Accessible Tourism in a Regenerative World
Innovative Training for the Tourism Transition Pathway
Conference - EU Erasmus+ Project DIVETOUR Multiplier Event

Thursday 23 November 2023 - 10h00-14h15

VisitFlanders, Grasmarkt 61, 1000 Brussels, Belgium

The Conference

Accessible Tourism in a regenerative world - Innovative Training for the Tourism Transition Pathway - Multiplier Event, organized by ENAT, with the kind support of VisitFlanders, will present the DIVETOUR Erasmus+ project outcomes, give the floor to tourism entrepreneurs, institutional stakeholders, training providers and innovators, giving participants networking opportunities to share their experience and trigger new cooperation.

The event will also be an interesting occasion for students and trainers to become familiar with accessible tourism and its challenges in this transitional period, know about the use of technology to help developing new sustainable businesses, and learn the experience of some of the best practices in Belgium and elsewhere in Europe.

The main language of the event is English.

Registration is Free - but mandatory.

Places are limited. Registrations must be received by **Friday 17th November 2023** at the latest.

The registration form in English is at the following link: Multiplier Event Registration

Download the Programme and the Invitation at accessibletourism.org

The event will be followed by a light "networking" lunch, offered by the DIVETOUR project.

Visit the project website at: divetour.eu

For enquiries, please contact: Mr. Emiliano Deferrari at emiliano.deferrari@enat.eu

DIVETOUR - Digital Competencies and Tools for Enhanced VET on Tourism and Accessibility

The Erasmus+ funded European project "DIVETOUR - Digital Competencies and Tools for Enhanced VET on Tourism and Accessibility" is the latest in a number of projects carried out by ENAT and its partners, providing training content on accessible tourism for vocational training and university students, small and medium enterprises and also trainers and teachers of tourism management and hospitality courses.

Our aim has been to develop and experiment innovative methodologies to teach accessible tourism and raise awareness on the importance of inclusion, to be used by students and stakeholders with different backgrounds, learning needs but a common goal: participate together to the transformative path of the tourism sector, as encouraged by the European institutions and representatives of the sector.

DIVETOUR has developed:

- a new "connectivist" MOOC (massive open online course), engaging more than 500 people on the themes of tourism transition and inclusion;
- a web-app letting students learn by playing games;
- a "chatbot" prototype, which has been tested with students, to learn how a chatbot can be programmed and used to inform customers on the access features of a tourism service;
- a series of VR 360° videos delivering immersive experiences of accessible tourism.

Background

Accessible Tourism is a precondition for tourism offers that aim for quality and sustainability. After the crisis of the tourism sector, hard hit by COVID and the new challenges of facing climate change and the political crisis due to the war in Ukraine, many destinations have engaged in planning for more inclusive offers that cater for visitors with a wide range of access requirements. The focus on inclusion casts a new light on visitors' diverse demands and travel choices, which in turn affect tourism flows and sustainability. Meanwhile, there is still a long way to go before we can say that the majority of tourist destinations are "accessible for all".

There is a general lack of knowledge and skills among managers and staff regarding accessibility, which risks holding back the industry and leaving visitors with less choice and poorer service.

In the **European Year of Skills 2023-24**, we have identified the need for training and introducing new skill sets to meet the growing demand for good access, as the travelling population becomes older.

At the same time technology, which must be accessible, can help the tourism sector in many ways to develop more sustainable practices, and useful products for a wider target.