



ACCESS IT

ACCESS-IT

Innovation for Accessible Tourism
in Natural and Rural Areas

Project No: 2019-1-PL01-KA202-065140

Scenarios for practical sessions

Trainers Toolkit

GL4



Co-funded by the
Erasmus+ Programme
of the European Union

Contents of this document are entirely produced by the ACCESS-IT project and reflect only the authors' views. Therefore, the EACEA and European Commission have no responsibilities for them.

ACTIVITY 1

Analyse websites

Type of activity	Group activity, guided by the tutor. At some moments, the group can be split in ad-hoc smaller units to analyse specific aspects.
Overview & learning objective	<p>Websites are one of the main communication media with potential customers. Their adequate design following at least the WCAG 2.x recommendations is critical to be detected and understood by this target group. This activity aims to provide direct experience about the differences between a WCAG and non-WCAG website. By having such first-hand experience participants will gain better understanding why such adaptation is very important and needed.</p> <p>Activity: The tutor selects two websites of tourism service, destinations, etc. One of them is WCAG compliant, the other one is not. Then these two sites are compared side-by-side along the criteria set out in the Guidelines 4 and/or directly the WCAG 2.x standard.</p> <p>Learning objectives: to understand in practice differences between WCAG-compliant and non-compliant web design. Obtain practical experience with the different criteria and how they look when implemented in reality. Reduce fear about “too complicated” requirements.</p>
Duration / timing	1 hour (60 minutes)
Number of participants	15 - 20 people (Face to face) 20 or more (online)
Materials & environment	Internet connection, laptop or PC, projector. Where such equipment is not available, printouts of two alternative websites can be used (or also in parallel with online projection).
Implementation procedure (instructions / trainers' notes)	<p>I. Instruction: Explain the objective of the activity to participants. Prepare the activity by selecting two alternative websites to be analysed.</p> <p>II. Implementation process: in general, analysis following the criteria in GL4 in the whole group. For analysis of specific aspects or criteria in more depth, the group may be split into smaller sub-groups where each of them looks only at ONE of the criteria and then reports to plenary.</p> <p>III. Debriefing & reflection: Summarise the main experiences of the group when comparing the sites. Provide suggestions for further reading.</p>
Tips & recommendations for trainers	Use websites of the same business sector as the learning group (i.e. if you train accommodation providers, use sites of accommodation; if destination officials, websites of destinations of similar size; etc.)
Variations / possibility for adaptation	The main objective is to understand why following accessibility standards in promotional materials is important. Instead of websites, also print materials (leaflets) or videos could be analysed if this fits the purpose of the overall training.
Handouts & other resources	Print-outs (if not fully online); checklist of criteria from GL4

GENERAL NOTE on the following activities:

The full realisation of the activity (create posts, search for contacts, prepare communication) AND their discussion in the group is probably too time-consuming. Depending on the type of course and the participants, these can be reduced in two ways:

- Prepare the posts, contact list, etc. as homework. Then present and discuss the different results in the F2F group.
- Reverse approach: prepare them in the F2F session in smaller groups, and then present and discuss online at a later moment.

To make best use of the F2F dynamics compared with (isolated or distance) home work, probably the first option is better.

ACTIVITY 2

Create a Social Media post

Type of activity	<p>Create a post in Social Media (FB, Insta, etc.) that informs about a service or event that is designed for visitors with any kind of special needs.</p> <p>Each participant works on his own. Alternatively, small groups can be created to jointly elaborate the post (depending on the SM experience of participants)</p>
Overview & learning objective	<p>Implement the experience from the previous activity through your own action.</p> <p>All tourism services nowadays use Social Media, therefore this is the easiest and most practical format to train oneself in application of the criteria.</p>
Duration / timing	40 minutes
Number of participants	15 - 20 people (Face to face) 20 or more (online)
Materials & environment	Online connection. Devices that allow generation of Social Media content (mobiles, tablet, laptop, etc.)
Implementation procedure (instructions / trainers' notes)	<p>I. Instruction: Explain the objective – Participants should put into practice what they experienced and learned when analysing third-party sites. Ask if participants feel overwhelmed to do this individually, and if so, do it in small workgroups.</p> <p>II. Implementation process: Initiate the task. Participants have 25 minutes to generate the SM post. Then use 15 minutes to publish and show their publication or post to the whole group. These times can be modified (i.e. less time for generation, more time for presentation and discussion) depending on level of knowledge.</p> <p>III. Debriefing & reflection: Publication and discussion of the outcomes. This can be done at the same moment, or as a “homework”</p>
Tips & recommendations for trainers	Important: the trainer must have sufficient knowledge of Social Media content generation on all devices to be able to assist participants!
Variations / possibility for adaptation	<p>Focus on specific Social Media (i.e. only FB, Insta, etc.)</p> <p>Elaboration in small groups, instead of individually – this limits the number of results to be evaluated and gives more time to discuss all of them.</p> <p>Social media posts are generated as homework, and then only viewed and discussed in the presence / F2F session.</p>
Handouts & other resources	See “Materials & Environment”

ACTIVITY 3

Find communities and events related with accessible tourism

Type of activity	Search for communities or events for persons with accessibility needs (generic or specific) in a reasonable distance from their own service to try to attract them as visitors. The activity can be organised for individual or small group work.
Overview & learning objective	Use of search engines and other resources; define and record the communication and promotion channels that can be used for a specific offer; set up a reasonable communication channel mix and reason it
Duration / timing	40 minutes
Number of participants	15 - 20 people (Face to face) 20 or more (online)
Materials & environment	Internet connection, access to search engines, equipment to record / note / write down results
Implementation procedure (instructions / trainers' notes)	<p>I. Instruction: explain the objective as before. Define if done as an individual task or in small groups.</p> <p>II. Implementation process: Initiate the task. Participants have 25 minutes to generate the contact list. Then use 15 minutes to present and explain results to the whole group. These times can be modified (i.e. less time for generation, more time for presentation and discussion – especially when the action is done individually).</p> <p>III. Debriefing & reflection: Public exposition of results and discussion. In case of lack of time, this can be done as homework.</p>
Tips & recommendations for trainers	It is convenient if the trainer already has a minimum list of communities, events etc. to benchmark the results of the group to the optimum range of contacts. Make sure to include not only the “traditional” networks and structures, but also virtual ones (YouTube channels, FB groups, etc.)
Variations / possibility for adaptation	The search is done as homework, and each participant shall also prepare a reasoned listing. Then these different results / lists are presented and discussed in the F2F session.
Handouts & other resources	Devices that allow searching and storing results.

ACTIVITY 4

Prepare the first contact

Type of activity	Prepare the first contact with the entities or individuals that were detected in the previous activity. This can be email, phone or video call, letter, targeted social media post, etc.
Overview & learning objective	Close the process from understanding the requirements for accessible communication, design of materials, targeted marketing contact lists and final communication action.
Duration / timing	40 minutes
Number of participants	15 - 20 people (Face to face) 20 or more (online)
Materials & environment	Equipment that allows to prepare the first contact message – be it video, text, letter (DOCX), etc. Print-out possibility is recommended.
Implementation procedure (instructions / trainers' notes)	I. Instruction: explain the objective – apply all skills and competencies gained in the previous activities into one final action. II. Implementation process: as previous – initiate, time for elaboration, presentation and discussion III. Debriefing & reflection: as previous
Tips & recommendations for trainers	Pay attention that the format of communication chosen by the participants is adequate for the needs of their target. Evaluate original approaches.
Variations / possibility for adaptation	The contact document is done as homework, and each participant shall also prepare an explanation why they did it in a certain way. Then these different approaches are presented and discussed in the F2F session.
Handouts & other resources	Print-outs of the “contact” document

The content of the activities should be based on the How-To Guidelines.

V. Additional resources

(References and link to other OERs related to Accessible Tourism, e.g. as we collected for IO1)

We suggest keeping the first three sections of the syllabus rather short and concentrate more on the learning activities.