Camera di Commercio
Rieti

CENTRO ITALIA RIETI
AZIENDA SPECIALE

COMUNE
DI RIETI

PROGRAM TRAINING COURSE

"TOURISM ACCESSIBLE TO ALL"

Day 1 – 21 March 2017
Introduction to Accessible Tourism

The seminar program

Registration of participants

Greetings

1. General aspects of accessible tourism
1.1 definition of accessible tourism (Tourism for All)
1.2 The different types of disabilities
1.3 The legislation on accessible tourism
1.4 Potential market of accessible tourism
1.5 Development of tourism available in Italy and in Europe

Lunch break

2. The service designed for customers with special needs
2.1 Classification of the specific needs
2.2 Basic Glossary and key concepts on disability
2.3 Decalogue for travelers (travel habits of people with special needs)
2.4 Information on accessibility: the availability and quality of information
2.5 Accessibility in the transport system
2.6 Reception and relationships (service models to the customer with specific needs)
2.7 Accessibility Rating
3. Examples of good practice

Debate
Conclusion

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Day 2 – 22 March 2017
Guidelines for accommodation

The seminar program:

Registration of participants

Greetings

1 Main accessibility barriers and issues to consider in relation to the different specific needs:
- Accommodations

Co-funded by the COSME programme
of the European Union

- Restaurants and bars
- Other services
1.1 Practical activities: tours in an area of the building blindfolded to understand the difficulties of a person with visual impairment

2 Accessibility of green spaces and trails / natural areas
3 Information and booking services
3.1 Importance of web accessibility
3.2 Sites on accessibility

Lunch break

4 Testimony of managers of tourism products and / or establishments accessible

5 Self-evaluation tools and monitoring to assess the accessibility (accommodation, restaurants and other facilities for leisure)

Debate
Conclusion

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Day 3 – 27 March 2017
Guidelines for tourist agencies

The seminar program:

Registration of participants

Greetings

1 Main barriers to accessibility of tourist destinations

2 Concept of "affordable chain"

3 Design of accessible tourism products (how to organize an affordable trip)
3.1 Customer needs
3.2 Sources of information on available services (accommodation, restaurants, transportation, museums, etc.)
3.3 cultural / sightseeing routes
3.4 Sports (adaptations needed for the various activities: hiking, mountain biking, etc.).

Lunch break

4 Improving and promoting tourist activities through channels available

5 Marketing adequate tourist packages (distribution and sales)
6 Presentation of a tour package available model

Debate
Conclusion