

ESCAPE2

**Module 9: Accessibility and Inclusiveness in Tourism**
**The Module at a glance:**

Module title:	<b>Accessibility and Inclusiveness in Tourism</b>
Teaching hours:	<b>15 hours</b>
Mode of delivery	<ul style="list-style-type: none"> <li>● Online</li> <li>● Blended</li> </ul>
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> <li>● Online learning materials</li> <li>● PPT presentation</li> <li>● Case studies</li> <li>● Interviews</li> </ul>
EQF level:	3-4
Learning outcomes of the course unit:	<p>In the world of tourism, the importance of specific targets is increasingly evident, which see their consistency increase over time, in numerical and economic terms.</p> <p>Making inclusive tourism means making spaces, experiences, communities, territories, hospitality, services, catering, routes, and mobility accessible and usable for all, helping to create social well-being and widespread economic value.</p> <p>But above all it means making people happier by allowing everyone, without exception, to enjoy the beauty and richness of a destination's cultural and environmental heritage.</p> <p>Inclusive tourism projects are based on the strategic assumption of Design for all and consequently of tourism accessible and usable by all: not only people with reduced mobility or in wheelchairs, but also partially sighted and blind, deaf; people with cognitive and sensory disabilities, older people; people experiencing temporary disabilities due to an injury or accident; families with small children; tourists with pets; people with special dietary needs due to intolerances, allergies, religious and philosophical beliefs; LGBT + community; tourists with particular needs deriving from their culture or religion; people with little money; etc...</p> <p>It is clear that inclusiveness in tourism is also an ethical issue.</p>
Language of the course:	All partner languages
Detailed content for the topic/subject	<p>The student will learn the concept of inclusion applied to tourism, developed in:</p> <ul style="list-style-type: none"> <li>- Definition of Accessibility of places, experiences for all;</li> <li>- Definition of Design for all (tourist services designed for all needs)</li> <li>- Understanding of special needs</li> <li>- Understanding of the reasons that lead to special needs</li> </ul>

	<ul style="list-style-type: none"> <li>- Toolbox to meet the main special needs</li> <li>- Tourism design elements for everyone</li> </ul>
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The units forming the course syllabus:

Topic/Subject	Contents/main points
Accessibility and Inclusiveness in Tourism	<ul style="list-style-type: none"> <li>- Defining Accessibility and Inclusiveness in Tourism</li> <li>- Reasons for the development of inclusive tourism</li> <li>- The main areas of application of the concept:               <ul style="list-style-type: none"> <li>a) tourism for physically disabled</li> <li>b) tourism for cognitive disabilities</li> <li>c) tourism for the elderly</li> <li>d) tourism for families with small children</li> <li>e) tourism with pets</li> <li>f) tourism for people with dietary needs</li> <li>g) tourism for people with particular cultural and religious needs</li> <li>h) LGBTQ+ tourism</li> </ul> </li> <li>- Implementation: how to create inclusive and accessible tourism products</li> </ul> <p>Part 1: an accessible destination            Part 2: cultural and environmental services accessible to all            Part 3: accessible and inclusive hospitality services            Part 3: tourism products and experiences for everyone            Part 4: a necessary specialization (targeting)            Part 5: how to avoid failing to implement inclusive tourism            Part 6: how to communicate inclusive tourism            Conclusions</p>