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## IO3 - TRAINING PATH OF THE MASSIVE OPEN ONLINE COURSE

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## Course Summary

The MOOC aims at qualifying managers and staff of the SMEs in the tourism sector by providing them with the basic skills needed to properly deal with customers with specific needs. As the availability of reliable, verified and update information on the usability of their destination offer is one of the major critical issues for these customers, the course is focused on how to correctly describe the characteristics of tourism premises and services, through a full understanding of the Design for All concepts and the use of self-assessment tools.

Thanks to this course, tourism SMEs will be able to provide better services toward all tourists and will be able to be visible on the web, with a reliable description of their offer, reaching a target whom they are normally overlooking as they feel not experienced enough to be able to cater for them properly.

## Course organization

This MOOC consists of 4 Modules with 8 Topics (2 for each module), self-tests, discussion forums, webinars and final evaluations.

At the beginning of each module a set of training material is released to the trainees and consists of:

- An introductory video/infographic animation aimed at presenting challenges and main concepts of the module;
- A list of relevant documents available on the web to deepen the analysis.
- Links to existing training material to add different points of view on the subject.

Training material can be accessed at any time, from anywhere and on any device. The content will be released at a specific date and time but this doesn't mean the trainees need to log on at that time. MOOC works independent of where in the world the trainees are located.

- **Modules:** each Module lasts 2 weeks and addresses two main Topics
- **Topics:** throughout the weeks, trainees can access the material at any time that suits them, and they can download the material for offline viewing.
- **Self-Tests:** after each module, trainees will have the opportunity to test their knowledge. The results of the self-test are not recorded and the trainees can attempt the questions as often as they wish.
- **Discussion Forums:** trainees will be asked to participate to the “online debate” through the use of discussion forums which will be active in the learning portal. Each module will have a general forum where participants can ask their own questions to



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be answered by the peer participants or the course experts or answer to questions asked by the course facilitators. The participants will have also the possibility to start their own sub forums. Selected material from the forum together with selected topics from the social media feedbacks will constitute the subject of the online by-weekly webinars.

- **Social Media:** trainees will be asked to participate to the “online debate” either posting on a personal blog, or through facebook, twitter and other social media, using the #hashtags and feeds provided by the MOOC administrators. Selected material from social media feedbacks will constitute the subject of the online bi-weekly webinars.
- **Webinars:** every two weeks, at the end of each module, the trainees have the opportunity to join an open “webinar”, a synchronic event in which they will meet peers tutors (tourism operators previously trained) and the partnership’s experts and can ask them questions or discuss with them important issues related to the module.
- **Final Evaluation of the learning achievements:** it is based on the content delivered throughout the entire course.

**Final evaluation of the MOOC efficacy:** in order to get feedback about the MOOC to fine tuning it, trainees will be asked to express their opinion on the course they’ve attended.

At the end of the MOOC, after the completion of the 4 modules, the trainees will be asked to register in the PANTOU database ([www.pantou.org](http://www.pantou.org), the European Accessible Tourism Directory) their tourist facility or activity and describe the accessibility features of their premises.

The training material supporting participants will be produced by the project partners and it will form the “MOOC training kit”.

## Course Characteristics

- Starting from: January 16, 2017
- Duration: 8 weeks (4 - 6 hours per week)
- Final evaluation of the learning achievements: March 20, 2017
- Final evaluation of the efficacy and efficiency of the MOOC: March 20, 2017
- Course language: English
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## Target Audience

- Managers and staff of SMEs in the hospitality sector
- Manager and staff of SMEs in other sectors of the Tourism Supply Chain
- Representatives of the Vocational Training sector
- Representatives of organizations of people with disability
- Representatives of Public Bodies responsible for the quality of the tourism offer of a destination
- Students of Tourism Courses
- The general public

## Course Requirements

- Basis understanding of tourism value chains
- Basic understanding of information technology (IT)

## Course Training Path: content of the Modules

MOOCs main characteristics are flexibility and autonomy, that is the freedom for participants, facilitators and instructors to expand, deepen, remix and repurpose the content during the course, following the inputs coming from the online interactions. Therefore, the developed training path only provides the basic suggested "route" of the learning process that could be customized and extended by each participant according to her/his needs, interests and skills.

### GENERAL INTRODUCTION

A short video will introduce the participants to the topic addressed in the course, will explain how the MOOC will be organized and will give basic instructions for its attendance.

### MODULE 1 - Tourism for All: concepts and issues

#### Video Infographic addressing / the main topics of the module

##### 1.1 Introduction, background and definitions

The first part of module one introduces the history and the concept of tourism for all, based on the consolidated experience and the data emerging from various studies of the supply and the demand. It introduces the most significant experiences undertaken in the specific area and analyses the reference legislative framework, sector trends and sector economic relevance. Participants will be able to understand concepts of tourism for all, value of the market and potential customers buying habits.

#### Contents:

- What is Tourism for All and who are the people who can benefit from its widespread recognition (people with disability, older people, families with babies, etc.)
- Market size, Market opportunities and Economic impact
- Level of readiness of the supply side of the Tourism sector to welcome all the potential customers with specific access needs
- Basic references to international guidelines, recommendations
- UN Convention on the rights of people with disabilities
- Basic of Design for All principles

## 1.2 The accessible tourism service chain

The second part of the module presents the meaning of “accessibility” in tourism and the basic concept that, being a tourism destination an integrated system of attractions and services - the so-called tourism service chain - accessibility should regard all the service chain components.

Particular attention is also given to the evidence that the spread of the “culture of accessibility” improves the quality of the tourism offer for all visitors (not only for the ones with specific access needs) and also the daily life of people living in a tourist destination.

It is all supported by examples and best practices.

Participants will get familiar with marketing strategies and offers to reach the Tourism for All customers properly and recognize the needs of the whole value chain.

### Contents:

- What does “accessibility” mean with regard to the tourism sector
- Customer with specific needs: which priorities and which difficulties while travelling
- The four essentials of the tourism value chain in accessible tourism: information, transport, infrastructure, services
- Accessibility equal to better quality of the tourism offer
- Benefits from the creation of a local tourism system attentive to the issues of accessibility
- Some significant experiences of tourism destinations attentive to the accessibility issues.

### Online forum for Module 1

### Webinar of Module 1

### Self-test of Module 1

## MODULE 2 - Serving customers with specific needs

### Video/Infographic addressing the main topics of the module

#### 2.1 Need and wishes of current and potential customers

The first part of module 2 allows participants to identify and evaluate the specific requirements expressed by each person related to their individual needs and to provide the tools to define appropriate services/products for each customer. Solutions aimed at

responding to these needs will be examined as well as the possibility of integration among these in order to reach the broadest user base possible.

### **Contents:**

- The I.C.F. (International Classification of Functioning, Disability and Health)
- Different types of impairments: visual, hearing, physical impariments, cognitive impairments
- The specific needs of customers with different types of impairments
- Main barriers and problems encountered by customers with specific needs
- Simple solutions to overcome barriers and problems
- Assistive devices
- Examples and Best Practices.

## **2.2 Communication and welcome techniques for customers**

In this part of the module all the aspects of the relations between the service supplier and the Customers will be examined, in particular regarding the principles of a good welcoming and the assumption of correct behaviours and attitudes towards people with disabilities and specific needs. Also how to deal with and satisfy the customer's requirements and handling complaints in case of customers with specific needs.

### **Contents:**

- Concept of autonomy and integration
- Prejudices and stereotypes: self-analysis and self-evaluation
- Understanding the desires and abilities of disabled persons– Psychology of the Disability
- How to relate with the Customer with disabilities: behaviour rules and body language
- How to be a spokesman of needs and requests: with other suppliers, with other functions of one's own company
- Contact and working with disability organisations
- Handling complaints in case of people with disabilities, emphasising the specificities of such complaint handling

### **Online forum for Module 2**

### **Webinar of Module 2**

### **Self-test of Module 2**

## **MODULE 3 - Accessibility assessment of tourism premises**

### **Video/Infographic addressing the main topics of the module**

#### **3.1 How to gather data on accessibility**

The first part of module 3 aims at providing tourism entrepreneurs with a guidance on exactly what and how to assess within their premises in order to meet the (information) needs of customers with different impairments. It will present the main methods for the collection of accessibility data, providing practical examples of assessment, aimed at getting participants familiar with the use of the collection tool and its adaptation to different facilities. The importance of periodically updating, especially after some refurbishment, will be stressed.

#### **Contents:**

- Key evaluation criteria and their use
- Different schemes for analysing accessibility
- Managing and use of a collection tool
- How to measure key accessibility features and barriers
- How to take pictures
- Practical examples of assessing accessibility
- Importance of updating
- Photo material as good or bad examples

#### **3.2 Learning on how to use the APP for self - assessment**

This module will present the Mobile Application developed by the App Tour You project which everyone can use as self-training tool for accessibility assessment of a tourism facility. It will describe the structure and usability of the App as a data collection tool .

#### **Contents:**

- Structure and functioning of the App
- The App as a self-training tool for accessibility assessment  
Practical examples of using the App for self-assessment

#### **Online forum for Module 3**

#### **Webinar of Module 3**

#### **Self-test of Module 3**

#### **Evaluation of the APP usability**

## **MODULE 4 - Analysis and delivery of information about accessibility**

### **Video/Infographic addressing the main topics of the module**

#### **4.1 How to analyse collected accessibility data**

The first part of module 4 provides the basic knowledge to analyse, review and organize self-collected data according to the needs of customers in order to be able to deliver reliable, standardised, simple, easily readable and clear information.

It also provides the basic knowledge to analyse and evaluate information of accessibility provided by different assessors and recognize its reliability and effectiveness in meeting customers' information needs.

#### **Contents:**

- Presentation of characteristics of information
- Criteria for the analysis and review of the gathered information on accessibility
- Finding and analysing already existing information on accessibility, understanding information reliability

#### **4.2 How to present information**

In this part of the module participants will get to know how to include information on accessibility in different stages of travelling: accessibility before leaving (i.e. planning and looking for information), when arriving, getting in, enjoying the experience and overall satisfaction. The emphasis is put on the information to be provided in the planning stage of travel, providing adequate information to tourists with special needs. Participants will get knowledge about existing information schemes and the ability to analyse and use them, and their features related to needs of the customer.

They will also get knowledge on how to provide accessibility information to their customers through different information channels: social media, internet, phone, phone call, etc.

#### **Contents:**

- Guiding principles related to Universal Design of customer information and communication
- The layout, style and content of the information to meet the requirements of customer with specific needs according to the chosen media: printed material, digital documents, audio visual-content, websites, apps, signage
- Analysis of various Accessible Information Schemes, NTO and Supplier websites and Pantou.org including Access Statement Template.
- Guidance on what information are the most important to communicate when you have limited space for releasing information (e.g. on a brochure)
- Best practices



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- Basic knowledge about communication techniques, behaviours, relationships and quality requirements when providing information to guests with special needs.

**Online forum for Module 4**

**Webinar of Module 4**

**Self-test of Module 4**

**Final evaluation of the learning achievements**

**Final evaluation of the MOOC efficacy**