



app tour you

Manual of sustainability and replicability of the MOOC and the self-evaluation tool

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1. Introduction

The objectives set for the realization of the MOOC were confirmed by the phase of development of this advanced training system.

As a matter of fact, the figures of those who enrolled were highly significant, with more than 580 inscriptions from all over the world.

Those who completed the course represented more than 10% of the total number: these figures are widely within the average statistics¹ of a MOOC development and confirm two main facts:

1. The topic of the MOOC was largely accepted and considered as extremely interesting and needed by both the tourism industry and all stakeholders connected with Tourism for All
2. The need for training on these issues is of utmost importance for a qualified offer of tourism services to all potential customers, including seniors and people with specific access needs.

This success confirms the need, already pointed out in the project application, for the experience gained in developing accessible tourism training in some EU Member States to be transferred to other European countries and regions; taking advantage of the methods tested by the Partnership and making the training resources replicable and available to a wider audience.

This handbook will describe how the MOOC system may be replicated, the discipline to which the interested stakeholders have to refer, the conditions set by the partnership to protect Intellectual Property Rights and the visibility of the EU Commission funding.

Sections of the handbook will refer to the possibility of:

- a. adaptations to the local national situation and/ or to specific end users;
- b. translations of the training material and inclusion of national documentation; and
- c. the conditions to give visibility to any facility assessed by the MOOC specifically created tools (web mobile APP and self-learning APP).

¹ See Syed Munib Hadi, New model for measuring MOOCs completion rates (2016)
http://www.academia.edu/20434486/New_model_for_measuring_MOOCs_completion_rates

The handbook will also provide suggestions and conditions for possible technical implementation in the replication process.

Finally, the evaluation of costs involved in any possible activity of re-use of the MOOC, either with the support of the actual partnership or autonomously, under specific licences is considered.

APP TOUR YOU project team places a lot of importance on the possibility of transferability of its training products as this will make the solutions available to many actors, with a wide variety of tourism products thus becoming more inclusive. This would be a valuable contribution towards the strategic goal of making Europe *Accessible for All*.

2. Overview of the project

[APP TOUR YOU](#) is a European project funded by the Erasmus plus programme, strategic partnerships for VET. It has experimented with new models of training on accessible tourism and information targeted to SMEs and entrepreneurs in the field of tourism. The project has been driven since October 2015 by the cooperation of the following partner organisations:

- Tandem (coordinator) – Italy
- ASM (Market research and Analysis center) – Poland
- ENAT (European Network for Accessible Tourism) – Belgium
- Generalitat de Catalunya (Directorate General for Tourism) – Spain
- HOTREC (Hospitality Europe) – Belgium
- INCIPIT Consulting – Italy
- PREMIKI (Institute and Travel Agency) – Slovenia

The project officially ends on 30 September 2017.

The ability to accommodate all types of customers and offer them services tailored to their needs, regardless of which those needs are, is a basic skill required for all employees in the tourism services. However, despite many improvements at EU level, there is still a large share of tourism operators who do not have the necessary skills to meet the needs expressed by customers with disabilities, which consist, primarily, in receiving accurate and reliable information on the characteristics of the tourism facilities in order to decide if they are suitable for them.

Thus, the project was targeting to develop a tool and a self-learning programme, which can contribute to overcoming this “skills gap” in an accessible, interactive and flexible way.

Having developed a first set of self-learning materials for the project, APP TOUR YOU first organised a [Blended Learning](#) training period for “trainees to become facilitators”. The trainees came from the world of tourism and were mainly owners and operators of SMEs. Through a blended learning experience these motivated entrepreneurs became tutors of other peers. These peers acquired the knowledge, put together by the partnership through a [Massive Open Online Course \(MOOC\)](#) running from mid-January to mid-March 2017 and a self-learning APP for accessibility auditing. .

The training was designed to allow for a gradual progress and was based on 4 modules:

- Module 1 - Tourism for All – Concepts and issues: providing for a general overview and introduction to accessibility in tourism.
- Module 2 - Serving customers with specific needs: familiarising the trainees with the specific needs people may have and giving tips and guidance on how to respond to such needs.
- Module 3 - Accessibility assessment of tourism premises: giving trainees a simple introduction on how to assess their own premises and which are the core aspects to be measured.
- Module 4 - Analysis and delivery of information about accessibility: providing for a summary and tips on where and how accessibility information gathered can be made available for the customers.

During the learning experience, the MOOC allowed for interactions between the peers as well as the trainers. Moreover, following each module a webinar was organised summarising the information and allowing for questions. The level of the acquired knowledge throughout the self-learning process could be checked through self-evaluation tests at the end of each module.

A [self-learning web mobile APP](#) has been, besides the MOOC, the other cornerstone of the project. The APP gives the possibility to facility owners / managers to make a self-evaluation of the accessibility features of their facilities and to have access to the summary of the results. These results can then be further communicated through the own channels of the facility itself, or be made available through [Pantou](#), the European Accessible Tourism Directory, following an easy registration.

3. Benefits for future users and takeaways for other stakeholders

Benefits for future users

The design and the structure of the MOOC developed in the APP TOUR YOU project was focusing especially on the needs of micro enterprises and SMEs. Because of the lack of human resources in such small entities, availability for training outside of the premises cannot be arranged easily. The self-learning course developed by the partnership of APP TOUR YOU tried to respond to this challenge by setting-up a training system which is easily accessible and flexible.

The training and the MOOC has several benefits for tourism entrepreneurs. It allows for flexibility, as the main condition for participation is having an internet connection. Depending on the trainees' availability, progress in the self-learning can be done anytime. Thus, it saves the time and the costs of travelling to training centres, and allows the learner to stay always at their business when needed.

The new form of online course, namely the MOOC, not only allows for a passive absorption of information, but also for an interactive form of education especially tailored to the needs for the smallest enterprises in the sector. Thanks to the interactive nature of the MOOC, contacts and networks between professionals can be easily built-up, enhancing cooperation and exchange of best practices.

In addition to the MOOC, an online application was developed, where entrepreneurs, when going through their facility, can make the self-assessment of their establishment's accessibility and publish the relevant information in a simple way to people in need of it.

Thus, the self-learning material, as well as being available for a possible future MOOC, provides for lots of benefits for tourism professionals, who only have to bring along the following three basic requirements to reap the fruits of the project:

- Some motivation to learn about the basics of accessibility and the importance of providing the right information;
- An internet connection;
- Some available time, in a flexible manner, to absorb the main contents of the training.

Takeaways for other stakeholders

The necessity of knowing the accessibility features of publicly accessible places is equally important for other areas of everyday life beyond tourism. The basic principles of the training can therefore be used much more broadly in society than only in tourism.

Furthermore, the concept of the interactive APP TOUR YOU MOOC could provide ideas and incentives for other entities within and outside of tourism-related activities to develop similar training programmes for their professionals to increase their knowledge requiring little resources.

4. Who could make further use of the training tool?

The training tool and the App developed by the APP TOUR YOU partnership have been developed in order to benefit a wide range of tourism professionals, not only during but also after the official end of the project.

Besides the possibility that the APP TOUR YOU partnership may re-launch a MOOC based on the achievements reached together since October 2015, the partnership considers that the self-learning tool could be highly beneficial to various other entities being in contact with tourism professionals:

- National/local tourism related professional associations in any field of tourism activity;
- Educational centres or institutions offering schooling in relation to tourism and hospitality management;
- European Networks in contact with tourism professionals.

5. The promotion of the tools

The project partners of APP TOUR YOU are, via their networks, promoting the benefits and the availability of the project results for further use and dissemination.

The participating networks in the partnership, HOTREC and ENAT, will continue informing their members and partners about the availability of the project materials via their events, newsletters and other communication channels. As the further use of the training materials is flexible (e.g. with the possibility of translation and to adapting them to local requirements and best practices,) a broad use beyond the partner countries of the APP TOUR YOU partnership is very much feasible and desirable.

The APP TOUR YOU website, together with the current MOOC platform and all the training material will be available far beyond the formal termination of the project, meaning beyond September 2017; thus external entities and individual learners will have open

access and, consequently, the possibility to take-up the project's results, tools and methods for a considerable time.

Promotion channels and actions

APP TOUR YOU partners will use their respective dissemination channels and networks to promote the project results to a diverse range of organisations and to individual businesses and learners. These channels and target groups are shown in the APP TOUR YOU Dissemination and Communication Plan.

During the last phase of the project, APP TOUR YOU partners will disseminate the results of the project through various means, including:

- APP TOUR YOU Final Conference, Brussels, 27 June 2017, targeting SMEs and tourism stakeholders from the EU;
- Final APP TOUR YOU Brochure, with Overview of the Project and Training, issued at the Final Conference;
- Public project deliverables – published on the project website and through the ERASMUS+ database;
- E.N.T.E.R. Project profile and training products database (<http://www.enter-network.eu/my-enter-zone-products>) distributed to over 900 EU vocational training organisations and experts. E.N.T.E.R. stands for the **E**uropean **N**etwork for **T**ransfer and **E**xploitation of EU Project **R**esults, GmbH.
- Mailshots by ENAT to the APP TOUR YOU mailing list and ENAT members announcing the final results of the project and inviting all contacts to use the available training tools.

The APP TOUR YOU project partners that are, themselves, membership organisations, will promote the training tools to their own members, these being:

- **HOTREC** will promote the MOOC training kit and the self-learning APP to its 41 associations in 29 European countries and its tourism network. HOTREC will encourage its national hospitality associations to make use of the results of the project also by adapting them to their individual needs (e.g. translation of the materials), for the benefit of the hospitality enterprises in their countries.
- **ENAT** including:
 - 20 Full Members and approximately 100 Associate Members in over 30 countries in Europe and Overseas.
 - 25 members of the ENAT Learning Group, comprising professionals from EU National and Regional Tourist Boards who gather once a year to share



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information on Accessible Tourism policies, strategies and actions. The Learning Group includes the Catalan Tourist Board, which operates under the authority of the ATY Partner, Gen. Cat.

- **TANDEM** will promote both the concept of the MOOC and the self-learning app through its communication channels (www.tandem.coop, through www.superabile.it, the contact centre of the Italian compensation authority for injured people, with a section on accessible tourism), promoting the use and reuse of the tools in the next projects/activities related to accessible tourism, promoting the use of the tools at local level for SMEs, and the exploitation of the training content strengthening new partnerships with training institutions.
- **Incipit Consulting** will promote the use of the MOOC training kit and the self-learning APP to many tourism stakeholders in Italy and abroad, thanks to the large number of contacts the company owns with SMEs and tourism operators, many of whom are former students of the Incipit staff at the tourism degree programs of University of Perugia. Moreover, Incipit will make use of the ATY training material in its training courses on accessible tourism, always quoting the ATY project and the partnership that implemented it.
- **Premiki** will promote the use of MOOC training kit and the self-learning APP to stakeholders and business partners that are already in business with Premiki. We will also present it to regional agencies and other regional offices that are working in tourism focusing on development of destinations. We will promote it also at face to face training on accessible tourism provide it by Premiki as additional support material.
- **GENCAT** (Catalan Directorate General for Tourism) will promote the use of the MOOC training kit and the self-learning APP to businesses, official entities and stakeholders of the Catalan tourism sector. The official entity's website will keep including information of the project and specifically of the MOOC inviting any business, stakeholders and any other official Catalan entity to learn from the contents uploaded in the MOOC. Moreover, the Catalan Directorate General for Tourism will specifically promote the training material in face to face trainings, and make use of the material in specifically training courses on accessibility.

It is anticipated that the promotional actions listed above can lead to, *inter alia*:

- Adoption and use of the ATY training tools, including textual and video materials and the ATY Self-learning Accessibility APP, by Tourism Chambers, National and Regional Tourist Boards, Destination Management Organisations, Schools of Hospitality and Tourism Training/Education, Vocational Training consultants and researchers, lecturers and students.
- Integration of the ATY tools and material in Tertiary level education curricula.

- Application of the tools and methods in Destination Management Organisations that are planning to improve accessibility.
- Outreach to SMEs in the tourism sector outside European Union, through the Pantou Directory.
- Further adoption and refinement, as well as regionalisation (translation) of the ATY tools and methods in future ERASMUS+ and Europe Aid projects.

6. What are the ways to make further use of the training tool?

a. General overview

There are two sets of training programmes developed within the project:

- for the blended learning experience to train facilitators for the project;
- for the MOOC and thus the wider audience.

The training tools developed by APP TOUR YOU can be further used and eventually developed in various ways (see also the related conditions described further below):

- The training material will be available on the project's website www.apptouryou.eu/mooc well beyond the official end of the project, thus it is there for further consultation;
- The training materials, including the videos, can be translated / replicated as they are and be integrated in various training programmes at national / local level;
- The training material can be translated / replicated and further enriched by references to national / local requirements and / or best practice examples of tourism establishments;
References to the additions shall be made clear indicating the sources that are different from the APP TOUR YOU's own, original content;
- A shortened set of information (quoting parts of the contents) is also possible, to integrate parts in other existing training programmes;
- Benefiting from the APP TOUR YOU MOOC platform.

Below (in point b) and chapter 7) there is a detailed description on the different training materials developed and the conditions that apply to their further user.

b. Detailed description

The training material developed for the Blended Learning Experience

The 3 modules that have been developed for the Blended learning experience are available both in the documents area of www.apptouryou.eu, and inside the ATY training portal together with the MOOC on www.apptouryou.eu/mooc.

From the documents area of ATY website they can be freely downloaded and used for self-training or they might be used to train other people by quoting the source, the authors and the European Commission.

To reach the documents in the training portal users have to sign-up and create an account. As long as the portal is open, at least until the end of 2019, the modules can be surfed and downloaded for free. For a complete training experience, the administrators should be involved for tutoring, administer the tests and manage inscriptions, participation and to test the proficiency of users.

The training modules with the MOOC

The basic principle of the MOOC lies in its being an “event” rather than a package of training materials. Even if the availability of the collected and the self-produced training materials can be very useful for people approaching the concepts of accessible tourism, the real added value for the users is participating together with a group of peers in the MOOC event (in the case of APP TOUR YOU lasting two months) having the possibility, within an agreed period, to contact peers, write in forums, ask for help, propose other training material, participate to synchronic webinars and networking.

Such an event needs to be prepared and developed by a group of MOOC administrators who can advertise, manage and deliver the training course. Moreover, in case of delivery of a diploma or a certificate of proficiency, the MOOC administrator needs to oversee the activity of users and reward those who meet the fixed criteria.

The administrator of the MOOC should therefore be an expert/professional in accessible tourism.

From the technical point of view, training software helps administrators to develop and present a clear and useful training portal at nearly no cost. APP TOUR YOU partnership used Moodle free tool, and the projects’ IT team uploaded the platform on www.apptouryou.eu/mooc . The platform can be used on its current position or it can be moved to another server with the consent of the partnership.

The platform has got the tool needed to perform all activities of the MOOC:

- A table of contents to link or upload the modules
- Forums
- Walls for important information
- Live chats for active participation in webinars
- Tests and questionnaires
- Evaluation forms
- Self-assessing tools

During the MOOC, other forms of social participation have been promoted outside the portal, such as:

- ATY Facebook page at <https://www.facebook.com/groups/443482555856530/>
- ATY YouTube channel from where all webinars have been broadcasted at <https://www.youtube.com/channel/UCAkHjRuDpNVDA2wJoCUZyQg>
- ATY Twitter page at <https://twitter.com/apptouryou?lang=en>

Moreover, the partnership has promoted the use of participants' social media to promote and discuss the subjects of the MOOC (like personal blogs, social media pages).

All kinds of social participation should be taken into account to let participants express themselves using the tools they are acquainted with.

When the partnership or an external organization or group of stakeholders want to replicate the MOOC, they might decide to use the existing platform on www.apptouryou.eu/mooc or to upload it on another URL. That is possible at certain conditions which will be explained in the next paragraphs.

It will be necessary to contact the partnership to agree on the level of involvement of the ATY partners and experts and to coordinate with the IT experts of ATY the transfer of data.

A budget should be agreed for all activities which will be undertaken by the project's partners.

The training modules developed for the MOOC

The web platform containing the MOOC is open and free and all users can sign-in and surf throughout the materials produced by the partnership or collected for the participants of the MOOC.

The collected material is already given as a link to external sources, the video tutorials and the recordings of the webinars are uploaded in the ATY YouTube channel, at <https://www.youtube.com/channel/UCAkHjRuDpNVDA2wJoCUZyQg>

The handouts produced by ATY are downloadable from the portal.

The experience of the “MOOC event”, with live Webinars is much more complete than using the material on its own, but the documentation is nonetheless useful, varied and comprehensive for people working in the tourism sector who want to address the topics of accessible tourism and find answers, solutions and advice on how to cater for people with specific access needs.

The use and the replication of the self-assessment tool (the web mobile app)

ATY partnership developed a [self-learning tool](#) to assess the accessibility of accommodations, restaurants, tourist venues etc. The main purpose of the tool is “learning by doing”: the user learns how to make an access statement of his/her tourism facility, with a step-by-step guide and information window. The result of his/her activity is a real access statement which is sent by email to his/her account, also in pdf format. The user can decide to publish the access statement in the directory of ATY at <http://www.apptouryou.eu/index.php/your-facilities/search-your-facility>

Moreover, having written the Access Statement, the user has the possibility to create a profile of their accessible tourism business at www.pantou.org, the European Accessible Tourism Directory, to advertise his services and present the access statement of his facility.

At this stage the app is totally free and is available on the **Apple Store** and as a **web instrument** on ATY’s website. The tool can be used worldwide and its only limitation is that it provides access statements only in English.

The only possible development of the app, which follows strictly the content of the PANTOU access statement, as it has been developed by ENAT and agreed upon by its members, could be providing other national and local languages versions of the app.

Since its release, a number of users suggested that it could be useful to make different language versions of the tool to help entrepreneurs who would find easier to work and edit their access statement in their native language, and better learn and read all the training information contained in the tool.

The Pantou Access Statement template, on which the App questions are based, has already been translated into German and Italian, so after some editing the tool could be integrated in the existing platforms, providing multi-lingual functionality for users of the App. In order to incorporate further languages, partners would require minimal additional

resources for translation and technical implementation, using the database and platform which are already suitable for hosting other languages.

Until April 2017, Pantou was wholly funded by the European Commission (COSME programme) as a support action for tourism SMEs. The Directory holds published data from approximately 700 service providers. Since EC funding has ended the website is now managed and supported by ENAT asbl. and EWORX S.A., a digital services provider and ENAT Founding Member based in Greece. It is the intention of ENAT and EWORX to expand the catchment area of accessible tourism suppliers from Europe to all countries of the world, making this the first global directory listing all types of accessible tourism suppliers. With a wider, global reach, it is anticipated that Pantou will act as reference for both businesses and visitors who are interested in accessible tourism.

The prominence of self-assessment, using the Pantou Access Statement as a quality assurance tool for accessibility information is likely to increase in the coming months, as new registrations are received from suppliers in countries that do not have official Accessible Information Schemes. This can give a boost to the use of the ATY APP as a data collection tool both within and outside Europe, supporting the spread of detailed and systematic accessibility information, thus enabling all tourists to have more choices when searching for accessible destinations, venues and services worldwide.

7. The conditions of replication and use of the training tools

In the following tables we are summarising, according to possible replications of the various training tools, whether they might be carried out from a legal point of view, their opportunity to be developed, how to proceed for their replication and who should be contacted to do so.

As presented in the previous paragraphs, the main possibilities to replicate the ATY training tools have been identified as:

- Use of the training modules used for the blended learning activity
- Use of the training modules developed for the MOOC
- Use of the MOOC platform and its contents
- Use of the self-learning app and its web version.

For each of the tools different possible actions have been foreseen, to prepare possible stakeholders who might want to use, modify or otherwise exploit the training tools developed by the project. A general description for these possible actions is to be found in the tables below. Furthermore, the partnership is making the training content developed in

the framework of the project available under the general conditions described in the tables below:

Training modules developed for the Blended Learning Experience

Action	Possible YES/NO	How do I proceed?	Who do I contact?
Use / translate the modules as they are downloaded from www.apptouryou.eu	YES	As the modules are made within the European project and are already available through the project website and in the moodle platform, it is possible to use / translate them without modifying them for other purposes quoting the owners (the European Commission and the partnership of APP TOUR YOU). In case of translation, please mention “translated from the English original”.	There is no need to contact the partnership. The partnership would be anyway pleased to be informed of any use of the produced material. Please contact info@apptouryou.eu
Modify the modules	NO	It is not possible to modify or edit the modules, unless part of the text is used quoting the source and the authors.	-
Quote / translate parts of the contents	YES	The content of the modules can be quoted / translated if the source and the authors are reported. In case of translation, please mention “translated from the English original”.	There is no legal need to contact the authors, but ATY partnership would be pleased to track any use of its material. Please contact info@apptouryou.eu
Use the modules as they are, using the MOODLE training portal of www.apptouryou.eu	YES	As the modules are made within the European project and are already available through the project website and in the moodle platform, it is possible to use them without modifying them for other purposes quoting the owners (the European Commission and the partnership of APP TOUR YOU).	As long as the platform is online it will be possible to subscribe to the training developed for the Blended Learning Experience, therefore there will

		<p>However, it is necessary to subscribe to the training platform and the administrators are within the partnership, so, to have a clear vision of who is using the platform and with which profit. Administrators should be asked to actively manage the platform during an externally organized training activity.</p>	<p>be no need for single users to contact the partnership to subscribe and surf the course.</p> <p>However, it should be important to contact the partnership to request diplomas and rewards, or if the training is meant to be organized by a third party.</p> <p>Please contact info@apptouryou.eu</p>
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Training modules developed for the MOOC

Action	Possible YES/NO	How do I proceed?	Who do I contact?
Use / translate the modules as they are	YES	<p>As the modules are made within the European project and are already available through the project website and in the MOOC, it is possible to use them without modifying them for other purposes quoting the owners (the European Commission and the partnership of APP TOUR YOU). In case of translation, please mention "translated from the English original".</p>	<p>There is no need to contact the partnership.</p> <p>The partnership would be pleased to be informed of any use of the produced material.</p> <p>Please contact info@apptouryou.eu</p>
Possible additions	YES	<p>When using the modules as they are, it is possible to make some additions (e.g. references to national regulations, best practice examples) to the content (e.g. in Annexes), without modifying the original content. It should be</p>	<p>There is no need to contact the partnership.</p> <p>The partnership would be anyway pleased to be</p>

		clearly indicated what the additions are.	informed of any use of the produced material. Please contact info@apptouryou.eu
Modify the modules	NO	It is not possible to modify or edit the modules, unless part of the text is used quoting the source and the authors.	-
Quote / translate parts of the contents.	YES	The content of the modules can be quoted if the source and the authors are reported. In case of translation, please mention "translated from the English original".	There is no legal need to contact the authors, but ATY partnership would be pleased to track any use of its material. Please contact info@apptouryou.eu

ATY videos

Action	Possible YES/NO	How do I proceed?	Who do I contact?
Use the videos as they are / addition of translations as subtitles	YES	As the videos are made within the European project and are already available online on YouTube, it is possible to use them without modifying them for other purposes quoting the owners (the European Commission and the partnership of APP TOUR YOU). In case of inserting subtitles to the videos, please get in contact with the partnership.	There is no need to contact the partnership, when the videos are used as they are. In case of addition of subtitles, please contact info@apptouryou.eu
Modify the video	NO	It is not possible to modify or edit the video, unless part of the text is used quoting the source or frames are used to quote the video and its original content.	-

Quote / translate the text of the videos	YES	As the videos contain different useful information, some of it can be quoted in a written text, but only if the source and the authors are reported. Texts can also be translated and be quoted in a written text, reporting the source and the authors as well as the mention "translated from the English original".	There is no legal need to contact the authors, but ATY partnership would be pleased to track any use of its material. Please contact info@apptouryou.eu
Use frames from the videos	YES	It is possible to copy paste frames directly from YouTube with the purpose to quote the videos or to show some data form the infographics, but only reporting the source and the author.	There is no legal need to contact the authors, but ATY partnership would be pleased to track any use of its material. Please contact info@apptouryou.eu

ATY MOOC on accessible tourism

Action	Possible YES/NO	How do I proceed?	Who do I contact?
Use ATY MOOC Platform	YES	In principle it is possible for a group of stakeholders to ask the partnership to reactivate the MOOC. A budget will be asked to pay the tutoring and the administration of the platform. The number of foreseen participants to the MOOC could affect the budget.	You should contact the project coordinator and the partnership. Please contact info@apptouryou.eu
Move the contents on another platform	YES	It could be possible to ask the partnership to move the platform to another URL to advertise and to perform a new MOOC. It is necessary to contact the partnership to agree on the	You should contact the project coordinator and the partnership. Please contact info@apptouryou.eu

		<p>level of involvement of the ATY partners and experts and to coordinate with the IT experts of ATY the transfer of data.</p> <p>A budget should be agreed for all activities which will be undertaken by the project's partners.</p> <p>In any case the authors and the European Commission will have to be quoted.</p>	
Using content and platform with another group of coordinators	YES	<p>In principle it is possible, but the partnership will want to be sure that the quality of the coordinators and the tutors of the new MOOC will be the same as the one of ATY.</p> <p>In any case the authors and the European Commission will have to be quoted.</p>	<p>You should contact the project coordinator and the partnership.</p> <p>Please contact info@apptouryou.eu</p>
Applying participation or examination fees for the completion of the MOOC	YES	<p>In principle it is possible to ask participants to pay a fee to join the MOOC, but only in order to receive a certificate of proficiency, based on examinations by selected experts/trainers. As a common habit, MOOCs are open to everyone to surf and interact (the intrinsic characteristic of the MOOC is its "openness").</p> <p>On the other hand, a fee can be asked to get a certificate. A budget should be included for the activity of testing and for the delivery of certificates, and a group of qualified experts should be engaged for this purpose.</p>	<p>You should contact the project coordinator and the partnership.</p> <p>Please contact info@apptouryou.eu</p>

ATY self-learning app

Action	Possible YES/NO	How do I proceed?	Who do I contact?
Use the app for accessibility campaigns, to get information on accessibility	YES	The app is free to use and besides being a training tool it can be used as an efficient tool to gather data on accessibility of a large number of venues. It can be downloaded from the apple store for IOS devices or used as a web instrument on all devices from http://www.apptouryou.eu/index.php/your-facilities/add-a-new-facility The results can be used to join www.pantou.org the European Accessible Tourism Directory, run by ENAT.	No need to contact the project partners.
Copying the app contents to develop a new product	NO	Even if the contents of the app are made with reference to the PANTOU access statement, which is a tool approved by ENAT, the European Network for Accessible Tourism, copying and replicating the app might not be a good choice for future exploitation. The app is already complete in itself and can be used by everyone as it is free. Replicating could mean just a waste of resources which might be used for other developments.	-
Translation of the APP in national-local languages	YES	Many operators have already asked if it is possible to implement a version of the app in the local languages. It is in principle possible to develop, and the structure of the app's database can be adapted to be used in different languages. Contacts should be taken with the partnership to discuss the terms and the times for a new release of the app, as a budget should be foreseen to accomplish the IT and translation activities.	You should contact the project coordinator and the partnership. Please contact info@apptouryou.eu

8. Business opportunities

As already mentioned, all products and services developed within the APP TOUR YOU project have to be open and available for users without any fee. It is a consequence of the fact that APP TOUR YOU is a European project funded by the Erasmus plus programme. Hence, everybody interested in gaining knowledge and improving skills in accessible tourism, and preparing an adequate tourist offer, has the freedom to use the MOOC, the APP and the Blended Learning, provided that he or she meets some basic requirements specified in the previous parts of the document (e.g. registering, respecting Intellectual Property Rights etc.).

Nevertheless, there are also some business possibilities for the project partnership. Figure 1 presents the value proposition of APP TOUR YOU using The Value Proposition Canvas model².

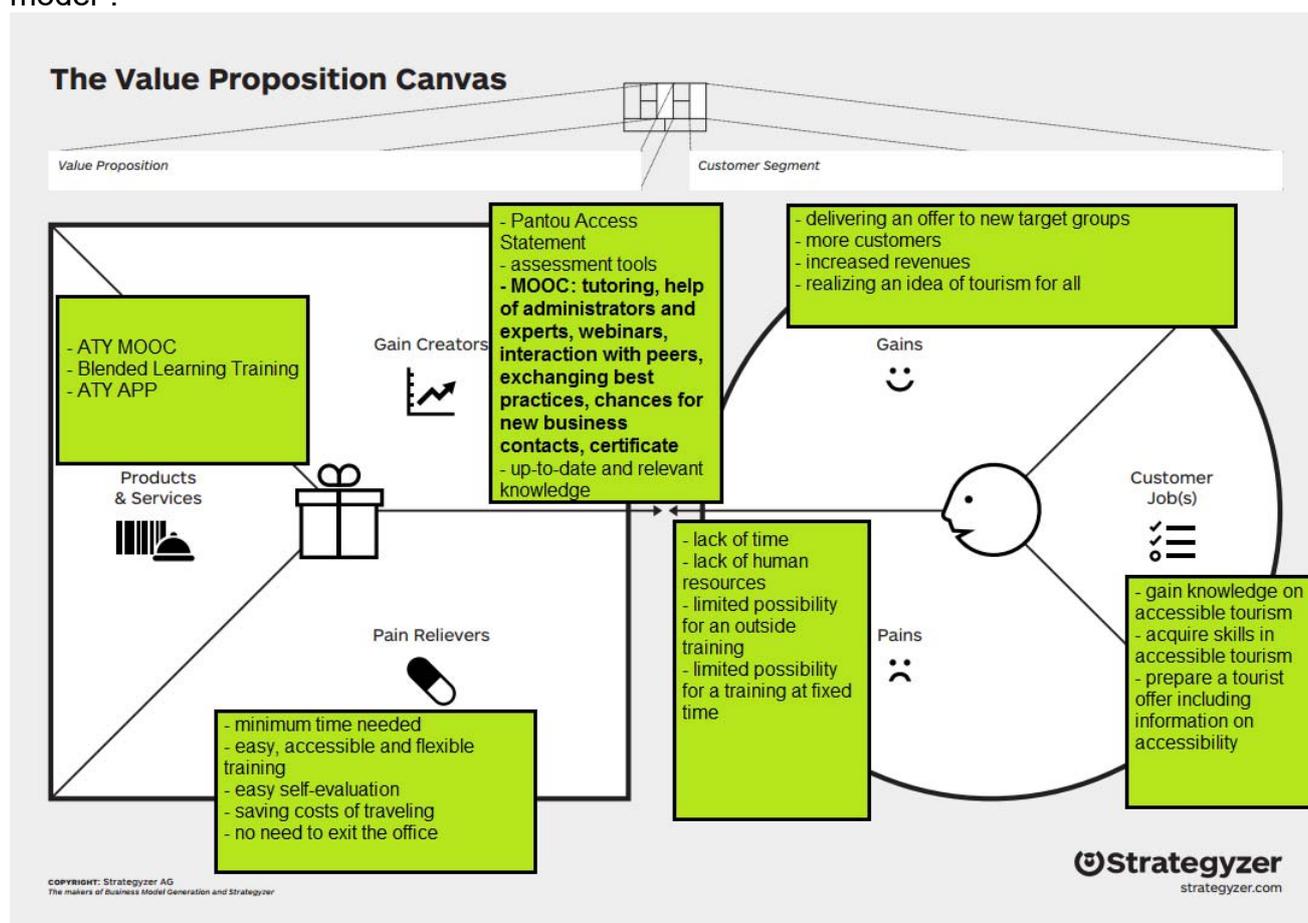


Figure 1. APP TOUR YOU Value Proposition

²Available on: <https://strategyzer.com/canvas/value-proposition-canvas> [access: 20/06/2017]. Business Model Canvas is a very popular template for developing a business model. See A. Osterwalder, Y. Pigneur, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons 2010.

The figure presents Customer Jobs, Gains and Pains, and on the other side, Products and Services, Pain Relievers and Gain Creators. The business possibilities for the project partnership involve features listed in bold in the section “Gain Creators”. They are all connected with running the MOOC.

It needs to be emphasised that the project partnership is obliged to assure open access to the outcomes of the project, namely, educational materials and the mobile application (APP). However, it does not include the MOOC, which is not an outcome.

A MOOC is just a form and not a content. Thus, there should be no procedural barriers for the partnership to make profits by running further MOOCs using APP TOUR YOU materials. Importantly, the content of the MOOC would be still available for free on the APP TOUR YOU website even during running of the MOOC. But participants in the course would be offered additional services, such as:

- tutoring – it is much more productive to learn when one has a possibility to use a tutor’s knowledge and skills, and to learn not only from the educational materials, but also through direct interactions with experts;
- help of administrators and experts – in case of any doubts or possible technical problems, one does not need to worry, one can just contact with an administrator; one would be also informed about any important things related to the course;
- webinars – it is a very promising and productive educational form associated with the course; webinars summarize particular modules and allow to exchange ideas and opinions;
- interaction with peers – it is assured by webinars and social network where participants can discuss different matters related to their professions (not only related to the MOOC or even accessibility);
- exchanging best practices – this kind of relation is very important allowing a mutually beneficial discussion that can help to improve one’s business performance and avoid mistakes;
- chances for new business contacts – if someone is looking for business partners to carry out some common undertaking, the MOOC seems to be also a great chance here;
- certificate – the project partnership can deliver certificates to participants who will meet fixed criteria and will pass the final tests carried out by administrators of the course.

It seems, then, that running a MOOC enriches a value proposition to a significant extent.

Benefits for potential customers wishing to organise a MOOC are threefold:

- being supported by administrators and experts;
- getting in touch with the peers;
- getting certificates.

All of these benefits are promising when addressing potential customers, but it is worth noticing that getting a certificate can be attractive especially for students and young employees who wish to develop their qualifications and to enrich their CVs, thus improving their position on the job market.

In reference to this, it should be expected that the more the MOOC will be popular and the better quality it will present, the more the APP TOUR YOU certificate will be valued by both students / young employees and employers. With increasing popularity of the MOOC editions, the motivation to participate in this event can be higher and higher.

Currently, it is possible to outline basic personal and non-personal costs related to particular services that can be offered within the MOOC. A table below presents a few examples.

Service	Costs
Tutoring	Tutoring, up-to-date materials and information, self-preparation, gaining experience in the field.
Help of MOOC administrators and experts	Monitoring and providing help and information.
Webinars	Preparing and conducting webinars, a room for webinars, a good-quality video camera.
Testing	Up-to-date knowledge, developing evaluation skills, preparing tests, distributing tests, managing a process, developing IT skills, checking tests.
Certification	Preparing and distributing certificates by experts and administrators

For a personalized offer for the organisation of a new Massive Open Online Course, please contact info@apptouryou.eu.