



PRINCIPAL PATHWAYS & FLAGSHIP PROGRAMMES

INCLU ACADEMY PROSPECTUS

Professional education for the complete travel, tourism and hospitality ecosystem

2026 LAUNCH EDITION

An Academy Built for Professional Capability

Inclu Academy has been four years in development: created to turn inclusive ambition into practical, professional capability across travel, tourism and hospitality.

By the end of 2026, the Academy is projected to offer 276 distinct courses, qualifications and programmes. This launch prospectus is intentionally more focused. It presents the principal professional pathways and selected flagship programmes through which individuals, teams and organisations can begin.

Every course builds a defined competency and stands as a professional accomplishment in its own right. The principal pathways also provide progressive learning at Foundation, Professional and Leader level and may be bundled. In Travel Design & Distribution, the journey extends through Travel Designer and Luxury Travel Designer; focused specialist faculties provide role-specific professional learning.

SEPTEMBER IS TRAVEL ADVISOR FRESHERS MONTH

Begin with Travel Advisor Freshers: a free, 20-minute introduction to inclusive travel as a modern professional competency and commercial opportunity.

Travel Advisor Foundation + Travel Advisor Professional
Two-course bundle: £99 + VAT | September only

Academy Compass is included
Learning and progression support accompanies Foundation and Professional. Advanced progression is introduced for context and will be offered separately.

DISCOVER THE FRESHERS MONTH OFFER

How the Pathways Work

Foundation	Builds the essential understanding, language and confidence required to see people, barriers and opportunities differently.
Professional	Develops applied capability, professional judgement and the confidence to respond consistently in real-world situations.
Leader	Equips decision-makers to embed intelligence across strategy, culture, operations, communication and accountability.
Complete Pathway	Bundles the progressive qualifications into one structured professional-development route.
Flagship Programme	Deeper, commercially relevant learning in a priority discipline, operating environment or specialist market.

The next layer: focused micro-courses will be introduced progressively for particular functions, departments, traveller requirements and operational responsibilities. They will extend these pathways without overwhelming the principal prospectus.

From Learning to Live Application

Inclu Academy builds competency. Its support architecture recognises that learning questions, progression decisions and the operational delivery of live travel require different kinds of help.

Academy Compass

Included Support | Foundation and Professional

Supports course learning, reflection and progression. Learners can clarify ideas arising from their studies, explore the most appropriate next step and remain connected to the Academy as their capability develops. Academy Compass is not operational support for live enquiries or bookings.

PRO

Paid Operational Support | Advanced Progression

A structured professional application environment for eligible Academy-qualified Designers and Concierges, combining Support, Product and Conversion. PRO applies Academy learning to live travel through defined support, concentrated human judgement and practical conversion assistance; it is not an unlimited helpdesk.

PRO Plus

Advanced Operational and Product Access

Combines PRO operational intelligence and conversion support with access to exclusive product opportunities from IncluTour and the Inclu Travel Collection, subject to eligibility and programme terms.

THE SUPPORT JOURNEY

Foundation & Professional: Academy Compass is included.

Designer & Concierge: eligible learners may progress to paid PRO support.

PRO Plus: adds exclusive product opportunity to the operational support environment.

Freshers Month focus: only Freshers, Foundation, Professional and included Academy Compass are actively promoted within the September launch offer. Advanced courses and PRO are signposted as future progression and will be introduced separately.

Travel Design & Distribution Faculty

A progressive route from foundational advisor confidence to advanced inclusive and luxury journey design.

Inclusive Travel Advisor & Designer Pathway

Inclusive Travel Advisor Foundation

Foundation Qualification | Approximately 3 hours

Build the essential understanding, language and confidence required to recognise the individual, understand the market and approach inclusive travel professionally.

Inclusive Travel Advisor Professional

Professional Qualification | Approximately 3 hours

Develop the practical capability and judgement required to manage inclusive enquiries with greater confidence, accuracy and responsibility.

Inclusive Travel Designer

Professional Qualification | Approximately 10-12 hours

Develop end-to-end capability to discover, research, verify, design and present intelligently inclusive journeys.

Inclusive Luxury Travel Designer

Advanced Professional Qualification | Duration to be confirmed

Apply inclusive journey-design intelligence to premium, luxury and ultra-luxury travel, where personalisation, discretion and seamless delivery are fundamental.

Flagship Programmes

Inclusive Cruise Travel

Flagship Specialist Certificate | Advanced Specialism

Build specialist capability across cruise selection, accessible cabins, embarkation, mobility equipment, ports, excursions and the complete cruise journey.

COMPLETE PATHWAY

Travel Advisor Foundation + Professional + Designer + Luxury Designer

Inclusive Luxury Hospitality Faculty

Property-wide professional learning for hoteliers and luxury hospitality teams across hotels, resorts, retreats and lodges.

Inclusive Luxury Hospitality Pathway

Inclusive Luxury Hospitality Foundation

Foundation Qualification

Create a shared understanding of the guest, inclusive language, confidence, market opportunity and the relationship between service and facility.

Inclusive Luxury Hospitality Professional

Professional Qualification

Develop applied capability across the complete guest journey, from discovery and pre-arrival communication to on-property delivery and service recovery.

Inclusive Luxury Hospitality Leader

Leadership Qualification

Equip hospitality leaders to embed inclusive intelligence across culture, commercial strategy, operations, design, communication and accountability.

COMPLETE PATHWAY

Foundation + Professional + Leader

Inclusive Events & Venues Faculty

A complete professional pathway for people who commission, plan, host and operate events and venues.

Inclusive Events & Venues Pathway

Inclusive Events & Venues Foundation

Foundation Qualification

Build a shared understanding of inclusive participation, delegate and audience confidence, communication, choice and common event barriers.

Inclusive Events & Venues Professional

Professional Qualification

Develop practical capability across planning, registration, venue selection, ticketing, seating, catering, sensory considerations and event delivery.

Inclusive Events & Venues Leader

Leadership Qualification

Equip leaders to embed inclusive event strategy, procurement, operational standards, risk management and organisational accountability.

COMPLETE PATHWAY

Foundation + Professional + Leader

Inclusive Destinations Faculty

Professional capability for destination management companies responsible for turning destination possibility into dependable traveller experiences.

Inclusive DMC Pathway

Inclusive DMC Foundation

Foundation Qualification

Build the essential understanding of disabled traveller journeys, destination barriers, individual requirements and the DMC's role in traveller confidence.

Inclusive DMC Professional

Professional Qualification

Develop applied capability across accommodation verification, transport, transfers, guiding, supplier intelligence and complete ground arrangements.

Inclusive DMC Leader

Leadership Qualification

Equip DMC leaders to build strategy, develop product, mobilise suppliers, embed operational standards and take inclusive destination capability to market.

COMPLETE PATHWAY

Foundation + Professional + Leader

Representation & Marketing Faculty

Professional learning for the people who shape how travel is represented, communicated, positioned and sold.

Inclusive Representation & Marketing Pathway

Inclusive Representation & Marketing Foundation

Foundation Qualification

Build essential understanding of language, imagery, representation, information accuracy, content accessibility and responsible claims.

Inclusive Representation & Marketing Professional

Professional Qualification

Develop the capability to create trusted, accessible and commercially effective campaigns, content and communications.

Inclusive Representation & Marketing Leader

Leadership Qualification

Equip senior marketers and brand leaders to embed inclusive representation across brand strategy, standards, teams and commercial decision-making.

Flagship Programmes

Inclusive Luxury Brand Strategy

Flagship Executive Programme

Translate inclusive intelligence into a differentiated, credible and premium brand proposition without compromising luxury positioning.

Inclusive Sales & Trade Representation

Flagship Specialist Certificate

Turn inclusive capability into confident sales, trade engagement, enquiry conversion and stronger commercial partnerships.

COMPLETE PATHWAY

Foundation + Professional + Leader

Inclusive Ground Services & Mobility Faculty

Professional learning for the people and organisations responsible for ground-based passenger assistance, transfers, mobility and fleet operations.

Inclusive Ground Services & Mobility Pathway

Inclusive Ground Services & Mobility Foundation

Foundation Qualification

Build essential understanding of passenger requirements, dignity, communication, assistance, equipment and the barriers encountered across ground-based journeys.

Inclusive Ground Services & Mobility Professional

Professional Qualification

Develop practical capability to plan and deliver dependable transfers, assisted transport and inclusive passenger services across varied vehicles and environments.

Inclusive Ground Services & Mobility Leader

Leadership Qualification

Equip operators and service leaders to embed inclusive standards across fleets, procurement, training, safety, information and operational accountability.

Flagship Programmes

Inclusive Transfers & Passenger Assistance

Flagship Specialist Certificate

For adapted concierge providers, airport ground-transfer services, destination management companies, hotels and specialist mobility operators.

Inclusive Fleet & Passenger Operations

Flagship Specialist Certificate

For tour and experience fleets, resort and leisure buggies, shuttle services, coach operators and other passenger-transport providers.

COMPLETE PATHWAY

Foundation + Professional + Leader

Performing Arts in Hospitality & Travel Faculty

Professional learning connecting creative practice, production, employment, hospitality entertainment and the audience experience.

Inclusive Performing Arts Pathway

Inclusive Performing Arts Foundation

Foundation Qualification

Build understanding of disability, representation, creative participation and the barriers affecting performers and audiences.

Inclusive Performing Arts Professional

Professional Qualification

Develop the practical capability to create, produce and deliver more inclusive performances and audience experiences.

Inclusive Performing Arts Leader

Leadership Qualification

Equip creative and organisational leaders to embed inclusive practice across performance, production, employment and audience development.

Flagship Programmes

Inclusive Entertainment in Hotels, Resorts & Cruises

Flagship Specialist Certificate

Apply inclusive creative and guest-experience intelligence to entertainment, activities and programming within the visitor economy.

Inclusive Performance & Production Practice

Flagship Specialist Certificate

Develop inclusive capability across casting, rehearsal, backstage environments, technical production, touring and creative collaboration.

COMPLETE PATHWAY

Foundation + Professional + Leader

Media, Journalism & Influence Faculty

Focused professional learning for the people who commission, write and create the stories that shape how travellers, destinations and inclusive experiences are understood.

Specialist Courses

Inclusive Editorial Leadership

Specialist Course | For Editors and Commissioners

Develop responsible commissioning and editorial practice across standards, language, imagery, accessible publishing, representation and reputational accountability.

Inclusive Travel Writing & Journalism

Specialist Course | For Travel Writers and Journalists

Research accessibility, interview disabled travellers respectfully, evaluate claims and create accurate, engaging stories without stereotypes or assumptions.

Inclusive Content Creation & Influence

Specialist Course | For Influencers and Content Creators

Build inclusive practice across filming, photography, captions, alternative text, platform accessibility, brand partnerships and responsible storytelling.

The Academy Will Continue to Grow

This prospectus is the beginning of the visible Academy, not the limit of its ambition. The principal pathways provide clarity; the wider curriculum will provide depth.

Functional Micro-Courses

Future Curriculum Layer

Focused learning for particular roles and departments, including General Managers, Directors of Sales, reservations, front office, concierge, housekeeping, food and beverage, spa, engineering, security, revenue and human resources.

Traveller Specialisms

Future Curriculum Layer

Deeper capability relating to wheelchair users, blind and partially sighted travellers, Deaf and hard-of-hearing travellers, neurodivergent travellers, non-visible disabilities, older travellers and complex requirements.

Product and Operational Specialisms

Future Curriculum Layer

Cruise, safari, wellness, adventure, touring, rail, adapted concierge services, airport ground transfers, tour and experience fleets, resort transport, coach operations, supplier intelligence, crisis response and service recovery.

Organisational Programmes

Future Curriculum Layer

Bespoke education collections for hotel groups, destinations, DMCs, agencies, hosts, aviation partners, venues and other organisations seeking consistent capability at scale.

FIND YOUR ROUTE

Explore a Faculty. Begin with Foundation. Build towards Professional capability and leadership. Or speak to Inclu Academy about a pathway for your organisation.

[INCLUACADEMY.COM](https://www.incluacademy.com)