ETCAATS
E-LEARNING FOR THE TOURISM SECTOR

"European Training Certificate - Access for All in the Tourism Sector"

ETCAATS

2009 -2011

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Lifelong Learning Programme

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ETCAATS
www.etcaats.eu

The ETCAATS e-Learning Course
www.accesstraining.eu

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Training tools, on-line and text versions

Overview of the ETCAATS Training Tools

The ETCAATS *Access Training course is an online learning tool* offered at: www.accesstraining.eu

The course may be accessed free of charge – the only requirement is to register with a user name and email address, in order to receive a password to enter the e-learning platform.

The platform and course comprises a variety of didactic methods and learning components which serve to enhance the trainees' knowledge, skills and competencies in the field of accessible tourism.

The selected training tools have been chosen and implemented in such a way as to meet the general requirements for *a "light", fast and effective e-learning experience,* namely:

- Easy and intuitive navigation of the e-learning platform, using mouse or keyboard shortcuts
- Accessible Web Content throughout (- *some 3rd party videos are without captions*).
- Simple procedure for following the course and taking the tests ("Quizzes")
- Clear and attractive layout of components with minimum need for "scrolling"
- Minimal number of hierarchical levels for presentation of content
- Integration of multimedia content directly in the browser window
- Printable web pages throughout the course (Option of printing to file or to paper).

Specific training tools and methods include:

1) Course Content

a. Text readings
b. Illustrations (photos and drawings)
c. Videos with English language soundtrack – with and without subtitles
d. Quizzes – questions and answers
e. Downloadable documents in PDF format (stored on AccessTraining.eu server)
f. Link sort recommended websites.

2). Course Management

a. Statistics on modules and sections that have been read/reviewed
b. My Favourites – selected sections of modules can be stored for reference
c. Quizz results
d. Customised personal certificate for successful completion of the course modules
e. Search tool – free-text search of all text content.

This following pages of this document present **screen shots** of some of the typical on-line Course Modules and Course Management tools, showing the structure and content of the above-mentioned training tools and methods.

AccessTraining - Home Page: http://www.accesstraining.eu/?i=accessibility-training.en.home

ACCESS Training
E-learning Platform

About | Partners | E Learning Platform | Contact Us

Education and Culture DG
Lifelong Learning Programme

My Course | My Statistics | User Survey | My Favourites | Search

Ivor Ambrose

You are at: Home

Home

Welcome to the website of ETCAATS Access Training

Here you will find an on-line training course addressing ways of improving your business and serving customers who have specific access requirements. The course is an "appetizer" which gives a general introduction to the subject of **accessible tourism**. It includes short texts, videos with case studies of actual businesses, and references

It is especially suitable both for **owners of businesses** and for **employees in the tourism industry** who wish to learn more about the advantages of this market and how to attract and serve new customers .

To start the Course, please register and log-in, then click on the My Course tab at the top of this page.

If you are already registered!

The e-learning course has now been moved to its permanent site at www.accesstraining.eu. If you were already registered and took the course during the testing period, you will be able to login as usual and see your Statistics (progress and test results) and My Favourites. However, you cannot download your certificate. The new certificate will be ready in a few days. We apologise for the inconvenience this may cause.

Download the AccessTraining brochure!

ENAT

Developed with the collaboration of ENAT, The European Network for Accessible Tourism

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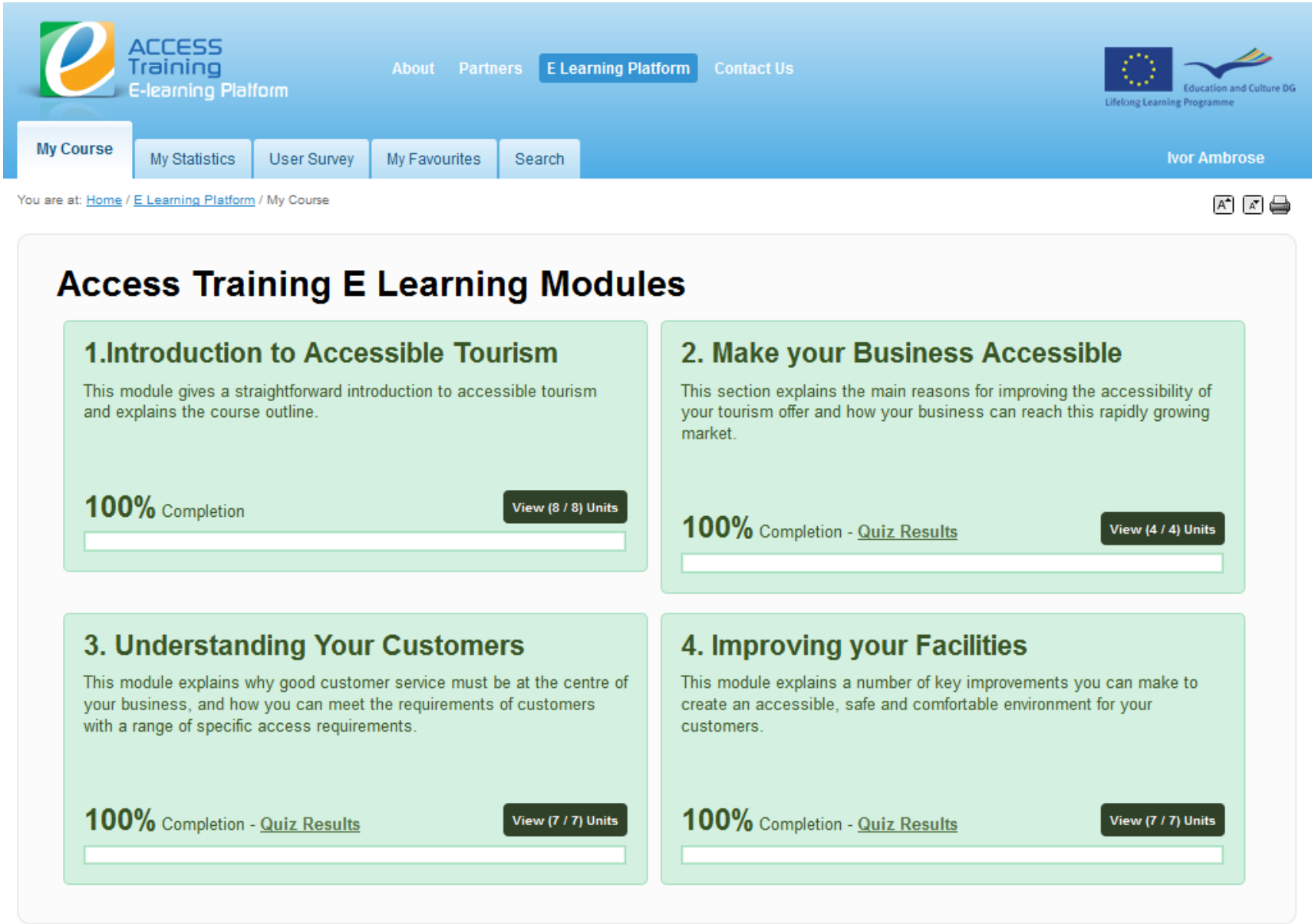
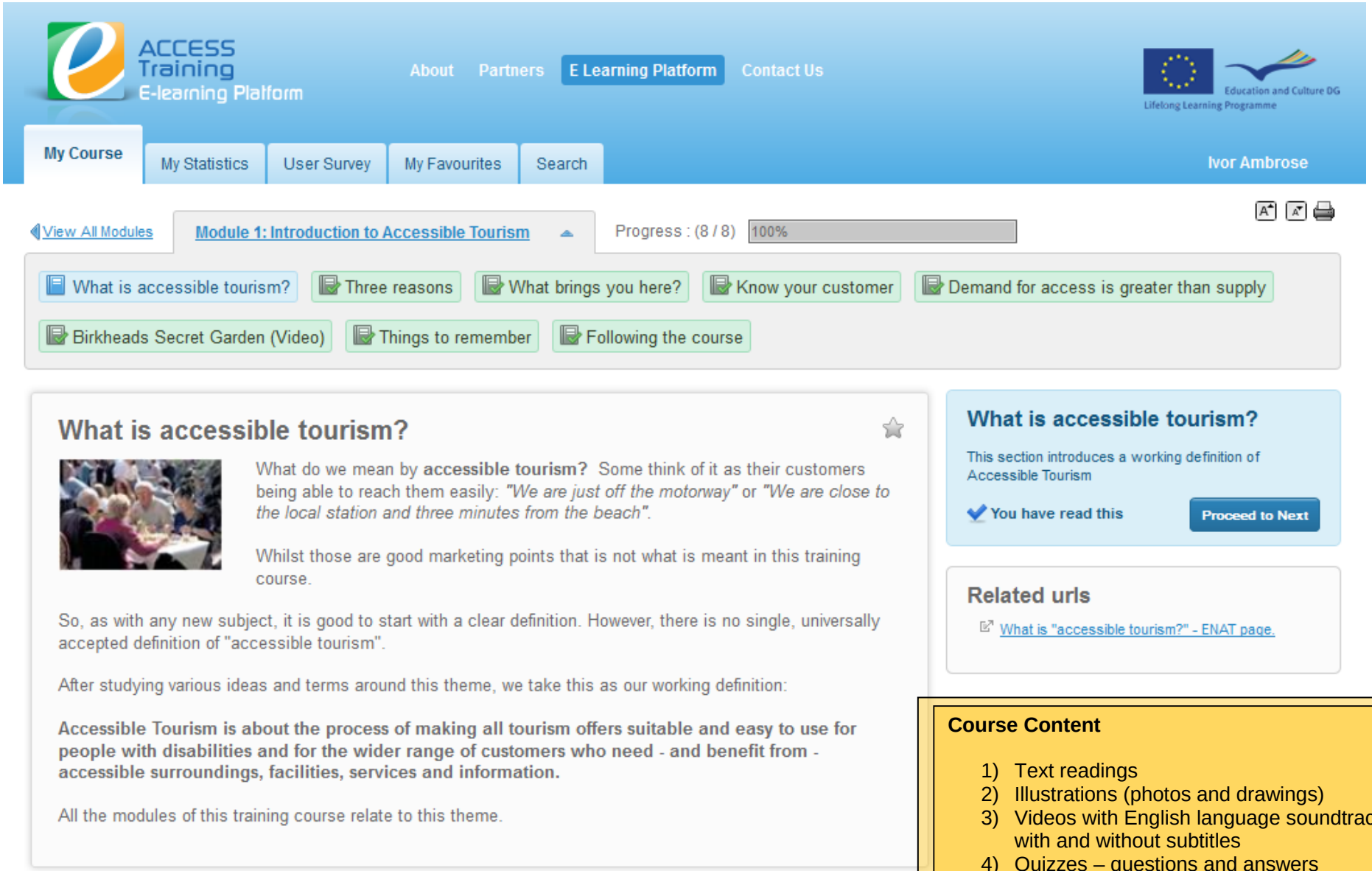
CWORX DESIGN | TOOLIP CMS

AccessTraining – My Course: http://www.accesstraining.eu/?i=accessibility-training.en.my-lessons



AccessTraining – Module 1 Opening page: http://www.accesstraining.eu/?i=accessibility-training.en.module-1-introduction.13



Course Content

1) Text readings
2) Illustrations (photos and drawings)
3) Videos with English language soundtrack – with and without subtitles
4) Quizzes – questions and answers
5) Downloadable documents in PDF format
6) Links to recommended Websites

AccessTraining – Module 1. Three reasons: http://www.accesstraining.eu/?i=accessibility-training.en.module-1-introduction.15

View All Modules | Module 1: Introduction to Accessible Tourism hide | Progress : (8 / 8) 100%

What is accessible tourism? | Three reasons | What brings you here? | Know your customer | Demand for access is greater than supply

Birkheads Secret Garden (Video) | Things to remember | Following the course

Three reasons

There are at least three reasons for improving accessibility in your business:

- **gaining market share,**
- **improving quality** and the
- **legal and moral obligations**.

1. **Gaining market share:** Customers who have specific access needs are part of every tourism "segment". Their interests are as wide as any other group of people. They may be looking for mountain adventures, Italian opera, a seat at the Champions League Cup Final, a honeymoon hotel or a business lunch. In business terms, they are simply 'customers' but they need good access – otherwise they will choose to go elsewhere. They also travel with family and friends so you could not just be losing one customer but potentially many more. It is about gaining market share.

2. **Improving Quality:** These customers are economically independent and whether they spend their money at your establishment can depend on the facilities you offer and more importantly the quality of service you deliver. It is about improving the quality of your offer. The benefit you gain is that if you start to think about how you can serve these customers you will probably be improving the quality of service for ALL of your customers.

3. **Legal and moral obligations**: Increasingly legal obligations are being placed on service providers to make their goods and services accessible to disabled people. By catering for these customers' needs in your business now, you will be well prepared to meet possible legal requirements later. It is about adapting to changing social and legal norms and being part of an inclusive society.

Three reasons

This section looks at the main drivers for accessible tourism.

You have read this | Proceed to Next

Course Content

1) Text readings
2) Illustrations (photos and drawings)

AccessTraining Module 1. Demand is greater than supply: http://www.accesstraining.eu/?i=accessibility-training.en.module-1-introduction.18

View All Modules | Module 1: Introduction to Accessible Tourism | hide | Progress : (8 / 8) 100%

What is accessible tourism? | Three reasons | What brings you here? | Know your customer | Demand for access is greater than supply

Birkheads Secret Garden (Video) | Things to remember | Following the course

Demand for access is greater than supply

At present, accessible venues, facilities and services are in short supply in every European market.

There is a real problem of market failure, where customers with specific access requirements have to look long and hard to find the facilities they need.

It is difficult for customers to find truly accessible, inclusive experiences.

Whether travelling for business or for leisure, the options for many people are restricted. Customers with specific access requirements are often forced to accept "second best" due to a lack of quality in some of the offers which are accessible to them. They may even have to alter their choice of destination simply because information about accessible facilities is unavailable.

Economic barriers may not be the biggest hindrance – many older visitors have both the time and the money to spend on holidays but their choices are limited.

This is why your engagement with the accessible tourism market can be profitable and rewarding, both for your business and for those who are employed in the tourism sector.

This course will show you many examples of businesses that have started making themselves more accessible, with "success stories" that can point you in the right direction.

Demand for access is greater than supply

This section looks at the reason why accessible tourism is a profiting opportunity.

You have read this | Proceed to Next

Related urls

- Two textbooks on Accessible Tourism
- Travel industry "failing to cater for disabled"

Course Content

1) Text readings
2) Illustrations (photos and drawings)
3) Links to recommended Websites

AccessTraining Module 1. Video: http://www.accesstraining.eu/?i=accessibility-training.en.module-1-introduction.19

View All Modules | Module 1: Introduction to Accessible Tourism | hide | Progress : (8 / 8) 100%

What is accessible tourism? | Three reasons | What brings you here? | Know your customer | Demand for access is greater than supply

Birkheads Secret Garden (Video) | Things to remember | Following the course

Watch the video | Key messages

Watch the video

Watch this video about one businesswoman's experience of making her establishment accessible. After following an access training course, she was inspired to make a series of improvements which transformed her business.

Christine Liddle - Birkheads Secret Garden and Nursery, United Kingdom

Next

Birkheads Secret Garden (Video)

This section looks at a real-life example of how accessible tourism can positively transform your business.

You have read this | Proceed to Next

Related urls

Birkheads Secret Garden video on TouTube

Course Content

1) Text readings
2) Videos with English language soundtrack – with and without subtitles
3) Links to recommended Websites

AccessTraining Module 2. Take the Quizz:
http://www.accesstraining.eu/?i=accessibility-training.en.module-2-quiz-2nd-attempt

View All Modules | M.2: Why to make your business accessible and how to tell people about it | Progress : (4 / 4) 100%

Improve and Grow your Business | Accessibility at low cost | Business to Client Communication | Good Practice

Module 2 Quiz (2nd attempt)

Module 2 Quiz (2nd attempt)

1. Research shows that tourists with disabilities contribute greatly to national tourist revenue

Your answer was : True

Correct : National studies show that domestic visitors with disabilities alone are around 11% of all visitors, while they stay longer and spend more per visit on average.

2. For my business to be accessible, I only need to have accessible venues.

Your answer was : False

Correct : Accessibility is about treating customers with access needs like any other guest. This requires equally accessible business to client communication.

3. An accessible website is more than enough for reaching customers.

Your answer was : False

Correct : An accessible website can be a powerful marketing tool, however, you will need to make sure your overall customer service is accessible, e.g. by using multiple channels and alternative formats, as well as by being aware of your customers' needs.

4. Once I am confident of the accessibility of my services I do not need to think about it again.

Your answer was : False

Correct : Improving the accessibility of your services is a process rather than one-off action. Continue to review the accessibility of your facilities and customer service, also taking into account your visitors' feedback.

5. Good practice in accessible tourism shows that accessibility plays a decisive role in improving business services overall.

Your answer was : True

Correct : John Lewis' excelling customer service, as voted by costumers, is based on meeting all customers' individual needs. The accessibility initiative of Scandic Hotels has been successful in meeting all customer needs, while it has attracted the interest of other companies in the wider tourist sector.

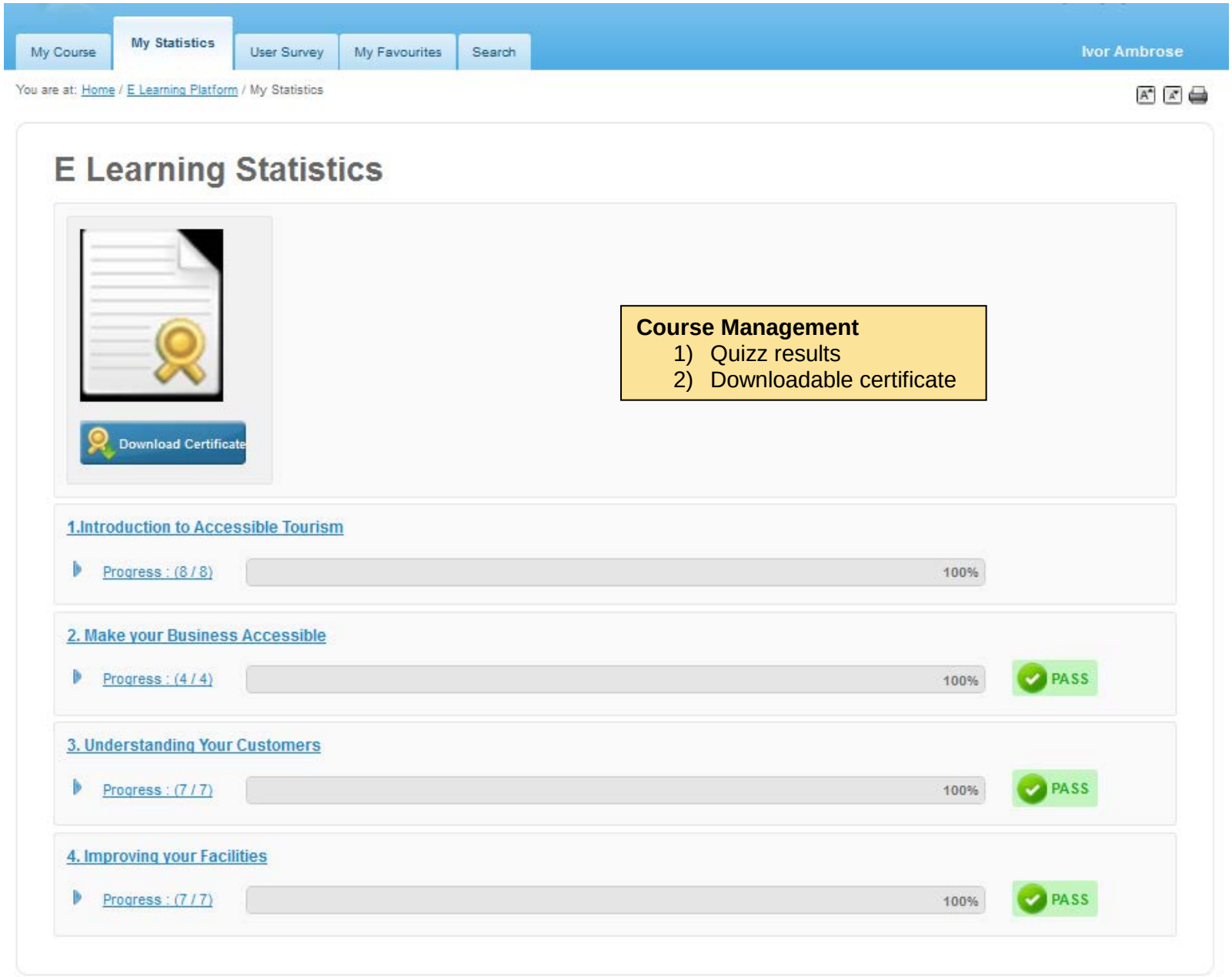
5 / 5 Correct 100 %

PASS

Print your Quiz Results

Course Content
1) Quizz questions

AccessTraining E-Learning Statistics: http://www.accesstraining.eu/?i=accessibility-training.en.statistics



Course Management
1) Downloadable certificate

Access Training

ETCAATS
Accessible Tourism Training

CERTIFICATE

Name appears here

.....

has passed the 1.Introduction to Accessible Tourism.....Course

on

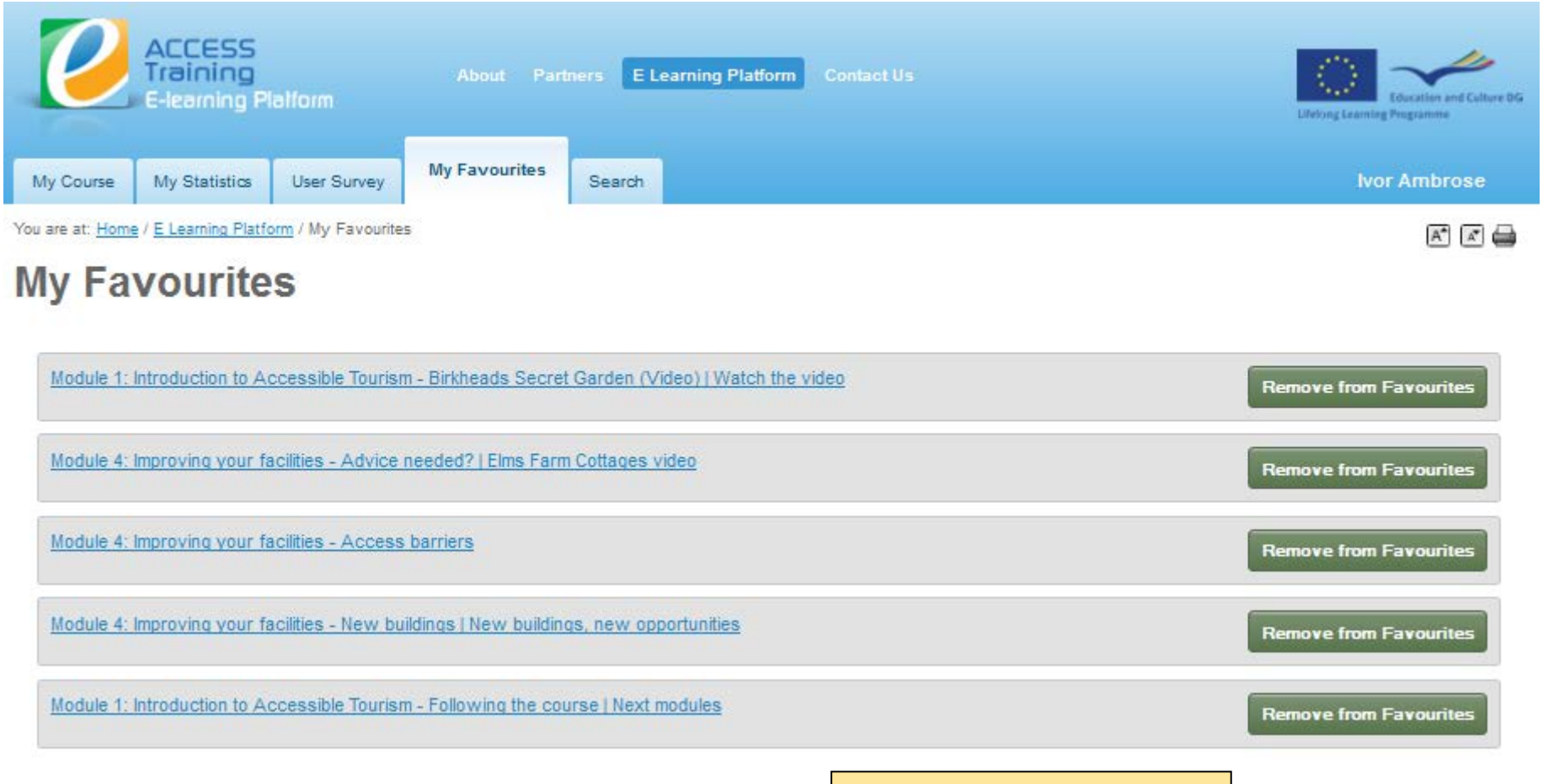
Date of creation of certificate appears here

www.accesstraining.eu

ETCAATS - European Training Certificate. Access for All in the Tourism Sector
in collaboration with ENAT - the European Network for Accessible Tourism

ETCAATS - European Training Certificate. Access for All in the Tourism Sector in collaboration with ENAT - the European Network for Accessible Tourism

AccessTraining: My Favourites: http://www.accesstraining.eu/?i=accessibility-training.en.my-favourites

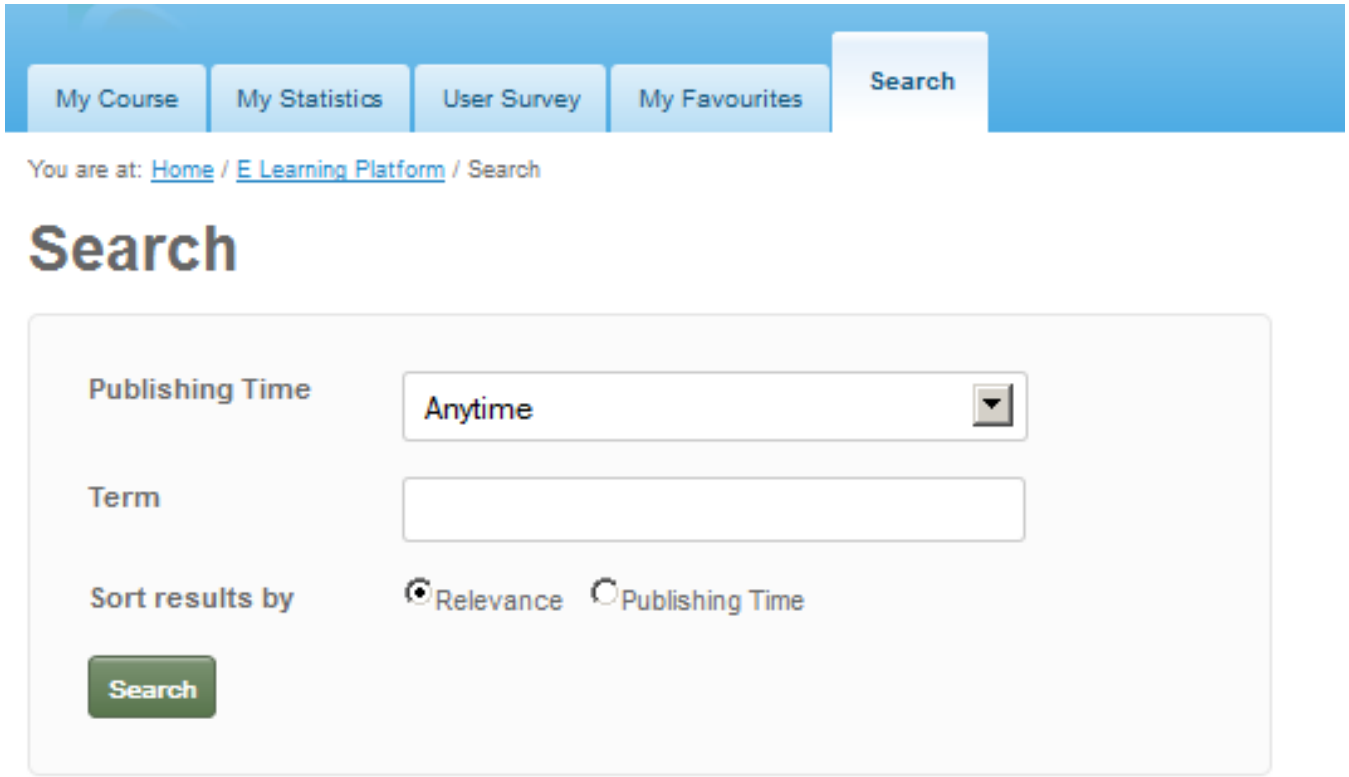


Course Management

1) My Favourites function

Links give access to pages selected by the trainee.

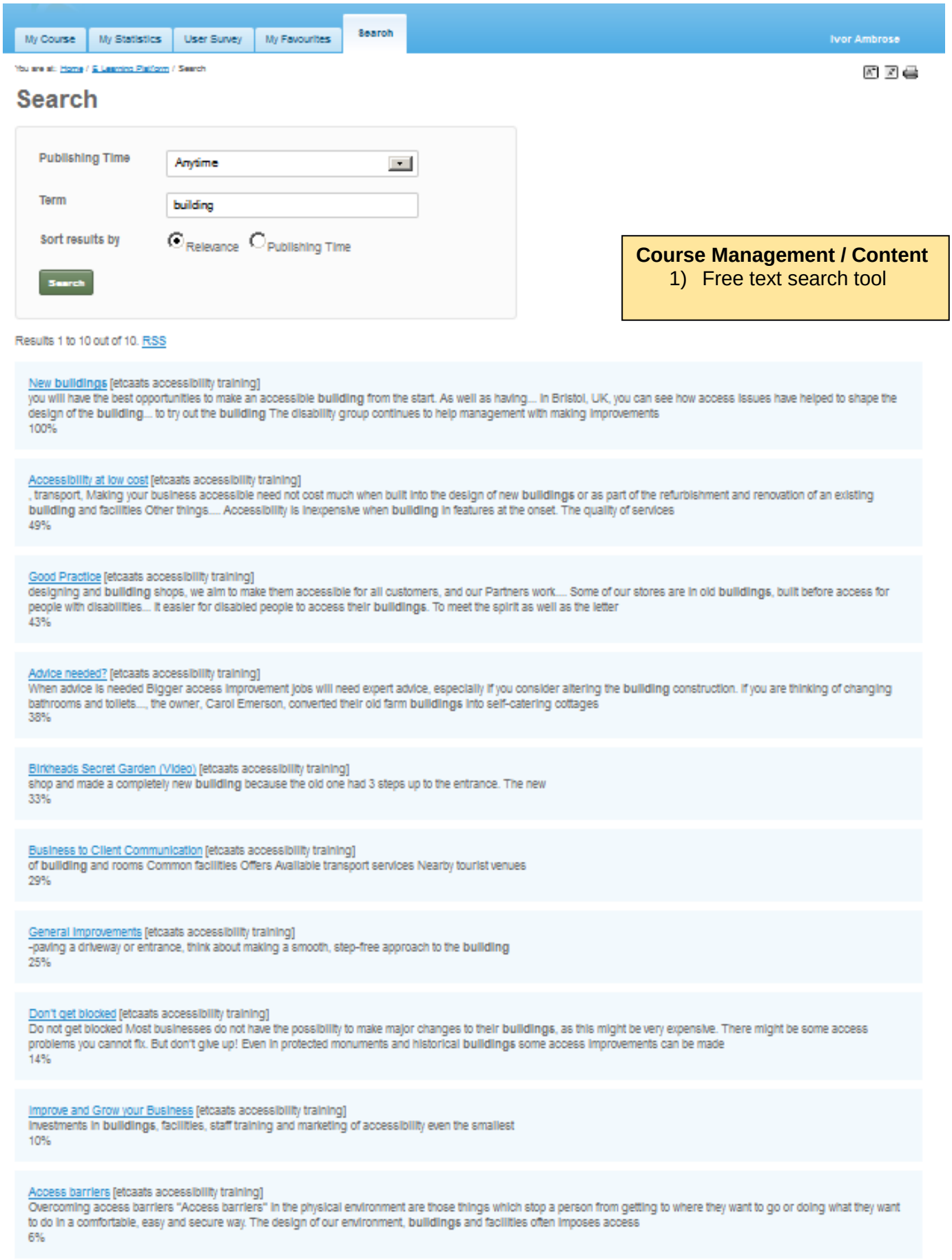
AccessTraining: Search Tool http://www.accesstraining.eu/?i=accessibility-training.en.search



Course Management / Content
1) Free text search tool

The Search tool searches the content of Modules and returns all pages with the requested text string.

AccessTraining: Results of Text Search (Example – “building” returns 10 results)



Course Management / Content
1) Free text search tool

Trainees can click the above listed links to view the source page.

End of document