



# Inclusive Tourism Manager Professional Profile



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**Project Title:** **IN-TOUR: INclusive TOURism professions. European curricula for accessible tourism manager and frontline staff**

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## 1. INTRODUCTION

This is the IN-TOUR template to describe a Professional Profile. This template has been designed according to the knowhow of the partnership and from the evidence of past Erasmus plus project results.

According to that a Professional Profile is the description of a profession as a category/set of jobs in terms of three components:

- A general description to support the main sector and role
- A list of Key Activities, and
- The Core Competences for each Key Activity

### DESCRIPTION OF THE PROFESSIONAL PROFILE

The Inclusive Tourism Manager is a professional managing a business, a specific department or a local service, connected to the tourism industry and its inclusiveness.

The ITM has a comprehensive knowledge of access requirements and is able to optimize all the resources within the context in which operates (from hotels to amusement parks, from restaurants to museums, etc.), realising an accessible physical/digital environment and being also capable to identify adequate training programmes for the internal staff.

The ITM plans and applies intra-corporate procedures, structures and marketing strategies to ensure the provision of a physical/ digital accessible environment, products and services for all customers.

### KEY ACTIVITIES

<b>KA1:</b>	Analyse customers' needs to provide accessible and inclusive environments, services, information and communication.
<b>KA2:</b>	Design, plan and implement overall accessible environments, services, information and communication, both physical and virtual.
<b>KA3:</b>	Monitor, assess and maintain the quality of the tourism offers in terms of accessibility and inclusiveness.
<b>KA4:</b>	Manage human resources.
<b>KA5</b>	Communicate, interact and collaborate with customers and other stakeholders.



CORE COMPETENCES	
KEY ACTIVITY 1	M.CC1.1 Identifying and collecting users' needs, including accessibility requirements, by either collecting proper information through a direct interaction with the users or through secondary data.
	M.CC1.2 Identifying and collecting relevant market needs, opportunities and trends in the respective field of tourism also in terms of accessibility.
	M.CC.1.3 Identify the main development prospects and opportunities for the specific enterprise with respect to inclusive tourism.
	M.CC.1.4 Analysing the collected data regarding users' needs, to develop creative and purposeful ideas for accessible and inclusive environments, services, information and communication.
KEY ACTIVITY 2	M.CC2.1 Defining physical and virtual accessibility requirements, policies and strategies for the specific tourism offers.
	M.CC2.2 Developing a plan for the implementation according to previously defined accessibility policies and strategies with evidences of priorities and objectives to be achieved.
	M.CC2.3 Identifying and setting the proper actions and resources to support the implementation of the plan
	M.CC2.4. Identifying, implementing and evaluating an intra-organisational accessibility framework to improve the services.
KEY ACTIVITY 3:	M.CC.3.1 Defining and keeping updated a monitoring plan to assess the quality and accessibility of the delivered tourism services according to the regulatory framework and quality standards.
	M.CC.3.2 Analysing the collected data to assess the quality and accessibility of the delivered tourism services according to the monitoring plan.
	M.CC3.3 Tuning the accessibility policies and strategies according to the findings from monitoring activities and with the financial capabilities.
	M.CC3.4 Ability to cope with situations marked by uncertainty, ambiguity & risk and develop purposeful solutions.



<b>KEY ACTIVITY 4</b>	M.CC4.1 Managing human resources to build a team supporting an accessible and inclusive tourism experience for the respective field of tourism.
	M.CC4.2 Evaluate staff performance and identify skill gaps to be addressed through Continuing Professional Development (CPD) with a particular reference to accessibility issue and digital gaps.
	M.CC4.3. Recruiting personnel and schedule personnel shifts according to the staff performance and business development plan.
<b>KEY ACTIVITY 5</b>	M.CC5.1 Creating a supportive and effective communication environment, using the most appropriate means of communication to understand and be understood.
	M.CC5.2 Communicating and interacting proficiently with customers, suppliers and interprofessional team.
	M.CC5.3 Designing, Implementing, and evaluating measures that minimize everyday digital and physical barriers to data collection, management and archiving.
	M.CC5.4 Managing digital safety.
	M.CC5.5 Interacting through digital technologies