



# Access Training

## ETCAATS E-learning Course

**Quality - Accessibility - Profitability**

## What is accesstraining.eu about ?

The Access Training e-learning is an on-line training course addressing ways of improving your business and serving customers who have specific access requirements. 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.

## Who should take this course?

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!

## Description of the course

The course is made up of four obligatory modules. Additional modules covering “specialist” subjects will also be offered.

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.



## How is this training delivered?

The Access Training e-learning offers the following functionality:

- e-learning Modules - Currently with 4 core modules aiming to introduce the e learners to the business practices and customer service aspects of Accessible Tourism.
- e-learning Sessions - Over 30 knowledge and scenario based sessions covering business development tips, good practices, videos and reference sources. Each session takes around 5 minutes to complete.
- e-Quizzes - Instructional quizzes with feedback that will test the user's understanding of the knowledge based sessions.
- e-Certificates - A certificate issued to the e-learners on successful completion of the sessions and e-Quizzes.

The e-learning platform and course content is designed to be accessible to persons with disabilities (WAI-WCAG 2.0 level A).



## Certification

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. After completing the modules, AccessTraining.eu will keep you informed about further e-learning opportunities, training events and new resources to help you develop your business and keep your knowledge and skills up-to-date.

**Register & Enjoy the course!**

## 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
- An increased ability to deliver a warm welcome to all customers
- 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
- Knowledge about the legal frameworks and obligations on service providers regarding non-discrimination and equal treatment of persons with disabilities

## Quality

The Access Training e-learning course shows how to improve the quality of your visitor welcome in a cost-effective way, one step at a time. Case studies - told by successful business owners – present examples of what works in practice, showing how investments in accessible tourism can raise standards for all customers.

## Accessibility

All tourist businesses can make themselves more accessible and thus win more customers. This e-learning course explains how small improvements to the accessibility of premises, facilities and services make a big difference to the comfort and safety of your customers – not only those with visible disabilities but also to the more than 30% of disabled people whose disabilities you cannot see. By being accessible your offer can be truly inclusive for all visitors.

## Profitability

Greater profits are waiting for those businesses who cater well for the accessible tourism market. The ageing population is a key driver of demand for good access, and those who understand the challenges and develop their skills will be best placed to serve this market, going forward. By taking the Access Training course you will learn from others who have begun this process, so that you too will be able to serve this growing market and reap the financial rewards.





Do you want to find out more information about Accessibility Training?  
Contact us at: [info@acesstraining.eu](mailto:info@acesstraining.eu)

The Access Training course is supported by the ETCATS Partners.  
[www.etcats.eu](http://www.etcats.eu)



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Work Research Centre  
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designed and developed by Eworx S.A. in collaboration with  
the Eworx S.A. Usability and Accessibility Group **UX** Enabling User Experience