



BLENDED INTENSIVE PROGRAMS (BIP)

Ulysseus BIP proposal

BIP TITLE:

Accessible Tourism in Protected Areas

General Course Information

- This course is aimed at anyone interested in developing accessible and inclusive solutions for both private and public stakeholders in the tourism sector.

This course is organised by:

University of Genova
Haaga-Helia University of Applied Sciences
University of Seville
University of Cote d'Azur

- Image for the course:



Accessible Tourism in Protected Areas



DIEC DIPARTIMENTO DI ECONOMIA



P.U.PO.LI
Fondazione per la promozione dell'Università nel Ponente Ligure



- Target group:
Students
- Level (for students):
Bachelor / Master
- Field of study: travel and tourism, business development, urban and natural planning, politics and sociology, and other related fields.

- Course dates
Virtual component: from 20/05/2024 to 24/05/2024 MS Teams/Zoom
On-site: from 15/07/2024 to 19/07/2024 Imperia, Italy, hosted by University of Genova, Imperia Campus
- Registration dates are open from **08/04/ 24** to **15/05/ 24**

Course Content

- **Course Outline:**
 - *Methodology*: the course will include lectures by academic staff on topics of tourism, natural and urban planning, technology, accessibility, business development, and other. The lectures will be complemented by visits in the Parco regionale naturale delle Alpi Liguri and guest lectures from the industry and associations. The students will also have sessions for team work and peer feedback.
 - *Assessment*: the course will include a team assignment (a written report) to be submitted one month before the on-site period and a team assignment (solving a case/presentation) to prepare during the on-site period.
- **Course content:**
 - Accessibility contexts in tourism from the perspective of disability types (physical and cognitive, visible, invisible, permanent, temporary, etc.)
 - Customer journey (from planning to post-trip reporting) – main stages and segments, seen from accessibility perspective
 - Excursions as experience for all (disable – pregnant – old people etc.) residents and visitors
 - Natural resources management for tourism – infrastructure, services, technology solutions
- **Learning Outcomes:**

Following this course, students will be able to:

 - Perform a critical analysis of the accessibility of a specific touristic point of interest (a parc, a museum etc)
 - Identify possible solutions to improve the accessibility

Course Practical Details

- Practical Details
 - Start date virtual part: 20/05/2024
 - Start date of the physical part: 15/07/2024
 - Teaching language: English
 - Location: Campus di Imperia – Via Nizza – Imperia - Italy
 - ECTS: 5
 - Workload: 125 hours
 - The maximum number of participants for the BIP and precise if participants in addition of the Erasmus+ one can be added : 20 or more depending on the funding framework
 - Contact: daniela.ambrosino@unige.it , stefania.mangano@unige.it

Physical Mobility

- The physical mobility part will be running from 15 to 19 July 2024 in Imperia: Parco delle alpi liguri Monday and Tuesday
+ Campus UNIGE Imperia form Wednesday to Friday)

The schedule is the following:

	Morning	Afternoon
Day 1 15 th July 2024	9.00 a.m. Arrival at Imperia and departure to Parco regionale naturale delle Alpi Liguri 10.30 arrival at the Parco Overview of the Parco characteristics with Park Authorities	2.30 - 5.30 p.m. Introduction to the accessibility of the Parco (Lecture Park Authorities) Visit to the Parco 5.30 conclusions
Day 2 16 th July	9.00-12.30 a.m Exploring the Parc Interview to the director and the stakeholders, including local tourism operators The ECTS, the European Charter for Sustainable Tourism aimed at promoting sustainable tourism and structuring the activities of protected areas within the tourism sector. Analysis of some “actions” described in the ECTS for	1.30 - 3.30 p.m. Analysis of Key factors for accessibility: among others integration and collaboration with all stakeholders 3.45 p.m departure to Campus Imperia 5.15 p.m. arrival at Campus

Day 3	9.00-12.30 a.m Presentation of case studies (developing an accessibility solution for a specific contest) and assignment to the groups Team work sessions	1.30-4.30 Team work sessions, coaching Peer review on progress
Day 4	9.00-12.30 a.m Team work sessions, coaching Brief presentation of ideas' groups Review with experts: Expert consultation and discussion	1.30-4.30 Team work sessions, coaching
Day 5	9.00-12.30 a.m Presentation sessions	1.30-16.00 Feedback 16.00 Conclusions

Virtual Component/Part

- Virtual component: from 20/05/2024 to 24/05/2024 MS Teams/Zoom
- Lectures and seminars by academic staff and guest lectures from the industry and associations.
- Seminars topics during the virtual part: (Theory)
 - ✓ Accessibility contexts in tourism from the perspective of disability types (physical and cognitive, visible, invisible, permanent, temporary, etc.)
 - ✓ Customer journey (from planning to post-trip reporting) – main stages and segments, seen from accessibility perspective
 - ✓ Excursions as experience for all (disable – pregnant – old people etc.) residents and visitors
 - ✓ Natural resources management for tourism – infrastructure, services, technology solutions

(Applied theory)

- ✓ Best practices from natural parks, areas and outdoors activities
- ✓ Best practices from transport (air, train, bus, taxi, boat)

- ✓ Best practices from accommodation (hotels, apartments, other)
- ✓ Best practices from heritage (museums, sites, etc)

Requirements

Bachelor / Master degree on travel and tourism, business development, urban and natural planning, politics and sociology, and other related fields

Application Process.

- Please contact your International Relations Office (IRO) of your home university. They will do their internal selection. The dead line
- Hosting University registration deadline to receive the participant list 13/05/2024
- Hosting University registration deadline to receive the signed Erasmus mobility agreement 16/05/2024
- *Depending on student's HOME UNIVERSITY, please find below the contact information, including a list of links providing email addresses from the mobility offices of each of the Alliance's universities*

Professors

Daniela Ambrosino, Stefania Mangano, Pietro Piana - UNIGE

Ivan Berazhny - Università di HAAGA-HELIA

Reyes González-Relaño - Università di Siviglia

Matteo Caglioni - UNICA