

# Trainer's Guide

## **MODULE 4 Diversity and inclusion**

**Session 1: Inclusive tourism**

**Session 2: Accessibility in Tourism Experiences**

## 1. INTRODUCTION TO THE TOPIC

### **Inclusive and accessible tourism**

Inclusive tourism means creating travel experiences that are accessible and welcoming for everyone, regardless of age, ability, cultural background, or financial situation. It removes barriers—physical, informational, and social—so that all people can participate in tourism comfortably and safely. The EU Transition Pathway for Tourism addresses inclusive tourism primarily through its social dimension and related actions that aim to ensure accessibility, fairness, and inclusivity across the tourism ecosystem.

Accessible tourism means designing and providing travel experiences that can be used and enjoyed by people of all abilities, including those with physical, sensory, or cognitive disabilities. Here, we look at accessibility from 4 different perspectives: movement, hearing, seeing, and neuro-accessibility. Accessible tourism focuses on removing barriers in transportation, accommodation, attractions, and information so that everyone can travel independently, safely, and with dignity.

Accessibility is a human right issue. Tourism companies and destinations should develop inclusive and accessible tourism because it ensures equal opportunities and reflects social responsibility, it opens a growing market of travelers with diverse needs, and it strengthens reputation by showing commitment to fairness and sustainability. Inclusivity is not only ethical but also economically smart, as it attracts more visitors and aligns with global goals for responsible tourism.

Learn the basics of inclusive and accessible tourism.

### **Key concepts:**

Inclusive tourism, accessible tourism, equality, diversity

## 2. LEARNING OUTCOMES

LEARNING OUTCOMES	
	Participant



1	understands the concept of inclusive and accessible tourism
2	analyses the main principles and networks of inclusive tourism from SME perspective
3	understands inclusive tourism and accessible tourism target groups
4	applies the accessible tourism approaches and tools in tourism business

### 3. INTRODUCTION TO THE MODULE

#### a. Sessions

This module consists of two sessions as follows:

- 1) Inclusive tourism
- 2) Accessibility in tourism experiences

#### b. Content

This module consists of the following contents:

- 1) Two sets of lecture slides, one per session, on the key points with best practice examples
- 2) Examples and best practices
- 3) A list of videos and online reading materials
- 4) Activities (3)

This module contains the following activities:

1. Current situation mapping
2. Customer Persona
3. Network mapping

#### c. Additional reading material and other sources

##### Additional reading:

ENAT. 2025. Advancing Accessible Travel: Insights From New Survey on European Travellers With Mobility and Accessibility Needs

ENAT reports. [Reports and Articles | ENAT](#)

European Commission: [Transition Pathway for Tourism](#)

UN Tourism: [Accessible travel “a game changer” for destinations and businesses](#)

UN. [Accessible Tourism](#)



Visit England Accessibility and Inclusive tourism toolkit. [VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses | VisitBritain.org](#)

**Videos:**

Emerging Inclusive Tourism Markets: New Business Opportunities for Greece. ENAT seminar. <https://youtu.be/5FN7HZdclwl?si=S5aa5YRBaFU5fi2f>

Inclusion in Practice. [Webinar: Inclusion in Practise](#)

**d. Other remarks**

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