FAST - Facilitating Accessibility in Support of Tourism
Accessible Travel Facilitator (ATF)

Module Content Outline

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Distribution of Modules:

Module	Leading Partner	Units
Module 1 - First aids	OECON	
Module 2 – Dealing with persons with disabilities	SPI	
Module 3 – Communication	BEST	
Module 4 – Problem solving and organisational skills	DEKAPLUS	
Module 5 – ICT - Accessibility of digital content for people with disabilities	INUK	
Module 6 – Cultural differences	SSGT	**Unit 1: Recognize the most common cultural differences** Unit 2: Know the regional and/or national history, geography and culture Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions
Module 7 – Design an accessible travel itinerary	NTB	

Module Outline

Module: Module 6 – Cultural differences

Module Overview
Despite globalization, cultural differences still exist around the world. Due to this, there are problems in international business and also in travel industry. Every culture has its values; they can be also opposing. Cultural differences often pose difficulties in contacts between tourism employees and tourists. Knowledge of cultural differences is important also for the work of Accessible Tourism Facilitator (ATF).

Module Objectives:

FAST - Facilitating Accessibility in Support of Tourism
Accessible Travel Facilitator (ATF)

Module Content Outline

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The objective of the module is to gain a basic knowledge about cultural differences relevant for working with tourists from other countries. Communication and understanding of different cultures is important also for the work of Accessible Tourism Facilitator (ATF).

After studying this module the student should:

- Think on any prejudices he/she may have about other peoples or cultures.
- Be convinced about the importance of the culture in today's global world.
- Understand the importance of learning a national character while guiding tourists.
- Be aware of some of his/her global skills
- Begin to see events from their own and from the perspective of another.

Upon completion of this Module you should be able to:

- Effectively work with tourists from all over the world and implement the knowledge while working with the clients with disabilities.

Units in the Module:

Module: Cultural differences
Unit 1: Recognize the most common cultural differences
Unit 2: Know the regional and/or national history, geography and culture
Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

Unit 1: Recognize the most common cultural differences

Unit 1 Overview
The focus of this unit will be on the following cultural differences: - Generational differences - Ethnic differences - Religious differences - Educational differences

Upon completion of this Unit participants should be able to:

- recognize the most common cultural differences

Learning methodology

A. Introduction, development of the content:

The most appropriate way to implement the module is blended learning. The start takes place in the classroom, where the lecturer(s) and the participants get to know each other.

The emphasis in teaching is on case studies. The lecturer presents concrete examples to the listeners, which are then discussed.

The lecturer prepares examples of life situations in which the tourist finds himself/herself in a foreign environment.

B. Learning activities and material required:

The classroom should be arranged so that the participants can interact. Since a lot of video material will be used, a LCD projector, internet connection and other ICT equipment are necessary.

Each participant needs a laptop as there will also be individual work. They will also need paper and stationery.

C. Reflection and setting phase – closing of unit, assignment (optional):

This could be short summarising of content; an exercise; a short group work and/or discussion; a self-studying exercise/homework; some questions to be answered; a test etc.

D. References and material recommended for further study:

- Abramson Neil R and Moran Robert T., 2018: Managing Cultural Differences, Global Leadership for the 21st Century, London and New York, Routledge
- Harris Philip R. and Moran Robert T., 1999: Managing Cultural Differences, Houston, Gulf Publishing Company
- Morosini Piero, 1999: Managing Cultural Differences, Effective Strategy and Execution Across Cultures in Global Corporate Alliances, Oxford, Elsevier Science Ltd.
- Hoecklin Lisa, 1995: Managing Cultural Differences, Strategies for Competitive Advantage, Addison-Wesley Publishing Company
- Cultural tourism explained: What, why and where - Tourism Teacher: http://tourismteacher.com/cultural-tourism/
- Understanding Cultural Differences: A Guide for Travel Professionals | Adventure Travel News: https://adventuretravelnews.com/understanding-cultural-differences-a-guide-for-travel-professionals
- Accessible Tourism | UNWTO: https://www.unwto.org/accessibility