

T-GUIDE NEWSLETTER

No. 6, SUMMER 2015



Welcome to the sixth and final Newsletter of the T-Guide project, an innovative vocational training initiative for professional tourist guides, developed by a partnership of nine organisations within the European Union's Lifelong Learning Programme, "Leonardo Da Vinci".

Contact us:

T-Guide

c/o ENAT Secretariat

Jean Moreas 66

15231 Halandri, Greece

Tel. (0030) 210 6148380

Email: info@t-guide.eu

Website: www.t-guide.eu

T-GUIDE Final Project Meeting and Conference - Brussels, 30-31 March 2015

The final project meeting and T-Guide Conference took place in Brussels at the end of March 2015. Both events were generously hosted at the Flemish Government Buildings, under the auspices of the new Flemish Agency for Accessibility, Director Ms. Mieke Broeders.

Over 50 participants, including tourist guides, destination managers, public officials and tourism professionals, attended the Conference, chaired by Ms. Broeders.



**Final meeting of the T-GUIDE partners
Visiting the Belgian Comic Strip Center in Brussels**

T-GuiDE Conference, Brussels, 31 March 2015.



Carlos Ortega, President, European Federation of Tourist Guides' Associations - FEG



“Tourist guides are a main pillar of the tourist industry. All countries spend hundreds or thousands of millions to attract visitors from all other continents to Europe. Once we have the visitors here, we have to ensure that they have the best experience. That includes visitors with learning difficulties.

We have to consider this market and their expectations. Setting up special training programmes, combining knowledge, guiding skills, communication and business skills are all important.

People with disabilities are a growing consumer market, while inclusive tourism has gained a strong role in the last few years in Europe. Still, there is a big gap between demand and the ability of the tourist industry to provide for this. FEG is very proud to be a partner in this project and to contribute to the development of suitable training so as to give people better chances at enjoying a guided tour. The completion of this project gives all of us a new opportunity to produce and deliver this kind of training in the future. We are prepared to train future guides to guide people with learning difficulties.”

Read all the conference speeches and presentations at : <http://www.t-guide.eu/admin?i=t-guide.en.events.1673>

Opening Speech, Sarah Lefevre, Accessibility Expert VISITFLANDERS



Ladies and gentlemen, welcome to Brussels. My name is Sarah LeFevre. I work for VisitFlanders. I have the honour to welcome you to the building that houses an important part of the Flanders' administration.

As you all know, welcoming visitors is one main part of a guided tour. The tourist guide becomes an important ambassador or quoting ENAT, the face of a destination.

Taking part in a tour, visitors can have a meaningful tourism experience. This goes beyond the scope of providing accurate information. Like a museum, it is more than a display of remarkable things. A guided tour is more than dates and names. The tourist guide will try to present relevant information in a way that it relates to its audience, its background and interests.

By defining a tour as a meaningful experience, we expand the scope to a rational and emotional level. The tourist guide knows how to act on these levels, verbally and non-verbally, to respond to a diverse audience and to adapt the story to the feedback they receive.

Tourist guides are also often first to detect and become part of new social trends. For many tourist guides the current frame of discussion about inclusion in tourism, didn't come as a surprise.

Day by day tourist guides find their audience becoming increasingly diverse. Participants with intellectual or learning difficulty join a group. So, for a tourist guide, this calls for a skilful response. And sometimes, the adaptations that seem necessary go further than what tour guides are used to.

Tourist guides seek to exchange knowledge, to discuss ideas and experiences and to find hands-on tools for improvements. Preferably, as it happened in Flanders, to test their ideas with trained informants of the target group.

Our training department has established a close cooperation with tourist guides in securing a high level of service provision. Training is a key element when providing quality services. That's why VisitFlanders has accessibility training since 2007 for tourist guides. In an in-depth full or half-day programme, I'm happy to say these sessions have been fully booked, and are much appreciated by participants in their evaluation and feedback.

So, today, Flanders is very proud to be the host of the conference of many good initiatives from all over Europe. I look forward to sharing our points of view, and knowledge, in order to inform the professional tourist guides about the requirements of visitors with learning or intellectual difficulty and how they can be engaged during a guided tour. I wish you a very interesting and fruitful conference.

Introducing T-Guide Partners...

SUSTENTO **The Latvian** **Umbrella Body for** **Disability** **Organisations**

www.sustento.lv



The Latvian Umbrella body for Disability Organizations SUSTENTO is non-profit organization uniting 45 nongovernmental organizations, which incorporate people with different disabilities and chronic illnesses. The organization has 50 thousand members and works across all of Latvia. The general objective of SUSTENTO is to take care of the common interests of the member organizations.

The aim of the organization is to promote opportunity of equal participation for all members of the society, to enable protection of rights of people with disabilities in order to provide inclusion of them in to society. SUSTENTO is an organization which has with previous projects insured reliability in the eyes of the public and confirmed that the basis of every activity is situation analysis and adequately chosen

methods, to accomplish the main task in eliminating any problem – making information available and receivable. SUSTENTO is working to promote equitable and effective access to any kind of services.

Fundación Pública Andaluza El Legado Andalusí

www.legadoandalusi.es

People with intellectual disabilities or learning difficulties are now closer to enjoy the trip and sightseeing through the T-GulDE project. To address possible solutions to this issue, El legado andalusí Andalusian Public Legacy Foundation has been working with GranadaDown, Asprogrades (Association for persons with intellectual disabilities) and the *Accessible City* (working of resources to eradicate discrimination against people with disabilities by the lack of universal accessibility).

TOWARDS AN ACCESSIBLE TOURISM, A LONG JOURNEY

El legado andalusí Andalusian Public Foundation has worked in a wide range of fields since it was created. Its activities have included the organization of exhibitions that have received over 4,000,000 visitors, producing over 80 publications about al-Andalus and the Arab World, setting up the Routes of El legado andalusí (cultural and tourist routes) and the Cultural Itineraries, and staging educational workshops, scientific meetings, seminars, conferences, etc. The Pavilion of al-Andalus and Science offers the visitor a broad view of the Arabic scientific legacy and the different contributions made by Andalusian civilization. Its exhibits offer an insight into the period of al-Andalus, the Arabic-Muslim scientific legacy, its contributions to the world of science, and its subsequent development.

The museum resources of the Pavilion of al-Andalus and Science used in the different permanent and temporary exhibition spaces are spread over two floors that house the different subject areas, lecture rooms, a bookshop and a multipurpose hall. It covers almost 4,500 square metres and aims to promote cultural exchanges between Spain and the Arab World by implementing the latest trends in museology and an up-to-date, diverse methodology. Furthermore, the Routes of El legado andalusí are the biggest cultural and tourist offer existing nowadays in Andalusia. Through an extensive itinerary that includes more than 200 towns, they connect the main capital cities of Andalusia. They give a major boost to cultural and rural tourism, traditional arts and the preservation of monumental and artistic heritage. The Routes of *El legado andalusí* were designated in 2004 as Major Cultural Route of the Council of Europe.



A TRIP FOR EVERYONE, AN EXCITING SOCIAL WORK

Marina Martín
El legado andalusí Andalusian Public Foundation
Managing Director

To enjoy the trip and tourism is not always easy for people with intellectual disabilities and / or learning difficulties, nor for their families. In response to this challenge, nine partners belonging to the tourism and disability sector have backed this T-GulDE training initiative.

Addressed to official tourism guides, this action offers this particular group of tourists an improved experience and understanding of the historical and cultural sites in Europe. In short, T-GuIDE makes the traveller's experience more accessible and represents a new line of work for tourism guides.

We are sure that El legado andalusí Andalusian Public Foundation has much to offer in this respect, as it is in a position to apply its vast experience in the management of sustainable tourism through the Routes of El legado andalusí and in working with tourism guides. Likewise, the foundation has a huge experience in the implementation of many European projects, both as members and as leaders.

T-GuIDE has reinforced new action patterns regarding accessibility and inclusion by exchanging visions and projects with other involved parties: on the one hand, tourism guides and on the other, people with intellectual disabilities who can tell about their experiences firsthand.

In addition to this, the project partners have joined together in pursuit of the establishment of the first internationally recognized *curriculum* for guides of people with learning difficulties. This means the implementation of the necessary tools for a satisfactory outcome. We hope the results will be the starting point for further joint work in the future in a travel experience as satisfying as possible for everyone. **This is one of our social targets in the field of tourism.**



Instituto de Formación Integral (IFI)

<http://www.ifi.com.es>

T-GuIDE Partner, IFI, has contributed to the results of the project, focusing especially on the exploitation of the project results by tourist guides in Europe.

Instituto de Formación Integral

is a private company with more than 100 workers which runs adult training and consultancy activities with enterprises, Employers Associations, Trade Unions, NGOs and individual workers.










IFI mainly operates in Non Regulated, continuous and occupational vocational training. IFI has successfully developed and managed several Training Plans at regional and national level.

In the area of Consultancy and Projects, IFI offers services which cover the whole cycle of a Project in the Socio-labour field (labor integration of disadvantage people, equal opportunities, conciliation of work and private life, corporative social responsibility, prevention of labour risks, labor relationships and human resources management); Information society; Education and vocational training and Local development.



T-GulDE Partners



Austria		<p>LEBENSCHILFE-GUV www.lebenshilfe-guv.at</p>
Belgium		<p>European Network for Accessible Tourism asbl. www.accessibletourism.org</p>
France		<p>European Federation of Tourist Guide Associations www.feg-touristguides.org</p>
Italy		<p>ASIS - Consorzio Cooperative Sociali www.consorzioasis.eu</p>
Latvia		<p>The Latvian Umbrella Body for Disability Organisations www.sustento.lv</p>
Poland		<p>Spółeczna Akademia Nauk w Łodzi www.swspiz.pl</p>
Spain		<p>Fundación Pública Andaluza El Legado Andalusí www.legadoandalusi.es</p>
Spain		<p>Instituto de Formación Integral, S.L.U. http://www.ifi.com.es</p>
United Kingdom		<p>Minster Development Centre Ltd. www.minsterdevelopmentcentre.eu</p>