



Progetto EU.FOR.ME

Formazione turistica per un'utenza ampliata

Training path development plan

Model of training of the trainers



Tourism for All Concept

EVERYONE SHOULD BE ABLE TO TRAVEL TO THE COUNTRY, WITHIN THE COUNTRY AND TO WHATEVER PLACE, ATTRACTION OR EVENT THEY SHOULD WISH TO VISIT.

TABLE OF CONTENTS

TRAINING STAGES	4
CONTENT OF TRAINING MODULES	6

Training stages

The training activity will develop according to the following four training stages which the skill units refer back to.

1st TRAINING STAGE - “Training of Trainers”, will provide the participants with concrete instruments for professionally planning and providing training processes (from U.F. nr. 3 to U.F. nr. 7). Moreover, in these phases the students will be oriented toward the issues concerning tourists with special needs, the role and operational area of the professional figure (U.F. nr.1) and will acquire basic knowledge about safety in the workplace (U.F nr. 2).

2nd TRAINING STAGE - “The tourism system”, intends to offer a precise and detailed outline of the characteristic features of the tourism scenario, in such a way that it includes at least a general outline of its functioning and of the tourism distribution processes (UF nr. 7).

3rd TRAINING STAGE - “The trainer of tourism for all”, is aimed at providing participants with the knowledge about the topics of the accessibility of the tourism product necessary for carrying out the professional activity of specialised training on the topic of tourism for all (from U.F. 9 to U.F. 15).

4th TRAINING STAGE – “Project Works”, during this phase the course participants will put the skills acquired in the classroom into practice and will themselves develop training modules (Project Works) on the topics of the accessibility of the tourism product, of welcoming disabled clients and of the preparation of products suitable for the target identified, which they will dispense themselves in the subsequent experimentation phase foreseen in the project (U.F. 16).

During the training programme, there will be two intermediate tests of approximately two hours each. The first test will evaluate the degree of learning of the topics dealt with during the first two stages of training; the second will verify the degree of learning of the topics of the third training phase.

In detail, the training path will be divided into the following training units:

TRAINING UNIT	DURATION
Orientation to the professional role	10 hours
Safety in the workplace	5 hours
Techniques of interpersonal communications & handling group dynamics	10 hours
Problem solving techniques	5 hours
Training methodology	15 hours
Realisation and monitoring of training activity	10 hours
Use of the main IT applications in education	15 hours
The tourism industry: demand, offer, products, distribution channels	10 hours
Accessible tourism: general aspects and the legal picture	10 hours
Different types of disabilities: an outline of needs	20 hours
Accessibility: meaning and evaluation criteria	25 hours
Tourism marketing oriented towards tourism for all	20 hours
Welcoming the client with disabilities: attitudes and relations	15 hours
Information sources & available services	10 hours
Tourism techniques: the realisation of a proposal accessible to all	20 hours
Project works	80 hours

Content of training modules

TRAINING UNIT nr. 1 10 hours

Orientation to the professional role

Objectives

The objective of the module is to present the articulation and the aims of the project EU.FOR.ME within which the training activity falls and to analyse together with the course participants the professional figure coming out of the training path, illustrating its activities and skills. Also the positioning of the figure itself in the labour market both on a national and international level will be analysed. This activity will permit the participants to fully comprehend not only the objectives of the training path but also the work processes that involve the professional figure being studied. The concept of tourism for all will be introduced pointing out the issues that people with special needs face when travelling.

Skills

Be able to:

Analyse a job description

Determine new areas in which the figure is "spendable"

Determine the gaps between the skills belonging to the reference figure and the skills possessed

Theoretical-technical skills

Know the training path to be undertaken (general and specific objectives, methodology, duration, etc)

Know the skills and the areas of activity of the professional figure

Know the principles of fair opportunity and participation of people with disabilities

Contents

Description of the project EU.FOR.ME in all its phases

Illustration of the training path and definition of the organisation of the course activities (training agreement)

Analysis of the reference professional figure

Determining job prospects in the tourism for all sector (analysis of the labour market, of the areas of "spendability", of labour trends of the sectors of interest, etc.)

Training methods

Face-to-face lessons, simulation, role playing

TRAINING UNIT nr. 2 5 hours

Safety in the workplace

Objective

The objective of this training unit is to provide participants with the basic knowledge regarding safety in the workplace with particular reference to the presence of people with disabilities in workplaces.

Skills

To be able to:

Use the safety system in the workplace

Apply the fundamental principles of prevention and collaborate in maintaining safety conditions in the workplace

Theoretical-technical skills:

To know the principle regulations regarding safety and accident prevention on the job

To know about prevention of the main risks

To know the subjective responsibility of the worker with regard to safety

Contents

The principles rules regarding safety and accident prevention on the job

The subjective responsibility of the worker with regard to safety

Information and employee training

Safety on workplaces in presence of people with disabilities

Training methods

Face-to-face lessons, simulations

TRAINING UNIT nr. 3 10 hours

Techniques of interpersonal communications and handling group dynamics

Objectives

The objective of this training unit is to introduce the participants to the main elements of interpersonal communications, as well as to help them develop indispensable skills for handling the classroom, with particular regard to handling groups of learning adults, even with special needs.

Skills

Be able to:

Identify the material and psychological needs of the group and of the individual participants

Strengthen the resources of individuals to create a positive group climate

Recognise the distinctive characteristics of a learning group

Mediate conflicts

Theoretical-technical skills:

To know the distinctive elements of group dynamics

To know the main communications techniques both verbal and non verbal

To know the techniques for handling conflicts

Contents

verbal & non verbal communications

interpersonal communications

the elements of communications

insights of communication techniques for a wider target

relationship and emotional aspects in group dynamics

group dynamics

the main techniques for handling group dynamics

the learning group

Training methods

Face-to-face lessons, role playing, case histories, simulations

TRAINING UNIT nr. 4 5 hours

Problem solving techniques

Objectives

The objective of this training unit is to develop in students the skill indispensable for diagnosing, facing and solving situations and problems of various nature (technical-operational, relationship, organisational, etc)

Skills

Be able to:

Determine and analyse problems or critical situations, and relating these to possible solutions

Define the objectives, the possible actions to undertake to resolve the problem found

Foresee possible outcomes and evaluate their consequences

Use specific problem-solving techniques

Find alternative procedures

Set up, decide on projects and plans of action in non routine conditions

Improve one's own learning strategies from experience in different contexts

Theoretical-technical skills:

To know the fundamental techniques for diagnosing a problem

To know the specific problem solving techniques

Contents

Problem setting

Diagnosis of the error and the main monitoring techniques

Techniques for the diagnosis of structured problems

The relationship between the requirement of the context and the purposes of the subject

The decision-making process and the delegation process

Mediation: strategies, instruments

Problem solving techniques, methods and instruments

Training methods

Face-to-face lessons, role playing, case histories, simulations

TRAINING UNIT nr. 5 15 hours

Training methods

Objectives

The objective of this training unit is aimed at the acquisition of the main methods the student needs to for *micro-planning* of training interventions. Particular attention will be dedicated to the ways of analysing the user/target of the training intervention, even in case of a wider target, and to the consequent techniques for choosing the training methods themselves.

Skills

Be able to:

Comprehend the various needs of learning adults

Determine the training techniques and methods in relationship to the persons to whom the intervention is addressed

Formulate a training intervention with didactic methods suited to the students

Use the main training methodologies

Theoretical-technical skills:

To know the main characteristics of learning adults

To know the main training techniques used for the Tourism industry

To know the main teaching aids

Contents

Elements of the psychology of learning

Principles of adult learning applied to the training context

Elements of training theory and types of didactic methods also for people with special needs

Active teaching methods (the lesson, group work, case studies, business games, desk research, personal cases, role playing, simulations)

Training methods

Face-to-face lessons, role playing, case histories, simulations

TRAINING UNIT nr. 6 15 hours

Realisation and monitoring of training activity

Objectives

The objective of this training unit is to develop in the students skills indispensable to carry out a training action and monitor its development and results to maintain the class in a constructive and serene learning climate.

Skills

Be able to:

Organise and carry out training activity

Formulate and apply methodologies, procedures, instruments and ways of checking the training activity

Structure and administer tests to evaluate the results

Correct the training activity if elements emerge that can affect the effectiveness of the activity itself

Theoretical-technical skills:

To know the techniques of micro planning

To know the techniques of managing the classroom

To know the main instruments for monitoring the training activity

Contents

The opening session and drawing up the psychological contract

Imprinting effect in training processes

Types of evaluation, learning, knowledge, ability and behavioural instruments

Monitoring and control methodologies and techniques

Evaluation models

Training methods

Face-to-face lessons, role playing, case histories, simulations

TRAINING UNIT nr. 7 15 hours

Use of the main IT applications in education

Objectives

Training unit nr. 6 is aimed at developing computer skills and in particular the use of the instruments and programmes necessary to gather information, process data, prepare educational material. Some aspects of instruments and programs that can be used by people with disabilities will be briefly presented.

Skills

Be able to:

Manage and handle texts, documents, tables and spread sheets

Organise educational material to use in training interventions

Use the Internet

Use and manage the instruments for at-a-distance training

Theoretical-technical skills:

To know the main elements of hardware and software

To know the programmes for the preparation of educational materials

To know the essential instruments for gathering and processing data

Contents

Elements of hardware

Software: windows, office (excel, word, power point) with notes about their accessible use

Explorer

Outlook

Instruments for at-a-distance training

Instruments of assistive technology: outlines

Base criteria for accessible communication (W3C, etc.)

Training methods

Face-to-face lessons, practice sessions in the computer lab

TRAINING UNIT nr. 8 10 hours

The tourism industry: demand, offer, products, distribution channels

Objectives

This module proposes to describe the structural components of the tourism system (demand, offer, distribution channels), to analyse the needs of the reference tourism clientele and to describe the various promotion channels of the different tourism offers

Skills

Be able to:

Recognise the actors of the tourism system

Determine the work processes of the structures that belong to different typologies of the tourism production line

Comprehend the principal organisational models of tourism services

Theoretical-technical skills:

To know the components of the national tourism system

To know the structural and dynamic features of the national and regional tourism offer

To know the national and regional legislation for the sector

To know the actors of the tourism system

To know the main market trends

Contents

Analysis of the tourism demand from an economic viewpoint

Determination of the components of the tourism supply system, with in-depth study of the typological and organisational features of hospitality structures

Analysis of the alternatives available to tourism service companies to distribute their own production capacity (short, medium and long channels, alternative channels), with particular reference to the organisational characteristics of the tour operator, tour organizer, in-coming agency and retail travel agency

Training methods

Face-to-face lessons.

TRAINING UNIT 9 nr. 10 hours

Accessible tourism: general aspects and the legal picture

Objectives

This module proposes to introduce the concept of tourism for all starting with the experience consolidated and the data emerging from various studies of the supply and the demand. It introduces the most significant experiences undertaken in the specific area and analyses the reference legislative framework.

Skills

Be able to:

Determine the elements of accessibility
Recognise an accessible product/service
Identify cases of excellence

Theoretical-technical skills:

To know the meaning of the term Tourism for All
To know the main activities carried out in this area
To know the sector trends

Contents

History and significance of the concept of Tourism for All, equal opportunities and integration

Economic impact on the tourist market of "Tourism for all"

Studies and research in Italy and abroad

Interpreting data and expected results

Introduction to the international and national legislative framework of reference, from the recognition of the equal dignity of the people with disabilities to the law imposing the demolition of architectural barriers.

Specifically: United Nations Standard Rules, the Madrid Declaration, and starting with the Italian Constitution, the national laws for persons with specific needs.

References for further in-depth analysis

Training methods

Face-to-face lessons

TRAINING UNIT nr. 10 20 hours

Different types of disabilities: an outline of needs

Objective

This training unit allows students to examine the different types of disabilities related to the identification and evaluation of the specific needs expressed by each person, to supply the instruments for defining the services to offer. Solutions aimed at responding to these needs will be examined as well as the possibility of integration among these in order to reach the broadest users base possible.

Skills

Be able to:

Recognise the various types of disabilities

Respond adequately to the specific needs expressed by the different types of clientele

Theoretical-technical skills:

To know the various types of disabilities

To know the principal needs of tourists according to the various disabilities

Contents

The I.C.F. (International Classification of Functioning, Disability and Health)

Reduced mobility

Sensory impairments

Mental and psychic disabilities

Other types of disabilities

Examples of good practices and evaluation criteria

How to identify and evaluate individual needs

Support instruments and equipment

Training methods

Face-to-face lessons, simulations

TRAINING UNIT nr. 11 25 hours

Accessibility: meaning and evaluation criteria

Objective

This training unit describes the concept of accessibility to the tourist product in terms both of the hospitality and extra-hospitality structure and of spaces for culture and leisure time in general, from the point of view of an integrated tourism service chain.

Instruments for the realisation of direct experience will be supplied with the goal of evaluating the degree of accessibility of a typical structure. Concrete examples of inaccessibility will also be given as well as the realisation of design solutions to resolve accessibility, even in areas of particular historical and architectural value.

Skills

Be able to:

Identify an accessible product/service

Evaluate the accessibility of a product/service

Theoretical-technical skills:

To know the Italian and international legislation regarding accessibility

To know the barriers related to specific needs

Contents

Concept of accessibility and identification of barriers (physical, to orientation and communication)

Examination of the instruments for the analysis of accessibility

Verification and evaluation of accessibility

Practical experience for surveying accessibility

Quality criteria for accessibility

Italian legislation on the matter

Photographic examples which demonstrate the most common conditions of architectural barriers

Photographic examples of real solutions for a broader user base

Training methods

Face-to-face lessons, case studies, simulations

TRAINING UNIT nr. 12 20 hours

Tourism marketing oriented towards tourism for all

Objectives

This training unit is intended to provide students with a knowledge of the basic techniques for the study of the demand, for setting up appropriate strategies to meet the market, to activate such strategies using the traditional lever of the marketing mix and some more recent marketing tools such as web-marketing. Particular attention will be paid to an analysis of the tourist as the subject of particular needs and motivations, aiming at identifying the motivations for consumption and the requirements of tourists with special needs, necessary supposition to plan, package, promote and market the offer of ad hoc services.

Skills

Be able to:

Interpret the reference territorial context

Identify the opportunities of the territory/structure

Analyse the tourist offer, also with regards of accessibility

Analyse and identify the characteristics of the demand with particular regard to the tourist with special needs

Elaborate strategies to promote and communicate the product/service even from the point of view of a wider target

Theoretical-technical skills:

To know the reference territory
To know the tourism demand
To know the offer of the territory
To know the principal marketing techniques
To know the principal instruments of promotion and communications

Contents

Tourist marketing
The segmentation of market
Positioning the offer
Elements of the marketing mix
Competitive strategies in the small tourism business sector
Marketing strategies even from the point of view of a wider target
Conception, creation and launching businesses and products also for customers with special needs
Promotion and marketing plans for launching new tourist products for a wider target
Web-marketing
Inclusive marketing

Training methods

Face-to-face lessons, case studies

TRAINING UNIT nr. 13 15 hours

Welcoming the disabled client: attitudes and relations

Objective

In this training unit all the aspects of the relations between the service supplier and the Client will be examined, in particular regarding the principles of a good welcoming and the assumption of correct behaviours and attitudes towards people with disabilities.

Skills***Be able to:***

Relate to tourists with specific needs
Welcome a tourist with disabilities
Deal with and satisfy the tourist's requirements

Theoretical-technical skills:

To know welcoming techniques
To know interpersonal communications techniques

Contents

Concept of autonomy and integration

Prejudices and stereotypes: self-analysis and self-evaluation

Understanding the desires and abilities of disabled persons– Psychology of the Disability

How to relate with the Client with disabilities: behaviour rules and body language

How to be a spokesman of needs and requests: with other suppliers, with other functions of one's own company...

What to do if.....

Handling complaints

Training methods

Face-to-face lessons, role playing, case histories, simulations

TRAINING UNIT nr. 14 10 hours

Information sources & available services

Objective

In this training unit the phases of acquiring information for the "preparation" of an accessible tourism product are dealt with, identifying and using the instruments which allow the needs expressed by the clientele to be transferred into adequate services and promoting these adequately on the market.

Skills

Be able to:

Gather and evaluate the accessibility indicators of a structure/service

Diffuse and share the information and data gathered and processed

Relate with the public and private actors of the tourism system

Create a Tourism for All product

Theoretical-technical skills:

To know the principal accessibility indicators

To know the sources for gathering data

To know the dynamics of the relations among the actors of the sector

To know the techniques for packaging and marketing tourism products

Contents

Search for, evaluation and acquisition of information on the accessibility of structures and tourism services

Access both to undifferentiated and specialised information systems

Networking data on organisations for people with disabilities, volunteer organisations, suppliers of assistance and specialised services
Methods of dialogue with service suppliers and public administrations
Examination and selection of product distribution channels
Packaging the product, language use, graphics and sales policy suited to the target

Training methods

Face-to-face lessons, case studies, simulations

TRAINING UNIT nr. 15 15 hours

Travel & tourism techniques: preparation of package tours for clients with special needs

Objectives

This training unit is aimed at making students aware of the process of producing a package tour carried out by a tour operator or travel agency for an individual client or group, mastering the techniques and terminology used in the agency sector. Particular attention will be paid to the ways of preparing itineraries and package tours "for all".

In the second part of the unit students proceed to the practical realisation of a package tour "for all", taking into consideration all the elements that form a complete tourist package, keeping in mind the accessibility of the individual components and of the 'tourist service Chain' as a whole and of the attractiveness of the offer for the clientele.

Particular attention will be paid to the transferability of the product and the integration with mainstream proposals and programmes.

Skills

Be able to:

- Identify the needs of the client
- Create packages responding to the requests of the client
- Calculate the price of a package tour
- Sell a package tour
- Realise an accessible for all product

Theoretical-technical skills:

- To know the principle techniques for creating a package tour
- To know the instruments for the promotion and marketing of a package tour
- To know the techniques for evaluating the accessibility of a package
- To know the principle techniques for evaluating the quality of the package

Contents

Definition of the package components to produce
The tour: services, itinerary and other elements
The individual and catalogue organised tour
Types of organised tours (incentive tour, educational tour, etc.)
Techniques for creating the packages
Marketing the packages
Analysis and evaluation of the accessibility of the individual components
Criteria for evaluating the 'appeal' and 'marketability' of the product (how to transform specific needs into specific selling keys)
Selling the product: how to phrase the 'right' questions to define the needs of the Client

Packaging of the product, use of the language, graphics and suitable selling policy for the target
Methods to control and guarantee product quality
Examination and evaluation of the quality and adaptability of mainstreaming products

Training methods

Face-to-face lessons, case studies

TRAINING UNIT nr. 16 80 hours

Project work

Objective

In this phase the students will develop, on the basis of the skills acquired attending the training course, training modules (Project Work) on the topics of the accessibility of the tourism product, of the welcoming of the disabled client and of the preparation of products suited to the identified target, which can be supplied by public and private institutions (Institutions of higher education, Professional schools for tourism, Universities, post-university and/or professional training agencies) which can be inserted into the study plans, educational programmes, experimental laboratories. In carrying out the Project Works the participants will profit from the at-a-distance tutoring of the European partners of the project and of the Panel of young people with disabilities. The same modules planned by the students will be used during the experimental phase called for in the project.

Skills

Be able to:

Develop training modules on the topics of tourism for all

Theoretical-technical skills:

Apply the knowledge acquired by attending the training units the course is made up of.

Contents

The contents of the Project Work will be defined in a subsequent phase by common agreement of the training course participants and the project partners.

Training methods

Group work constantly backed up by the classroom tutor and by at-a-distance tutoring of the project partners.