness
					Understand functional diversity and causes of disability
					Understand barriers to accessibility
					Understand basic principles in welcoming, serving and assisting guests with disabilities
➔					Understand effective customer service
					Know how to deal with service animals & assistive technology
					Know about safety and evacuation procedures
					Understand access in strategic business development
					Understand policies and legal requirements
➔					Service Management
					Know basic principles for information provision and marketing to the accessible tourism market
					Know where to find relevant information and resources
➔					Understand case studies and 'best practices'

Target audience and relevance

High				Low	Target Audience
					Frontline staff in general
					Managers / owners
					Specific frontline (e.g. receptionists, waiters)
					Other tourism related roles
					Higher education in tourism
					Vocational Training / Higher education in tourism trades
					Tourism Schools / Academies
					Designers, architects (students/professionals)
					Teachers in the tourism and hospitality sector
					Policy and decision-makers

The success of ETCAATS

- ❑ The course website is still active www.etcaats.eu
- ❑ It had 259 registered trainees until Dec. 2013
- ❑ The course was adopted by UNWTO-THEMIS Foundation in its Destination Managers' training programme for Lithuania in 2012
- ❑ It had very satisfactory transferability results



The training course for Tourist Guides planned by the T-Guide EU financed project will be implemented on the ETCAATS Platform and use its basic modules

Final recommendations

- Make accessible tourism a compulsory module in tourism schools for initial and continuing VET
- Implement a European-wide certificate for accessible tourism training
- Skills needs and training provision must differentiate between different skills levels (basic, in-depth) and different occupational roles (Managers with / without customer contact), frontline staff, others (including technical specialists).
- Develop new approaches to training and learning, reflecting SME's business operating conditions (e.g support workplace learning and mentoring)
- Promote best practices in accessible tourism training through coordinated actions

Thankyou

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ENAT

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Accessible Tourism