MODULE 5. HOW TO COMMUNICATE ACCESSIBILITY (Total : 13 h)				
Learning Outcomes	**Duration (h)**	**Plan (Face to face, e-learning, WBL)**		
		Topics/Contents	**Activities/tasks for trainees**	**Learning Resources**
1. Understand the basic element of accessible communication	2 / 1 (face-to-face/ e-learning)	The reference framework of accessible communication; the accessibility of the information; the main elements of the communication process and the possible ways of transmitting information under the principle of accessibility.	Face-to-face activities During the first section of the module, the trainees will be introduced to the basic elements of the accessible communication under the principle of the Universal design. They will also be introduced to the reading of the "Customer Communications Toolkit for the Public Service" a document that includes, in an effective synthesis, all the elements necessary to make a diagnosis of communication channels and strategies of companies and organisations active in the tourism sector. E-learning activities The e-learning activities foreseen the reading of the documents listed in "Learning Resources" (column on right).	1. "Recommendations on Accessible Information in Tourism": the principles elaborated by the United Nations World Tourism Organization (UNWTO) in their technical manual. 2. "Customer Communications Toolkit for the Public Service" - A communication toolkit specifically designed under the principle of the Universal design. For a more detailed view of the resources see the Annex list on Section 1
2. Get familiar with specific requirements of different distribution channels	3 / 2 (face-to-face/ e-learning)	The reference framework in delivering of accessible communication; the main elements of the process of delivering information on accessibility; different ways of delivering information.	Face-to-face activities During the second section of the module, the trainees will be introduced to the basic elements of the delivering of accessible communication and to its five basic elements: 1. information transmission methods 2. customization of information 3. coherence of information 4. training of the staff 5. regular updating of information They will be called to analyse each single point starting from a case story selected at local level or one out of the three suggested in the module. E-learning activities The e-learning activities foreseen the reading of the articles and documents listed in "Learning Resources" (column on right).	• https://www.gfk.com/en-gb/insights/press-release/promoting-accessible-tourism-can-positively-contribute-to-the-economy/ - The link opens a page on GfK Belgium (Growth from Knowledge) where it is possible to find a press release (11.05.2015) on the following topic: "Promoting accessible tourism can positively contribute to the economy". GfK is a private company offering services of advanced analytics. • https://www.youtube.com/watch?v=ppNYZq-hYTw - The video is published by TEDEd, has a duration of about 4 minutes and tells the story of the ISA symbol., it is in English and has subtitles. The title of the video is: "What does this symbol actually mean?" • https://www.youtube.com/watch?v=ctfukDRj9lA - A video on Visit Flanders

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Learning Outcomes	**Duration (h)**	**Plan (Face to face, e-learning, WBL)**		
		Topics/Contents	**Activities/tasks for trainees**	**Learning Resources**
				accessibility label. The video lasts about two minutes and is presented both by reading and written text and sign language. For a more detailed view of the resources see the Annex list on Section 2
3. Understand how to communicate accessible information in an accessible way according to different specific access needs of potential customers	3 / 2 (face-to-face/ e-learning)	Analysis of different experiences as described in Section 3 of the module (Experience 1 - Royal National Theatre of London; Experience 2 - Hotel Scandic; Experience 3 - Airbnb; Experience 4 - AccessAble)	Face-to-face activities The trainees will work surfing the Internet to explore the proposed websites: under the guide of the teachers they will be called to: 1. identify the relevant elements of the communication strategies of the presented companies and organisation; 2. summarise and present to the class the collected elements. After these activities, the results will collectively summarised in a summary sheet. E-learning activities The e-learning activities foreseen the reading of the articles and documents listed in "Learning Resources" including the use of the website accessibility tool AChecker (column on right).	1. EveningStandard; Financial Times; The Reviews Hub (A selection of articles talking about the smart caption glasses offered by the National Theatre of London to its clients). 2. https://membercard.scandichotels.com/e-learning/accessibility/story_html5.html - The link to a course on accessibility provided by Scandic. The course lasts about 30 minutes and guides the user in exploring the interiors of a Scandic hotel and discovering the "facilities" that the chain makes available to its guests. 3. https://www.airbnbcitizen.com/designing-an-accessible-community/ - The Airbnb Accessibility declaration. 4. AChecker and Webaim (tools to measure the accessibility of websites) 5. https://www.accessable.co.uk/access_symbols - The page shows the system of symbols used by AccessAble in describing the features of all the reviewed venues. For a more detailed view of the resources see the Annex list on Section 3