



Accessible Tourism for All: Training Modules for Service Providers



Introduction



Over 1 billion people are estimated to experience disability. This corresponds to about 15% of the world's population, with up to 190 million (3.8%) people aged 15 years and older having significant difficulties in functioning, often requiring health care services (The World Health Organization WHO).



7-8% of foreign tourists in the world tourism market have a disability (UNWTO)



Tourism for All

The Global Code of Ethics for Tourism was released by UNWTO in 1999 and consists of a set of principles addressed to tourism stakeholders, operators and workers at various levels for the improvement and development of the sector in the context of a limitation of its negative impacts on environments and people.

Accessible Tourism

is a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environment (Michopoulou et al., 2015, p. 181)



The Accessible Tourism & SDGs

- The United Nations 17 Sustainable Development Goals (SDGs).
- The 17 goals built on the principle of “leaving no one behind”.
- The 17 Sustainable Development Goals (SDGs), empowering less favored groups.

GOAL 16

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

GOAL 10

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

Envision 2030: 17 Goals to Transform The World For Persons With Disabilities

The United Nations adopted the 2030 Agenda for Sustainable Development that includes the 17 Sustainable Development Goals (SDGs). Envision 2030 will work to promote the mainstreaming of disability and the implementation of the SDGs throughout two objectives:

- Raise awareness of the 2030 Agenda and the achievement of the SDGs for persons with disabilities.
- Promote an active dialogue among stakeholders on the SDGs with a view to create a better world for persons with disabilities.



Project Idea

The lack of disability awareness from Tourism & hospitality staff often creates more annoyance than physical access issues (Bauer, 2018).

The project idea is to deepen the knowledge of the concept of tourism for all and raise the awareness considering the way people with disabilities are treated by designing training modules to enhance the skills and capabilities of service providers.





Project Aim

Designing training modules for tourism services providers (accommodation, restaurant attractions and airport) to equip them with the necessary skills and knowledge to serve tourists with disabilities.



Project Phases

Phase 1

Identifying Different types of impairments and other access needs: physical, sensorial, mental and hidden disabilities.



Phase 2



Identifying barriers and problems related to tourists with different disabilities and/or other specific access needs (review of proceeding studies)

Phase 3



TUR4all

Identifying what are the expectations of customers with disabilities and the general rules to interact with customers with disabilities and/or other specific access requirements. (survey with customers with disabilities)

Phase 4

Designing training modules include etiquette for dealing with customers with different types of impairments and defining the training will concern who?

The logo for 'Tourism For All' is displayed in a bold, sans-serif font. The word 'Tourism' is in green, 'For' is in yellow, and 'All' is in red. The letters are slightly shadowed, giving them a 3D appearance.

Tourism For All

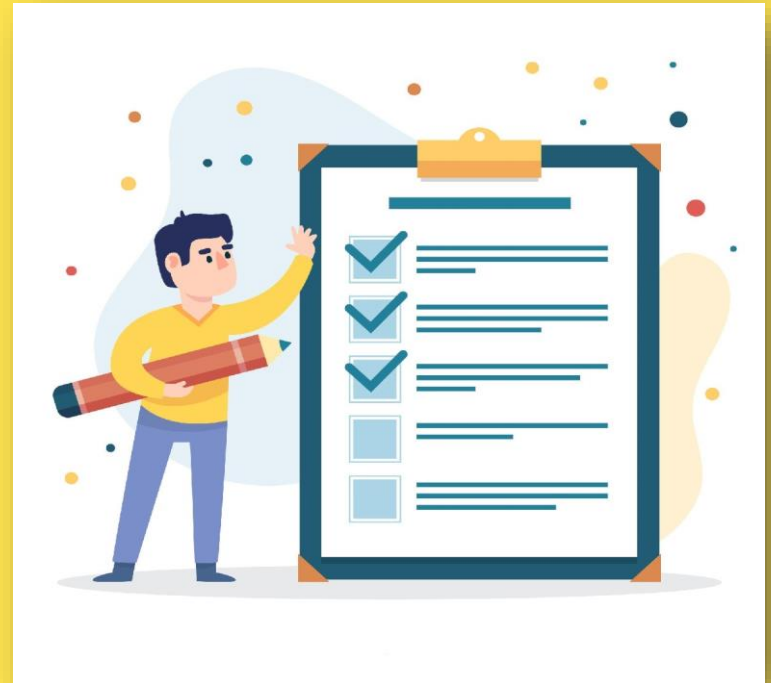


Community Project Methodology

1- Semi-structured interviews



2- Questionnaire





The Semi-Structured Interviews

- Semi-structured interviews with tourism experts to assess the current status of accessible tourism training programs in the Egyptian tourism sector, and detect the steps taken to minimize the barriers facing Accessible Tourism.



Questionnaire

- The questionnaire included questions to evaluate the travel and tourism staff attitudes towards people with disabilities.
- Questionnaires were distributed on a sample of Egyptian tourists with different types and grades of disabilities.

Results



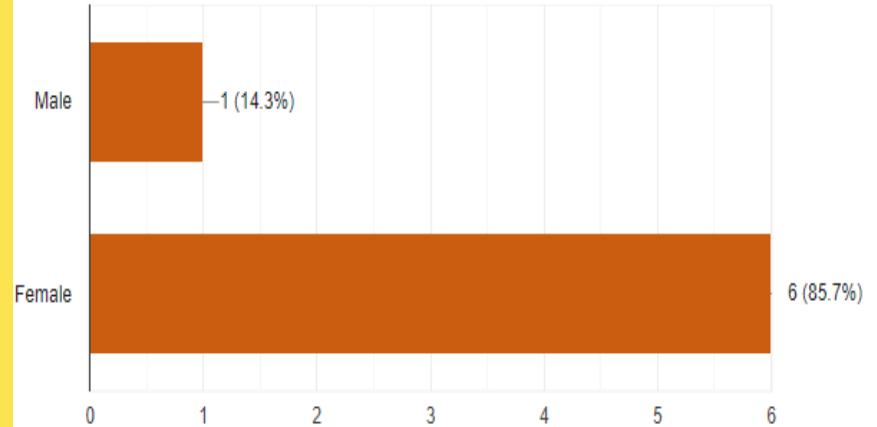
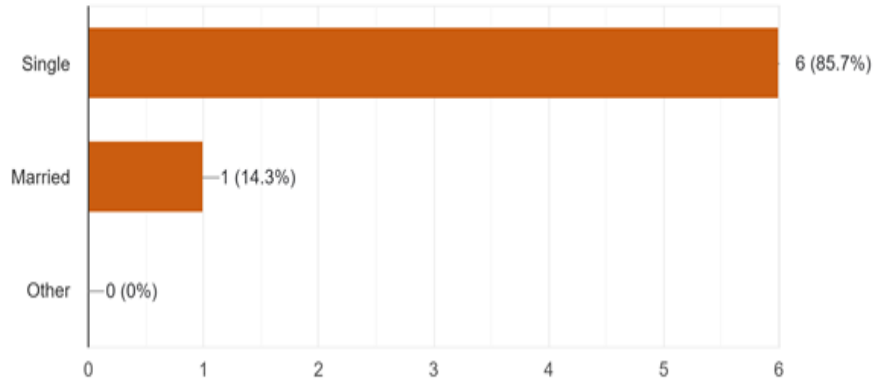
Results of Interviews

The results of the Interviews showed the importance of the training for developing the participants' skills and abilities, since before training, only 30% of the interviewed employees considered themselves able to serve people with disabilities

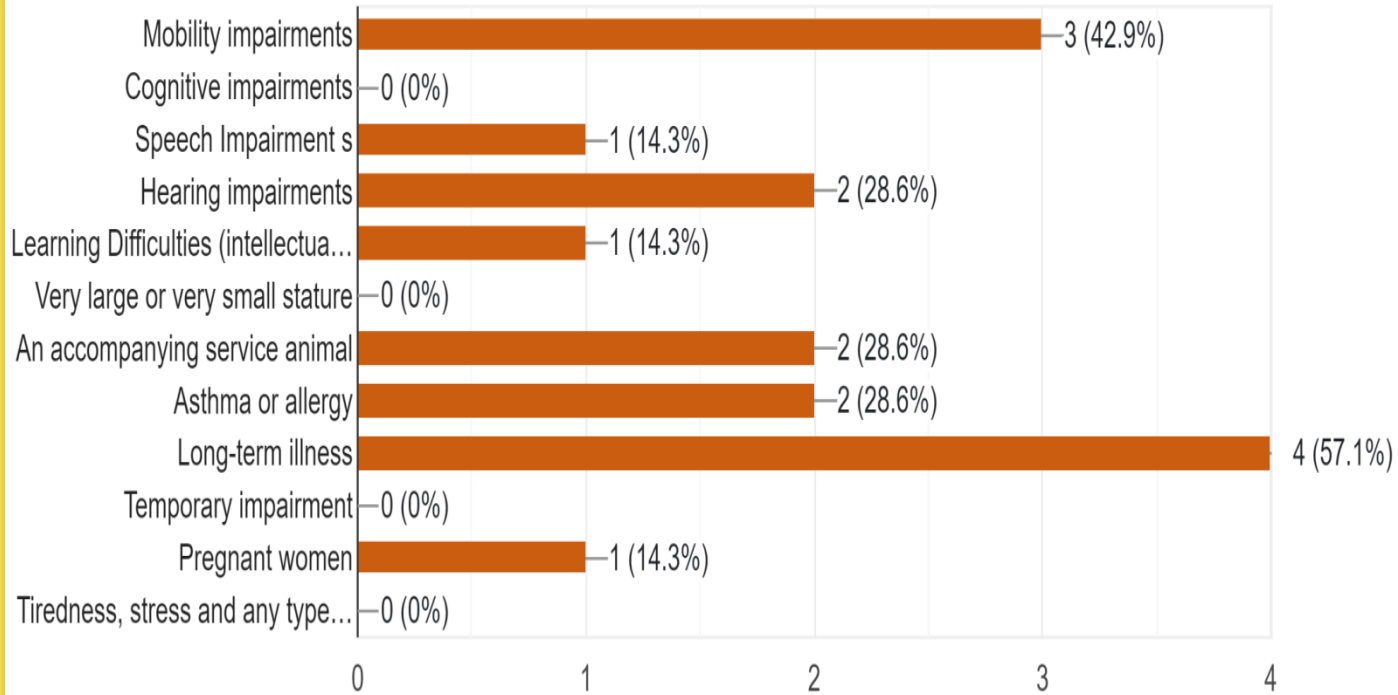




Results of Questionnaire



Types of Impairments



Results



- Only 78.5% agree that there is a lack in the accommodation facilities in hotels for people with disabilities. 50% agree that there is a lack in the quality of services in restaurants and food and beverage services for people with disabilities.
- 80 % agree that there is a lack in the attractions and recreational facilities for people with disabilities. 75% do not agree with the presence of trained staff to support people with disabilities.
- 79% agree with that the attitudes of employees in travel agencies and hotels towards people with disabilities and seniors is negative. While 84% agree with there is a lack of awareness among airport staff of how to deal with travelers with disabilities

Difficulties During Stay in Egyptian Hotels



- limited number of people trained to deal with special cases.
- Difficulty at having a companion while staying or mostly busy.
- There are no cutlery designated for special cases to fit food and not cause harm to people with special needs

Difficulties at Egyptian Airports



- Staff are not sufficiently trained to deal with special cases as there are no specialized staff to perform procedures rapidly.
- There is no room for people with special needs at the airport.

Difficulties at Travel agencies



- Ignorance, excessive care or being unaware of how to offer help towards tourists with disabilities.
- There is no special treatment in travel expenditure, since people with disabilities and seniors are likely to be accompanied.

These results matched with the Challenges that Defined by UNWTO that face Persons with Disabilities in Travel & tourism



- Untrained professional staff capable of informing and advising about accessibility issues
- Lack of accessible airports and transfer facilities and services
- Unavailability of adapted and accessible hotel room, restaurants, shops, toilets and public places





Current State

Desired State

Action Plan

A yellow clipboard icon with a black border and a black shadow, containing the text "Action Plan" in black.

- A shortage of T&H staff that have undergone disability equality training concerning how to deal with people with disabilities PWDs

- T&H Staff are capable of dealing confidently and effectively with PWDs and PWDs satisfied with the quality of service

Community Project Outcomes



Training modules on serving people with disabilities was given by Faculty of Tourism & Hotel Management



Training modules for travel agencies staff, accommodation staff and airport staff.



Content:

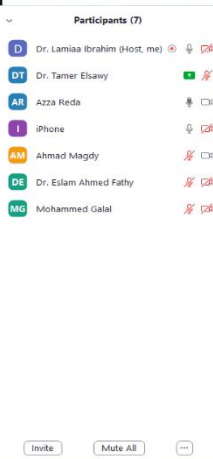
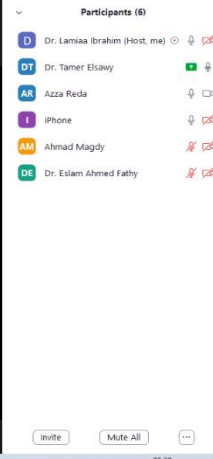
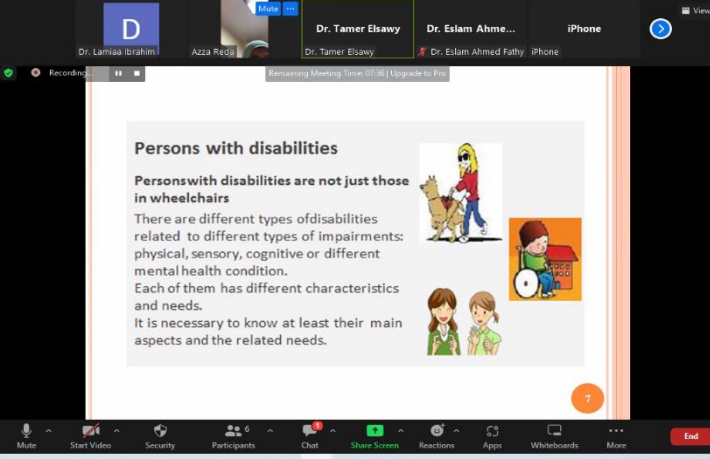
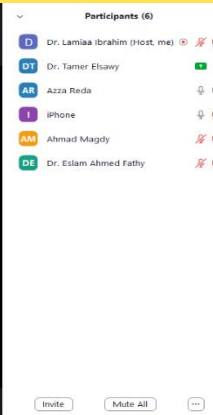
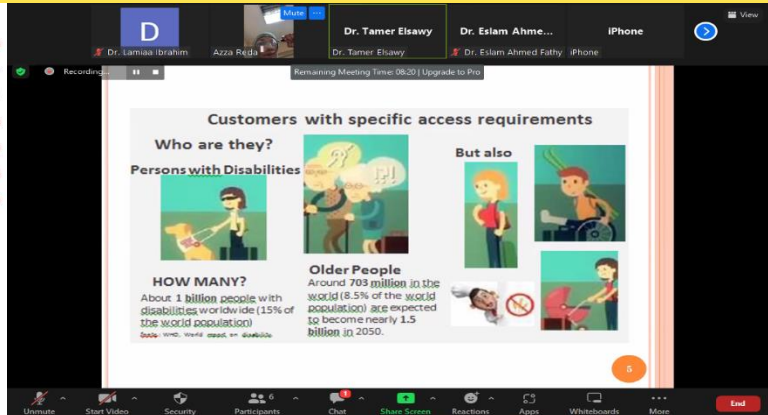
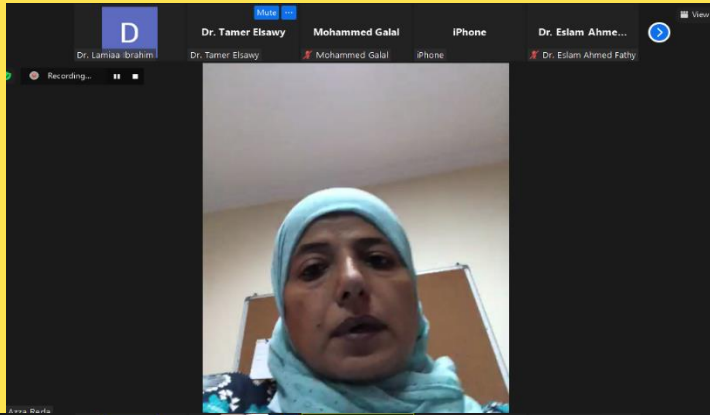
- **Module 1 - General Overview: Impairments, Disability, and Access Needs**
- **Module 2 - Access requirements, barriers and problems in Accommodation services**
- **Module 3 - Access requirements, barriers and problems in Travel Agencies**
- **Module 4 - General Overview: Serving customers with specific access requirements**
- **Module 5 - Serving customers specific access requirements in Accommodation Services**
- **Module 6 - Serving customers specific access requirements in Travel Agencies**
- **Module 7: Serving customers specific access requirements in Airports**



Target audience	Travel agencies staff, accommodation staff and Airport staff in Alexandria
Duration of the training	5 weeks/ 10 days / 3 hours a day.
Training mode and platform:	Online/Zoom technology/Blackboard
Gender:	<ul style="list-style-type: none">○ Male○ Female
Job Title:	All staff that have a guest contact position.
Years of Experience:	0 to 7 years



Training workshop using Zoom




Training workshop using Blackboard



Accessible-Tourism-for-all



Accessible Tourism for all

Content Calendar Discussions Gradebook Messages Analytics

 Student Preview

Course Faculty

 Mahmoud AbuShuq
INSTRUCTOR 


 eslam ali
INSTRUCTOR 


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Course Content

 Workshop 1: First Module
 Visible to students  

 Module 1.pptx
 Visible to students 

 Workshop 2: Second Module
 Visible to students  

 Module 2.pptx
 Visible to students 

Training workshop using Blackboard

The slide features a green circle with 'MODULE 2' and a central logo with icons for wheelchair, hearing aid, and white cane. The text reads 'ACCESSIBLE TOURISM TRAINING MODULES'. The Blackboard interface shows 9 attendees, 2 moderators (Associate Professor eslam all, Lamiaa Hefni), and 7 participants (Asteer Kamel Ibrahim, Dina Mohamed Abdelmonem, Eman Hany Mohamed Ahmed, Marina Medhat Roshdy Zaky Sama, Mayar Mohamed Abd El Kader Yak, Mayar Mohamed Aly Mohamed, nehal reda adel mohamed ibraheim).

The slide contains two images: 'INCLUSIVE & ACCESSIBLE' and a person in a wheelchair. The text lists learning objectives: 'Learn Requirements related to tourists with different disabilities and/or other specific access requirements.' and 'Learn Methods to overcome barriers to participation.' The Blackboard interface shows 8 attendees, 2 moderators (Associate Professor eslam all, Lamiaa Hefni), 7 participants (Asteer Kamel Ibrahim, Dina Mohamed Abdelmonem, Haidy khamis Ali Abdellatif Tabla, Marina Medhat Roshdy Zaky Sama, Mayar Mohamed Abd El Kader Yak, Mayar Mohamed Aly Mohamed, nehal reda adel mohamed ibraheim), and 1 inactive participant (Eman Hany Mohamed Ahmed Ibrahim).

References

- Buhalis, D., Darcy s. and Ambrose, I., 2012. Best Practice in Accessible Tourism. Inclusion, Disability, Ageing Population and Tourism.
- Mapping the Skills and Training Needs to Improve Accessible Tourism Services in Europe, European Commission, 2014.
- Michopoulou, E., Darcy, S., Ambrose, I. and Buhalis, D. (2015), "Accessible tourism future : the world we dream to live in and the opportunities we hope to have", Journal of Tourism Futures, Vol. 1 No. 3, pp. 179-188.
- UN World Tourism Organization Accessible Tourism Manuals
- <https://www.gameswithoutbarriers.eu/training/>
- <https://site.tourismforall.org.uk/travel-and-tourism-businesses/training>
- <https://www.air.org/resource/disability-awareness-training-travel-and-hospitality-industries>





Thank You