



**ETCAATS**

E-LEARNING FOR THE  
TOURISM SECTOR

***“European Training Certificate  
- Access for All in the Tourism Sector”  
ETCAATS  
2009 -2011***

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**ETCAATS**

[www.etcaats.eu](http://www.etcaats.eu)

**The ETCAATS e-Learning Course**

[www.accesstraining.eu](http://www.accesstraining.eu)

# Accessible Tourism Training Course: Curriculum Handbook

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## 1. Summary

This **Curriculum Handbook** describes the purpose, structure and content of the *Access Training e-Learning course* offered by ETCAATS at [www.accesstraining.eu](http://www.accesstraining.eu)

It provides an overview of the course's aims and objectives and a summary of the knowledge and competences that are gained by trainees who take the course.

The e-Learning platform's main characteristics and functionalities are described, followed by descriptions of the course content, source materials, references, methods of assessment and certification.

The Handbook ends with a short list of considerations for possible development and distribution of the course in the future.

## 2. Aim

**"ETCAATS Access Training"** is an introductory on-line course intended for two target groups:

1. **Owners of tourism businesses**, especially Small and Medium sized Enterprises (SMEs) which make up over 90% of tourism businesses in the European Union, and
2. **Employees in the tourism industry**, especially including "front-line" staff, such as receptionists, bar staff, waiters and others for whom serving customers is part of their job.

For both these target groups it is important to be aware of the advantages of the accessible tourism market, and how to succeed in attracting and serving the customers who make up this important and rapidly growing segment.

It is well known that a lot of owners and employees from Small and Medium sized Enterprises (SMEs) do not have the time to follow an off-site *face-to-face* training course, even if it is of quite short duration. The tourism sector is predominantly made up of SMEs. This is a major reason why this *on-line* training course was developed, as an opportunity for managers and staff in SMEs to participate in training within their limited available time and at their own pace.

### 3. Objectives

Through a series of modules, the on-line course explains the characteristics of the accessible tourism market; it illustrates ways of improving tourism businesses and serving customers who have specific access requirements.

The course material is intended as an easily digested "appetizer" which gives a general introduction to the subject of **accessible tourism**. It does not require trainees to memorise large amounts of factual information but includes a variety of short texts, videos with case studies of actual businesses, quizzes and references, thus giving trainees a lively and easily digested orientation about the subject.

### 4. Awareness-raising and competence-building

The overall aim of the e-Learning course is to introduce trainees who have little or no prior knowledge to the field of accessible tourism. Therefore the main purpose of the didactic material and methods is to stimulate trainees' interest and develop their awareness of this market, the range of customers included in this segment and some of their typical requirements.

It should be emphasised that the e-Learning course is not intended, nor can it be used as a "stand-alone" course in all there is to know about accessible tourism. Training in how to serve customers in tourist destinations, attractions and businesses requires knowledge gained both through theoretical and practical experience.

Therefore this e-Learning course should be regarded – and used – as a stepping stone" towards further training which will typically involve a mix of *e-Learning* and *face-to-face* training methods (- so called "*blended learning*").

By following the course, trainees will become more knowledgeable about the subject matter and be better prepared to develop their skills and competences through additional training. For those who may not have access to further training, for financial or practical reasons, the specialist modules and links to further learning materials provide a suitable basis for self-study.

The following table presents an indication of the knowledge and competences which the course addresses in 4 "Basic" modules.

| Module             | Knowledge / competence   |
|--------------------|--|
| 1                  | A working definition of accessible tourism.  |
|                    | Reasons for improving accessibility in tourism businesses <ul style="list-style-type: none"> <li>• Gaining market share</li> <li>• Improving quality</li> <li>• Legal and moral obligations.</li> </ul>  |
|                    | The importance of knowing customers' requirements  |
|                    | How the tourism industry is failing to meet customers' demands for accessibility   |
|                    | How better access and quality of service improves the visitor experience for customers of all ages and abilities, and improves the profitability of businesses.  |
| 2                  | Accessible tourism market in Europe: size and structure  |
|                    | How careful investments in improving access of infrastructure, facilities and services can lead to direct customer benefits and economic returns   |
|                    | Low-cost methods and specific access improvements  |
|                    | The importance of communicating accessibility information to customers and how to do it effectively in publicity and advertising <ul style="list-style-type: none"> <li>• Making accessible websites – where to get advice</li> <li>• Writing an access statement</li> <li>• Gathering customer feedback and acting on it</li> </ul> |
| 3                  | Why good customer service must be at the centre of tourism business  |
|                    | How to meet the requirements of customers with a range of specific access requirements; <ul style="list-style-type: none"> <li>• Customers with physical disabilities and reduced mobility</li> <li>• Customers with sensory disabilities</li> <li>• Older customers</li> <li>• Customers with a health condition</li> </ul>         |
|                    | Techniques for communicating with customers  |
| 4                  | Basic knowledge about about physical barriers that some customers might encounter in a tourism establishment and how to overcome them  |
|                    | Why going <i>beyond</i> simple compliance with building regulations gives added benefits to businesses   |
|                    | The main features to examine and what to look for when making an access "walk-through" of tourist facilities or establishments   |
|                    | Including access improvements in general maintenance and repairs   |
|                    | Knowledge of examples that show <i>why</i> and <i>how</i> good access can be a priority in existing and new buildings.   |
| Specialist Modules | Knowledge of accessibility issues, principles, examples and where to find additional authoritative resources related to each specialist field.   |

Assessment of the trainee's knowledge and understanding of each subject is assessed through Quiz questions, using statements based on the presented content. Each statement requires a judgement of TRUE or FALSE. When the question is

| answered wrongly, the right answer will be shown.

## 5. e-Learning platform

### *The e-Learning Platform*

The Access Training e-Learning platform offers the following functionality:

**Access** to the e-Learning course is free of charge. It requires the trainee to create a user account with a valid email address owned by them, in order to receive the access password and activate their profile.

**E-Learning Modules** – There are 4 Core Modules in the Basic Course and the training platform is extendable to include as many Specialist Modules as required. The training modules aim to introduce the e-learners to the business practices and customer service aspects of Accessible Tourism.

**e-Learning Sessions** – The Basic Course provides over 30 knowledge and scenario based sessions covering business development tips, good practices, videos and reference sources. Each session takes around 5 minutes to complete.

**e-Quizzes** – Instructional quizzes with feedback test the user's understanding of the knowledge based sessions.

**e-Certificate** – A certificate is issued to the e-learners on successful completion of the sessions and e-Quizzes (pass mark 60%).

**Statistics** - The user's progress through the modules is automatically recorded, so that all sessions/pages are logged when read and quiz results are saved. Users can return to the last completed session to proceed with the course at their own pace, and at a time which is convenient to them. There is no maximum time set for following the modules or sessions. (Times shown for each module are merely indicative estimates to allow the user to help in planning his/her e-Learning activity).

## Screen view: E-Learning Statistics

The screenshot displays the 'ACCESS Training E-learning Platform' interface. The top navigation bar includes 'About', 'E Learning Platform', and 'Contact Us'. Below this, a secondary menu shows 'My Course', 'My Statistics' (highlighted with a red circle), 'User Survey', and 'My Favourites'. The user's name 'Ivor Ambrose' is visible in the top right corner. The main content area is titled 'E Learning Statistics' and lists four course modules with their progress percentages and 'Take the Quiz' buttons:

| Module Title                          | Progress (of total) | Percentage | Quiz Status  |
|---------------------------------------|---------------------|------------|--|
| 1. Introduction to Accessible Tourism | 0 / 8               | 0%         | Not available                                      |
| 2. Make your Business Accessible      | 2 / 4               | 50%        | Take the Quiz (button highlighted with red circle) |
| 3. Understanding Your Customers       | 1 / 7               | 14%        | Take the Quiz (button highlighted with red circle) |
| 4. Improving your Facilities          | 7 / 7               | 100%       | PASS (button highlighted with red circle)          |

**e-Accessibility** - The E-Learning platform and course content is designed to be accessible to persons with disabilities (WAI-WCAG 2.0 level A).

- Font sizes can be adjusted by using buttons on the page.
- Images and animations use the **alt** attribute and/or text to describe each visual (with the exception of videos on external websites).
- Hypertext links are labelled with text that inform and guide the user about their function
- CSS page layout conforms with W3C guidelines
- Tables, graphs and charts are used sparingly and are labelled with long description attributes
- Scripts, applets and plug-ins are avoided (with the exception of videos, as above)
- Most videos have sub-titles in English.

**Printable version of content** - A button is provided on every page to activate the printer dialogue, so that content can be printed to paper, PDF or other file formats available to the trainee.

**My favourites** – Users can save session pages at any time during the course to an online folder named: "My favourites". This *one-click* feature allows trainees to keep a collection of resources from various modules which they may like to re-visit to refresh their training.

### Screen view: My Favourites

The screenshot shows the 'My Favourites' page. At the top, there is a navigation bar with the ACCESS Training logo and links for 'About', 'E Learning Platform', and 'Contact Us'. Below this, a secondary navigation bar contains tabs for 'My Course', 'My Statistics', 'User Survey', and 'My Favourites' (which is circled in red). The user's name 'Ivor Ambrose' is visible in the top right. Below the navigation, the page title 'My Favourites' is displayed. The main content area lists four saved items, each with a 'Remove from Favourites' button:

- Module 1: Introduction to Accessible Tourism - Birkheads Secret Garden (Video) | Watch the video
- Module 4: Improving your facilities - Advice needed? | Elms Farm Cottages video
- Module 4: Improving your facilities - Access barriers
- Module 4: Improving your facilities - New buildings | New buildings, new opportunities

**Links** – All training modules are provided with links to relevant websites and freely available (downloadable) documents, giving supplementary information for trainees who may be interested to go beyond the E-Learning course content.

### Screen view: related URLs

The screenshot shows the 'What is accessible tourism?' page. At the top, there is a navigation bar with the ACCESS Training logo and links for 'About', 'E Learning Platform', and 'Contact Us'. Below this, a secondary navigation bar contains tabs for 'My Course', 'My Statistics', 'User Survey', and 'My Favourites'. The user's name 'Ivor Ambrose' is visible in the top right. Below the navigation, the page title 'What is accessible tourism?' is displayed. The main content area shows a progress bar for 'Module 1: Introduction to Accessible Tourism' at 100%. Below the progress bar, there is a list of related items: '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', and 'Following the course'. The 'What is accessible tourism?' item is selected. The article content includes a sub-heading 'What is accessible tourism?' and a star icon. The text discusses the definition of accessible tourism and provides a working definition. A 'Proceed to Next' button is visible. The 'Related urls' section is circled in red and contains the link 'What is "accessible tourism?" - ENAT page.

## 6. Course Structure

### Screen view of Basic Course

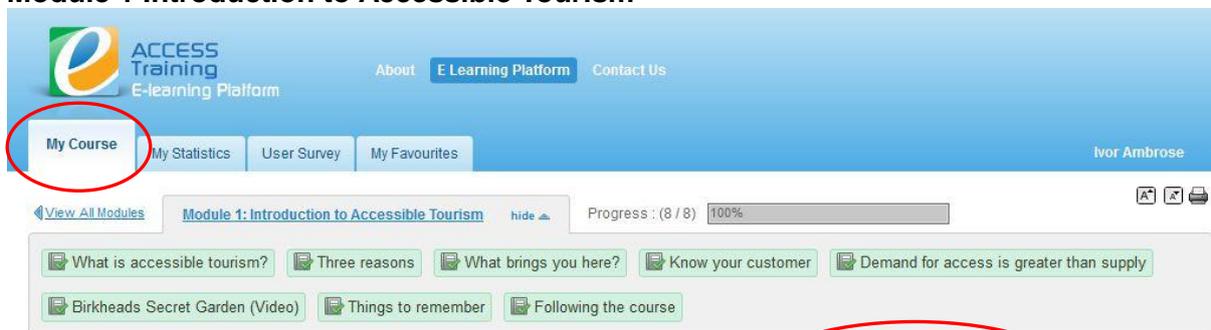
The screenshot displays the ACCESS Training E-learning Platform interface. The header includes the logo, navigation links (About, E Learning Platform, Contact Us), and the user name 'Ivor Ambrose'. A navigation menu at the top contains 'My Course', 'My Statistics', 'User Survey', and 'My Favourites', with 'My Course' highlighted and circled in red. Below the header, the page title is 'Access Training E Learning Modules'. The main content area is divided into four modules, each with a description, completion percentage, progress bar, and remaining time:

| Module Number | Module Title                       | Description   | Completion                                     | Remaining Time       | Action                 |
|---------------|------------------------------------|---|--|----------------------|------------------------|
| 1.            | Introduction to Accessible Tourism | This module gives a straightforward introduction to accessible tourism and explains the course outline.   | 0%   | 11 minutes remaining | View (0 / 8) Units     |
| 2.            | Make your Business Accessible      | This section explains the main reasons for improving the accessibility of your tourism offer and how your business can reach this rapidly growing market.                               | 50%  | 27 minutes remaining | Continue (2 / 4) Units |
| 3.            | Understanding Your Customers       | This module explains why good customer service must be at the centre of your business, and how you can meet the requirements of customers with a range of specific access requirements. | 14%  | 22 minutes remaining | Continue (1 / 7) Units |
| 4.            | Improving your Facilities          | This module explains a number of key improvements you can make to create an accessible, safe and comfortable environment for your customers.  | 100% Completion - <a href="#">Quiz Results</a> |                      | View (7 / 7) Units     |

The **Basic Course** is delivered on-line in a series of four Modules. Trainees can follow each module separately, when they have the time. There is no limit to how many times you can follow the modules and you can take as long as you like over each one. Times shown in parentheses are just an indication of how long it takes to complete each module.

|   |  |
|---|--|
|  <p><b>Module 1. Introduction to Accessible Tourism</b><br/>(takes about 10 minutes)</p> |  <p><b>Module 2. Why to make your business accessible and how to tell people about it</b><br/>(takes about 40 minutes)</p> |
|  <p><b>Module 3. Understanding customers' needs</b><br/>(takes about 30 minutes)</p>     |  <p><b>Module 4. Improving your facilities</b><br/>(takes about 25 minutes)</p>  |

## Module 1 Introduction to Accessible Tourism



ACCESS Training E-learning Platform

About E Learning Platform Contact Us

My Course My Statistics User Survey My Favourites Ivor Ambrose

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

## Module 1: Introduction to Accessible Tourism **COMPLETED** 8 / 8 Read

This module gives a straightforward introduction to accessible tourism and explains the course outline.

|  |                              |
|--|------------------------------|
| What is accessible tourism?              | Estimated duration 1 minutes |
| Three reasons                            | Estimated duration 1 minutes |
| What brings you here?                    | Estimated duration 1 minutes |
| Know your customer                       | Estimated duration 1 minutes |
| Demand for access is greater than supply | Estimated duration 1 minutes |
| Birkheads Secret Garden (Video)          | Estimated duration 3 minutes |
| Things to remember                       | Estimated duration 1 minutes |
| Following the course                     | Estimated duration 2 minutes |

## Screen view: Module 2. Why to make your business accessible and how to tell people about it

ACCESS Training E-learning Platform

About E Learning Platform Contact Us

My Course My Statistics User Survey My Favourites Ivor Ambrose

View All Modules **M.2: Why to make your business accessible and how to tell people about it** hide Progress : (2 / 4) 50%

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

Module 2 Quiz (2nd attempt)

### M.2: Why to make your business accessible and how to tell people about it 2 / 4 Read

This section explains the main reasons for improving the accessibility of your tourism offer and how your business can reach this rapidly growing market.

|  |                               |
|--|-------------------------------|
| Improve and Grow your Business             | Estimated duration 5 minutes  |
| Accessibility at low cost                  | Estimated duration 12 minutes |
| Read next Business to Client Communication | Estimated duration 15 minutes |
| Good Practice                              | Estimated duration 12 minutes |
| Module 2 Quiz (2nd attempt)                |                               |

## Screen view: Module 3. Understanding your customers

ACCESS Training E-learning Platform

About E Learning Platform Contact Us

My Course My Statistics User Survey My Favourites Ivor Ambrose

View All Modules **Module 3: Understanding Customers** hide Progress : (1 / 7) 14%

Customer Service Disabled Customers Serving customers with different disabilities Older Customers Guests with a health condition

Families Things to remember Module 3 Quiz

### Module 3: Understanding Customers 1 / 7 Read

This module explains why good customer service must be at the centre of your business, and how you can meet the requirements of customers with a range of specific access requirements.

|   |                              |
|---|------------------------------|
| Customer Service                              | Estimated duration 7 minutes |
| Read next Disabled Customers                  | Estimated duration 5 minutes |
| Serving customers with different disabilities | Estimated duration 8 minutes |
| Older Customers                               | Estimated duration 1 minutes |
| Guests with a health condition                | Estimated duration 3 minutes |
| Families                                      | Estimated duration 2 minutes |
| Things to remember                            | Estimated duration 3 minutes |
| Module 3 Quiz                                 |                              |

## Screen view: Module 4. Improving your facilities

ACCESS Training  
E-learning Platform

About E Learning Platform Contact Us

My Course My Statistics User Survey My Favourites Ivor Ambrose

View All Modules **Module 4: Improving your facilities** hide Progress : (7 / 7) 100%

Overview Access barriers Things you can do now General improvements Advice needed? Don't get blocked New buildings

Module 4 Quiz

### Module 4: Improving your facilities COMPLETED 7 / 7 Read

This module explains a number of key improvements you can make to create an accessible, safe and comfortable environment for your customers.

|                       |                               |
|-----------------------|-------------------------------|
| Overview              | Estimated duration 5 minutes  |
| Access barriers       | Estimated duration 2 minutes  |
| Things you can do now | Estimated duration 6 minutes  |
| General improvements  | Estimated duration 3 minutes  |
| Advice needed?        | Estimated duration 10 minutes |
| Don't get blocked     | Estimated duration 6 minutes  |
| New buildings         | Estimated duration 5 minutes  |

Module 4 Quiz

**Specialist modules** (available in January – February 2012) will offer access training on the following themes:

- Module 5 Accommodation
- Module 6 Catering
- Module 7 Mobility and Transport
- Module 8 Conferences and Meetings
- Module 9 Marketing and Sales
- Module 10 Management
- Module 11 Sports and Events
- Module 12 Heritage and Culture

These are optional modules for people who want to specialise in particular fields. Each module finishes with a Quiz. Trainees who pass the quiz may download a certificate.

## 7. Course content and source material

Course modules are based on a blend of informative and instructional materials that have been gathered largely from previous courses offered in Sweden, Belgium and the United Kingdom. Some materials (e.g. images) and links to resources are derived from sources in other European Union Member States.

Materials and references presented in the course include new texts, original texts from earlier courses produced by ETCAATS partners, photos, videos, PDF documents, Websites, web and mobile applications and quiz questions.

Where third party materials are used in the training course, these are clearly labelled as such.

Course materials which are already freely available in the public domain (e.g. *YouTube* videos) are used “as is” – that is to say without editing or modification in any way.

Every effort has been made to provide *up-to-date* content reflecting the *state-of-the-art* in the various fields of accessible tourism. The course modules released in the ETCAATS project period (until 31.12.2011) and immediately thereafter are the “*2011-version*” of the course. Course materials can be updated by the ETCAATS partners in the future.

## 8. Assessment and Certification

After taking the first four modules of the **Basic Course** and passing the Quiz questions for Modules 2, 3 And 4, trainees will be eligible for a personalised **Certificate**. (A 60% pass mark is required).

If they score below 60% on the first attempt, trainees may take the quiz a second and final time - with new questions.

Course certificates are date-stamped on the day of issue to show exactly when the candidate has completed and passed the course.

## 9. Further training

As explained at the beginning of this Handbook, the ETCAATS Access Training course provides an *introductory* course for business owners, managers and employees.

It is intended that those who pass the Basic Course should proceed to take a course of *face-to-face* training, wherever possible.

The ETCAATS partners offer further training in Sweden, Belgium and Greece. Arrangements are being made with training organisations in other countries to offer similar training courses in regional languages and with relevant local content.

## 10. Future development

The trial period of the e-Learning course produced a very positive response from those who took part, as shown in the results of the User Survey.

Based on the suggestions made by some of those who completed the Basic Course, the following ideas are under consideration by the ETCAATS partners for possible future development beyond the implementation period of the project:

- Making the course available in other languages. (Dutch, French, Portuguese, German, Latvian and Italian versions have been requested).
- Providing specialist modules on different disabilities and specific provisions that can be considered for serving these disabled customers.
- Providing an authorised list of training establishments which can provide high quality *face-to-face* training in different languages/countries, and using other didactic methods, e.g. disability awareness simulation exercises.

## 11. Partners

|   |   |
|---|---|
|    | <p>Vellinge Kommun, Sweden<br/> <a href="http://www.vellinge.se/">http://www.vellinge.se/</a></p>   |
|    | <p>Access Sweden, Sweden<br/> <a href="http://www.access-sweden.se/">http://www.access-sweden.se/</a></p>   |
|    | <p>EWORX S.A., Greece<br/> <a href="http://www.eworx.gr/">http://www.eworx.gr/</a></p>  |
|    | <p>Disability Now, Greece<br/> <a href="http://www.disabled.gr">http://www.disabled.gr</a></p>  |
|   | <p>Toegankelijkheidsbureau vzw, Belgium<br/> <a href="http://www.toegankelijkheidsbureau.be/">http://www.toegankelijkheidsbureau.be/</a></p>            |
|  | <p>Association National pour le Logement des Personnes Handicapées,<br/>         Belgium<br/> <a href="http://www.anlh.be/">http://www.anlh.be/</a></p> |
|  | <p>Work Research Centre, Ireland<br/> <a href="http://www.wrc-research.ie/">http://www.wrc-research.ie/</a></p>   |
|  | <p>ENAT, Belgium<br/> <a href="http://www.accessibletourism.org/">http://www.accessibletourism.org/</a></p>   |

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