

MODULE 4: HOW TO MEASURE THE ACCESSIBILITY OF THE TOURISM ENVIRONMENT

(total : 13 h)

Learning Outcomes	Duration (h)	Plan (Face to face, e-learning)		
		Topics/Contents	Activities/tasks for trainees	Learning Resources
1. Identify an accessible product/service	3/1 (Face-to-face/e-learning)	How should be provided a welcoming environment and services that are appropriate to all those who may wish to visit and enjoy the offer.	Explain how to carry out an accessibility checks or “audit”.	Examples, case histories, youtube videos. https://www.age-platform.eu/ https://www.anec.eu/ http://www.edf-feph.org/
2. Evaluate the accessibility of a product or service	2/1 (Face-to-face/e-learning)	Criteria to evaluate a product or service.	Explain functional/technical requirements for an accessible product or service. Show examples of tools used to evaluate a product or service.	Examples, case histories, youtube videos.
3. Measure and describe and photograph key accessibility features and barriers, using appropriate tools and methods	3 (Face-to-face/e-learning)	How to verify an accessible product or service.	Explain functional/technical requirements for an accessible built environment and tourism infrastructures.	Examples, case histories, youtube videos. https://www.ted.com/talks/elise_roy_why_we_design_for_disability_we_all_benefit .
4. Evaluate the quality of facilities and services in terms of their accessibility for different types of users.	2 (Face-to-face)	How to verify an accessible product or service.	Explain different approach for different types of users: <ul style="list-style-type: none"> - people with mobility and sensory impairments and people with mental disabilities; - visitors with Food Intolerance or Special Dietary Requirements; - families with Small Children and Elderly People; 	Examples, case histories, youtube videos. https://www.visitbritain.org/business-advice/make-your-business-accessible