

Project title: Persons with sensory disabilities as a target group for the tourism industry - exchange of good practices

Project number: 2019-1-PL01-KA202-064948

# How to improve tourism service quality for people with sensory disabilities





# The scope of training

- ✓ The benefits you have from tourists with sensory disabilities
- ✓ Types of disabilities
- ✓ The most important communication
- ✓ Savoir - vivre in relation to people with disabilities
- ✓ Recommendations for tourism companies' public spaces
- ✓ Good practices
- ✓ Information on accessibility for people with sensory disabilities travelling to Cyprus
- ✓ A game for you!

## Benefits for You!

Feel comfortable and self-confident when you have customers with sensory disabilities.

Understand that it's an opportunity to promote your business sensitivity to the society.

Offering high quality of service to these people is an excellent advertisement through word of mouth with zero cost for your company.

Tourists with sensory disabilities are travelling more today than before.

You can be a role model in serving these people which can be a trigger to increase your company image and awareness especially through social media.

There are more benefits that we can imagine if we decide to increase our readiness for tourists with sensory disabilities!

## Types of disability

Intellectual

reduced intellectual performance

Because of mental illness

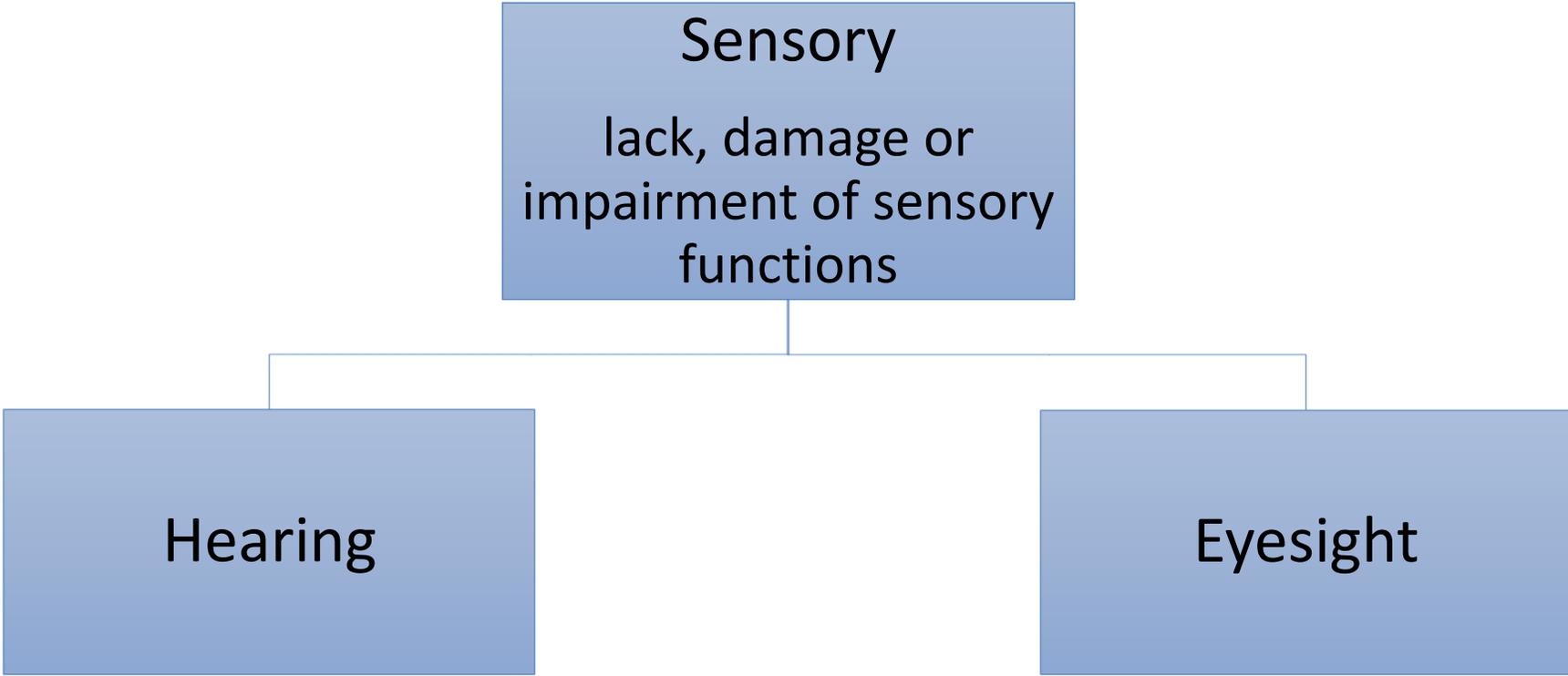
- reduced social functioning
- disorders of nervous and emotional balance as well as mental health

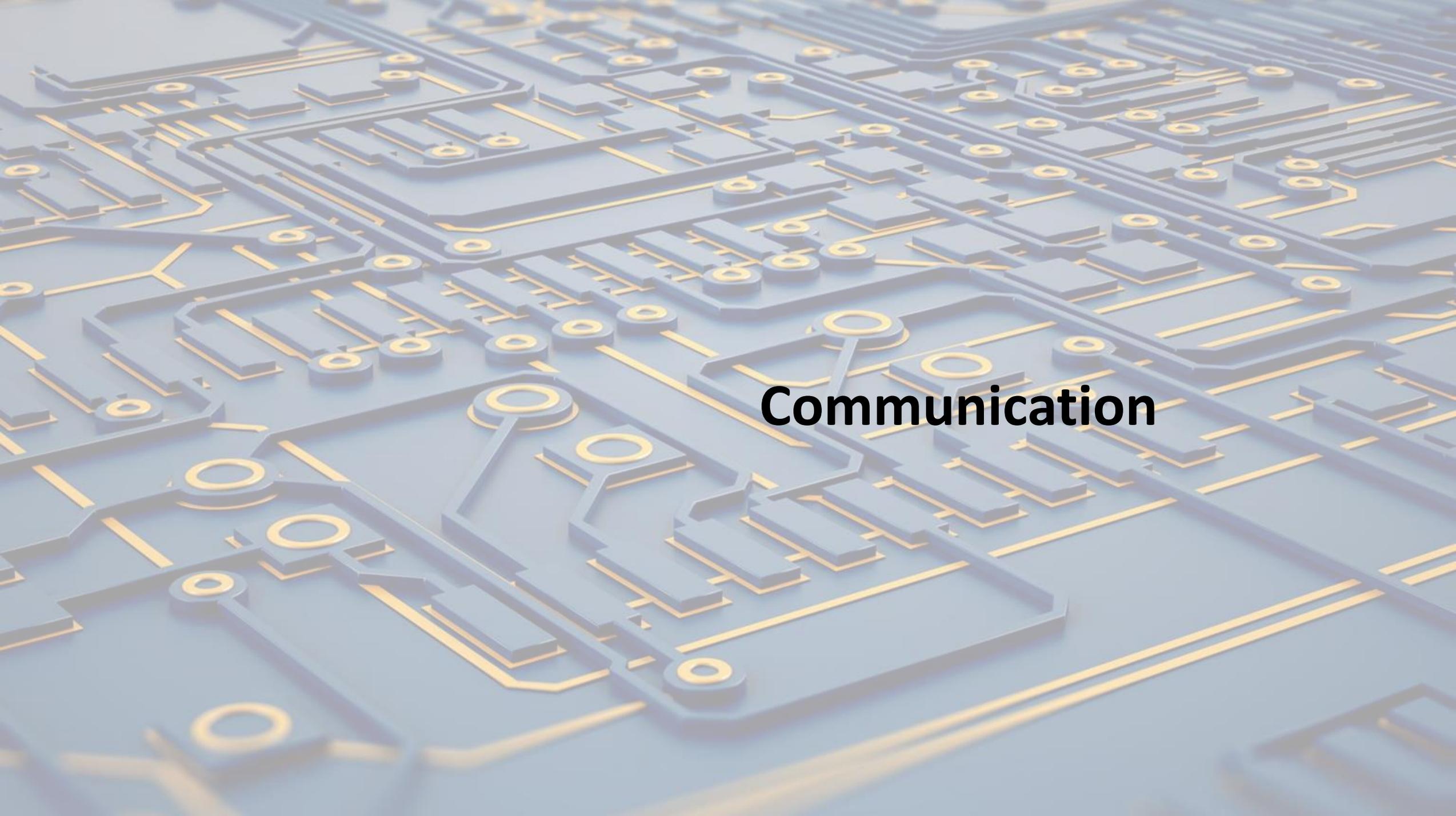
Motor

- reduced motor skills

Chronic diseases

- diseases characterised by long duration and slow progression of lesions





**Communication**

## Communication with hearing impaired or deaf people

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graph TD; A[Communication with hearing impaired or deaf people] --> B[spoken language (depending on the degree of hearing impairment)]; A --> C[sign language (not all people with hearing impairment can do that!)]; A --> D[reading the speech from the movement of one's mouth]; A --> E[writing on a piece of paper or a board (Polish is a foreign language)]; A --> F[sending SMS and e-mail messages]; A --> G[using instant messengers];
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spoken language  
(depending on the degree of hearing impairment)

sign language  
(not all people with hearing impairment can do that!)

reading the speech from the movement of one's mouth

writing on a piece of paper or a board  
(Polish is a foreign language)

sending SMS and e-mail messages

using instant messengers

## How to speak to the Deaf tourist?

1. Speak clearly.
2. Avoid complicated statements and flowery language.
3. Make sure the Deaf tourist is listening to you (they know you are talking to them) before you give them any information (tap twice on their shoulder).
4. When speaking to the Deaf, always face them. Don't type anything on the computer or walk around the room.
5. Your face should be in the light. There should be no strong source of light behind your back.

## How to speak to the Deaf tourist?

6. Look at the Deaf tourists when they speak to you.
7. Speak with ordinary language, avoid single words and use short sentences.
8. Speak naturally and at a normal pace. Avoid excessive articulation.
9. Do not shout and do not whisper.

All nations have their sign languages, eg.:

- American Sign Language (**ASL**)
- Cyprus or Cypriot Sign Language (Greek: Κυπριακή Νοηματική Γλώσσα)
- Greek Sign Language (**ENN**; Greek: Ελληνική νοηματική γλώσσα)
- Polish Sign Language (**PJM**; Polish: Polski Język Migowy)
- Portuguese Sign language (Portuguese: Língua gestual portuguesa)



**SAVOIR-VIVRE**



Before you help someone, ask whether they need it.

Always address tourists with sensory disability, not their companion or sign language interpreter.

Do not use the term deaf- mute for deaf people! These people speak, but they use a different language.

Do not touch the blind tourist`s white stick or guide dog. The dog is at work and cannot be distracted.

Introduce yourself when meeting a blind tourist, even if you have been friends for a long time.

Signal your presence when you enter a room where a blind person sits and inform them when you leave.

Do not avoid words: see, look or watch. Blind people use them naturally.

If you want to address a blind person who is in a group of people, signal that you are talking to them, e.g. by using their name.

Describe events which do not involve any sounds.

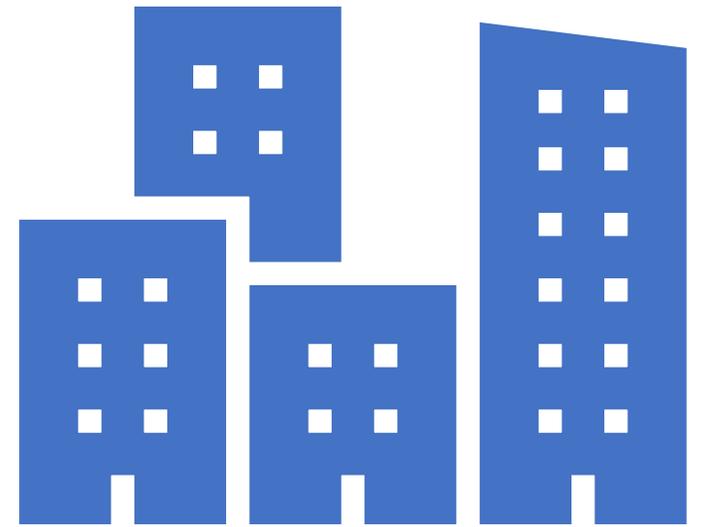
When helping such people to move around, allow them to grasp your arm just above the elbow. Do not push them or pull their hand.

Do not stroke, feed, or initiate play with a guide dog.

Try to approach each type of disability individually. Some solutions highly appreciated by people with one type of disability are unacceptable for people with another one.

For example, arranging catering in the form of buffet is highly appreciated by deaf people but unacceptable for the blind/visually-impaired and those with upper limb dysfunction.

Recommendations for  
tourism companies'  
public spaces



There should be no objects located on the floor, protruding or hanging in circulation areas (e.g. Flower pots, poles, advertising materials)

If such obstacles cannot be completely eliminated, they should be properly secured or distinguished from the surrounding area by using a contrasting colour

It might be helpful to arrange tactile markings on the floors of circulation area by using materials of various textures

Introducing a different colour will be an additional convenience for visually-impaired tourists



It is also important that handrails for stairs are convenient to grasp and their colour contrasts with the walls

Windows which open inwards might be dangerous for blind and visually-impaired people

Large, glazed surfaces (doors, partitions) can be dangerous for the visually-impaired tourists (because they are imperceptible)

If they can't be removed, one should stick or paint a clear graphic element on them at eye level (1.4m - 1.7m)



Enlarged numbers on the room doors - preferably at eye level

When providing information, e.g. on information boards, writing in large, clear letters contrasting with the background (a black font on a white matt background)

Writing down various information with a thick felt-tip pen and capital letters



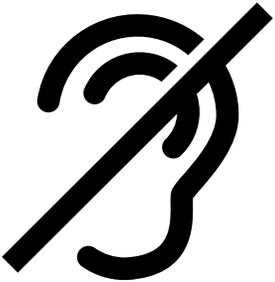
## Preparation tourist place – people with a hearing defect – recommendations

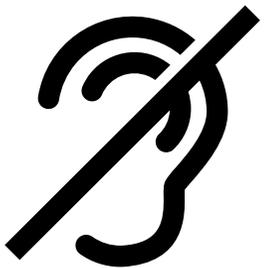
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Eliminating distracting sounds when a person is hearing-impaired and uses a hearing aid

Installation of light alarm signals

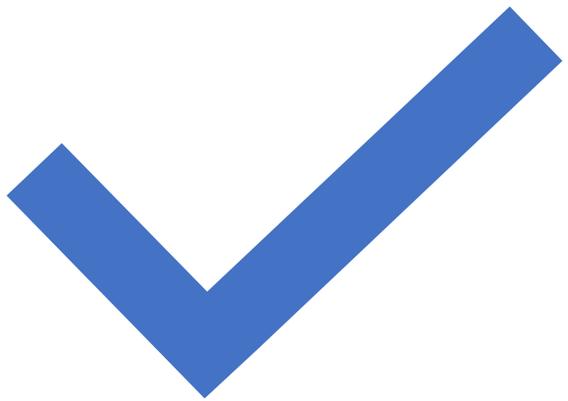
Description of activities and regulations in graphic and written form





Preparing the team of hotel (restaurant and other places) to work with a deaf guest

Teaching employees of the hotel basic sign language signs or training at least one of them in this language



Good practices



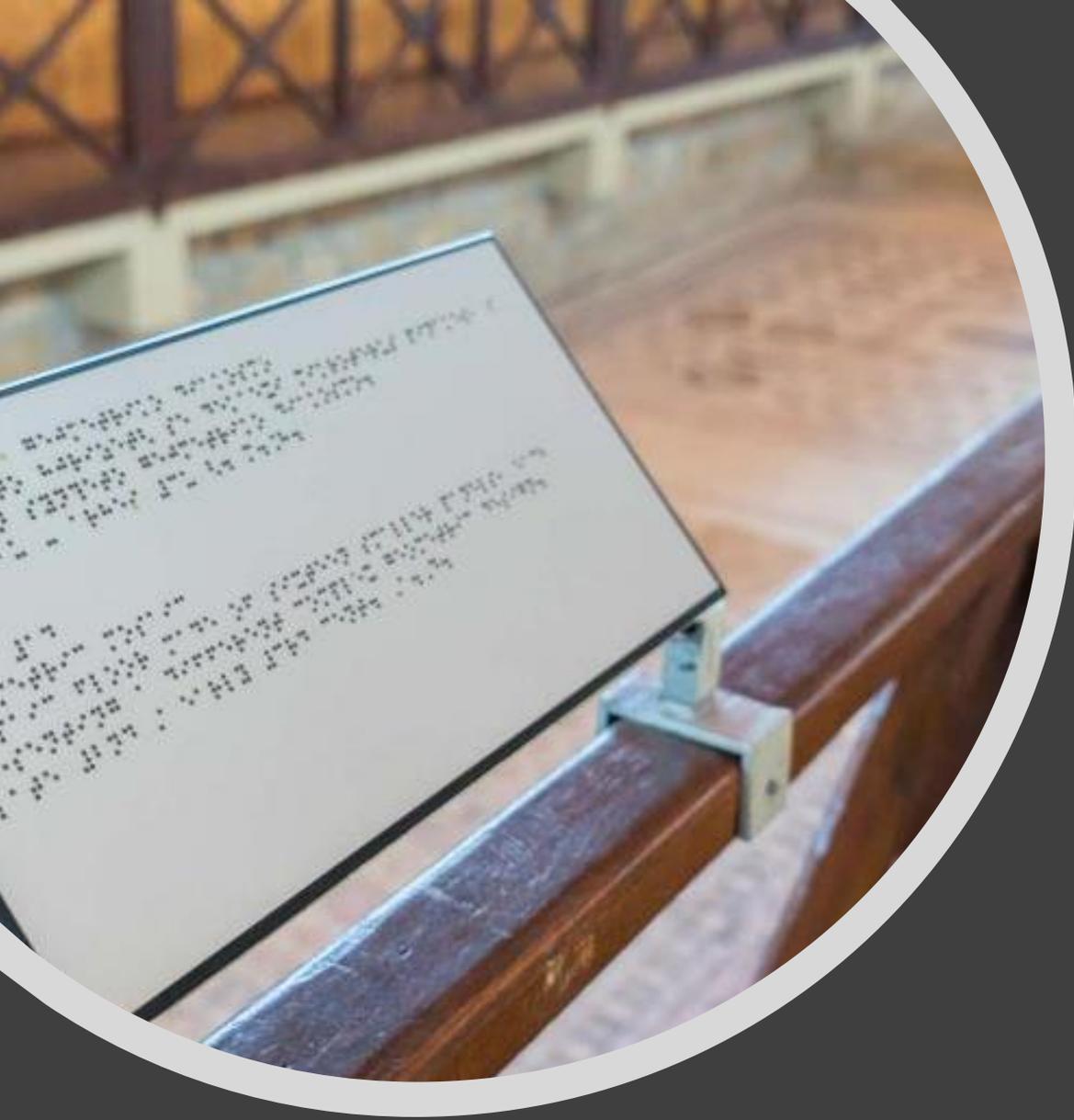
## The Pan Tadeusz Museum in Wrocław (Poland)

- There are no architectural barriers in the building. Every site is accessible by lift.
- Throughout the entire exhibition leads a path for visitors with visual impairments.
- The ticket price includes an audioguide with audiodescription and a printed guide for visually impaired visitors (in dual vision), available at the cloakroom.
- For visually impaired visitors, they can provide a portable enlarger – Optelec Compact 7 HD.
- In every room of the main exhibition, one can find 3D reliefs with selected objects and maps for visually impaired visitors.
- Next to the ticket offices and in the cloakroom, induction loops are installed

## Fishhouse Nezas in Kavala (Greece)

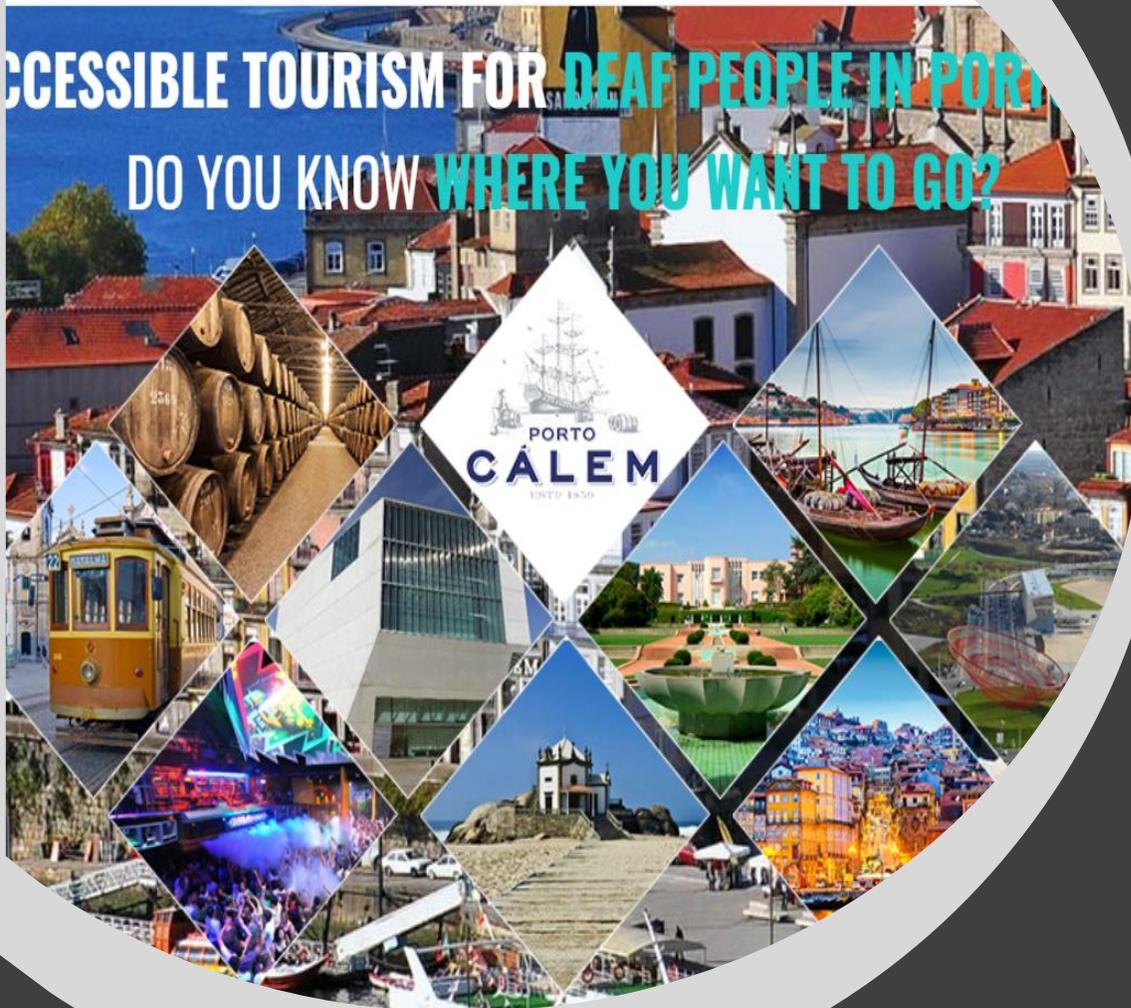


- In the city of Kavala, since 2019, a restaurant NEZAS provides its menu in Braille so that even the blind can read it.
- It is the first time that a restaurant in Kavala adopts the Braille code, the system of writing and reading of the blind, thus giving the opportunity to many people to feel more autonomy even when they need to go out to eat and have fun.
- The restaurant can accommodate in its store people who, although they cannot see, however have the opportunity to choose for themselves what to eat using Braille.



## Archaeological Site of Pafos (Ciprus)

- The Department of Antiquities of Cyprus introduced a pilot project entitled “Tours for visually impaired persons at the House of Dionysos”, at the Archaeological Site of Pafos.
- The objective is to provide access to all citizens to the archaeological heritage of Cyprus.
- It is the first time that an opportunity is given to visually impaired persons to get familiar with and understand, in a direct and tangible manner, the archaeological material and related aspects, such as a mosaic and its manufacture technology.



## Hands to discover- the platform (Portugal)

- Accessible tourism for deaf people.
- The [www.handstodiscover.com](http://www.handstodiscover.com) platform is easy and intuitive access to help overcome the barriers of communication.
- It is an innovative system with national and international responses that enable true accessibility and autonomy in places of tourist interest to deaf citizens who plan their leisure time.
- They have information about places, scheduling, choice of points of interest, included in both deaf citizens like those who want to travel to Portugal.
- Users also have the option of being accompanied by a certified sign language interpreter.

## Websites of good practices

- <https://muzeumpanatadeusza.ossolineum.pl>
- <https://www.facebook.com/fishhousenezas>
- <https://visitworldheritage.com/en/eu/tools-for-the-visually-impaired/d39f82d7-13e5-4940-bfa4-5f27bf9d1da9>
- <http://www.handstodisco58ver.com>

# Information on accessibility for people with sensory disabilities travelling to Cyprus

## A. Official info by the Deputy Ministry of Tourism

This is very general and mostly focused on wheelchair users.

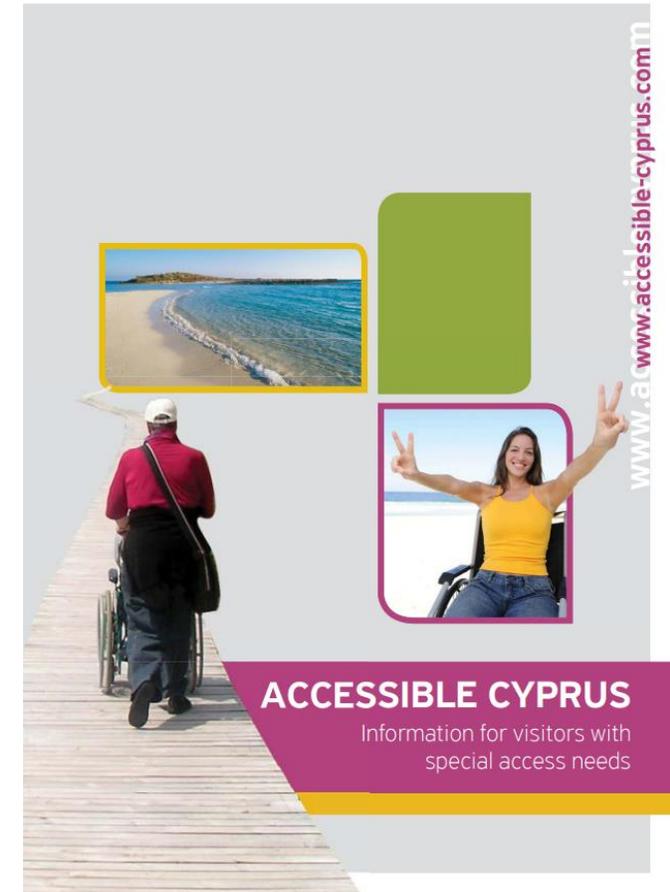
Website:

<https://www.visitcyprus.com/index.php/en/practical-information/accessible>

Flyer:

[https://www.visitcyprus.com/files/Practical/Info\\_for\\_Disabled\\_feb10\\_lrg.pdf](https://www.visitcyprus.com/files/Practical/Info_for_Disabled_feb10_lrg.pdf)

(only info for persons with sensory disabilities are contacts to the Blind and Deaf Schools in Cyprus), nothing else.



## B. Airport

Larnaka International Airport only has the following facilities for the blind or visually impaired:

### BLIND PATH

#### 1. Blind path



2. Room Mate, at the busiest PRM toilet at the terminal. The Room Mate is an Electronic wall-mounted device, which gives bespoke audio description in a disabled access toilet, to guide the persons with visual impairments in the room. It has been custom made for the specific toilet and offers guidance in English & Greek language.

**Nothing for the deaf.**



# Information on accessibility for people with sensory disabilities travelling to Cyprus

## C. Hotels

Very minimum requirements for persons with sensory disabilities i.e. audible emergency alarms and visible emergency alarms. The majority of requirements is for wheelchair users.

## D. Tourist Attractions

No facilities and no information at all for persons with sensory disabilities whatsoever. Only info is for wheelchair accessibility.



# Information on accessibility for people with sensory disabilities travelling to Cyprus

## E. Specialist Travel Agencies

Accessible Cyprus (locally based)

<https://www.facebook.com/groups/accessibletourism>

Holidays to Cyprus for the blind/visually impaired (UK-based represented by the local agency above):

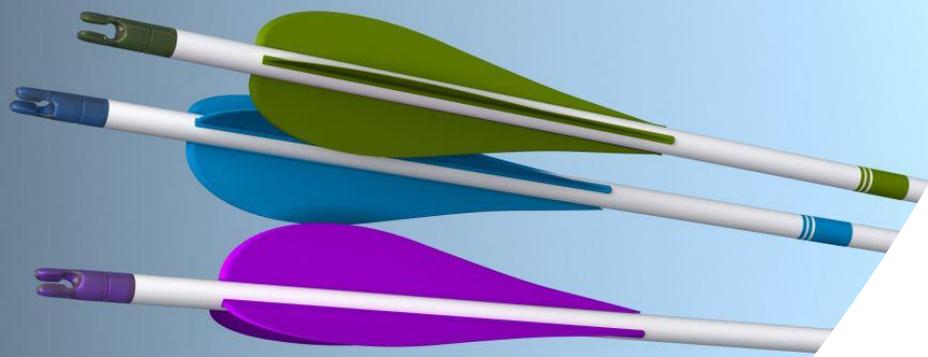
<https://seable.co.uk/visit-cyprus-as-a-blind-tourist/>

*Note: Also includes some interesting activities for the blind (wine-tasting, pottery making, boat tour with audio description)*

Holidays to Cyprus for the deaf (UK based) - Limitless Travel: <https://www.limitlesstravel.org/disabled-holidays/deaf-people/>

*Note: Also includes some interesting tips*

The screenshot displays the Seable website's landing page for a Cyprus holiday. The main header features a navigation menu with links: Home, Holidays for VI, About Us, Charity Holidays, How to Book, Our Brochures, Contact Us, and Blog. Below the navigation is a large banner image of a rocky coastline with turquoise water, overlaid with the text "Visit Cyprus as a blind tourist" and the Seable logo. A small text block below the banner describes Seable's mission and the holiday details, including dates from the 18th to the 24th of April. To the right, there is a "Welcome" message and a "Check out our RSS feed" link. Below the banner, a section titled "What make Cyprus so special?" provides more details about the island's history and culture. At the bottom, a dark blue navigation bar shows "Cyprus Discovery £1595" and "Enquire Now". Below this is a menu with tabs: Introduction, The Holiday, Itinerary, Dates & Prices, The Hotel, Transport, and Enquire. The "Itinerary" tab is selected, showing a "Recommended Itinerary" section with a list of days from Day 1 to Day 8. Day 1 is expanded to show "Arrival Day" details. To the right of the itinerary, there are several small images with captions: "Arrival Day", "Get to know the accommodation", "Explore Pits", "Kyklos Monastery and Troodos Mountains", "Visit Latchi Beach", "Paphos Excursion", and "Discover Cyprus".



A game for you!



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**HELLO!!!  
CAN YOU  
HEAR  
ME?**





Author: Hanna Parylak-Skawińska



Thank you!

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