

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

### Module Content Outline

#### Modules and Unit Distribution

*Distribution of Modules:*

Module	Leading Partner	Units
Module 1 - First aids	OECON	
Module 2 Dealing WDP	SPI	
Module 3 – Communication	BEST	
Module 4– Problem Solving	DEKAPLUS	
Module 5 - ICT	INUK	
Module 6 – Cultural differences	SSGT	
Module 7 – Design an accessible travel itinerary	NTB	Unit 1: Designing an accessible travel itinerary

#### Module Outline

Module: Module 7 - Design an accessible travel itinerary

Module Overview
<p>Travellers with disabilities come across with a lot of challenges, among which are the lack of accessible travel itineraries. That is why the ATFs should have the know-how to prepare appropriate and customized travel itineraries, based on the needs of the customer. This Module will give the knowledge to the ATFs to provide these services to the travellers with disabilities, so to enhance their travelling experience.</p>

Module Objectives:

- To design accessible travel itineraries

Upon completion of this Module you should be able to:

- Design accessible travel itineraries based on the diverse disabilities of an individual or a group

Units in the Module:

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## Accessible Travel Facilitator (ATF)

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Module: First aids
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Unit 1: Designing an accessible travel itinerary
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#### Unit 1: Designing an accessible travel itinerary

Unit 1 Overview
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In this Unit the students will learn about how to design an accessible travel itinerary so that it fits the needs of the traveller with disability, ranging from transportation services, accommodation restaurants and other leisure activities.
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Upon completion of this Unit participants should be able to:

- Address the customer's needs
- Learn about the basic components of accessible travel itineraries
- Suggest transportation with accessible vehicles
- Suggest accommodation and other leisure activities

#### Learning methodology

##### A. Introduction, development of the content:

At first the students will learn the importance in identifying the customer's need and be able to adjust the accessible travel itineraries accordingly. They will also learn about the basic components of an accessible travel itinerary. Then each component will be presented individually. First, the students will learn about the transportation services with accessible vehicles. Then, they will learn on how to choose the appropriate accommodation with accessible rooms and areas. Lastly, they will get to know which activities and excursions could be suggested to the travellers with disabilities.

##### B. Learning activities and material required:

How to address the customer's needs: Before designing an itinerary, it is important to understand the customer's need. That is not limited to the type of disability, but it expands to the duration of stay, the budget, and interests. After collecting this information, you can create a custom-made travel itinerary. After the trip, it is important to ask for feedback, so to improve the level of services provided. The students will then learn about the basic component of the accessible travel itineraries such as transportation, accommodation, and other leisure activities.

For the assignment, students will have to design their own accessible tourism itinerary, based on the knowledge they acquired from the module.

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# HOW TO MEET CUSTOMER NEEDS

## 1. IDENTIFY

Identify what your customers need from you through keyword research, focus groups, or social listening.



## 2. DISTRIBUTE

Distribute the information to relevant stakeholders in your organization.



## 3. CREATE

Craft product features or create content that speaks to your customer's needs.



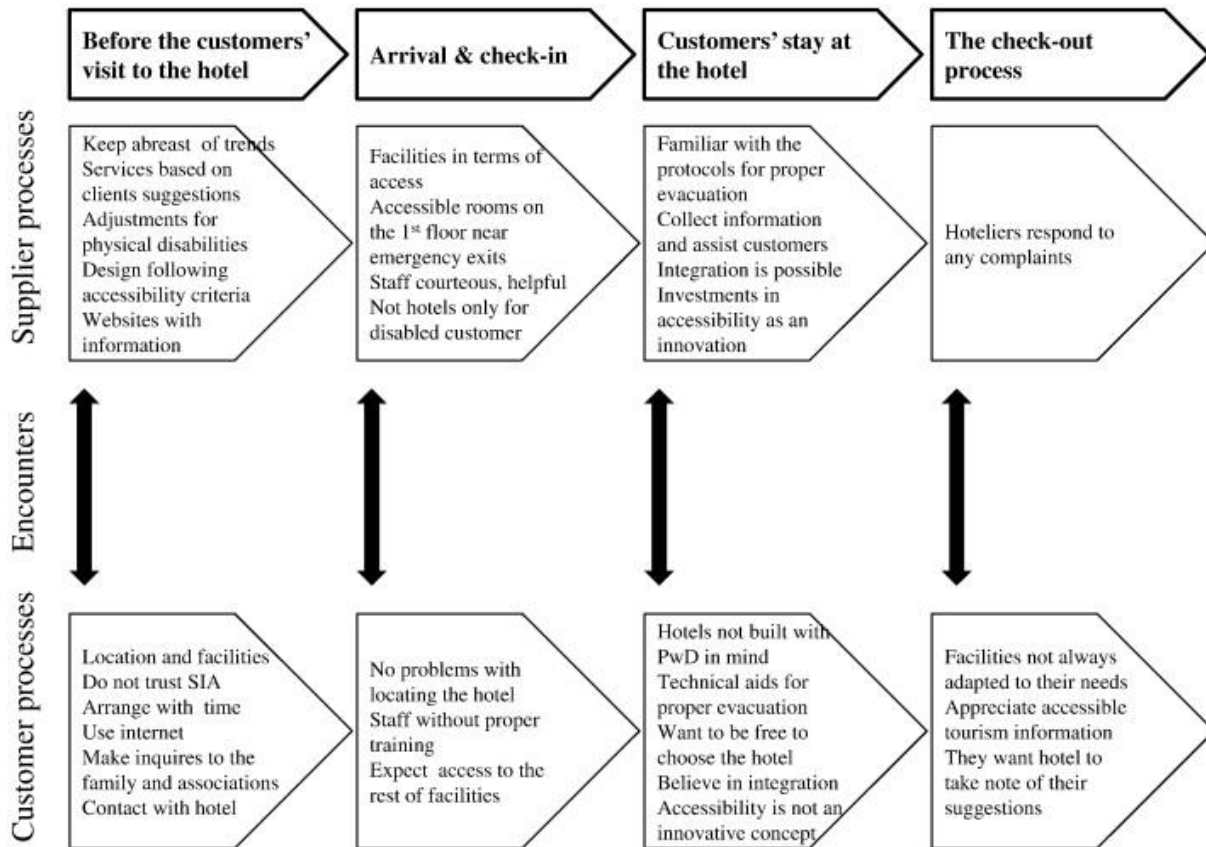
## 4. COLLECT

Collect customer feedback on how your efforts meet their expectations.



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#### **C. Reflection and setting phase:**

Students will examine several case studies for different types of disabilities.

The module will include group work, in-class discussions, and a final assignment.

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#### D. References and material recommended for further study:

- <https://arival.travel/how-to-create-a-wheelchair-accessible-tour/>
- <https://www.disabilityrightsuk.org/how-we-can-help/special-projects/get-out-get-active/making-activities-more-appealing-and-accessible>
- [https://www.accessibletourism.org/?i=enat.en.enat\\_projects\\_and\\_good\\_practices.1687](https://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1687)
- <https://policycommons.net/artifacts/190487/making-europe-accessible-for-tourists-with-disabilities/588555/>
- <https://www.beautifullytravelled.com/plan-travel-itinerary-guide/>