How is accessible tourism addressed in the programme of our Master in tourism management and analysis?

Isabelle Cloquet, icloquet@ulb.ac.be
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Accessible tourism training Multiplier Event (TAD/ENAT)
Master in tourism management and analysis

KEY LEARNING OBJECTIVE

To acquire the knowledge, know-how and critical thinking skills that support responsible decision-making in tourism organisations and destinations

Key concepts in tourism studies

Analytical methods and tools

Ethics: Environmental and social responsibility
### The programme
2 years

#### Management:
- of tourism organisations, incl. entrepreneurship (6 modules)
- of tourism destinations (2 modules)
- of heritage sites and cultural resources (2 modules)

#### Critical analysis of tourism
(*forms, development and impacts*)
- History and geography of tourism
- A systemic approach to tourism
- Tourism, transports and the environment
- Cultural tourism issues
- Principles and methods in tourism research (3 modules)

Internship & Master’s thesis

Optional modules

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### What about tourism accessibility?

#### No specific module

**Addressed in 2 teaching modules**
- Illustration of creation of social value in tourism
- Specific theme in business ethics
- As part of lecture on social tourism (‘tourism for all’)

**And on an individual basis**
- Projects
- Master’s theses

**No vocational training but awareness raising approach**

(The problem, opportunities and barriers, how the problem is currently addressed in the industry...)
Possibilities of integrating tourism accessibility further in our programme

Easiest way:

As a 2-hour lecture in an extant module

Other possibility: To create a dedicated module:

Would require:

- To discuss it with our president
- Consent of the board
- An academician who would agree to coordinate the module
- Lecturer(s) with experience who would agree to teach it for free
- To allow 2 years to launch it / Regular procedure for introducing changes in the programme
Thank you for your attention