

ETCAATS E-Learning Course

Course Title: **Accessible Tourism - Basic**

Introduction

This introduction is presented as a series of slides (on-line Flash presentation) which show the following texts. Some slides have illustrations next to the text, for example, an image of a waiter, a guide dog etc.

1. This course aims to give managers and staff in small and medium sized tourist businesses a general introduction to *customer care issues* when welcoming and providing services for guests who have disabilities or particular access needs.

2. Whether you are running a tourism business or working as an employee, *knowing how to care for your customers* is essential when you want to offer good hospitality and give your guests a positive, memorable experience of their visit.

When you have a better understanding of what your customers want and expect, then you can serve them better – it is really as simple as that!

3. By following this course you will have the opportunity to become familiar with different customers' needs and typical situations that they - and you - might face.

4. This will give you an understanding of how to organise and prepare your business for receiving guests with access needs and how to serve these customers in a professional, confident and friendly manner.

5. Description of the course

The course is made up of four obligatory modules. Additional modules covering "specialist" subjects will also be offered during the coming weeks.

All managers and staff should follow the first four modules in sequence.

The specialist modules are optional and may be taken by managers or staff who wish to have knowledge about the particular subjects offered.

6. Certification

As you follow each module, your progress will be recorded by the e-learning system.

On successful completion of Modules 1, 2, 3 and 4 you will be able to download and print your *Basic Certificate in Accessible Tourism*.

There is also a downloadable Certificate for each Specialist Module.

7. Description of course activities

The course is interactive in nature. You will have reading materials which provide background and essential information with links to original documents where they are available.

There are also videos for you to watch and reflect on.

You can read the materials and watch the videos as many times as you want. At the end of each module you will find a “Test” with a series of questions based on the course information. You may take the test and see your score.

If you score below the “pass” mark (60%) you may study the course materials again and take the test once more.

Many of the course materials can be saved to your personal on-line folder or downloaded to your computer if wish to keep them for later reference or to use them at your workplace.

8. What will you learn?

After you have completed the *Accessible Tourism Basic* training course you will have:

- Increased knowledge of different disabilities and the particular needs of tourists who need good access
- Understanding of the market value of visitors with disabilities, seniors and others – and why it makes good sense to cater for them in your business
- Understanding of how to welcome, communicate and behave towards people with different access needs in an easy and relaxed way
- Knowledge about the legal frameworks and obligations on service providers regarding non-discrimination and equal treatment of persons with disabilities
- Knowledge about ways to make your premises and services accessible to more visitors
- Greater knowledge of where to find information and build up the resources you need for improving your customer care skills
- An increased ability to deliver a warm welcome to all customers.

9. When you're ready

10. Enjoy the course!