

**Summer Course Proposal**

Total Hours: 40 Hours, 4H/day, from 9 a.m. to 1 p.m., during 2 weeks (16 to 27 of July)

ECTS: 4

**Course Name:** Accessible Tourism

**Course Description:**

Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimension of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors." (Darcy & Dickson 2009; Buhalis & Darcy 2011).

**Syllabus:**

Part 1. Theory: Service Environments, Service Chains and Customer Service

- 1) Accessible tourism key theories: Tourism researchers and disability organizations have the same aim to improve infrastructure and services for all
- 2) Accessible Tourism System: Money talks – how about Human Rights and EU's Passenger's Rights in the global and local system?
- 3) Customers with special needs: Can we meet their service expectations and satisfy them with our service offering?
- 4) Accessible tourism: Niche or main stream?

Part 2: Research planning and conduction in Learning by Developing–study method: Accessibility evaluation in tourism premises (hotels, restaurants, museums, transportation, etc.)

- 1) Qualitative research methods: Accessibility research planning and conduction (= field work)
- 2) Easy to Move criteria
- 3) Data analysis and findings
- 4) Development ideas

**Responsible Teacher: Leena Kuosmanen**

**Required course materials:** Room with projector.

**Assessment:** Project work

**Short Bio of responsible teacher (maximum of 200 words):**

Ms. Leena Kuosmanen is a senior lecturer at Laurea University of Applied Sciences Finland. Master in Educational Sciences (lifelong learning, special needs teacher), Bachelor in Hospitality Management, a Specialist in Competence-Based Qualifications. Her expertise is on tourism (FAM and film tourism), accessible service environments, multicultural pedagogics with students with special needs in adaptation process and with learning problems and learning techniques. She has actively developed accessibility at Laurea UAS with partner companies by conducting accessibility evaluations with students with physically, visually or hearing impaired test users at their premises