

Accessibility and Social Impact in Tourism Course

Stockholm, Sweden, April 22-23, 2024

DAY 1			
8:30 - 9:00	On-site Registration		
9:00 - 10:30	Morning Session 1: <ul style="list-style-type: none"> • Introduction to the GSTC and GSTC Criteria • Introduction to the trainers • Introduction to the DEI and Accessibility in Tourism 		
10:30 - 11:00	Coffee Break		
11:00 - 12:45	<table border="1"> <tr> <td> Morning Session 2: <ul style="list-style-type: none"> • DEI terminology, including around accessibility, LGBTQ+, race/ethnicity, and other identity and community-related terms • Philosophical approaches to DEI • Framework for practicing applied DEI </td> <td> Learning Goals: Understand DEI concepts, including empathy vs. sympathy and the practical implications of diversity, equity, and inclusion Analyze historical and present examples of inequity within the world of travel and other contexts. Explore the distinctions between equity and equality and their relevance in fostering inclusive travel experiences. </td> </tr> </table>	Morning Session 2: <ul style="list-style-type: none"> • DEI terminology, including around accessibility, LGBTQ+, race/ethnicity, and other identity and community-related terms • Philosophical approaches to DEI • Framework for practicing applied DEI 	Learning Goals: Understand DEI concepts, including empathy vs. sympathy and the practical implications of diversity, equity, and inclusion Analyze historical and present examples of inequity within the world of travel and other contexts. Explore the distinctions between equity and equality and their relevance in fostering inclusive travel experiences.
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12:45 - 13:45	Lunch Break		
13:30 - 15:00	<table border="1"> <tr> <td> Afternoon Session 1: <ul style="list-style-type: none"> • Why accessible travel is not the same as travel with a disability, and the compelling economic argument for engaging with it </td> <td> Learning Goals: What is accessible tourism? <ul style="list-style-type: none"> • Definition • Its component parts What does an accessible traveler look like? <ul style="list-style-type: none"> • The four realms of functional disability • Whole of life approach The size of the accessible travel market <ul style="list-style-type: none"> • The numbers • The opportunity The difference between accessible and inclusive </td> </tr> </table>	Afternoon Session 1: <ul style="list-style-type: none"> • Why accessible travel is not the same as travel with a disability, and the compelling economic argument for engaging with it 	Learning Goals: What is accessible tourism? <ul style="list-style-type: none"> • Definition • Its component parts What does an accessible traveler look like? <ul style="list-style-type: none"> • The four realms of functional disability • Whole of life approach The size of the accessible travel market <ul style="list-style-type: none"> • The numbers • The opportunity The difference between accessible and inclusive
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15:00 - 15:30	Coffee Break		
15:30 - 16:30	Afternoon Session 2: <ul style="list-style-type: none"> • Discussion & Answering their Survey Questions 		
16:30 - 17:00	<ul style="list-style-type: none"> • Day 1 summary and wrap-up 		

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DAY 2		
9:00 - 9:30	<ul style="list-style-type: none"> Day 1 Re-cap Day 2 Introduction 	
9:30 - 10:30	Morning Session 1: <ul style="list-style-type: none"> Creating a Comprehensive DEI Plan 	Learning Goals: Gain insight into Travel Unity's DEI Standards for Organizations, focusing on its three pillars: Leadership & Workforce, Community, and Travelers. Explore the equilibrium between cultivating a DEI mindset and implementing robust processes and procedures within organizations. Learn more about how to ask pertinent questions to both yourself and your broader team to integrate DEI into strategic planning.
10:30 - 11:00	Coffee Break	
11:00 - 12:45	Morning Session 2: <ul style="list-style-type: none"> Breaking Down Barriers Valuable 500 survey 	Learning Goals: Learn etiquette, and dos and don'ts
12:45 - 13:45	Lunch Break	
13:30 - 15:00	Afternoon Session 1: <ul style="list-style-type: none"> What is an access guide and how to create one. Disability action plan: Making your business more accessible without breaking the bank 	Learning Goals: What is an access guide? Things to consider <ul style="list-style-type: none"> as a tourism service provider as a destination Practical advice for improving accessibility <ul style="list-style-type: none"> as a tourism service provider as a destination
15:00 - 15:30	Coffee Break	
15:30 - 16:30	Afternoon Session 2: <ul style="list-style-type: none"> Breakout Discussions Day 2 summary Training wrap-up: looking back and moving forward 	