

**MODULE 1. INTRODUCTION TO ACCESSIBLE TOURISM**

**(total: 10 h)**

Learning Outcomes	Duration (h)	Plan (Face to face, e-learning)		
		Topics/Contents	Activities/tasks for trainees	Learning Resources
1.To know the meaning of the term Tourism for All	2	Background to the concept of Tourism for All, equal opportunities, integration and inclusion	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents
		Introduction to the legislative framework, from the recognition of the equal rights of people with disabilities to the national legislation on the removal of architectural barriers and the provisions for inclusion; UNCRPD and the social/environmental model of disability, European Accessibility Act.	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents
2. Plan strategies to adapt service to Tourism for All	1	The potential economic impact of “Tourism for All” on the tourism market	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents
		Studies and researches in Europe and worldwide	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents
3.Understand the buying habits of potential customers	3	Interpreting data on the tourism target and expected results and trends.	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents
4. Define proper marketing strategies and offers to reach the diverse range of customers	4	Design for All / Universal Design strategies and goals for the design of accessible environments, products, and services (including information).	Class lecture Readings from the online module. Final QUIZ	Handout, videos and online documents