



**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**

**GL5**



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

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# ACTIVITY 1

## Identifying stakeholders and interest groups

<b>Type of activity</b>	Group training activity that helps participants to identify different stakeholders involved in tourism offerings
<b>Overview &amp; learning objective</b>	<p>Learning objectives:</p> <ul style="list-style-type: none"><li>• Gaining knowledge on different groups of stakeholders in the tourism industry.</li><li>• Gaining knowledge regarding partnerships and cooperation in tourism sector</li><li>• Learning how to identify different stakeholders.</li><li>• Learning what are the benefits and advantages of partnerships and cooperation in the tourism industry.</li></ul>
<b>Duration / timing</b>	40 minutes
<b>Number of participants</b>	
<b>Materials &amp; environment</b>	<p>The session is planned for face-to-face in-class work. A room with tables that enables group work and discussion is needed. Materials needed to perform the training session face-to-face are:</p> <ul style="list-style-type: none"><li>• Multimedia presentation equipment;</li><li>• Flipchart and markers;</li><li>• For the tutor: 1 PC/laptop with Internet connection</li></ul> <p>The session can also be adjusted for the online environment. In this case it is needed a suitable online platform that will allow to complete all training activities, such as Zoom, Skype, Jitsi Meet, etc. Each participant needs to have an Internet connection, microphone and preferably video camera.</p> <p>The exercises are developed for work in a group (the number of people may vary depending on the total number of participants).</p>
<b>Implementation procedure (instructions / trainers' notes)</b>	<p><b>I. Instruction (10 min)</b></p> <p>Begin with a brief presentation of the project, yourself (trainers) and this training session.</p> <p>Present the theory related to the topic (from Guideline 5).</p> <p>Explain and give details about the practical exercises and tasks. Provide information about the expected results and deliverables and assign the time for the task.</p> <p><b>II. Implementation process (20 min)</b></p> <p>This activity is a guided discussion during which the participants have to analyze the following topics/questions:</p> <ol style="list-style-type: none"><li>1. Which of the different stakeholder groups that are involved in accessible tourism does your organization belong to?</li><li>2. Do you collaborate and/or have collaborated with organizations outside the tourism sector? What companies/organizations or institutions that are not in tourism would you like to partner with and create an accessible product/offer?</li><li>3. Which are or have been the benefits for your organization in current and/or previous partnerships?</li></ol> <p><b>III. Debriefing &amp; reflection (10 min)</b></p> <p>Q&amp;A session with the participants and brief summary of the findings.</p>
<b>Tips &amp; recommendations for trainers</b>	It is important for the trainer to have good knowledge on the topic and Guideline 5.
<b>Variations / possibility for adaptation</b>	There is a possibility to adapt this exercise for online sessions.
<b>Handouts &amp; other resources</b>	Provide material on Guideline 5 to attendees prior to the training session.

## ACTIVITY 2

# Cooperation and partnerships with stakeholders

<b>Type of activity</b>	This is a group training activity that helps participants to learn how to plan and organize a successful cooperation with different tourism stakeholders.
<b>Overview &amp; learning objective</b>	Learning objectives: <ul style="list-style-type: none"><li>• Learning about different types of cooperation and partnerships, such as networks and clusters.</li><li>• Acquiring knowledge and understanding of the elements of stakeholder engagement plan.</li><li>• Learning about the participatory process and its planning.</li></ul>
<b>Duration / timing</b>	60 minutes
<b>Number of participants</b>	
<b>Materials &amp; environment</b>	<p>The session is planned for face-to-face in-class work. A room with tables that enables group work and discussion is needed. Materials needed to perform the training session face-to-face are:</p> <ul style="list-style-type: none"><li>• Multimedia presentation equipment;</li><li>• Flipchart and markers;</li><li>• For the tutor: 1 PC/laptop with Internet connection</li><li>• For the work groups: during the activity participants can use their mobile devices (smartphones, tablets, personal laptops) to search for information online, if needed.</li></ul> <p>The session can also be adjusted for the online environment. In this case it is needed a suitable online platform that will allow to complete all training activities, such as Zoom, Skype, Jitsi Meet, etc. Each participant needs to have an Internet connection, microphone and preferably video camera.</p> <p>The exercises are developed for work in groups (the number of people may vary depending on the total number of participants).</p>
<b>Implementation procedure (instructions / trainers' notes)</b>	<p><b>I. Instruction (10 min)</b></p> <p>Begin with a brief presentation of the project, yourself (trainers) and this training session. Present the theory related to the topic (from Guideline 5). Explain and give details about the practical exercises and tasks. Provide information about the expected results and deliverables and assign the time for the task.</p> <p><b>II. Implementation process ( 30 min)</b></p> <ol style="list-style-type: none"><li>1. Divide the participants in small groups by any method. The size of the small groups may vary and it depends on the total number of participants.</li><li>2. Each group has to create a collaboration proposal for an accessible tourism offer. In order to develop their proposals the groups will use the template (annex 1) and will answer the listed questions. The groups should provide as many details as possible. Participants can use examples and describe real collaborations from their professional experiences.</li></ol> <p><b>III. Debriefing &amp; reflection (20 min)</b></p> <p>Brief presentation of the results and discussion with participants.</p>
<b>Tips &amp; recommendations for trainers</b>	It is important for the trainer to have good knowledge on the topic and Guideline 5.
<b>Variations / possibility for adaptation</b>	There is a possibility to adapt the exercise for online sessions.
<b>Handouts &amp; other resources</b>	Provide material on GL 5 to attendees prior to the training session.

## ACTIVITY 3

# Development of joint offer

<b>Type of activity</b>	This is a group training activity that helps participants to learn what a joint offer is in tourism and how to create one related to accessible tourism.
<b>Overview &amp; learning objective</b>	Learning objectives: <ul style="list-style-type: none"><li>• Acquiring knowledge and understanding the joint offer specifics.</li><li>• Gaining knowledge how to create joint offers.</li><li>• Learning about the advantages and benefits to all parties (actors) involved in the creation of a joint offer.</li></ul>
<b>Duration / timing</b>	40 minutes
<b>Number of participants</b>	
<b>Materials &amp; environment</b>	<p>The session is planned for face-to-face in-class work. A room with tables that enables group work and discussion is needed. Materials needed to perform the training session face-to-face are:</p> <ul style="list-style-type: none"><li>• Multimedia presentation equipment;</li><li>• Flipchart and markers;</li><li>• For the tutor: 1 PC/laptop with Internet connection</li><li>• For the work groups: during the activity participants can use their mobile devices (smartphones, tablets, personal laptops) to search for information online, if needed.</li></ul> <p>The session can also be adjusted for the online environment. In this case it is needed a suitable online platform that will allow to complete all training activities, such as Zoom, Skype, Jitsi Meet, etc. Each participant needs to have an Internet connection, microphone and preferably video camera.</p> <p>The exercises are developed for work in groups (the number of people may vary depending on the total number of participants).</p>
<b>Implementation procedure (instructions / trainers' notes)</b>	<p><b>I. Instruction (10 min)</b> Present the theory related to the topic (from Guideline 5). Explain and give details about the practical exercises and tasks. Provide information about the expected results and deliverables. Assign the time for the task.</p> <p><b>II. Implementation process (20 min)</b> With guidance from the tutor the group has to create and suggest 1 joint offer related to accessible tourism.</p> <ol style="list-style-type: none"><li>1. Divide the participants in small groups by any method. The size of the small groups may vary and it depends on the total number of participants.</li><li>2. Choose 2 or 3 actors that will be partnering.</li><li>3. Decide what will be the offer about, how these actors will be partnering and participating, how each actor will contribute to the joint offer.</li><li>4. Determine the 2 most important benefits for the actors that create the joint offer. These benefits can be tangible and/or intangible.</li><li>5. Explain 2 benefits for the tourists who will choose this product/service.</li></ol> <p><b>III. Debriefing &amp; reflection (10 min)</b> Summary of the results and brief discussion with participants.</p>
<b>Tips &amp; recommendations for trainers</b>	It is important for the trainer to have good knowledge on the topic and Guideline 5.
<b>Variations / possibility for adaptation</b>	There is a possibility to adapt the exercise for online sessions.
<b>Handouts &amp; other resources</b>	Provide material on GL 5 to attendees prior to the training session.

## ACTIVITY 4

# Development of awareness campaign

<b>Type of activity</b>	This is a group training activity that helps participants to gain knowledge on awareness and informative campaigns.
<b>Overview &amp; learning objective</b>	Learning objectives: <ul style="list-style-type: none"><li>• Acquiring knowledge on awareness and informative campaigns</li><li>• Learning about the advantages and benefits of awareness and informative campaigns.</li><li>• Learning the importance of such activities in the tourism industry.</li></ul>
<b>Duration / timing</b>	40 minutes
<b>Number of participants</b>	
<b>Materials &amp; environment</b>	<p>The session is planned for face-to-face in-class work. A room with tables that enables group work and discussion is needed. Materials needed to perform the training session face-to-face are:</p> <ul style="list-style-type: none"><li>• Multimedia presentation equipment;</li><li>• Flipchart and markers;</li><li>• For the tutor: 1 PC/laptop with Internet connection</li><li>• For the work groups: during the activity participants can use their mobile devices (smartphones, tablets, personal laptops) to search for information online, if needed.</li></ul> <p>The session can also be adjusted for the online environment. In this case it is needed a suitable online platform that will allow to complete all training activities, such as Zoom, Skype, Jitsi Meet, etc. Each participant needs to have an Internet connection, microphone and preferably video camera.</p> <p>The exercises are developed for work in groups (the number of people may vary depending on the total number of participants).</p>
<b>Implementation procedure (instructions / trainers' notes)</b>	<p><b>I. Instruction (10 min)</b> Present the theory related to the topic (from Guideline 5). Explain and give details about the practical exercises and tasks. Provide information about the expected results and deliverables. Assign the time for the task.</p> <p><b>II. Implementation process (20 min)</b> In this session each group has to suggest a plan for an awareness campaign. The motto of the awareness campaign is "Tourism for All" and should raise awareness of accessible tourism and the benefits related to its development. Each group can choose what type of accessible services/products will be promoted in the campaign.</p> <ol style="list-style-type: none"><li>1. Distribute/share the checklist from Annex 2 with all groups. Each group shall develop a proposal of awareness campaign by answering the questions listed in the Awareness campaign checklist.</li><li>2. The groups have to present their answers to the whole group.</li></ol> <p><b>III. Debriefing &amp; reflection (10 min)</b> Summary of the results and brief discussion with participants.</p>
<b>Tips &amp; recommendations for trainers</b>	It is important for the trainer to have good knowledge on the topic and Guideline 5.
<b>Variations / possibility for adaptation</b>	There is a possibility to adapt the exercise for online sessions.
<b>Handouts &amp; other resources</b>	Provide material on GL 5 to attendees prior to the training session.

# ANNEX 1 Collaboration Template

Decide what type of collaboration you want to develop (network, cluster)

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Who are the partners of your collaboration?  
(Choose 2 partners)

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What is the purpose of this collaboration?

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How will partner 1 contribute to the partnership?

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How will partner 2 contribute to the partnership?

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What resources are needed?

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What product/service will be created?

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Who is the target group?

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Where will you offer and sell your new tourist offer?

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How will you promote your new tourist offer?

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How long will you sell this tourist offer (e.g. one time event/for a short limited period/for a long period of time)?

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What are the expected results for both partners (tangible and intangible)?

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## ANNEX 2

# Awareness Campaign Checklist

Which is your target group?

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What is your message that you want to deliver?

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How will you deliver it?  
(online, offline channels, events, other)

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Will you have partners?  
Do you plan to invite companies as partners of your campaign?  
(e.g. advertising agencies, local media, tourism-related companies)

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What is the time frame?  
Do you plan to repeat the campaign?  
If yes, how often?

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