



Training Modules on Accessible Tourism

TRAINING MODULE 1

Introduction to Accessible Tourism for All



Games Without Barriers

Co-funded by the Erasmus+ Programme of the European Union G.A. n. 2019-1-IT01- KA202-007450
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Games Without Barriers Game-based learning in initial VET for Accessible Tourism

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| Abstract (for dissemination) | |
| <p>The present document represents the first of the four Training Modules on Accessible Tourism: MODULE 1 “Introduction to Accessible Tourism for All”. It contains the detailed description of its three Learning Units in term of contents, learning outcomes (knowledge, skills and competences), training material for its delivery (PPT presentations) and experimental activities, as much as possible based on the edutainment approach, supporting the theoretical lessons and using interactives tools and platforms.</p> | |
| <p>Keywords: learning units and learning outcomes, training material and supporting activities, accessible tourism, tourism for all, impact and economic value, Universal Design, Design for All</p> | |

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Introduction

The present document represents the first of the four Training Modules on Accessible Tourism: **MODULE 1 “Introduction to Accessible Tourism for All”**.

It contains three Learning Units addressing the basic concepts of accessible tourism for all, targeted to students of initial VET schools on tourism towards whom the existing training experiences on accessible tourism have rarely been addressed:

- **Learning Unit 1 - Definition and brief history of accessible tourism**
- **Learning Unit 2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**
- **Learning Unit 3 - Universal Design. Design for All**

Each Learning Unit consists of:

- detailed description in terms of contents and learning outcomes, that is what the students will know, understand and be able to do on completion of each learning unit, i.e. their knowledge, skills and competences.
- supporting training materials, mainly PPT presentations, for its delivery
- synthetic description of the experimental training activities as much as possible based on the edutainment approach, supporting the theoretical lessons and using interactives tools and platforms.

As well as the other modules that make up the intellectual output 2, Module 1 has been developed as follow.

Project partners expert of accessible tourism (ENAT and Incipit) have defined the backbone and the general contents of the training module and described it in terms of learning units and related learning outcomes with the collaboration of Consorzio ITACA.

Supported by ENAT and Incipit, teachers of the partner schools – IPSSEOASC Assisi, Escola Superior d'Hostaleria de Barcelona, Colegiul Economic "Gheorghe Dragos" Satu Mare – trained on accessibility issues during the Opening Joint Staff Training Event, developed the Learning Units content and the PPT presentations. To this end, the teachers referred to what they had learned during the Opening Joint Staff Training Event and used, to their support, the learning materials contained in the “Trainers' Learning Kit on Accessible Tourism” (IO1), trying to adapt it as much as possible to their students, by simplifying it and making it more user-friendly.

Moreover, teachers, with the support of the partner expert of edutainment (Wattajob) and using the tools and methodologies suggested in the “Trainers' Toolkit for planning and carrying out training activities” (see IO5), designed supporting practical activities – quizzes, tests, group works, etc. – as much as possible based on the edutainment approach promoted in the project.

Module 1 has been tested during the First exchange of groups of pupils organized online due to the Covid-19 pandemic on 26-30 April 2021 (see IO5) and fine-tuned on the basis of the received feedback.

Learning Unit 1 - Definition and brief history of accessible tourism

LU1 Description and Learning Outcomes

| Description | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Class Duration | 30' |
| Contents | <ol style="list-style-type: none"> 1. Brief overview of tourism sector: trends in international tourism flows (including 2020 drop due to Covid 19 pandemic) and positive impacts arising from tourism growth 2. Tourism as a priority need, to experience new places, to socialize with other people and to know other cultures 3. Some people may find it difficult to enjoy tourism because of barriers and obstacles. Who are these people? 4. People with disabilities and people with other specific access requirements 5. The concept of accessible tourism for all 6. Brief overview of megatrends that impact on accessible tourism: demographic changes, emerging markets, travel mobility, sustainability and new technologies 7. Brief history of tourism for all |
| Learning Outcomes | |
| Knowledge | <ul style="list-style-type: none"> - The learner knows and understands the meaning of the term Tourism for All - The learner knows and understands the main target groups and activities carried out in this area - The learner knows and understands the main steps in the evolution of accessible tourism for all |
| Skills | <ul style="list-style-type: none"> - The learner is able to identify persons with specific access requirements - The learner is able to recognise the impacts of main market trends on accessible tourism |
| Competences | <ul style="list-style-type: none"> - The learner is able to describe the development of accessible tourism and its importance to tourism businesses and persons with disabilities and specific access requirements |
| Activities | |
| Ice-breaker quiz with an interactive app (Mentimeter): Can you identify the different groups of visitors with access requirements and explain why they are an important part of the tourism sector? | |
| Training Material | |
| PPT presentation. | |

LU1 PPT presentations and supporting activities



IO2 – Training Modules on Accessible Tourism

Training Module 1 - Introduction to accessible tourism for all

Learning Unit 1- Definition and brief history of accessible tourism

Training material:
PPT presentations and supporting activities

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M1 LU1 - Definition and brief history of accessible tourism

We want to start with a question



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M1 LU1 - Definition and brief history of accessible tourism

Travelling to get to know:

- places
- people
- different cultures



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M1 LU1 - Definition and brief history of accessible tourism

Travelling makes you free

But is travelling for everyone?



Yes, it should be, but many people still face difficulties



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Who are the customers who still face access barriers when travelling?

But also other persons with specific access requirements

Persons with disabilities



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Persons with disabilities

Persons with disabilities are not just **wheelchair users**

There are different types of disabilities related to different types of impairments:

- physical, sensory, cognitive or different mental health conditions.

Each of these conditions has different characteristics and, therefore, different requirements.

It is necessary to know their main aspects and **how to offer the correct service, if it is needed.**



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**M1 LU1 - Definition and brief history of accessible tourism**

Tourists with disabilities and / or specific access requirements do not represent a separate group, segment or target

They are like any other tourist.

They travel:

- for business,
- cultural reasons
- to practice sports,
- to look for relaxing and calm holidays.

There are those who travel in groups and those who prefer to organise the trip alone; those who can spend more and those who prefer cheaper products, and so on.



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People with disabilities or specific access requirements represent...



... a big and growing potential market but it is necessary to remove barriers and create appropriate and comfortable conditions in order to cater for them.



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«Tourism for all» aims to remove all structural and cultural barriers



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M1 LU1 - Definition and brief history of accessible tourism

What is Accessible Tourism or “Tourism for All”?

Accessible tourism for All refers to policies and practices that aim to remove access barriers, giving people with specific access requirements the possibility to enjoy their holidays and their leisure time without obstacles and difficulties.



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Brief history of Accessible Tourism / Tourism for ALL

Attention to disability issues and to Accessible Tourism began in the 1980s

MILESTONES

- ✓ 1988 Creation, in the UK, of the *Tourism for All* working group and publication, in 1989 at the end of a conference, of the "*Tourism for All*" report aimed at tourism operators
- ✓ 1993 Conference “Tourism for All in Europe – Tourism 2000” and presentation of the report produced by Touche Ross “Profiting from opportunities – a new market for tourism”
- ✓ 2006 United Nations Convention on the Rights of People with Disabilities



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Tourism is one of the largest and fastest growing economic sectors in the world.

Tourism is changing under the effect of evolving major trends such as social, cultural, economic, political, environmental and technological developments.



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WHICH ARE THE MEGATRENDS TRANSFORMING TOURISM WITH IMPLICATIONS FOR ACCESSIBLE TOURISM?

1. Demographic changes and emerging markets
2. Sustainability
3. New technologies



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1. DEMOGRAPHIC CHANGES AND EMERGING MARKETS



Older people

Around **703 million** in the world (8.5% of the world population) are expected to become nearly **1.5 billion** in 2050.



M1 LU1 - Definition and brief history of accessible tourism

The ageing population is a remarkable demographic change

- The older people nowadays are more willing to spend more time for leisure. They want to enjoy themselves more than the past older generations by travelling.
- Most of them are very active.
- They have more money to spend, more free time and they can plan their holidays at any time of the year



M1 LU1 - Definition and brief history of accessible tourism

The large increase of the ageing population is a remarkable demographic change

Services and facilities must be adjusted to welcome this increasing number of tourists and meet their requirements
Accessibility (both physical access, services provision and information) is likely to be an area of particular concern for older tourists



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1. DEMOGRAPHIC CHANGES AND EMERGING MARKETS

An increasingly large proportion of tourist originating from emerging markets



Innovative approaches needed to accommodate new demands and specific needs and preferences of these emerging markets, according to their characteristics, behaviour and tastes.



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2. Sustainable tourism



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The connection between accessible tourism and sustainable development is as follows.

Accessibility and accessible tourism contributes to a sustainable development because it contributes to solutions for the environment and the services offered, which are suitable for everyone, **therefore they are more permanent without the need for changes and modifications.**

This means :

- saving energy
- saving time
- saving money
- saving working hours
- contributing to better quality and safer solutions



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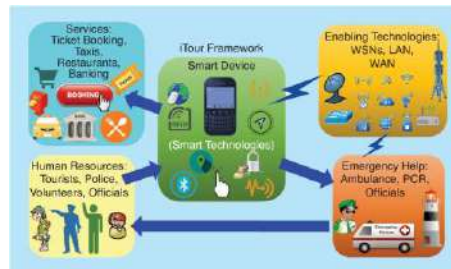
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M1 LU1 - Definition and brief history of accessible tourism

3. NEW TECHNOLOGIES

Innovation in technology has changed the way people work, communicate and even in the tourism field it has brought changes in the way people buy and organise their holidays.



M1 LU1 - Definition and brief history of accessible tourism

3. NEW TECHNOLOGIES

Tourists use new technologies via internet to give and read reviews about tourist destinations, services, accommodation, experiences etc.

M1 LU1 - Definition and brief history of accessible tourism

3. NEW TECHNOLOGIES



The main important changes are due to:

- Social media
- Web reputation
- Reviews and ratings



M1 LU1 - Definition and brief history of accessible tourism

3. NEW TECHNOLOGIES

Virtual and Augmented Reality

These technologies offer the potential to create substitute experiences that may be particularly beneficial for people with access requirements.



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3. NEW TECHNOLOGIES

Augmented reality uses mobile devices to add information and a new level of interactivity to what we see and is around us.



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3. NEW TECHNOLOGIES



Virtual reality technology involves the use of a VR visor, which helps to place a user in a **digital environment**. Through the use of images and sounds, the user is placed in a virtual world, in which they can move around and interact with their surroundings.



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What we have learned

- ✓ the meaning of the term Tourism for All
- ✓ the main target groups and activities carried out in this area
- ✓ the main steps in the evolution of accessible tourism for all
- ✓ the different types of megatrends
- ✓ the development of accessible tourism and its importance to tourism businesses and persons with disabilities and specific access requirements



Learning Unit 2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all

LU2 Description and Learning Outcomes

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description | |
| Class Duration | 30' |
| Contents | <ol style="list-style-type: none"> 1. Accessibility as a business opportunity: advantages and economic value of Tourism for All <ol style="list-style-type: none"> a. Target groups: seniors, families, persons with disabilities b. Travel demand, extending the tourist season, staying longer, spend more, etc. 2. The market size of Tourism for All and its current and potential economic impact 3. The tourism service chain 4. The close correlation between accessibility and quality of the tourism supply |
| Learning Outcomes | |
| Knowledge | <ul style="list-style-type: none"> - The learner knows and understand the economic value of Accessible Tourism / Tourism for All - The learner knows the main target groups in accessible tourism market and understands the need for accessibility to be taken into account in all components of the tourism service chain - The learner knows and understand the importance of accessible tourism for enhancing the quality of tourism supply |
| Skills | <ul style="list-style-type: none"> - The learner is able to identify the factors that determine the impact and economic value of accessible tourism - The learner is able to identify the components of the tourism service chain - The learner is able to identify the quality factors of accessible tourism |
| Competences | <ul style="list-style-type: none"> - The learner is able to explain the factors affecting the impact, the economic value and the quality factors of accessible tourism - The learner is aware of the need to correlate the strategy of the economic value chain with a regional / destination tourism strategy |
| Activities | |
| <p>Icebreaker quiz with Padlet: value and market size of the Accessible Tourism (data and info presented in the form of a quiz, to make the learning experience more interactive)</p> <p>Using digital tools: meet google, Zoom chat, asking students to explain quality factors of Tourism for All</p> | |
| Training Material | |
| PPT presentation - Prepared questions for Padlet - Example of good practice | |

LU2 PPT presentations and supporting activities



IO2 – Training Modules on Accessible Tourism

Training Module 1 - Introduction to accessible tourism for all

Learning Unit 2- Impact and economic value of accessible tourism. Quality of accessible tourism for all

Training material:
PPT presentations and supporting activities

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M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all

- 1. Advantages of accessible tourism**
- 2. Economic value of Tourism for All**



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**M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**

Why should accessible tourism be encouraged?

Everyone has the right to access leisure and tourism services

Yet 1 billion people around the world living with disability, along with young children, seniors and persons with other access requirements, still face obstacles in accessing fundamentals of travel such as clear and reliable information, efficient transportation and public services, and a physical environment that is easy to navigate.



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Why should accessible tourism be encouraged?

15% of the world's population is estimated to live with some form of disability. That is 1 billion people around the world who may be unable to enjoy the privilege of knowing other cultures, experience nature at its fullest and experience the thrill of embarking on a journey to explore new sights.

Accessibility for all should be at the center of tourism policies and business strategies not only as a human right, **but also as a great market opportunity.**



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**M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**

Activity 1

Answer the question: Which are the advantages of encouraging tourism for all in your area?

Students will work in groups of 6 students and then they will complete in the padlet their answers.

<https://ro.padlet.com/monicatamas/pu7n5rcradcd4afo>



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Advantages of accessible tourism



- More tourists, more income, more profit for hotels, restaurants, shops, travel companies, suppliers, etc.
- More jobs in the tourism sector
- Tourists with access requirements stay longer on holidays, on average
- Older tourists with access requirements travel throughout the year, extending the tourist season
- New job opportunities – new types of adapted tourism experiences
- Increased tax incomes
- Combat social inequalities
- Strengthen ties between European citizens
- Ensure universal access to holidays, in order to generate economic activity and growth in Europe



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1. Tourism activity creates demand

Tourism as an individual activity of touring and traveling involves consumption and commercial activities



2. Tourism industry meets and spreads demand

Tourism industry value chain meets and spreads demand across many industries and therefore boosts many industries

3. Tourism requires country development

A country needs to provide tourist attractions with infrastructure and facilities to attract tourists and make tourism grow



4. Motivates to reach global standard

The infrastructure and facilities need to be of global standard because tourists are global consumers.



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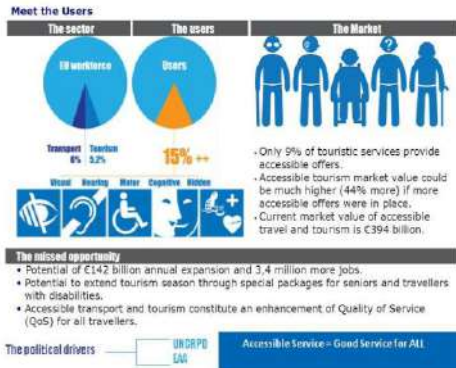
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Current situation

Accessibility is very often seen as a "problem" rather than a "business opportunity".



The Market

- only 9% of the touristic services provide accessible offers
- accessible tourism market value could be much higher (44% more) if more accessible offers were in place
- current market value of accessible travel and tourism is 94 euro billion

The Misses Opportunity

- Potential of 142 billion euro expansion and 3,4 million more jobs
- Potential to extend tourism season through special packages for seniors and travellers with disabilities
- Accessible transport and and tourism constitute an enhancement of Quality of Service for all travellers.



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The Market Size of Tourism for All Demand Main findings

138,6 millions of persons with specific access requirements in the UE in 2011 (around 1/3 of total population) of which:
35,9% people with disability aged 15 - 64
64,1% older people (aged ≥ 65)

In **2012, 783 millions trips** within EU by Europeans with specific access requirements and **17,6 millions trips** by tourists with specific access requirements coming from 11 key markets outside Europe



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M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**Accompanying persons**

- People with specific access requirements in Europe travel with an average of 1.9 accompanying persons
- People with disabilities with 2.2 accompanying persons
- Older people with 1.6 accompanying persons.

As people with special requirements need accompanying persons, the number of tourists coming will increase but only by creating an accessible environment.



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**M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all****Activity 2**

Mention at least 2 reasons why tourist providers (e.g. hotel owners) are reluctant to create an accessible environment?

<https://ro.padlet.com/monicatamas/gqk8y2zz4emtu8ez>



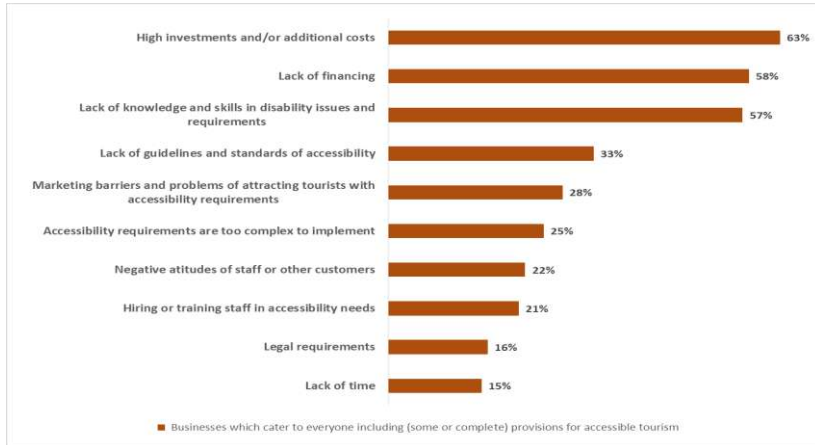
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Which are the reasons why tourist providers are reluctant in creating an accessible environment?



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**Why is accessibility considered a business opportunity?
Accessibility = Business Opportunity**



Seniors and people with disabilities (permanent or temporary) represent a very significant market. In Europe, there are already more elderly people (over 65 years old) than children. **The Baby boomers!** Older persons are pensioners so they can go on **longer holidays** and in all seasons. **Avoid seasonal peaks**
Older persons people with disabilities and are accompanied during the holiday. **More tourists**
They are willing to **spend much money** on a comfortable and worries free holiday as they have financial security.
Not taking care and assuring an accessible environment for this category means losing a great business opportunity.
By assuring an accessible environment on the tourism market offers a **great advantage** and a **great overall image** in front of the other tourism operators and in front of the clients. **Competitivity**
If they are satisfied with the conditions they will **return** to the hotel where they had an excellent treatment.
Creating an accessible environment for this category and attracting them in the tourism market has an extraordinary impact on **the entire tourism service chain.**



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Economic Value of Tourism for All

In Europe, there are already more older people (over 65 years old) than children.

- ✓ The increasing importance, within the overall demand, of the segment of tourists over 55 years of age.
- ✓ Higher demand in terms of quality and sophistication.
- ✓ More segmented markets.
- ✓ A shortage of time and plenty of money.
- ✓ A growing awareness of environmental and sustainability issues.
- ✓ More participatory and active holidays, with longer itineraries and itineraries that are managed individually in many cases.



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**M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**

Example of Good Practice

The Scandic Chain Hotels adopted an accessible environment in all their hotels paying great attention to all details regarding accessibility.

<https://www.youtube.com/watch?v=y78Yf1003es>



Allergy friendly rooms

https://www.scandichotels.com/globalassets/always-at-scandic/special-needs/accessibility_standard_neweng_.pdf

Highly positive feedback in terms of customer satisfaction
15.000 more nights sold in Sweden in 2005.

Substantial increases in turnover every year in all countries
Much of the investment repaid in less than a year



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M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all



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If one of these services is not accessible, the entire holiday can be compromised even though the rest of the services were excellent.

Travel and Tourism

| Travel and Tourism | Transport | Accommodation | Local Travel | Food & Shopping | Tourism sites |
|--------------------|-----------|-----------------|--------------|------------------|---------------|
| Agencies | Airlines | Hotels | Taxis & Cabs | Restaurants | Local Markets |
| Travel Agents | Shipping | Lodges | Buses | Malls | Fee & Charges |
| Tour Operators | Rails | Bed & Breakfast | Car Rentals | Shopping Centers | Local Food |

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M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all**Accessibility = Quality**

Spreading the culture of accessibility



Improvement not only of the tourist offer aimed at people with specific access requirements but also of the offer for all other visitors

**ACCESSIBILITY****Quality element of the tourist offer**

Once a tourism service provider is planning to create an **accessible environment** means trying to improve the clients' with special needs wellbeing which represents a smaller percent of the clients. Paying attention to details means offering **good quality**. Taking care of people with disabilities goes hand in hand with good quality.



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**M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all****Quality factors of tourism for all**

- ✓ Tourism providers know the needs of the target customers
- ✓ Qualified employees understand and respond to specific requests when welcoming and relate with customer with specific access requirements
- ✓ Presence of tourism facilities complying with the accessibility requirements indicated in the legislation
- ✓ Specific, reliable, verified and updated information on the accessibility of facilities

Activity 3

Explain the quality factors mentioned above.

Students will work in groups of 6 students.

Each group has 1 minute to explain the quality factor they were given.



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M1 LU2 - Impact and economic value of accessible tourism. Quality of accessible tourism for all

What we have learned

- ✓ advantages of Tourism for All
- ✓ the market size of Tourism for All
- ✓ the economic value of Tourism for All
- ✓ the quality factors of Tourism for All



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Learning Unit 3 – Universal Design. Design for All

LU3 Description and Learning Outcomes

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description | |
| Class Duration | 30' |
| Contents | <ol style="list-style-type: none"> 1. “Universal design” concept 2. The 7 Principles of Universal Design: <ol style="list-style-type: none"> 2.1. Equitable Use 2.2. Flexibility in Use 2.3. Simple and intuitive use 2.4. Perceptible Information 2.5. Tolerance for Error 2.6. Low Physical Effort 2.7. Size and Space for Approach and Use 3. The 8 Goals of Universal Design <ol style="list-style-type: none"> 3.1. Body fit 3.2. Comfort 3.3. Awareness 3.4. Understanding 3.5. Wellness 3.6. Social integration 3.7. Personalisation 3.8. Cultural Appropriateness |
| Learning Outcomes | |
| Knowledge | - The learner knows and understands what is the “Universal Design” approach, its 7 Principles and its Goals. |
| Skills | - The learner is able to recognise the consequences of not following UD principles. |
| Competences | - The learner is ready to look at the characteristics of a building, a facility or a service putting themselves in the shoes of persons with different access requirements. |
| Activities | |
| Finding together with classmates and the teacher the elements of good examples of Universal Design or mistakes in different images of buildings, facilities, services, etc. | |
| Training Material | |
| PPT supporting the explanation and images for the final activity. | |

LU3 PPT presentations and supporting activities



IO2 – Training Modules on Accessible Tourism

Training Module 1 - Introduction to accessible tourism for all

Learning Unit 3- Universal Design. Design for All

Training material:
PPT presentations and supporting activities

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M1 LU3 - Universal Design. Design for All



Designing, developing and marketing...
...mainstream products, services, systems and environments...
...**to be accessible and usable by as broad a range of users as possible.**



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M1 LU3 - Universal Design. Design for All



- Is the design of products and environments **to be usable by all people**, to the greatest extent possible, **without the need for adaptation or specialized design**.
- The universal design concept **targets all people of all ages, sizes and abilities**.



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M1 LU3 - Universal Design. Design for All

Universal Design...

1. ...enables and **empowers population** by improving human performance, health and wellness, and social participation...
2. ...makes things **easier** to use, **healthier** and **friendlier**...
3. ...considers **many** human factors.



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Universal Design...



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M1 LU3 - Universal Design. Design for All

The Concept of Universal Design(UD)

- It is a holistic approach that **provides independence for people.**
- It is not a list of particular solutions, measurements, or products:
- is the way to reach the **solution for creating comfortable, sustainable, inclusive and safe environments, products and services... for ALL.**



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M1 LU3 - Universal Design. Design for All

The Concept of Universal Design(UD)

"We are all the same, but also so very different!"



Equality



Equity



Accessibility



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M1 LU3 - Universal Design. Design for All

The 7 Principles of Universal Design



1 Equitable Use:
The design is useful and marketable to people with diverse abilities.

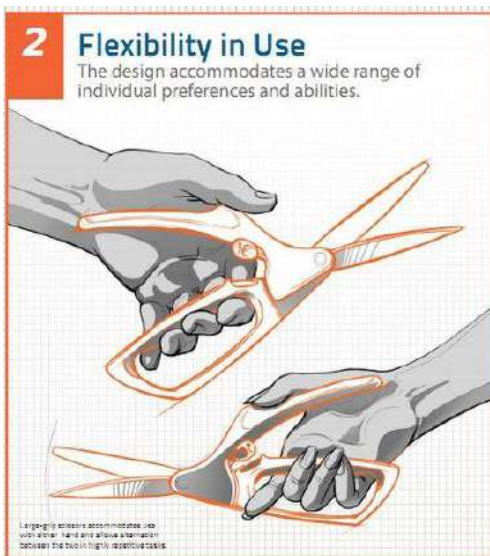


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Public emergency stations utilize recognized emergency colors and a simple design to quickly convey function to passers-by.

3 Simple and Intuitive Use
Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level.



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4 Perceptible Information
The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

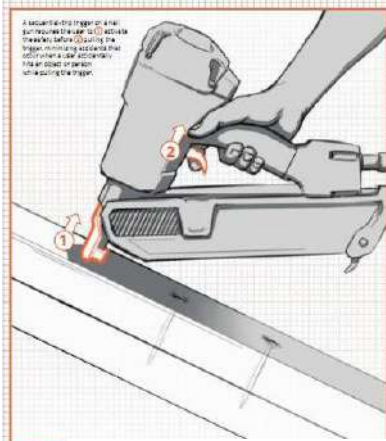


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5 Tolerance for error:
The design minimizes hazards and the adverse consequences of accidental or unintended actions.

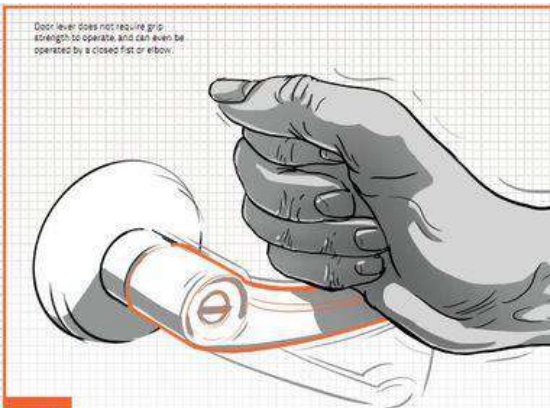


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6 Low Physical Effort
The design can be used efficiently and comfortably and with a minimum of fatigue.



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7 **Size and Space for Approach and Use**
Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.



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M1 LU3 - Universal Design. Design for All

The Goals of Universal Design

- **Body fit**
Accommodating a wide a range of body sizes and abilities
- **Comfort**
Keeping demands within desirable limits of body function
- **Awareness**
Ensuring that critical information for use is easily perceived
- **Understanding**
Making methods of operation and use intuitive, clear and unambiguous
- **Wellness**
Contributing to health promotion, avoidance of disease, and prevention of injury



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The Goals of Universal Design

- **Social integration**
Treating all groups with dignity and respect
- **Personalisation**
Incorporating opportunities for choice and the expression of individual preferences
- **Cultural Appropriateness**
Respecting and reinforcing cultural values and the social environment context of any design

(Centre for Inclusive Design and Environmental Access- www.ap.buffalo.edu/idea)



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How do you feel if...



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...having to park your car there?



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Or walking with a baby cart or a big trolley here?



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Or withdraw money
from this ATM ...



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Perhaps you will feel that you can't do
things by yourself...



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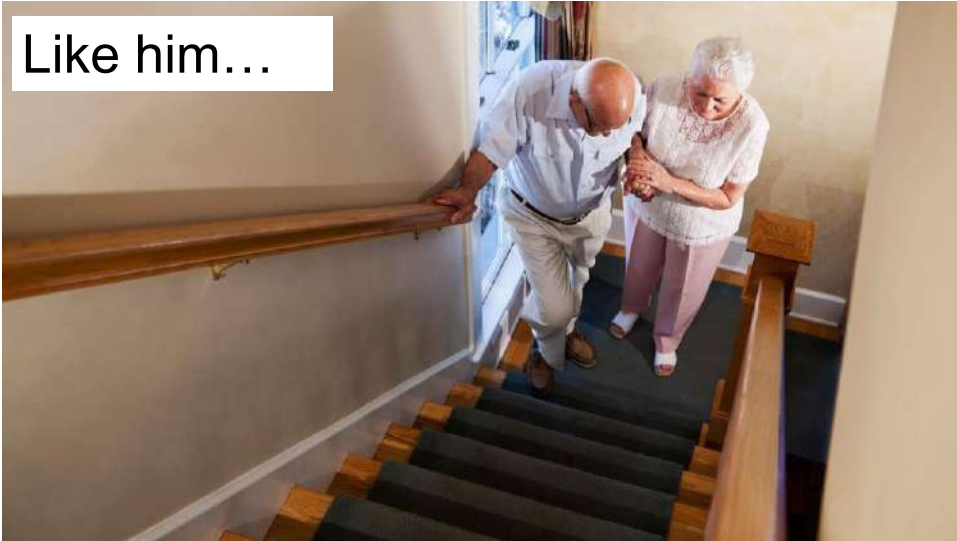


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Like him...



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Or them.



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M1 LU3 - Universal Design. Design for All



Or that you can't
do what you
want AT ALL.



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M1 LU3 - Universal Design. Design for All

The consequences of **not** following UD principles

- **Lower** quality of services for the wider range of visitors
- **Exclusion** of some visitors from tourism experiences and offers
- **Reduced** Return on Investment
- **Not sustainable** environments, services and solutions
- **Reduced** economic growth, requiring adaptations, re-design, re-building and additional expense.



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Let's find some fails...



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What we have learned

- ✓ the “Universal Design” approach
- ✓ its 7 Principles and its Goals.
- ✓ the consequences of not following UD principles.



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