

JOB ANALYSIS for a JOB SPECIFICATION AND DESCRIPTION



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1. Introduction

FAST addresses a service need which is currently a key barrier to accessible travel. Personal Assistant Services (PAS) are often necessary to accessible travellers but expensive to have, primarily because they are controlled by travel agencies and the supply of such professionals is low. This project (FAST) will develop the definition of the individual who offers PAS to give more people the opportunity to become "Accessibility Travel Facilitators" (ATF). In this regard, FAST will first define the exact role and duties of the ATF under the new conditions and requirements. By clearly defining the role, the responsibilities and corresponding expectations will be set. Consequently, the definition of the position will identify the necessary qualifications, experience and educational requirements.

As the occupational role of the ATF will be significant and key to the growth of accessible tourism, the project will design a qualifications framework for its profile to accredit the acquired skills by defining the level descriptors and the corresponding learning outcomes based on EQF. This will also facilitate access to, mobility and progression within education, training and career path. Furthermore, this will enable national qualification systems to expedite recognition of the acquired skills and competences, thereby ensuring an integrated system that encourages lifelong learning. FAST will then develop the necessary training framework comprising of the training methodology, training curricula and didactic material.

Lastly, an Assessment Guide will be developed to address assessment strategies for the different stages of learning.

2. About this document

The position of the "Accessible Travel Facilitator" is new to the tourism ecosystem. In order to describe this new position, the partnership has performed a Job Analysis exercise. Job analysis is defined as the systematic process for identifying the nature and outcomes of a position by determining the specific tasks and activities performed to achieve desired results and the context in which work is performed. The results of the job analysis for the "Accessible Travel Facilitator" position will be used for the Job Description, in a next step. The details shown on the following pages are the analysis results done by BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH based on interviews and focus groups with stakeholders in the project's partner countries organised and summarised by project partners.

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3. Job Analysis Results for the Job Description and Job Specification

	Educational Qualification	Experience	Skills & Knowledge	Personality Traits and Characteristics
AUSTRIA • BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH	 Min. age 15 (e.g. for apprenticeship), or min. age 18 (e.g. further education/training after secondary school) Duration/length 2-4 years (similar to BA-programme, dependent on prior work experience). Basic health-related knowledge (e.g. knowledge of accessibility criteria/the needs of people with disabilities). Basic knowledge in travel management, general knowledge is important. 	 Work experience in health care (nurse, nursing assistant), tourism sector (travel agent) or social professions (social worker) is an advantage. Work experience with people with disabilities is considered not a must, but highly desirable. 	 Adept at using basic (technical/medical/ special) equipment and resources (e.g. wheelchairs, accessible cars, etc.). Knowledge of how to use special devices is not a must, but an advantage. Using a first aid kit is an advantage/must; provision of first aid is a must. Specialisation during training/education on certain disabilities. 	 Emotionally intelligent/ empathetic and socially competent, stress resilient, mentally and physically healthy (e.g. to be evaluated in assessment centres). ATF to be recruited through tourism schools/colleges, tour guides, nursing schools, etc. In case of complaints of ATF work: implementation of complaint & conflict management to find appropriate solution, customer feedback for evaluation and development



of quality standards.

- Knowledge in geography/history is considered an advantage.
- Internship/practical experience is relevant.

ATF does not need to know how to handle every type of disability.

• IT skills (internet/social

media)

 Language skills (first language of client and English/other languages; knowledge of sign language not mandatory → specialisation during

training.

- Sensitivity towards religion is important (e.g. for religious travels).
- Driver's license no must.



				Characteristics
YPRUS DEKAPLUS Business Services Etaireia touristikis anaptiksis kaiprovolis periferias leykosias	 Min. age 18 (after completion of secondary school) 2-year training followed by 1-year specialised training programme, specialising on one/certain disabilitie(s) so that ATF is qualified to only work with disabled travellers of their specialisation. Internship at travel agency to collect business experience. Basic knowledge in history/geography/politics , but no substitution for job of tour guide. 	 No specific work experience required (incl. work experience with people with disabilities is not considered a must) Suggestion: Tourist guides/care professionals/social workers may enhance their knowledge and become ATFs. 	 Adept at using basic (technical/medical/sp ecial) equipment and resources (e.g. wheelchairs, accessible cars, etc.), IT skills (internet, social media), Well-informed about travel destinations (cultural codes, cultural and religious sensitivity, also towards LGBTQ community etc.), Managerial, communication, organisational and problem-solving skills. 	 Emotionally intelligent/ empathetic Flexible and open- minded/social and tolerant/sincere and polite Patient/ organised/punctual, Good communication skills The ATF license can be revoked if complaints are submitted to the issuing authority (Deputy Ministry of Tourism).



- Knowledge in psychology/servicing disabilities/disability equipment.
- Training should provide necessary skills to fulfil obligations towards client, with

assessment/evaluation at end. Distinction between ATF and tourist guide must be clear.

 First aid training and knowledge of basic safety issues (e.g. knowledge of accessibility infrastructure).

- Languages (first language and preferably English; sign language optional at later stage during
 - training).
- Driver's license is must/advantage.





	Educational Qualification	Experience	Skills & Knowledge	Personality Traits and Characteristics
Apostolina tsaltampasi kai sia EE	 Min. age 18 Duration/length varies: 6 months programme to 6 years university degree → dependent on the ATF's background, whether it is medical or touristic, or open. Internship should be included. Basic health-related knowledge /knowledge of safety issues (e.g. knowledge of accessibility criteria/the needs of people with disabilities/ATF should always have an emergency kit on them). This 	 Responses as to required work experiences vary. Medical and touristic experience is an asset. Having experience working with persons with disabilities is also considered a plus, but not a prerequisite. 	 Adept at using basic (technical/medical/sp ecial) equipment and resources (e.g. wheelchairs, accessible cars, etc.), but it depends on the disability, Able to work with all types of disabilities (only some think that ATF job profile should be restricted to specific disability). IT skills (social media) Knowledge of cultural codes and religious background of clients. 	 Emotionally intelligent/ empathetic Flexible/adaptable/open to needs of people with disabilities/understanding. Willing to learn. Good physical health. Potential candidates for ATF tourist industry, special education teachers, medical personnel, those, who collaborate with relevant authorities. ATF's employment can be terminated, however, implementing a feedback/evaluation form for complaints is suggested.



- knowledge should regularly be updated through seminars/further training.
- ATF should have knowledge on how to make tours accessible.
- Basic knowledge of history/sightseeing is useful.
- Responses about ATF
 education vary: open to all
 vs. open for those
 involved in the tourism
 industry and special
 education teachers for
 example.

- Languages: Local language of tourist destination and English; sign language (local and English sign language) is considered important.
- Driver's license is useful, but not mandatory.



	Educational Qualification	Experience	Skills & Knowledge	Personality Traits and Characteristics
PORTUGAL • Sociedade portuguesa de inovacao consultadoria empresarial e foment da inovacao sa	 2 options suggested (both options require an internship/practical component incl. supervision): ATF-qualification as a 3-year degree ATF-qualification as a 1-year specialised training, given a degree in tourism/social services/health care has already been completed. Topics to be covered during qualification training: (1-year/3-year training): Tourism (culture/history/gastronomy/geography, etc.) Medicine (first aid/anatomy/physiology/b 	 Experience in tourism, health, social services sector or as guide/interpreter or experience in working with people with disabilities is considered an asset, albeit it is not considered mandatory. ATF shall be able to work with all tourism stakeholders (local/regional entities to tourism agencies/hotels, etc.) ATF can be employed with specialised entity or as freelance/service provider. 	 The role of the ATF needs to be clearly specified, especially the degree to which ATF intervene and interact with clients. Adept at using (technical/medical/sp ecial) equipment and resources (e.g. wheelchairs, accessible cars, etc.), IT skills. Well-informed about travel destinations (cultural codes, etc.), Managerial, communication, organisational and 	 Emotionally intelligent/ empathetic. Good communication skills/team player-mindset. Flexible and open- minded/social and tolerant Patient /dedicated/capable to lead/resilient. A disability on part of the ATF is not considered an obstacle in exercising the profession.

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Facilitating Accessibility in Support of Tourism

asic life support, etc.)

- Management (organisational skills)
- Psychology
- Marketing &
 Communication
- Training must be obtained through a technological specialisation course (1 or 2 years).

problem-solving

skills.

- Driver's license is an asset, but not a must.
- Languages (foreign and sign language/universal signs of
 - communication or
 - other ways of
 - communicating with
 - people, who are hard
 - of hearing).



	Educational Qualification	Experience	Skills & Knowledge	Personality Traits and Characteristics
 Srednja sola za gostinstvo in turizem Maribor INUK 	 Min. age to start ATF training is 16, obtaining license as ATF at min. age 18. Duration/length depends on set curriculum. Internships are increasingly being abandoned in Slovenia. Basic health-related knowledge (e.g. knowledge of accessibility criteria/the needs of people with disabilities). Basic knowledge of tourism industry is required. (Depending on the realm, in which the ATF will be working, i.e. if 	 Experience and basic knowledge in working with people with disabilities. Knowledge of tourism, social inclusion, local environment, knowledge of needs of accessible tourism. Tour guides, social workers and health care workers are considered to be suitable as ATF. A degree in humanities or experience in tourism 	 Adept at using basic (technical/medical/sp ecial) equipment and resources (e.g. wheelchairs, accessible cars, etc.); communicate appropriately to others (e.g. tour operators) how to use/handle equipment. Work with any type of disability (i.e. wide- scope), must know how to use the equipment related to specific disability. Using first aid kit is a 	 Emotionally intelligent/ empathetic and social, assertive and well- organised. Good communication skill and tourism expertise. Optimistic and cheerful. ATF does not require spect health certificates. If ATF does not complete satisfactorily, retraining ca be considered. Inspection of professional practice: a beginning of job (1st year) after that supervision is ne longer needed.
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ATF gives guided tours, then tour guide knowledge is essential, otherwise it is desirable. Generally, ATF advises tourism providers how they should adjust their tourist infrastructures to PWD).

- Training in vocational schools for hospitality and tourism.
- Training should provide necessary skills to fulfil obligations towards client (also in view of providing an integrated tourist offer that recognises the potential of the travel destination).

sector/tourism industry is considered an asset.

(internet/social media/knowledge of new technologies & current trends i.e. how to bring closer cultural/tourist attractions to people with disabilities).

must.

IT skills

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- Language skills (first language and language of client; knowledge of sign language not mandatory).
- Driver's license is advantage.





4. Summary comments regarding legal framework, interview samples and focus groups

General remarks for interview samples

The FAST project foresaw for each partner to perform 20 interviews with tourism stakeholders and 10 with local/regional authority members (150 in total) and two focus groups comprising of at least five stakeholders and local/regional authorities. Due to COVID-19 restrictions, most interviews had to be conducted online and further, not all partners were able to conduct the full number of interviews because of these limitations. Nevertheless, 150 interviews were conducted altogether with tourism stakeholders and local/regional authorities/associations (the exact numbers and details can be inferred from the table below). Interviews were conducted between December 2020 to March 2021, focus groups were held in March 2021.

Generally, it can be said that all countries agree that the ATF educational qualification requires some sort of basic medical/technical training or health-related knowledge, knowledge about tourism/tourist sector is overall regarded as an advantage or important, however not always specified as mandatory. Further, the majority of partner reports suggest that relevant work experience with people with disabilities is not a must, however, it is considered highly desirable. In terms of duration and length of the ATF educational qualification the reports are suggesting differing views, albeit there is agreement that length of the ATF qualification is highly dependent on previous (work) experience/education. Further, there are differing views on whether ATFs should work with all types of disabilities, or focus on certain types of disabilities during the educational qualification. Regarding personality traits and characteristics, all partners agree that being emotionally intelligent/empathetic and socially competent are among the most important personality traits for the profession of ATF.



5. Annex: Summary of legal framework, interview samples and focus groups

Торіс	Austria	Cyprus		Greece		Portugal	Slo	venia
Legal	No specific legal	No specific legal	٠	No specific legal	٠	No specific legal	•	No specific legal
Framework of ATF	framework in AT for ATF	framework in CY,		framework for ATF as		framework in PT,		framework in SL, mostly
	services and education.	but ATF adhere to		separate		volunteers do the job.		done by NGO and
	There is, however, a	laws of country,		occupation/qualificatio	•	Policy makers have to be		specialised training
	Federal Act on the	obtaining a license		n. Legal framework for		actively involved in		agencies. But legal
	Equality of Persons with	from Deputy		Personal Assistants of		legislating and recognising		provisions for accessible
	Disabilities, preventing	Ministry of Tourism;		people with disabilities		this profession, so that		tourism already exist.
	the discrimination of	need for creating		was established in		mistrust on behalf of	•	ATF and tourism
	people with disabilities	special framework,		2020.		companies/agencies		stakeholders/agencies
	and ensuring equal	to define ATF's role	٠	ATF and tourism		offering the ATF service is		should work together.
	participation in all areas	(adapted to current		stakeholders/agencies		reduced.	٠	Reduction of bureaucracy
	of life. This Act could	legal framework).		should work together,				in order to be able to
	serve as basis for	• ATF suggested to		but should also be able				develop professional and
	development of	work as freelancer		to work independently				education profile.
	framework of ATF.	\rightarrow let market	•	Disagreement whether			•	ATF costs partly to be
	However, the specific role	dynamics decide		specialised tours should				covered by state; price
	(liability, insurance, etc.)	service and pricing.		be offered to people				also depends on travel
	and framework of ATF has	• ATF shall not be		with disabilities or not;				destination.
	to be clarified explicitly by	supervised by local		it is suggested to make				
	policy makers.	authorities, but		all tours accessible, but				





Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Legal		under Deputy	also to add a few		Goals for next 5 years:
Framework of ATF		Ministry of Tourism.	specialised ones.		Increased accessible
		ATF must be legally	• People with disabilities		tourism, also developed
		covered (i.e.	should not have to pay		access to decentralised
		insurance).	extra costs.		and rural areas, further
		Specialised tours	• Tourism sector should		developing already
		would be difficult to	make effort to make		existing accessible offers.
		design, because	adjustments and be		Orientation towards
		every disability has	accessible to people		accessible tourism and
		its own needs.	with disabilities,		awareness raising of need
		Usually, such tours	including offering ATF		of accessible tourism.
		are tailored around	services. ATF needs		State and local
		needs of a group of	development as		communities/specialised
		people with same	"tourist product".		tourist agencies to be
		disability.			responsible for (scope)
		• The countries	Goals for next 5 years:		work of ATF.
		offering ATF services	• To have more		
		will gain an	accessible tourist		
		additional	destinations, to better		
		competitive	understand		
		advantage as their	accessibility's		





Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Legal		touristic product will	importance \rightarrow new		
Framework of ATF		be enriched. On	career opportunity.		
		European level,	Advantages for all		
		Europe will be able	parties in further		
		to claim a higher %	developing accessible		
		of the international	tourism (i.e.		
		accessible tourism.	municipalities,		
			museums, tour		
			operators, associations		
			of people with		
			disabilities, etc.).		
		•	Ideally, local authorities		
			as well as ATFs as		
			freelancers shall be in		
			charge of the ATF.		
			Suggestion: one		
			authority should be		
			providing supervision		
			and guidance regarding		
			accessibility		





Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Interview	Interview sample:	Interview sample I:	Interview sample:	Interview sample	Interview sample I:
Topic Interview samples		Interview sample I: 18 interviews 6 local/regional tourism authorities (e.g. tourism boards, local governments) 4 tourism professional associations (tourist agencies, tourist guides, etc.) 8 tourist agencies 12 interviews were conducted in writing, 6 were conducted online. Time:	Interview sample:24 interviews24 interviews• 12 representatives of tourism stakeholders• 12 representatives of local/regional authority were interviewed• Some representatives were identified as answering with more than 1 respondent as they represent a twofold role, namely both as a tourism stakeholder and as local/regional authority (e.g. Chambers, Region	 Interview sample 30 interviews 18 representatives of tourism stakeholders (e.g. tourism activities/animation, SMEs, hotels, etc.) 12 representatives of local/regional authority (e.g. municipalities, etc.) All interviews and questionnaires (google form – participants could access through the link on the email invitation) were conducted online. Time: 	
		14 th January 2021 – 22 nd February 2021	 of Central Macedonia). All interviews were conducted online (via Skype, Zoom, MS 	4 th January 2021 – 2 nd March 2021	

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Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Interview		Interview sample II:	Teams), some		Interview sample II:
samples		7 interviews	questionnaires were		17 interviews
		• 7 entities from	conducted via email,		• 13 representatives of
		public and private	providing clarification		tourism stakeholders
		sector related to	to interviewees if		4 representatives of local
		tourism, covering	needed.		authorities
		different	• Time:		8 interviews were
		roles/interests.	11 th January 2021–		conducted online via
		• 5 interviews were	5 th March 2021		Zoom, 9 interviews in
		conducted in			written form sent by
		writing, 2 were			email.
		conducted online			• Time:
		• Time:			25 th January 2021 –
		December 2020 –			12 th February 2021
		March 2021			



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Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Topic Focus Group	Austria Focus Group II • 7 representatives (1 tour operator, 1 sales manager, 1 tourism patronage 1 advisor for disability issues in tourism 1 travel manager 1 travel assistant	Cyprus Focus Group II • 4 representatives (including 3 representatives of tourism stakeholders, 1 organisation for persons with disability	Focus Greece Focus Group II • 6 representatives of stakeholders and local/regional authority members • Time: 19 th March 2021 (online via Zoom)	Portugal	Slovenia Focus Group II - INUK • 7 representatives (4 of local/regional authorities, 2 representatives of a travel agency specialized in accessible tourism, 1 tour guide)
	1 travel expert • Time: 8 th March 2021 – 10 th March 2021	• Time: 23 rd March 2021			 Time: 18th March 2021 (online via Zoom) Focus Group II – SŠGT 5 representatives (tourism stakeholders) Time: 18th March 2021 (online via Zoom)





Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Additional	Depending on the	Idea of new professional	Different stakeholders tend	Growing interest / need in	Different stakeholders have
findings (e.g.	stakeholder's scope of work,	service was welcomed.	to argue/make suggestions	profession of ATF, also in terms	different interpretations of ATF
from	focus was laid on slightly	Almost all acknowledged	based on their needs (e.g.	of elderly people , who are	job profile. People who already
other/desktop	different issues, however,	the market need for an	tourist stakeholders want	limited in terms of mobility,	work in accessible tourism
research)	except for legal framework	ATF service to support	everything to be under the	but would like to travel	(some of them also have
	and educational qualification	the efforts to obtain a	tourist agencies "umbrella",	accessibly (e.g. senior tourism	disabilities) and have
	to develop the job of an ATF,	larger accessible tourism	social workers have as a	for elderly people $ ightarrow$ needs).	experience working in this field
	there was a broad consensus	market share. Growing	most important priority for		understand the job of an
	on requirements for future	interest / need in	ATFs to have a basic medical	It is important to define the	Accessible Tourism Facilitator
	ATF.	profession of ATF, also in	background, while	threshold of intervention of	more as a profession which
		terms of elderly people,	stakeholders from	the ATF, this is the only way to	could be done also by PWDs.
		who are limited in terms	accessibility organisations	define the ATFs professional	They think it is important to
		of mobility, but would	prefer the ATF qualification	profile and understand the	include them in the process as
		like to travel accessibly	to be open for all to enter,	kind of competences needed.	they have first-hand
		(e.g. senior tourism for	and specialised afterwards).		experience with the obstacles
		elderly people $ ightarrow$ needs)		Policy makers need to be	that a disabled person faces
			Some interviewees	actively involved in this	when for example a tourism
			suggested that the term	process (to reduce mistrust on	infrastructure is not accessible
			"people with special needs"	behalf of companies).	with a wheelchair. ATF does
			is outdated, therefore using		not necessarily have to be a
			"people with disabilities" is		tour guide, but rather someon





Торіс	Austria	Cyprus	Greece	Portugal	Slovenia
Additional			recommended and seems to		who advises the tourism
findings (e.g.			be most widely accepted.		providers how they should
from					adjust their tourist
other/desktop					infrastructures and trails in
research)					order to make them more
					accessible for everyone.



