

Introducing The T-GUIDE project



The Challenges

Two of today's major societal challenges in Europe:

1. to increase opportunities in the job market and
2. to increase social inclusion.



The Aim of T-GuIDE

- To produce an EU training model and Manual.
- Aimed at training Tourist Guides in guiding people who have learning difficulties or other intellectual impairments.



T-GuIDE means...



- **Tourist:** economic/cultural benefits
- **Guides:** job profile (DOI – New Skills for New Jobs) – main target
- for people with **Intellectual Disabilities:** the beneficiaries
- In **Europe:** the range of action, our “political dimension”.

The Project's Consortium



T-GUIDE is an initiative of nine organisations supported by the European Union's Lifelong Learning Programme, "Leonardo Da Vinci".



The Project's Consortium (cont.)



Strong partnership:

- 8 EU countries involved, including:
- Social cooperatives and Foundations active in tourism;
- The European Federation of Tourist Guides;
- The European Network for accessible tourism;
- Organizations working with people with intellectual disabilities;
- Universities and VET Actors.

The Partners



lebenshilfe
Wege für Menschen



Instituto de Formación Integral
FORMACIÓN. PROYECTOS E INNOVACIÓN



Background



- Increasing unemployment and related strain on social inclusion in EU.
- The tourism industry is threatened by lower turnover and consequent threats to investment in training and innovation.
- Many tourism destinations and businesses recognise that they must diversify to reach new and wider markets.
- A re-orientation of the tourism sector is taking place with a focus on "Accessible Tourism for All".

The Idea



1. Give Tourist Guides an awareness of the requirements of persons with learning difficulties and intellectual impairments and equip them with skills to serve them;
2. Promote the integration of these visitors in Europe;
3. Enhance the role of the third sector - especially organisations of people with disabilities and their families

Project Outputs



- A Desk Research document on methodologies for tourist inclusion of intellectually disabled people in Europe;
- The Expert round table in Lodz – Poland: 8 experts in accessible tourism and tourist guiding discussing about main competences and skills for the T-GUIDE;
- 2 testing phases (18 tourist guides involved):
Granada – Spain, Riga – Latvia;

Project Outputs (cont.)



- The Trial Itinerary in London – UK (3 guides + 5 people with intellectual disabilities);
- The EU training model and T-GUIDE Manual (final version);
- The Model Validation;
- Communication/Dissemination (website, newsletters, postcards, etc)



Napoli Feb 2013 –
Kick-off meeting



Graz Jul 2014 – III
meeting



Lichfield Nov 2013 –
meeting



Riga Oct 2014 –
Testing phase II



Granada June 2014 –
Testing phase I



London Jan 2015 –
Trial Itinerary



Lichfield Nov 2013 –
II Meeting



Lodz Oct 2013 –
Experts Round Table



Napoli Feb 2013 –
Kick-off Meeting



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meeting

The Impact



- 18 tourist guides from 8 EU countries tested the Model;
- 175 tourist guides and insiders pre-surveid the T-GuIDE research and model;
- About 60.000 tourist guides and 2000 intellectually disabled reached by project dissemination;
- 200 non-governmental and business stakeholders in accessible tourism worldwide informed about the project results;
- 5 intellectually disabled visitors participated in the trial itinerary.

Results

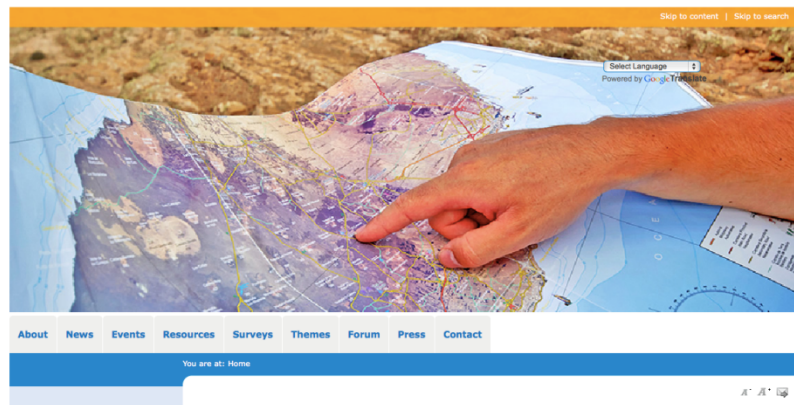
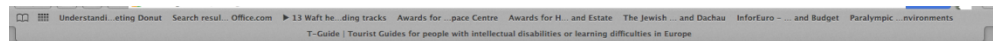
The T-GUIDE project resulted in:

- A tested Competence/Training Manual and an e-learning platform for tourist guides;
- Booklet for people with intellectual disabilities;
- Booklet for tour operators, academy, NGOs, etc;
- Validation of the T-GUIDE Model



Keep in touch!

- The Facebook page
- Newsletters and postcards
- www.t-guide.eu





GRAZIE MILLE!!!

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