

# INCLUSIVE TOURISM

2-19.APRIL.2024

## SAP OVERVIEW

Inclusive tourism is an approach that seeks to provide equitable travel opportunities for all individuals, regardless of their background, abilities, or circumstances. It aims to eliminate any hindrances and create access for everyone to explore and appreciate the beauty of travel, from people with disabilities to those from marginalized communities. Inclusive tourism is not just a passing trend, but a conscious effort to remove any barriers and promote equal participation in the tourism industry.

The significance of inclusive tourism cannot be overstated in today's world. With our planet becoming more interconnected, it's crucial to encourage understanding, empathy, and inclusivity within the tourism industry.

## LEARNING OUTCOMES

At the end of this RUN-EU SAP, you will be able to:

- Critically think about the contribution that any individual can offer to society.
- Identify opportunities for change and exchange.
- Know best practices for innovation to organize inclusive events and even be able to replicate them in other contexts.
- Understand the importance of networking and working in an international multidisciplinary team.
- Awareness of the crossovers in leisure, tourism, and health care.
- Enhance social media skills.
- Share cultural traditions and better learn Portuguese, Portugal, and its uniqueness.



**+INFO:** [www.run-eu.eu](http://www.run-eu.eu)

Organised by: Instituto Politécnico do Cávado e do Ave (IPCA), Portugal  
NHL Stenden University of Applied Sciences (NHL), Netherlands

**DATE** From **2 to 19 April 2024**

Face-to-Face Week: IPCA, Barcelos, Portugal, 15-19 April  
Online: 2-12 April

**MODE OF DELIVERY** Blended

**LANGUAGE OF INSTRUCTION** English  
Portuguese

**ECTS CREDITS** 2

**ACADEMIC RECOGNITION**

To be defined by each Home Institution.

**ELIGIBLE PARTICIPANTS**

RUN-EU students from any study cycle, except 3rd cycle. Also, Staff from any RUN-EU associated University.

**HOW TO APPLY**

Fill in the application form (**QR or website**)



**DEADLINE FOR APPLICATIONS**

**19 March 2024**

**CONTACT DETAILS**

[run-eu@ipca.pt](mailto:run-eu@ipca.pt)

## INCLUSIVE TOURISM

2-19.APRIL.2024

### SELECTION CRITERIA

The motivation and expectations of the students align with the SAP content, the broad representation of the fields of study, and the balanced participation of the RUN-EU member institutions.

Maximum Number of Students to be selected: 20.

### LEARNING AND TEACHING STRATEGY

To be defined by each Home Institution. In general, most students will have the SAP certified in the Diploma Supplement, as a minimal condition. Active Learning

### PREREQUISITES

English (B1)

### COURSES LEADERS | LECTURERS COACHES

#### Courses leaders

Teresa Dieguez (IPCA)  
Brigitte Nitsch (NHL Stenden)

#### Lecturers

Teresa Dieguez (IPCA)  
Brigitte Nitsch (NHLStenden)  
António José Coelho (IPCA)

#### Coaches

Teresa Dieguez (IPCA)  
Brigitte Nitsch (NHLStenden)  
António José Coelho (IPCA)  
Rafael Ferreira (IPCA)

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

### PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Travel for students:

Portugal - Austria: 330 EUR  
Portugal - Finland: 470 EUR  
Portugal - Hungary: 380 EUR  
Portugal - Ireland: 270 EUR  
Portugal - Portugal: 40 EUR  
Portugal - The Netherlands: 330 EUR  
Portugal - Spain: 230  
Portugal - Belgium: 230

Subsistence: Portugal: 460 EUR

### MEANS AND CRITERIA FOR ASSESSMENT

Individual participation (attendance): 20% Group project: 80% (20% interim presentation + 60% final presentation/discussion). Active participation from all students of each group is mandatory in both group presentations.

### CERTIFICATION

Joint Certification.

### REFERENCE READING

Biddulph, R., & Scheyvens, R. (2018). Introducing inclusive tourism. *Tourism Geographies*, 20(4), 583-588.



# INCLUSIVE TOURISM

2-5.APRIL.2024  
Online

## PROGRAMME AT A GLANCE

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
<b>TUESDAY</b> 2/04								<b>KICKOFF</b>	<b>BREAK</b>	<b>TEAMWORK</b>	
<b>WEDNESDAY</b> 3/04								<b>LECTURE</b>	<b>VIDEO</b>	<b>BREAK</b>	<b>KICKOFF</b>
<b>THURSDAY</b> 4/04								<b>QUESTIONS AND ANSWERS</b>			
<b>FRIDAY</b> 5/04								<b>LECTURE</b>	<b>BREAK</b>	<b>TEAMWORK</b>	

# INCLUSIVE TOURISM



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2 APRIL

TUESDAY 16H00-21H00 GMT+1 · ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
TUESDAY 2/04							KICKOFF	BREAK	TEAMWORK		

## Kickoff

- 🕒 16h00-17h00
- 📺 Live Lecture
- 👤 Teresa (IPCA) and Brigitte (NHLStenden)

📄 Kick-off meeting, definition of teams, get-to-know. General meeting with all participants. Introduction to the SAP Challenge. Introduction to all participants.

## Break

- 🕒 17h00-18h00

## Teamwork

- 🕒 18h00-21h00
- 📺 Group Work
- 👤 Teresa (IPCA)

📄 Get to know each other. General meeting and icebreaking session, with some online games and challenges.



# INCLUSIVE TOURISM

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

3 APRIL

WEDNESDAY 16H00-21H00 - ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
WEDNESDAY 3/04							LECTURE	VIDEO	BREAK	KICKOFF	

## Lecture

### Inclusive Tourism

- 🕒 16h00-17h00
- 📺 Live Lecture
- 👤 Brigitte (NHLStenden)

📄 Inclusive Tourism concept and relevance.  
Lecture emphasizing the significance of developing a business ecosystem that is not only profitable but also inclusive and sustainable. A lecture where the concept of inclusive tourism development can help to think rationally and critically about ways to approach tourism that can provide a holistic range of benefits and lead to more equitable and sustainable outcomes.

## Video

- 🕒 17h00-18h00
- 📺 Individual Work
- 👤 Brigitte (NHLStenden)

📄 Basic working instructions for this SAP.  
The lecture provided a possibility for the students' to reflect on their ideas and their tasks in a more holistic way.  
Students get to understand other perspectives about Inclusive Tourism.

## Break

- 🕒 18h00-19h00

## Kickoff

- 🕒 19h00-21h00
- 📺 Live Lecture
- 👤 Teresa (IPCA) and Brigitte (NHLStenden)
- 📄 Teaming activities, definition of teams, get-to-know, project info. Team meeting and icebreaking session, with some online games and challenges. Identify Leaders. Information about projects to be developed.

# INCLUSIVE TOURISM



+INFO: [www.run-eu.eu](http://www.run-eu.eu)

4-5 APRIL

THUR-FRI 16H00-21H00 - ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
<b>THURSDAY 4/04</b>												<b>QUESTIONS AND ANSWERS</b>

## Questions and Answers

- 🕒 16h00-21h00
- 👤 Individual Work

📄 Basic working instructions for this SAP.  
Mindmapping and benchmarking (research about similar projects worldwide).  
Possible question to appear related to the challenge.

<b>FRIDAY 5/04</b>									<b>LECTURE</b>	<b>BREAK</b>	<b>TEAMWORK</b>
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### Lecture

## Accessible Tourism Destination Management

- 🕒 16h00-17h00
- 👤 Individual Work

📄 Basic working instructions for this SAP.  
Reading and identifying best practices in Portugal.

### Break

- 🕒 17h00-18h00

### Teamwork

- 🕒 18h00-21h00
- 👤 Group work

📄 Start discussing the scenarios in Live Meetings in Teams. Team working concerning possible solutions to face the challenge.



## INCLUSIVE TOURISM

8-12.APRIL.2024  
Online

### PROGRAMME AT A GLANCE

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
<b>MONDAY</b> 8/04							INDIVIDUAL WORK	BREAK	TEAMWORK		
<b>TUESDAY</b> 9/04							LECTURE	BREAK	TEAMWORK		
<b>WEDNESDAY</b> 10/04							LECTURE	BREAK	TEAMWORK		
<b>THURSDAY</b> 11/04							QUESTIONS AND ANSWERS				
<b>FRIDAY</b> 12/04							SUPERVISOR MEETING	BREAK	TEAMWORK		



## INCLUSIVE TOURISM

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

8-9 APRIL

MON-TUE 16H00-21H00 GMT+1 · ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
<b>MONDAY 8/04</b>							<b>INDIVIDUAL WORK</b>	<b>BREAK</b>	<b>TEAMWORK</b>		

### Individual Work

- 🕒 16h00-17h00
- 👤 Individual Work

📄 Basic working instructions for this SAP.  
Reflection on the work done so far.

### Break

- 🕒 17h00-18h00

### Teamwork

- 🕒 18h00-21h00
- 👤 Group Work

📄 Discussion in Live Meeting in Teams.  
Team working continue.

**TUESDAY  
9/04**

											<b>LECTURE</b>	<b>BREAK</b>	<b>TEAMWORK</b>
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### Lecture

## Nature Tourism and Adventure

- 🕒 16h00-17h00
- 👤 Live Lecture
- 👤 António José Coelho

📄 Lecture emphasizing the significance of training professionals who can plan, coordinate and manage tourism operations in rural, nature and adventure areas, in an integrated context between the experience of tourism and the conservation of natural resources and the sustainable tourism development of destinations. Sharing experiences in climbing Everest.

### Break

- 🕒 17h00-18h00

### Teamwork

- 🕒 18h00-21h00
- 👤 Group Work

📄 Discussion in Live Meeting in Teams.  
Team working continue.



# INCLUSIVE TOURISM



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10-11 APRIL

WED-THUR 16H00-21H00 - ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
<b>WEDNESDAY</b> 10/04							<b>LECTURE</b>	<b>BREAK</b>	<b>TEAMWORK</b>		

## Lecture

### Innovation and Co-creation

- 🕒 16h00-17h00
- 📺 Live Lecture
- 👤 Teresa (IPCA)

📄 Lecture emphasizing the importance of co-creation as a form of innovation that involves all stakeholders (employees, shareholders, co-creators, and other types of consumers), especially customers, in the creation of value in the developing a new product or service.

## Break

🕒 17h00-18h00

## Teamwork

- 🕒 18h00-21h00
- 👥 Group Work

📄 Discussion in Live Meeting in Teams. Team working continue.

**THURSDAY**  
11/04

**QUESTIONS AND ANSWERS**

## Questions and Answers

- 🕒 16h00-21h00
- 👤 Individual Work

📄 Basic working instructions for this SAP. Reflection on the work done so far.

## INCLUSIVE TOURISM



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12 APRIL

FRIDAY 16H00-21H00 · ONLINE

GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
FRIDAY 12/04											
							SUPERVISOR MEETING	BREAK	TEAMWORK		

### Supervisor Meeting

- 🕒 16h00-17h00
- 👥 Online in Teams
- 👤 Supervisors and students
- 📄 Prepare for the intensive week.  
Final details.

### Break

- 🕒 17h00-18h00

### Teamwork

- 🕒 18h00-21h00
- 👥 Teamwork Online in Teams
- 📄 Continue with the tasks.



# INCLUSIVE TOURISM

15-19.APRIL.2024

Face-to-Face Week: IPCA, Barcelos, Portugal

## PROGRAMME AT A GLANCE

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
	GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
	GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
MONDAY 15/04			KICK-OFF AND WELCOME						SOCIALIZATION AND NETWORKING				
TUESDAY 16/04			SUPERVISOR MEETING	CONTACT WITH LOCAL PARTNERS					CONTACT WITH LOCAL PARTNERS				
WEDNESDAY 17/04			SUPERVISOR MEETING						CONTACT WITH LOCAL PARTNERS			CULTURAL EVENT	
THURSDAY 18/04		SUPERVISOR MEETING	TEAMWORK						TEAMWORK				
FRIDAY 19/04			FINAL PRESENTATIONS						OVERALL QUALITY ASSESSMENT				



# INCLUSIVE TOURISM

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

15-16 APRIL

MON-TUE 10H00-18H00 GMT+1

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>MONDAY 15/04</b>			KICK-OFF AND WELCOME					SOCIALIZATION AND NETWORKING			

## Kick-Off and Welcome

- 🕒 10h00-13h00
- 📍 Welcome session: Arrival at IPCA and guided tour university.
- 👤 All supervisors with their respective teams
- 📄 Teambuilding activities.  
Live Meeting with Supervisor.  
Ice breaker session.

## Socialization and Networking

- 🕒 14h00-18h00
- 📍 Group Work
- 👤 All supervisors with their respective teams
- 📄 Live Meeting with Supervisor.  
Group work with Supervisor support.

<b>TUESDAY 16/04</b>			SUPERVISOR MEETING	CONTACT WITH LOCAL PARTNERS			CONTACT WITH LOCAL PARTNERS		
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## Supervisor Meeting

- 🕒 10h00-11h00
- 📍 Teamwork
- 👤 All supervisors with their respective teams
- 📄 Work on final project.

## Contact with Local Partners

- 🕒 11h00-13h00 | 14h00-18h00
- 📍 Teamwork
- 👤 All supervisors with their respective teams
- 📄 Tour to Esposende to a local canoeing club with paralympic athletes (reduced mobility), which has a worldwide presence at the Olympic Games and has already won several medals. Practice SUP or surf (if the weather conditions permit). Alternatively, the practice can be replaced by a bird-watching activity.

## INCLUSIVE TOURISM



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17 APRIL

WEDNESDAY 10H00-18H00 GMT+1

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 17/04		SUPERVISOR MEETING						CONTACT WITH LOCAL PARTNERS	CULTURAL EVENT		

### Supervisor Meeting

- 🕒 10h00-11h00
- 👥 Teamwork  
Live Meeting with Supervisor
- 👤 All supervisors with their respective teams
- 📄 Work on final project.

### Contact with Local Partners

- 🕒 14h00-17h00
- 👥 Group Work
- 👤 All supervisors with their respective teams
- 📄 Visit to Barcelos City Hall, to talk to the local authority about the problem of inclusive tourism and how the issue is currently being addressed. Witnessing an IPCA student with cerebral palsy who is a national boccia champion. Witness to an IPCA teacher who was suddenly faced with her father's inability to travel and who came to tell us about the difficulties she had experienced and the solutions she had found. Practical exercise to raise awareness of the specific problem of total or partial lack of mobility.

### Cultural Event

- 🕒 17h00-18h00
- 👥 Teambuilding
- 📄 Cultural event programmed by IPCA for all the participants in the RUN-EU SAP. Musical moment: participation of the students' Tuna

## INCLUSIVE TOURISM



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18 APRIL

THURSDAY 10H00-18H00 GMT+1

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
THURSDAY 18/04	SUPERVISOR MEETING	TEAMWORK						TEAMWORK				

### Supervisor Meeting

- 🕒 09h00-10h00
- 👥 Teamwork  
Live Meeting with Supervisor
- 📄 Work on final project.

### Teamwork

- 🕒 10h00-11h00
- 👥 Outdoor (yoga or fit activity)

### Teamwork

- 🕒 11h00-13h00
- 👥 Teams work on their final projects

### Teamwork

- 🕒 14h00-18h00
- 👥 Teambuilding
- 📄 Each group of students should present an activity that shows some of the difficulties experienced by people with reduced mobility and come up with some suggestions to solve them. They can also present other activities that they find interesting, such as simulations with their colleagues. Creativity, sensitivity to the topic and respect for others are characteristics that will be appreciated.

# INCLUSIVE TOURISM



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19 APRIL

FRIDAY 10H00-18H00 GMT+1

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
FRIDAY 19/04			FINAL PRESENTATIONS				OVERALL QUALITY ASSESSMENT					

## Final Presentations

- 🕒 10h00-13h00
- 👥 Live Meeting of SAP teams, students, supervisors and jurors
- 📄 Teams present and discuss about organized inclusive outdoor active events.

## Overall Quality Assessment

- 🕒 14h00-16h00
- 👥 Live Meeting of SAP teams, students and supervisors
- 📄 Students evaluate the SAP quality. Free Discussion. Self-Reflection exercises. Farwell session.