Zugänglichkeit und Inklusion
Tourismus für Alle und Sprachenlernen für Alle

Access and Inclusion
Tourism for All and Language Learning for All

Access and Inclusion

ATP4SME

Accessible Tourism Promoter for SMEs
Speaker: Peter Krause & Thomas Deharde

ALL4WELL

Accessible Language Learning for the Wellness Sector
Speaker: Antonio Quatraro

MOLLVIS

Mobile Language Learning for Visually Impaired Students
Speaker: Thomas Deharde

ATP4SME – Challenges 1

Comprehensive awareness raising
of stakeholders and service providers
for accessibility
not as a niche product
but as a multiplier and cross-cutting theme

ATP4SME – Challenges 2

Design of complete service chains:
booking, travel, accommodation, stay, departure,
follow-up care, and associated networking
provide a full travel service

ATP4SME – Challenges 3

Expansion of services and offers
not only for individual segments of impairments
(Only for wheelchair, Only for the blind,
Only for learning disabilities)
into comprehensive services for ALL
which can also benefit people without limitations

ATP4SME – Needs 1

Awareness of the need for accessibility
not only for "disabled persons",
but for other people with barriers in their daily lives:
families with prams, elderly, children,
people with temporary illness

ATP4SME – Needs 2

Perception also of "invisible" restrictions: allergies,
food intolerance as an important segment,
mandatory labeling of allergens in restaurants

ATP4SME – Needs 3

Development and promotion
of barrier-free planning
of infrastructure and construction measures
right from the beginning

ATP4SME – Needs 4

Implementation of consistent standards
at state and national level:
survey criteria, quality seals, labels

ATP4SME – A Solution

- Development of a training as accessibility promoter in small and medium enterprises (SMEs) n the tourism sector

- 5-day training course

- Development of curriculum and learning materials

- Test run of the course with SMEs in all partner countries

ATP4SME – Role of the promoter

- The ATP is an employee of a tourism enterprise, not an outside consultant

- Awareness-raising for accessibility issues

- Opening new business fields

- In the long run, the creation of an accessible enterprise, and thus creating a company culture open for accessibility issues

- Initiating an accessible service chain

ATP4SME – Methods

- 5-day training, not necessarily in one piece

- Accompanied realisation or „put into practice"
  phase
  External tutor supports the promoter in
  developing an „accessibility strategy" and gives
  feedback on progess, achievements or
  setbacks

- Regarding accessibility as a business
  opportunity

ATP4SME – Partners

- 6 Partners from 4 countries
  - 3 Tourist organisations
  - 1 Chamber of commerce
  - 1 University
  - 1 Social service provider

ATP4SME – Transfer

Accessibilty and Inclusion in tourism does not only concern guests.
We are also talking about employees.

ALL4WELL

Social inclusion, a challenge for Europe:
Accessible language Learning
and job opportunities
The case of visually impaired persons

ALL4WELL – The Framework

- Sight first
  World Health Organization classifies blindness as the heaviest invalidating disease.

- Sight & concept building
  We know what we see. 80% of our concepts / knowledges are based on visual information.

- The world is richer than we imagine.

ALL4WELL – The Framework

- Natural compensation process
  what we call "reality" depends on some "mental spectacles" through which we perceive what is around us.

- Using the right spectacles
  We know what we see. 80% of our concepts / knowledges are based on visual information.

ALL4WELL – Language

- Language can help us
Clear language generates clear ideas, and clear ideas produce coherent behaviours.

- Terminology
Language is the echo of thoughts.

ALL4WELL – Technology

- Limits / borders
For the first time in the human history we can experiment very fast evolution of technology.

- What was a wall 20 years ago is now a border.

ALL4WELL – Tools/Goals

- Goals and Tools
  Hauy's problem was how to give a blind person the possibility to read common alphabet, using his sense of touch.

- Tools and Goals.
  Braille put the problem in different terms: how can I offer the possibility to read directly the contents of written information?

ALL4WELL – Differences

- Nouns and adjectives
  Substance and attributes.

- Observation point makes the difference
  When we need to define a person lacking of something, we can use two starting points:
  a= starting from what is missing (deficit) - the classical perspective;
  b= starting from what is functioning (ICF perspective)

ALL4WELL – ICF

- ICF
  focused on clinical perspective. It can be applied also to social / pedagogical domain, with due adjustments.

- Deficit versus handicap in ICF
  deficit = lack of something present in an average member of a given population; handicap is the result of a specific relationship between an individual and his / her environment.

ALL4WELL – Environment 1

- Physical factors
  Surrounding can have disorienting effect for VI people

- Communication
  Gestures, directions, redundant information for VI people.

- Attitude
  Relationship messages, which are normally only implicit, convey role attributions, expectations and mental attitudes.

ALL4WELL – Environment 2

- Technology
  Too often technology, far from promoting inclusion, turns to increase the digital divide.

- Organization
  Productivity is based on effective organization. In order to employ blind persons, work organization has been appropriately modified, specific training courses and special equipment has been realized.

ALL4WELL – Concepts and attitudes

- German SAP
  650 young people with autism within 2020.

- Terminology:
  - blind
  - visually impaired person
  - differently abled
  - person with disability

ALL4WELL – Concepts and attitudes

- Charity model

- Exclusion model

- Empowerment model

ALL4WELL – Education

- Education for everybody
  French illuminism developed the idea that every human individual deserved to receive an education, including orphans, poor, and disabled persons.

- Education
  to lead out, to bring out - hidden resources

- Inclusion requires and promotes innovation
  For this we need long sighted perspectives and problem solving skills.

ALL4WELL – Contradictions

- Cooperation versus competition

- Holistic / specialistic

- Stability versus innovation

ALL4WELL – Inclusion

- Inclusion is
  the synthesis between separation and specialisation
  systematic interaction between different cultures / abilities, aiming at common goals with mutual advantage.

- Differences turn to be stimuli for innovation: Our projects

ALL4WELL – The Approach

- Language opens our minds International mobility is predictably growing very fast.

- Practising integration as a work methodology

- Good solutions come from shared problems and opportunities

ALL4WELL – The Project

- The profession of masseur, or rather the "art" of masseur, is still very suitable for people with vision impairment, being based on tactile contact and on verbal communication.

- Growing interest for care-giving and wellness sectors.

- Wellness and health care plays a significant role in the tourist sector.

Changing lives. Opening minds.

Erasmus+

ALL4WELL – The Project

- Better communication skills improves job opportunities.
  This is true for everybody, but especially for VI persons, who have less job opportunities than their sighted peers.

- Need for effective training resources.
  Due to introduction of inclusive didactic settings, there is a significant need to find effective training opportunities not too far away from one's living place.

ALL4WELL – The Project

- Lack of specific learning material.

- Closing the gap.
  Our consortium's goal is the production of accessible material for language learning for Visually Impaired Students and for VI persons, in inclusive didactic settings.

- Structure of our consortium
  Experts from associations of VI persons; teachers in normal language schools; IT experts

ALL4WELL – The Partners

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  teachers in normal language schools;
  IT experts

ALL4WELL – Results

- Based on the results of the projects ELLVIS and VET4VIP, the new project ALL4WELL (Accessible Language Learning for the Wellness Sector) will provide a job-oriented English course that will meet the needs of visually impaired masseurs and wellness professionals.

ALL4WELL – Impact

- Innovative course for different platforms.

- Providing motivation to learn

- Exploitation and Dissemination

- Language Learning = bridge
  For a visually impaired (vi) person language learning is the main road towards effective communication, social inclusion and job opportunity.

Lifelong Learning Programme

Erasmus+

ALL4WELL – Transfer

- Catching a good train!
  German economy is in a growing phase, and German tourists are still world-wide leaders in travelling abroad. Consequently, job opportunities in all fields based on verbal communication in German are a crucial factor in view of implementing social integration and job opportunities for vi people in Europe.

Lifelong Learning Programme

Erasmus+

ALL4WELL – New Perspectives

- IT opens new perspectives

- Mobile apps are intuitive and attractive. In this context, mobile devices like smartphones and tablet computers can offer new ways of language learning. These devices are not only attractive to younger people (and could thus encourage language learning), they also offer accessibility features for vi people.

Mollvis – New Perspectives

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Mollvis – The Basics

- Based on the European projects ALLVIP, ELLVIS and VET4VIP

- Innovative user interface designed for blind and visually impaired people using force-feedback joysticks.

Mollvis – The Next Step

- Mobile touch-screen devices like smartphones or tablets are more and more used by blind and vi users

- The operating systems, especially on Apple devices, less on Android, less on Windows, are fairly accessible. However, this is not true for third party apps.

- The logical step: transfer of the ALLVIP technology and concept to the touch-screen

Mollvis – The Partnership

- 4 institutions for vi people

- 4 language centres

- 1 university

- 1 software developer

- 1 social services provider

Changing lives. Opening minds.

Mollvis – The Goals

- Transfer of the ALLVIP German course (A1)

- Creation of a job-orientated hospitality module

- Preparing the course for English, Romanian, Italian, Dutch and Turkish speaking learners

- Creation of accessible language learning apps on Apple, Android and Windows 8 touch-screen devices.

- Opening the software for sighted learners.

Mollvis – Inclusion

- Why include sighted learners?

- Focus on listening, comprehension, speaking and pronounciation is a change of method

- No distraction by images or text

- User interface still is a challenge

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Vielen Dank für Ihre Aufmerksamkeit

Thank you very much for your attention