Mapping skills and training needs to improve accessibility in tourism services

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Brussels, Belgium

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Objectives of the study

Overall objectives of the study:

1. **Map the staff skills needs to improve accessibility and safety** in the tourism services;

2. **Understand the business case for training;**

3. **Analyse the availability of corresponding training** in:
   - EU Member States (EU-28); and
   - transferable from other world

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Structure of the study

1. Conceptual work:

- Mapping of tourism related occupations requiring accessibility training.
- Mapping of skills need

2. Empirical work

- Mapping the availability of training across the EU28

3. Evaluation of EU-funded projects

- Lessons learnt from EU-projects.

4. Case studies

- 20 specific case studies focused on training providers.
- In-depth qualitative research investigating the key questions of the study.

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Case studies

Case study	Country coverage
ABTA e-learning for travel agents	UK
ETCAATS e-learning	EU
Turismo Inclusivo Perfil	PT
Scandic Hotels	SE
Kéroul	CA
ATHENA	CZ
Via Libre	ES
Visit-England	UK
People 1st, Welcome All and Tourism For All	UK
PEOPLE-CERT	EL
CO.IN	IT
HERMES Airports Ltd.	CY
Cluster for Accessible Tourism	BG
Accessible Destination Lousa	PT
TACTALL	EU
Ministry of Tourism (Ontario)	CA
Disney Corporation	FR
Visit Flanders	BE
Tourism for All in Germany	DE
EU funded projects	EU

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WHO?

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Mapping of tourism-related occupations

Which tourism-related occupations require accessibility skills?

- ✓ Analysing the Visitor Journey model of customer-supplier interactions
- ✓ International Standard Classification of Occupations (ISCO-08)
- ✓ Link to ESCO

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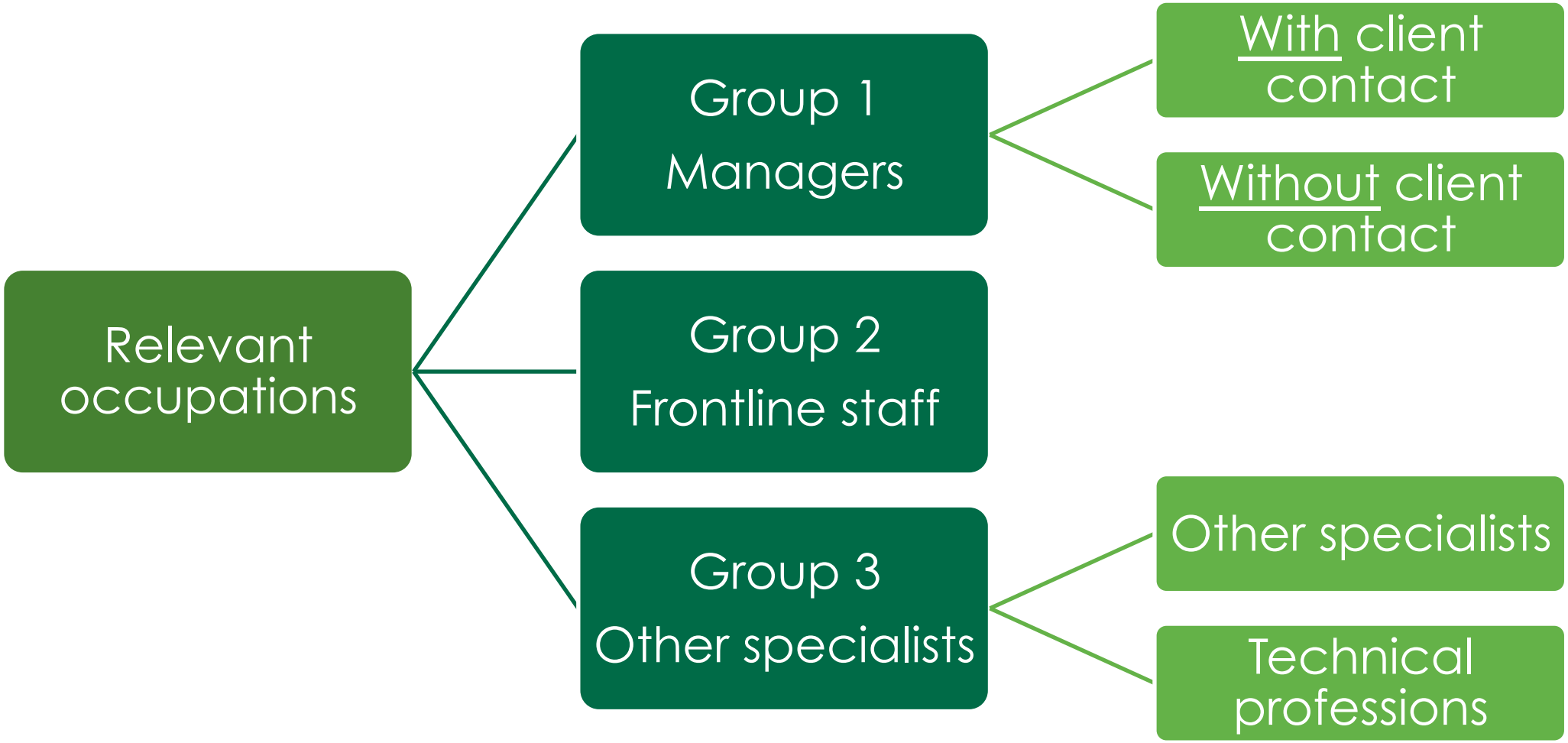
Mapping of tourism-related occupations



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WHAT?

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Mapping of skills needs

- ✓ 7 core skills
- ✓ Skills levels are divided into:
  - Introductory
  - In-depth

Theoretical

Comprehension and awareness of accessibility

- *Knowledge of definition of disabilities, types of disability and access requirements*
- *Barriers to accessibility & Design for All*
- *Strategic development of accessibility in business*

Practical

Hands-on skills to overcome practical obstacles

- *Principles of effective customer service*
- *Proper etiquette for dealing with tourists with accessibility requirements*
- *Recognising and responding appropriately to people using personal supports*
- *Service animals and assistive technology*

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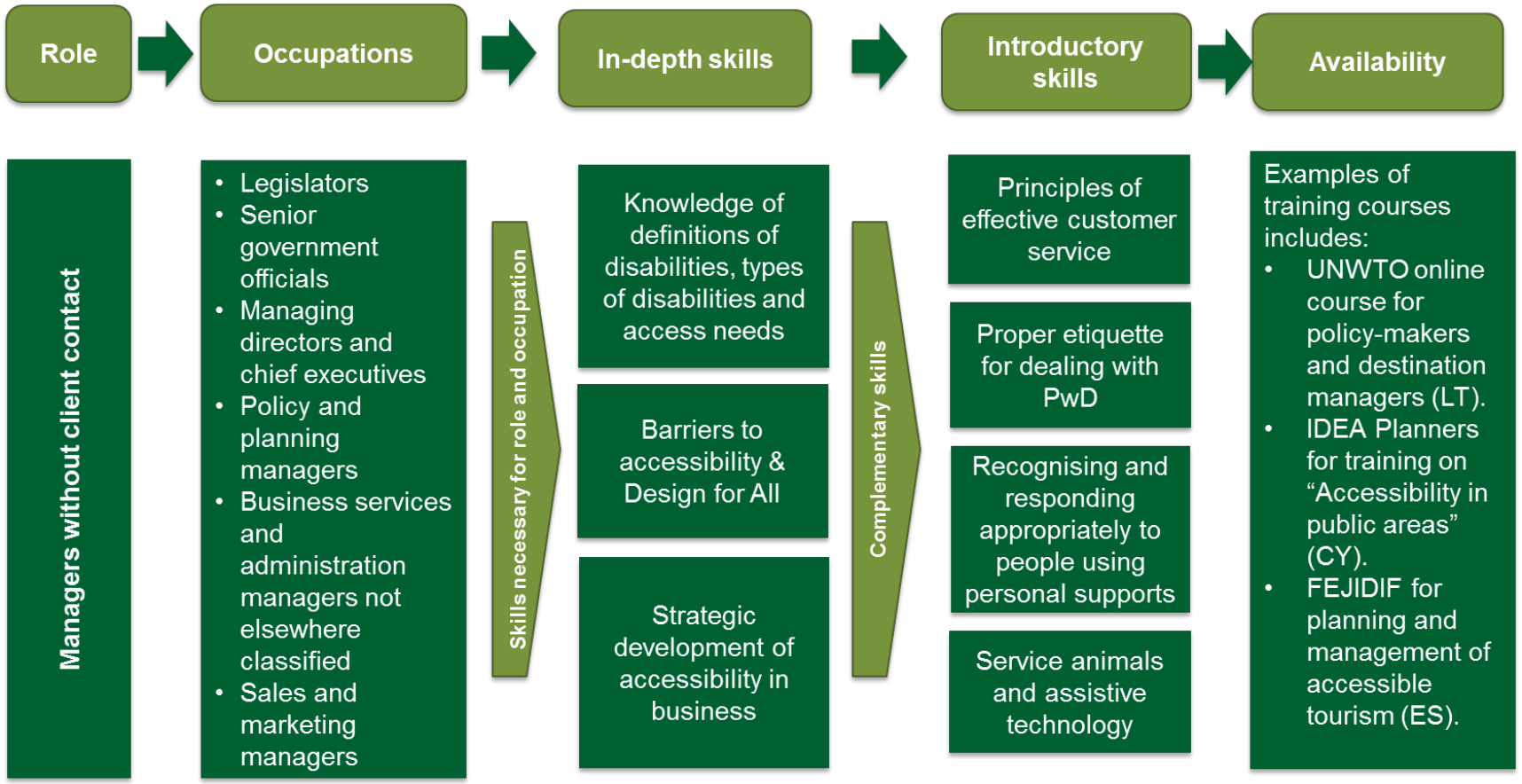
Mapping of skills needs



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HOW?

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Methods of training delivery

Context

- ✓ Micro enterprises and SMEs dominate the tourism industry.
- ✓ Tourism business make wider use of informal and "on the job" training due to time and cost considerations.

Methods

- ✓ Formal structured training:
  - self-learning (i.e. online);
  - traditional classroom-based teaching
- ✓ Informal training and learning through:
  - workshops
  - conferences,
  - printed and online information sources.

- ✓ Accessibility assessments, inspections, consultations and audits where external consultants help to analyse and inform managers participants how accessibility can be integrated in their existing businesses.

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WHERE?

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Availability overview

- General disability awareness (Managers with and without client contact)
- Managers without client contact
- Front line staff
- Other specialists (technical and non- technical)

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Availability of training and education

Main findings:

- ✓ A **wide gap in the availability of accessible tourism** training across the EU28.
- ✓ **Training is provided on a non-permanent basis or reaches too few individuals** to have an effective impact on the provision of accessible tourism services.
- ✓ **No Member State has systematically integrated accessibility content in the mainstream educational system**. Accessibility training in tourism remains largely at the margins of the curriculum.
- ✓ Most training courses available in the EU are run **by disability NGOs, National Tourism Boards and private training** providers.
- ✓ Need **to further develop access training programmes in Europe** and to **stimulate SMEs' interest** in the market of accessible tourism.

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Business case for accessible tourism training

Main findings:

- ✓ **Availability of training programme seems to be encouraged by**:
  - Accessible tourism **policy**
  - **Legislation** around accessible tourism provisions
  (e.g EU Directive on the Rights of Passengers with reduced mobility (1107/2006))

- ✓ Important to have "**Access Champions"** advocating the need for accessibility within organisations and businesses.

- ✓ **Training cannot be promoted in isolation**, but must form part of an overall strategy to develop and improve accessible tourism provisions.

- ✓ **Awareness** of accessibility is the first step towards further training.

- ✓ **Accessibility should be considered a long-term strategy** and training is an integral part of other parallel efforts to improve accessibility such as (improvements to the built environment, procurement of additional tools and assistive devices etc).

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Recommendations

- ✓ **Make accessible tourism a compulsory module in tourism schools for initial and continuing VET.**
- ✓ **Implement a European-wide certificate for accessible tourism training.**
- ✓ **Promote best practices in accessible tourism training through coordinated actions (awards, sharing experiences…)**
- ✓ **Develop new approaches to training and learning, reflecting SMEs' business operating conditions (e.g support workplace learning and mentoring).**
- ✓ **Encourage initiatives to increase SMEs' awareness of the business case for accessible tourism – with local and regional examples in native languages wherever possible.**

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