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LEARNING TRAINING GUIDE FOR BASIC SKILLS OF PEOPLE WORKING IN THE FIELD OF TOURISM

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TOUR FRIEND

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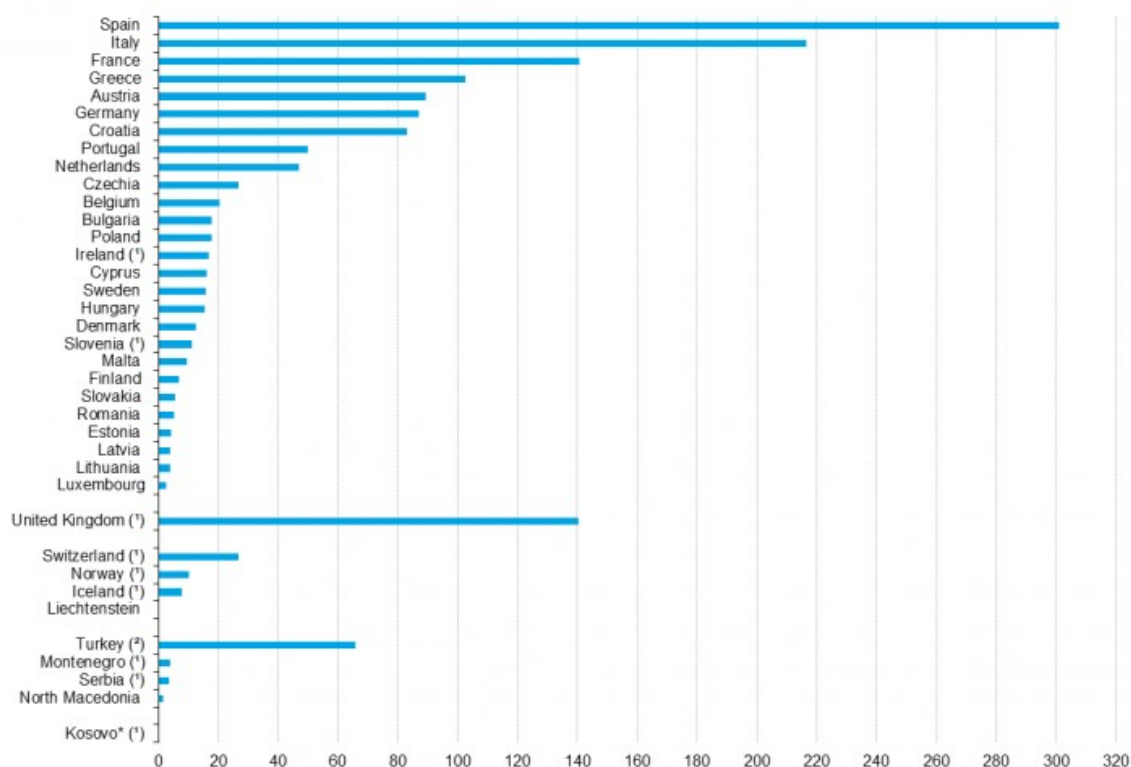
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1) AN INTRODUCTION ABOUT TOURISM IN EUROPE AND IN PROJECT PARTNER COUNTRIES

“Tourism has the potential to play a significant role in the economic aspirations of many EU regions and can be of particular importance in remote/peripheral regions, such as the EU’s coastal, mountainous or outermost regions. Infrastructure that is created for tourism purposes contributes to local and regional development, while jobs that are created or maintained can help counteract industrial or rural decline. [...] According to the United Nations World Tourism Organisation (UNWTO) publication, *Tourism highlights, 2017* marked the most rapid growth in global tourist arrivals since 2010. European Union (EU) Member States are among the world’s leading tourist destinations. The wealth of European cultures, the variety of its landscapes and the quality of its tourist infrastructure are likely to be among the varied reasons why tourists take their holidays in Europe” (EUROSTAT 2020, “Tourism statistics at regional level”).

According to the document “Tourism destinations – nights spent at tourist accommodation establishment, 2018” released by Eurostat ([link here](#)), in 2018 Spain was the most common tourism destination in the EU for non-residents (people travelling outside their country), with 301 million nights spent in tourist accommodation establishments, while Italy counts for 217 million nights, France for 141 million nights and Greece for 103 million nights, which “together accounted for more than half (57.2 %) of the total nights spent by non-residents in the EU-27”: please check the table hereunder for a whole picture.



* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

(*) Estimated using 2018 monthly data.

(*) 2016 data.

Source: Eurostat (online data code: tour_occ_ninat)

Table 1 Tourism destinations – nights spent at tourist accommodation establishments, 2018 (million nights spent in the country by non-residents)

A) TOURISM IN PROJECT PARTNER COUNTRIES

In order to give an overview of tourism in Europe, we will proceed with a short description of the size, relevance and characteristics of tourism in each of the project partner Countries.

i) Belgium

In 2018 domestic tourism is slightly higher than international tourism. The region with the highest amount of overnight stays is Flanders, as it has a coast to the North Sea and several touristic cities such as Antwerp, Gent and Bruges.

Belgians in general make more outbound trips than domestic trips. In 2018, 22.5% of Belgian travelers 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.

Main types of tourism in Belgium:

Out of Flanders, Brussels is also very touristic, mostly for city-trips and visits of well-known monuments and places. As it is the capital city of Europe, many tourists also visit the European institutions located in Brussels. The city has many buildings of the architectural style "Art Nouveau", which tourists can also visit during their stay.

Wallonia is also destined to different types of tourism. There are many cities that attract tourists to discover the cultural, architectural, artistic and folkloric heritage. The most visited cities are Liège, Mons (which was the European capital of culture in 2015), and Namur. Waterloo is also well-known for its historical re-enactments.

On the other hand, the hilly landscape of Southern Wallonia generates a lot of interest among hikers. The countryside is very green, and hikers can find small typical villages with houses build from local stones.

Belgium is also a land of music festivals. All three regions organize worldwide known festivals such as Ronquières Festival, Rock Werchter, Couleur Café, and Tomorrowland, the most famous one, where 400 000 visitors come every year to enjoy electronic dance music from well-known artists such as David Guetta, The Chainsmokers, and Martin Garrix.

ii) 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%, while employment in the tourism industry rose by 20.7% ('Tourism and Jobs', 2019: [link here](#)).

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:[link here](#)).

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). 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 some decrease in revenue in 2019.

Main types of tourism in Cyprus:

- Cultural: Cyprus though a small island is immense in archeological sites all over from the hole of chronological times. The most important ones to name just a few are the tombs of the kings (3rd Century B.C) in Nea Paphos, an UNESCO World Heritage Site. As for the many archeological treasures of Cyprus, you can find fruitful information [here](#).
- Thematic: In Cyprus due the short distances you can find yourself within 40 minutes from the highest mountains to the most beautiful blue flag coasts and green beaches. You can go camping in various sites in the mountains or near the shore or find the most luxurious hotels in almost all of the cities. You can choose from Agritourism, follow cultural itineraries or cycling itineraries, go with your dog at a beach, visit gay beaches, national forest parks, natural trials, picnic sites, wine routes, religious itineraries and wineries, you can find more information [here](#).

iii) France

According to official data, tourism in France generates more than one million jobs every year. Domestic consumption of tourism with 173 billion euros in 2018 is growing for the second consecutive year. It accounts for 7.4% of the wealth produced in France.

According to statistics on the European website EC.Europa, there will be 136 million overnight stays in tourist accommodation establishments in France by non-French residents in 2019; 310 million overnight stays by French residents, i.e. a total of 436.1 million overnight stays in 2019, i.e. 30% of the share of overnight stays in the total

number of overnight stays in Europe. It should be noted that the trend towards shorter holidays is contributing to the development of local and short-term tourism. Economical forms of accommodation (camping, accommodation exchange) are increasingly popular.

Main types of tourism in France:

- Cultural tourism

The trip is motivated by visits to museums, festivals, religious pilgrimages and sports competitions. France has 31 cultural sites classified as UNESCO heritage sites, 38,000 monuments and 8,000 museums. The Eiffel Tower, the Centre Georges Pompidou (Beaubourg Museum), the Château de Versailles, the Musée d'Orsay and the Mont Saint-Michel are the five most visited sites. Despite this, cultural tourism only accounts for 8 to 20% of the tourist market share.

- Coastal tourism

The most widespread and the most lucrative (about 20 billion euros in turnover). With 5500 km of French coastline, stays on the coast represent three out of ten departures. Coastal tourism can be overlapped with other forms of tourism, such as sports tourism (water sports) or health tourism (thalassotherapy).

- Business tourism

Congresses, fairs, exhibitions, seminars, individual business trips, etc. Business tourism accounts for approximately 20% of the total turnover of the French tourism economy.

- Health tourism or welfare tourism

Health tourism concerns all migration carried out with a view to improving health, i.e. stays including both curative care prescribed by doctors and preventive care taken on an individual voluntary decision. France is the European leader in this market.

- Blue tourism or river tourism

It includes boat rentals and cruises. France is the leading European network with 8500 km of navigable waterways and the possibility of connecting two sea fronts (Atlantic - Channel - Mediterranean).

- Leisure parks

300 sites on French territory, most of them small and seasonal, but Disneyland, Futuroscope and Parc Astérix are famous.

- Sports tourism

It is a specific form of tourism that can be integrated with other forms of tourism: mountain (skiing, mountaineering, hiking) or green (hiking, horseback riding). Les Alpes are at the forefront of French regions for sports tourism, summer and winter.

iv) Greece

According to the SETE (2019), a quarter of Greece GDP is generated by tourism, highlighting both its catalytic importance for the national economy and employment.. In 2017 27,2 million tourists came to Greece and generated 14,2 billion euros. The most tourists come in Greece the third (61%) and second (24%) trimester of the year which results to a generation of income of 81%. This depicts that the main characteristic that leads tourist to select Greece for their vacation is Sun and Sea.

In 2017 selected Greece for their vacation 27.194.183 according to the airlines while 3 million more traveled to Greece in cruises.

The 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) labored 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%.

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](#)).

Main types of tourism in Greece

Greek tourism is mainly leisure tourism that takes place in the summer months and has a massive "package" character. It attracts 90% of travelers from Europe, although in recent years efforts are being made to expand to other markets. The type of tourism in Greece is "sun and sea" tourism that covers 60% of the total travelers, the cultural and religious tourism (with a focus on visiting archeological sites and museums) with a percentage of

14%. Minor streams of the touristic market in Greece are city tourism, ecological tourism, sports/athletic tourism, and conference tourism. (SETE, 2015. Angelaki, 2017)

v) Italy

In 2018, tourism in Italy got the record of 428,8 millions of presences and 128,1 millions of arrival (ISTAT, 2019). In the same year, Italy got the second highest number of nights spent by non-residents at tourist accommodation establishments in the European Union (*European Commission, Statistical Office of the European Union, 2020 - Tourism destinations - nights spent at tourist accommodation establishments, 2018 s.d.*). The same document calculates that Italy owns the highest number of tourist bed places in Europe (5,1 million). Italy was the fourth most visited Country in the world in 2019.

According to the "Tourism Satellite Account (TSA)" methodology of WTO, 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 Statistical Office of the European Union, 2019 - Tourism satellite accounts in Europe 2019 edition.pdf, s.d.*).

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

Main types of tourism in Italy

Italy has one of the most complete and rich tourist offer, and all types of tourism are well set. Among them, the most important are the following ones:

- Cultural tourism: Italy has the highest number of sites in the UNESCO World Heritage List (55, out of which 50 are cultural sites) and owns some of the most famous and beautiful and valuable cultural destinations in the world, such as Rome and Vatican city, Venice, Florence and the archaeological park of Pompeii (the most visited of Europe in its category). In this context, it is also relevant to mention that Italy is the home-country of the "albergo diffuso" (scattered hotel, literally) model of hospitality, which now plays a relevant role in the valorisation and promotion of villages and countryside destinations, together with their rich cultural (and environmental) heritage, including traditions. Indeed, Italy can count

on a multitude of villages and small towns tracking back to the Middle Age, and for this reason it is referred to as the Country of the bell-towers

- Sea tourism: sea tourism plays an important role in the Italian tourism framework and Italian beaches are in forth place in the world Blue Flag ranking as per number (407)
- Naturalistic and environmental tourism: “Italy is among the European countries richest in biodiversity, due mainly to a favourable geographical position and a wide variety of geological, climatic and vegetation conditions” (ISPRA, 2015 - Biodiversity in Italy 22 may 2015: International Day for Biological Diversity). Hence, thanks to this rich biodiversity, also naturalistic and environmental tourism play an important role in Italy
- Winter tourism: hosting a large portion of the Alps, Italian winter and sport tourism related to the snow play a significant part in the European ranking of this specific tourism types. Indeed, Italy was the second most popular EU destinations for tourists from all over the world travelling outside their own country of residence during the 2018-2019 winter season, with the 12% of all nights spent by non-residents in EU hotels and similar establishments (*European Commission Statistical Office of the European Union, 2020* – Winter tourism on the rise in the EU)
- In addition to these and other types of tourism, we cannot skip to mention the eno-gastronomic tourism, based on the excellence and diversity of Italian cuisine and of its agricultural products. Indeed, Italy can count on the highest number of EU quality label products (295), such as PDO (Protected designation of origin), PGI (Protected geographical indication), Traditional specialty guaranteed (TGS).

2) AN OVERVIEW OF CATEGORIES OF ENTERPRISES AND DIFFERENT CAREER OPPORTUNITIES INVOLVED IN THE FIELD OF TOURISM

In 2016, nearly the 10% of European enterprises in the non-financial business economy belonged to the tourism industries, accounting for 2.4 million enterprises, which employed an estimated 13.6 million persons, corresponding to the 9,5% of the persons employed in the whole non-financial business economy and to the 21,7 % of persons employed in the services sector, according to the document “Tourism destinations – nights spent at tourist accommodation establishment, 2018” released by Eurostat ([link here](#)).

Hereunder we describe the most popular and important categories of enterprises within the field of tourism, together with the most relevant jobs related to each of them.

- **Hospitality**
 - Administration and marketing assistant
 - Receptionist
 - Events and conferences organizer
 - Housekeeper
- **Catering**
 - Waiter/hall operator
 - Cook and kitchen assistant
 - F&B assistant
 - Barman
- **Travel (tour operators, travel agencies, destination management organisations, incoming tour and services operators)**
 - Administration and marketing assistant
 - Travel agency operator
 - Tour organizer
 - Reservations and sales operator

- **Cultural/natural attractions (museums, exhibitions, castles/palaces/monuments and other cultural heritage, parks and gardens, theme parks, etc)**
 - Administration and marketing assistant
 - Information, assistance, reservations and sales operator
 - Tour guides/leader
- **Transport**
 - Driver/Pilot
 - Passenger assistant
 - Administration and marketing assistant
 - Information, assistance, reservations and sales operator
- **Event management (events organiser, wedding planner, MICE, etc)**
 - Administration and marketing assistant
 - Information, assistance, reservations and sales operator
 - Events and conferences organizer.

These different careers in the tourism sector could be also grouped into categories related to their daily missions and tasks:

Tourism product design professions

Specialists in the design of tourism products such as travel and excursion packages. These professions are mainly found in tour operators and travel agencies, as well as in local authorities (regional tourism committees, etc.).

- Administration and marketing assistant
- Travel agency operator
- Tour organizer
- Reservations and sales operator

The marketing and distribution of tourism products

They are responsible for selling tourist services, informing and advising customers.

- Information, assistance, reservations and sales operator
- Counter agent

- Travel agency manager

The professions of reception, promotion and animation

They are in contact with customers, in tourist offices, holiday villages, leisure parks and airports. They are responsible for highlighting the services offered to holidaymakers.

- Tourist reception agents
- Tourist office manager
- Flight attendant / Steward
- Travel companion
- Holiday entertainer
- Tour guides/leader
- Administration and marketing assistant
- Events and conferences organizer

The accommodation and catering professions

Hotel professionals (from small independent establishments to large hotels) go to great lengths to satisfy customers. They take care of reception, maintenance of accommodation, management of reservations and catering.

- Concierge
- Hotel manager
- Yield manager
- Housekeeper
- Waiter/hall operator
- Cook and kitchen assistant
- F&B assistant
- Barman
- Réceptionist.

A. SPECIFICATION OF THE MOST CUSTOMER REFERRED CAREERS IN TOURISM

The jobs in tourist industry in which the employee comes regularly in direct contact to the customer (tourist) the most are (in order of popularity-frequency):

- waiter/bartender
- receptionist (both in hotels and cultural sites)
- tour guide

From the 3 types of jobs cited above, the one that requires high communicative skills (in our case in sign language) is the tour guide. For the rest small standardized talks/dialogues, phrases and words are enough to properly communicate with the tourist.

In addition, while certain professions are declining, others are in demand, due to the increased importance of digital technology. Indeed, tourism players must now use the web as the first channel for promotion and sales. The tourism sector is now recruiting community managers, in charge of managing and animating a community of customers, as well as of referencing on search engines. And web marketing managers (supporting the digital strategy with e-advertising, E-crm and Internet referencing), e-tourism and travel partnerships project managers (developing relations with other tourism players). Today, skills in digital marketing are required. Finally, the jobs of product manager (setting up tourism products to meet customer expectations) and travel buyers (responsible for negotiating with airlines and hotels) are highly sought-after positions. For these and other similar jobs, the interaction with tourists is very high and frequent, but it is to be considered that this relationship is still virtual and not physical, written and not oral.

3) ACCESSIBLE TOURISM

Accessible tourism can be defined as the tourism that is accessible by the people that may or may not have disabilities. It can make the tourism experience easier for everyone by adopting universally designed products, services and an environment especially for tourism.

In this paragraph we will try to answer to these basic questions: what does accessible tourism mean in the project partners Countries? Is there a specific National definition? Is there a National authority/institution regulating accessible tourism? Please find out the brief answers in the following lines.

A. DEFINITION AND GOVERNANCE IN PROJECT PARTNER COUNTRIES

i) Belgium

There is no national definition as this country is rather divided according to the regions/languages. Each region has its own initiatives to make tourism (and their infrastructures) more accessible by publishing information on their website, leaflets for disabled people to find the accessible places to visit, etc. Overall, they all seem to agree that tourism should be made accessible for people with reduced mobility (in wheelchair, DHH, visually impaired, ...) but there is still a lot of work to be done in museums, cultural spots, and hotels to be really inclusive for all.

The institutions are more focused on making the life of Belgian residents with disabilities more inclusive. This mostly concerns education, healthcare, housing, financial aids, etc. However, each region has created their own portals or support non-profits doing so, which allow tourists with disabilities to prepare their stay in the country. Of course, depending on the place where they want to travel, they will need to check a different website, which is not the most convenient. A general description of tourism in Belgium is provided on the national website ([link here](#)) and links to the three Regions' websites are provided: please

check the relevant section of the paragraph B hereunder. Each region's website can then lead you to the regional accessibility platform.

ii) Cyprus

In Cyprus there is not a specific national definition for accessible tourism. Nonetheless, a person with a disability is treated equally as all other citizens of the republic when providing goods, facilities or services. It is considered as discrimination when a person with a disability is treated differently than another person.

iii) France

The law of 11 February 2005 "for equal rights and opportunities, participation and citizenship of people with disabilities" now obliges tourism and leisure providers to take accessibility into account.

While the State "Tourisme et Handicap" brand, identifies tourist facilities and sites accessible to people with motor, visual, auditory or mental disabilities. Created in 2001 and registered in 2003 by the Ministry of Tourism as part of the policy of access to holidays for all and the integration of people with disabilities. To find out more, please refer to the relevant section of the paragraph B hereunder.

iv) Greece

Accessible tourism was defined for first time in Greek legal documents in a recent law (OpenGov, 2018). "Accessible Tourism" is defined as: a tourism that is accessible to all people regardless of disability or special needs, so that they can independently, safely and comfortably access and use the infrastructure and the services and goods available in the environment they visit.

In Greece there is a Ministry of Tourism, currently independent and sometimes (depending on the design of the greek government/prime minister) subpart of the Ministry of Culture and Sports. An important role in coordination of tourism is played by

EOT (National Organization of Tourism). Very recently 04.06.2020 a new Committee specialized for Accessible Tourism was formed by the Ministry of Tourism.

v) Italy

In 2009 the Ministry of Tourism of Italy published the “Manifesto for accessible tourism”, then it published the “Charter of Rights for Tourists” in 2010 and finally in 2012 the Committee “for the promotion and the encouragement of Accessible Tourism” was established, under the Presidency of the Council of Ministers, in response to the demand of focusing the whole tourism system on each person and his needs. One of its first outputs was the publication of “Accessible is better. The first white book on tourism for all” in 2013

Furthermore, the National Tourism Agency of Italy writes on its portal “Italia.it” that “accessible tourism is the highest expression of such a civilized goal, as well as being an undeniable - modern and fashionable - attractive to revamp the image of Italian tourism in the world”.

B. MAKING TOURISM ACCESSIBLE FOR DEAF AND HARD OF HEARING PEOPLE

This paragraph describes some relevant initiatives aiming to foster the accessibility of tourism of deaf and hard of hearing (also DHH, from now on), both in Europe and in each project partner Country, either in the public or private sector.

i) European initiatives for accessibility of DHH in tourism

There are several initiatives from EU organisations for accessibility of DHH in all fields, including the field of tourism. One of them is 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. 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.

Another recent, important act for DHH was the creation of European emergency number 112 accessible to everyone in the EU. Common accessibility requirements in the EAA will dictate how to make 112 accessible for everyone, including deaf persons, across the EU. This is a milestone achievement, and European Union of Deaf (EUD) is particularly excited to see EUD advocacy efforts materialising in the concrete action on the European level. 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 ([link here](#)).

At international level, it is worth to mention the [ATD \(Accessible Tourism Destination\)](#) distinctions, granted for the first time in 2020 by the UNWTO (United Nations World Tourism Organization) and the Fundación ONCE in order to recognize and promote tourist sites accessible to all.

ii) Relevant initiatives for accessibility of DHH in tourism in project partner Countries

ii.i) Belgium

Public sector

Some cities offer their own initiatives to make the visits more inclusive for all disabilities. Hereunder, 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 called “Handi.Brussels”: specific icons are located on the map to indicate whether this place is adapted for different types of disabilities. which provides a map of all the accessible places in Brussels. 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 a 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.

Private sector

There are some associations within Belgium that work towards 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 the [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 ([link here](#)) They also promote accessible tourism by participating in the Global Summit for Accessible Tourism in 2018 ([link here](#)).

The main 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 ([link here](#)).

An interesting initiative comes from 'Soepbar Sordo', a restaurant in Flemish part, in Gent ([link here](#)) 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.

ii.ii) Cyprus

Public sector

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 is no existence of healthcare provisions or laws that order health issues specifically for deaf people. DHH are not authorised to have an interpreter during their visit to the hospital. The only occasion where a DHH person in Cyprus is entitled to an interpreter, similar to 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 MEDISIGNS, a Leonardo da Vinci funded EU project with partners from Cyprus, Ireland, Poland, Scotland, and Sweden. This project emphasizes on providing language and communication skills to Deaf people as well as interpreters and people in medical profession.

European Union of the Deaf (EUD) figures suggest that there are approximately 15 qualified interpreters in Cyprus.

Some attention was given in including DHH children with special needs children after the Cyprus Parliament voted the [113(1)99] Special Education Law, that claims among other things the obligation of the state to offer the least constrained environment possible for children with special needs and promoted their inclusion in general schools. This law also

specifies that the general school is the most suitable educational environment for children with special needs.

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 founding of an interdisciplinary Research Centre in Cyprus to integrate research in the Visual Sciences, Human Factors and Design, Communications and Artificial Intelligence, Emerging Technologies. As well as to realise the Digital Transformation of Museums and Heritage Sites into a 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).

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 S TRATA integrated the existing blind and deaf people systems at the main traffic lights of Limassol's coastal front.

Private sector

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 very large proportion of the world population (being DHH) who could have travelled to Cyprus, a country which relies for its revenues on the tourism sector.

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 endorse cultural heritage and distribution of information with the use of small screen interactive technology. The tailor-made application was specifically designed for DHH visitors to enable a museum

experience without the support of a physical sign language interpreter, but using their mobile devices as the only means of support. The application was pilot tested in the Pattichion Municipal Museum in Cyprus. More details can be found [here](#).

While the “aRTIFICIAL iNTELLIGENCE for the Deaf’ (aiD)” EU’s Horizon 2020 project ([link here](#)) is aiming 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 Artificial Intelligence 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 is aiming to offer educational solutions for deaf children. The aiD project will pull machine learning (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).

ii.iii) France

Public sector

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).

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 practicing sign language (LSF). During these stays, LSF, pictograms and photos are used to allow better exchanges between all. Each year 7 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 at [this link](#).

The [Acceo](#) service in Paris (since June 2017) is aiming "To facilitate communication with deaf or hard of hearing people, our services are accessible by telephone and in our main

reception area"; 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).

A more, 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 can be seen at [this link](#).

Private sector

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. The Tourisme & Handicap brand has defined accessibility criteria in order to guarantee tourism in the greatest 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 icon
- 1468 restaurants have the auditory icon
- 76 amusement parks (e.g. Vulcania, EuroDisney, etc.).

To learn more about accessibility in the tourism sector in France, we invite you to visit the website <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.

Finally, it is worth to mention the specific guided visits and tours proposed by professional interpreters in museums and tourist places across the Country.

ii.iv) Greece

Public sector

In Greece, the deaf tourists have few possibilities to participate in entertainment cultural activities because those are held on specific dates and occasionally. However, there are some positive examples of organizations trying to implement accessible 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 gives the opportunity to deaf people to take part in society. However, it is difficult for tourists coming from other countries to attend theatre plays, since they are 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, Industrial Light Museum, National Museum of Modern Art, 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.

“Relay” service, is a new service that has been launched at the National Institute for the Deaf through which every deaf person from all over Greece will be able to download the application (IRIS) to their mobile phone (available for free) and make video calls. It will be used in various interpreting cases, for example to make an appointment with doctors, lawyers, notaries, to get information, to order food, to ask something related to his case and much more.

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

Private sector

In Greece it seems that the private sector is not sensitized adequately to undertake sufficient initiatives to increase accessibility of DHH in tourism. Actually, the only 2 initiatives that we were able to find out and we refer to below were coming from non-profit organizations, while the big for-profit tourism sector of Greece seems to be indifferent on 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 gives the opportunity to the deaf or hard of hearing visitor to make a tour in a museum without the physical appearance of a tour guide and interpreter. 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.

[Kalliprato](#) is a vocational centre that offers different trainings 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.

[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 if this measure is followed however it is toward to the direction of accessibility of a space for deaf people.

ii.v) Italy

Public sector

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.

[MAPS project](#) (acronym for Accessible Museums for Deaf People): it developed a platform ([link here](#)) available both in Italian/ItalianSL and English/EnglishSL) that aims to give guidance in finding museums and cultural attractions which are accessible to deaf and hard of hearing people. The about fifty of them which are listed include 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 total). In addition, this project realised a training course about theories, language, techniques and fundamental strategies underlying museum accessibility for 400 young deaf people.

In this framework, the Ministry of Artistic and Cultural Heritage recently held a (short) training course on ItalianLS and Deaf Culture for 30 museum operators and managers.

While “AccessiblItaly” project ([link here](#)), 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. In 2019, more than 1000 people participated to these guided tours in ItalianLS realised by the project across Italy.

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](#)”.

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

Very interesting is the initiative of the [Municipality of Catanzaro](#), in Calabria region, that recently activated a specific front-office in Italian Sign Language in order to foster the fruition of the local cultural heritage, cultural and educational events and services by DHH people.

Private sector

[Viillageforall](#) is a website where accommodation accessible to deaf and hard of hearing tourists across all the Italian regions can be found.

As for Tuscany region, a selection of more than 30 accommodations accessible to deaf and hard of hearing tourists is realised by the “Turismo senza barriere” project ([link here](#)).

[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.

While “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.

The company [VEASYT](#) 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 effective and efficient, probably the most relevant and useful solution
- translation in printed and multimedia contents.

4) SPECIFIC EXAMPLES OF DIALOGUES BETWEEN PEOPLE WORKING IN THE FIELD OF TOURISM IN CUSTOMER SERVICE POSITIONS AND TOURISTS

A. ICE-BREAKING

1

Host (H): Hello, where are you from?

Tourist (T): Hi, I come from X.

H: Oh, how nice. I have been there.

2

H: Hi, is it your first time here?

T: Yes, it is. I have never been here before

H: Enjoy your stay!

3

H: Hi, do you like it here?

T: Yes, I like it a lot.

H: Great!

4

H: How are you?

T: I am fine, thank you. And you?

H: I am ok, thanks.

5

T: Nice to meet you

H: My pleasure!

B. AT HOTELS/ACCOMMODATION

i) Booking

Guest (G): Good evening Sir/Madam, may I book a single* room?

* (Other main options: double/triple)

Host (H): Yes, of course. How many nights?

G: It is for tonight only.

H: Would you like to have only breakfast, half-board or full-board?

G: Only breakfast is fine, thank you.

ii) Check-in

1

Guest (G): Hello, I have a reservation (for today)

Host (H): Good morning Sir/Madam. Welcome here. May I have your ID or passport, please?

G: Sure, here it is.

H: Do you prefer to pay by cash or by card?

G: I prefer by card, thank you.

H: Here is the key. Your room is on the first floor. Enjoy your stay!

G: Thank you!

2

G: What time is breakfast served?

H: Between 7 and 9 AM. The breakfast room is just round this corner.

H: For any problem or need, here we are

G: Ok, thank you very much.

H: Have a nice stay here, Sir/Madam.

iii) Asking for information

1

G: May you suggest a good restaurant here around?

H: Yes, of course. What kind of food do you like?

G: I prefer traditional food*

**(Other main options: seafood/meat/pizza)*

H: Perfect. Then I suggest you this restaurant (*showing a card/screen*). It is 10 minutes far on foot.

2

G: How do I get to the center from here? Can I take a bus? Can I get a taxi?

H: To get to the center you can walk for about 15 minutes. Or you can take the bus number N (*writing it on paper*): the bus stop is just around the corner, on the left side. While the taxi would be 5 minutes ride and the fare is approximately 10 euros. Would you like me to call you one?

G: No, thanks, I will go on foot.

iv) Check-out

1

G: Hello, I have to check-out. This is my key. Can I leave my luggage here for a while?

H: Ok, thank you. Yes, you can leave it in the storage room. It is on your left.

H: Did you have a good time here?

G: Yes, I liked your hotel very much, thank you.

H: I am glad to hear that. I wish you a good and safe journey back and I hope to see you again here. Goodbye!

C) TRANSPORTATION

i) Asking for information/Buying tickets

1

Passenger (P): Excuse me Sir/Madam, what's the price to go to the airport*?

**(Other main options: centre/hotel/restaurant/museum)*

Attendant (A): The price for one ride is 10 euros.

P: Ok, may I have a ticket, please?

A: Sure, here it is. Have a nice journey.

2

P: What time does the next bus to the centre* depart?

**(Other main options: airport)*

A: It will depart in 7 minutes from platform/stop X (*writing it on paper*)

P: Thank you very much.

ii) Ticket/boarding pass check

1

Attendant (A): Welcome on board, Sir/Madam. May I have your ticket*, please?

**(Other main options: boarding pass)*

Passenger (P): Yes, of course. Here it is.

A: Thank you. Have a nice journey.

iii) On board

1

A: Would you like something to drink, Sir/Madam?

P: Yes, an orange juice*, please

*(Other main options: coffee/tea/coke/water)

A: Ok, here we are!

2

P: May you help me to put this luggage in the compartment?

A: Yes, of course. Give it to me, please.

3

P: Excuse me Sir/Madam, do you know what time we do arrive?

A: We expect to arrive at 14:30, in 20 minutes.

P: Perfect, thank you.

D) AT RESTAURANT

i) Getting seated

1

Waiter (W): Good evening and welcome here!. Do you have a reservation?

Guest (G): No, we don't. Do you have any free table for us?

W: Yes, of course, you can seat there! (*showing the table with finger*)/No, unfortunately we don't, I am sorry.

G: Ok, thanks.

ii) Ordering

1

W: Here it is our regular menu. And this is the menu of the day

G: Ok, we will have a look

W: Perfect, I will come soon.

2

W: Hi again, are you ready to order?

G: Not yet, give us a second please.

W: No problem, I'll be back in a couple of minutes.

3

G: Do you have vegetarian* dishes?

**(Other main options: halal/kosher/vegan)*

W: Yes of course, they are marked with this icon on the menu (*showing with finger*)

G: Ok, thank you, I will take this (*pointing the menu by finger*)

W: Fine. Would you like something to drink?

G: Yes, I will take a glass of red wine*

**(Other main options: beer/water/juice)*

W: Perfect. I will come back soon with your order.

4

W: Is there anything else I can get you/Would you like a coffee or a dessert?

G: Yes, which desserts do you have?

W: This is our selection (*showing on the menu*)

G: Ok, thanks. I will take this (*pointing the menu with finger*) and a cup of espresso*

*(Other main options: Americano/macchiato/latte)

iii) During the meal

1

W: Is everything alright?

G: Yes, thank you

W: Super. Enjoy your meal!

2

W: Is everything alright?

G: No, not really. I am still waiting!

W: Oh, I am sorry. I will check now

G: Ok, no problem. Thank you

3

G: Excuse me, may you show me where is the toilet?

W: Sure, it is over there (*showing with finger*)

G: Thanks.

iv) Ending

1

W: Is there anything else I can get you?

G: Just the bill, please.

W: Ok, there you go. You can pay me here/have to go at the cashier. Thanks

2

W: Thank you. We hope to welcome you again.

G: Thanks a lot. Goodbye!

E) SIGHTSEEING

i) Asking for directions

Tourist (T): Excuse me, do you know how to get to the castle*?

**(Other main options: museum/cathedral/hotel/restaurant)*

Local (L): Hi, you have to go straight up, then you will take the second on the left. It is about 20 minutes walking

T: Ok, thank you very much. Have a nice day

L: You too, bye.

ii) At the information office

1

T: Hi, do you have any free map of the city?

Clerk (C): Good morning Sir/Madam, welcome in our city! Yes, please take one for free (*showing with finger*). May I help you with something else?

2

T: What do you recommend to see?

C: Well, what do you prefer?

T: We prefer churches*

* (*Other main options: gardens/museums/buildings/statues*)

C: Ok, then I suggest you to visit this (*pointing a picture*). It is just 5 minutes away.

T: It sounds interesting

A: Enjoy your walk!

3

T: Excuse me, do you know at what time does the museum close today?

A: Yes, give me a second. It will close at 7 PM, in 3 hours. Do you want to book a ticket for you?

T: No, we will buy it there. Thank you

A: Have a good day!

iii) During a guided tour

1

T: Excuse me Sir/Madame, how long does the tour last?

Tour guide (G): It is N hours approximately.

T: Ok, thank you

2

T: Excuse me Sir/Madam, may we have a break?

G: Yes, we will stop in 15 minutes for a 10 minutes break

T: Ok, it sounds good. Thanks

3

T: What style is this monument?

G: It is Baroque*, from the XVII century

* (Other main options: Renaissance/Gothic/Neo-classic/Eclectic)

T: Thanks.

F) OTHER MAIN DIALOGUES

i) At the shop/buying souvenirs

1

Clerk (C): Good morning, can I help you find something?

G: Yes, thank you. Do you have this souvenir/magnet/etc in a bigger/smaller size/different colour?

C: Let me check for you. Here you go (*showing with hand*)

G: Great! I will buy one/two/N pieces.

2

G: Excuse me, how much does it cost (*pointing by finger*)?

C: It is 3 euros

C: Ok, I will take two, thank you.

3

G: Excuse me, may you wrap it up in a gift paper?

C: Sure, but it is € 0,50 more.

G: No problem.

5) CONCLUSIONS

It is evident that tourist sector, as the whole services sector, requires a high interaction between provider (worker) and user (tourist). As such, a tourist service happens only when this interaction is held, being “on-demand”. Therefore, it is necessary that both sides are able to communicate each other, in any way, and the language plays a fundamental role.

In this context, we underline the difference between the International Sign Language and the National Sign Languages as well as between any of these sign languages and icons/visual communication (please refer to the IO1 Methodological guide, Part A, chapter 3 for more information).

As we can imagine, it is hard to find “the” answer on which one of these is the “best”, but it all depends on the provenience and background of the two actors, and specifically of the tourist. Hence, the National Sign Language is the most appropriate solution when dealing with domestic tourism, as in the case of the countryside and non-international destinations, while the International Sign Language may be effective when dealing with international tourists (please check the chapter 1 of this guide, as well as chapter 4 of the IO1 Methodological guide, Part A).

As for this project, we decided to adopt the National Sign Languages as well as to move towards international signs, visual sign language, icons and graphic representations, that could be easily understood and used by a wide audience, no matter where it comes from and which is its National language.

On this purpose, it is important to say that for the economy of our project and its next outputs (specifically, the Intellectual Outputs 3 and 5), the examples of dialogues presented in the chapter 4 may not be totally translated in a sign language and therefore they will be probably shorten and made simpler.

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