

TAD

The Ability Advisor

Improving the tourism for all market by VET

<http://abilityadvisor.eu/>

Newsletter No. 4

December 2019

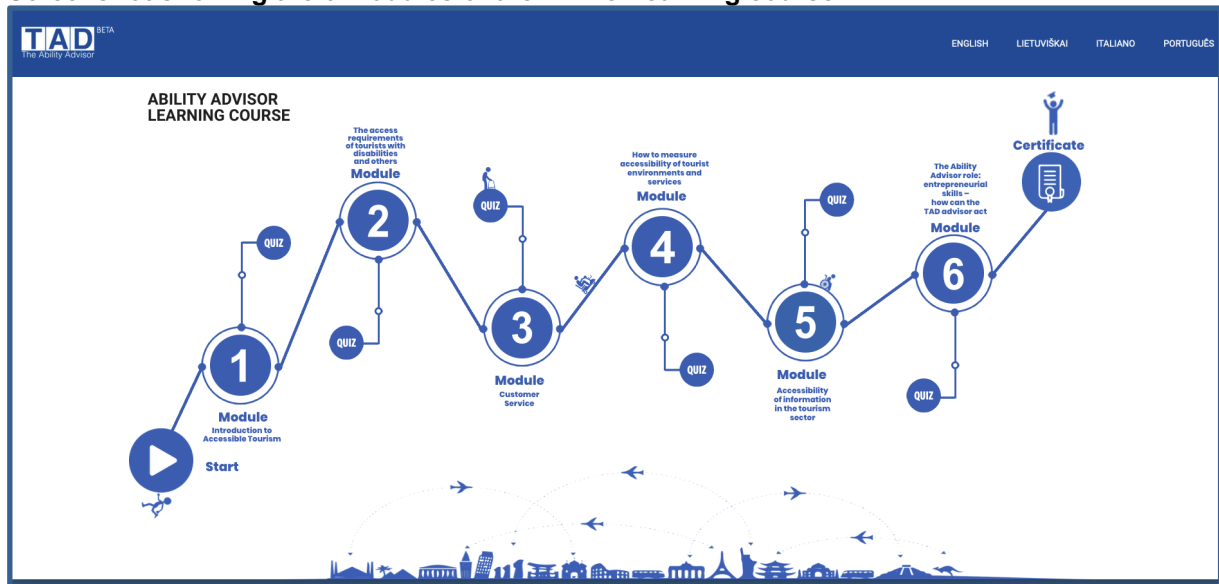
TAD is a European project funded by the Erasmus plus programme, strategic partnerships for Vocational and Educational Training (VET)

TAD e-Learning

The TAD partners are pleased to announce the launch of “The Ability Advisor” e-Learning course, which is designed to prepare advisors in Accessible Tourism - making tourism accessible for all visitors, including those with disabilities or specific access requirements.

TAD training introduces the professional profile of an “Ability Advisor” who will help Small and Medium-sized Enterprises (SMEs) in the tourism field to develop their business and improve their services for the accessible tourism market.

Screenshot showing the 6 modules of the TAD e-Learning course



The training course is made up of 6 modules, with text, videos and many additional references, under the following headings:

➤ **Module 1 – Introduction to accessible tourism**

Module 1 introduces the concept of *Tourism for All*, based on comprehensive and shared experience and data emerging from recent studies of the supply and the demand for accessible tourism. It introduces the background of *Tourism for All* and analyses the legislative framework at European and international level. The concepts and methods of Design for All or “Universal Design” are explained, showing how they can help to achieve inclusion and mainstreaming in the area of accessible tourism services.



➤ **Module 2 – The access requirements of tourists with disabilities and others**

Module 2 examines the diversity of tourists with access requirements including people with various types of disabilities, referring to their specific requirements, and indicating ways to provide appropriate services/products for each customer.

➤ **Module 3 – Customer Service**

Module 3 explains in more detail how to serve customers with particular access requirements. It provides examples of ways to better serve, inform and communicate with the customers.

➤ **Module 4 – How to measure accessibility of tourist environments and services**

Module 4 explains how to ensure a consistent and appropriate level of service for customers with specific access requirements, a range of accessibility checks or “audits” must be carried out at various points in the whole service delivery chain. It refers to these four main headings:

1. Information provision,
2. Transfers and transportation;
3. Built environment and facilities;
4. Services and activities at the venue.

➤ **Module 5 – Accessibility of information in the tourism sector**

This module highlights the importance of accessibility in the provision of information. It is divided in 3 sections explaining the basic principles of accessible information:

- Why accessibility of information is important to customers and businesses in the tourism sector.
- How to design and implement accessible information in different formats; and
- Where to find additional resources to enable the learners to make their own in-depth studies in this important field.

➤ **Module 6 – The Ability Advisor role: entrepreneurial skills and job opportunities for the TAD advisor**

It looks at the role and mission of the Ability Advisor supporting Small and Medium-sized Enterprises (SMEs) in the tourism field helping to develop their business and improve their services to the Accessible and Inclusive tourism market.

All modules include a quiz for the learners to check their knowledge. After answering all the Quizzes successfully, learners may download a Certificate, showing that they have completed the TAD E-Learning course.

Visit the TAD e-Learning website at: <https://learning.abilityadvisor.eu/>

TAD Project Multiplier Events

As the project reaches its final phase, the partners have held public multiplier events in their respective countries to raise awareness about the TAD Ability Advisor and to present the learning materials. Here we show examples of the events in Belgium

ENAT: Belgium, 13th November 2019

The Accessible Tourism Training Multiplier Event, organized in Belgium by ENAT, with the kind support of [VisitFlanders](#) and [VisitBrussels](#), presented the TAD project outcomes.



The event addressed:

- Skills requirements for accessible tourism service providers and destinations
- Vocational Education and Training for the Tourism Sector
- The TAD project: training programme and supporting tools (e-learning)
- Benefits for Belgian tourism sector and the EU Training providers and tourism entrepreneurs also presented their work in the area of accessible tourism. Moreover, the event gave participants the opportunity to network with each

other, sharing their experiences and stimulating new cooperation.

The event enabled 60 participants, mainly Belgian students and tourism providers, to become familiar with **accessible tourism**, its aims and some of the best practices in Belgium and elsewhere in Europe.

The event was followed by a light "networking" lunch, offered by the TAD project.

Speakers' presentations can be downloaded in PDF format from the ENAT website:

<https://www.accessibletourism.org/?i=enat.en.events.2148>

Bluebook – Italy, 7th November 2019

Bluebook hosted the final Multiplier Event – “Save the date to discover TAD: The Ability Advisor” – in Turin on November 7, 2019 at Copernico Garibaldi, a co-working space in the centre of the city.

Sixty people participated in the meeting: VET providers, public organisations, students who tested the course and people representing private companies.

Four stakeholder organisations – [CPD](#), [Turismo Torino](#), [AIC](#) and [Cityfriend*](#) – took part in the event as speakers; the people who tested the course acted as testimonials presenting their experience and their feedback to the public.

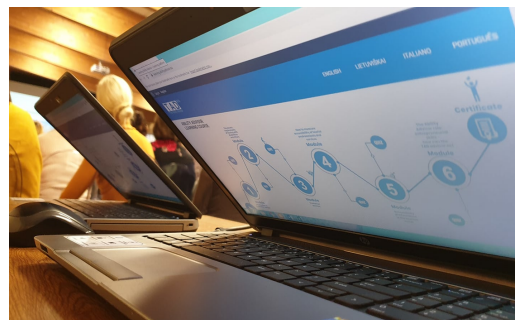
Following the meeting, a “Blind dinner” was organised in collaboration with the UIC – Italian Blind Union: a gastronomic journey to experience the residual senses’ abilities and a celiac dinner. In both dinners trained staff focused on explanations for participants.

* CPD is one of the main organisations, at local and regional level, operating in the context of tourism for all; Turismo Torino is the public institution of reference for tourism in the area of the metropolitan city of Turin; AIC is the national celiac association while Cityfriend is a start-up: a community of people operating on the territory to welcome tourists with special needs.

Link to the event announcement on Bluebook website. <https://www.bluebook.it/?p=20834>

Lithuania

On 28th November, **Panevezys Vocational Training Centre** held a conference on "All available tourism - necessary for a few, useful for most", with speakers from the TAD team, the Ministry of Economy and Innovation and others. The audience included representatives of local organisations, businesses and citizens. Participants showed a strong interest in the subject, with business owners wanting to know how they can open services to all customers.



The TAD team shared their insights and described the successful TAD e-learning programme, also encouraging participants to share and spread the information to others.

Portugal

The TAD partner, TecMinho, held several events, where the TAD project was publicised. On 3rd December, the International Day of Persons with Disabilities, TecMinho co-organised a Multiplier Event in cooperation with the Portucalense University, where invited speakers spoke about Accessible and Inclusive Tourism; Religious Tourism and Accessible Tourism on the Paths of Santiago; and Challenges for evaluating and ensuring accessibility in tourist services and destinations.





Photos from TAD “Multiplier Event” and “Small Events” in Portugal (TecMinho).

TAD Small Events

All the TAD project partners held “small events” during the last months of the project to raise awareness about the TAD Ability Advisor training and the value of Accessible Tourism to businesses and public bodies. Here we highlight some TAD dissemination events in Turin, Italy, organised and led by **Bluebook**.

The small events involved three classes of the last year of the IIS Bosso-Monti of Turin, a Tourism Institute. The age of the students was 18-20. The classes were composed of: (1) 13 students and one teacher; (2) 21 students and one teacher; and (3) 23 students and one teacher.

The short training sessions were organised in three parts, covering Erasmus+, the TAD project and Tourism for all presentations.



Photos from small events in Turin, by Bluebook

The events included the interactive smart phone tool Khaoot, engaging the students in question and answer sessions and through team games, with a final plenary section.



Like TAD on Facebook and follow the project’s progress:

<https://www.facebook.com/TAD-The-Ability-Advisor-535745953439730>

TAD Partner Profiles

In this Newsletter we profile the Portuguese partner, providing an insight into their activities.



Presentation of TecMinho, Portugal

TecMinho is a training organisation certified by DGERT (the Portuguese Directorate-General for Employment and Work Relations – Ministry of Employment and Social Security), founded in 1990 as an interface of the University of Minho. It was established as a private non-profit organisation located in Guimarães inside the University of Minho's Campus, in the northern region of Portugal. TecMinho aims to promote the region's development by stimulating new technologies and by promoting the transfer of knowledge between the university, enterprises and society. Its mission is to support services in the fields of innovation and new technologies, and deliver continuous, advanced and specialised training.



The 3 main fields of TecMinho's activity are:

1. Training & Development: continuous, advanced and specialised/professional education and training for individuals (professionals, university students/graduates, young people) and companies, namely short courses, in order to develop competencies relevant to work; e-learning services; EU and national projects; research and innovation in education, training and learning (non-formal, informal, formal); professional development and career counselling services.
2. Technology Transfer & Innovation with emphasis on intellectual property rights: promotion of national and European initiatives aimed at the transfer of experience and technological innovation between academia and industry; research and technological development; diffusion of scientific and technological information; patent research, industrial property and registration; and support in specialised services.
3. Entrepreneurship: business ideas, business start-ups and university spin-offs.

TecMinho has 29 years of experience and collaborated in over 140 European and international projects, worked with approximately 700 European and international partner institutions (Higher Education Institutions, companies, business associations, ONGs, VET schools, local authorities, etc.) from over 40 countries worldwide. Since 2013, TecMinho is certified ISO 9001 (international standard for a quality management system), and NP4457 (Portuguese standard for innovation management).

TecMinho has an e-learning Centre created in 2003, promoting e-courses (90% online). For the last 20 years, TecMinho has been involved in different European projects related to multimedia, e-learning and mobile learning. TecMinho was an active partner of VIRQUAL - a project led by the University of Porto, involving 7 other universities and aiming to create a model for virtual mobility contributing to the development of e-learning in universities in

Europe as well as integrating a framework for Higher and Continuing Education Qualification recognitions and Framework under EQF – European qualification framework. From 2011 to 2013, TecMinho carried out a nation-wide study on the state-of-the-art of distance learning in Portugal and developed a national observatory for e-learning: the Portuguese Observatory Panorama e-learning 360°.

Participating in the Erasmus + TAD project allows TecMinho to contribute to the Portuguese Tourism sector, promotion a more inclusive society welcoming everyone, regardless of their impairments, age or gender. The creation of a new professional profile of the Ability Advisor will increase the entrepreneurial spirit and innovation in the sector, and will be a key contribution to making Europe an increasingly accessible tourist destination, as SMEs in the tourism sector will be able to rely on the support of new experts in Accessible Tourism, who will help them significantly to improve the services they provide to the market and, of course, to develop their businesses.



TAD Report and publicity “merchandise” (Photo by Panevezys Vocational Training Centre).

Final Transnational Project Meeting, 11-12 December 2019, Panevezys, Lithuania



TAD Project Team poses for a final group photo.

The final meeting was hosted by Panevezys LMTC at their premises in Panevezys, Lithuania. The two-day meeting focused on preparing the management procedures and final reports of the project, as well as putting the final touches to the e-Learning Platform and concluding the TAD project evaluation and dissemination activities.

The partners prepared and signed a Memorandum of Understanding, declaring their commitment to maintain and disseminate the project's e-Learning Course for a period of 5 years, in order to ensure the widest possible access for trainers and learners to the TAD Training Materials.

The TAD Partners also declared their willingness to act as consultants and/or trainers for organisations or groups of learners who may require support for Access Advisor training.

If you want to know more about the TAD Ability Advisor course, either as a trainer or as a learner, please get in touch! We'll be happy to hear from you.

Contact: [Vaida Sinkevičienė](mailto:projektai@paneveziodrnc.lt) Email: projektai@paneveziodrnc.lt
Post: J. Basanaviciaus g. 23A, Panevėžys, LT-36205 Lithuania

TAD Coordinator



**Panevėžys Labour Market Training Centre,
Lithuania**

Vaida Sinkevičienė
Email: projektai@paneveziodrmc.lt
Post: J. Basanaviciaus g. 23A
Panevėžys, LT-36205 Lithuania
www.paneveziodrmc.lt

TAD Partners



**European Network for Accessible Tourism,
Belgium**

www.accessibletourism.org



Bluebook S.r.l. (Italy)

www.bluebook.it



ENGIM Piemonte (Italy)

<http://www.engimtorino.net/en/>



**TecMinho – Associação Universidade-Empresa
para o Desenvolvimento (Portugal)**

<http://www.tecminho.uminho.pt/>



**Funded by the
Erasmus+ Programme
of the European Union**

Funded by Erasmus plus programme. KA2.
Cooperation for Innovation and the Exchange
of Good Practices. Strategic Partnerships for
vocational education and training. Project nr.
2017-1-LT01-KA202-035218.

This publication reflects the views only of the authors, and the Education, Audio-visual and Culture Executive Agency and the European Commission cannot be held responsible for any use which may be made of the information contained herein.

<http://abilityadvisor.eu/>