

CREAIT: CO-creating Recipes for Accessible and Inclusive Tourism

RECIPE:

**Measures to improve the reception of deaf
visitors and tourism communication**

SITE OF IMPLEMENTATION:

Municipality of Fermo

**Ossmed Venue - national observatory on
language mediation**

Set of instructions





Italy – Croatia



LIST OF CONTENTS

Brief Description of the site of implementation 3

Identified needs 3

Description of the Recipes 3

Identified Ingredients 3

Target Groups 4

STEPS/activities for the implementation of the recipe/intervention..... 4

ACTORS involved in the implementation of the recipe/intervention 6

TIMING for the the implementation of the recipe/intervention 6

BUDGET for the the implementation of the recipe/intervention..... 6



Brief Description of the site of implementation

The seminars and activities will be organized by OSSMED at their venue. The OSSMED headquarters, located at Via dell'Università 16/D in Fermo, offers a modern and well-equipped environment for seminars and activities. The facility includes spacious training rooms, advanced audio-visual equipment, and comfortable seating arrangements, providing an ideal setting for professional development and educational events.

Identified needs

There is a need for tourist businesses and information offices to enhance the quality of communication and hospitality towards people with disabilities, particularly focusing on individuals who are deaf. This includes improving accessibility features, such as sign language interpretation services, visual aids, and staff training on inclusive practices. By addressing these needs, businesses and information offices can ensure a more welcoming and accommodating experience for all visitors, promoting inclusivity and accessibility in tourism.

Description of the Recipes

To improve the quality of communication and hospitality in tourist enterprises and information offices for individuals with disabilities, focusing on enhancing accessibility for deaf and hard-of-hearing individuals. Training initiatives aimed at personnel and managers of accommodation facilities, public establishments, and tourist information offices. Theoretical and practical seminars on "Applying the 7 Principles of Universal Design to enhance tourism accessibility for individuals who are deaf."

- **Seminar A:** Deaf Space Design: A three-part seminar led by Architect Paolo Anzuini, focusing on creating "deaf-friendly" tourist accommodations through theoretical and practical principles.
- **Seminar B:** Easy to Understand for All: A seminar conducted by Carlo Nofri and Dr. Nicola Mastidoro, aimed at improving accessible communication in tourist accommodations using the "Information for All" guidelines and the AI-based software "Corrige."

Identified Ingredients

- ✓ **LANGUAGE:** in order to amplify the convey of information and fulfil the specific needs of persons with vision/hearing impairments when doing tourism (e.g., communication



Italy – Croatia



through images, ISL, augmented reality tactile markings, signs, labels, hearing augmentation-listening systems and audio cues for lifts and lights)

#I-CatchOn

- **Multisensory:** in order to compensate for possible deficits thorough smells, music, food/taste, etc. and fulfil the specific needs of persons with vision /hearing impairments when doing tourism.

#I-Feel

- **Creativity:** in order to provide immersive experiences on tangible and intangible cultural traditions and fill the gap for the specific needs of persons with intellectual impairments when doing tourism.

#I-Experiment

- **Mobility:** to detect how to overcome limitations with alternative routes/pathway and meet the specific needs of persons with mobility impairments when doing tourism.

#I-Move

- ✓ **COMMUNICATION:** in order to share the lived tourist experience and communicating the perceived feelings

#I-Share

Target Groups

The primary beneficiaries are individuals with disabilities, particularly those who are deaf or hard of hearing. The target groups include the network of operators and public entities part of the Fermo Deaf Friendly City project and the CReAIT project, with a maximum of 40 participants.

STEPS/activities for the implementation of the recipe/intervention

Seminar A: Deaf Space Design

The seminar, led by Architect Paolo Anzuini, one of Italy's leading experts in Deaf Space Design for tourism, is divided into three parts. The first part will illustrate the theoretical and practical principles of Deaf Space Design according to international standards, focusing on the physical and architectural features required to make a hospitality facility "deaf-friendly" (reception areas, common spaces, rooms). In the second part, all participants will develop individual mini-projects to restyle their spaces applying the principles discussed while minimizing cost impact.



Italy – Croatia



In the third part, participants will briefly present their projects and undergo a collective evaluation by Architect Anzuini based on objective cost/benefit criteria.

Seminar B: Easy to Understand for All. Applying principles of accessible information to hospitality communication

Conducted by Carlo Nofri, spokesperson for the National Coordination of UNESCO Learning Cities, and Dr. Nicola Mastidoro, CEO of Eulotech, this seminar aims to familiarize participants with the European guidelines "Information for All" for making information easy to read and understand for everyone, as well as with the AI-based software "Corrige" that assesses text readability based on the recipients' educational level and provides suggestions for making written communication more accessible. This seminar is also structured in three parts: the first part introduces principles and rules of accessible information; in the second part, participants implement changes suggested by the "Corrige" software to their communication materials under the guidance of Dr. Mastidoro; in the third part, individual works are presented and evaluated.

General information about the software "Corrige": <https://corrige.it/>

Reference Documents provided:

The 7 Principles of Universal Design, Ronald Mace, North Carolina State University, 1997.

DeafSpace: building a more livable world for all, Hansel Baumann, in Carlo Nofri (editor), "Inclusive education of deaf students and university training of sign language interpreters", Publisher Franco Cesati, 2021.

Information for all. European standards for making information easy to read and understand. European Union.

ISO Standard 21902:2021. Accessible tourism for all. United Nations World Tourism Organization (UNWTO).

San Marino Action Agenda for Accessible Tourism 2023. UNWTO, 2023.



Italy – Croatia



ACTORS involved in the implementation of the recipe/intervention

OSSMED is a non-profit organization that serves as a platform for discussion, dialogue, and proposals, involving all stakeholders in linguistic and cultural mediation. It promotes accessibility and the dissemination of sign language.

OSSMED organizes awareness courses on Italian sign language, events, and conferences focusing on accessibility, and collaborates on the "Purple Flag" project. Last summer, it inaugurated the "Deaf Friendly Beach", the first accessible beach for the deaf in Italy.

OSSMED has also launched the project "Open Channel - Web TV accessible to deaf and hard-of-hearing people", part of the initiative "SAIS - Sensitization, Accessibility, and Independence of Deaf People - Marche 2.0". This project is training 20 students through a course for "Aspiring Journalistic Editors of Accessible Information".

Expert Trainers Involved by OSSMED: Prof. Carlo Nofri, Dr. Nicola Mastidoro, Arch. Paolo Anzuini

TIMING for the the implementation of the recipe/intervention

Activities will be completed by June 2024. The schedule includes an online briefing (1 hour), a first meeting (6 hours with a break), and a second meeting (6 hours with a break).

BUDGET for the the implementation of the recipe/intervention

The total budget for the activation of the training activities in June, 2024, is approximately €4,000.

This budget covers the cost of the educational, training and coordination staff involved in the implementation of the activities as described above.

