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# METHODOLOGICAL GUIDE

101

# TOUR FRIEND

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**challedu**  
inclusion | games | education



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# Part A



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## 1) SUMMARY OF THE PROJECT

“TOUR FR(I)END- Friendly Redesign of Inclusive Experiences N’ Destinations for Deaf people” project aims to empower Deaf and hearing - impaired persons Inclusion and Development of Career opportunities. The project Cultivates amongst others: a Learning training guide for trainers for tourist industry to learn channels for communicating with DHH people and use of created game-based -phygital toolkit-.

The project was inspired by research e.g Zajadacz and Sniadek (2013) showing that the greater barrier Deaf people meet whilst travelling, is the lack of sign language provision in services. The vast majority of Deaf people suggest having the possibility to talk in sign language during a trip will enhance their accessibility and choice of destination.

TOUR FR(I)END proposes an innovative methodology through a learning toolkit; a phygital serious game, for developing both deaf and hearing young people’s skills and competences whilst ultimately their employability, as well as enhancing the accessibility of DHH people in tourism.

More specifically the *outputs* of the project involve:

01 - Methodological guide of TOUR FR(I)END project, the present document, and a Part B

02 - Learning training guide for basic skills of people working in the tourism industry

03 - Learning training guide for learning basic sign language phrases using them in the field of tourism

04 - Learning training guide for trainers focusing on tourism industry basics, international sign language and use of phygital serious game

05 - TOUR FR(I)END phygital serious game

The main objectives to be accomplished through TOUR FR(I)END project are:

- To promote social inclusion of Deaf and Hard of Hearing people and accessible tourism
- To support deaf and hearing young people (18-24) in acquiring and developing basic skills and key competences in the field of accessible tourism
- To create an innovative phygital toolkit and serious game promoting open education and innovative practices in a digital era

- To strengthen youth trainers, coaches, career advisors and relevant professionals' skills
- To create an innovative and efficient toolkit that youth trainers and relevant professionals can implement in their work

The main *target groups* of the project are:

- youth organisations, training centres, social innovation centres, organisations that deal with gamification processes (thus: employees/ researchers/ youth trainers/ youth workers/ other professionals), institutions dealing with inclusive and accessible tourism/ disadvantaged groups/ deaf or hard of hearing people/ entrepreneurship education)
- organisations that fall in the travel and tourism industries, namely the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment (hence: tourism executives, hotel staff, travel agents, tour guides, HR managers)
- deaf associations and sign language schools (therefore: deaf or hard of hearing people).

The project meets a transnational need for innovation in the field of accessible tourism for Deaf people through a phygital toolkit (serious game).

The *partners* Les Apprimeurs (France), Challedu (Greece), C.I.P (Cyprus), SCS LogoPsyCom (Belgium), Enjoy Italy (Italy), come from different backgrounds and expertise which combined will ultimately create a holistic approach to the whole project. The materials and methods that will be developed through the project, will be of global interest and will have the ability to be applied in different environments. It is also important to note that beyond the direct and indirect target groups analysed above, the material can be applicable and useful for people wanting to communicate but who do not share a common language (e.g immigrants). Also, it is important to note that after desktop analysis and the needs of the partner countries in this area it was decided that beyond the material produced under the umbrella term 'tourism', material is going to be produced for introducing oneself and for health emergency occasions e.g support for pharmacies, hospitals, safety rules etc.

## Methodology approach for this guide

The methodology undertaken for PART A included an initial questionnaire set by the leader of this output C.I.P Citizens in Power with the contribution of Challedu, which was addressed to the partners. The partners needed to elaborate through this questionnaire, undertaking research about the crucial topics under discussion in this guide, particularly for their countries. Partners have successfully answered the questionnaire by undertaking desktop research and a small survey with a number of participants from each country varying from 15-49 wherever desktop study could not retrieve any relevant information. On a second phase C.I.P has reviewed the answers by making comments. Partners have elaborated on C.I.P's queries extending their research or re-arranging some of their information and sections. Then the leader of this output has prepared a second draft where partners needed to elaborate on the content. C.I.P has amended the content giving to the partners guidance on how to reference appropriately. The consortium has worked towards a third and a fourth draft before providing you this fruitful guide.

## 2) WHAT IS HEARING LOSS?

Basic terms that are going to be used frequently in this guide are: hearing loss, hard of hearing and Deaf or given as DHH (Deaf or Hard of Hearing). 'Hearing loss', 'Hard of hearing' and 'Deaf' was recently clarified by the World Health Organisation (WHO) as:

“A person who is not able to hear as well as someone with normal hearing – hearing thresholds of 25 dB or better in both ears – is said to have hearing loss. Hearing loss may be mild, moderate, severe, or profound. It can affect one ear or both ears, and leads to difficulty in hearing conversational speech or loud sounds. 'Hard of hearing' refers to people with hearing loss ranging from mild to severe. People who are hard of hearing usually communicate through spoken language and can benefit from hearing aids, cochlear implants, and other assistive devices as well as captioning. People with more significant hearing losses may also benefit from cochlear implants. 'Deaf' people mostly have profound hearing loss, which implies very little or no hearing. They often use sign language for communication” (*World Health Organisation, 2020, Hearing Loss and Deafness, 2020, March 1<sup>s</sup>*).

Deafness is an invisible handicap that is rather unknown to the general public (Zajadacz and Sniadek, 2013). There are many types of deafness: profound deafness, mild deafness etc and therefore different approaches of the person facing deafness including the signatory deaf, the oral deaf, the implanted, etc.

The term 'deaf' is often used to refer to people who are totally or profoundly, or even severely, congenitally deaf, or who develop deafness in early childhood, when language is constructed. The term 'deafened' is also used for people who, regardless of the degree of deafness, have lived a hearing life and then lost their hearing due to age, illness or accident. The term 'hard of hearing' emphasizes that the hearing of the person concerned, although incomplete, retains a certain functionality. The term 'hard of hearing' is thus appropriate for the designation of persons with mild, moderate or even severe hearing impairment (*National Association of the Deaf - NAD, n.d. [Link here](#)*).

Hearing loss can appear at different stages in life, leading to different obstacles and overcoming methods. There is an established difference between 'deaf' and 'hard-of-

hearing' that lies in the remaining hearing ability in each individual with hearing loss. However, even among those groups, the level of hearing loss and use or absence of sign language, or supporting devices such as hearing aids or cochlear implants is a turning point in identifying the best methods to address each kind of hearing-impaired audience (*2020 Health Awareness Calendar, 2020*)

People who are deaf and hard of hearing have very different profiles. They make choices based on their situation and personal history. These choices are neither definitive nor exclusive.

While a person who is hard of hearing may become Deaf, i.e. suffer a greater deficit of hearing, such as in cases of progressive deafness, he or she may also become Deaf when he or she uses Sign language as a preferred mode of communication, adheres to values and defends the interests of the Deaf community.

Whilst it was considered as a good idea to start this guide by explaining some basic terminologies, the essence of this project is not to benefit a proportion of the aforementioned groups but to facilitate any person who for one reason or another cannot communicate via verbal/spoken language with hearing people. And to benefit people who are working (or are intending to work) in the tourism industry to communicate with DHH or even people who do not share a common spoken language. As this project is for the benefit of both Deaf and Hard of Hearing people hereafter the abbreviation DHH is going to be used frequently.

## A. WHAT IS A DEAF CULTURE?

Deaf culture refers to a community of people sharing a language (sign language), similar values, behaviours and habits in their everyday life. Even though this community does not have the same access to communication as the majority of the population, they are numerous enough not to consider themselves as disabled and use the term "culture" to show that the way they communicate can be seen as any other language of the world, with the only difference lying in the fact that spoken language uses words while sign language uses signs.

Deaf culture is the set of social beliefs, behaviours, art, literary traditions, history, values, and shared institutions of communities that are influenced by deafness and which use

sign languages as the main means of communication (Padden & Humphries, 2005). When used as a cultural label, especially within the culture, the word deaf is often written with a capital D and referred to as "big D Deaf" in speech and sign. When used as a label for the audiological condition, it is written with a lower case d.

Carl G. Croneberg coined the term of "Deaf Culture" and he was the first to discuss analogies between Deaf and hearing cultures in his appendices C/D of the 1965 Dictionary of American Sign Language ('Deaf Culture', 2020, link here)

## B. DEAF PEOPLE IN PARTNER COUNTRIES

The consortium has made an attempt to retrieve relevant information on the percentage of DHH in partner countries. As it is going to be obvious through this guide, DHH are a significant part of the worldwide population. According to the World Health Organisation (WHO), around 466 million people worldwide have disabling hearing loss. The European Union of the Deaf (EUD) estimates that 1 in 1000 people use a national signed language as their first language. The EUD used the statements of the different national federations for this survey and estimated that this concerns 500,000 people in Europe.

### i) DHH in France and Sign language users

In France, 182,000 people define themselves as completely deaf (0.3% of the total population). More than 7 million people acknowledge having at least one hearing impairment, i.e. 11.2% of the French population. Around 11.5% of people acknowledge having difficulty hearing a conversation with several people. 90% of people reporting hearing problems report another disability. There are an estimated 300,000 Deaf people in the population, 1/3 of whom are fluent in Sign Language. 283,000 people use French Sign Language in 2008.

Source : "Étude quantitative sur le handicap auditif" - Document de travail, série Etudes et Recherche n° 131. Auteurs: Laurence Haeusler, Thibaud de Laval, Charlotte Millot.

## ii) DHH in Greece and Sign language users

There are no official statistics available for the number of deaf people in Greece, thus we are relying on estimations. In Greece, the estimate number of people with complete deafness is 2800 people, while for moderate and severe hearing loss is about 11,000 people (Bitsakis, 2015).

## iii) DHH in Cyprus and Sign language users

In Cyprus, according to available data retrieved from the Ministry of Labor Welfare and Social Insurance, the number of people with hearing disability is currently approximated at 1000 (Constantinou et al., 2016). Unfortunately, no further statistics could be found for Cyprus.

## iv) DHH in Belgium and Sign language users

In Europe, the European Federation of Hard of Hearing People ([EFHOH](#),2020) reports that around 14% of the population experiences hearing loss, with similar numbers in Belgium, where it affects around 9% of the population ([Fédération Francophone des Sourds de Belgique](#), 2017).

According to estimates by the European Union of the Deaf, 11,304 people use Sign Language in Belgium as their first language. According to the 2008 French HSM survey, approximately 0.44% of the population knows and uses French sign language. If we apply this prevalence to Belgium (population on 1<sup>st</sup> of January 2016), we obtain: 49,736 people using Sign Language in Belgium.

A study conducted by the French-speaking federation of the deaf in Belgium ([Fédération Francophone des Sourds de Belgique](#), 2017) estimated that around 13% of those born with hearing-impairment use sign language for communication and 8% know it without using it.

## v) DHH in Italy and Sign language users

In Italy there are 5 million people with hearing problems (8,3% of total population). 75% of them (3,75 million) is affected by mild or moderate hearing loss, while the 25% of

them (1,25 millions) have a severe or profound disease (Quanti sono gli italiani affetti da sordità | Otomedical, s.d.).

While, according to Aird - Italian Association for Deafness Research out of 60 million inhabitants, 7.2 million people suffer from hearing loss in Italy, equal to 12% of the resident population. The highest incidence concerns over -80s: one in two suffers from hearing loss, 1.5 million people in absolute terms. The ratio drops to one in four in the 61-80 age group, for a total of 3 million people. Percentages decrease as age decreases, but absolute values remain important: 12% of Italians aged between 46 and 61 (1.5 million) and 10% of those between 13 and 45 years suffer from hearing loss (2.6 million). Children are not exempt from hearing reduction: 2% of those aged between 4 and 12 (101 thousand) and 1% of children up to 3 years (23 thousand) suffer from deafness (*Sordità, 7 milioni ne soffrono ma pochi corrono ai ripari* | Pio Istituto dei Sordi, s.d.)

Number of Deaf Sign Language Users in Italy in 2012: 40 000, according to the document “Sign Language Legislation in the European Union” (*EUD\_SL\_II.pdf*, s.d.), where we can check the numbers of all EU Countries.

The worldwide statistics and specific numbers from the EU partner countries show the magnitude of DHH people. These people should not be disregarded when it comes to opening their doors to education and pleasure but also cultural enrichment and personal development; that arises from being a visitor/ traveller/ tourist.

## C. INSTITUTIONS THAT HELP DHH PEOPLE SKILL DEVELOPMENT AND JOB ACQUIREMENT

### i) Institutions that help DHH people skill development and job acquirement in France

SSEFS (or SSEFIS, sometimes SESSAD- Special Education and Home Care Service) are services to support the schooling of deaf or hard of hearing children. A lot of accompanying information (for pupils, students and parents) is also available on the [Surdi-Info](#) website. DHH French students and young people can find any kind of help from



French National Federation of the Deaf: <http://www.fnsf.org/secteur-etudiants/> and <http://www.fnsf.org/secteur-jsf/>.

Deaf people who are studying can benefit from specific accommodations via:

- the disability mission of their universities
- academic preventive medicine
- school medicine (BTS)

Depending on their needs, they may ask for:

- human assistance (F-LSF interpreter, LPC coder, note taker)
- technical aids (HF microphone/FM system, computer)
- extra time for exams
- correspondence courses

## ii) Institutions that help DHH people skill development and job acquirement in Greece

Based on the data of EACEA (2020), in Greece, the special education of primary and secondary education in deaf and hard of hearing people is provided free of charge by special deaf schools, special classes or special departments or groups operating within the common schools of the Ministry of National Education and Religions (EURYDICE).

According to the Ministry of education, in Greece, the deaf students are estimated to be 1500-2000. They are divided in the following categories:

1. Deaf and hard of hearing students of special schools
2. Deaf and hard of hearing students that attend mainstream schools through special inclusion practices
3. Deaf and hard of hearing students that attend mainstream schools through special teacher support
4. Adult deaf and hard of hearing people that attend special training programs or night schools.

Also, special primary education is provided by the special schools for deaf and hard of hearing children of the National Foundation for the Protection of the Deaf (EIPK). This is the first body that dealt systematically and exclusively with special education, vocational education and in general, the protection of deaf children in Greece. There is also a vocational training school for people with disabilities (MITNET, 2020).

OMKE (Federation of Deaf people in Greece) (OMKE 2020) is also offering support and information to deaf people. It represents many unions and associations of deaf people all over Greece and empower their inclusion in society. Moreover, it offers to hearing people trainings of sign language in order to enhance the inclusion of deaf people. The Institute of deaf people in Greece also supports deaf people through specific services.

### iii) Institutions that help DHH people skill development and job acquirement in Cyprus

Separate special education needs provision is offered by The School for the Deaf in Nicosia for children with hearing impairment. This school also offers services for visually or hearing-impaired children who are integrated into mainstream education, as well as to adults requiring specialist assistance. The plan in Cyprus is to guarantee integration into mainstream education for children with special educational needs. The distinct provision which remains (approximately 5-6% of children with special educational needs) is for children who are unable, for whatever reason, to participate into the mainstream, usually because the challenges the child faces are too severe to permit any form of integration (Separate Special Education Needs Provision in Early Childhood and School education, 2019).

The general objectives of the school for the Deaf are:

- To assist children most in need of special educational support to develop their skills and abilities;
- To enable such children to become as independent as possible with regard to their personal care and social adjustment; and,
- To allow such children to integrate into the social system to the greatest degree possible.

According to the law in Cyprus, all new special education schools must be built within the grounds of a mainstream school, and new and existing special education schools must develop networks of contacts and joint activities in order to minimise segregation.

There are also four main Deaf Organizations in Cyprus, namely:

- 1) Cyprus Deaf Cultural Centre, C.D.C.
- 2) Cyprus Federation DEAF
- 3) Cyprus Organization for the Deaf
- 4) Pancyprian Organisation of the Deaf

There are also 2 Deaf Clubs in Cyprus:

- 1) Deaf Club of Limassol
- 2) Deaf Club of Larnaca

And one Sport organisation:

- 1) Cyprus Deaf Sports Federation.

None of the above are directly aiming in providing specific skills to DHH.

#### iv) Institutions that help DHH people skill development and job acquirement in Belgium

In Belgium, since 2017 (Fédération Wallonie-Bruxelles), DHH students can access mainstream education by asking their school for specific adaptations. These adaptations are called “reasonable”, meaning that they should be reasonably possible to implement for the school, according to their cost, their impact on the school and on other classmates, their frequency and length, and their possible alternatives. There is also the possibility for the students to go to a special school if their situation requires too many difficult adaptations for a mainstream school to implement.

For the French-Speaking deaf in Belgium, the *Fédération Francophone des Sourds de Belgique (FFSB)* supports deaf people in all aspects of their lives thanks to a large

network of associations. More details can be obtained through their official website: <http://www.ffsb.be/> . Also, the association des *Parents d'Enfants Déficients Auditifs Francophones (APEDAF)* supports families of deaf people (or hearing parents with deaf children) in the fields of education, cultural, social and professional life. Their website is: <http://apedaf.be/>. In addition, *Passe-Muraille Asbl* supports the accessibility for different types of disability, including hearing impairment in mobility, professional life, support of disabled people, services, websites, ads, etc.

In Brussels, *Info Sourds BXL* supports deaf people in search of a job or training. They foster their inclusion, autonomy and mobility in the region of Brussels by facilitating the communication between the deaf and those who can hear. You can acquire more details through their website: <https://www.infosourds.be/>

#### v) Institutions that help DHH people skill development and job acquirement in Italy

In Italian education the key-word is inclusion, meaning that all students have the same rights and duties, within the same buildings, from kindergarten to university (as for academic students: national law 17/99). This is possible through the involvement of Italian Sign Language teachers and/or assistants and specific support services.

In addition, for the 2019/2020 school year, there are 12 special public schools for hard of hearing and deaf people and some special universities, like [UNILIS](#), as registered by the Italian Ministry of Education.

The [UNILIS](#) (Università Popolare integrata per Sordi/Integrated Popular University for Deaf people) is able to offer a variety of regular degree courses, from Economics to Engineer.

As for the VET sector, out of the public schools, a specific training offer is planned, fostered and supported by each Region, on the basis of demand and needs, often through the support of the European Social Fund.

### 3) TYPE OF LANGUAGES IN DHH AND COMMUNICATION CHANNELS

As part of the research of the consortium in the framework of TOUR FR(I)END project, hours of discussions and desktop research led to some concrete, reasonable and doable decisions as to which means of communications to be used for the effective communication between DHH and hearing people in the framework of tourism. The several options discussed are going to be presented below. Bear in mind that the target group of this project is on the one hand tourism professionals and on the other hand deaf and hard of hearing people from EU thus several parameters needed to be co-considered for finding the best communication channel for all and best fit for our intellectual outputs.

#### A. COMMUNICATION CHANNELS

##### i) International Sign Language

First of all the idea of using international sign Language was abandoned early in the project as the desktop research and fieldwork (through interviews) revealed that the majority of DHH people might know their native sign language but not necessarily the International Sign language which is mostly used in the World Federation of the Deaf (WFD) congress, events such as the Deaflympics and the Miss & Mister Deaf World, and informally when travelling and socialising. As a second option, the International Auxiliary Language (sometimes abbreviated as IAL or auxlang); a language meant for communication between people from different nations who do not share a common first language was considered as an option. An auxiliary language is primarily a foreign language. It usually takes words from widely spoken languages ('International Auxiliary Language Last Accessed 28/05/2020', n.d.)

##### ii) Globish Language

A global solution which led to the 'globish language' was also researched as an option. Globish is a simplified version of Anglo-American English used as a worldwide *lingua franca*. The trademarked term 'Globish', a blend of the words global and English, was coined by French businessman Jean-Paul Nerrière in the mid-1990s. In his 2004

book *Parlez Globish*, Nerrière included a Globish vocabulary of 1,500 words ([Nordquist, 2019](#), Last accessed 28/05/2020)

Globish is "not quite a pidgin," says linguist Harriet Joseph Ottenheimer. "Globish appears to be English without idioms, making it easier for non-Anglophones to understand and to communicate with one another (The Anthropology of Language, 2008). Globish was also abandoned as an option for this project as not all DHH know English.

### iii) Local Sign Language

It was decided that excluding the use of Local sign language is undermining the value of the project. Learning basic sign language in the local language will be of the outmost benefit for the domestic travelling of DHH people which is still the majority of total tourist arrivals in many areas of Europe (above all in the countryside and in non popular destinations). Thus, it was decided to be used mostly for training youth trainers and tourism sector executives.

Furthermore, fostering the use of the national sign languages is essential in order to promote the tourist/leisure activities and social inclusion of Hard of Hearing and deaf people within their own cities/areas.

### iv) Cued Speech

Cued speech is a visual system of communication used with and among deaf or hard-of-hearing people. It is a phonemic-based system which makes traditionally spoken languages accessible by using a small number of handshapes, known as cues (representing consonants), in different locations near the mouth (representing vowels) to convey spoken language in a visual format. The National Cued Speech Association defines cued speech as "a visual mode of communication that uses hand shapes and placements in combination with the mouth movements and speech to make the phonemes of spoken language look different from each other." It adds information about the phonology of the word that is not visible on the lips. This allows people with hearing or language difficulties to visually access the fundamental properties of language. It is now used with people with a variety of language, speech, communication, and learning needs. Cued speech is considered a communication modality, but can be used as a strategy to

support auditory rehabilitation, speech articulation, and literacy development (More information in [https://en.wikipedia.org/wiki/Cued\\_speech](https://en.wikipedia.org/wiki/Cued_speech), Last Accessed, 29/05/2020).

Cued speech is complicated (albeit simple the logic and the cued speech *per se*) but, it is different for each language, also to know how to lip read is a prerequisite and the development of cued speech for Greek is still in its initial developmental stage.

### v) Iconic/Visual Communication

Based on the above analysis of options, the use of iconic/visual communication was proven worth considering for the communication not only amongst DHH and hearing people but including the new immigration wave as well, for the communication of immigrants and locals who sometimes do not share a common verbal language. Thus, as iconic/visual communication was considered as a good option, an analytical section is devoted, notifying the most user-friendly iconic/visual communication tools to be used giving emphasis to mobile applications which are free to use. For TOUR FR(I)END, the iconic/visual language will be used for developing the learning training guide for Intellectual Output 3. This involves a Learning training guide for learning basic sign language phrases using them in the field of tourism and it will also be used for Intellectual Output 4 in some of the lessons of Learning training guide for trainers focusing on tourism industry basics, international sign language and use of created game-tool, and last but not least for the Intellectual Output 5- TOUR FR(I)END phygital Serious Game.

Regarding iconic/visual communication, the consortium believes that it would be a great tool for hotels and restaurants to use icons and visual elements. For instance, having a bed on the sign that indicates where the bedrooms are, or an icon of the main ingredients of a dish in the menu of a restaurant. Some airports already use icons a lot because they have many foreigners who don't speak the local language nor English but this mean of communication is used less in hotels and restaurants.

There are some examples towards this direction e.g projects such as the '[point it](#)' which can be used by youth workers and hotel executives, as well as other members of the tourist industry. It is basically a digital notebook of 1300 images which allows you to show what you want to ask or say.

## Conclusion

As the proportion of people who use sign language is rather low, the consortium has decided to focus on some relevant, appropriate, common, international signs (but not sign language); useful for the field of international tourism, thus allowing DHH travelling abroad to communicate with the staff through some easy-to-learn signs. As sign language is different for each spoken language, it was decided to move towards international signs, visual sign language, icons and graphic representations for this project.



## 4) THE IMPACT OF THE TOURISM INDUSTRY AND SITUATION OF YOUNG PEOPLE EMPLOYABILITY IN THE FIELD

The 2019 OESC report provides strong evidence that young people (15-24) in Europe are struggling to find work (15% of them are unemployed). On the other hand, tourism was accounted, in 2018, for 12.7 million people employment.

### A. IMPACT OF TOURISM SECTOR IN PARTNER COUNTRIES

Below, an analytical table is given recorded by Eurostat, article “[Tourism industries – employment](#)” showing the magnitude of youth employment in the tourism industry in the partner countries (*Tourism Industries - Employment - Statistics Explained*, 2017)

	Selected tourism industries <sup>(3)</sup>		Air transport <sup>(4)</sup>		Accommodation <sup>(5)</sup>		Travel agency, tour operator <sup>(6)</sup>	
	Aged 15-24	Aged 25-34	Aged 15-24	Aged 25-34	Aged 15-24	Aged 25-34	Aged 15-24	Aged 25-34
EU-28	13	24		23	15	24	9	26
<b>Belgium</b>	9 (u)	26	: (u)	31 (u)	10 (u)	25	: (u)	24 (u)
<b>Greece</b>	6	26	: (u)	31 (u)	7	24	: (u)	31
<b>France</b>	11	22	2 (u)	17	13	22	10 (u)	25
<b>Italy</b>	7	21	: (u)	15	8	21	4	24
<b>Cyprus</b>	10	25	: (u)	: (u)	11 (u)	25	: (u)	: (u)

Table 1 Percentage of persons employed by economic activity and age group in partner countries, 2017

Below, some more details on the employability status of young people in the partner countries will be exploited.

### i) The impact of the tourism sector in France

According to [Eurostat statistics in 2020](#):

- 136 million nights spent in tourist accommodation establishments in France by non-French residents in 2019.
- 310.2 million nights spent in tourist accommodation establishments in France by French residents in 2019.

A total of 446.1 million nights were spent in tourist accommodation establishments in France in 2019, representing 30% of the share of nights spent by non-residents in the total number of nights spent in Europe in 2019.

[Domestic tourism consumption](#), with 173 billion euros in 2018, is growing for the second consecutive year and its weight reaches 7.4% of wealth produced in France.

The statistics above show the strong role of the tourism industry for the French economy.

### ii) The impact of the tourism sector in Greece

According to the report of the Greek Tourism Confederation SETE (2019a, 2019b), a quarter of Greece GDP is generated by tourism, highlighting both its catalytic importance for the national economy and for the employment of youth and not alone.

Even from slightly older statistics of 2017, it is accounted that 27,2 million tourists came to Greece and generated 14,2 billion euros for the country. Most tourists come in Greece the third (61%) and second (24%) trimester of the year which results to a generation of income of 81% for these months. This depicts that the main characteristic that leads tourist to select Greece for their vacation is Sun and Sea.

27.194.183 people selected Greece for their vacation according to the airlines while 3 million more travelled to Greece through cruises in 2017.

<b>Inbound tourism 2017</b>				
	Arrivals	%	Revenues	%
Jan	520436	2%	163129400	1%
Feb	444404	2%	143123000	1%
Mar	627577	2%	193468000	1%
Apr	1009699	4%	456541640	3%
May	1982124	7%	1035619000	7%
Jun	3356288	12%	1976755000	14%
Jul	5141621	19%	2840325000	20%
Aug	5813441	21%	3450330172	24%
Sep	4639734	17%	2404511353	17%
Oct	2355849	9%	1115131000	8%
Nov	740535	3%	208082000	1%
Dec	562475	2%	179857525	1%
<b>Total</b>	<b>27194183</b>	<b>100%</b>	<b>14202462079</b>	<b>100%</b>
by plane	17946012	66%		
by car	8267454	30%		
by train	11227	0%		
by sea	969490	4%		
<b>total</b>	<b>27194183</b>	<b>100%</b>		

Source: ELSTAT - Arranged by SETE Intelligence  
Revenue data for 2017 are subject to change

Table 2 Inbound tourism in Greece by month and means of transport, 2017

Tourism in Greece is considered within the horizontal industry which means that further than the companies that are dedicated to tourists, such as hotels, accommodation, travel offices etc. there are many companies around them that are affected positively such are food and beverages, sightseeing, means of travel shops, etc.

	Percentage of Touristic revenues	Multiplier
Accommodation	2,5	2,50
Restaurant services	18	2,50
Shipping	9	2,41
Road transportation	7,1	3,25
Air transport	5,4	2,98
Commerce	4,9	3,69
Recreation	3,8	1,90
Travel agencies	3,7	3,68
Car rental	1,8	1,39
Conferences	1	4,13
<b>weighted average</b>		<b>2,65</b>

Source: Center of Planning and Economic Research, Foundation for Economic and Industrial Research

Table 3 Percentage of tourism revenues

Employment in the tourism sector reached record-high levels in Greece during the third quarter of 2018. More specifically, about 1 of 5 employees (20% of the total workforce in Greece) laboured in jobs related to tourism between July and September in 2018.

Tourism employment increased in the period 2008-2018, with an average annual rate of +0.9% while between 2013 to 2018 the increase was +7,8% ([Salourou, 2019](#))

It is important to note here that in Greece, the unemployment rate for young people is amongst the highest in European Union and reaches the 55,3%, while the average in EU is 23% ([National institute of employment, 2018](#)).

Employment evolution 2016 - 2017 (thousands)								
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
total	3606	3703	3737	3649	3659	3751	3824	3736
% change					1,50%	2,40%	2,30%	2,40%
Accommodation - Restaurants	303	352	381	329	303	375	399	325
% change	4,9	3,69			0,20%	6,60%	4,60%	-1,00%

Source: Labor Workforce Research, ELSTAT Arranged by SETE Intelligence

Table 4 Employment evolution 2016-2017 in Greece (thousands)

### iii) The impact of tourism sector in Cyprus

The tourism industry is undoubtedly a key driver for the growth of the Cypriot economy. It is a strong contributor towards the effort of reducing unemployment and creating more jobs. In 2013-2018, overall employment in Cyprus increased by 9.6%, employment in the tourism industry rose by 20.7%. ([Tourism and Jobs, 2019](#))

In 2016, the movement of travellers to and from Cyprus recorded an increase in arrivals and departures compared to the previous year. Total arrivals of travellers reached 4.590.878, recording an increase of 16,6% ([Tourism Statistics, Republic of Cyprus, 2017](#)).

The Statistical Services of Cyprus records the tourism figures for every month. The statistics for months February-June 2020 cannot show the magnitude of the impact of the tourism industry in Cyprus because of the drastic measures and closure of borders due to COVID-19.

PERIOD	Arrivals of tourists			Revenue (€mn)		
	2017	2018	2019	2017	2018	2019
JANUARY-DECEMBER	3,652,073	3,938,625	3,976,777	2,639.1	2,710.6	2,683.0
% Change	14.6	7.8	1.0	11.7	2.7	-1.0

Table 5 Arrivals of tourists in Cyprus 2017-2019 in thousands and revenue

Before the pandemic though the statistical figures show the catalytic impact of the tourism sector in the Cypriot economy with minor fluctuations the past couple of years with minor decrease in revenue in 2019.

#### iv) The impact of tourism sector in Belgium

Some statistical information from Belgium ([Eurostat, 2020](#)) show that a significant number of 20.6 million nights were spent by non-Belgian residents in 2018.

Overall, 41.320.284 nights were spent by both Belgian and non-Belgian residents in 2018 ([Statbel, 2019](#)). This shows that domestic tourism is slightly above outbound tourism in Belgium. The translation in revenue of the aforementioned statistics is 6.12% of the wealth produced in Wallonia generated by this sector. More info can be found here: [https://www.rtb.be/info/economie/detail\\_le-tourisme-un-secteur-cle-pour-l-economie-wallonne?id=8249404](https://www.rtb.be/info/economie/detail_le-tourisme-un-secteur-cle-pour-l-economie-wallonne?id=8249404)

There were 42 512 847 stays booked in Belgium in 2019 (Statbel, 2020). Among those stays, 21 308 009 were spent by Belgians while 20 661 034 were spent by non-residents. This shows that domestic tourism is slightly higher than international tourism. The region with the highest amount of overnight stays is Flanders, with 26 356 853 stays in 2019, as it has a coast to the North Sea and several tourism cities such as Antwerp, Gent and Bruges.

Belgians, in general, make more outbound trips than domestic trips. In 2018, 22.5% of Belgian travellers made domestic trips, while 77.5% made outbound trips (Eurostat, 2020). Therefore, we can see that although Belgium's tourism is slightly more domestic than international, Belgian residents will tend to prefer outbound trips.

In 2018, there were 9211 tourism establishments in Belgium, while in the EU, there is an estimate of 600 157 establishments (Eurostat,2020). In Europe, there is a general tendency for countries to have a higher number of non-resident tourists. However, as stated above, this is not the case for Belgium.

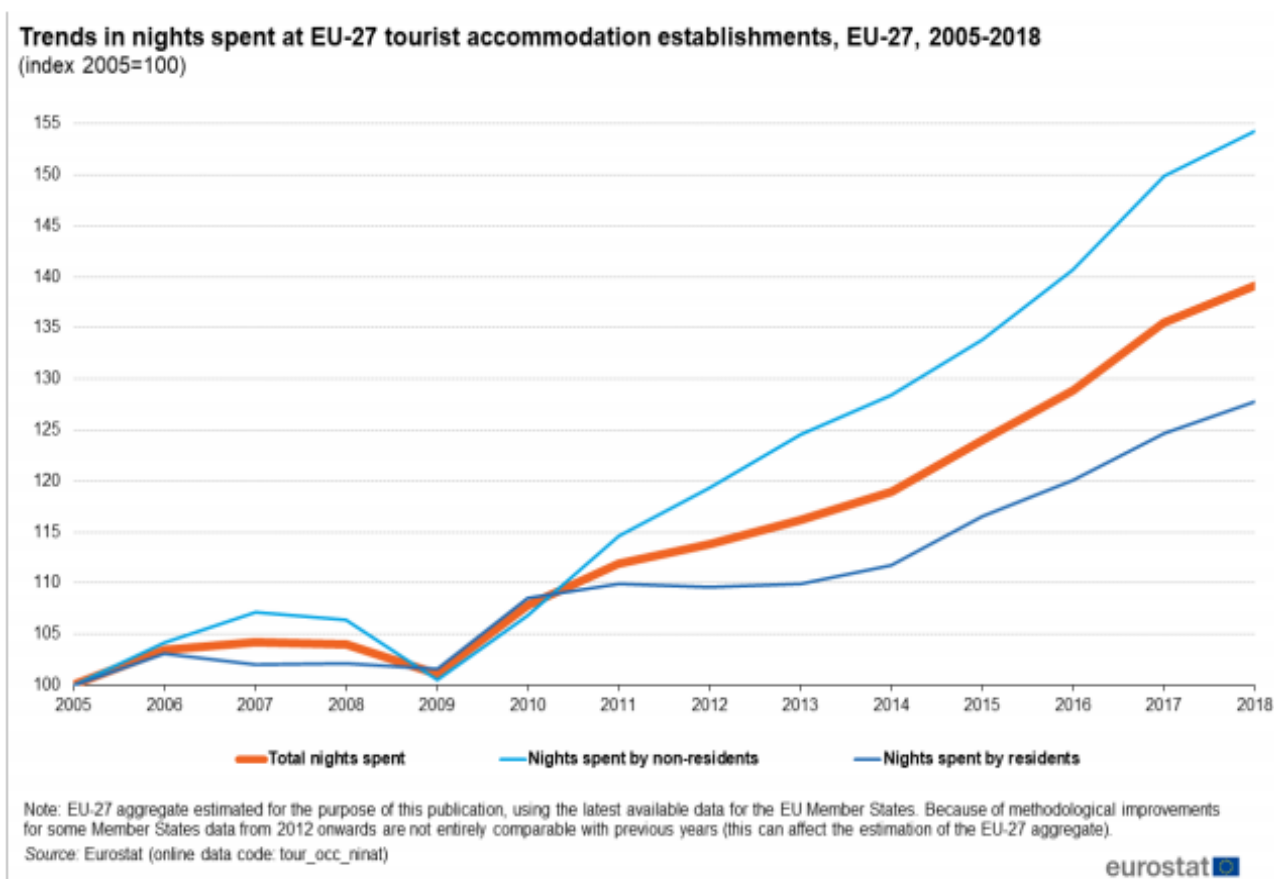


Figure 1 Trends in nights spent at EU-27 2005-2018

#### v) The impact of the tourism sector in Italy

In 2018, tourism in Italy reached a record high of 428,8 million of presences and 128,1 million arrivals (ISTAT, 2019).

According to the 'Tourism Satellite Account' (TSA) methodology of the World Tourism Organisation, tourism accounts for the 5,5% of Italian GDP, while Italy recorded the 10% of the tourism gross value added of the EU in 2019 (*European Commission e Statistical Office of the European Union - 2019 - Tourism satellite accounts in Europe 2019 edition.pdf*).

Furthermore, tourism represents 6% of the gross value added produced in Italy and 6,3% of the total number of workers (ISTAT, Banca d'Italia)

the aforementioned Eurostat publication reveals that in 2019 the highest number of jobs connected to tourism was observed in Italy (4.2 million).

## B. EMPLOYMENT STATUS OF YOUNG PEOPLE IN THE PARTNER COUNTRIES IN THE FIELD OF TOURISM (2018-2020)

A general overview of several countries in the EU shows that “the tourism industries have a particularly young labour force, as these industries can make it easy to enter the job market. In Ireland, the Netherlands, Denmark and the United Kingdom, the proportion of employed people aged 15 to 24 exceeds 20 % significantly above the proportion seen in the economy as a whole. In the accommodation sector, the proportion of young workers stands at 15 % in the EU, while in the four above mentioned countries, more than one out of four persons employed in this sector is aged 15 to 24.” Source: [link here](#)

### i) France employment status of young people in the field of tourism

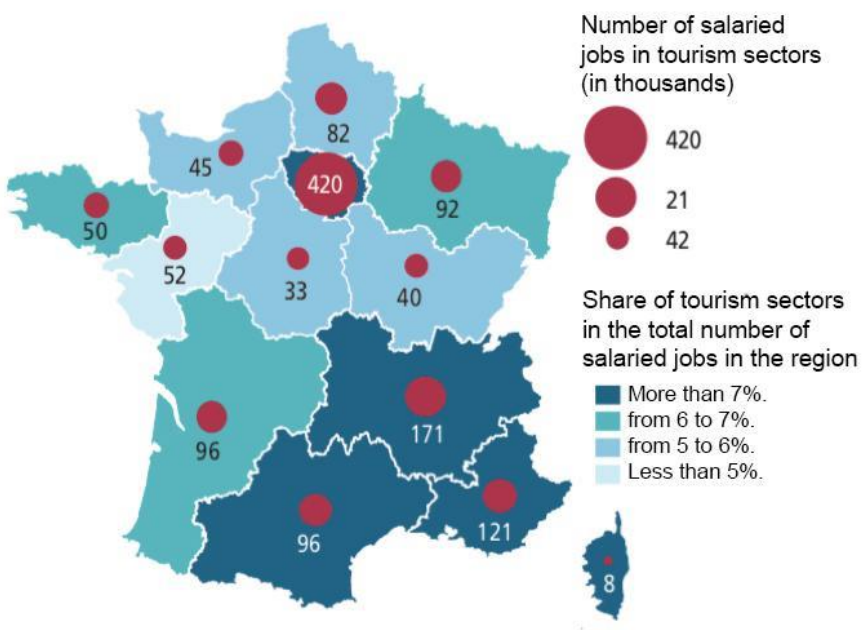
In France, at the crossroads of several sectors of activity (hotels and restaurants, transport, leisure, culture...), tourism employs more than 1.3 million people. It is the hotel and restaurant business that takes up the vast majority of the workforce (1 million jobs). The employees of leisure parks and cultural sites are less, with an approximation of 42,000 people employed. As for those who design and market travel, the trend is rather towards a reduction in the number of employees, with the development of new modes of consumption (online reservations): tour operators and travel agencies form a total of 31,000 employees. Tourist offices, which are responsible for welcoming tourists and promoting the region, have approximately 12,000 permanent staff. Depending on the cycle of tourist seasons, the sector recruits largely under seasonal contracts, particularly in the hotel, restaurant and entertainment industries.

Employability (all ages) in tourism in France in 2017:

- Number of tourism institutions: 313 009
- Number of Employees: 1 336 692



■ Number of employees in the tourism sectors of activity



Reading: Île-de-France is home to 420,498 jobs in the tourism industry, i.e. 9.0% of the region's total employment.  
 Source: Acoess as of January 1, 2018

Figure 2 Number of employees in France in 2017

Enterprises in the tourism sector					
		Number of companies (in thousands)	Full-time equivalent employees (in thousands)	Turnover excluding VAT (in billions of euros)	Value added excluding VAT (in billions of euros)
<b>All sectors of tourism activities</b>		<b>313</b>	<b>1127,2</b>	<b>172,1</b>	<b>68,1</b>
<b>Weight in the economy as a whole</b>		<b>7,3</b>	<b>8,7</b>	<b>4,4</b>	<b>6</b>
of which	Accommodation	51,6	179,3	24,8	9,8
	Restorations	168	476,7	50,3	21,1
	Beverage outlets	38,8	42	6,8	3
	Transports	5,6	296,3	45,9	23,6
	Travel agencies and tour operators	8,9	35,9	13,3	1,8

Source: INSEE, É sane 2016.

Table 6 Enterprises in the tourism sector, France 2017



## Employment

### Domestic employment in mainly market services including "Accommodation and food services"

Line of business	Total (in thousands of people)							
	2010	2011	2012	2013	2014	2015	2016 (sd)	2017 (p)
Trade, transport, accommodation and catering	6 151	6 192	6 243	6 190	6 188	6 234	6 280	6 377
of which Transport	1 352	1 372	1 367	1 356	1 360	1 358	1 366	1 383
Accommodation and catering	1 106	1 131	1 151	1 153	1 169	1 172	1 192	1 234
Financial and insurance activities	769	778	784	785	786	786	789	790
Real estate activities	361	371	371	374	363	354	359	357
<b>Total mainly market services</b>	<b>13 141</b>	<b>13 393</b>	<b>13 501</b>	<b>13 507</b>	<b>13 575</b>	<b>13 673</b>	<b>13 865</b>	<b>14 169</b>
<b>The economy as a whole</b>	<b>28 846</b>	<b>27 048</b>	<b>27 140</b>	<b>27 190</b>	<b>27 334</b>	<b>27 391</b>	<b>27 587</b>	<b>27 881</b>

Line of business	Of which salaried employment (in %)							
	2010	2011	2012	2013	2014	2015	2016 (sd)	2017 (p)
Trade, transport, accommodation and catering	89,4	89,1	88,8	88,3	88,2	88,4	88,6	88,7
of which Transport	95,9	95,9	95,7	95,6	95,6	95,5	95,5	95,5
Accommodation and catering	84,6	84,5	84	83,4	83,3	83,4	83,8	83,3
Financial and insurance activities	96,2	96,1	95,9	95,7	95,7	95,7	95,7	95,7
Real estate activities	89,8	89,5	88,9	88,8	88,4	88,2	88,4	88,3
<b>Total mainly market services</b>	<b>90,8</b>	<b>90,4</b>	<b>89,9</b>	<b>89,5</b>	<b>89,4</b>	<b>89,5</b>	<b>89,7</b>	<b>89,8</b>
<b>The economy as a whole</b>	<b>90,7</b>	<b>90,4</b>	<b>90,1</b>	<b>89,7</b>	<b>89,6</b>	<b>89,6</b>	<b>89,7</b>	<b>89,8</b>

Source: INSEE, national accounts (base 2014).

Table 7 Domestic employment in market services in France 2010-2017

Source for Figure 2 and Table 6-7: [https://www.entreprises.gouv.fr/files/files/directions\\_services/etudes-et-statistiques/Chiffres\\_cles/Tourisme/2018-Chiffres-cles-du-tourisme.pdf](https://www.entreprises.gouv.fr/files/files/directions_services/etudes-et-statistiques/Chiffres_cles/Tourisme/2018-Chiffres-cles-du-tourisme.pdf)

On 31 December 2016, 28.1% of the jobs held by young people under 26 years of age were assisted jobs (apprenticeships, professionalization contracts, employment initiative contracts, job coaching contracts and integration through economic activity).

32.6% of individual business creators and 34.9% of microenterprise creators are between 20 and 29 years old (according to INSEE, directory of companies and establishments).

In 2017, 16.5% of the working population aged 15-29 was unemployed. They represent 8.8% of all 15-29 years old (share of unemployment).

The accommodation and catering sector is a sector that employs relatively young employees, 39.7% of whom are under 30 years of age, compared to 20.6% of all employees.

## ii) Greece employment status of young people in the field of tourism

According to ERGANI, about 30.000 companies are working in the food and beverage industry, while 6.000 companies are working within the field of accommodation ([Ergani, 2020](#)).

Data coming from the Greek Tourism Confederation ([SETE 2019b](#)), from 2013 to 2017 the proportion of people working in the field of tourism is increasing, confirming that tourism offers employment to groups of population who do not have easy access to the labour market. The average increase in employment in tourism is +0,9% while after 2017 we detect an increase of +7,8%. More specifically, the increase of people working in the field of tourism and aged 15-24 was 55,7%, and for those aged 25-29 was 41,2%.

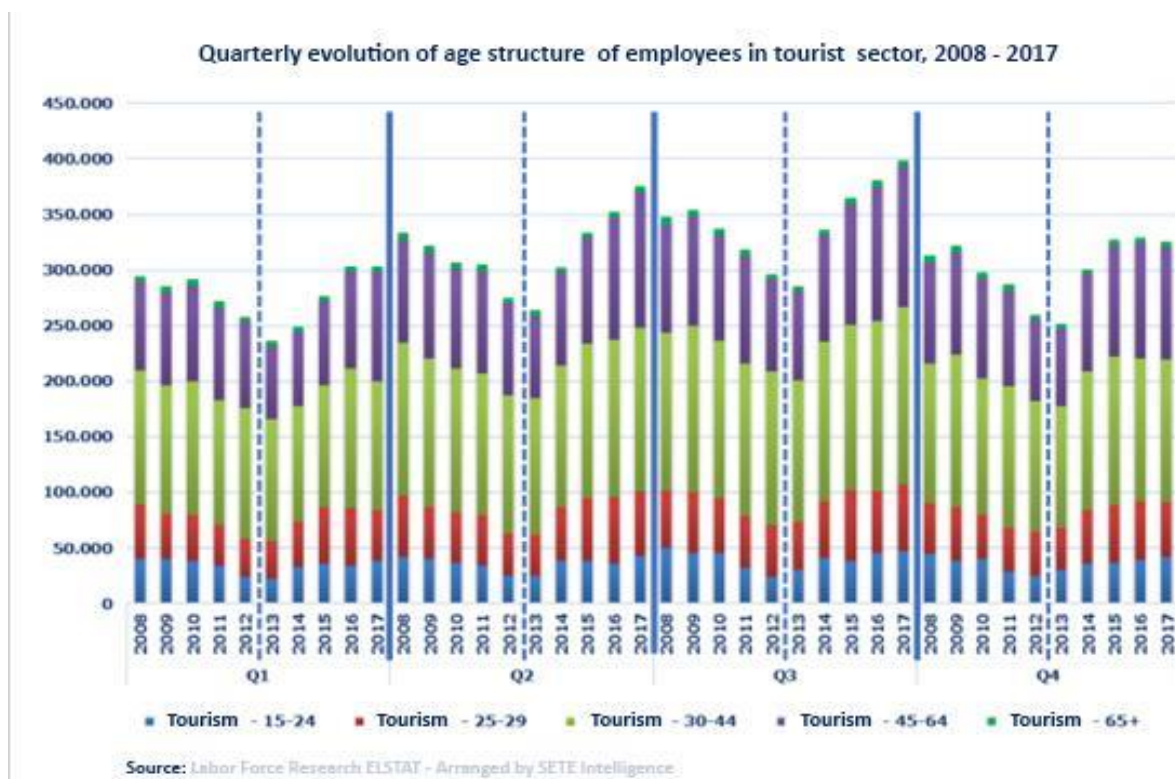
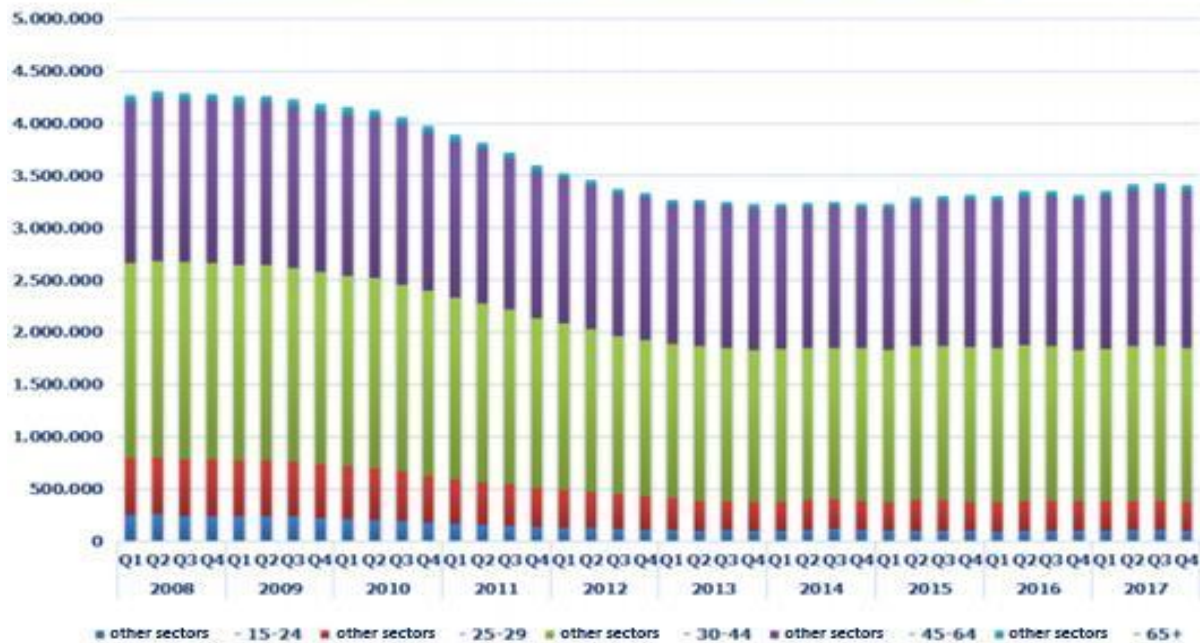


Table 8 Quarterly evolution of age structure of employees in the tourist sector, Greece, 2008-2017

Quarterly evolution of age structure of employees in other sectors, 2008 - 2017



Source: Labor Force Research EUSTAT - Arranged by SETE Intelligence

Table 9 Quarterly evolution of age structure of employees in other sectors, Greece, 2008-2017

Most recent data show that in 2018, 25,9% of employees in Greece worked in the field of tourism (SETE,2018). Between July 2018 and September 2018, the employees working in tourism recorded the highest number (411.100 employees). More specifically the increase of the people working in hotels and food/beverage was 12,7%.

More analytical data for each field connected with tourism exists for the year 2015. According to SETE report, out of 3,6 million employees in Greece in 2015, 325.000 (9%) works in services providing accommodation (hotels etc.) and food/beverage (restaurants, cafes, bars) etc. while another 357.000 (10%) works in other related to the tourism industry (tourist agencies, transports in land, sea or air, facilities etc.). In total, about 19% of the employability in 2015 in Greece is related to the tourism industry (683.000 people).

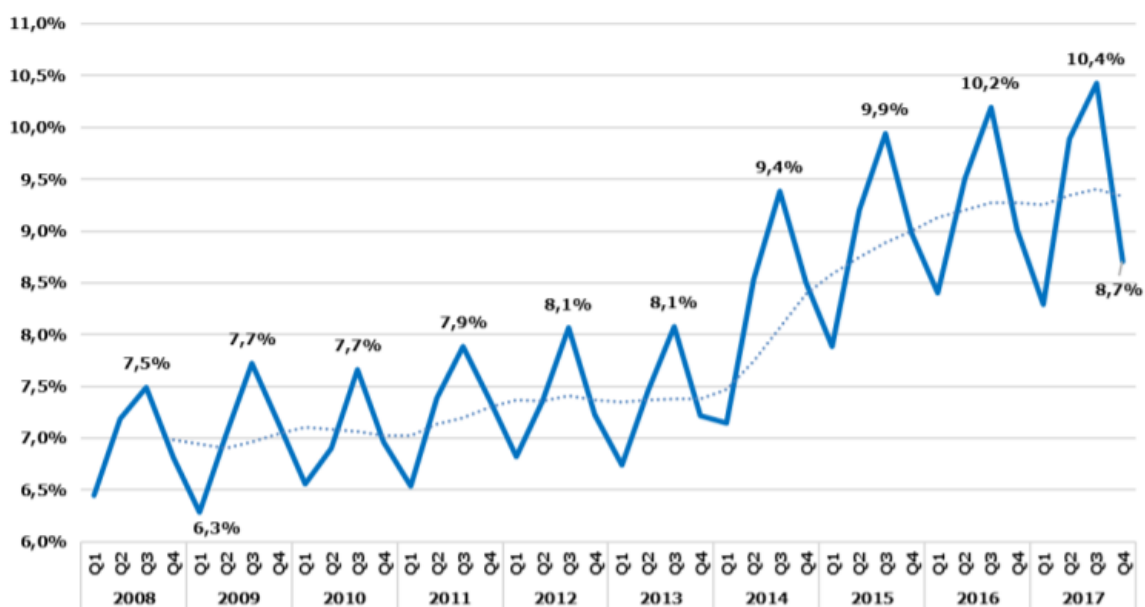


Figure 3 Percentage of employment in tourism compared to total numbers of employed, Greece, 2008-2017

— Employment in tourism  
⋯ Employment in other sectors

### iii) Cyprus employment status of young people in the field of tourism

According to data published in May 2020 by Jennifer Luty in the United Nations agency World Tourism Organisation (UNWTO), the number of employees has been growing across all areas of the tourism sector in Cyprus from 2014-2016. In 2016, the number of employees in the food and beverage serving activities amounted to approximately 22,000 (*Tourism Industries - Employment - Statistics Explained*, 2017. [link here](#))

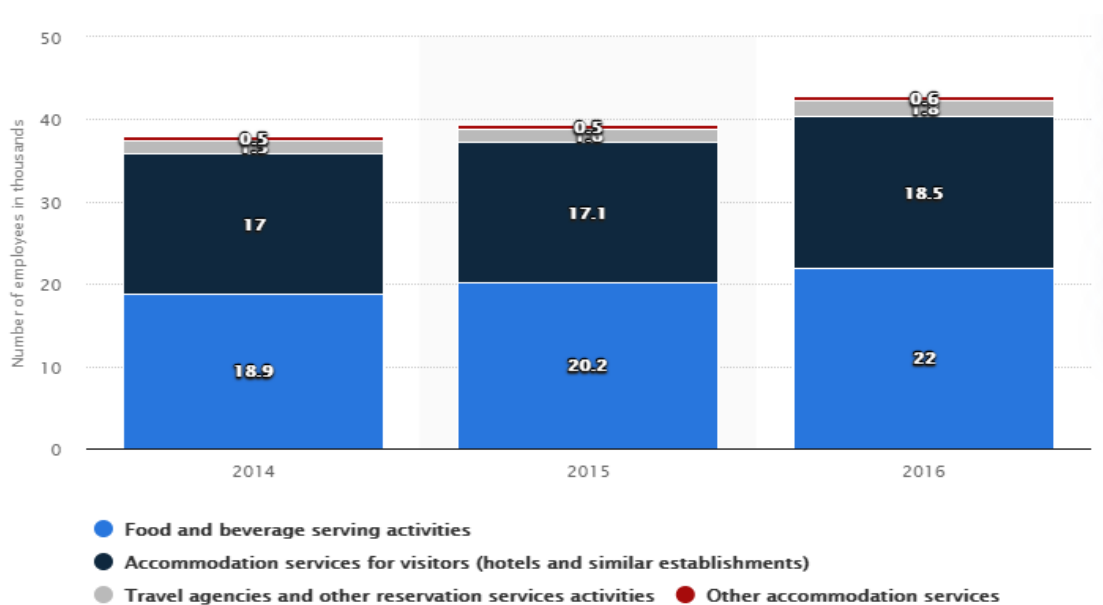


Table 10 Number of employees in thousand, Cyprus, 2014-2016

Source: <https://www.statista.com/statistics/1016451/number-of-employees-in-tourism-industries-in-cyprus/#:~:text=>

It is clearly shown in the above table that the number of employees is growing each year with the Food and Beverage serving activities always compiling most of the employed tourism staff and then following with large percentages the Accommodation services (e.g hotel staff) and much less people employed in Travel agencies and other reservation activities, as well as other accommodation services. No specific information as far as the age of this population could be retrieved for Cyprus

#### iv) Belgium unemployment status of young people in the field of tourism

The employability (all ages) in the field of tourism in Belgium in 2018 was:

- Number of tourism institutions: 9.043
- Number of Employees: 61.682
- Number of Freelance workers: 45.509

Source: <https://www.leforem.be/Horizonemploi/secteur/26.html>

Percentage of unemployed young people (15-24) in Belgium 2019:

According to Statbel, the official Belgian figures (Statbel, 2020), 14,2% of young people are unemployed in Belgium (all sectors).

Source: <https://statbel.fgov.be/fr/themes/emploi-formation/marche-du-travail/emploi-et-chomage>

Some general figures (Eurostat, 2020) show that 25% of Belgian young people were employed (all sectors) in 2018 Versus the larger figure of 35,4% on average for the whole EU.

In 2019, there was an increase in young people employed in Belgium reaching 26,6%. In 2016 (Eurostat, 2018), 7,9% of the total employed population in Belgium worked in the tourism industry (In the EU: 9,4%, 13 % of which are aged 15 to 24).

In 2018, the tourism sector suffered from a lack of labour force 8 610 positions received for critical functions in 2017. Link [here](#).

### C. DHH PEOPLE WORKING IN THE FIELD OF TOURISM

There was an attempt by the consortium to retrieve statistical data for DHH working in the field of tourism in the partner countries. Only some data could be retrieved for France. No available data for DHH working in the field of tourism for Greece, Belgium, Italy and Cyprus could be found through desktop study. This by itself can imply that not much importance is given to this matter in the aforementioned countries. Deaf people or hard-hearing people working in the field of tourism in France include:

- 71% people with mild deafness
- 59% people with moderate to severe deafness
- 34% with profound deafness

Hearing impaired	Assets in employment	Renounce work	Job search	Others
Mild deafness	71%	12%	/	/
Moderate to severe deafness	59%	15%	15%	11%
Profound deafness and cophosis	34%	34%	30%	2%

Table 11 Active and unemployed DHH in France



Source: <https://hal.univ-lorraine.fr/hal-02095423/document>

Some more specific statistics are given from the French National Federation of the Deaf as far as the type of jobs held by DHH. There is a notable difference between hearing and deaf people in the type of job held. Deaf people often have a lower level of qualification than hearing people, they rarely reach positions with high responsibilities, as explained in a 2014 report of the French National Federation of the Deaf.

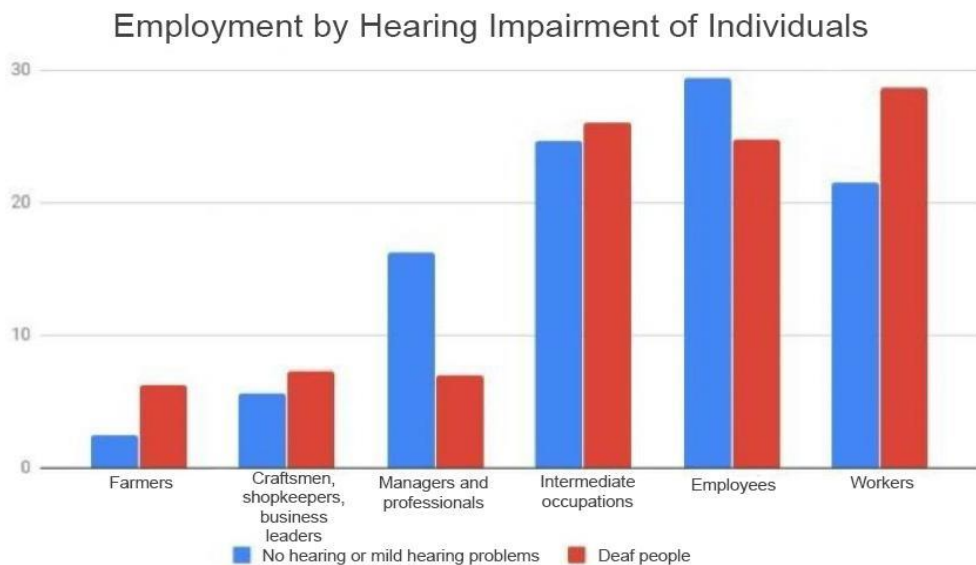


Table 12 Employment by Hearing Impairment of Individuals, France

Source: <https://media-pi.fr/magpi-post/fort-taux-de-chomage-chez-les-sourds-vraiment/>

In 2017, *Pôle Emploi* estimated the number of hearing-impaired jobseekers at around 7 to 8,000. And according to the latest figures we could find, the unemployment rate among the deaf would thus be 39%, a rate almost four times higher than the national average 2013 figures from [MédiaPi!](#)).

## 5) EXISTING SITUATION REGARDING THE ACCESSIBILITY OF DEAF PEOPLE IN THE FIELD OF TOURISM IN PARTNERS' COUNTRIES

### A. EUROPEAN INITIATIVES REGARDING THE ACCESSIBILITY OF DHH IN TOURISM

There are several initiatives from the EU in general for accessibility of DHH in all fields, including the field of tourism. One of those initiatives contains the European Accessibility Act (EAA) Directive (EU) 2019/882 of the European Parliament and of the Council of 17 April 2019 on the accessibility requirements for products and services. As put by David Hay 13/03/2019 “European Accessibility Act: final steps on the European level – first steps on the national level”. The main achievement is the establishment of common European Accessibility requirements for many digital products and services excluding though obligations to make transport, buildings and household appliances more accessible for people with disabilities -which is considered as a drawback-. The EU Member States are now in the phase of adoption of this act, given a deadline for 28 June 2022, to publish relevant laws, regulations and administrative provisions necessary to comply with the Directive above. To access the full text of the EAA in every EU languages visit: [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2019.151.01.0070.01.ENG&toc=OJ:L:2019:151:TO](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2019.151.01.0070.01.ENG&toc=OJ:L:2019:151:TO)

C. For a complete analysis of the EAA by the European Disability Forum

visit: <http://www.edf-feph.org/newsroom/news/our-analysis-european-accessibility-act>

Another recent, important act for DHH was the creation of European emergency number 112 accessible to everyone in the EU. Standard accessibility requirements in the EAA will dictate how to make 112 accessible for everyone, including deaf, across the EU. The European Emergency number is a milestone achievement, and the European Union of Deaf (EUD) is incredibly excited to see EUD advocacy efforts materialising in concrete action on the European level. It was one of the leading advocacy priorities for EUD since ensuring accessible 112 for the deaf community is vital. Moreover, the EAA will support the public procurement of accessible products and services, and public authorities will be



obliged to procure accessible products, services and facilities. More information can be found here: <https://www.eud.eu/news/european-accessibility-act-final-steps-european-level-first-steps-national-level/>

A fruitful section is to follow on significant initiatives from the European countries of the consortium about the accessibility of DHH in the field of tourism. These ways include the most updated, innovative technologies, EU and local projects, including also mobile applications to facilitate both domestic and international tourists and, to some extent, people who want to communicate but do not share a common language e.g immigrants. A notable initiative to award these efforts is the *ATD* (Accessible Tourism Destination) distinction given by an expert committee trusted by the *United Nations World Tourism Organisation*, which indicates that some efforts are made towards inclusiveness for people with sensory, cognitive and or/ physical disabilities. The *ATD* (Accessible Tourism Destination) are distinctions granted by the **UNWTO** and the **Fundación ONCE** to recognize and promote tourist sites accessible to all.



Picture 1 Accessible Tourism Destination

Source: [Link](#)

Another, worthy of mention European initiative includes a platform with information on accessible tourism worldwide called '[Responsible Travel](#)'.

The consortium has come across a beneficial article which analyses 9 very useful applications for DHH people, including e.g speech to text applications or applications which record the sounds in surroundings and give them in a visual and vibrational mode, or even a local cinema application which lets DHH know films at local cinemas which are

showing with subtitles and audio description options. More details on all 9 applications can be found [here](#).

It is also notable to mention Google's recent release/ function called 'Live Transcribe' and uses (Automatic Speech Recognition) ASR technology to offer real-time transcription of speech into text.

An admirable application is [AVA](#). If a person who is deaf or who has hearing loss is with a group of friends, they can get those friends to connect to the app - then the person(s) who has hearing loss will see live transcriptions of the group conversation without needed to lip read (which sometimes is not an option).

The present guide is going to present some of the main initiatives for including DHH in France, Belgium, Greece, Cyprus and Italy; for up to the second quarter of year 2020 when this guide was published.

## B. PUBLIC SECTOR INITIATIVES FOR ACCESSIBILITY OF DHH IN TOURISM

### i) Public sector initiatives for accessibility of DHH in tourism in France

A milestone for France was the creation of the association and label "[Tourism and Handicap](#)" in 2001. Places benefiting from this label undertake to guarantee an efficient, adapted and accessible reception for all people with a disability (auditory, mental, motor, visual).

Also, the *Surdivac Association* established since 2009, offers to deaf and hearing-impaired teenagers and adults holiday stays adapted to their disability. The team is composed of deaf and hearing professionals practising sign language (LSF). During these stays, LSF, pictograms and photos are used to allow better exchanges between all. Each year, seven stays are proposed, and 80 new participants. A variety of destinations are offered e.g. mountain (winter and summer), sea, Europe. You can find more details on: <https://www.surdi.info/culture-et-loisirs/quelles-vacances-pour-les-enfants-sourds-ou-malentendants/>

The [Acceo](#) service in Paris (since June 2017) to facilitate communication with deaf or hard of hearing people, have services that are accessible by telephone and in the main reception area there is an application for exchanging for free many accessible establishments. Exchanges can start thanks to the operator specialized in French Sign Language (LSF) or Instantaneous Transcription of the Word (TIP).

More specific examples come from the *Musée de l'Homme* which sets up visits adapted for the deaf and hard of hearing with options for visits in sign language (LSF) and visits in the cued speech (LPC).

Moreover, a national attempt is seen by the leisure organisations who have signed "Charter of ethics for the reception of disabled people in non-specialised holiday and leisure facilities". More details to be found on <http://www.jp.a.asso.fr/wp-content/uploads/2016/11/Liste-signataires-charte-handicap-avec-coordonnées-à-jour-au-30.11.2016.pdf>

## ii) Public sector initiatives for accessibility of DHH in tourism in Greece

In Greece, the deaf tourists have few possibilities to participate in entertainment cultural activities because those are held on specific dates and occasions. However, there are some positive examples of organizations trying to implement free event or for making their space accessible.

One prominent example is theatre for deaf people ([Greek Deaf Theatre, 2020](#)) that performs theatrical plays in sign language. This is an opportunity for deaf people to take part in the society. However, it is difficult for the theatre play to be attended by tourists coming from other countries since it is usually in Greek sign language. Also, the Epidaurus Theatre has theatrical performances in Greek sign language.

Museums seem to be somewhat more accessible for deaf people. For example, the *National Archaeological Museum*, the *Industrial Light Museum*, the *National Museum of Modern Art*, the *Museum of Cycladic Art* are accessible for DHH. Moreover, the *National Archaeological Museum* organizes tours in Greek and in American sign language and international sign language for visitors and tourists (Nikolarazi, 2017)

Additionally, the *Greek Federation of the Deaf*, organises each year “A festival day “ (Deaf Festival, 2020) that consists of many individual actions.

### iii) Public sector initiatives for accessibility of DHH in tourism in Cyprus

The research for the Cypriot state of inclusion of DHH in tourism retrieved some information revealing that, unfortunately, Cyprus lacks a lot in this area, not only for including DHH in tourism but also for including the local DHH in mainstream facilities such as health care. In Cyprus, there are no healthcare provisions or laws that regulate health issues specifically for deaf people. Deaf persons are not entitled to have an interpreter present during their visit to the hospital. The only situation where a deaf person in Cyprus is entitled to an interpreter, just as any individual that does not speak the official language, is for a legal court proceeding. Also, in Cyprus, there is a lack of sign language interpreters. An initiative towards change of accessibility in health care both for locals and for tourists comes from the project *MEDISIGNS*. *MEDISIGNS* is a Leonardo da Vinci funded EU project in 2013 with partners from Cyprus, Ireland, Poland, Scotland, and Sweden. The project focuses on providing language and communication skills to Deaf people, interpreters and those in the medical profession.

European Union of the Deaf (EUD) figures suggest the number of qualified interpreters is approximately 15 in total in the whole island of Cyprus (p.6 <http://www.diva-portal.org/smash/get/diva2:586691/FULLTEXT02.pdf>)

Some attention was given in including DHH children and with special needs children when the Cyprus Parliament voted in 1999 the [113(1)99] Special Education Law. This law stressed among other things the responsibility of the state to provide the least restricted environment possible for children with special needs, and their inclusion in general schools. This law also stipulates that the general school is the most appropriate educational environment for children with special needs, unless otherwise stated. In July 2001, the Regulations of the Law were also ratified by the Cyprus Parliament ([Hadjikakou, Petridou, and Stylianou 2005](#)).

The most important and notable initiative within Cyprus today includes the *Centre on Interactive Media and Smart and Emerging Technologies program*, (RISE; <http://www.rise.org.cy>) which has won considerable funding by EU through the TEAMING program of HORIZON 2020. The project aims in the establishment of an interdisciplinary

Research Centre in Cyprus to integrate research in the Visual Sciences, Human Factors and Design, and Communications and Artificial Intelligence. Emerging Technologies and the Digital Transformation of Museums and Heritage Sites Research Centre on Interactive media, Smart systems and Emerging technologies (RISE). RISE constitutes a centre of excellence and a joint venture between the three public universities of Cyprus (University of Cyprus, Cyprus University of Technology and Open University of Cyprus), the Municipality of Nicosia, the *Max Planck Institute for Informatics* (Germany) and University College London (UK) (<http://www.rise.org.cy>). We have considered this as a part of the public sector initiative as the Universities participating are partially governmental.

An action worth mentioning is through [CIVITAS2020](#), co-financed by the European Union with many cities around the world as members, it is a network aiming to cleaner, more sustainable cities with several actions since 2002. Through CIVITAS network, Limassol Municipality and STRATA integrated the existing blind and deaf people systems at the main traffic lights of Limassol's coastal front.

#### iv) Public sector initiatives for accessibility of DHH in tourism in Belgium

Some cities offer their own initiatives to make the visits more inclusive for all disabilities. Here, you can discover different Belgian cities' initiatives regarding accessible tourism:

As Belgium's capital city, Brussels City provides a list of [accessible visits](#) for different kinds of disability on their website. The information is available in several languages (French, Dutch, German, English, Spanish, Italian and Portuguese) which thus addresses international tourists with disabilities. The city also has an [accessibility plan](#) for 2018 – 2020 in all fields (education, professional life, tourism, etc.).

The city gives visitors access to the website *Handi. Brussels*, which provides a map of all the accessible places in Brussels, indicating with a specific icon for which disability they are accessible. These places can be sorted out by category and location. Its guide can also be downloaded at this link. The website is available in French, Dutch and English.

In Flanders, the regional *VisitFlanders* website has a lot of information available for tourists with disabilities. The Homepage is translated to a video in Sign Language. The whole website is designed for people with disabilities to plan their stay in Flanders. The website is available in 10 languages, thus allowing for better access to international

tourists who don't speak English. The City of Bruges provides a leaflet on its website explaining what is accessible for what kind of disability and what is not. The [leaflet](#) is available in English, which thus addresses international tourists with disabilities.

In Wallonia, there is a page on accessibility for tourists visiting the region regarding visits, accommodation and mobility. The website is available in French, Dutch, English, Spanish, German, and Italian, thus making it accessible for international tourists with disabilities. It also sends visitors to the Access-I non-profit's website, which is supported by the regional authorities, and fosters the implementation of inclusive tourism by providing a list of the different tourism places that are accessible for different types of disability. The Access-I website is available in French, Dutch, German and English. The City of Mons provides accessible visits in some of its museums. These museums are listed in their [brochure](#) with some icons representing the different types of adaptations available. The brochure is available in English, French and Dutch, thus allowing international tourists with disabilities to organize their visits.

#### v) Public sector initiatives for accessibility of DHH in tourism in Italy

In Italy, there are several initiatives addressed to deaf and hard of hearing persons (including tourists). They are mostly carried out by *the Ente Nazionali Sordi*, a kind of institutional representative of Italian deaf people, as well as by NGOs and other third sector organisation, often thanks to the support of the Government. Hereunder we mention some of the most relevant initiatives for tourists.

The Ministry of Artistic and Cultural Heritage recently held a (short) training course on ItalianLS and Deaf Culture for 30 museum operators and managers («Corso di sensibilizzazione sulla Lingua dei Segni e sulla Cultura dei Sordi», s.d.)

At least 47 museums and cultural attractions offer specific services for deaf and hard of hearing people, including Colosseum and Vatican Museum (14 in Rome in total), Uffizi Gallery (3 in Florence in Total), Royal Palace of Naples (3 in Naples in total), National Archaeological Museum of Reggio Calabria and the National Museum of Cinema in Turin (4 in Turin in whole).

*MAPS project*: a platform (in Italian/ItalianSL and English/InternationalSL) can give guidance in finding museums and cultural attractions which are accessible to deaf and

hard of hearing people. In addition, this project realised a training course about theories, language, techniques and fundamental strategies underlying museum accessibility for 400 young deaf people (*Progetto Accessibltaly – ENS – Musei Accessibili per Le Persone Sorde*, s.d.)

In addition, “Accessibltaly” project, is aiming to foster and support slow and cultural tourism in the “most beautiful villages of Italy” (Borghi più Belli d’Italia), one in each region, through itineraries supported by ItalianLS guides as well as through a specific app. In addition, the project implemented specific multicultural routes in the biggest cities and other capital cities, including Genova and Cagliari ([Accessibltaly](#), 2020.)

Guided tours and video-guides within the “Murgia Materana” Regional Park, within the UNESCO World Heritage site of the “Sassi and the park of the Rupestrian Churches of Matera”, are provided by the local association “Turismo per tutti” (*Turismo per Tutti, un progetto in divenire – SassieMurgia*, s.d.)

“Siena in Lingua dei Segni”, a specific itinerary and guided tour service is also provided by the Municipality of Siena and provided by 17 trained tour guides, in the UNESCO World Heritage site of Siena (Siena, s.d.)

## C. PRIVATE SECTOR INITIATIVES FOR ACCESSIBILITY OF DHH IN TOURISM

### i) Private sector initiatives for accessibility of DHH in tourism in France

The *Tourisme & Handicap* brand is awarded to tourism professionals who are committed to a quality approach based on accessibility to leisure and holidays for all. It has defined accessibility criteria to guarantee tourism in the most excellent autonomy for all. T&H labelled establishments are listed on the *Tourisme & Handicap* website. A search engine allows you to isolate the establishments that meet the needs of tourists according to their disability. The brand is present in terms of accommodation, catering, sports and leisure activities, etc. In 2018, approximately 5,500 establishments in France carried the T&H brand.



For DHH, the search through Tourism and Disability retrieved results for (in mainland France):

- 1044 hotels have the auditory picto
- 1468 restaurants have the auditory picto
- 76 amusement parks (e.g. Vulcania, EuroDisney, etc.).

To learn more about accessibility in the tourism sector in France, we invite you to visit this site: <https://www.tourisme-handicap.gouv.fr/fr>

Several trophies for accessible tourism 2019 have been awarded by the association *Tourisme Handicap*, including:

- [Catering Trophy](#) at the *Restaurant Le Bois au Sire - Orbey*
- [Trophy Place](#) of visit at the *Aquarium de la Rochelle*
- [Lodging Trophies Large structures](#) : Camping sites et paysages Les Saules – Cheverny

There is an “inclusive” travel agency specialized in the audiences with disabilities: YOOLA is the first travel and event agency dedicated to the disabled public. The agency organizes accessible stays in more than 50 destinations throughout France, Europe and the world. The team works with destinations, tourist offices and tourism professionals worldwide to raise awareness of accessible tourism.

## ii) Private sector initiatives for accessibility of DHH in tourism in Greece

In Greece, from desktop research and experience of local Greeks, it seems that the private sector is not sensitized adequately to undertake sufficient initiatives to increase the accessibility of DHH in tourism. The only two initiatives that we were able to find out and we refer to below were coming from non-profit organizations. At the same time, Greece's big for-profit tourism sector seems to be indifferent to the subject.



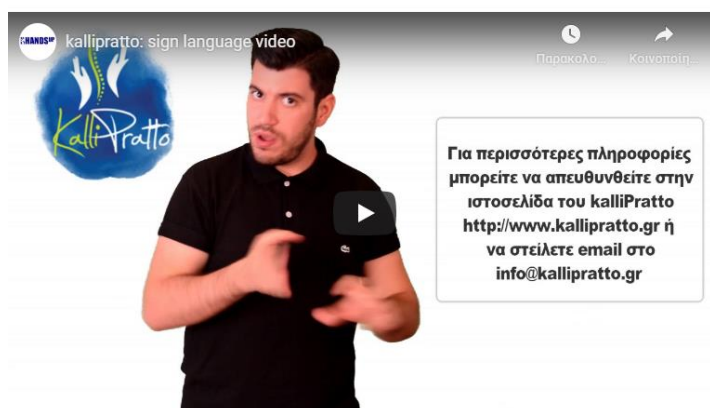
[HandsUp](#) is an NGO that conducts guided tours of the archaeological sites Technopolis City of Athens (Industrial Museum of Athens) in sign language for the deaf and hard of hearing people. *HandsUp* is also an associated partner on behalf of *Challedu* for the “TOUR- FR(I)END” project. [HandsApp](#) application allows the deaf or hard of hearing visitors make a tour in a museum without a tour guide or an interpreter's physical appearance. The visitor selects a specific video and exhibition that s/he wants to explore and follow its directions. The application is available in Greek sign language as well as with English subtitle with international signs.



Picture 2 Handsup

Source:: <https://hands-up.org/handsapp/>

[Kalliprato](#) is a vocational centre that offers different pieces of training to young and adult people. In collaboration with *Hands-up*, they offer interpretation of all their training for deaf people that want to empower their skills and get trained.



Picture 3 Kalliprato

Source: <http://www.kalliprato.gr/seminaria>

[Liminal](#) is also an NGO that aims to enhance accessibility to all types of disabilities and mainly accessibility to deaf people. In collaboration with theatres, music festivals, museums and cultural companies, it facilitates the workshops, plays etc. through interpretation, or subtitles and some other tools.

Moreover, according to the Presidential Decree 43/02 all hotels (1--5 stars) are required to have visual alarms for deaf. We cannot find data to know if this measure is followed. However, it is toward the direction of accessibility of space for deaf people.

### iii) Private sector initiatives for accessibility of DHH in tourism in Cyprus

Unfortunately, not many private initiatives could be retrieved from private sectors in Cyprus, showing once more the marginalization of DHH locals in Cyprus but also excluding a substantial proportion of the world's population (being DHH) who could have traveled to Cyprus, a country which relies heavily for its revenues on the tourism sector. The desktop research retrieved a sole hotel which claims to have "Accessible path of travel, bathroom and parking, roll-in shower, in-room accessibility, accessibility equipment for the deaf and Braille or raised signage." When no more details could be found, a personal phone call was made to this hotel who then admitted that: "It is risky for any deaf person to come because we have no special equipment, nor employees who can sign as far as I am aware" (hotel, manager).

One, notable initiative is an application attempting to include domestic and international tourists in the culture of Cyprus coming from an ongoing project and already in the phase of pilot testing. More specifically, this application is aiming to promote cultural heritage and dissemination of information with the use of interactive small screen technology. The tailored application was designed for deaf visitors to enable a museum experience without the support of a physical sign language interpreter. The application was pilot tested in the *Pattichion Municipal Museum* in Cyprus. Findings showed high levels of user satisfaction and usefulness of the application in allowing deaf museum visitors to have an enjoyable tour, using their mobile devices as the only means of support. More details [here](#).

*aRTIFICIAL iNTELLIGENCE for the Deaf' (aiD) project* to help deaf people secures €1.7M EU funding by the EU's Horizon 2020 programme. *ImpacTech* will provide expertise in AI

and Machine Learning on aiD project to create solutions that help deaf people communicate in collaboration with Cyprus University of Technology (CUT), Georgia Tech and other partners. The revolutionary *aiD project* will use AI and other pioneering technology to generate solutions that will enable deaf people to successfully communicate and interact with everybody. The long-term goal is for these solutions to catalyse their more active participation in life. The aim is to accomplish this by enabling communication through translation *from* and *to* sign language (SL) via mobile devices. The project also aims to provide educational solutions for deaf children. The *aiD project* will pull ML and augmented reality (AR) technology. It will also use speech-to-text/text-to-speech algorithms. These algorithms now perform with high accuracy as a result of the latest breakthroughs in deep learning (DL).

#### iv) Private sector initiatives for accessibility of DHH in tourism in Belgium

Some associations within Belgium work towards the inclusiveness of DHH. Many of these associations are supported by the national or regional authorities, thus being the reference in terms of inclusiveness and accessibility. One of them, in the region of Wallonia, is [Access-I](#) which has a platform on which you can search for any kind of place or activity that is accessible for your specific needs, including the deaf and the hard-of-hearing.

Another notable initiative comes from, the *CAWAB*; the “[Collectif Accessibilité Wallonie Bruxelles](#)” (Accessibility Group Wallonia – Brussels) who support all disabled people in getting accessible solutions in all aspects of their lives. One of their noteworthy initiative is the provision of a leaflet to make websites more accessible for all kinds of disabilities (<http://www.visapourlenet.be/visa/le-facile-a-lire-et-a-comprendre/>). They also promote accessible tourism by participating in the Global Summit for Accessible Tourism in 2018: <https://cawab.be/Sommet-mondial-du-Tourisme-Accessible-Destinations-pour-tous.html>

The leading association for the French-speaking deaf community is the [Fédération Francophone des Sourds de Belgique](#), who supports the deaf in all aspects of their lives, including by leading them to a great network of associations around culture for the deaf.

It is supported by the *Fédération Wallonie-Bruxelles*, which is one of the main public institutions in Belgium.

Regarding the access to culture for the deaf and hard of hearing, the association [Art&Culture](#) collaborate with 10 Belgian museums (*Bozar, Royal Institute of Natural Sciences, Mundaneum*, etc.) to provide accessible tours for the deaf using sign language. This association is targeted at French-speaking deaf tourists. Another association, [MUSK](#) works with museums such as the *Bozar*, the *Royal Museum of Fine Arts* of Brussels and the *Théâtre de la Monnaie* to make exhibitions accessible to the deaf public with the help of deaf guides. They will soon be adding the *Royal Institute of Natural Sciences* to offer guided tours. *MUSK* can also organize visits in the Belgian French Sign Language (LSFB) or in international Signs with deaf guides in other museums according to the request. They also work on accessible visual content, video creation, illustration, etc. This association is thus also targeted at international tourists.

Some other associations, such as [Alteo](#) also provide support for all kinds of disabilities. This is the case of *Alteo*. *Alteo* organizes inclusive cultural and leisure activities for people with a disability or disease. They implement the necessary adjustments for all the participants, thus making sure these activities can be accessed by everyone.

For Wallonia region, big hotels are not listed as accessible for DHH but On Access-I website (Wallonia region only), some bed and breakfasts, with a capacity of around 15 people hotels can be found that are fully accessible for the deaf and hard-of-hearing. More details [here](#). On the same website, there are also accessible restaurants, but those are more accessible for the hard-of-hearing than for the deaf ([Details here](#)).

Other accessible parks, cultural and leisure places are also recommended here through the same platform ([here](#)).

An interesting initiative comes from ‘*Soepbar Sordo*’, a restaurant in Flemish part, in Gent: <https://www.soepbarsordo.be/> which sells soups that can be ordered in Dutch sign language. The name of the restaurant has the word “Sordo” which means “deaf” in Spanish.

#### v) Private sector initiatives for accessibility of DHH in tourism in Italy

Some of the accommodation accessible to deaf and hard of hearing tourists across all the Italian regions can be found here: <https://www.villageforall.net/en/>.

A selection of more than 30 accommodations accessible to deaf and hard of hearing tourists in Tuscany can be found through this link:

[https://www.turismosenzabarriere.it/turismo\\_db.php](https://www.turismosenzabarriere.it/turismo_db.php)

[Kiasso Onlus](#) NGO offers travels and guided tours, workshops, trainings for tour guides and consultancy, including for the Vatican Museum.

[Ulisse project](#): (to be) implemented by a group of young Italians from Apulia region, will be the first-ever European digital platform that allows for the creation, marketing, and promotion of local travel experiences and full holiday bundles designed by deaf people for deaf people. It won the European Social Innovation competition in 2018.

Pellegrini e viaggiatori, is one of the first travel agencies/tour operators with a specific offer for deaf and hard of hearing tourists, from Naples area (Agenzia di viaggi e tour operator «Pellegrini e viaggiatori» di Archeosannio scs ONLUS per il turismo sociale, s.d.)

The company VEASYT (<http://www.veasyt.com/>) from Veneto offers smart solutions to enhance the accessibility of DHH in tourism, since it develops digital solutions for content accessibility, such as:

- guided tours in sign language video formats
- a video remote interpreting service for front-office operators: extremely useful and efficient, probably the most relevant and useful solution
- translation in printed and multimedia contents.

Also, the “Accessibltaly” project aforementioned seems to be relevant, since it offered a calendar of guided tours in ItalianLS across Italy that has been participated by more than 1000 people.

## 6) EXISTING ATTITUDES AND SKILLS OF YOUNG HEARING PEOPLE CONCERNING SIGN LANGUAGE AND TRAINING TOOLS

### A. FIELD WORK OF EACH PARTNER COUNTRY

In an attempt to explore the attitudes and skills of young people concerning sign language, not much information could be retrieved from desktop research in any of the partner countries. Thus, the consortium has collected data from each country with a sample ranging from 30-60 participants. The methodology undertaken can be named as a preliminary survey (one in each country). At the same time, the instrument used was an online questionnaire, including approximately 12 questions almost identical for each country (translated and cross-checked by native language speakers). The sample was random and collected via disseminating the google questionnaire through personal networks and via each organisations' official website and other online channels. The sample cannot be generalised to the overall population of the countries.

As presented below, the questionnaires' content was specifically for retrieving information about hearing people and their ability (or not) to communicate with sign language and their willingness to learn basic channels for communicating. An attempt was also made to retrieve information on whether young people know what accessibility means and their attitude towards DHH people.

## i) The case of France

The French sample included 15 people with the following age demographics:

Age  
15 answers

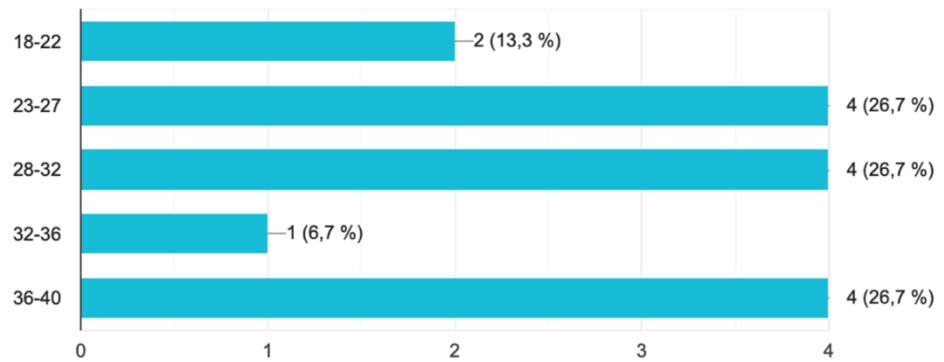


Figure 4 Demographics of French sample

According to our focus research (see figure below), 60% of youth have mastered the SL, but 80% would be ready (even very prepared) to learn the basics.

What is your fluency in sign language?  
15 answers

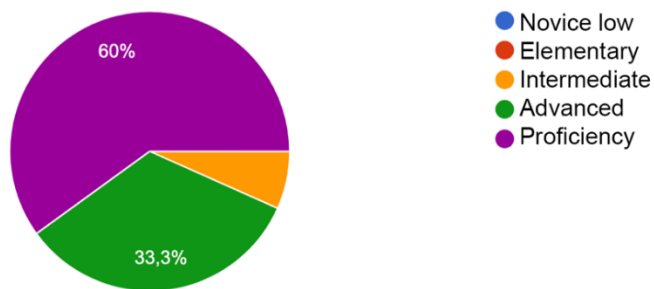


Figure 5 Fluency in Sign Language

Would you intend to learn the basics of sign language even though you don't have a hearing problem?

15 answers

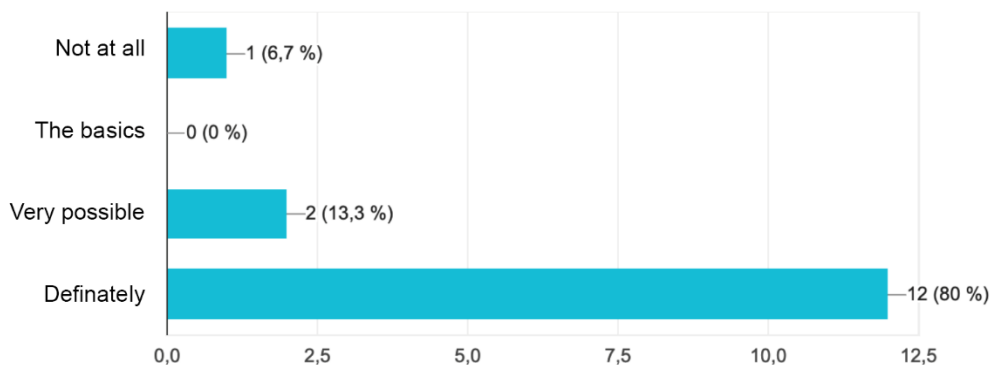


Figure 6 Willingness to learn Sign Language

We do not have data available on the number of young people who know what accessibility means. According to our survey results, about 80% are very familiar with the topic, while 20% have a good or relatively good knowledge of the term.

Do you know what the term "accessibility" means?

15 answers

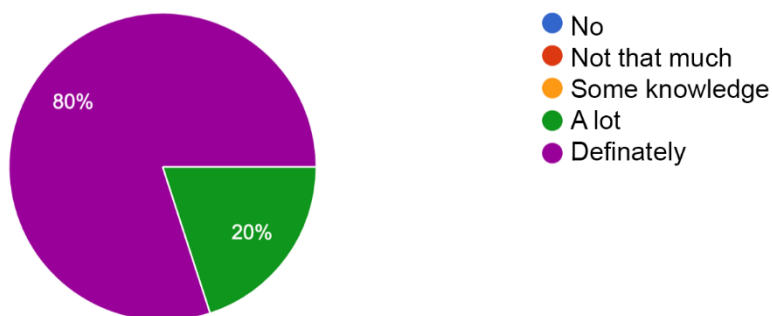


Figure 7 Knowledge of the term accessibility

13.3% of the sample have never participated in seminars or workshops on this topic, 26.7% very few times, 20% a few times, and 33.3% and more have participated several times.



Have you ever participated in seminars or workshops on the subject of accessibility?

15 answers

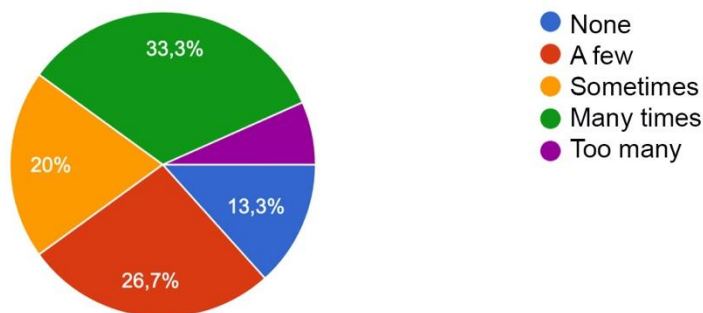


Figure 8 Attendance in formal or non-formal courses

We also asked them how important they thought it was for people working in tourism to have taken courses on accessibility: 40% found it quite important and 60% very important.

Do you think it is important for professionals in the tourism sector to have attended seminars on accessibility for deaf and hard of hearing audiences?

15 answers

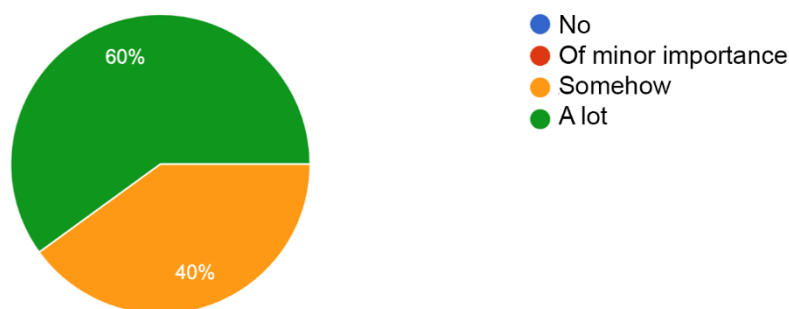


Figure 9 Importance of tourism employees' knowledge of accessibility

Again, we report the results of our survey group in the absence of official data. In terms of knowledge about deafness or conditions such as hard of hearing 40% feel poorly informed, 20% very informed, and 40% very informed.

Do you feel informed about deaf and hard of hearing audiences?

15 answers

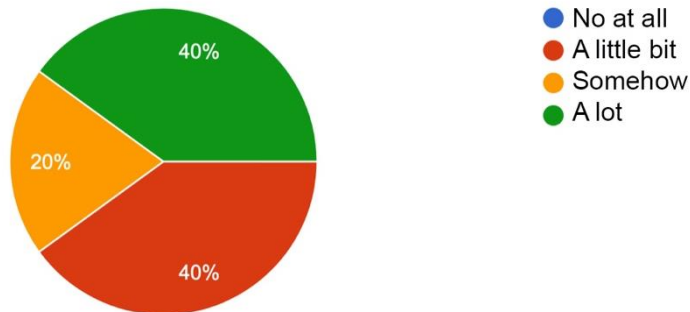


Figure 10 Awareness of conditions such as Deafness or Hard of Hearing

Regarding empathy, not at all adheres to 13.3% of the sample or almost not at all 6.7%. 46.7% (the majority) feels sensitized whilst 33.3% have answered 'somehow'.

Do you feel sensitive to people with hearing problems?

15 answers

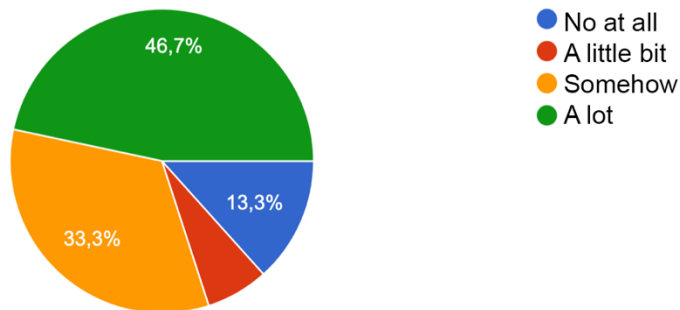


Figure 11 Empathy for DHH

On the question of distrust or hostility towards the integration of deaf people, 80% show no distrust/hostility on this subject, while the others are quite (20%) concerned.

Do you feel concerned or hostile about the inclusion of people with hearing problems in the community?

15 answers

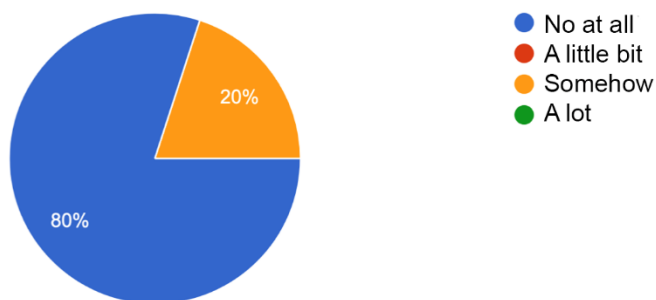


Figure 12 Feelings towards DHH

When asked about their readiness to communicate with DHH their answers align with their knowledge on SL.

How ready do you feel to communicate with people with hearing problems either professionally or as a friend?

15 answers

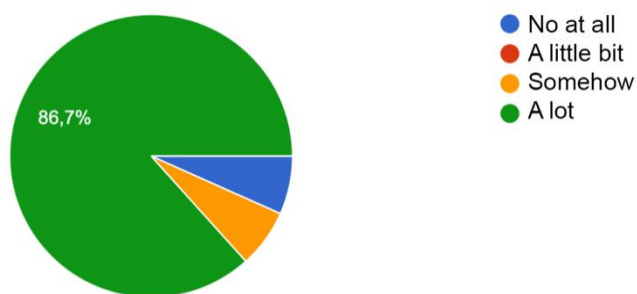


Figure 13 Readiness to communicate with DHH

## ii) The case of Greece

No detailed statistics for the age range of sign language users could be found for Greece. An estimation is that there are more than 40.000 Greek sign language users in total. Also, according to Greek Wikipedia article on Greek sign language, there are 40.600 users (Wikipedia, 2020a). This number should be treated with caution as no relevant reference is given.

We also cite from Karpouzis et. al. 2007: “Greek Sign Language (GSL) has developed in a social and linguistic context similar to most other sign languages. It is used widely in the Greek Deaf Community and the estimation for GSL natural signers is about 40,600 (1986 survey of Gallaudet University). There is also a large number of hearing non-native signers of GSL, mainly students of GSL and families of deaf people. Although the exact number of hearing students knowing GSL in Greece is unknown, records of the Hellenic Federation of the Deaf (HFD) show that, in the year 2003 about 300 people were registered for classes of GSL as a second language. The recent increase of deaf students in mainstream education, as well as the population of deaf students scattered in other institutions, minor town units for the deaf and private tuition may well double the total number of secondary and potential sign language users in Greece. Official settings, where GSL is being used include 11 Deaf clubs in Greek urban centres and a total of 14 Deaf primary, secondary and tertiary educational”

Wikipedia (Greek) claims that there is a strongly increasing number of GSL users, mainly due to the massive interest by hearing people in learning the language. This is attributed from the same source to increasing TV broadcasts mainly by public channel with parallel GSL interpretation (news, parliament, church). There is also an indirect indication on the number of young people willing to learn sign language by the increasing number of courses provided, which are usually full. Courses recognized by the Hellenic Federation of the Deaf are 21 both in Attiki (8 of them in Athens) and in other cities of Greece. Additionally, some lessons or courses are not officially recognised provided by private initiatives and NGOs. Here we also have to mention the 22 schools for all ages of deaf.

Below, the demographics of the Greek sample are shown.

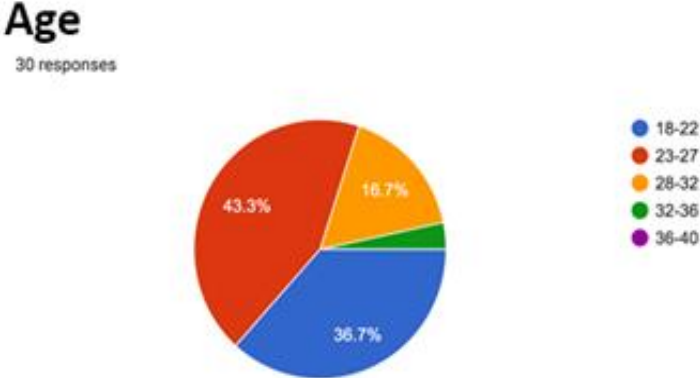


Figure 14 Demographics of Greek sample

According to our small survey (see chart below), we have 90% of young people without any knowledge of GSL but 93% would be willing (even very willing) to learn the basics.

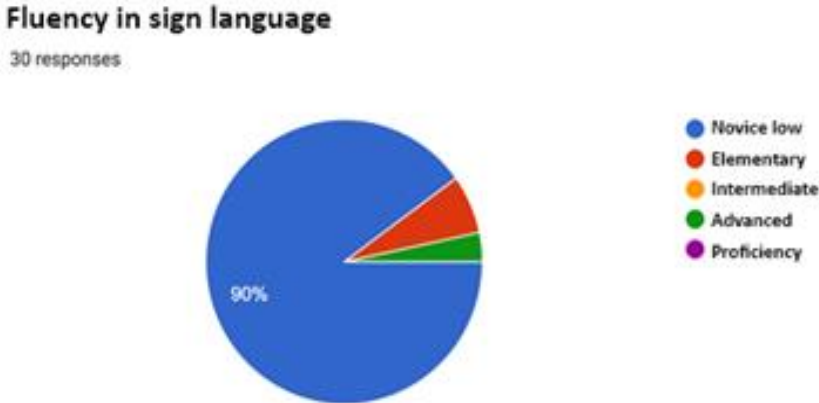


Figure 15 Fluency in any Sign Language

### Would you intend to learn the basics of sign language even though you have no hearing problems

28 responses

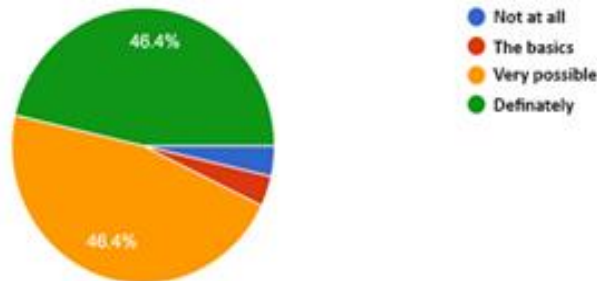


Figure 16 Willingness to learn how to Sign

According to Figure 17 about 47% of our sample knows few things about accessibility while 10% knows nothing and 40% have good or enough knowledge of the term. The vast majority of the sample has attended no seminars on accessibility. We have also asked how important they think it is for people working in tourism to have attended courses on accessibility: 40% finds it very important and 43% important enough while only 17% find it not so important.

### Do you know what the term accessibility means?

30 responses

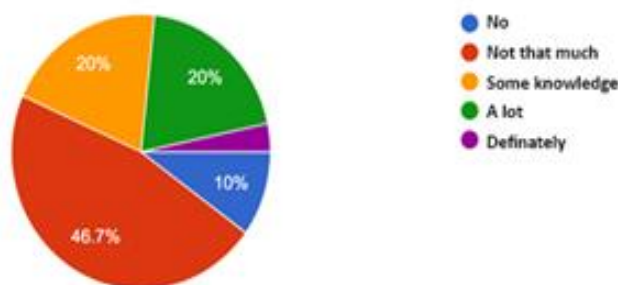


Figure 17 Knowledge on accessibility

**Have you ever participated in seminars/workshops on accessibility?**

28 responses

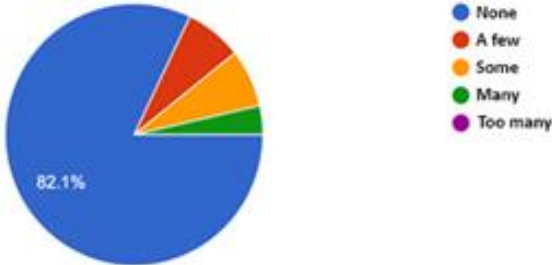


Figure 18 Attendance in formal or non-formal courses

**Do you think it is important for employees in the touristic sector to have participated in seminars on accessibility of people with hearing problems?**

28 responses

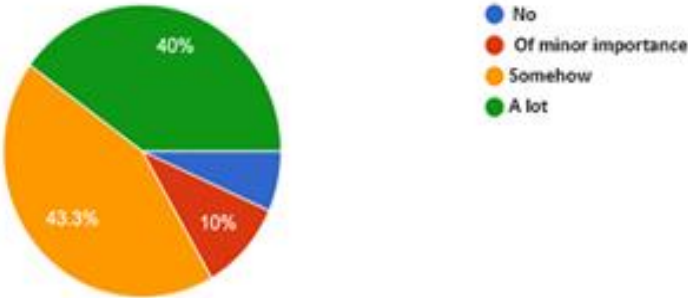


Figure 19 Importance of tourism employees' knowledge on accessibility

**How prepared do you feel to communicate with people with hearing problems, either professionally or as friends?**

28 responses

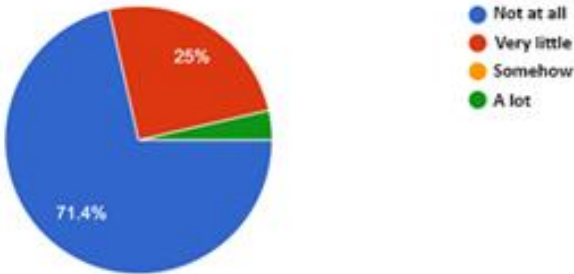


Figure 20 Readiness to communicate with DHH



**How well informed do you feel about people with hearing problems?**

29 responses

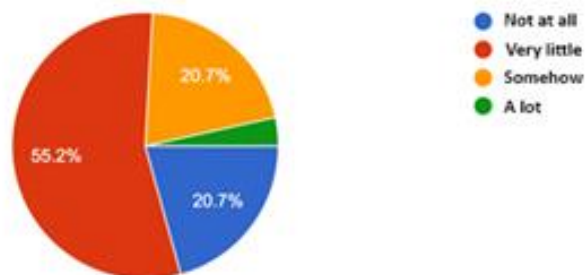


Figure 21 Knowledge on DHH

**Do you empathize with people with hearing problems?**

27 responses

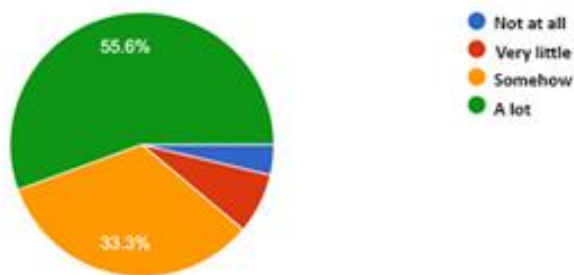


Figure 22 Empathy for DHH people

**Do you feel worried or hostile regarding the inclusion of the community of people with hearing problems?**

30 responses

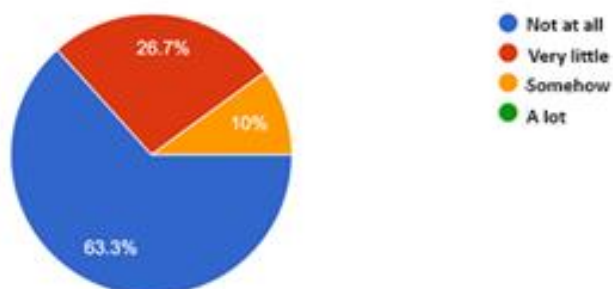


Figure 23 Feelings toward inclusion of DHH

About the preparedness to engage/communicate with deaf people in professional or friendly level the vast majority 71% replies “not at all prepared” while 25% replies “very little prepared”. We assume this is because of lack of communication means (see previous question about 90% having no knowledge of sign language). On the matter of awareness, they feel almost not (55%) or not at all (21%) informed about deaf/hard-hearing people while 23% feel they have adequate information. On the question on how much they care about the issue of deaf people (sensitization) we have 55% replying they are very sensitized and another 33% sensitized enough.

On the question of wariness or hostility against deaf community integration we have 63% showing no wariness/hostility on this, while the rest are slightly (26%) or quite (10%) worried.

### iii) The case of Cyprus

No relevant records could be retrieved for Cyprus whilst the only school for deaf children does not keep any relevant records [file:///C:/Users/user/Downloads/FINAL\\_PAPER.pdf](file:///C:/Users/user/Downloads/FINAL_PAPER.pdf) [P.4](#) . Desktop study revealed that Cypriot Sign Language was officially recognized in 2006, and is thus considered an official language, with a dictionary available from the Ministry of Education and Culture in print, and DVD formats. The Cyprus Deaf Federation (CyDF) 16 appoints people to become official interpreters. There are no official training courses for interpreters in Cypriot Sign Language, and the present course being offered by the Ministry of Education and Culture is not officially accepted by the CyDF. According to the Cypriot information on the European Union of the Deaf (EUD) website, there are approximately 18 qualified signed language interpreters who learned sign language in Greece and have completed training in Cyprus. In Cyprus, there are also some interpreters that are not “accredited” by the CyDF (Nilsson et al, 2013).

The sample of 49 people with online questionnaire by the Cypriot partner had the following age demographics:

49 responses

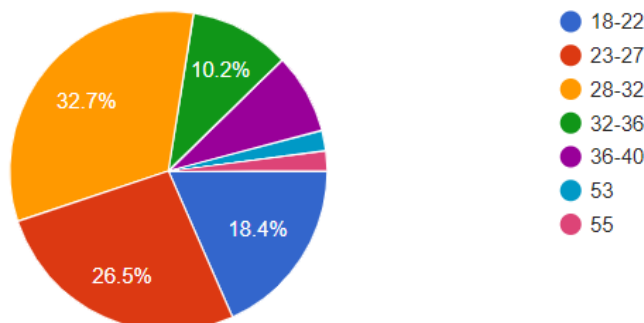


Figure 24 Demographics of Cypriot sample

Our data has shown that the majority does not know any Sign Language more specifically 33/49 respondents as shown below.

49 responses

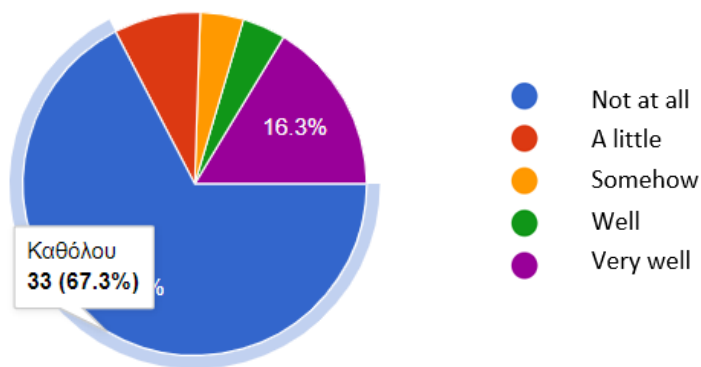


Figure 25 Fluency in any Sign Language

Personal phone call interview with Phani Anastasiou, owner of a large Sign Language Institute in Cyprus states that there are more than 30 hearing people each semester from various occupations and age range willing to learn Sign Language.

No official statistics though or numbers can be given.

Our field work revealed strong willingness to learn. 41 people have answered this question, according to our survey 25 people are very willing to learn:

41 responses

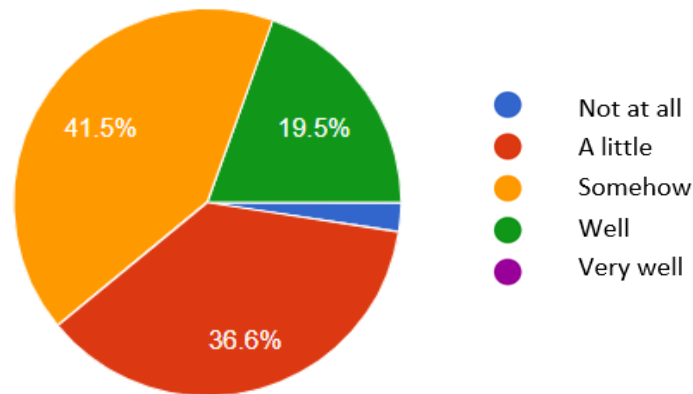


Figure 26 Willingness to learn how to Sign

As far as the term accessibility almost 41% of the 49 people have shown that they know very well what it is although their answers to the short question show something different but we will not go into detail on this here. The statistics are as shown:

49 responses

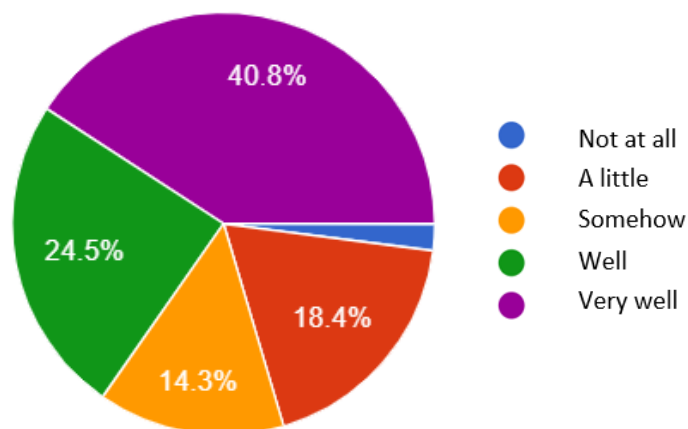


Figure 27 Knowledge on accessibility

There is an agreement based on the small survey that people working within the tourism field that they should be aware of how to make sure their services are available for DHH:

49 responses

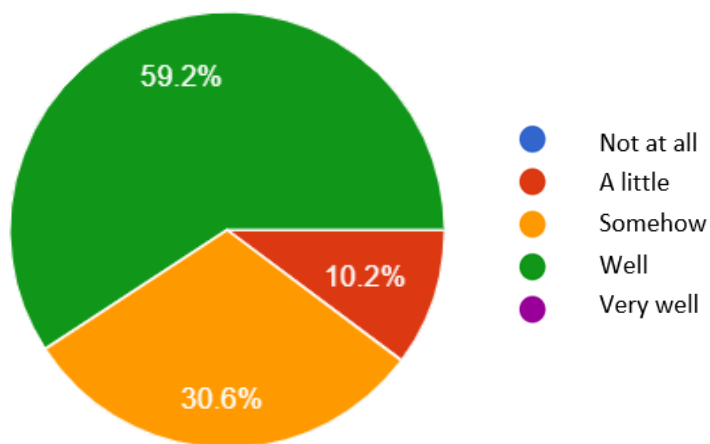


Figure 28 Importance of tourism employees' knowledge on accessibility

There is a definite spread as to how ready our sample feels to communicate with DHH and this is probably co-related with their knowledge of Sign Language or other communication channels/ means.

49 responses

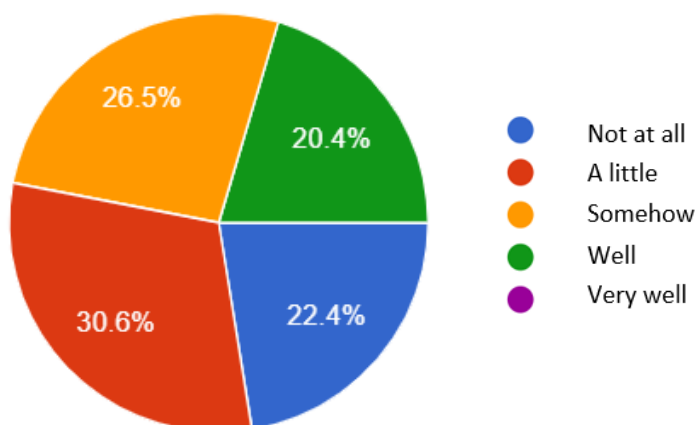


Figure 29 Readiness to communicate with DHH

As far as the empathy felt for DHH people our 49 responses show that:

49 responses

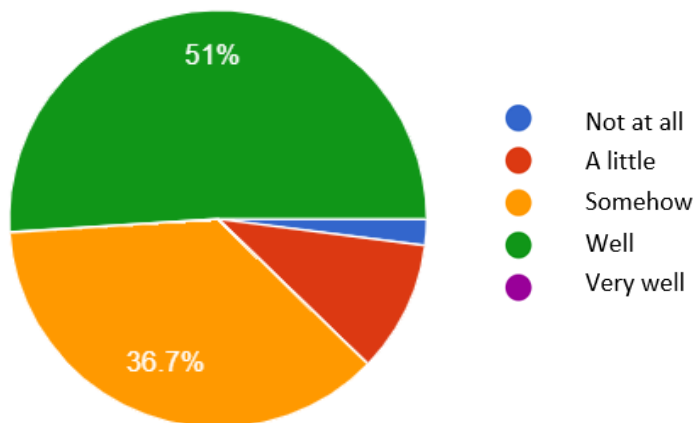


Figure 30 Empathy for DHH people

Whilst as far as if they feel worried or hostile in including DHH people everywhere the majority has answered not at all as might be expected.

49 responses

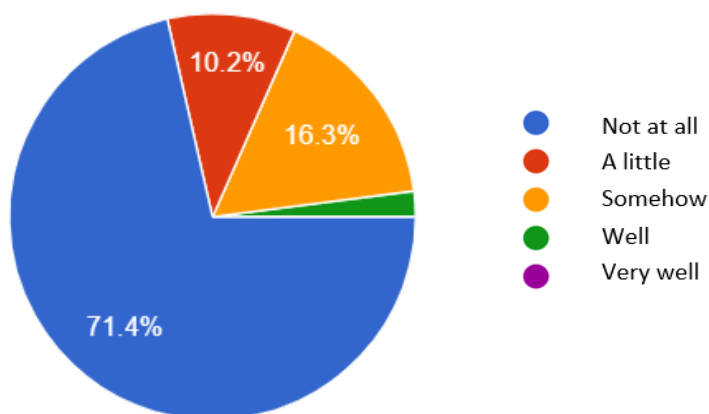


Figure 31 Feelings toward inclusion of DHH people

#### iv) The case of Belgium

As the case in Belgium was not different from Greece and Cyprus in finding the data we wanted for the purposes of this project, field work as per the other countries was undertaken. No official numbers could be retrieved regarding sign language interpreters, but there is a clear gap that needs to be filled. Universities offering training in French Sign Language (LSF) since 2015 reported that only around 20 people enrolled in the courses.

These are the skills for interpreters recommended by the Walloon office of employment:

- Ease of contact
- Spirit of synthesis
- Adaptation and improvisation
- Resistance to stress
- Customer focus
- Curiosity and good general knowledge
- Commercial sense
- Flexibility and mobility
- Sense of responsibility

Source: <https://jeunes.leforem.be/diplome-en-tourisme>

Results of the survey in Belgium:

#### Age range

34 responses

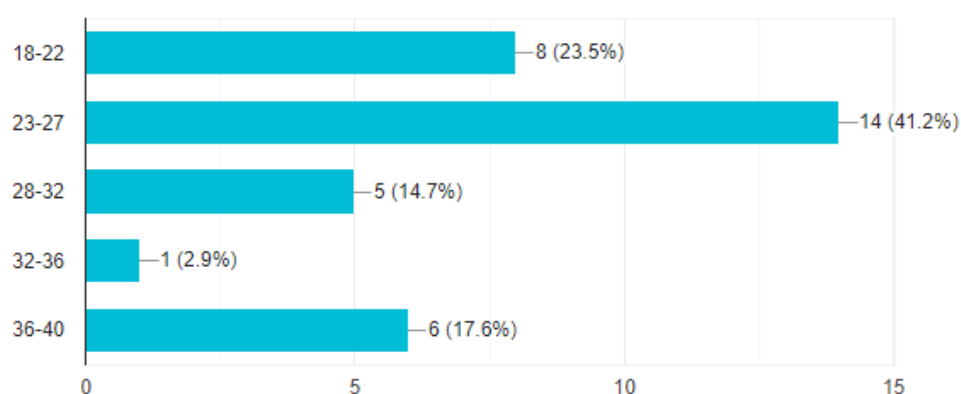


Figure 32 Demographics of Belgian sample

Almost none of the people in the sample know any Sign Language.

34 responses

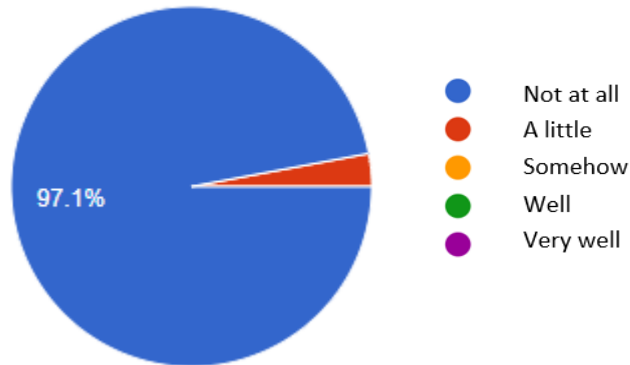


Figure 33 Fluency in any Sign Language

As far as the query: Would you learn the basics of Sign Language, even though you have no hearing problem?

12% said they would agree to learn a little, 10% said they would be very eager to do so, and another 12% said they would absolutely learn the basics of Sign Language.

34 responses

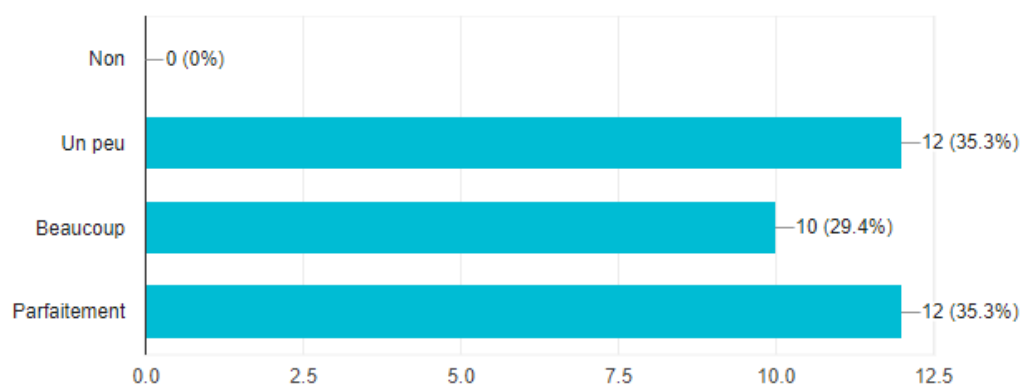


Figure 34 Willingness to learn how to Sign

The Belgian sample seems to be well aware of what accessibility includes.



34 responses

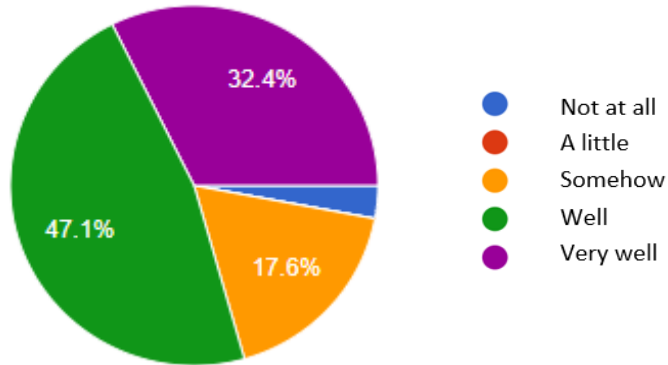


Figure 35 Knowledge on accessibility

The knowledge on accessibility does not necessarily come from formal or non-formal seminars courses as revealed by the following answers.

34 responses

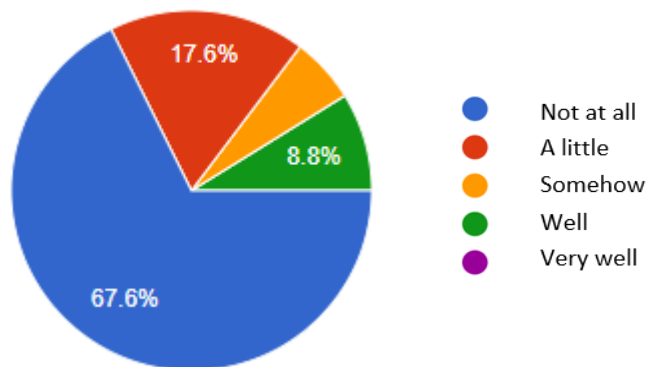


Figure 36 Attendance in formal or non-formal courses

As for the importance for professionals in the tourism industry to have knowledge on accessibility for people with hearing impairment the answers tend to be toward somewhat and well (knowledge).

34 responses

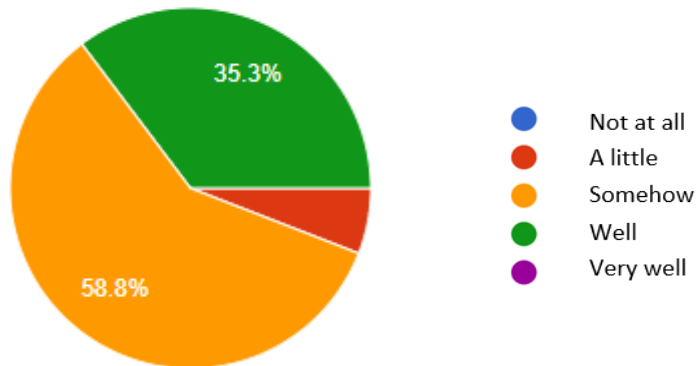


Figure 37 Importance of tourism employees' knowledge on accessibility

The answers retrieved for the question: How well informed do you feel about people with hearing impairment? No one answered 'very well' but the majority responded 'not at all'

34 responses

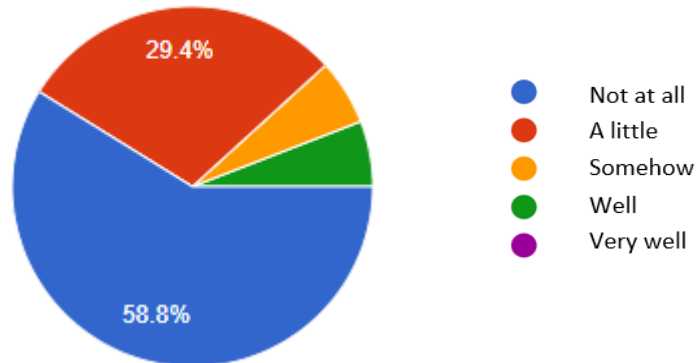


Figure 38 Level of knowledge about DHH

Answers on the empathy for DHH are almost half split between a ‘little’ and ‘well’ to ‘somewhat’ as shown in the figure below:

34 responses

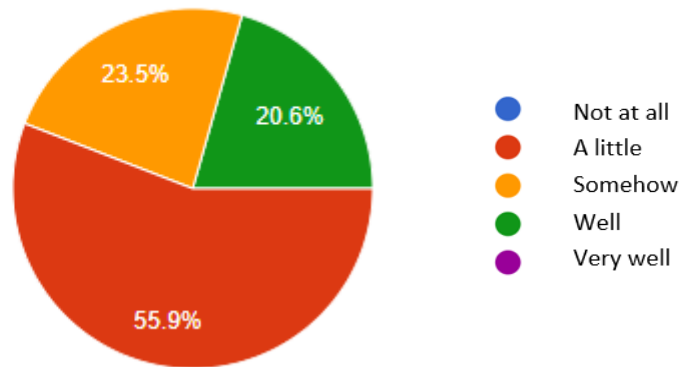


Figure 39 Empathy for DHH people

As for the question: Do you feel worried or hostile regarding the inclusion of people with hearing impairment? The sample answered as follows:

34 responses

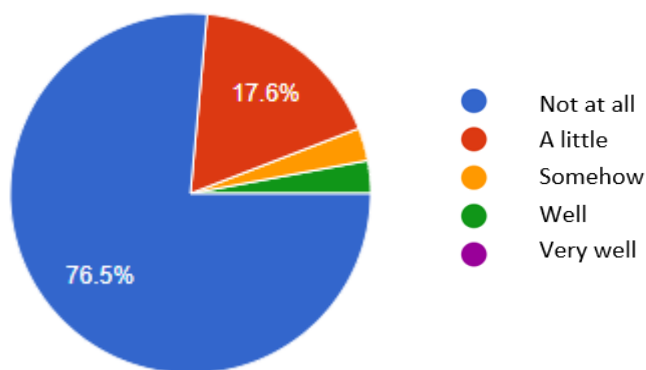


Figure 40 Feelings toward inclusion of DHH

As far as the readiness to communicate with people with hearing impairment, either professionally or as friends, the following figure is enlightening.

34 responses

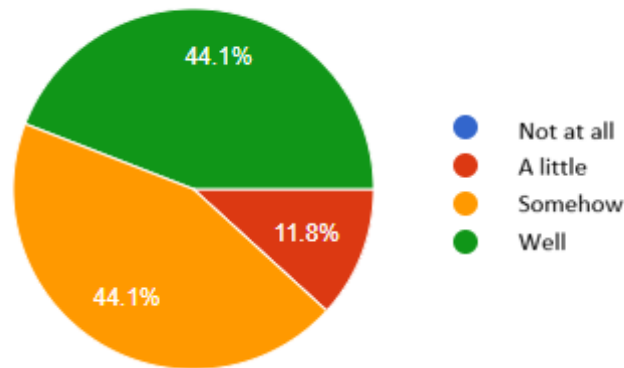


Figure 41 Readiness to communicate with DHH

Some respondents added comments about the project and its goals:

“Finally, someone who thinks about this great clientele! I had the idea of buying Jenile brand kits during the presentation of my thesis and it was an absolute fiasco with the hotel jury. However, they are inexpensive and this clientele is so nice. They appreciate the fact that the staff make even minimal efforts and most of them are very grateful. Good luck with your research! This is a great idea!”

“As a student of tourism myself, I find that the subject is not addressed at all. Future professionals in the tourism industry are not prepared to deal with this kind of situation and this greatly reduces the development of accommodations for deaf people. It would be very beneficial for the sector if it could adapt its formulas so that they could be accessible to everyone.”

“When I was younger, I was lucky enough to have acquired some basic knowledge in LSF. This allowed me to open up to a new community. Since then I've lost a little bit, but I am forcing myself not to forget it, because before learning to speak foreign languages, it seems essential to me to master all the national languages.”

“How can we succeed in understanding the richness of this world if we are deprived of communicating with a person just because of his or her disability?”

### v) The case of Italy

The number of Deaf Sign Language Users in Italy in 2012 was 40 000, number of Working Sign Language Interpreters: 300, according to the “Sign Language Legislation in the European Union – Edition II, EUD”.

From the survey we released in our area (Calabria region) we saw that the 100% of the young 25 respondents (aged 18-35) doesn't have any knowledge.

Number/percentage of young people who are willing to learn the basics of sign language and are not deaf or hard of hearing. We know that several people, and young people above all, are willing to know the ItalianLS, since they are registering to specific training courses, also on-line, such as this offered by LIS-Tube: <https://listube.it/>.

In addition, the 75% of the respondents to our survey expressed the will to learn the sign language, as explained by the following figure:

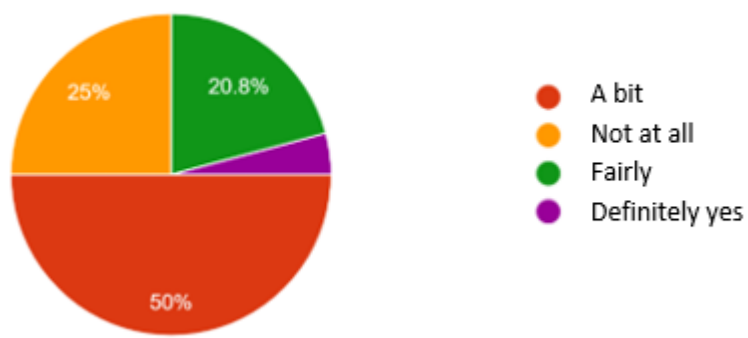


Figure 42 Willingness to learn sign language

Number/percentage of young people that know what accessibility means- or have attended specific studies/seminars etc.

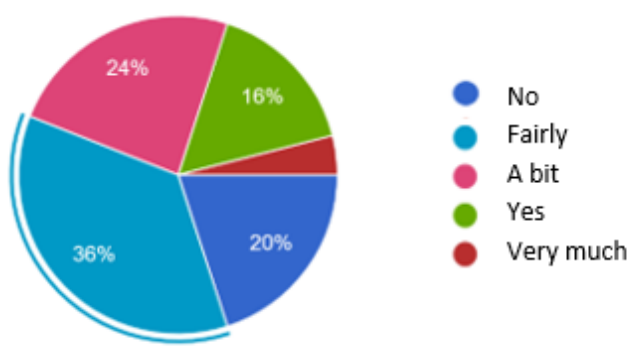


Figure 43 Knowledge on accessibility

Number/percentage of young people that feel:

- a preparedness to engage with people as consumers, neighbours or as friends (how prepared are they to communicate with deaf or hearing-impaired people):

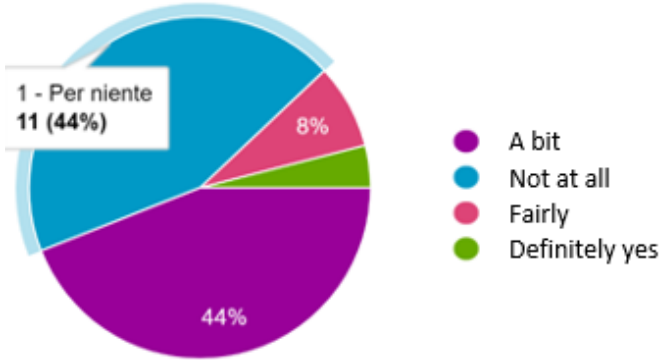


Figure 44 Readiness to communicate with deaf or hearing-impaired people

- a lack of awareness about deaf people (how informed do they feel about people with deaf/hearing-impaired people?):

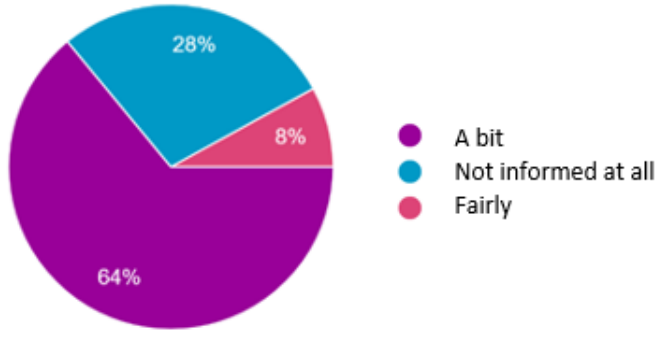


Figure 45 Awareness about deaf people

- a wariness or even hostility towards the idea of community integration (do they empathize with deaf or hearing-impaired people?):

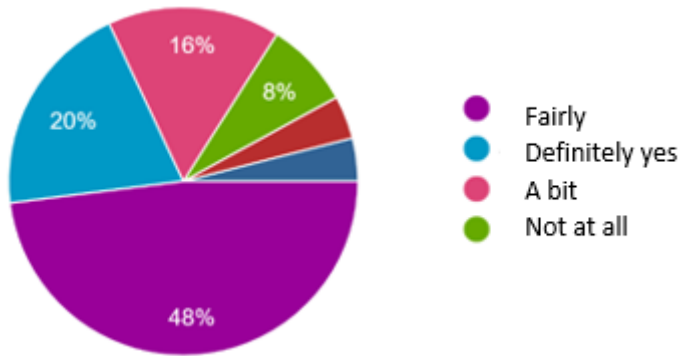


Figure 46 Hostility towards community integration

- concern or even hostility towards the inclusion of deaf or hearing-impaired people:

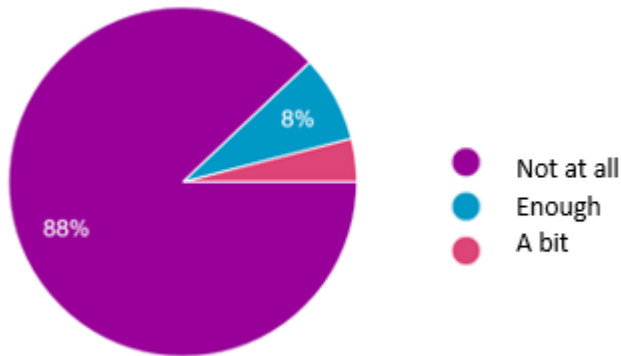


Figure 47 Hostility towards the inclusion of deaf or hearing-impaired people

Do they think it is important for tour operators to attend seminars on accessibility?

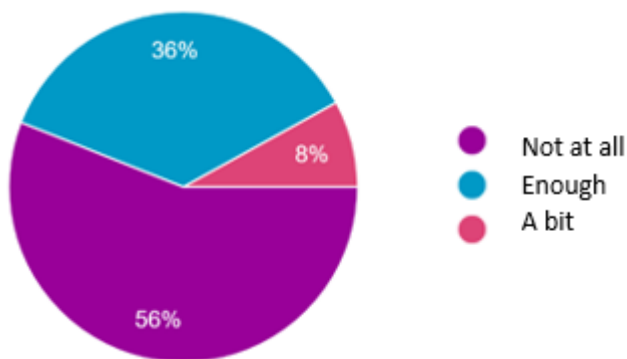


Figure 48 Importance of tour operators' knowledge on accessibility

## B. VALUABLE TOOLS FOR TRAINING HEARING PEOPLE IN COMMUNICATING WITH DHH

- ✓ As far as the International Signs and sign language and the alphabet, one can find many valuable tools through videos. Some of them are presented below:
- ✓ The following video contains 100 international signs:  
[https://www.youtube.com/watch?v=\\_xld8cP7rXg](https://www.youtube.com/watch?v=_xld8cP7rXg)
- ✓ This [video](#) contains International Sign system covering the following chapters:
  - 1.1 Fingerspelling
  - 1.2 Numbers
  - 1.3 Colors
  - 1.4 Time expressions
  - 1.5 Interrogative particles
- ✓ Another valuable video made by UN volunteers contains numbers, alphabet and small dialogues in international sign language inspired by Agenda 2030 'leaving no one behind' (English version).  
[https://www.youtube.com/watch?v=FQPEmW0dUhA&list=PLZCaunt4Uy4E602jOiRt6Wl\\_2aX7Xh5b0](https://www.youtube.com/watch?v=FQPEmW0dUhA&list=PLZCaunt4Uy4E602jOiRt6Wl_2aX7Xh5b0)
- ✓ The following applications teach through videos over 2000 international signs  
<http://isld.eu/>
- ✓ The following article features nine resources that one can use to learn American sign language: <https://mashable.com/article/how-to-sign/?europe=true>
- ✓ The following articles inform about the newly launched hearing aid emoji  
<https://www.hearinglikeme.com/disability-emojis-and-hearing-aid-emoji/>
- ✓ Udemy sign language MOOCs are provided in the following link:  
<https://www.udemy.com/topic/sign-language/>
- ✓ The following article features 17 American sign language free learning resources  
<https://www.lifewire.com/free-sign-language-classes-online-1357048>



## i) Valuable applications for training hearing people in communicating with DHH in France

Some of the most innovative, recent and user friendly apps for LSF include:

- **Ava:** (as also mentioned above) is an instant transcription application that transcribes the words of a group of people live. Each participant installs the application on his/her smartphone and with the help of the microphone the exchanges are transcribed. This allows people who are deaf or hard of hearing to follow a conversation in a group clearly without having to lip-read. Convenient for iPhone users who don't have access to Google's famous instant transcript during consultation meetings. Available on iOS and Android.
- **RogerVoice:** First interpersonal telecommunications service dedicated to people who are deaf, hard of hearing, deafblind. The Rogervoice application can be downloaded free of charge on mobiles and tablets equipped with a 3G/4G SIM card. It offers a translation service in French sign language (LSF) and in French spoken complete language (LPC) via interpreters and coders. Video interpreting is provided in real time, by French/LSF qualified interpreters and LCP qualified video coders. At the same time, this application makes it possible to transcribe speech into text almost automatically. This transcription can be done automatically or can be assisted by a professional transcriber. Available on iOS and Android.
- **Subtitle Viewer:** Using the microphones present on smartphones, the Subtitle Viewer application offers the possibility of viewing subtitles in different languages live on your phone. The subtitles are displayed in real time and the text passage is highlighted. The application synchronizes with TV and movies in the cinema. Other similar applications are available on the market that allow you to welcome people with hearing loss in your movie theaters if the screenings are not subtitled. Available on iOS and Android.

## ii) Valuable tools for training hearing people in communicating with DHH in Greece

[Applications for basics of Greek Sign Language](#) (GSL) EFN is an educational app for learning GSL (alphabet, words) including exercises and multiple-choice questions for self-evaluation.

[Greek sign language](#): An application by the Centre of Greek Sign Language. Select a word and see the counterpart to the Greek Sign Language on video.

The Iris program was developed in 2017 in collaboration with the National Deaf Foundation for the remote support of deaf and hard of hearing throughout Greece. Through the Iris application, the user has the ability to directly receive free interpretation to and from sign language and lip reading (Relay Service) without requiring the physical presence of the interpreter at the service point. The interpretation is carried out through a video call in direct connection with the National Foundation for the Deaf, in a space specially designed for this purpose. The Service is provided free of charge by the National Foundation for the Deaf 24 hours a day, 365 days a year. The user also has the ability to make an emergency call for an ambulance, police, fire, and civil protection. Unnecessary use of the service is prosecuted. The Remote Interpreting Service is provided free of charge by the National Foundation for the Deaf. The data charge for the use of the application and the making of the video call is made according to the current price list and the program of your provider

<https://play.google.com/store/apps/details?id=com.scienceseals.iris&hl=en>

## iii) Valuable tools for training hearing people in communicating with DHH in Cyprus

Unfortunately, not many applications or insightful videos could be found for Cyprus. A noteworthy initiative of recording the Cypriot Sign language is made by the Ministry of Education and Culture with the collaboration of the School of the Deaf. It might not be the most user friendly or innovative application but it is a major and insightful attempt. It can be found as a DVD or in a conventional book but also some chapter are online: Here is the link

[http://www.moec.gov.cy/eidiki\\_ekpaidefsi/kypriaki\\_noimatiki\\_glossa/epikoinoniaki\\_grammatiki/welcome-4.html](http://www.moec.gov.cy/eidiki_ekpaidefsi/kypriaki_noimatiki_glossa/epikoinoniaki_grammatiki/welcome-4.html)

#### iv) Valuable tools for training hearing people in communicating with DHH in Belgium

[RogerVoice](#) (the application named earlier is also usable for Belgium as well), it is an app that allows deaf and mute people to make phone calls by having the conversation transcribed on their smartphones. Hearing people can advise their customers to use this and in addition, can use it with people who were born deaf and cannot use oral speech properly.

[Live Transcribe](#) can do the same for real-life interactions. It would be important for people working in the field to be able to give information in the most straightforward manner possible so the conversation can be smooth.

[Spread the Sign](#) is a project in which a website (and an app) have been developed with a dictionary of Sign Language in over 17 languages including international signs.

For French Sign Language, many recommend to use the app [Elix](#), a dictionary with sign language videos.

This guide by the [APEDAF](#) (in French) explains very clearly how to communicate with a deaf person (can also be helpful even if they use a transcription app as above)

#### v) Valuable tools for training hearing people in communicating with DHH in Italy

The company VEASYT (<http://www.veasyt.com/>) from Veneto offers smart solutions to enhance the accessibility of DHH in tourism, since it develops digital solutions for content accessibility, such as:

- guided tours in sign language video formats
- a video remote interpreting service for front-office operators: extremely useful and efficient, probably the most relevant and useful solution
- translation in printed and multimedia contents.

“Accessibltaly” project: to foster and support slow and cultural tourism in the “most beautiful villages of Italy” (Borghi più Belli d’Italia), one in each region, through itineraries supported by ItalianLS guides as well as through a specific app, which is still to be released.

## 7) EXPECTED RESULTS AND IMPACT OF THE PROJECT

### A. IMPACT OF THE PROJECT

The TOUR FR(I)END project will have an immediate impact on participating organisations, target groups, and stakeholders, both during and after the active project period.

*Foreseen impacts on the direct target group.*

- more than 160 youth educators, tourism sector executives and deaf or hard of hearing people will participate in pilot workshops based on O2, O3 and O5
- more than 25 youth educators from all the direct target groups will participate in pilot play-testing workshops of testing the first version of the game
- 60 individuals from the project's direct target groups will participate in the workshop of finalised game, whilst another 15 professionals from all the three sectors involved, namely youth sector, tourism sector and deaf associations will participate in C1.
- development of competences and skills about accessible tourism. International signs and local sign phrases around tourism and not alone
- enhanced learning experiences through serious game
- 500 young people will be aware of outputs and results of TOUR FR(I)END project through the dissemination actions, multiplier events and website

*Expected impacts on youth trainers and relevant professionals:*

- 15 trainers and professionals will participate in C1 and develop their skills Accessible tourism. International sign language and game-based learning
- 60 more trainers will be trained in use of serious game through train the trainer workshops in the partners countries by the trained staff (10-12 in each country)
- 250 more trainers, professionals, stakeholders etc will become aware about the outputs and results of the project through the dissemination actions, multiplier events and website.

*Foreseen impacts on other stakeholders* (e.g universities, youth organizations, NGOs, Companies in the field of tourism etc):

- 500 persons related to other stakeholders will get aware of the TOUR FR(I)END project outputs and results through dissemination actions, multiplier events and website.
- visit the website, find the toolkit, guides and game
- use TOUR FRIEND serious game in their context

During the project (as a *short term impact*), 1000 young people, youth trainers, relevant professionals, will be aware of the project, seminars, events and be invited to use the project's outputs.

In *long term*, we expect during 5 years after the project completion, through the website and the TOUR FR(I)END serious game, 100 professional trainers will increase their competences and 500 young people will have played the serious game. Moreover, during this period, 5000 persons, including young people, youth trainers, relevant professionals, local people etc will be aware of the TOUR FR(I)END project through the dissemination actions to be carried on accordingly to the sustainability strategy.

As a trans-European project, the TOUR FR(I)END project will:

- Create opportunities for EU collaborations and for the co-creation, adjustment and accessibility of innovative material inspired by the experiences of various individuals and organizations.
- Create a common practice for fostering Accessibility in tourism and employment of young people, via shared knowledge and expertise between all partners and stakeholders involved.
- Develop a great network between youth centers, technology institutions, education-training centers, game-design companies which are active in the field of Accessible tourism
- Empower inspiration and stimulation of new ideas, activities and material via cultural exchange of all participating partners.
- Share best practice in project management and resources.

- Provide opportunities for youth trainers, game-designers, educators and other professionals, to pursue with CPD (Continues Professional Development)
- Strengthen the skills of youth trainers and relevant professionals
- Empower young people to develop skills and competences
- Create new tools of open education in a new digital era
- Promote social inclusion of deaf and hard of hearing people in local, national and European level.

At national and European level, the TOUR FR(I)END project contributes to the creation of a methodology promoting Accessibility of deaf people in tourism through development of skills of young people by the use of serious games in combination with detailed training guides. Any organization or individual will be able to visit the website of TOUR FR(I)END project, read the training guides, implement workshops based on them, play the TOUR FR(I)END phygital serious game following the guidelines and enlarge the results of the project. It is estimated that more than 5000 individuals and organizations will get aware of the results and outputs of the project.

In collaboration with all partners, a specific dissemination plan has been developed for sharing the knowledge gained and the results obtained throughout the TOUR FR(I)END project with youth centres, universities, companies in the field of tourism, private and public authorities, small NGOs and social enterprises and other relevant stakeholders across Europe. Specifically, during the project's lifetime specific partners will develop:

- [Project Website](#): A multilingual website developed by CiP for the project, in order to provide public access to a wide range of materials. It is expected to achieve at least 1500 visits to the website within the 2 years of the project.
- The Project's Leaflet shown below, providing basic information about the project. 500 copies per country of the leaflet were produced to be distributed by the partners in their countries and in all the project's dissemination events. It is also available for downloading on the project's website and distributed to the partners' databases. It is expected to achieve a reach of 2500 persons.

# TOUR FRIEND

**TOUR FR(I)END AIMS TO EMPOWER DEAF AND HEARING IMPAIRED PEOPLE'S INCLUSION AND DEVELOPMENT OF CAREER OPPORTUNITIES BY CULTIVATING THE USE OF INTERNATIONAL SIGNS IN THE FIELD OF TOURISM**

The main objectives are to promote social inclusion of deaf people and accessible tourism, support young people in acquiring and developing basic skills and key competences in the field, strengthen youth trainers and coaches' skills, etc. This project has been put up together following discoveries made by several studies revealing the number of deaf people and the few number of possibilities they have when it comes to travelling.

## THE PROJECT CONSORTIUM WILL CREATE



Methodological Guide



Guidebook for trainers



Guidebook for basic skills



Sign Language Guide



Serious Phygital Game



@tourfriendeu



tourfriend.eu

Co-funded by the Erasmus+ Programme of the European Union



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- Project Social media ([Facebook](#)): Social media pages were created by CiP presenting the project's basic information, news, actions and activities, in order to promote connections and partnerships with other stakeholders involved in Accessibility in tourism and youth employment. All the partners have access to them. We are currently posting 1 post per month to keep in touch with the followers.
- Communication activities and Collaborations with organisations, foundations, institutes and authorities involved in Tourism, awareness all across Europe and presentation of the project's aims and results in a regular basis.
- Events: Organization of multiplier events in June 2021 in Cyprus, July 1021 in Greece and Belgium and in August 2021 in Italy and France. The events will be organized in collaboration with universities, youth centers, institutes and foundations for the promotion of the project's aims, results and impact. Moreover, the partners will ask the participation in international or national events where they can present the project.
- Presentation of the framework for the monitoring, the assessment and the actions taken throughout the project's lifetime in all available sources.
- Development of a framework of good practices accessible to the project's website.
- Press Releases; A minimum of 4 press releases, foreseen in Months 4, 11, 18, 23 will be prepared and distributed in the own media of the partners (websites, newsletter) but also in selected specialized magazines and newspapers in all the participating countries. The purpose will be to create awareness and increase the interest in the project. The first one has already been disseminated:

# TOUR FRIEND

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of the European Union

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## Online educational resources on accessible tourism



### Methodological Guide

A guide to understand the objectives and perspectives of the project.



### Guidebook for trainers

A guide for trainers focusing on the touristic industry and use of created phygital serious game



### Guidebook for basic skills

Learning training guide for basic skills of people working in accessible touristic industry



### Sign Language guide

Learning basic sign language in the field of tourism



### Phygital serious game

An educational game to test your skills and communicate with DHH in practice.

**Are you a training centre, a deaf association, an organization related to the travel and tourism industries or a worker from tourism field?**

Do you wish to...

- ...have access to new and fun participatory **learning methods**?
- ...to promote social inclusion of deaf people and **accessible tourism**?
- ...support young people in acquiring and developing **basic skills** and key **competences** in the tourism field?
- ...discover another way to **communicate**?

**TOUR FR(I)END (Friendly Redesign of Inclusive Experiences N' Destinations for Deaf people) project aims to empower deaf and hearing impaired people's inclusion and to foster the development of career opportunities for young people by cultivating the use of International Signs in the field of tourism.**

The main objectives are to promote the social inclusion of deaf people and accessible tourism, to support young people in acquiring and developing basic skills and key competences in the field, to strengthen youth trainers and coaches' skills and the like.

This project has been put up together following the discoveries made by several studies revealing the number of deaf people and the little amount of possibilities they have when it comes to travelling.

**What is the current situation regarding accessibility in the field of tourism?**

The 2019 OESC report provides strong evidence that young people (15-24) in Europe are struggling to find work (15% of them are unemployed). On the other hand tourism is accounted in 2018 for 12.7 million persons employed. One of the most significant attempt in tourism is to create products and services that are accessible. However very few efforts have been done in terms of accessibility of Deaf people.

The Statista (2015) estimated that 119 million people in the whole of Europe were deaf or hard of hearing. As "Tourism activities of Deaf people" (2013) research reveal the greater barrier Deaf people meet, is No Sign language provision. The vast majority of Deaf people suggest having the possibility to talk in sign language during a trip will enhance their accessibility and choice of destination.

## DISCOVER THE TOUR FRIEND PROJECT



Tour Friend is the result of international cooperation between different educational structures and professionals.

**LES APPRIMEURS**

**challedu**  
inclusion | games | education

**CITIZENS  
IN POWER**

**LogoPsyCom**

**ENJOY ITALY**

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All material created, including the training guides, serious game and the reports, will be in English for maximizing the project's impact, dissemination and transferability in other EU countries.

All novel material created during the project's lifetime will be available via open access on the project's website. All partners will send information on web page mainly via e-mail to various local partners and other organizations in each country. The website of 'TOUR FR(I)END' has already been published in each organisation's website as well as on various other relevant web portals.

- The website and learning training guides (02.03. 04) of the project will be available for free in all partner languages in a digital form
- The TOUR FR(I)END phygital serious game will be available for free.
- Reports of the project's results will be available for free in a digital format on the website.
- Video-recordings presenting important factors for the implementation of the project will be available; however measures will be taken in order to prevent the participants' identifiability.
- Other existing material and resources will be available for free after asking for permission to the initial resource. Links that will lead to the initial resources will allow the visitors to see the resources. Any mistakes or changes to the content of the links after the completion of the project won't be on the responsibility of the partners.

## B. EXPECTED RESULTS AND MEASUREMENT OF RESULTS

"TOUR FR(I)END- Friendly Redesign of Inclusive Experiences N' Destinations for Deaf people" project aims to empower DHH people to develop new skills focusing on accessibility in the field of Tourism. Its impact is addressing both the need of employment of young people as well as the inclusion of Deaf people in Tourism. All the intellectual outputs, as well as the project activities are designed to enhance and facilitate a 2-way inclusion process, by setting the fertile ground for the simultaneous involvement and collaboration of youth workers dealing with accessible tourism, researchers, deaf or hard of hearing individuals and professionals deriving from the tourism sector.

More specifically the intellectual outputs which will be created during the project which will be further analysed in PART B include:

01 - Methodological guide of TOUR FR(I)END project (the present document and Part B)

02 - Learning training guide for basic skills of people working in tourism industry (especially in terms of language, dialogs etc)

03 - Learning training guide for learning basic phrases of International sign language using them in the field of tourism (hotels, airports, booking companies, tourist offices etc)

04 - Learning training guide for trainers focusing on tourism industry basics, international sign language and use of TOUR FR(I)END serious game

05 - TOUR FR(I)END phygital Serious Game

Main results of “TOUR FR(I)END” project will be:

- 17 staff of partners will get trained through C1 learning training activity
- 25 staff and associates of the partner organizations including youth trainers, coaches, and relevant professionals will learn about the tools created within the project.
- at least 150 young people will participate in activities, workshops and playtesting of the project
- at least 40-50 deaf and hard of hearing people will receive different forms of training in tourism within the project activities
- at least 50- 60 professional deriving from the tourism sector will be trained on the project material.
- More than 2000 young people, youth trainers, youth centers, sign language centers etc will get aware about the project and its results.

The aforementioned outputs will be available around Europe on the completion of the project and beyond via the website of the TOUR FR(I)END project

Moreover, the project will result in:

- Creating motivation to young people (age 18-24) to enhance their skills and develop new competences in terms of accessible tourism
- Enhancing the accessibility of Deaf people in the industry of tourism

- Enhancing the use of serious games in youth training, development of skills and inclusion of deaf people
- Strengthening the skills, competences and toolkit of youth trainers and relevant professionals

Finally, all the partners involved in “TOUR FR(I)END” will:

- create an innovative toolkit which will strengthen their position in European level - expand their network in European level,
- multiply their impact in national and European level
- enhance their staff skills and competences in terms of game-based learning and accessible tourism

The website will remain open after the end of the project for minimum 5 years. aiming at the following objectives/ outcomes:

- the continuation of participation from partners and their members concerning the accessibility in tourism, especially through the material that they will continue to post.
- the maintenance of the network, contacts and relationships that will have been generated from the involvement of the wider public in the website
- the provision of networking opportunities from the on-line community in developing and carrying out joint projects related to accessible tourism
- the providing of continual updating on the field of accessible tourism, to maintain the return of people who wish to be aware of the developments that are interwoven with the entrepreneurial fields, thus impacting on a greater portion of the society.
- the facilitation, the creation and sharing of open educational resources to be used for fostering social inclusion, including on the use of new technologies.

Partners are committed to integrate the project in their internal activities. The usage of open source ICT technologies secured the low maintenance cost of all the 'TOUR FR(I)END' components after the completion of the project.

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