

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

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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

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**