



Launch of APPTOURYOU free Online Tourism Accessibility Training

Brussels, 19 January 2017 – The European partnership of [APP TOUR YOU](#), made up of tourism, marketing and accessibility experts, including the tourism networks of ENAT (European Network for Accessible Tourism) and HOTREC, launch their e-Learning course for managers and staff especially of micro, small and medium-sized enterprises in the tourism sector.

The course is providing basic knowledge and some of the key skills needed to serve customers with specific access needs and, furthermore, with the knowledge to communicate the right information on the accessibility features of their establishments. Funding for the project is provided by the European Union ERASMUS+ Programme.

Joining the Massive Open Online Course (MOOC) is free of charge and open to all who wish to improve their knowledge and skills in Accessible Tourism.

“Specific needs concern around 80 million people in the European Union who generally do not come alone, i.e. 1.9 guest on average. I call upon all hospitality entrepreneurs and in particular hoteliers to take advantage of this training to better promote the accessibility features of their establishments” said Dr Ákos Niklai, Chair of the HOTREC Quality Board and Vice-President of HOTREC.

Participants can choose their own “learning path” and work at their own pace. At the end of the MOOC, participants can, optionally, take a short self-assessment test and receive a personalised “Proof of Attendance”. They will also have the opportunity to register their business, free of charge, with [Pantou.org](#) – the European Accessible Tourism Directory.

“As a Member of the Steering Committee of the United Nations’ 2017 International Year of Sustainable Tourism for Development, HOTREC is particular proud to be part and promote this project which aims at better meeting demands of people with specific needs and shall be seen as well as a market opportunity.” concluded Christian de Barrin, CEO of HOTREC.

Inscription to the MOOC is open at: <http://www.apptouryou.eu/mooc/login/signup.php>

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1.8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 43 national associations representing the sector in 29 different European countries.

For further information: www.hotrec.eu

PRESS CONTACT: Daniel Makay +32(0)2 504 78 42, daniel.makay@hotrec.eu