



COURSE DESCRIPTION

1. GENERAL

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| GENERAL | | | |
| SCHOOL | ECONOMIC SCIENCES | | |
| DEPARTMENT | TOURISM | | |
| LEVEL | Undergraduate | | |
| COURSE CODE | TOU220 | SEMESTER | 8 th |
| COURSE TITLE | Tourism and Accessibility | | |
| INDEPENDENT TEACHING ACTIVITIES | | WEEKLY TEACHING HOURS | ECTS |
| Lectures | | 4 | 5 |
| COURSE CATEGORY | Specific Background | | |
| COURSE TYPE | Elective | | |
| PREREQUISITES | - | | |
| LANGUAGE OF TEACHING AND EXAMINATIONS | Greek | | |
| THE COURSE IS OFFERED TO ERASMUS STUDENTS | | | |
| URL | https://tourism.ionio.gr/en/undergraduate-studies/courses/1229/ | | |
| ECLASS | | | |

2. TEACHING RESULTS

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| Teaching Results |
| <p>The course aims to familiarize students with the principles, concepts and applications of accessible tourism at an international level. The students, through the lectures but also from the live visits to places of cultural and touristic interest, will be able to understand the different accessibility needs that arise in tourism as well as the different categories of people with accessibility problems. In addition, students will get to know good practices, innovations in the field and will also be able to recognize the business opportunities that arise.</p> |
| General Skills |
| <ul style="list-style-type: none">• Seek, analyze and synthesize data• Adaptation to new environments• Project design and management• Respect for diversity |



- Respect for natural environment
- Gender sensitivity
- Evaluation and self-evaluation
- Freedom of thought

3. CONTENT

This course examines accessible tourism which enables all people to participate and enjoy tourism experiences on equal terms. For example, the elderly, people with mobility problems or people with hearing or vision problems face huge problems and have to overcome many obstacles when traveling or when organizing their trip. Accessible tourism aims to make possible and/or facilitate access to tourist destinations, products and services for all people, regardless of physical limitations, disabilities or age. Accessibility concerns both public and private tourist sites, facilities and services. From concept to implementation, a trip is typically associated with many factors, such as access to information, distance travel of various kinds, local transport, accommodation, access to archaeological and museum sites, access to shops and venues catering and recreation.

Week 1: Introduction to Accessible Tourism
Week 2: Understanding disability
Week 3: Accessibility Standards and Regulations
Week 4: Accessible Means of Transport
Week 5: Accessible Accommodations
Week 6: Accessible attractions and destinations
Week 7: Inclusive customer service
Week 8: Accessible Information and Technology
Week 9: Accessible Marketing and Promotion
Week 10: Accessible event planning
Week 11: Accessibility and crisis management
Week 12: The business perspective of accessible tourism
Week 13: Conclusions and the future of accessible tourism

4. TEACHING AND LEARNING METHODS - EVALUATION

| TEACHING METHOD | | | | | | | | | |
|---|--|----------|-------------------|----------|----|-------------------------------|----|-------------------------------|------------|
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES | <ul style="list-style-type: none">• Use of electronic notes• Learning process support through the e-class online platform | | | | | | | | |
| TEACHING STRUCTURE | <table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table> | Activity | Semester Workload | Lectures | 52 | Literature Study and Analysis | 73 | Course Total (ECTS: 5) | 125 |
| Activity | Semester Workload | | | | | | | | |
| Lectures | 52 | | | | | | | | |
| Literature Study and Analysis | 73 | | | | | | | | |
| Course Total (ECTS: 5) | 125 | | | | | | | | |
| EVALUATION OF STUDENTS | <ul style="list-style-type: none">• Short Answer Questions.• Essay Development Questions• Optional individual essay• Public Presentation | | | | | | | | |

5. BIBLIOGRAPHY

1. Buhalis, D., Darcy, S., & Ambrose, I. (Eds.). (2012). *Best practice in accessible tourism: Inclusion, disability, ageing population and tourism* (Vol. 53). Channel View Publications.
2. Eusebio, C., Teixeira, L., & Carneiro, M. J. (Eds.). (2021). *ICT Tools and Applications for Accessible Tourism*. IGI Global.