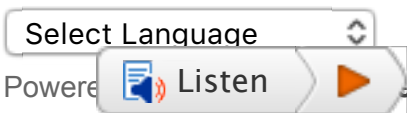


ENAT - European Network for Accessible Tourism



EU Partners Offer MOOC Online Course in Accessible Tourism

17/01/2017



Partners in the EU Funded [APP TOUR YOU Project](#) consortium present an online course for small businesses in the tourism sector, addressing how to cater for tourists with specific access requirements. Registration is open to all and free of charge for a period of 8 weeks from 16 January 2017. Funding for the project is provided by the European Union ERASMUS+ Programme.

About ATY MOOC

app tour you

The **Accessible Tourism MOOC (#atymooc)** is an e-Learning course for managers and staff of Small and Medium-sized Enterprises (SMEs) in the tourism sector, providing them with basic knowledge and some of the key skills needed to serve customers with specific access needs.

Open to tourism professionals and students around the world

Joining the ATY MOOC is free of charge and is open to all who wish to improve their knowledge and skills in Accessible Tourism.

The course is available at: <http://www.apptouryou.eu/mooc/login/signup.php>

from 16th January to 15th March 2017. You can join now or at any time throughout the 8 week period.

Self-directed learning

The MOOC consists of 4 learning modules, each of 2 weeks' duration. Trainees are expected to commit 6 hours per week to their online learning, while the course material extends to many more hours of study for those who wish to go further. The MOOC is designed as a multi-modal, interactive course with content drawn from best practice examples in Accessible Tourism practices, publications and specially prepared videos and presentations. Participants can choose their own "learning path" and work at their own pace. As a trainee you will be able to join the ATY MOOC social media forums and take part in four "Webinars" (live-streamed online "Google Hangouts" seminars on YouTube). Here, themes and questions will be introduced and trainees will have the possibility to chat with experts and tutors/facilitators.

The MOOC is available in the English language only. However, there are facilitators with other language backgrounds, (e.g. Italian, Polish, Spanish, Catalan, Slovenian...) working in the tourism industry and who have prior knowledge and training in accessible tourism. They will support trainees in the learning experience.

Learning outcomes

By following the ATY MOOC, you will:

- Become familiar with the accessible tourism market; gaining an understanding of customers' access needs and learning about the added value that you can bring to your business by catering for visitors with access needs
- Learn how to provide services for tourists with access needs, at the same time improving the offer for all your guests
- Observe (watching video footage) how an "Access Audit" of tourism facilities is carried out
- Learn how to collect accessibility data about your own tourism facilities using a specially designed free mobile app
- Understand the importance of giving accurate and reliable access information to customers and learn how to

- prepare an Access Guide for marketing your property or tourism venue
- Have the opportunity to register your business, free of charge, with Pantou.org – the European Accessible Tourism Directory.

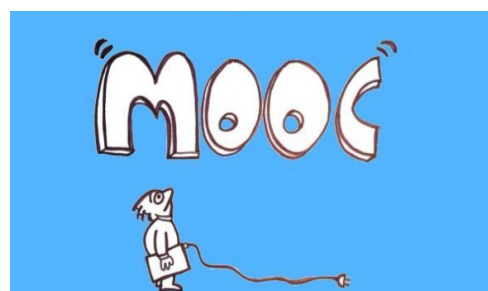
Course "Proof of Attendance"

At the end of the MOOC, participants who have completed the four modules can, optionally, take a short self-assessment test. Those who pass the test will receive a personalised "Proof of Attendance" sheet, confirming the MOOC Title and dates of the study.

Social Media Hashtags: #atymooc, #apptouryou

You can also find us at:

- APP TOUR YOU Facebook Group:
<https://www.facebook.com/groups/443482555856530/>
- APP TOUR YOU on Twitter:
<https://twitter.com/apptouryou>
- APP TOUR YOU YouTube channel:
<https://www.youtube.com/channel/UCAkHjRuDpNVDA2wJoCUZyQg>



Contact: info@apptouryou.eu

APP TOUR YOU Coordinator and Partners

[TANDEM, Italy](#)

Tandem is the coordinator of App Tour You. It is a social cooperative for the job insertion of people with disabilities, born in 1997 from a European project on tourism. It is expert in development of contact centers on disability issues and, accessible tourism information services and training. Tandem has developed and participated in many European projects in the field of accessibility, inclusion, and tourism for all.

[ASM, Poland](#)

ASM -Market Research and Analysis Centre is a private non-profit research SME founded in 1996 and specialized in socio-economic, market and business research and analysis. The company has extensive experience in both quantitative and qualitative research where quality is ensured by annual audit coordinated by Polish Association of Public Opinion and Marketing Research Firms. ASM is also a leader in the field of market research for the construction sector in Poland; a member of the European Construction Technology Platform and the coordinator of the Polish Construction Technology Platform. ASM has been Involved in projects connected with the training approach in the tourism sector, as well as the ICT & Ageing area. In 2011ASM was granted the status of a Research and Development Centre by the Polish Minister of Economy.

[ENAT, Belgium](#)

ENAT, the European Network for Accessible Tourism is a Belgian non-profit association, founded in 2008. Its mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world. The website, www.accessibletourism.org is the Internet site of ENAT, holding over 2000 pages of items with more than 3000 documents, 100+ projects and good practices and 100+ global links related to Accessible Tourism. It is the largest Global resource base on accessible tourism in one website. ENAT also manages [Pantou](http://Pantou.org) the *European Accessible Tourism Directory*, an online register of accessible tourism suppliers from across Europe.

[Catalonia Directorate General for Tourism, Spain](#)

Directorate General for Tourism is the body of the Government of Catalonia responsible for designing, coordinating and implementing tourist policies, developing planning tools, ordering and controlling tourist establishments,

coordinating activities related to the analysis, the study, the knowledge, the research and the definition of strategies of tourism sector, enforcing inspection, sanction and tourism discipline authority related to the tourist establishments, and business and tourism activities.

[HOTREC, Belgium](#)

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 43 national associations representing the sector in 29 different European countries.

[INCIPIT, Italy](#)

INCIPIT Consulting Soc. Coop. is a company formed in 2014 by a team of six professionals who have been operating in the field of tourism since the mid '80s as researchers and trainers with both academic expertise and business knowledge. Leveraging the extensive experience gained by its members, Incipit Consulting conducts research studies and offers innovative and customized training and consultancy services to businesses and institutions operating in the tourism sector.

[PREMIKI, Slovenia](#)

Institute and travel agency "Premiki" is social enterprise dedicated to persons with disabilities, their families and friends. We believe in the concept "tourism for all", where disability, age and other circumstances only challenge us on the way to create better, more inclusive and equitable everyday life.



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General Information

Submitted by: Ivor Ambrose

URL: <http://www.apptouryou.eu/mooc>

Keyword(s)

[Accessibility auditing](#) | [Accessibility information, access guides](#) | [Accommodation services](#) | [Age-related issues, \(seniors\)](#) | [Cafés, restaurants, bars and pubs](#) | [Customer relations](#) | [Design Guidelines, Design-for-All](#) | [Disability, disabilities, technical aids](#) | [Education, training](#) | [Hotel management, hotel business](#) | [Special services for disabled visitors](#) | [Staff training](#) | [Tourist information services](#) | [Transport services](#) | [Travel agents](#)