

MODULE 6. THE ABILITY ADVISOR ROLE: ENTREPRENEURIAL SKILLS - HOW CAN THE TAD ADVISOR ACT

(total: 28 h)

Learning Outcomes	Duration (h)	Plan (Face to face, e-learning, WBL)		
		Topics/Contents	Activities/tasks for trainees	Learning Resources
1. Understand the role of the Ability Advisor in an enterprise / tourism sector	1 hour (face to face)	<ul style="list-style-type: none"> - Entrepreneurship; - Consultancy; - Accessibility Champion; - Ability Advisor role, responsibilities, challenges and opportunities; 	<p>- Individual presentation about “what makes a successful Ability Advisor” or “standard tasks of an Ability Advisor”;</p>	<p>http://www.businessdictionary.com/definition/entrepreneurship.html#ixzz3xv9ci0nt</p> <p>https://www.entrepreneur.com/article/282962</p> <p>For inspiration you can read here https://www.businessnewsdaily.com/7275-entrepreneurship-defined.html what 20 company founders and business leaders told Business News Daily about what they think makes a truly successful entrepreneur.</p> <p>https://www.dictionary.com/browse/consultant</p> <p>https://www.experience.com/advice/careers/ideas/consulting-the-skills-you-need-to-succeed</p> <p>You can reflect about this proverb: “Give a man a fish and you feed him for a day, teach a man to fish and you feed him for a lifetime”</p> <p>https://members.businessdisabilityforum.org.uk/resource-category/resource/the-role-of-the-accessibility-champion/</p> <p>https://www.visitbritain.org/sites/default/files/vb-corporate/accessibility_champion_2_508v2.pdf</p> <p>TAD – A Tour Around: http://abilityadvisor.eu/wp-content/uploads/2018/11/A-Tour-Around_TAD.pdf</p> <p>Building a Regional Network for the Development of Accessible and Inclusive Tourism: http://www.perfil.com.pt/Brendait/documents/D2BRENDAITManual-ENG.pdf</p>

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2. Raise awareness about Accessible and Inclusive Tourism among tourism stakeholders (business owners, managers, workers, clients, etc) facilitating communication between supply (business owners) and demand (tourists with special needs)	2 hours (face to face)	<ul style="list-style-type: none"> - How to prepare and make a pitch; - Script of main ideas /contents from other modules to use in the pitch (what is Accessible and Inclusive Tourism, what are tourists with special needs, main types of special needs, requirements for Accessible and Inclusive Tourism, examples of tourist needs that are different from common clients, advantages of providing accessible and inclusive tourism services) 	<ul style="list-style-type: none"> - Small groups (2-3 persons) presentation and discussion of a script with the main ideas from other modules; - Individual pitch about Accessible and Inclusive Tourism targeted at a tourism business owner / manager; 	<p>http://www.investorwords.com/3706/pitch.html</p> <p>http://www.businessdictionary.com/definition/elevator-pitch.html</p> <p>https://study.com/academy/lesson/business-pitch-definition-types-importance.html</p> <p>https://www.superoffice.com/blog/sales-pitch/</p>
3. Apply diagnostic instruments, develop action plans and advise business owners/managers	2 hours (face to face)	<ul style="list-style-type: none"> - Legislation; - Diagnostic methodologies; - Diagnostic tools; 	<ul style="list-style-type: none"> - Small groups (2-3 persons) presentation of a Diagnostic of a tourism service (different areas) supported with photos / descriptions /website informations; 	<p>https://data.dre.pt/eli/lei/46/2006/08/28/p/dre/pt/html</p> <p>https://data.dre.pt/eli/dec-lei/163/2006/08/08/p/dre/pt/html</p> <p>http://www.inr.pt/content/1/119/legislacao</p> <p>http://www.inr.pt/uploads/docs/acessibilidade/GuiaAcessEmobi.pdf</p> <p>Norma Portuguesa NP 4523-2014 relativa a Turismo Acessível em Estabelecimentos Hoteleiros (IPQ)</p> <p>https://data.dre.pt/eli/dec-lei/83/2018/10/19/p/dre/pt/html</p> <p>BRENDAIT Manual - Building a Regional Network for the Development of Accessible and Inclusive Tourism:http://www.perfil.com.pt/Brendait/documents/D2BRENDAITManual-ENG.pdf</p>

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		Topics/Contents	Activities/tasks for trainees	Learning Resources
				https://www.visitenglandassessmentservices.com/about/advisory-visits/ https://www.brightwork.com/blog/7-steps-effective-report-writing https://pantou.org/access-statement https://www.visitenglandassessmentservices.com/wp-content/uploads/2018/01/visitengland_national_accessible_scheme_serviced_standards.pdf https://www.visitbritain.org/sites/default/files/vb-corporate/visitengland_national_accessible_scheme_serviced_standards.pdf http://www.perfil.com.pt/Brendait/documentos.htm https://www.tur4all.pt/
	2 hours (face to face)	<ul style="list-style-type: none"> - Planning cycle; - Planning tools; - Action Plan; 	<ul style="list-style-type: none"> - Small groups (2-3 persons) presentation of an Action Plan for a tourism service (different areas) based on a Diagnostic report (including improvements and communication of current conditions); 	https://www.mindtools.com/pages/article/newPPM_89.htm https://www.mindtools.com/pages/article/newTMC_05.htm https://www.mindtools.com/pages/article/newHTE_04.htm https://asq.org/quality-resources/new-management-planning-tools https://leankit.com/learn/project-management/task-management-tool/ https://www.mindtools.com/pages/main/newMN_HTE.htm http://www.businessdictionary.com/definition/action-plan.html

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	1 hour (e-learning)	- Legislation	- Individual analysis of legislation;	https://data.dre.pt/eli/lei/46/2006/08/28/p/dre/pt/html https://data.dre.pt/eli/dec-lei/163/2006/08/08/p/dre/pt/html http://www.inr.pt/content/1/119/legislacao http://www.inr.pt/uploads/docs/acessibilidade/GuiaAcessEmobi.pdf Norma Portuguesa NP 4523-2014 relativa a Turismo Acessível em Estabelecimentos Hoteleiros (IPQ) https://data.dre.pt/eli/dec-lei/83/2018/10/19/p/dre/pt/html
4. Apply their skills in the environment of a concrete SME as an employee or as an independent consultant	7 hours (WBL)	- Pitch; - Diagnostic; - Action Plan.	- 3 individual tasks (pitch / diagnostic / action plan) developed and implemented in one tourism SME (accommodation area).	WBL
	7 hours (WBL)	- Pitch; - Diagnostic; - Action Plan.	- 3 individual tasks (pitch / diagnostic / action plan) developed and implemented in one tourism SME (restaurant, tourism information or tourism activities area).	WBL
	6 hours (WBL)	- Pitch; - Diagnostic; - Action Plan.	- 3 individual tasks (pitch / diagnostic / action plan) developed and implemented in one tourism SME (any tourism area not covered in previous exercises).	WBL