



Case 6. Skills Study:

Perfil - Inclusive Tourism Training:

National curriculum in Inclusive and Accessible Tourism for the hospitality sector (Portugal)

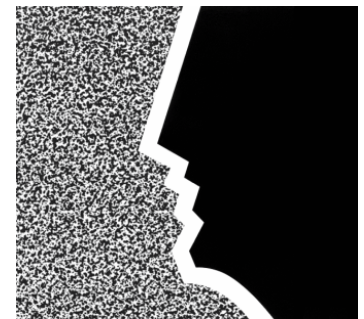
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Overview

In 2009, *Perfil – Psicologia e Trabalho* conducted a Study on Inclusive Tourism with the goal to better understand the dynamics of providing hospitality services to people with disabilities.

That Study enabled the building of a Training Package designed exclusively to equip tourism professionals with the necessary hospitality skills to successfully receive and cater to people with special needs.



Perfil
psicologia e trabalho, lda



Goals of the Study

- To identify the special needs that people with disabilities have when using tourism services (accommodation, restaurants and catering, sports, tour operators, tourist information services, transportation and other tourism services);
- To identify the hospitality skills required for the tourism professionals to be able to satisfy those needs/requirements;
- To build a Training Package targeted at tourism professionals to develop the specific hospitality skills required to successfully receive and cater people with special needs.



Approach

The Training Package “**Inclusive Tourism – hospitality skills to receive and entertain people with special needs**” is organized in 4 modules:

- A “Cross-sectoral” module for all tourism professionals;
- An “Accommodation” module;
- A “Food & Beverage” module;
- An “Other Tourism Services” module.

Each one of the modules covers the 4 main areas of disability (physical, visual, hearing and intellectual) as well as elderly tourists needs by the limitations arising from the ageing process.



Approach

This Training Package is included in the *Catálogo Nacional de Qualificações* (the National Qualifications Framework) which is the strategic tool that the Portuguese government uses to manage the formal and vocational training for professional qualifications.





Outcomes

The Training Package implementation started in January 2013 in *Escola de Hotelaria e Turismo do Porto*, a school managed by the NTO - *Turismo de Portugal, IP*, which is in charge of providing the educational and vocational training of tourism professionals.

Since then, more courses aimed at both students and active professionals, were executed in other schools (Estoril, Coimbra, Setúbal, Lisboa).





Impact

Accessible tourism for All is still an area of **low awareness** among tourism professionals (both at operational and management levels).

The uptake and the interest from the tourism sector on this type of training is generally low.

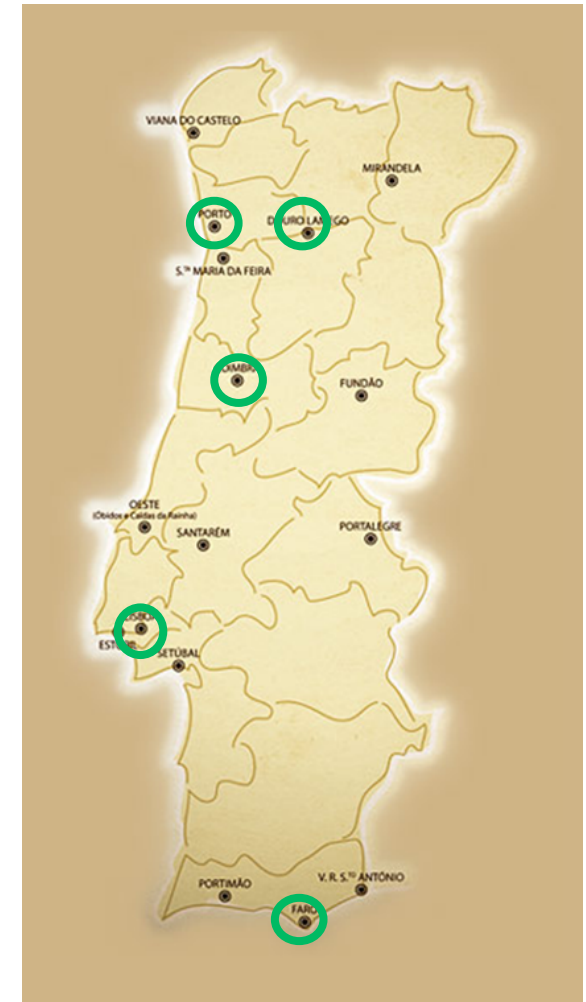
Raising awareness about the benefits of accessible tourism is required for tourism professionals to feel the need to improve their skills.



Impact

Perfil, Turismo de Portugal and *AHP* (Associação da Hotelaria de Portugal) created a program to **raise awareness** for Inclusive and Accessible Tourism and the promotion of this training package.

Thematic workshops were already executed in Coimbra, Faro, Porto, Lamego and Lisboa, since last February until now, with 132 participants.





Lessons learned

It is important that training is promoted together with awareness raising.

Promoting training alone will yield low results as awareness levels in the tourism industry is generally low.

The sustainability of this initiative relates to

- **the lack of interest in the business sector** and also to
- **the lack of funding.**



Lessons learned

Europe 2020 Strategy will surely give a significant contribution providing the funding both for **awareness raising events** and **training courses**.

It is crucial to invest in the development of awareness raising tools to overcome the lack of knowledge and interest from the business sector.

It is also important to foster the development of management capacity building schemes in SMEs.



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