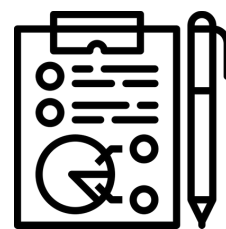


TOUR FRIEND



Methodological
Guide

“TOUR FR(I)END- FRIENDLY REDESIGN OF INCLUSIVE EXPERIENCES N’ DESTINATIONS FOR DEAF PEOPLE” PROJECT HAS DELIVERED ITS FIRST OUTPUT: THE METHODOLOGICAL GUIDE.



PART A



PART B

Below, we come back on the main aspects and questions it tackles. Tour Fr(i)end aims to empower deaf and hard of hearing people during their travels, by finding and proposing an innovative methodology to bring the tourism sector closer to the problems experienced by people suffering from this handicap. Therefore, the target groups of the project are tourism professionals, together with deaf and hard of hearing people from the EU.

Throughout this article, and the methodological guide on which it is based, we use the abbreviation DHH, standing for ‘Deaf and Hard of hearing’.



WHAT IS HEARING LOSS?

“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.”

(World Health Organisation, 2020, Hearing Loss and Deafness, 2020, March 1st).

Deafness can take multiple forms, which have different names and different definitions ('hard of hearing', 'deafened', etc.). However, in the common language, individuals affected by this handicap are usually referred to as 'deaf', without distinctions. The established difference between 'deaf' and 'hard-of-hearing' lies in the remaining hearing ability in each individual.

'Hard of hearing' people usually retain some of their hearing capacity, while 'deaf' people cannot hear anything. Additionally, hearing loss can appear at different stages in life, leading to different treatments. For example, a hearing loss coming from age can usually be tackled by hearing aids.

Deaf people share a way of communicating – signs – as well social beliefs, behaviours, art, literary traditions, history, values and shared institutions of communities that are influenced by deafness, altogether commonly referred to as 'deaf culture'.

According to WHO, there are around 446 million DHH people in the world. For the countries of the consortium, it is estimated that 11,2% of the French, 9% of the Belgian and 8,3% of the Italian population suffer from at least one hearing impairment. Data concerning Greece and Cyprus is approximative. In each country, deaf people are represented by federations and can receive targeted education, whether in specialized schools or mainstream establishments with adaptations.



TYPE OF LANGUAGES IN DHH AND COMMUNICATION CHANNELS

This section of the Methodological guide (Part A) is reviewing which means of communications are used for an effective communication between DHH and hearing people in the framework of tourism. It is also giving an overview of the options discussed by partners for this project.

Several communicative options were considered e.g the consortium discarded international sign language to be used within TOUR FR(I)END as research showed that its usage by DHH people is limited. The consortium decided to use local sign languages to train youth workers and tourism sector executives. This will benefit the local tourists. Lastly, the consortium will use iconic/visual communication, which helps the communication between DHH and hearing people, beneficial not only for international tourists but also between immigrants and locals.

Partners decided to use iconic/visual communication and local sign language (Italian, French, Greek and Cypriot) for all intellectual outputs.

THE TOURISM INDUSTRY AND SITUATION OF YOUNG PEOPLE EMPLOYABILITY IN THE FIELD

The tourism industry plays a substantial role in the partner's countries economy. 20% of the Greek and Cypriot workforces were employed in tourism-related jobs in 2018. Tourism accounts for 5,5% of the Italian GDP and 7,4% of the French GDP.

A general overview is also given in Chapter 4, showing that the tourism industry has mostly a young labour force in several countries in the EU. Specific statistics are given such as, within the accommodation and catering sector in France, 39,7% are under 30. However, data concerning the employment of DHH people in the field of tourism is scarce, which led the consortium to conclude that little importance is given to the topic in the partner's countries.



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

Some initiatives already exist to foster accessibility for DHH in tourism. At the EU level, the European Accessibility Act (EAA) from April 2019 created standard accessibility requirements for several digital products and services. Several EU-funded projects also exist and put an emphasis on deaf people, such as aRTIFICIAL iNTELLIGENCE for the Deaf (aiD), with partners organisations in Cyprus and Greece.

At the national level, the consortium found public and private initiatives. In France, the association and label "Tourism and Handicap" was created in 2001. In Greece, many museums are accessible, and one theatre is specialized in sign language plays. In Belgium, each region has its own website indicating the accessible monuments and locations. Similarly, in Italy, many museums are accessible, and several state-funded projects saw the light of day. Cyprus is the exception within projects partners as a lot of work remain in this domain.

The partners also reflected on the possible ways to enhance accessibility towards DHH and gave the three following examples – among others:

- Creation of systematic signed guided tours in touristic places
- Video recording in sign language to be used as the traditional audio guide
- Mobile application indicating museums accessible to deaf people



Source:

<https://www.canva.com/media/MADGv-xE-y0>



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

For the final stage of its research, the consortium created a questionnaire to counteract the lack of data. Respondants were between 18 and 40 years old. The questions ranged from participants fluency in sign language to empathy towards people with hearing problems and the subject of accessibility in general. We invite you to read the methodological guide available on our website for more information concerning the outcomes of this questionnaire and to learn more about this project's topic and objectives.

PART B

Part B of this Methodological Guide is analysing each Tangible Output of the project:

- Output 2 - Learning training guide for basic skills of people working in touristic industry
- Output 3 - Learning training guide for learning basic sign language phrases using them in the field of tourism
- Output 4 - Learning training guide for trainers focusing on touristic industry basics, international sign language and use of created game-tool
- Output 5 - TOUR FR(I)END phygital Serious Game.

In each Output you can see the details of what it will include as well as the specific target groups it concerns. In the last section of the Guide you can observe how the partners will reassure the Quality of each Output using Formative and Summative Assessment.



Source: <https://www.pexels.com/photo/women-lying-on-wooden-dock-3727578/>



TOUR FRIEND

STAY TUNED FOR:



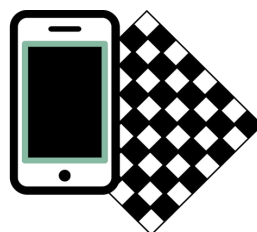
Guidebook for
trainers



Guidebook for
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Sign Language
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