

Design for All



Content of November 2014 Vol-9, No-11

1. Chairman's Desk:.....	3
2. Guest Editor:.....	14
3. In Flanders Fields	
<i>Heading for an accessible holiday destination:.....</i>	19
4. A Preliminary study for accessible cultural routes in the city of Patras, Greece:.....	25
5. Economic Impact and Travel patterns of Accessible Tourism in Europe:.....	45
6. A research proposal for improving tourism supply:.....	58
7. Accessibility in the Old City of Jerusalem	
<i>Audit planning and implementation:.....</i>	80
8. Been Accessible Tourism Training Skills:.....	113

Other Regular features

Chairman's Desk:



Dr. Sunil Bhatia

Once my local area internet connection was not functioning and I tried my level best to locate the reason but I could not. Even I sought the help of experts for sorting out this problem but they failed. All of sudden I thought the problem is lying with twisted wire and replaced with new one and it was solved. Twisted wire has fix number of twist per inch and if something goes wrong with twist it attracts problem. Twisting neutralizes the affects of electromagnetic produce due to electricity flow in wire. Is twisting so important in design?

How humans do invented the idea of twisting? It is mystery and compels me to think for origin, role and functions of twisting in designing of products/ services that has made us modern person. Our ancestors might have observed the clematus in plants that generate strength by twisting among themselves to rise above the earth for moving toward sunlight for conversation of foods by photosynthesis for survival and growth. Ancient people also used this concept for strength by twisting the natural fiber and designed threads and ropes. Cotton fiber does not have its own strength but it comes after twisting. They wished to break the banana from the bunch it was easy for them when they twist and pull. Even in present time we do the same to take fruit out of bunch and it is in our subconscious mind. They learned twisting of ear or arm is painful act and it can be used for infringing mild

punishment for not performing as they wished. They understood the importance of twisting in design and role in developing human personality. Modern people have taken that legacy from rope to various applications of twisting and designed manual spinning wheel for threads and that turns to clothes after designing and applying the technique of weavings. A plain metallic rod is not as strong as twisted bar and it is very effective in building construction for achieving required strength in iron bar. Wherever many options is prerequisite to operate the product by users , designers generally prefer twisting concept like we use in regulator of electric fan and house hold appliances .In binary or tertiary options for operation they prefer piano or simple switch mechanisms . Even in my childhood days I witnessed writing pen was designed with twisting cap to protect the nibs from accidental damage and it helped in controlling leaking , spilling of ink that could possibly strain the pocket of wearing shirts . It is replaced with clip and pressure design because it works better and modern pens of better designs do not face the problem of straining the clothes because of advancement of gel ink. Modern pens are designed in such a way that it helps in achieving universal design concepts and opening to writing are partly based on universal design. Twisting cannot be ignored by us but opening of lid or cap of pen or turning knobs required some strength for operation that we lack in old age. It is our request that we should use twisting in such a way that effortlessly anyone can operate by person of any age. Every doing everything correctly do not necessarily ensure a good design, however, and there are times when one has to either stay and work what commercial world is demanding to earn but keep experimenting for social uplift or acknowledge the limitations of knowledge and work for expanding it . Modern designers are not trained to use the proper twisting concept in their designed products/ services and they learn simply by

observing the design of products by others and that helps in understanding by imitation where and when it should be use in design. I feel we do not provide proper knowledge and it leads to bad design. A screw to fix properly needs exact guidelines, otherwise it invites accidents. What pressure and how many turns are required needs to fix the screw it should be properly advised. When various variables are available and we select one or the other and try to restrict or enhance it, that place twisting may appear. Best example is screw or bolt where we apply force to twist to achieve our objectives. Some screws are placed where prevention of unscrew in own because of other applications makes designer to design with lock or use the rivet of nut bolt as we did in iron bridges.

In my childhood I used to watch personal car equipped with removable crank handle which was engaged the front of the crankshaft or some places pulling a cord that was wound around an open-face pulley to start the engine. It was bad experience of my father because it needed knowledge when to jerk the rod with such specific strength then only it would start the engine. Was not twisting for starting the automobiles? It was replaced with self starter in our technological era but basic concept remains the same and by twisting the key we start the engine. What is torque of the vehicle? It is one of the measurements of power in automobiles where it defines the rotational strength. In a vehicle, torque is measured at various speeds of engine, or revolutions per minute (RPM) it takes. These two numbers converts to horse power by using specific formula. When we calculate the strength of the shaft of the motor we simply look at the torque of the iron bar that rotates with fan or blades or helps in converting to motion.

How did our ancestors get the idea of designing of chain? Is it not various links are clubbed together for more strength? It might be their need for extending the rope and knot was not sufficient to bear that load. They thought to miniaturize the long links in shorter lengths and succeeded in designing the chain. Twisting might be experienced while running they noticed that uneven surface proved the reason of broke the bone of the leg. Uneven surface generates twisting in leg bone for breaking. They realized that applying force in one direction generates situation that is beyond the bearing capacity of bone and it led either to sprained when it was mild and higher it broke. Internal twisting in stomach organs gives us pain and needs our medical attention. By twisting of neck we can change the vision direction. In extreme case it can break the neck and person embrace death. Most of the animals attack the prey's neck for breaking needs twisting. It is inbuilt mechanisms and they learned by experience that once twisted the neck, it broke and prey would die for their foods.

Have we ever pondered the pleasure and excitement of solving riddles? Riddles are nothing but using the twisted description of objects and person to identify the objects. It is integral part of every indigenous community's specific and people generally use riddles for their communication. Twisted description enhance the cognitive and intelligence. Formation of words that are generating tongue twisting is one of the methods to enhance intelligence among people and helps in learning. There is popular phrase 'twisting arms' that comes to existence after experiencing that generates pain or can break the bone for sorting the issues that person is unwilling to do .

Design of digital world has made the exception development in social life the both friends and strangers diminishing how intensely they can work together for betterment of social life. It is new twist in social life . It is helping us to form a universal person

and making significant contributions for universal design. In India in some tribes twisting of mustache is social pride and sign of strength & superiority. How it comes in the mind of people is mystery but it might be associated with manliness. In modern time some more changes are replacing these gender biased actions of twisting of mustache is no more that popular in public or privately.

Annagrazia Laura has a long experience in promoting the rights of people with disabilities within CO.IN. (Cooperative Integrate Onlus and then Consorzio Sociale COIN). She is presently responsible for Int.'l relations and European projects and represents CO.IN in several EU funded projects and international organisations. It is our great honour that she is Guest Editor of our special issue. She did complete justice as Editor and invited authors of her choice who could also do justice with our international publication. Once I read the Chicago school advertisement 'Be the Change. Discover the many options that are ahead for you.' She has proved that coming days will witness her contribution as catalyst for social change.

Twisting in tale makes the story interesting.

With regards

Dr. Sunil Bhatia

Design or All Institute of India

www.designforall.in

dr_subha@yahoo.com

Tel: 91-11-27853470®

Forthcoming issues

“Women Designer year of 2014”

December 2014 Vol-9 No-12

Lee Christopher is the Director of eLearning at Arapahoe Community College and also an ACC instructor. Lee has a BA in Philosophy, an M.Ed, and a M.F.A in Writing and Poetics. Lee is currently in the dissertation phase pursuing a Doctorate in Education from Capella University. Her dissertation title is **Universal Design for Learning: Implementation and Challenges of Community Colleges**. Lee’s publications include: “Digital Storytelling” in *Handbook of Research on Transformative Online Education and Liberation: Models for Social Equality*, Kurubacak and Yuzer, Eds., IGI Global, 2011, “Hype versus Reality on Campus: Why eLearning Isn’t Likely to Replace a Professor Any Time Soon” with Brent Wilson, *The E-Learning Handbook*, Carliner and Shank, eds. Pfeiffer, 2008 , and “What video games have to teach us about learning and, Lee literacy,” located at <http://edrev.asu.edu/reviews/rev591.htm> is on the Colorado Community College System Task Force for Web-IT Accessibility. She has a passion for Universal Design for Learning and will be guest editor for concluding issue of year 2014 Women’s Designer.



January 2015 Vol-10 No-1

Stephanie Battista, Senior Design Program Manager .

Stephanie directs medical and wearable technology design programs at Modern Edge. She is responsible for project management, client relationships, business development, sourcing, and studio culture.



For over a decade prior to joining Modern Edge, Stephanie was the principal of her own product design and development firm specializing in lifestyle product design, soft goods, and wearables for technology-driven start-ups. Stephanie brings expertise in medical devices, textiles, consumer goods, and wearable technology. She will be the Guest Editor and invite different authors of her choice on concept of universal design and it will be our fifth special issue on different occasions with IDSA, USA.

Website: Modernedge.com

Email: s.battista@modernedge.com

February 2015 Vol-10 No-2

Prof Mugendi K. M'Rithaa is an industrial designer, educator and researcher at the Cape Peninsula University of Technology. He holds postgraduate qualifications in Industrial Design, Higher Education, and Universal Design. He is passionate about various expressions of socially (responsive and) responsible design, including Participatory Design; Universal Design; and Design for Sustainability. Mugendi has a special interest in the pivotal role of design in advancing the developmental agenda on the African continent. He is associated with a number of international networks focusing on design within industrially



developing/majority world contexts, and is currently the President-Elect of the *International Council of Societies of Industrial Design* (Icsid). He will be the Guest Editor and his passion for universal Design is real driving force for establishing the concept in Africa continent.

March 2015 Vol-10 No- 3

Paula Sotnik, Institute for Community Inclusion, School for Global Inclusion & Social Development, University of Massachusetts Boston .



Paula Sotnik developed and directed 12 federal and state training and technical assistance projects (past and current) supporting individuals from traditionally underrepresented groups, including persons with disabilities. She is a recognized expert consultant, trainer and author on access and accommodations; culture brokering; diversity; outreach and recruitment strategies; team and partnership development; measurable outcome oriented strategic planning; national service, volunteerism and disability legislation, policy knowledge and practice acquired through years of personal, educational and professional life experiences. She serves as a consultant reviewer and trainer for an international fellowship exchange program. She will be Guest Editor of special issue and will focus on Universal design development in USA

April 2015 Vol-10 No-4

Debra Ruh is a Global Disability Inclusion Strategist, ICT Accessibility Training and Social Media Thought Leader on Disabilities. She focuses on Disability Inclusion, EmployAbility, Corporate Social Responsibilities, ICT Accessibility, Corporate



Social Responsibility and Social Entrepreneurs. She is also the author of several books including "Uncovering Hidden Human Capital: How Leading Corporations Leverage Multiple Abilities in their Workforce" and "Finding Your Voice by Using Social Media"

May 2015 Vol-10 No-7

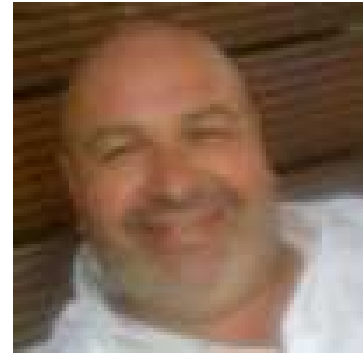
afUD (French Association of Universal Design)

President Jean Rene Moussu has accepted our invitation for Guest Editor for our special issue.

He is enthusiastic to popularize the concept of Universal Design in his country because he feels it is social responsibility of every citizen of the

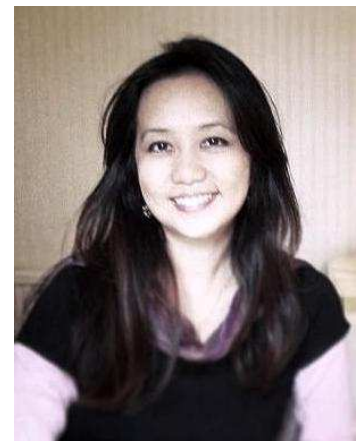
world to make the world accessible to all. He is inspired by Ron Mace and believes his word his philosophy

***The UD is a collective thought. Think different !UD*think! The UD* is notan evolution, it is a revolution.**



June 2015 Vol-10 No-7

Dr.Antika Sawadsri is a full-time lecturer in the School of Interior-Architecture at King Mongkut's Institute of Technology Ladkrabang (KMITL). She received a PhD from the School of Architecture, Planning and Landscape, Newcastle University, UK. She has qualifications on interior Architecture and Planning and is a specialist in an interrelationship between social construction of 'disability' and the designed environment.



Her academic interest focuses on inclusiveness in the process of creating living spaces. Recently, Antika has taken parts in both the State's agencies and non-government's movement in mobilising equal access to the buildings and city of disabled and ageing groups in Thailand.

July 2015 Vol-10 No-7

Humaniteam is a design laboratory which focuses on Health and Disability-related issues. We believe that the practice of a sport is conducive to enhancing the skills of people in disability situation in their everyday life environment.

Design acts as a bridge between each pole of expertise, thereby creating a common language and translating it into objects or services. HUMANITEAM is really passionate

by design for All. Many projects of UD are ongoing. Ms Claire Fauchille will be the Guest Editor.



August 2015 Vol-10 No-8

Dr. Bijaya K. Shrestha received Doctoral in Urban Engineering from the University of Tokyo, Japan (1995-'98), Master in Urban Design from the University of Hong Kong, Hong Kong (1993-'95) and Bachelor in Architecture from the University of Roorkee (now Indian Institute of Technology), India (1983-'88). Dr. Shrestha



has got working experiences of more than two decades. He had already served to the Department of Housing and Urban Development, Ministry of Housing and Physical Planning, Government of Nepal, United Nations Centre for Regional Development (UNCRD), Japan and various architectural schools in Nepal before taking the present job at Town Development Fund (TDF). He has initiated a new master program in Urban Design and Conservation at Khwopa Engineering College, Purbanchal

University, where he served two years as Head of Post-graduate Department of Urban Design and Conservation.

Dr. Shrestha is the recipient of numerous gold medals for his excellent academic performance and decorated by 'Calcutta Convention National Award 2006' by Indian Society for Technical Education for his best paper at the 35th ISTE Annual convention and National Seminar on Disaster – Prediction, Prevention and Management. He is also member of numerous professional bodies and life member of various alumni associations. He has already contributed more than five dozen of papers, published in various forms: book chapter, international journals, conference proceedings, local magazines and journals including in local newspapers. Moreover, he has been invited in numerous international conferences for presentation of his research findings. Finally, his field of expertise includes sustainable urban development, disaster management, housing, local government capacity building and development control. He will focus on universal design concept on Nepal.

September 2015Vol-10 No-9

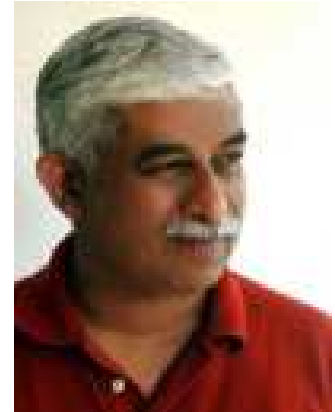
Min Wang Dean of School of Design CAFA, Beijing Beijing City, China Design Currently with AGI, China Central Academy of Fine Arts School of Design and previously worked with Square Two Design, ICOGRADA, Beijing 2008 Olympic Committee. His education is from Yale



University will be Guest Editor and he will highlight the contribution of China in Universal Design.

October 2015 Vol-10 No-10

Prof Ravi and Dr Ajanta Sen of IIT Mumbai India will be the Guest Editor and theme of the special issue is Design and Children.



November 2015 Vol-10 No-11

Ewa Golebiowska, Poland is the president of EIDD Design For All and she has accepted our invitation of Guest Editor and she will invite the authors from European countries for special issue.



Guest Editor:



Annagrazia Laura has a long experience in promoting the rights of people with disabilities within CO.IN. (Cooperative Integrate Onlus and then Consorzio Sociale COIN), an organisation involved in creating job opportunities for people with disabilities, also through accessible tourism, where she had the responsibility to develop the Group's Tourism Dept. at national and international level. She is presently responsible for Int.'l relations and European projects and represents CO.IN in several EU funded projects and international organisations.

Since 2009 she is a member of the Commission for the development and promotion of accessible tourism , set up by the Italian Ministry of Cultural Heritage and Tourism, where she participated to the study groups on Training and Accessibility.

Since 2013, she is the President of ENAT European Network for Accessible Tourism.

“Design for All: Enhancing Tourism Experiences for Everyone”

Design for All and Tourism: a binomial which leads to success.

Annagrazia Laura

Tourism for All is the effort that many countries and many organizations are realizing in order to make tourism experiences available to any tourist in any situation, in any country and destination in the world.

The mission of the organization I represent, ENAT – the European Network for Accessible Tourism, is ***to make the European tourism destinations, products and services accessible to all travelers and to promote accessible tourism around the world.***

ENAT supports all the objectives of the UN Convention on the Rights of Persons with Disabilities and, in particular, their right to have equal access to tourism, leisure and sport (Art. 30). We make great efforts to gradually reduce the gap that still exists between the needs expressed and the real conditions of accessibility in the European countries in order to make the present situation evolve in terms of a more qualitative offer of tourist products and services.

The network supports, through the appropriate activities, the SMEs that operate in the tourism sector and represents a platform of representation for persons with disabilities, through its not for profit members.

ENAT has established a Code of Conduct, launched in 2009, which has been so far signed by about 80 Members and can be considered the first and only international labelling scheme for the

promotion of ethical business standards in Accessible Tourism for All.

Businesses and organisations that sign up to the Code receive a commitment label and certificate recognising their efforts to promote accessible travel and tourism.

The Code consists of 8 guiding principles which businesses and organisations follow, so as to make travel and tourism accessible for all visitors who experience access difficulties and encourages, at point 3 , "Removing and preventing access barriers: We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a 'design-for-all' approach, in order to remove or minimize access barriers and contribute to sustainable and accessible tourism for all".

ENAT's collaboration with the Directorate General Enterprise of the European Commission and the trilateral agreement with UNWTO and ONCE Foundation have led to a more efficient planning of the guidelines of the European development for tourism for all, and, worldwide, to an update of 2005 UNWTO Recommendations on "Accessible Tourism for All" approved by the UNWTO General Assembly at its 20th session in August 2013.

If a travel experience, as the means to know new realities and new places and an opportunity for personal growth, is a right for everybody, it is also a fact that some people have more difficulties than others in doing so and the difficulty lies mainly in the presence of cultural and architectural barriers: in a few words in an environment that excludes rather than allowing everybody the chance to participate.

The aim of full accessibility to the built environment has already been recognized internationally since 1993, in the United Nations Standard Rules on Equal opportunities for people with disabilities. Despite the signing of the Standard Rules by almost all the nations of the world, the issue of access, treated at no.5 of the Standard Rules, still remains the major problem from the technical and social perspective.

In the recent years, designers, planners and the European supporters of accessibility, have put particular emphasis on the use of "Design for All", which is an approach to the design of buildings, products and services which may contribute to the achievement of the complete accessibility.

Applying the principles of "Design for All" in all aspects of life: home, school, work, leisure time, transport etc, it is possible to make significant progress to the elimination of barriers, which currently prevent people with disabilities from enjoying a full and inclusive participation in an equal way with anybody else.

Consequently, the application of these principles in the tourism sector could produce higher quality for everybody as well as a higher profit in the whole sector and new employment opportunities.

The opportunities on the economic impact, deriving from the improvement of a tourism offer adapted to the needs of all travelers, require the analysis of Tourism for All from the economic point of view, taking into account all the key factors of success in the supply of a service and, specifically, an accessible tourist service.

Customer care is one of these factors: to satisfy a customer with specific needs means first of all to understand which are those

needs, by trying to fathom their specific nature in order to respond appropriately to his/her requests and prepare an adequate product/service.

Another very important factor is the possibility to ensure an integrated offer by a tourist product chain which meets, in all its elements, the needs and the demands of tourists with disabilities, and by a service supply chain that can be enjoyed as a whole and in its individual elements.

A tourist destination is an integrated system of attractions and services, or better still, a set of resources that attract and induce the traveler to make the necessary efforts to go and stay there.

This combination that helps to create a destination, can be represented through the chain of tourist services, that highlights not only which are the ideal products and services but also the complementary relationships that exist between them. In fact, it's not enough to have stunning landscapes, crystal waters and spectacular coastlines: in order to attract tourists is necessary to provide a range of products, distinctly receptive (catering and accommodation) entertainment, recreation, sports, culture, and able to satisfy the different demands of the customers.

All the services and attractions which create a destination are definitely much broader than those that are usually considered.

It's necessary to understand that each element of the chain influences and depends on the others: if one of the elements is weak, from the quality and the fruition point of view, the holiday can be strongly compromised as a whole.

It's obvious that a single entrepreneur cannot control directly all the elements of the chain: consequently it is vital, in all the

strategic choices for the development of a tourist destination, to involve of all the relevant components, both public and private, who have a say in managerial choices and the possibility to plan and implement measures for the improvement and the inclusive requalification of a destination area.

The authors who have contributed to this edition of the Design for All, India magazine have taken into consideration all the various aspects that characterize *Tourism for All*.

The numerical importance of this segment has been reaffirmed in a recent study that the European Commission has commissioned in order to set the strategies for the development of this market. It's significant to consider this potential market, both for all the public planners and the business components of the tourism sector (Economic Impact and Travel patterns of Accessible Tourism in Europe by Kai Pagenkopf).

The need for a quality tourist product, often identified as a weak point of the offer as a whole, can be answered through training programs of a high educational level, allowing all the human resources present in the chain of tourism services to address their customers competently. The training system can be considered as a good practice and can be adopted in the contexts of different countries (Accessible tourism training skills by Ana Garcia and Dinis Duarte).

The considerations of one of the driving factors of a traveler are the approach and the contact with history, the cultural heritage of the country one is visiting, both from the monumental and the thematic itineraries point of view.

**In this case the description of what has been realized for the Centenary of the Great War in Belgium (In Flanders Fields by
*20 November 2014 Vol-9 No-11 Design For All Institute of India***

Pieter Ghijssels), one of the countries that has suffered its serious consequences, the possibility to visit the holy places important for millions of believers around the world (Accessibility in the Old City of Jerusalem by Judith Bendel and Meirav Davish Ben Moshe) and the birthplace of one of the greatest civilizations of the ancient world, (A Preliminary Study for Accessible Cultural Routes in the Greek city of Patras by Katerina Papamichail).

Finally, the technical approach to the built environment (A research proposal for improving tourism supply by Ludovica Malavasi and Annalisa Morini), from the tourism point of view, requires destinations to offer suitable environments and facilities to the visitors, but in making these changes gives the possibility to all the local communities, residents and workers, to participate fully in the benefits that accessible , suitable and responsible tourism can guarantee.



Annagrazia Laura



Pieter Ghijsels obtained a master's degree in Communication Science at the University of Leuven, Belgium. Since 1999, he has been working in the field of accessible tourism, first for the disability organization KVG, later as coordinator of the Accessible Travel Info Point and policy advisor for Visit Flanders, the tourism administration for Flanders-Brussels.

Pieter GHIJSELS

pieter.ghijsels@toerismevlaanderen.be

In Flanders Fields

Heading for an accessible holiday destination

Pieter GHIJSELS

Visitors of the Flanders Fields area, in the west of our country, find it hard to imagine the terror and chaos that marked the region 100 years ago. The horror was so terrible that everybody agreed: this should never happen again. Alas, today we know that the world still hungers for peace. But the former battlefield area has now become a dedicated meeting place.

The Great War centenary will draw the world's attention to Flanders for a few years.



Figure 1: Logo of the initiative

We expect to receive numerous international visitors, young and old, disabled and able-bodied: we aim for 2 million visitors between 2014 and 2018.

For them, Flanders wants to step forward as an accessible holiday destination. This means that every shackle of the value chain needs to be connected.

This ambition doesn't come "out of the blue". VisitFlanders started about 12 years ago with an accessibility action plan that focused, so far, on accessible accommodation, information, points of interest and events. This is, however, the first time that we tackle the whole value chain: information, accommodation, transport, attractions, heritage etc. Because several aspects of this project go well beyond the power of our organization, the province of West Flanders and the accessibility consultant Westkans have joined us. Our mutual goal is to establish integral accessibility of the Great War memorial activities for an audience as wide as possible.

Here are a few examples of what we're working on:

**** In the medieval Cloth Halls of Ypres beats the heart of the Flanders Fields region. The "In Flanders Fields" museum is a perfect interactive introduction and an open invitation to discover personal stories while exploring the area. The museum has been completely renovated in 2012 and is now more than ever an impressive experience for all.***



Figure 2: Exhibition

*** Tyne Cot cemetery: the Commonwealth has added ramps to the monuments, integrated in the marble steps.**

*** "We called it hell, they called it Passchendaele¹" is a quote that tells it all. Today, the memorial museum has been extended with a replica dug-out (underground military camp). Everything is reachable with a lift. The site is fully wheelchair accessible. As the reconstruction is very accurate, this is a true multi-sensorial experience.**

*** The notorious trenches are still part of the landscape in Flanders Fields. Making these wheelchairs accessible is not so obvious. The trenches that you can visit there are authentic. At one end, wheelchair users will have the possible to descend into them, but it's a bit too tight to circulate (only 60-70 cm wide). A walking trail around the trenches will however give a good impression. In Passchendaele, next to the dug-out, a few types of trenches are now being reconstructed in a fully accessible way.**

Accommodation: in the province of West Flanders, nearly 90 hotels, holiday centers, B&B's etc. – mainstream holiday accommodation! – offer rooms that meet high accessibility standards. The "All In" brochure presents all +200 accessible accommodations in Flanders. All information has been objectively screened, which allows us to make accurate and up-to-date descriptions.

Also, restaurants and pubs in the area have been assessed and receive consultancy for adaptations.

Parking facilities, public toilets, equipment and personal assistance, transport, as well as public infrastructure, are taken care of by the province. All these facilities are being screened by

¹ **Name of a rural Belgian village in the Zonnebeke municipality of West Flanders province. It is commonly known as a battlefields and the name of a campaign during World War 1**

professional researchers, bottlenecks are identified and improved under supervision of specialized architects. The results will soon be published in all the information channels about the Great War centenary, brochures, apps, websites, etc. - mainstream media as well as specific publications that are dedicated to people with disabilities.

Accessibility is not only a matter of “bricks and mortar”. The mentality of the service providers that you encounter as a visitor plays a key role in the perception of accessibility. Awareness raising works in several ways. VisitFlanders publishes brochures and organizes training sessions for desk staff, tourist guides and other stakeholders.

I have already mentioned the matter of equipment and assistance. Unlike many other travel destinations, VisitFlanders has started its actions with the mainstream tourism sector. Accessible tourism is *tourism*, it lies in the tourist board’s power and responsibility. However, we must consider that hiring a hoist, a mobility scooter or other equipment, as well as finding personal assistance, are not as easy as should be – especially for visitors from abroad. In anticipation to a serious rise of requests, a network of providers and public services has been formed to assess and expand the possibilities in a coordinated way and to match demand and offer efficiently.

The battlefield region will be the first integral accessible travel destination. It is also a pilot project for the rest of Flanders. Based on our experiences in the West of the country, we are doing the same thing in other touristic important regions, as part of the strategic goal to build a sustainable, accessible Flanders for all.



Pieter GHIJSELS

pieter.ghijsels@toerismevlaanderen.be



Katerina Papamichail is a Greek architect, founding member of ENAT, specialising in Universal Design and accessibility of the built environment and accessible tourism. Ex-Head of Architectural Studies, Greek Social Housing Organisation and Section Manager for Olympic/Paralympic Village, Athens Olympic Games 2004. Expert for the European Standardisation Committee (CEN) on 'Accessibility Requirements for Public Procurement in the Built Environment'. Co-author of the Greek Accessibility Guidelines.

A PRELIMINARY STUDY FOR ACCESSIBLE CULTURAL ROUTES IN THE CITY OF PATRAS, GREECE

Katerina PAPAMICHAIL², Architect, Accessibility Expert

1. Introduction

This article refers to a study carried out in 2013 for the city of Patras in Western Greece, to examine the possible benefits of establishing accessible pedestrian routes in the city centre, connecting the historical, cultural points of interest. The study was prepared in connection with the European Union funded project, *Cultural values and Leisure Environments, Accessible Roundly for all – CLEAR*, involving countries in South-Eastern Europe.

The City of Patras is one of the major port cities of Greece which functions as an entry point to the country for hundreds of thousands of tourists each year. However, for most tourists from abroad, the city is not regarded as a destination in itself but merely a transit point to other regions of Greece - the Peloponnese, Central Greece and Athens.

By any standards, Patras has a rich and diverse cultural heritage with exceptional ancient monuments and heritage buildings scattered within the city's central area. (There are also notable archaeological sites and a new Archaeological museum outside the centre). The city is also well known as a religious tourism destination with the Orthodox Church of the Apostle St. Andrew, as well as for its annual Carnival, contemporary cultural and

² *katerina.papamichail@gmail.com*

artistic events. The development of *pedestrian cultural accessible routes* would contribute to making the city's points of interest accessible to a wider range of visitors and also add to the city's overall image as an accessible destination.

Physical accessibility is often a challenge in historical environments, which affects the easy movement of pedestrians, including people who have either temporary or permanent mobility impairments, older people, parents with small children and others. By giving priority to pedestrians and reducing motor traffic, the city environment is better for everyone, creating a magnet for tourists and citizens alike. In the case of Patras, as in many Mediterranean cities, the streets and pavements have not been planned to be accessible for people with reduced mobility, with the exception of some interventions in the last decade. Since the city is built on two levels, with upper and lower city areas, this presents an additional challenge, to connect these parts of the city with pedestrian accessible routes.

2. General background

2.1 European Cities and Accessible Cultural Routes

European cities are highly attractive to European and overseas tourists and despite negative economic trends they enjoyed increased average growth rates, measured by numbers of hotel bed-nights, of more than 6% in 2011.³ A European tourism survey in 2011 showed that the main attractions for tourists in 2011 were: the environment (32%), cultural heritage (27%), and entertainment (14%).⁴

³ *Survey figures by European Cities Marketing, 2012.*

⁴ *Flash EUROBAROMETER 334. "Attitudes of Europeans Towards Tourism".*

As the number of travellers increases year by year, cities and governments are becoming aware of the need to integrate tourism within national development strategies, as this is an important driver of economic growth, employment and sustainable development.

However, historical cities and cultural venues can present certain access difficulties to visitors with reduced mobility, which prevents or limits their enjoyment of the destination.

There are about 80 million people in Europe with a disability, added to which there is an increasing population of older people. Like everyone, these groups have the ability and desire to travel and many seniors, in particular, have more free time and discretionary income to spend on holidays and leisure. These groups, estimated at almost 130 million people, require an accessible environment, transport and services. To meet this market demand, those responsible for managing and preserving historical cities are faced with the challenge of improving the accessibility of city streets, monuments and buildings while safeguarding their cultural heritage.

Making historical cities accessible to citizens and visitors is not only an advantage to cultural operators. Improving access contributes to the long-term sustainability of the city's tourism-related businesses, as increased visitor numbers have a ripple effect through the tourism economy. Tourist incomes, directly and indirectly, can provide finance for conservation and urban regeneration. Local businesses that make their facilities and offers accessible can increase their market share and also extend the traditional holiday seasons, as older visitors in particular tend to travel off-season. In addition, better access contributes to an

improved quality of life for residents and tourists alike. Indeed, accessible tourism has the potential to benefit everyone.

Accessible Cultural Routes can be of particular benefit to a destination's tourism offer, enhancing the quality of the visitor experience by allowing tourists to enjoy some of the key cultural attractions of the city (Points of Interest) in a clearly defined and concentrated area. By preparing and promoting accessible routes, the city gives visitors and tour guides a "tool" for planning their visits, making the best use of their time and being sure of where they can go without meeting access barriers. Accessible signage, information boards and other materials along the route can inform visitors about the direction of travel and the places they are visiting, providing a more satisfying experience.

Designing accessible cultural routes helps destination managers to organise and communicate messages and images about the character of the city to the visitor. Potentially, the routes can improve the competitiveness of a tourist destination by attracting a new market segment which typically travels in the low season and is accompanied by one or more companions or family members.

With accessible routes crossing the city centre, the pedestrian environment in general makes it easier for everyone to move around, increasing the "livability" of the city. Shops, cafes and other businesses can benefit from greater number of pedestrians, either visitors or citizens, and increased revenues can also bring more funds for heritage conservation and other improvements to the city's streets and landmarks.

2.2 City of Patras

The City of Patras, located 215 km west of Athens, is the third largest city in Greece, with a population of about 215,000 inhabitants. It is built at the foothills of Mount Panachaikon, overlooking the Gulf of Patras. Its history as a settlement spans four millennia. In the Roman period it had become a cosmopolitan centre of the eastern Mediterranean and, according to Christian tradition, it was also the place of Saint Andrew's martyrdom.

Known as Greece's *Gate to the West*, Patras is a commercial hub, while its busy port is a point for trade and communication with Italy and the rest of Western Europe. The city has two public universities and one technological institute, hosting a large student population and making Patras a centre of excellence in technological education. The Rio-Antirio bridge connects Patras' easternmost suburb of Rio to the town of Antirrio, connecting the Peloponnese peninsula with mainland Greece.

Every year, in February, the city hosts one of Europe's largest and most colourful carnivals ; notable features of the Patras Carnival include its mammoth-sized satirical floats and extravagant balls and parades, enjoyed by hundreds of thousands of visitors in a pleasant Mediterranean climate. Patras is also famous for supporting an indigenous cultural scene active mainly in the performing arts and modern urban literature. It was European Capital of Culture 2006.

The town nowadays is divided into the Upper and Lower part with broad flights of steps, and winding streets, giving access between the two levels. The upper part contains the Venetian Castle ruins and the Roman Odeon (theatre), now reconstructed and used as an open-air theatre for performances and concerts during the

summer period. The lower part was laid out on a grid pattern in the mid-19th Century and contains many neoclassical buildings like the theatre "Apollon" in Georgiou I Square, the Town Hall as well as the Orthodox Church of Saint Andrew which attracts large numbers of pilgrims from all over the Orthodox world.

3. Approach

The study began with a general analysis of the city's Strengths, Weaknesses, Opportunities and Threats ("SWOT-analysis") in relation to the tourism objectives set by the city planning office.

The researchers also interviewed local experts with specialist knowledge of the history of the city, its monuments and buildings. From this information a list of 23 "Points of Interest" for tourists was made and the points were identified on a map of the city centre.

To determine the existing levels of accessibility of the city streets, access barriers and the need for new access measures, an *access audit* was carried out in the city centre's pedestrian area and adjoining streets in the lower part of the city, within an area of about 2.5 square kilometres, bounded by the ferry port and coastline in the west and the upper city in the east.

The study used an *Access Audit Methodology* which has been developed in previous accessibility auditing projects and design work. The analysis focused on the four major functions which must be addressed in order for people to have equal access, these being:

- *Mobility,*
- *Orientation and Navigation,*

- ***Manual dexterity – holding and manipulating objects,***
- ***Communication processes in connection with the surroundings.***

These functions address the broad spectrum of human abilities and disabilities, taking into account the access requirements of people with motor disabilities, sensory impairments and, as appropriate, cognitive or learning difficulties.

Key aspects of the physical environment and the visitor's interaction with the surroundings were analysed in order to identify a *continuous free passageway* and *possible barriers along the pavements and pedestrian areas of the city*. Ideally the accessible cultural route should be a "step-free" pathway with minimal or no obstacles in the form of kerbs or steps. The objective of the analysis was to identify key problems and barriers, and then to apply the principles of Universal Design to the elaboration of routes that would be usable and accessible for all visitors, regardless of their possible functional impairments.

The access audit also examined the facilities, objects and services along the route which may be required to ensure a good experience for those who come to enjoy the accessible route and Points of Interest. This phase of the study included identifying information points, signage requirements and other details relating to communications, orientation and navigation.

The audit was led by an architect (the author) who is an expert in accessibility of the built environment. The accessible route and design solutions were made with reference to the *Greek Accessibility Guidelines*, which is the *de facto* standard used in planning of accessibility of the built environment.

Using a specially designed checklist, the access auditor measured or described the corresponding part of the route or facility and filled in the applicable values. In addition, photographs were taken as a record, to be used in presenting the nature of access problems and possibilities to the city planning authorities.

On the basis of the general access audit, *two accessible cultural routes* were defined and assessed.

4. Access audit results

In the period 2003-2004, the pavements and squares of central Patras were renovated ahead of the Olympic and Paralympic Games, since Patras hosted some of the training centres and events connected with the Athens Games. These works gave a start to the pedestrian access works in Patras. The accessibility audit in 2013 showed that through these projects, 10 years previously, the concept of accessibility had begun to take root in practical implementation but in the intervening years there has not been a consistent policy in the design of pedestrian areas and the correct maintenance of the pavements has been lacking.

Good practices and good access conditions were in evidence in Patras, such as:

- *The general policy of constructing tactile routes in city centre pavements and having dropped kerbs at street crossings;*
- *Creation of many pedestrian streets and a plan for continuation of these in some areas;*
- *Existence of many covered galleries along the pavements, providing pedestrians with shade and shelter from the weather;*

- ***Addition of some access measures, e.g. ramps and stair-lifts, for people with disabilities at some Points of Interest, such as the Roman Odeon and churches;***
- ***Provision of accessible toilets in public and private buildings, although the number is limited and these facilities are often kept locked;***
- ***Provision of street furniture (benches and lighting) in new pedestrian areas and squares;***
- ***The ongoing initiative to create more designated disabled parking places at different locations in the city.***

However, it must be noted that the level of physical accessibility in general was not satisfactory and could be improved with the right approach and management, implementing accessibility in a consistent way.

Some problematic areas were identified, as follows:

- ***Use of different paving materials for tactile routes and pavement edges in various parts of the city, which does not provide the same information or support for blind and partially sighted pedestrians moving around the city;***
- ***Incorrect implementation of the Greek Accessibility Guidelines for many dropped kerbs and blind (tactile paving) routes;***
- ***Lack of maintenance (e.g. rough surfaces and objects in the path of travel) leads to creation of obstacles to free movement of pedestrians;***
- ***Pedestrian streets which are not on one level (e.g. where the original pavements are retained), do not allow easy access***

for crossing the road or entering premises for wheelchair users and parents with pushchairs;




- *Pavements occupied by café furniture blocks movement of pedestrians;*
- *Few signposts with directions to Points of Interest;*
- *Traffic lights are not fitted with audible signals which assist blind and partially sighted pedestrians in particular, (but not only them), when crossing the road.*
- *The large majority of shops and restaurants have not implemented level access, even in the pedestrian streets. High thresholds are still the norm;*
- *Many banks and ATMs are nor accessible for wheelchair users;*
- *Provisions for deaf and people with hearing impairments were not found at Points of Interest (e.g. hearing loop technology) and should be introduced in places where there is tourist information, at ticket offices, etc.*

From the access audit of city streets, squares and points of interest, the study team made an illustrated 20-page *Catalogue* of access problems (⊗) and examples of good solutions (⊙), to use as a planning and training tool for city engineers and planners. The catalogue includes cultural, religious and historical venues and also infrastructure and services connected with the whole visitor journey, as well as accessible facilities and services for citizens of Patras.

A short extract of the *Patras Access Catalogue* is shown below:

Figure 1. Extract from the Patras Access Catalogue

<p>Pedestrian Street</p>	<p></p> <p></p> <p></p> <p></p>	<ul style="list-style-type: none">• Riga Fereou Street is a new pedestrian street with a variety of shops and cafés.• It is used as a main thoroughfare for pedestrians, and is favoured by parents with babies in pushchairs.• Cyclists also use the street, usually at low speed.• Pavements at the sides of the walkway were not altered and still have kerbs, with only few dropped kerbs. This makes access to shops and cafés difficult for wheelchair users and people with pushchairs.
---------------------------------	--	---

<p>Pedestrian streets with levelled pavements</p>		<p>The western end of Ag. Nikolaou Street is a pedestrian street on one level. The roadway has been elevated up to the level of the pavements. This allows easy access across the entire width for wheelchair users, people with pushchairs, etc.</p>
<p>Pavements</p>		<p>Sheltered galleries are a prominent feature of many of the shopping streets of Patras providing protection from the sun and rain. A tactile route is also provided. On some sloping streets there are steps which could be replaced with a ramp to allow 'step-free' access. Photo: Kolokotronis Street</p>
<p>Tactile route</p>		<p>George I. Square The diagonal black marble pattern on the square breaks the tactile route in several places, disturbing the functionality of the tactile route for blind people.</p>

<p>Shops with thresholds</p>		<p>Most of the shops in Patras have a high threshold at the entrance making access difficult for people using wheelchairs and parents with baby-strollers.</p> <p>Markings on glass doors protect against people walking into them and having accidents are a good feature here.</p>
<p>Shops with level access</p>		<p>Level access entrance at the traditional Ouzo and spirits shop on Ag. Andreas St.</p>

5. Development of the Accessible Cultural Routes

The objective was to create a continuous passage for all pedestrians, including people with wheelchairs, mobility scooters and pushchairs, with clear width and free height, and a smooth surface which has no major obstacles and no steep gradients, allowing easy access for people who use wheelchairs or other walking aids (e.g. rollators-walkers, walking sticks). The route should thus be easy to access for parents walking with small children and babies in push-chairs or prams.

Two accessible cultural routes were proposed, taking into account:

- 1. The existing accessibility condition of Patras city centre pavements, squares and streets;***
- 2. The 23 most attractive cultural Points of Interest within a radius of about 1 km of the city centre;***
- 3. Public transport connections (ferry, train station and bus terminals, taxi stops) and private car parking at start and finishing points;***
- 4. Facilities useful for tourists, e.g. Info-points, accessible toilets;***
- 5. Accessible cafés and restaurants;***
- 6. Access to shops and other businesses along the routes;***
- 7. Hotels with facilities for people with disabilities (accessible toilets and rooms);***
- 8. Planned sites for a project on QR Codes with cultural and navigation information for visitors and citizens.***

On the basis of the above parameters the accessible cultural routes were designed to start from public transport nodes (bus and railway stations) and then take the visitor via two routes to visit: 15 Points of Interest (Route 1, 1200 metres) or 17 Points of Interest (Route 2, 1500 metres).

In this study, detailed design solutions through a Universal Design approach were not developed for each specific route and installation. This was not foreseen by the project but, at a later stage, the analysis and proposals developed in this study could be used as requirements for future design work.

5.1. Maps and navigation descriptions

The accessible routes were prepared on printed and digital maps which can be used by the visitor when following the route.

The map indicates the scale and the orientation (showing the direction of North) and has the route clearly marked with the Points of Interest along its length.

A text description provides the visitors with navigation points, the distances to be covered and the average walking time. There may be additional indications of the distances and average walking times between points of interest.

5.2 Points of Interest

The accessible cultural routes were defined to include the Tourist Information Centre and information kiosk, historical buildings from ancient and recent periods, monuments, gardens, squares, public buildings (including the municipal library and picture gallery).

Each point of interest was clearly marked on the route map with a short description regarding access issues. Some basic historical information about each Point of Interest was included in the route description of the Study Report. (This also functioned as an *aide memoire* for the city authorities). More complete information material should be prepared for visitors and offered in different accessible formats.

For two Points of Interest, the Roman Odeon and the Saint Andrew's Orthodox Church, a more detailed access audit, indoors and outdoors, was carried out in order to demonstrate the scope of these assessments to the city authorities.

5.3 Example of one proposed Accessible Cultural Route

Proposed Route 1. A City Walk to the Roman Stadium

Route 1 starts at Long distance bus station, as it is at the furthest arrival point from the city centre. Some other optional visits were also indicated, off the main route (1a, 1b, 1c).

Figure 2. Map of Route 1 (Points of Interest are indicated by numbers. Text is in the Route description)







Route 1: From Long-distance bus station (KTEL) at Othonos and Amalias st. → Roman Stadium at Ifestou St. Length: 1200 metres.


1. KTEL bus station → **2.** Othonos and Amalias st. → **3.** Three Allies Square → **6 & 7.** Ag. Nikolaou st. → **8.** Mezonos st. → **11.** King George A Square → Gerokostopoulou st. → Ifestou st. → **12.** Roman Stadium

Return: Ifestou st. → Gerokostopoulou st. → to King George I Square.

(Finish at the Square or continue on Route 2a to 13. Municipal Library and Picture Gallery, 110, Mezonos st.)

Figure 3. Example from the Route Leaflet showing some points of interest on Route 1.

 	<p>9. Evangelistria Church Orthodox Cathedral</p> <p>View from Mezonos Street</p> <p>View of platform lift (folded) at left hand side entrance and church steps</p>	<p>Mezonos 103. The Cathedral of the Immaculate Conception in Patras. Architect Ernst Ziller. The first public building built in the "New" or "Lower Town" after the liberation from the Turks (1828). Founded in 1842 and inaugurated in 1846, and from 1856 until today is the Cathedral of the city of Patras and Metropolis. A platform lift has been added to the second (not the main) entrance. There is a button to press for assistance. Five steps and handrails at main entrance.</p>
	<p>10. Municipal Theatre Apollon</p>	<p>Designed by the German architect Ernst Ziller, it was completed in 1872. The Apollon is located east of George A Square. The theatre has one step at the entrance. Temporary wooden ramp when required. No accessible toilets.</p>
	<p>11. King George I. Square</p> <p>View of square from upper fountain</p>	<p>The large open square has two Italian fountains and a number of buildings from the 19th century. Level access to "KOLLA" shopping centre and surrounding streets. House of Papagianni family.</p>

	12. Roman stadium	Ifestou Street. The Roman stadium was built in the 1st century during the era of Domitianos and is located near the Roman Odeon. Part of the site has a wooden ramp to enable wheelchair access.

6. Conclusions and Recommendations

From the preliminary study in Patras, it is evident that, in order to develop inclusive cultural tourism experiences, it is necessary to develop an Accessibility Action Plan, involving political decision-makers, city planners and technical managers, as well as businesses and citizens.

Creating accessible cultural routes improves visitors' access to culture and tourist attractions. In addition, the process of creating these routes will enable the authorities and stakeholders to develop their knowledge and continue upgrading access in the city as a whole.

The study recommended that accessibility of public spaces and buildings should be a key element of the accessibility action plan:

- Access for All, based on Universal Design principles, should be a requirement for all public procurement of buildings, infrastructure works, facilities and services;***
- Conformity with access standards should be an integral part of city management practices.***

Specifically in relation to tourism, the accessibility of the city and its many facilities and offers must be actively publicised and marketed to tourists through national and international channels,

for example in connection with festivals, events, attractions and offers, throughout the year.

- *Accessibility should become a key feature of the Patras "brand", making the city known for its welcome to all visitors of all ages and abilities.*

Therefore the study team recommended the following management actions:

1. To train technical and managerial personnel in the municipality, to increase their knowledge and competences in planning and implementing accessibility measures in renovations and new constructions in the city in a consistent way, according to national legislation and international guidelines.
2. To establish awareness-raising, incentives and support actions for businesses and a publicity/marketing scheme for all accessible businesses in the city.
3. To cooperate with business owners to make accessibility audits of all major tourist Points of Interest, and to make plans for improvement where necessary.
4. To engage NGOs and other stakeholders in the development and publication of an accessible on-line *Patras Access Guide* with information about the accessibility of pedestrian routes and Points of Interest, hotels, restaurants, cafés, shops, transport facilities and other parts of the tourism supply chain, making it easier for citizens and tourists to find, plan and book accessible experiences in the city.
5. To address the problem of the lack of accessible public transport (buses) which inhibits the free movement of people

with reduced mobility around the city and, in particular, between the upper and lower parts of the city.

Following the delivery of the Study Report to the City of Patras and the European CLEAR project partners, the proposal for the accessible routes was presented at a tourism and business seminar organised by the Patras Chamber of Commerce.



Katerina Papamichail



Dr Kai Pagenkopf studied Geography and works as a senior consultant and project manager for NeumannConsult. He joined the team in 2007. He is specialized in regional management and tourism development, accessibility and Design for All. He has multicultural experiences in coordinating international projects (e.g. Former Soviet Union, Eastern Europe). Beside this, he is lecturer at different Universities.

Contact: pagenkopf@neumann-consult.com, www.neumann-consult.com

Economic Impact and Travel patterns of Accessible Tourism in Europe

Kai Pagenkopf

Introduction

The European Commission, the executive body of the European Union (EU)⁵, has commissioned three studies, which provide a coherent picture of the current and future situation of accessible tourism in Europe. One of the study deals with the economic impact of accessible tourism in Europe. The study has been conducted by GfK Belgium, the University of Surrey in the UK, ProAsolutions from Spain and NeumannConsult from Germany.

Within this article, I will show the most important findings of this study and give recommendations for tourist destinations, which derive from the study's results.

The main aims and questions of the study "Economic Impact and Travel patterns of Accessible Tourism in Europe" were:

- *What is the amount of the current and future demand for Accessible Tourism in Europe and beyond?*
- *What are the travel patterns and behaviors of people with access needs?*
- *What is the amount of the current and future economic contribution of Accessible Tourism?*
- *What are the success factors in Accessible Tourism?*

Among others, we used the following methods in order to answer the above-mentioned questions:

⁵ *The European Union (EU) is an economic and political union of 28 member states in Europe*

- **Online survey among people with access needs in 12 EU Member States and 4 non-EU markets**
- **Survey of 66 tourism-related websites and brochures from 12 tourism offices to evaluate the information available to travelers with accessibility needs from a user's point of view**
- **10 case-studies in order to identify and describe good practices**
- **Stakeholder consultation with focus groups and expert interviews**

Travel patterns

In the EU, more than half of all the people with mobility and activity limitations between the age of 15 and 64 went on a journey in the twelve months between mid-2012 and 2013. On average, each person in this group went on 6.7 days trips and 6.7 overnight stays during this period. Overall, persons with activity limitations generate 170 million day trips plus overnight stays of approximately the same amount.

During the same period, people over 65 of age showed a travel propensity of almost 50%. Overall, they generated 225 million days trips and 217 million overnight stays (Table 1).

Table 1: Overview of travel patterns of people with access needs (Source: GfK et al. 2014)

	People with disabilities	People 65+
Travel Propensity	58,1 %	47,5 %
Travel Frequency	6,7	5,5
Of these, spent in		

Domestic	60,1 %	70 %
EU	27,4 %	22,8 %
International	12,5 %	7,2 %

Thus, the group of travelers who particularly benefit from accessible offers - disabled and older people - generated 783 million day or several-day lasting trips within the EU.

Germany, France and the UK are the most important source markets within this group. The USA, Switzerland and Russia are the most important source markets outside the EU.

By 2020, the number of trips of elderly and disabled guests within the EU will rise to 862 million trips per year. In addition, we may expect 21 million trips per year by guests from the main non-EU source markets. However, the overall potential is far greater: if it would be possible to increase the accessibility of tourism-related facilities significantly, then up to 1.231 million trips per year could be realized.

High recent impact, even higher potentials

Elderly and disabled guests spend around 80 € for a day trip, about 700 € for a several-day lasting vacation in their home country and 1,100 € for a several-day lasting vacation in other EU countries. This implies the following current economic impulses and potential (Table 2):

Table 2: Recent and potential economic impact of people with access needs within the EU (Source: GfK et al. 2014)

	recent (2013)	potential (2020)
Economic output	786 billion €	1.073 billion €
Gross value added	356 billion €	484 billion €
Gross domestic product	394 billion €	537 billion €

Persons employed	8,7 million	12,1 million
-------------------------	--------------------	---------------------

Guests from non-EU countries spend on average around € 1,000 per holiday. Thus, this group generates the following current economic impulses and potential (Table 3):

Table 3: Recent and potential economic impact of people with access needs from non-EU countries (Source: GfK et al. 2014)

	recent (2013)	potential (2020)
Economic output	34 billion €	60 billion €
Gross value added	15 billion €	26 billion €
Gross domestic product	17 billion €	30 billion €
Persons employed	538.000	940.000

Guests from the EU with special access needs currently generate a total revenue of 786 billion €, which accounted for 3% of the EU's gross domestic product (2012). Under the optimistic assumption of significant increase of accessible tourism-related facilities, the contribution of these guests could rise by almost 40%. Even more pronounced is the potential of the guests from non-EU countries. Growth rates by up to almost 75% are possible. Additional impulses like traveling with friends or relatives are not even considered.

Information deficits and lack of service are main obstacles

Disabled and elderly guests as well as families with children do not form a homogeneous group. Concerning their travel motivation, they do not significantly differ from other travelers. However, some special desires have to be taken into account: the preparation of a journey plays a very important role for this group. Most important are the recommendations from relatives and friends as well as their own travel experiences. Although

brochures and other print media are still very important, it is clear enough that the Internet with its numerous research opportunities is a very important source of information.

Many disabled and elderly guests as well as families with children look for specific information of accessible conditions that are important to them. Thus, the lack of such information is considered to be a great barrier. In particular, families with children want more detailed information about the accessibility of their resort, their hotel, or recreational facility. For all groups, it is important that such information can be found in the standard media and not (only) in special-interest media.

For many travelers, in particular air travel is difficult. In addition to the physical accessibility of the infrastructure (train, plane, train station, etc.) the lack of awareness of the service personnel and the lack of knowledge about the needs of the guest is a frequently cited problem. This also applies to the accommodation area. Insufficient service and lack of physical accessibility are equally important barriers.

Travelers with sensory limitations and invisible disabilities particularly complain about the lack of accessibility in the restaurant industry. For them, the barriers in restaurants are considered even worse than the barriers in the accommodation sector.

Most important attractions in tourism are activities in nature. Unfortunately, in this leisure segment, the biggest barriers are perceived.

The major problems for travelers with access needs arise during locomotion on site. In addition, the lack of accessible toilets is criticized repeatedly.

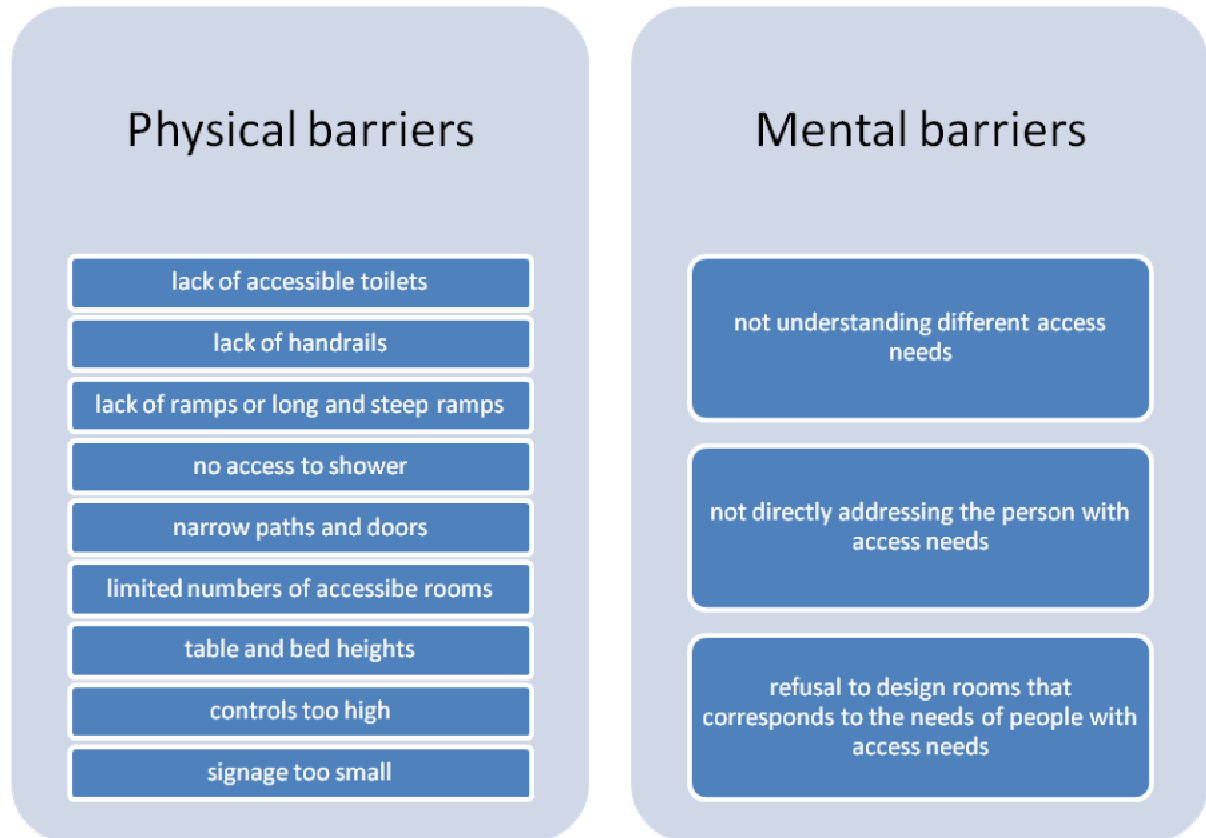


Figure 1: Physical and mental barriers while travelling

Recommendations for destinations and service providers

The high potential of accessible tourism can only be used if it is possible to clearly improve the accessibility of facilities and destinations. The analysis of ten EU-wide case studies shows seven success factors:

1) Commitment of decision-makers

Decision-makers should get involved at operational and political level in the process of accessibility improvement. Politics and administrations can make an important contribution through the harmonization and enforcement of existing laws, policies and standards. Destinations and service providers should be supported

in form of training. Besides the direct financing or funding of projects, accessibility should be laid down as an important criterion for promotions and public tenders.

2) Coordination and continuity

Accessible tourism can hardly be realised overnight. It is a continuous process, and the different partners must work hand in hand. The instrument of private-public partnership has proven successfully many times. A permanent coordinator to guarantee the concerted cooperation over a longer period should be implemented.

3) Networking and participation

Accessible tourism is a complex issue that requires great expertise of the service providers and destinations. The transfer of knowledge among the destination is easier in an established network. In addition, a network can be used as a marketing platform and can facilitate communication with the target groups. A network should cover local and regional level and – very important - the entire service chain of tourism (Figure 2).

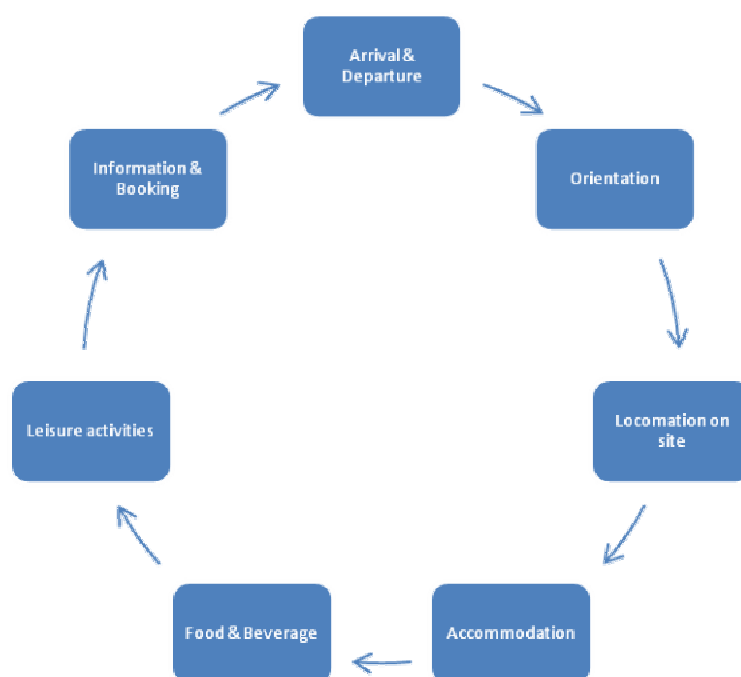


Figure 2: Service chain of tourism

4) Strategic Planning

A short-term and pragmatic response to the wishes of the guests may be useful as a first step. In the long term, however, destination development requires a solid strategic planning in order to exploit the potential of accessible tourism as good as possible. This includes, inter alia:

- ***Market research:*** service providers should meet the needs and desires of their very different guests. They should know their guests' demands in infrastructure and service.
- ***Inventory:*** The current state of accessible offers should be known. Detailed information about the services and infrastructure in terms of accessibility should be given in order to help the guests in drawing their decisions.
- ***Action planning:*** Pragmatic improvements are an important first step. Necessary investments based on a priority list, should also be planned and executed well.
- ***Marketing Planning:*** Disabled and elderly people have a high potential to become repeat customers. In many cases, they can be targeted and advertised precisely. Accessibility should always be part of the marketing plan.

5) Knowledge management and qualification

Accessibility is not just a question of infrastructure; service is of at least equal importance. Therefore, the entire staff should have a profound understanding of the needs and demands of the guests. Regular training can ensure the quality of services.

6) Optimization of resources

The study shows several business areas along the tourist service chain, which are considered by guests as particularly problematic.

In particular, the service and interpersonal interaction are repeatedly cited as in need of improvement. The "human resource" thus stands in the first place; the improvement of quality must begin here. In addition, however, it is also important to improve the physical infrastructure. To avoid unnecessary expenses, the available resources should be strategically planned and prioritized.

7) Communication and Marketing

The study shows the great importance of information on accessible offers for the guests. However, this information is often missing, incomplete or not very user-friendly. The study examined 66 websites of tourism-related facilities and destinations. Approximately 70% of them are dealing with information about accessibility. In no case, however, accessibility was part of a promotional strategy, the information was of a technical nature and not very attractive. A particular problem is that information accessibility is often not to be found in tourist standard media.

Guests that look for accessible offers should find important information in the standard media. They should be presented in an attractive way and in sufficient depth. The use of new media such as social networks is of great importance. We should not forget that finally yet importantly young families with small children particularly benefit from accessible offers.

Acknowledgement

This article is a brief summary of the main results of the study "Economic Impact and Travel patterns of Accessible Tourism in Europe", commissioned by the European Commission. It was carried out by GfK Belgium, the University of Surrey (UK), Neumann Consult (Germany) and ProAsolutions (Spain).

Please find additional information here:

http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7486&lang=en



Dr Kai Pagenkopf

Contact: pagenkopf@neumann-consult.com,

www.neumann-consult.com



Ludovica Malavasi Caula Medici

l.malavasi@itc.cnr.it

Architect, she graduated in 2004 at "La Sapienza" University of Rome. She works at CNR (National Research Council) ITC (Institute for Construction Technologies) Unit of Rome and she is involved in researches devoted to accessibility and usability of the built environment and particularly to ergonomic aspects, space layouts and functional organization.

As professional woman she devoted herself to study the correct technical, aesthetical and functional solutions for a better usability of the environments by people with different levels of disability. She applied her studies both in private houses and in public buildings, in particular hotels. She presented works in Congresses and wrote some papers in Italian and English.



Annalisa Morini

a.morini@itc.cnr.it

Civil engineer, past Researcher of CNR ITC, Responsible of ITC Unit of Rome. She is involved since many years in researches devoted to the accessible built environment and particularly to usable housing, considering also the support of ICT and technologies applied to the home environment. She was CNR ITC Responsible of national and European research projects (HOST, Telescope, Perfection, LivingAll, POLIS and BAS) and of a bilateral Italian-Japan project. She coordinated the W084 Commission related to accessibility of CIB (International Council for Building Research). She also acted as evaluator for the EU Commission for research projects related to the new technologies supporting older people and people with disabilities. She is a Member of the Scientific Committee of the Italian magazine Abitare e Anziani Informa (Housing for Older People) since its start in 2000. She presented works in several Congresses in Italy and abroad and wrote many papers and some books, in Italian and English.

A research proposal for improving tourism supply

Ludovica Malavasi Caula Medici

Annalisa Morini

1. Introduction

Accessibility and Design for All are gradually entering not only in legislations of many countries but also in the consciousness of people, both directly working in the built environment as technicians, legislators or associations of users and in the general society. Nevertheless, many aspects are still to be better defined, as many already built examples could demonstrate, while many rules and laws, generally well defined, lack in the phase of their application and even more in the control.

The situation of the tourism for all is a bit different, but first we remind what we define accessible tourism or tourism for all: we mean services and structures capable of allowing a usable and comfortable trip, journey or cultural visit to people with specific needs. Many people with some type of impairment represent a potential tourist market: in fact, they do not travel but they would like and they would do it if the external conditions could allow them, offering accessible supply, including in the accessibility not only accommodations, services and means but also acceptable costs, in this way including also people with low income who otherwise are obliged to give up holidays.

Shall we see why tourism for all situation is better than the general Design for All: partly, because it arrives in a second phase

and so it benefits by the general advancement in the application of the Design for All principles and partly because the boost arrives more by private companies, interested in enlarging their supply, while public bodies - even if they are in favour and rule for Design for All - always have economic limits and so they are generally late, especially in adapting their existing structures⁶.

In addition, the increasing number of older people gives the possibility to enlarge the period of holidays and the types of trips, with a particular attention to offer accessible proposals, in terms of places to be visited, means to be used, accommodations, restaurants, attractions and so on. The general economy starts to be interested in this sector, at the beginning considered as residual, but more and more increasing its importance, so the demand is receiving a better and more careful supply.

If this quick introduction reflects a positive tendency for users and for tourism in general, let us see which is the situation nowadays in Europe and then in our country.

2. The state of the art in Europe and particularly in Italy

At European Union level, an important initiative of these last years is the Calypso project (see Figure 1).

⁶*We remind a cartoon of many years ago of a Norwegian colleague showing the entrance of a public physiotherapist studio with some steps and on its left, on the contrary, the barrier free entrance of a supermarket.*



Figure 1: Calypso project banner

(Source: Calypso website)

Calypso was a EU Preparatory Action supported by the EU DG Enterprise and Industry carried out in 2009-2012 and with the participation of 21 EU countries (http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm).

The study aims to improve the tourist exchanges within EU in order to:

- *promote occupation, both in terms of quality and quantity;*
- *prolong tourist season, improving season models;*
- *reinforce the EU citizen spirit;*
- *improve the Regional and local economies through the development of social tourism or tourism for all.*

The idea of social tourism is to focus on particular disadvantaged categories and within Calypso 4 groups are taken into account: people with disabilities, young people from 18 to 30, families with a difficult situation from the social and/or economic point of view (and therefore normally excluded by the tourist supply chain) and older people (statistically, over 65 years).⁷

⁷ *We must underline that Norwegian people disapproved the term "social tourism", probably considered as too narrow and ghettoizing and they prefer to talk of tourism for all. Even if we agree with them for the concept, we cannot change the term used in Calypso and aiming also to specify the types of people addressed in the Action.*

Even if the initiative to support transnational trips is still new, results coming from the survey are encouraging both in terms of incomes and occupations. Within the final discussion among the stakeholders involved in the Action, a specific idea arose about the definition of common EU criteria related to the demand (f.i. the income of the users) and the supply (f.i. the accessibility and sustainability), but probably countries are not yet ready for that, being criteria now established at Regional level. Therefore, first the unification should be carried out at country level and then studied and unified at EU. Probably in the meantime the supply could work in order to improve the quality sustainability and the correct information regarding accessibility.

Because there is an unbalanced level of experiences of the tourism for all among the EU countries, one of the Calypso final suggestion is to favour the know-how exchange of the countries that have more experience in this field with those that have less.

Other projects similar to Calypso are carried out also at national levels in many EU countries, principally with the public support of the related Ministries. As regards private initiatives, we remind the EU non profit associations of organisations of accessible tourism ENAT (European Network for Accessible Tourism) started many years ago and are still very active (www.accessibletourism.eu). The name seems to include only EU countries, while ENAT is now enlarged to the five continents and its web site is translated in many languages (see Figure 2).



Figure 2: Tourism for All
(Source: ENAT website)

As regards Italy, last year the Italian Ministries Council Presidency published the White Book on Tourism for All (Presidenza del Consiglio dei Ministri, 2013). Nowadays tourism is very different from the past and the demand becomes very fragmented: the Ministry, conscious of these changes, decided that efforts should be addressed toward the quality, including accessibility in this goal. Therefore we need to implement the quality of performances and to try to satisfy the requirements of new tourists, first of all, of tourists with disabilities, also for ethical reasons, but not only for ethical reasons: in fact, the full usability of the supply by anyone will quickly become a choice element, with the same value of prices and the quality in general.

The true challenge will become the accessibility culture, an element of excellence that Italy shall assimilate to be competitive and really hosting.

In fact, the Italian image must not be limited to the beauty of its landscapes, artistic masterpieces, its unique heritage, but also to the hosting culture of its people that represents the civilization level.

Collecting and analysing initiatives and projects regarding tourism for all, the White Book is the occasion to understand how and how much our country has changed and also could change toward tourists with specific needs. The goal is to provide a state of the art to all the public and private decision-makers, in order to have at disposal a real basis on which we can make the appropriate considerations also for the future.

The White Book (see Figure 3) rescues present data on accessibility, measures adopted by Governments and operators, a list of 10 actions to implement in order to reach a full accessibility.



Figure 3: The Italian White Book
(Source: Presidenza del Consiglio dei Ministri)

The Book contains the analysis of 350 best practices and programs, specific market analysis and the exact location of accessible tourism projects: the whole generated a territorial data-base, with types of disabilities, times, goals and tools of any project, even with graphic maps of Italy. The results show a huge difference among projects, due to:

- ***the territorial localisation and dimension: some Regions or areas reached a better sensibility toward accessibility and tourism for all;***

- *the type of projects: there are more than 20 items, from guides, studies, publications, to training actions, from websites to specialised services and so on;*
- *the type of stakeholders: from private companies, to public institutions, to final users;*
- *the type of disability: some included also nutrition allergies, other only wheelchair users.*

The White Book intention is to inform not only the operators and stakeholders of this field but also the public audience about four key data:

- *the market dimension, market that represents not only a civil and ethical demand, but also an economic perception;*
- *the pathway already done and also the part that gave indications outside our country;*
- *the methodological and designing ability we developed and*
- *the real actions carried out and forecasted during the working phase.*

The future perspective is that accessible tourism could become an integrating and fundamental part of the new launch of the tourism sector that could take important benefits, both economically and culturally, to our country.

3. The CNR ITC activity related to accessibility, mobility and tourism

The Unit of Rome of CNR (National Research Council) ITC (Institute for Construction Technologies) is engaged since many years in researches concerning the accessibility of the built environment taking into account the principles of the European

concepts of the Design for all and the USA of Universal Design⁸. Particularly, the Institute studies the specific techniques related to the built environment and the typological and technological innovations regarding the improving of accessibility and usability. A built environment for all means an easy usability of the room and services by the major number possible of people without considering age, abilities and possible functional limits of anyone.

Accessibility is therefore related not only as a physical concept, but above all as the accommodation capacity for multiple requirements, not only motor but also sensorial and cognitive ones. Safety, security, easy and comfortable use are the tools that let the environment be more "able" to receive any type of user, even with disabilities or difficulties.

⁸ CNR is a public organization; its duty is to carry out, promote, spread, transfer and improve research activities through its 108 Institutes in the main sectors of knowledge growth and of its applications for the scientific, technological, economic and social development of the country (www.cnr.it) . ITC is one of CNR Institutes and it carries out its activities in the construction sector focussing on applied research, certification and training. Its mission is aimed at the improvement of the built-up environment, the performance of permanent research to find new construction methods and technologies, homes comfort, sustainable building, the assessment and quality of construction products and systems. ITC has 6 Departments, each specifically oriented: Milan, S. Giuliano Milanese, Padua, Rome, L'Aquila and Bari. Rome is devoted to accessibility and usability of the built environment (www.itc.cnr.it).

LivingAll

Objectives

LivingAll project is aimed to increase the free movement of people with disabilities in the actual European context of openness and accessibility of people.

Main goals of the project:

- To know to what extent the people with disabilities take advantage of their rights to free movement and equal living opportunities.
- To deliver and to disseminate good practices from the above evaluation and benchmarking exercise for the further development of policies to support people with disabilities.
- To provide the European decision makers with appropriate methodologies and tools based on barriers evaluation and benchmarking, in order to make more effective free movement policies for people with disabilities.

As a result of the research, the LivingAll project produced a report presenting the real free movement of people with disabilities.

Advisory Committee

The Advisory Committee of the LivingAll project, composed by eleven European experts in social policies, ICT and disabilities, provided expertise and assesment on the project activities. Concretely, the Committee helped the consortium to identify transnational differencies and opportunities, to analyse transferability, and to select best practices in the field of social policies and techniques addressed to the free movement for people with disabilities.

Members of the Advisory Committee

- Miguel Angel Cabra de Luna, Fundacion ONCE, Spain
- Cveto Ursic, Directorate for Disabled Persons, Slovenia
- Camilla Ryhl, Aalborg University, Denmark
- Mirjana Dobranovic, CUPDPA, Croatia
- Tomas Kucera, Charles University, Czech Republic
- Maria Kele, MEOSZ, Hungary
- Simon Janos, University of Miskolc, Hungary
- Katarzyna Swiezawska-Ambroziak, ASM, Poland
- Marie Eve Joel, University Paris Dauphine, France

Partners

Free Movements and Equal Living Opportunities for all

www.livingall.eu

A European conference was held in Valencia (Spain) to present and discuss the project results as well as play new future actions. The objective of the conference was to disseminate the results of the actions carried out in this project. Relevant stakeholders, policy makers, academics and researchers, managers, representatives of organizations of people with disabilities and the media attended the conference.

For further information see: www.livingall.eu

Partners: SINTEFBbyggforsk, Norway; Habinteg, UK; ANLH, Belgium; Compass, Austria; Vienna University of Technology, Austria; UPIRS, Slovenia; CNR ITC, Italy; SEAS, Spain; GVA, Spain; ISS, Spain; Prodimobilitat, Spain.

For more information, please contact us:

CNR ITC
Consiglio Nazionale delle Ricerche,
Istituto per le Tecnologie della Costruzione,
Unità di Roma,
Area Ricerca Roma 1
Via Salaria km. 29,300
00016, Monterotondo (ROMA), Italy
Tel. +39 0690672859/60/63
Fax +39 0690672858
E-mail:
i.biocca@itc.cnr.it
a.morini@itc.cnr.it
r.pomposini@itc.cnr.it
Site: www.itc.cnr.it (All ITC)
www.roma.itc.cnr.it (ITC Unit of Rome)

As a result of the research, the project Published on the LivingAll website the following reports:

- Report concerning the real free movement of people with disabilities at European level
- Compilation and classification of the national policies and action plans in Europe
- Compilation and classification of technical measures
- Questionnaire for data collection
- Main barriers to free movement for people with disabilities.

In the LivingAll WP3 the effort focused on collecting data with a questionnaire; 700 people with disabilities from seven different Countries collaborated telling their experience about the existing barriers, their needs, etc.

www.LivingAll.eu

Figure 4: LivingAll poster

Accessibility means also free movement and in this sense CNR ITC participated as partner to the European project LIVINGALL

(www.roma.itc.cnr.it). The project, financially supported by the EU Commission DG Research, involved 11 partners from 7 countries.

Started in 2007 and completed in 2009, the project had the goal to improve the free movement of people with disabilities through the identification of tools and methods evaluating and overcoming obstacles that decrease the efficacy of policies related to free movement (see Figure 4). Three the principal directions:

a) improving the consciousness of people with disabilities related to their rights of free movement and equal opportunities;

b) diffusion of best practices and identification of standards to better the development of policies supporting people with disabilities;

c) methodologies and tools based on the evaluation of barriers and construction of standard in order to adopt more efficacy policies for the free movement.

Another EU project was BAS, Building Accessible Services, coordinated by the Institute between the period 2004-2006⁹. BAS goal was to overcome the concept of accessibility and reach that of usability of the built environment analyzing if services within a building can be easily reached and used by anyone. Further, the idea is that accessibility must be taken into account as a dynamic concept and continuous improvement goal, as other aspects of the built environment such as maintenance or safety.

⁹ BAS was a EU project (financially supported by the DG Employment and Social Affairs) coordinated by CNR ITC and included also as partners Apintech, Greece, ASM Centrum, Poland, Insight Social Research, United Kingdom, Belgian Building Research Institute, Belgium, Chalmers University. Sweden, Geonardo and Meosz, Hungary, ICIE, Italy.

The further effort of BAS was to try to diffuse a knowledge level that can allow anybody to “speak the same language” and to reach, even if with different modalities and in longer times, common or similar levels of accessibility and safety. In fact, because in Europe we have not yet a unique law in this field, at least it should be appropriate to indicate a common direction that could be pursued.

Within BAS, a certain number of examples were chosen in each participants’ country: each example was constituted by buildings devoted to services that could represent not only best practices examples but also works in progress, underlying solutions and situations always improving.

BAS results are included in an Orange Book available on its web (see www.accessible-buildings.eu).

4.A research proposal

In Italy potential users of the accessible tourism are around 6 millions¹⁰, with minor or major problems of disability (disabled people are 16,6 millions, representing 13% of the European total number) and the estimation is of 50-60 millions of potential users within Europe¹¹: if we consider also the increasing number of older people, we will have more tourists in the following years.

This is the reason for the increasing interest in accessible tourism, with exhibitions around the world devoted to a market quickly increasing, that follows the present trend of bettering the quality and giving the start of different situations, because there is not only a Universal accessibility but the research of answers to several and different needs.

¹⁰ *Data are included in the Ciset study presented at the International BIT Congress in Milan (Ciset, 2013).*

¹¹ <http://invisibili.corriere.it/2014/04/03/alla-Fiera-del-turismo-accessibile/>

In these years, from the supply side there was an increasing attention to the development and evaluation of “minor centres”, in order to offer an alternative for the needs of a specific users target and also to diminish the congestion of the usual and most known tourist areas. In this sense, the accessibility was often considered as an evaluating element and shuttlecock for the tourist promotion of culture, identity and traditions, with the aim of promoting a sustainable and responsible tourism through the renewal and reuse of the existing building stock.

CNR ITC Unit of Rome participated to a “working table” for the study of a “Plan for the Great Area for the Development of Local Potentialities”: the area is in the North of Rome, from Civitavecchia on the West side and Tivoli on the East. The study aims to improve the possible development and integration of the urban area in order to create an integrated system with a huge attraction, diminishing the push on Rome and proposing a qualified alternative.

The general goal is to define development strategic guidelines for this area with the aim to improve the usability of the local building heritage through a specialized tourism such as natural, historical and archaeological journeys, enhancing also local crafts and gastronomic attractions.

Particularly, CNR ITC proposed the evaluation of accessibility both for the cultural sites and for the accommodation and mobility network. For the museums network, the accessibility is a key factor, as the Ministry of Cultural Heritage and Activities showed with a specific Decree (Ministero per i Beni e le Attività Culturali, 2008) “Guidelines to overcome architectural barriers”: the Design for All concept here is not only a law obligation but an opportunity for the usability of cultural sites by the wider possible number of

users. Often the designer thinks to respect the rules including ramps and accessible toilets in the projects, while accessibility means the inclusion of a wider group of people, with temporary or permanent difficulties in mobility (older people, parents with a pram, corpulent people or with cardiac problems) or sensorial problems (blind or with low vision, deaf) or cognitive difficulties. Previously, there was the Code of Cultural Goods and Landscape (Presidente della Repubblica, 2004), which takes into account the accessibility and usability as the first goal by involving all the public actors (Government, regions, Provinces, Municipalities, etc.) to protect and enhance the cultural and landscape heritage and to promote their usability.

Also the Ministerial Decree 2001 (Ministero per i Beni e le Attività Culturali, 2001) faced the accessibility of museums starting from the guaranty on how to reach the site, both by private or public means and providing specific parking areas. Then, architectural barriers were taken into account at the entrance, way out and along the pathways and it was added the compatibility of interventions designs with the artistic and historical characteristics of the buildings and sites, but with an important innovation. In fact the norm reminds that if aesthetical values of the equipment and the communication clarity are in conflict, we had to privilege the latter.

Further, there are recommendations about the planning of rest areas distributed on the exposition pathway, in order to avoid the physical and mental fatigue of users, the importance of a correct lightning, to avoid the optical dazzling and a possible chromatic alteration.

As regards specifically mobility, the Plan for the Great Area focuses on the need to build pathways for all. Because the area orographic configuration is very mixed, it is easy to find tourist pathways very long and not easy to follow. To walk long routes can represent a barrier for many people, like older people, people with difficulty walking and people with heart disease .

In the cited Guidelines too a specific paragraph is devoted on how to face and overcome distances. Attention is given to the type of floor, that must be as much homogeneous as possible and not slippery, while every 50-100 metres rest areas must be opportunely collocated, possibly covered with sheds and equipped with benches or better with leaning rail, much more comfortable for older people because they stand up more easily, with the goal not only to take a breath but also to reduce the negative effects of a monotone view that increases the feeling of fatigue and discomfort.



In addition, obstacles - such as parked vehicles or cycles or waste bins- along the pathways must be avoided, while clearly recognizable sidewalks must be provided.

As for the accommodation network, accessibility must be carefully considered. CNR ITC is studying a system for the evaluation of the built environment through a software developed in the EU project POLIS (www.polis-ubd.net) and further carried out, in a simplified version, within the Institute in ValeAS, even if not yet completed. The procedure and norms basis is constituted by a checklist developed by a Working Group on safety of people with disabilities on working areas constituted by The Interior Ministry, Fire Department (Ministero degli Interni, 2002).

The software considers the sequence of actions carried out by anybody involved in an emergency situation, from the alarm perception to the arrival in a safety place, analysing and evaluating the pathway he has to do through the dynamic insertion of the architectural elements he will have to face during its escape. The software gives a final result that can provide the achievement of the satisfaction level, allowing, if necessary, technicians and designers to plan and project possible adequacy interventions.

Waiting the completion of ValeAS and with the goal of reaching a specific evaluation of accommodation structures, the Institute proposed a scheme for evaluating the accessibility: if a structure is judged positively with regard to some established requirements it can obtain a quality acknowledgment and can be included within the Province of Rome list of accessible accommodations and within the CNR ITC accessibility portal¹² AdAC (Accessibility of the Built Environment). In Figure 5 the form of the first group of questions (see Figure 5).

¹² See www.roma.itc.cnr.it

 **SCHEDA DI RILEVAZIONE ACCESSIBILITA' STRUTTURE RICETTIVE**
Istituto per le Tecnologie della Costruzione – CNR 

Nome struttura:.....

Tipo di struttura (albergo, agriturismo B&B, ecc):.....

Indirizzo:.....

L'ingresso alla struttura (dall'esterno dell'edificio fino alla hall) è accessibile a persone con impedite o ridotte capacità fisiche, psichiche, sensoriali?

Si, in maniera autonoma

Si, con assistenza

No

La sua struttura è dotata di almeno una camera e un bagno accessibili a persona su sedia a ruote o persona con difficoltà motorie?

Si, in maniera autonoma

Si, con assistenza

No

Il percorso, per raggiungere la camera e il bagno accessibili, è anch'esso accessibile?

Si, in maniera autonoma

Si, con assistenza

No

Figure 5: CNR ITC accessible tourism form

The idea of defining specific evaluation schemes derived by the European past experience that the Institute accrued with the EU BAS project, already described in the paragraph 3.

5. Future development

The evaluation system is conceived not in a static way, but dynamic, therefore as continuously evolving and ameliorating, as continuously it is the advancement of improving the accessibility and usability of the built environment. The system should be used

as a meter that can measure step by step the enhancement of the accessibility qualities as soon as building renewals and modifications are carried out. Just to give a simple comparison, if we use the system as the attribution of stars for hotels, we can imagine moving from 1 or 2 stars to a better situation in which stars become 3, 4 or 5. In this way, it could be simple for anybody to know the usability situation of a specific construction, both from the users' point of view and from the owners or managers of the building. Applying the evaluation tool after each renewal intervention can modify and enhance the general accessibility and reaching a superior star.

We believe that if the system is conceived and used as a tool that can support the efforts to improve a built environment rather than a punishing measure, anybody involved with hosting tourists is stimulated to use it and to correct and modify over time possible barriers and constraints limiting the usability (see Figure 6).



Figure 6: Encouraging a tourism for all
(Source: www.europeforall.com)

In the following months, we should start to test the system with a small sample of hotels and accommodation structures of the Great

Area who already gave their availability to experiment the system, also in terms of easy and quick usability.

6. Conclusions

Our proposal should be used as a tool to reach a future in which we do not have any more the need to talk and study and work on the topic of accessibility and tourism for all, because they must become natural elements for any country who wants to say indeed host and therefore, first of all, not discriminating towards guests for their different requirements, more or less specific.

The right for all to be tourists should not be only a law, which must be respected, obliging to eliminate the "architectural barriers" . Particularly for Italy, who remains one of the most economically advanced in the world and with a mature tourism, the idea to house any tourist should not be anymore an optional, not only a "plus" and not only the respect of the symbol of the wheelchair, that is a very limited solution.

We have to face the topic as a civility proof that we cannot ignore. Only in this way we can start with a new launch of the artistic qualities of our country, that are many and fine and in many cases unique, but that can not be anymore considered as an exclusive attraction devoted only to "normal" tourists.

References

http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm

www.accessibletourism.eu

www.cnr.it

www.itc.cnr.it

www.roma.itc.cnr.it

www.accessible-buildings.eu

CISET (Centro Internazionale di Studi sull' Economia Turistica) Università Ca'Foscari di Venezia, Presentation at the International Congress (2013)"Accessibilità nel turismo: valore etico e opportunità economica", BIT Milan, February.

Ministero per i Beni e le Attività Culturali (2008), Decreto 28 marzo Linee guida per il superamento delle barriere architettoniche nei luoghi di interesse culturale, GU n. 114,16 maggio 2008 - Suppl. Ordin. n.127.

Presidente della Repubblica (2004), Decreto Legislativo 22 gennaio, n. 42 "Codice dei beni culturali e del paesaggio, ai sensi dell'articolo 10 della legge 6 luglio 2002, n. 137", Gazzetta Ufficiale n. 45, 24 febbraio 2004, Supplem. Ordin.

Ministero per i Beni e le Attività Culturali (2001), Decreto 10 maggio "Atto di Indirizzo sui criteri tecnico-scientifici e sugli standard di funzionamento e sviluppo dei musei" (art. 150, comma 6, D.L. n. 112/1998). G.U. n. 244, 19 ottobre 2001, Supplem. Ord.

Presidenza del Consiglio dei Ministri, Struttura di Missione per il Rilancio dell'Immagine dell'Italia (2013) "Accessibile è meglio. Primo Libro Bianco sul Turismo per Tutti in Italia".

www.polis-ubd.net

Ministero dell'Interno, Dipartimento dei Vigili del Fuoco, del Soccorso Pubblico e della Difesa Civile (2002), La sicurezza antincendio nei luoghi di lavoro: strumento di verifica e controllo (check-list)Roma.



Ludovica Malavasi Caula Medici
l.malavasi@itc.cnr.it



Annalisa Morini
a.morini@itc.cnr.it



Dr. Judith Bendel, PhD, is the director of Access Unlimited – not for profit organization specializes in adapting sites and public facilities to people with special needs, and promoting tourism for all.

Dr. Bendel built several databases related to people with disabilities, among them a comprehensive data base on accessibility to tourist sites in Israel. She also created a unique audit tool, grading and decision support system for evaluating accessibility and universal design of facilities. In addition Dr. Bendel carries out surveys and provides consulting for municipalities, public authorities and other organizations including health services, in order to ensure adaptation of their facilities for all. She is also engaged in several international research projects. Dr. Bendel earned her PhD degree at the School of Special Education at the University of Pittsburgh Pa., and is also a certified accessibility expert..

***Judith Bendel PhD
Director
Access Unlimited
P.O.B. 4648, Jerusalem 91046
Israel***

Email: judy@access-unlimited.co.il, bendelj@hotmail.com



Arch. Meirav Davish Ben Moshe

Interdisciplinary Landscape Architect experienced in Planning, Design and Master Planning. A consultant for the Ministry of Interior Affairs, Ministry of Environmental Protection, National Insurance Institute of Israel

MSc, Landscape Architecture, Technion, Israel Institute of Technology, Haifa. M.F.A. Bezalel Academy, Jerusalem, Israel. New York Studio School for Drawing, Painting & Sculpture, New York, USA.

An active Visual Artist – Drawing, Installation and Performance
www.meiravdavish.com

ACCESSIBILITY IN THE OLD CITY OF JERUSALEM

Audit planning and implementation

Judith Bendel, Meirav Davish Ben Moshe

1. Introduction and background

The Old City of Jerusalem extends for 950 square meters, and is characterized by very dense population, about 38.000 residents (Jerusalem Statistical Yearbook, 2014).

The Old City of Jerusalem has been settled continuously for more than 3,000 years. The current structure including the Old City walls and location of its gates exist since the early medieval era (Praver, 1972; Rubin, 1999). The Old City contains a mixture of old and new construction, archeology, history, people of many different religions, holy sites for each religion. The holiness of the city to most major religions and its unique structure, mark the City as an international tourist destination, also for people with disabilities. In addition to the residents there are about 10 million visitors per year.

Making the public space of the Old City of Jerusalem accessible to people with mobility impairment is a complex and difficult task, yet very important. Greater accessibility will benefit everyone and contribute also to the quality of life of its residents, and residents with disabilities in particular.

This article discusses the tools, planning and implementation processes of accessibility in the unique and complicated nature of the Old City of Jerusalem, a model for other historic cities.

2. Description of Structure and topography

The Old City was built in a Medieval Mediterranean scheme, based on a former Roman city, on two hills separated by a valley. Two main streets, the north-south *Cardo Maximus* and the east-west *Decomanus Maximus*, divide the Old City into four quarters, each containing residential block areas, schools, prayer places, etc. (Bahat & Rubinshtein, 1990).

The present design resembles other Middle Eastern cities. It is based on residential enclosures, connected by major streets allowing for free passage among the different parts of the Old City. Dead end streets and alleys lead to the residences. Many of the residential homes are located on top of the commercial areas. They can be reached only by staircases, starting from internal dead end alleys. (see Figure 1)



Figure 1. Semiprivate residential dead-end alley. A typical inner residential alley demonstrates different styles, sizes, angles and directions of staircases in one street, all serving private residential compounds

The main streets have the main trade markets, which overflow to the nearby streets, as well as most of the municipal and religious public buildings.

Some of the streets are sloped very steeply due to the natural topography. Many of the sloped streets were built with stairs to accommodate the pedestrians, while minimizing the slope between the staircases. The buildings were built along the streets, therefore the level of the entrances to the shops or houses correlates to the slope and subdivisions created by the steps.

Because the streets are hundreds of years old and surrounded by very high density construction, their width in general is at its maximum 3 m, and often the space available for pedestrians does not exceed 1.50 m. In addition merchandise is displayed on the streets in front of shops; therefore the pathway is even narrower. (see Figure 2)



Figure 2. One of the main trade markets, with merchandise overflowing into the street.

In addition the physical infrastructure is often in poor condition due to wear, later additions to the original design etc. In some places the uneven pavement has archeological and historical value. (see Figure 3)

The structure based on insulas with winding and dead-end passages makes orientation very difficult, particularly for blind people, who are unable to maintain their internal “compass”. Also People with perceptual problems may find it hard to create a cognitive orientation map.

The seven well-preserved city gates are the only way to connect this area to the New City, outside of the Old City walls. A green area around the walls helps isolate the Old City from the new construction outside of the walls. The decision to have this separation was made in the 19th century, and it is maintained to this day.



Figure 3. Via Dolorosa, with original Roman pavement in situ.

A section of the Via Dolorosa is paved with original large Roman stone tiles and is combined with much smaller stone tiles of the twentieth century.

Pedestrians, carts, and wagons use the pavement intensively on a daily basis.

3. Mobility and transportation

There is no public transportation system within the City walls. Three mobility systems are currently interconnected within the walls of the Old City.

- ***Tourists and visitors:*** *The most common is for pedestrians who can use all streets, as long as their physical fitness permits them to use the stairs. Wheelchairs or Scooters can be used in some flat streets or some streets where some arrangements were made, for example for transporting merchandise. (see Figure 4).*
- ***Local municipal services:*** *Carts and cars, built specially to suit the crowded streets, are used for transporting merchandise, disposing garbage, emergency ambulance etc. For that purpose, narrow stone ramps were added to enable pushing them. These ramps are fitted to meet the distance between cart wheels (see Figure 5).*



Figure 4. Semi commercial street, Christian Quarter.

A Street constructed as a stairway is paved by limestone tiles with a handrail mounted on the left façade wall. Narrow stone ramps are anchored into the stairway for scooter and wheelchair users as well as pushers of carts and wagons.



Figure 5. Residential stairway street in the Moslem Quarter.

Narrow municipal service wagon, specially adapted for the narrow stairway streets, are an effective way to provide the Old City with routine municipal sanitation and maintenance services.

- **Residents:** Cars can be used only in a limited number of streets close to the Old City gates for residents only. There is no room for a side walk in these streets.

4. The problem of planning upgrading

For many years there were no significant renovations done in the Old City. The conditions described above present enormous problems for pedestrians with mobility difficulties – narrow streets and stairs that leave no room for ramps suitable for wheelchairs, wear of infrastructure etc.

With the urgent need to upgrade the infrastructure for the increasing number of residents and tourists, a major comprehensive planning project was needed. This project was designed to address general concerns, with particular attention to incorporate accessibility into the overall plan. A multidisciplinary team was set up for this purpose and was coordinated by the

Jerusalem Development Authority¹³. Priorities were proposed for each street.

The accessibility planning sub-team was faced with two major dilemmas:

- ***How to implement the official national guidelines for accessibility¹⁴, to include people with physical, sight and hearing impairments as well as orientation difficulties, in the complex context of the Old City.***
- ***How to develop a meaningful plan, since no criteria to prioritize the overall accessibility needs were available.***

There are many cases in which enforcement of the guidelines for barrier-free design is problematic. As a result, there are buildings and environments that do not comply with the requirements.

Old cities throughout the world are the ultimate environments for facing difficulties with enforcement of the guidelines. Adaptation of environments and facilities must be undertaken in accordance with standards required by law, as well as with the goal of meeting the needs of the consumer. At the same time, access needs and universal design must also relate to: heritage; historic and archaeology needs; preservation as opposed to modernization

¹³ ***The team was composed of representatives of the following disciplines, services and entities: architecture, civil engineering, electricity, civil engineering, electricity, sewage, water, tourism, archeology, preservation, heritage, emergency services, religions, community organizations, and accessibility.***

¹⁴ ***As in many countries, Israel has laws, regulations, and guidelines for barrier-free design. These guidelines, although often similar in nature, vary from country to country. In many countries, including Israel (The Standards Institution of Israel, 2013; Guidelines for Accessibility in Open Spaces, The State of Israel, 2008) and the U.S. (ADAAG, 2010), the standards refer to minimum requirements. In Israel, as in the United States., full compliance with the standards is required only for construction of new buildings, as well as alteration of existing buildings. Structural barriers must be removed from the latter however if complying with the Standards is not readily achievable, modification that does not fully comply may be approved on the condition that it poses no health or safety risk.***

and progress; tourism; and local citizens' welfare, different religions' needs, etc.

5. Accessibility audit tools

The first step in addressing the demand to provide accessibility is to collect consistent, reliable and objective access information.

There are guidelines, but no official audit tools to assess compliance. Accessibility checklists are most commonly used to assess the degree to which both existing and new buildings satisfy legal criteria for access planning. For example; the purpose of the Americans with Disabilities Act (ADA) checklist for Readily Achievable Barrier Removal (*ADA checklist for Readily Achievable Barrier removal, 2010*), e.g., is to assist public accommodations as the first step in a planning process for readily achievable barrier removal. This tool checks for compliance with the *ADA Accessibility Guidelines (2010)* and has been widely used in the U.S. since the passage of the ADA. Other examples are Ireland (*National Disability Authority (NDA), 2012*), U.K (*Physical accessibility audit checklist 2014*) UK (*Wycombe District, 2014*)

Checklists are commonly used also for tourism. Many countries publish access information for tourist sites at least for a specific region or city. For example, UK (*Visitbritain*) Spain (*Barcelona tourism*), Ethiopia (*US Aid, Handicap International*). However, open space audit such as street and areas in cities which are also tourist attractions are less common.

Most existing data collection tools are not supported by data analysis tools.

Several authors focused on identifying instruments that measure the built environment and tourist sites. For example, *The Enabler (The Enabler, 2005)*, assesses private homes (Scoring is dependent much on the evaluator's judgments). Other tools

attempt to assess hazards that persons with physical or cognitive deficits face in their homes and obtain a residence hazard score, with the ultimate purpose of predicting and preventing falls and other injuries. (Clemson, Fitzgerald, Heard & Cumming, 1999).

In the tourism industry some attempts were made to score a site based on the checklist mostly analyzed by hand. For example (Tourisme et Handicap association, 2014). A decision support system tool for evaluating accessibility of various facilities including tourist sites was created in Israel using mathematical equations based on the specifications of the official guideline requirements (Bendel, 2006).

Most of the evaluations or audits were done regarding accessibility in existing buildings, public transportation, or tourist sites. Emerson (2008) in Ottawa and tourist sites in Chicago (Open Doors Organization, 2010) are examples.

In old cities as well, although there is extensive activity all over the world on matters concerning the rehabilitation and upgrade of old and ancient cities and quarters, in many cities planning efforts and resources are limited to localized accessibility for sites, buildings with historical, archaeological, tourist attractions. Work was done on renovation and upgrading, for example; Athens, Greece and Ávila, Spain. A *Management Guide of Historic Cities* was published by the Organization of World Heritage Cities (2013), but accessibility was not addressed intensively. Specifically, not much work was reported on audit tools and criteria to evaluate old cities.

In regard to accessibility in the Old City of Jerusalem, the planning unit was required to make decisions and prioritize the required

work. The work in planning accessibility resulted in an attempt to create such an evaluation tool, as well as a model for decision making. The pilot decision support system focused on the interplay between people and the built city environment. The results of the audit highlighted items in the Old City, that required adaptation or upgrading to better meet users' needs, and it prioritized items for implementation.

6. Audit of accessibility, decision support and evaluation system for old cities

Since the official guidelines do not take into consideration the unique situation in old cities, an attempt was made to formulate a new standard for accessibility, specifically designed for the Old City of Jerusalem. The criteria were defined with the official standards in mind. Deviations from these standards were allowed for reasonable accessibility within the complex layout of the Old City.

The decision support and evaluation system, created for this purpose, is a unique and bias-free tool.

Criteria were defined to grade accessibility of specific elements and spaces separately, e.g., route width, slope, etc. At this stage, weighted criteria were defined specifically for people with mobility impairments, including persons using wheelchairs, crutches, or other assistive devices.

Grades were given on a scale from 1-5, as follows:

1= inaccessible, no simple solution is apparent;

2= requires major renovations;

3= requires some renovations;

4= requires some superficial improvements of surfaces;

5=accessible according to national standards, no renovations required.

Audit of accessibility in the Old City

The audit of accessibility in the Old City was the first step taken in order to study and highlight the problems to be addressed in the planning process.

Methodology

Information was collected regarding the streets' suitability for individuals using wheelchairs, crutches or walkers, or individuals with walking difficulties without aid devices. Another element was added to accommodate the need for appropriate orientation.

The audit took place in all streets and alleys of the Old City, regardless of the size, popularity or population. The audit included public open spaces only, to identify obstacles. No buildings were evaluated at this stage. Written and photographed documentation were produced (Bendel, 2008).

The main variables studied were:

- ***Width:*** When the width of the streets was not uniform along its entire length, an approximate average width of the street was established.
- ***Height:*** Some streets were covered, and the ceilings low. In others there were other obstacles, such as, old logs sticking out of the walls and protruding into pedestrian paths.
- ***Slope:*** Besides the steepness of slopes, the availability and standard of handrails was evaluated.
- ***Stairs:*** Size, height, surface, distance between steps and groups of steps were measured. Here again the availability and standard of handrails was assessed.

- **Surface:** Roughness of the surface, bumps, holes, missing, and uneven or broken tiles were noted.
- **Obstacles:** In addition to surface problems, poles, road blocks, electricity, telephone, other distribution boxes, and other permanent obstacles to travel were noted.
- **Signage:** For the purpose of general orientation, the location and design of signage were studied; the accessibility of signage according to the guidelines was not addressed.

Two sets of criteria to analyze the data were defined by a multidisciplinary team of experts (rehabilitation and accessibility experts, and an architect). The approach considered the interaction between the individual and the environment, as well as possible combinations and variations between the different elements of the design.

The first set of criteria consisted of each specific elements audited, such as, slope. In other words, if the specific element in the street complied with all requirements for mobility impaired users according to the defined standards and behaviors (as defined by the criteria mentioned above), the element received a score of 5. However, elements received a score of 4 if some of the components did not fully comply with the standard but enabled some access. For example, the slope received a score of 4 if all components complied with the standards except, for example, the width of the slope being less than required.

The second set of criteria defined the overall accessibility of the street. The overall weighted grade was computed based on all the different elements, using the grades of each element determined by the first set of criteria. The relative importance of each element and the connection between elements was considered in the

definition of the criteria. If all the elements at the street complied with all defined requirements, the street received a score of 5. However, if most the relevant elements received a score of 5 or 4, but one element scored 3, then the total score was 3. As such, the system is flexible, and the criteria can be further developed and refined.

Results and decision making

Once the two sets of criteria were defined, all streets and alleys of the Old City of Jerusalem were graded and mapped accordingly.

A total of 126 streets were analyzed:

10 streets received the highest grade 5 (two streets received this grade just for certain sections).

35 streets were graded 4 (including some for just certain sections).

22 streets were graded 3 (including some for just certain sections).

24 streets were graded 2.

The remaining 35 streets were graded 1

These results indicate that the majority of streets in the Old City require a high level of intervention to improve their accessibility.

A decision was taken to start work on the streets which graded at least 3 on the surface criterion (Shekel, 2011).

Yet, in addition to decisions based on the use of the grading system, some other components had to be considered and dealt with before any recommendations or upgrading could be implemented, such as public vs. private land ownership. Not all public areas, such as streets alleys and squares, are public properties and everything beyond the entrance gate or door is private property in the Old City of Jerusalem. Inner dead end

alleys are semi-private property, welcoming only local community members. In other cases, streets are owned by the church. Therefore the residents' consent to cooperate with the plan to upgrade their property is crucial and is not always in accordance with their priorities.

After much struggle with the problem, the planning team, with the input of policy makers, concluded that each priority area has some balance between the needs of the residents and those of the tourists, with emphasis placed on residents' welfare. The streets were then mapped based on three priority components:

- *Access leading to schools, especially special education schools*
- *Access leading to local public services*
- *Access leading to meaningful Islamic, Christian, and Judaic religious sites*

This decision created momentum for resident participation, despite density, distrust, costs, and other factors.

7. Implementation

A five year work plan for improving accessibility to the public in the Old City was prepared as part of the Old City upgrade project (Shekel, 2011). Four different areas meeting the aforementioned criteria were chosen for the pilot phase of the project.

The Jerusalem Development Authority assigned a multi-disciplinary planning team¹⁵ to prepare a manual for the Old City renovation in which the main general issues of the public spaces are outlined and detailed. The chief architect of the Jerusalem Municipality suggested that the design of the public space in the

¹⁵ The team included representatives from all the municipality departments, community workers, and professional consultants: Safety, Construction, Preservation Team, Old City Master Planners, Old City Accessibility Team of the Jerusalem Development Authority.

Old City be unique and different from the generic planning outline for the public space of the New City of Jerusalem and should deal with the most important features of street design language: consistency, clarity and simplicity which follows the hierarchic approach from the general to the particular (Weiner-Singer, 2009).

Teams of architects led sub-teams of city planners and prepared the detailed plans of each street. The detailed plans used design elements based on the principals in the manual, in order to meet the specific needs for the development of each street. In this way a general uniform design line was maintained for all streets.

The Manual

The "Streetscape Manual for the Old City of Jerusalem" (Davish Ben Moshe, 2013)¹⁶ is a comprehensive document, and the result of a lengthy process of intense study of the area, as well as the involvement and cooperation of residents, shop keepers, members of the Israel Antiquities Authority and other organizations operating in the Old City.

The main challenge, as mentioned above, was to upgrade and adapt the existing structures as much as possible using various means, such as steps slopes and ramps, etc; the purpose being to allow access to emergency vehicles and auxiliary aids and also for people who use fixed landmarks for orientation¹⁷ , by using up-to-

¹⁶ *The manual received the Laureate "Urban Design Prize" (OtHaitzuv) a national competition led by Domus Israel competition in design awarded in Tel Aviv 18/4/2013. The short clip describes the genius loci atmosphere of place, and the design process:*

<https://www.youtube.com/watch?v=GI-fn-FjwVA>

The manual is currently being translated into Arabic and English.

¹⁷ *This refers to people who have limited vision or significant difficulty in spatial perception and other problems.*

date professional standards, while at the same time maintaining the character and uniqueness of the area.

It is hoped that also future design improvements will be resolved through cooperation and negotiation, on the basis of these guidelines.

Manual Goals

- *to guide designers in solving typical problems, related mainly to street planning in accordance with safety and accessibility guidelines.*
- *to create a general framework, from which exceptions may also be derived including –solutions to specific issues and special adaptations depending on the nature of the place and the behavior patterns of its inhabitants.*
- *to characterize typical street elements and create models for the use of materials, textures and shades.*

Design Concept

The Streetscape Manual was planned in accordance with the Master Plan for the Old City (Shekel, 2011) and the hierarchy of the Old City streets as presented in the plan.

The manual does not differentiate between the various quarters in the Old City and follows the following hierarchy (see Figure 6):

A -Tourism and Heritage

B - Routine Life (every day life-streets with a mixed commercial and residential nature)

C - Residential.

This hierarchy also dictates the priorities. Most of the main streets in the A- Tourism and Heritage category are planned to contain the most accessibility, whereas in most of the streets in the C-

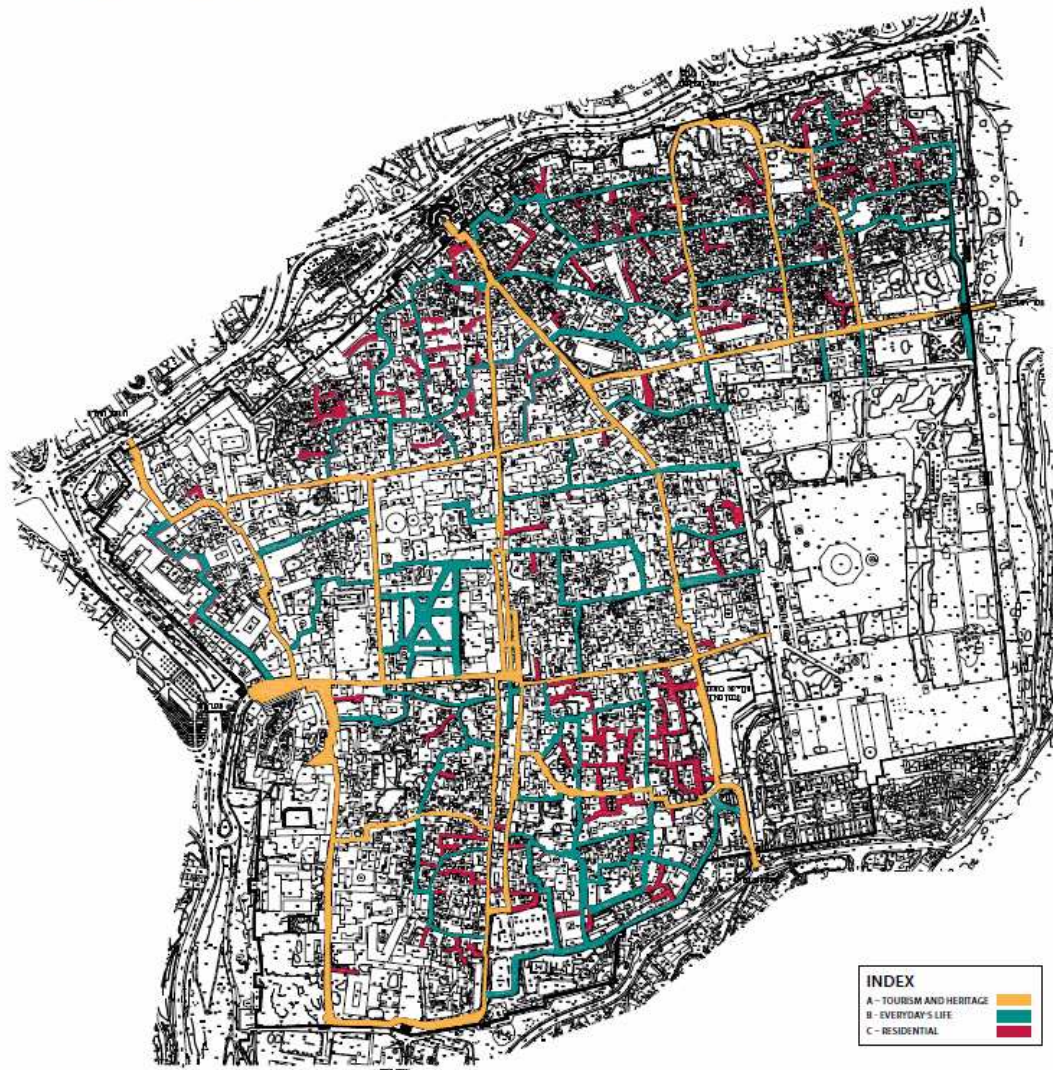
Residential category, which are typically small alleys, accessibility is more difficult due to topography and formation, therefore requiring more modest design details. The B- Routine Life category contains a combination street design plan of both the Tourism and Heritage and the Residential categories.

The major difference between the design elements is mainly in the details of paving the road surfaces, steps, slopes and related infrastructures-drainage and manholes in order to keep to the original design.

The rest of the open space fixtures, such as handholds, railings, benches, waste baskets, etc., are used in all types of streets in the same way, allowing alternative choices to satisfy optimal local adaptation.

Old City Street Hierarchy - 2010

Jerusalem Development Authority, Projects Portfolio, Turner & Associates, Architecture and Design, Meltzer-Igra-Cohen Architects.



22 | SYSTEM ELEMENT | TYPICAL STREET ELEMENT | DESIGN HEIRARCHY

Figure 6. The old city street hierarchy, showing the 3 main types of streets:A- Tourism and Heritage,B- Routine Life (every day life) C- Residential, the basis for the implementation plan

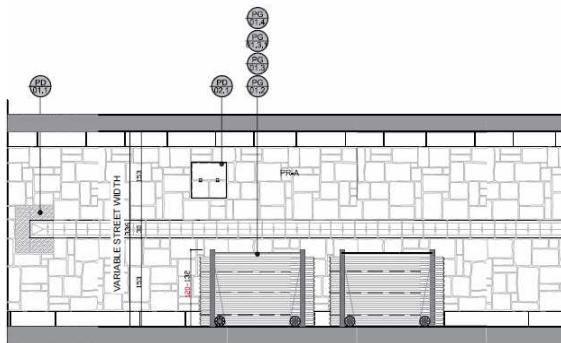
Manual Structure

The manual is divided to 3 main sections:

- **System details** – design components and rules for the main typical street category elements i.e.: A – Tourism and Heritage routes; B – Routine Life routes; C – Residential routes. The system details contain all components of the typical street elements (see Figure 7).

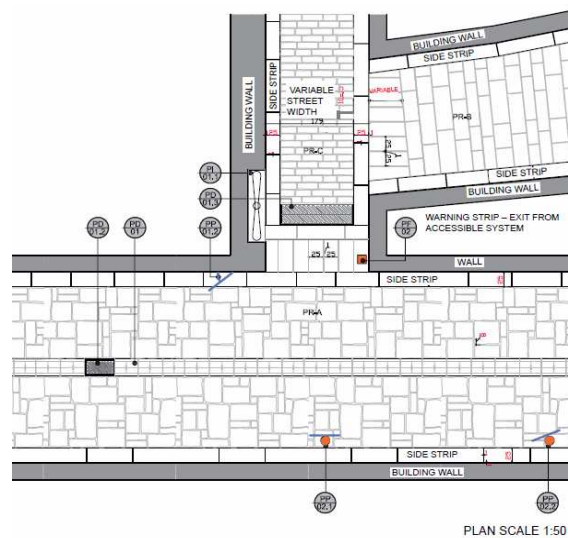
Typical Street Elements

A- Tourism and Heritage routes/ B - Routine Life routes/C – Residential routes



St. Francis Street

24 P1 01 | SYSTEM ELEMENT | TYPICAL STREET ELEMENT | TYPICAL STREET ELEMENTS A / B / C



PLAN SCALE 1:50

LEGEND:

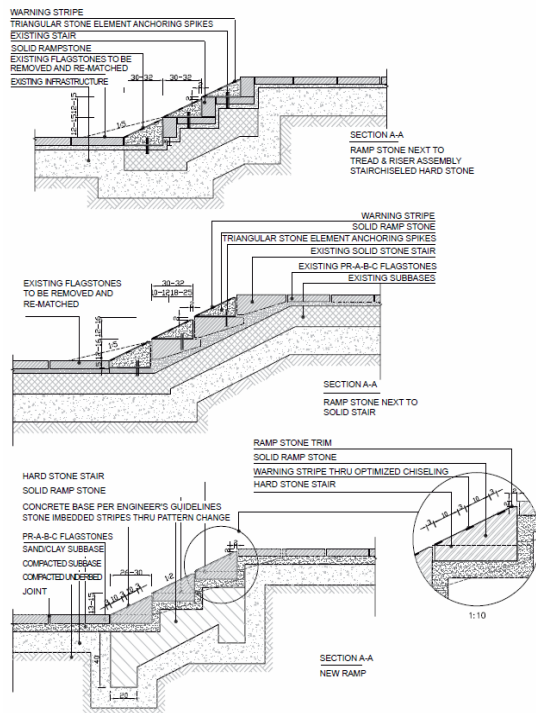
STONE DRAINAGE CHANNEL		SMALL CLAMP		POSTED STREET SIGN	
BARRIER		INFRASTRUCTURE CLAMP		INCLINED POSTED STREET SIGN	
WASTE BASKET		INFRASTRUCTURE COVERING		WALL SIDE STREET SIGN	
STONE AND METAL BENCH		INFRASTRUCTURE CABINET IN A NICHE		INCLINED WALL SIDE STREET SIGN	
WIDE CONSTRUCTION BENCH - OCCASIONAL		PROTRUDING EXISTING INFRASTRUCTURE CABINET		AWNINGS	
CONSTRUCTION BENCH		CONTROL CELL		HANDHOLD ANCHORED ONTO THE WALL	
MINIMUM DIMENSION		DRAINAGE TRENCH		HANDHOLD ANCHORED ONTO THE FLOOR	
FOUNTAIN		DRAINAGE CHANNEL - END ELEMENT		RAILING	
				ELEMENT REFERENCING	

TYPICAL STREET ELEMENTS A / B / C

EDITION 01 | 25

Figure 7. An example for typical street element – plan and photo before renovation presenting the problem

- **Sub-system items:** street surface and structure and infrastructure components i.e. paving, material: stone, street intersections (PR) stairs (PM), ramp and slopes (PN) drainage and manholes (PD).
- Detailed design sketches come with all elements. For example (see Figure 8):



PM 02 | RAMP INSTALLATION DETAILS IN AN EXISTING AND NEW FLIGHTS OF STAIRS | EDITION 01 | 61



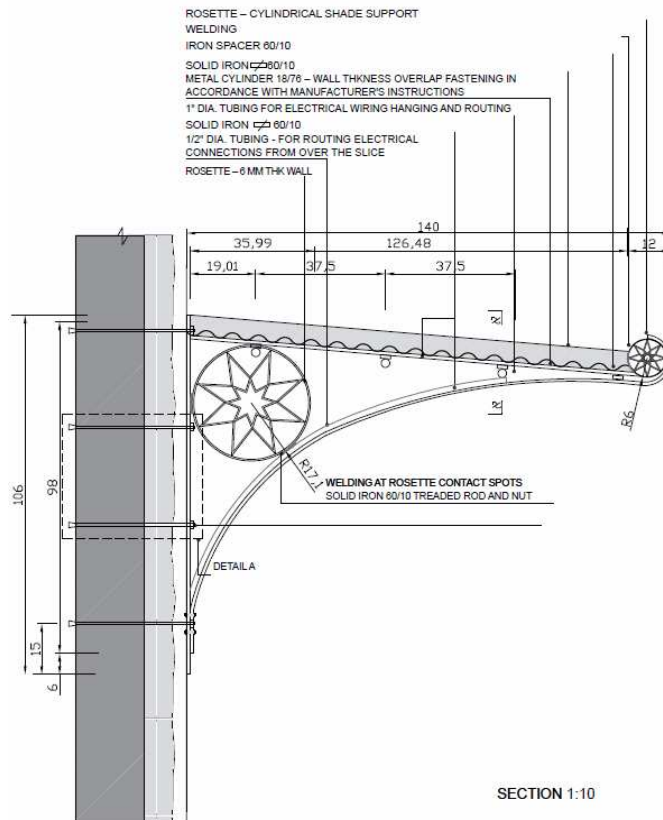
Examples of implementation of an extended continuous ramp, based on existing conditions and their completion into a single unit of minimum dimensions.

Figure 8. An example of ramp design detail.

- **Individual elements: street fixtures and supplemental items that create its look and feel, i.e.: street and building infrastructures (PI), awning design (PG), handholds and railings (PS), signpost design (PP), street furnishings and fittings: bench – PF-01; waste basket – PF-02; drinking fountain – PF-03; barrier post- PF-04. These items apply to all categories**

without distinction between them. Detailed design sketches come with each and every element.

- **For example (see Figure 9):**



PG 01.2 | AWNING-SECTION EDITION 01 | 99



Awning illustration



Illustration of a new awning and a ramp



Existing awning - support location according to the opening, arch and upper balconies structures. Bogod-Krendal -Niv Design

Figure 9. An example for an individual element- design section of a new awning compared with an existing one.

From Design to Construction

Following are two examples of implementation in different streets that have already been renovated:

Omar Ibn Al Khattab Square (Jaffa Gate) - Hierarchy- A - Tourism and Heritage. (see Figure 10)

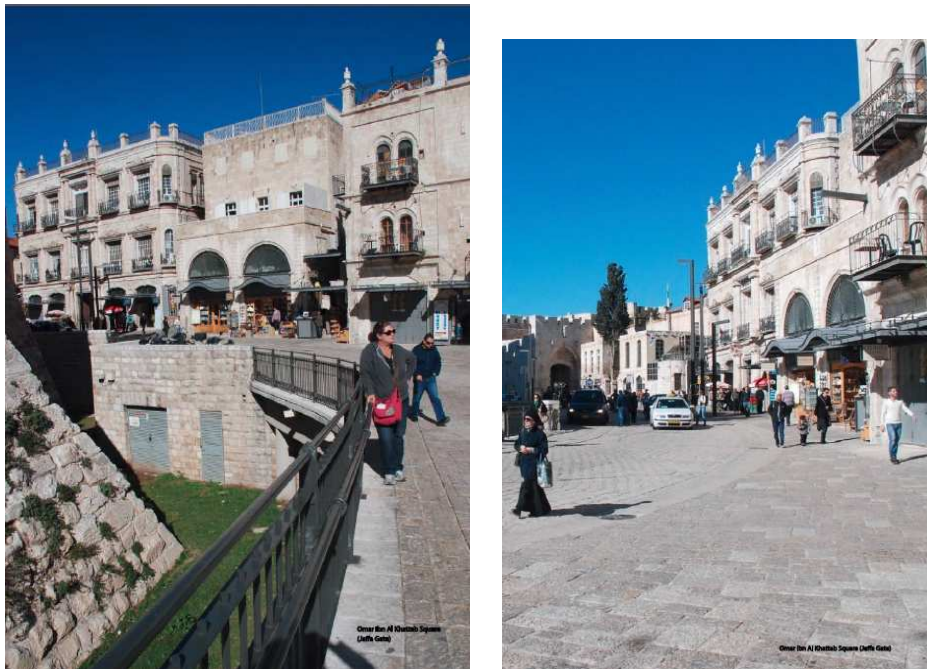


Figure 10: Omar Ibn Al Khattab Square (Jaffa Gate) Melzer-Igra-Cohen Architects and Urban Designers, Architect Guy Igra.

These photographs show the finished renovations with an emphasis on the past and the comfort of the modern day, especially in the street's surface-stones and chiseling which is clean and highly maintained. The area is open and well lit to promote safety and personal security. All the poles were removed, (see the elegant awning) and were transferred to the façade. They were also reduced to a minimum in order to give an atmosphere of serenity and calmness, and in turn giving the center stage to those monuments that need to be the focus of attention.

High standards of design were used in the renovations in the Omar Ibn Al Khattab Square (Jaffa Gate) and utilized a mixture of

past and modern methods in correlation with the importance of the area. (see Figure 11). This gate is the main entrance to the Old City, and therefore the decision was to prioritize improved access to pedestrians. The taxi station that dominated the public space in the past was removed entirely, and only a few vehicles are now allowed access. The street was leveled and only a minor curb marks the driving routes. The paving was replaced so that its texture meets modern safety standards and is easily maintained.



Figure 11: Modern fixtures such as the poles, garbage bins and benches were chosen to contrast with the old style oriental design of the buildings. The newly designed infrastructure cabinets within building facades resemble the ancient Mashrabiya¹⁸ design style in nature and appearance but are based on a modern idea (IMSegev-"Segev Twist") of metal that looks woven even though it is only slightly curved.

¹⁸ ***Mashrabiya is a typical element of Muslim architecture. It consists in a lattice, mostly made of wood, serving for building openings, windows or partitions. In this case, an industrial solution has been selected, based on the visual characteristics of Mashrabiya.***

The Lion's Gate – Hierarchy A - Tourism and Heritage and B - Routine Life

The route leading from the Lion's Gate to the Via Dolorosa, was chosen to be the manual pilot for handrails (see Figure 12). The design was changed after the prototype had been set; for example the hand grip metals width and the decision to work with one metal piece. All fixtures were prepared in the factory and installed on site. The improved handrail in the photograph below looks like it has always been an integral part of the scenery.

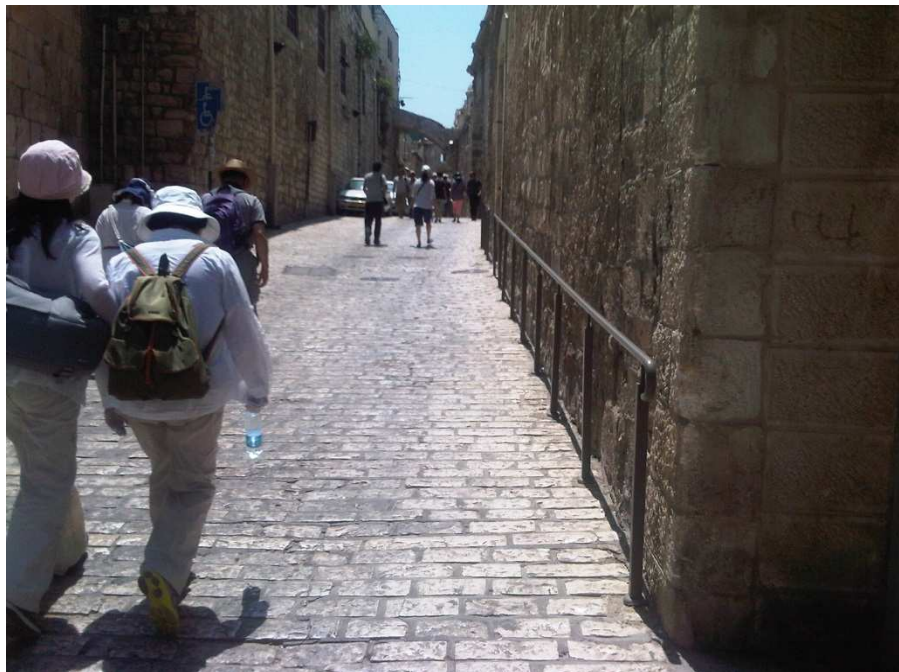


Figure 12. *The location of the handrail presented a particular problem. The Preservation of Historical Building's Team did not permit any attachments to the wall, and therefore the handrail is attached only to the pavement and only to one side of the street. This innovation makes all the difference for people with mobility difficulties.*

8. Summary and conclusions

In this article, the work of a multidisciplinary team was shown. The team presented a systematic, comprehensive professional and conceptual basis, for upgrading the infrastructure and accessibility as much as possible, in the very challenging and complex site of the Old City of Jerusalem.

It was clarified that the first step needs to be a site audit, using a carefully developed tool and data analysis criteria to collect consistent, reliable, and objective information as a basis for decision making. The outcome of the audit in the Old City enabled defining strategy and setting priorities for multiyear planning and intervention for the benefit of residents as well as tourists. The criteria used to assess accessibility were defined based on the interaction between disability and environment according to universal design principles, adapted to the circumstances of the Old City.

As a first step in implementing the plan, a manual for renovating streets in the Old City of Jerusalem was composed. The manual, serves as a guideline for detailed creative solutions for specific places and so maintain the general design through the city, while keeping the balance between the requirements of heritage; historic and archaeology; preservation, technical difficulties and accessibility needs.

Although accessibility could be obtained only partially in this complicated site, the upgrade of the infrastructure which was carried out so far, proved a great deal of difference.

Advanced technology to assist orientation and provide effective solutions for people with various kinds of disability as well as solution for transportation are yet to be studied.

The described pilot is based on universal values. It is expected that the audit tool as well as the manual guidelines can be adapted to old cities and heritage sites anywhere, in preparation for upgrading accessibility.

Research is recommended to test the system's usefulness in countries other than Israel, and to refine the criteria used for purposes of future evaluations.

Bibliography

ADA Accessibility guidelines for buildings and facilities (ADAAG) as amended through September 2010; accessed Aug. 10, 2014, from <http://www.access-board.gov/adaag/html/adaag.htm>

ADA Checklist for Readily Achievable Barrier removal. New England ADA Center, a project of the Institute for Human Centered Design and a member of the ADA National Network, based on the 2010 ADA Standards for Accessible Design, accessed Aug. 10, 2014 from: <http://www.adachecklist.org/doc/fullchecklist/ada-checklist.PDF>

Bahat, D., and C. Rubinstein, *The Illustrated Atlas of Jerusalem*, New York: Simon & Shuster, 1990.

Barcelona Tourism. *Barcelona, for accessible tourism* <http://www.barcelona-access.com> Last viewed Aug. 15, 2014

Bendel, J., "Decision Support System for Evaluating Accessibility of Facilities," *The Israeli Journal of Occupational Therapy* Vol.15 (.3), 2006.

Bendel J., "Accessibility survey of the Old City Streets " in Hebrew, *Jerusalem (Unpublished)* 2008

Clemson L., Fitzgerald M.H, Heard R., & Cumming R.G., "Inter-rater reliability of a home fall hazards assessment tool," *Occupational Therapy Journal of Research*, 19(2): 83-100, 1999.

Davish Ben Moshe, M., "Streetscape Manual for the Old City of Jerusalem", Version 1, Jerusalem 2013, (In Hebrew) In: https://uploaded8.jerusalem.muni.il/mp3site/tuchnun/rehovot_oldcity.pdf

Emerson, V., "Accessibility Audit of the City of Ottawa's Public Transit System," Report submitted to Transit Committee and Council 6 February 2008

Jerusalem Statistical Yearbook (annual publication) 2014, Maya Choshen et al (ed.), Jerusalem: The Jerusalem institute for Israel Studies JIIS, 2014.

**Open Doors Organization, Easy Access Chicago,
<http://www.easyaccesschicago.org/>, 2010**

**Organization of World Heritage Cities, A Management Guide of Historic Cities, 1991. accessed Apr. 10, 2009, from
<http://urbo.ovpm.org>**

Prawer, J., The Latin kingdom of Jerusalem. London: Weidenfeld and Nicolson, 1972.

**National Disability Authority (NDA) Guidelines for Access Auditing of the Built Environment, updated 2012 accessed Aug. 8, 2014
<http://www.nda.ie/cntmgmtnew.nsf/0/71BAD80838B7B0C8802570C00050DFE6?OpenDocument>.**

Rubin, R., Image and Reality, Jerusalem in Maps and Views, Jerusalem, Israel: Magnes Press, 1999.

Shekel, The accessibility team, Leah Offer (Ed). "Accessibility of Public Spaces in the Old City of Jerusalem for People with Disabilities -From Planning to Implementation" Jerusalem Keter Digital, April 2011

Standards Institution of Israel, SI 1918 (Israel Standard 1918): Accessibility of the built environment, Tel-Aviv, 1998 and 2013

State of Israel, Regulations for Equal Rights (accessibility in open spaces), 2008.

The Enabler, Website / FAQ. 2005. Accessed August 8, 2014, from www.enabler.nu

Tourisme et Handicap association <http://www.tourisme-handicaps.org/> last viewed Aug.15, 2014

Visit Britain <http://www.visitbritain.com/en/EN/> last viewed Aug.15, 2014

UNESCO World Heritage Cities Programme, official site:

<http://whc.unesco.org/en/cities>. 2013, Last viewed Aug. 15, 2014

U.K Physical accessibility audit checklist 2014

<http://www.accessibleguide.co.uk/the-guide.html?gclid=CLWMirbTIMACFcrjwgodHQIADw>

US Aid, Handicap International "Physical accessibility audit checklist"

Handicap International, Ethiopia , Addis Ababa Ethiopia

2010 https://www.google.com/search?q=accessibility+audit&gws_rd=ssl

Weiner-Singer Landscape Architecture, 2009. Jerusalem Streetscape Design Manual, Version 1.

<https://www.jerusalem.muni.il/TargetAudience/Residents/PlanningandBuilding/Architects/PlanningandDesignGuidelines/Notebook35566/Pages/Default.aspx>

Wycombe District "Access Audit Checklist",

www.wycombe.gov.uk. Last viewed Aug. 15, 2014

Resources

"The ADA and City Governments: Common Problems," U.S. Department of Justice, Civil Rights Division, Disability Rights Section; accessed Aug. 1, 2009 from <http://www.ada.gov/comprob.htm>

**Ben-Arieh, Y. and M. Davis, (eds.), *Jerusalem in the Mind of the Western World, 1800 -1948.* Westport, Conn.: Praeger, 1997.
Jerusalem Tours, the municipal website:
<http://tour.jerusalem.muni.il/>**

Lahav D.Y., "Accessibility for pedestrians into old cities – the case of Jerusalem", lecture submitted to the POLIS International Conference – *Universal Design of Buildings: Tools and Policy: proceedings, Bruges, Belgium, Nov. 16, 2006, pp101-102;* accessed Aug. 1, 2009 from <http://www.polis-ubd.net/conference/POLIS-Proceedings.pdf>

Ramot A., Lahav y., and J. Bendel, " *Planning Accessibility In the Old City of Jerusalem*" in *Universal Design Handbook second edition, Preiser W.F.E., and K.H.Smith (eds.) U.S.A; MaGraw Hill, 2010 chapter 16 pp.16.1-16.11*



Dr. Judith Bendel, PhD, is the director of Access Unlimited

Judith Bendel PhD

Director

Access Unlimited

P.O.B. 4648, Jerusalem 91046

Israel

Email: judy@access-unlimited.co.il, bendelj@hotmail.com



Arch. Meirav Davish Ben Moshe

www.meiravdavish.com.



Dinis Duarte:

Dinis Duarte has a Masters degree in Business Management from Católica Lisbon School of Business and Administration and worked for several years in the Marketing departments of multinational FMCG companies. He's the General Manager of Vale Verdejante – Organized Tours and is a Tourism Consultant at training and consultancy firm Perfil – Psicologia e Trabalho. With several years of experience in the tourism business, Dinis is an expert on Inclusive Tourism and one of the trainers of the Hospitality Skills Training Course.



Ana Garcia:

Is a Master's Student in "Accesibilidad Universal y Diseño para Todos" at the University of Jaén - Spain.

She has a licentiate degree in Organization and Management from the Higher Institute of Labour and Enterprise (ISCTE – IUL), and postgraduations in Financial Management from the Higher Institute of Management, (ISG), and in Advanced Management, Portuguese Catholic University.

She carries out her activity providing consultancy and training to boost accessibility services, improving accessible tourist facilities, raising awareness of the importance of accessible tourism for all at a social level and its economic potential for countries, as a highly regarded consultant in this matter, for the National Tourism Organization (NTO) - Turismo de Portugal, IP and other entities.

She has published several scientific articles; was hired as an expert for several studies related to accessible tourism and has been speaker at many conferences and seminars at national and international level.

Board Member of ENAT (European Network for Accessible Tourism) for the period 2012-2016.

Been Accessible Tourism Training Skills

Ana Garcia & Dinis Duarte.

1. Introduction: The importance of accessible tourism services

Tourism is seen as an important source of growth for the economy. Investments in this sector to improve accessibility benefit everyone in the near future and result in an improvement of the inclusion of persons with disability in society.

Nowadays tourism is an extremely important social hit that mobilizes millions of people around the world, especially in Europe, constituting not only a driver of economic development but also a critical element in improving knowledge, communication and the degree of relationship and respect between citizens of different countries. It can be seen as a social good that should be available to all citizens, without the exclusion of any group of people, regardless of their personal, social, economic or other life circumstances.

Tourists with specific requirements can experience difficulties at any point in their journey, from the earliest planning, to booking, travelling, in accommodations, at attractions, cultural venues, in restaurants and cafes, when shopping or attending a business meeting or conference, when passing through urban areas or natural landscapes and returning safely home again. It is therefore evident that all persons who are employed in a service role at any part of the "visitor journey" must be equipped to some degree with knowledge, skills and competences to assist and accommodate all visitors with equal attention, respect and support, as and when required.

One of the key areas where the tourism sector can increase its offerings of sustainable and higher quality products and services, with greater value for customers, is by making tourism offers and services "accessible for all". This objective, when pursued effectively by destinations and businesses, can improve the tourism sector's competitiveness and lead to increased market share. In particular, the provision of accessible tourism offers and services opens up the market to skills and training needs to improve accessibility in tourism services the growing numbers of older visitors, people with disability, people with long-term health conditions and families.

If a visitor experience is to be truly accessible then all elements of the supply chain or customer journey must be accessible. This requires varying knowledge and understanding on the part of all of those involved in managing and providing service delivery throughout the chain.

When considering the necessary competences for delivering accessible tourism services, these would include technical skills, general skills, personal skills as well as the "soft skills" needed to make use of the other skills in an organizational/ business context.

The particular skills that are needed for providing accessible tourism services are, firstly, the same skills as are required for good customer service provided for everyone. Core skills are communication, body language, tone of voice, knowing how to listen, words to use, questions to ask and how to ask them. Such skills should be seen as a natural extension to core customer service skill, highlighting the benefits that offering training can bring to everyone on a personal level in carrying out their work

and for the people receiving improved service, which should potentially be everyone.

A recent study of the EU Commission (*Economic Impact and Travel Patterns of Accessible Tourism in Europe - European Commission - DG Enterprise and Industry*), has confirmed that the Demand for Accessible Tourism in Europe is a huge and largely untapped market .

This is an opportunity for businesses that wish to be “early adopters”, both within European Member States and relative to the inbound tourism market.

Across Europe, there is an increasing understanding that the elimination of physical barriers is one of the first steps to ensuring the inclusion of people with disabilities in society. This increasing awareness is reflected to some degree in the tourism sector, where initiatives at enterprise level and in some destinations are tackling the problems of physical access.

2. The role of accessibility training in the tourism sector



Despite the above market and social imperatives, so far, relatively little attention has been paid to the need for education and training of management and staff in the tourism sector, in matters

concerning quality of service and how to welcome guests with access needs. Employment in the tourism sector is typically very fluid, being sensitive to seasonal demand and economic factors. Employees therefore need professional qualifications that are recognized and “portable” across national boundaries, and here accessible tourism qualifications should also be included.

Tourism training programs can play a vital role in preparing managers and employees to deliver their services in appropriate ways, respecting not only the diversity of customers' access needs but also specific requirements related to disabilities or long-term health conditions. With suitable training, front-line staff can make disabled and senior guests feel welcome and, in some situations, even overcome some of the physical and functional barriers that are still present in older buildings and environments.

Accessible tourism training can help to change attitudinal barriers that people with disabilities are persistently facing from staff in the tourism sector. Such attitudes are largely due to lack of knowledge and consequent misunderstandings. When properly performed, accessibility training gives staff the necessary knowledge, competences and skills to cope with diverse situations and customer needs. With greater confidence, managers and front-line personnel are able to handle situations which could otherwise be seen as difficult or threatening.

Increased training in accessible tourism skills is a vital way to upgrade the qualifications and abilities of managers and employees in the European tourism sector.

Tourism enterprises need to recruit people with the right skills in order to address the growing number of older and disabled visitors (OSSATE 2006).

As demand for accessible tourism grows, the deficit of relevant skills among the staff of tourism enterprises must be taken seriously.

3. Portugal accessible tourism training package (Turismo Inclusivo)

The training package “Inclusive Tourism – hospitality skills to receive and entertain people with special needs” was developed by *Perfil – Psicologia e Trabalho*, a private consultancy company, for CECD Mira Sintra, with the use of European Social Funding (ESF). This training course was designed exclusively for the Portuguese tourism sector in order to equip its professionals with the necessary hospitality skills to successfully receive and cater to people with special needs.

***Perfil – Psicologia e Trabalho* has been involved in the promotion of accessibility in the tourism industry through innovative projects that could impact national policy plans. In particular, the company executed a national study on “inclusive tourism” which set out to identify the skills required by the Portuguese tourism professionals to properly serve tourists with accessibility needs. The training package developed was based on the results and needs identified in the study.**

The training is structured around an innovative concept of b-learning, which includes both face-to-face learning and self-learning modules. It contains 4 different modules, 1 general

module and 3 specific modules targeted to different tourism sectors. Due to the flexibility of the training it is believed that it is a good tool to overcome some of the most pertinent problems in the tourism industry, namely time barriers.

Recognition of the value of the course is its inclusion in the Portuguese National Education Framework Catalogue as a continuing VET training. *Perfil - Psicologia e Trabalho* has targeted mainly active professionals with the training. However, it has also been included in training efforts for the unemployed. This is believed to equip potential future hospitality professionals with the necessary skill set to effectively host tourists with disabilities.

The main barriers encountered by *Perfil – Psicologia e Trabalho* relate to the lack of awareness and unwillingness of businesses to participate in accessibility training. To overcome these obstacles, the company is engaging with other important stakeholders to raise the general awareness of the sector. In addition, the lack of funding opportunities to engage in marketing activities and provide the training free of charge is also believed to hamper the impact and uptake of training efforts.

However, there are a few good examples of the potential impact the training could have if more professionals were reached. These include the establishment of accessible tourism services by former students as well as the increased awareness among some participating organizations.

The main objective of Inclusive Tourism Study, mentioned above, was to contribute to a national policy of inclusion of persons with disabilities improving their access to tourism services by:

ENAT European Network for Accessible Tourism.

- ***Identifying the special needs that people with disabilities have when using tourism services (accommodation, restaurants and catering, sports, tour operators, tourist information services, transportation and other tourism services);***
- ***Identifying the hospitality skills required for the tourism professionals to be able to satisfy those needs/requirements;***
- ***Building a Training Package targeted at tourism professionals to develop the specific hospitality skills required to successfully satisfy people with special requirements.***



The training materials for each module include:

- ***A manual for the participant;***
- ***A manual for the trainer;***
- ***PowerPoint presentation;***
- ***Detailed list of the special needs identified in the Inclusive Tourism Study; and***
- ***Detailed list of hospitality skills identified in the Inclusive Tourism Study.***

The duration of each module can be adapted to the training needs of different target groups. *Perfil – Psicologia e Trabalho* produced two different versions for each one of the 4 modules:

- *A 25 hour version for operational level tourism professionals. This include frontline staff;*
- *A 10 hour version for management level professionals.*

Perfil – Psicologia e Trabalho uses an innovative approach in the training sessions by inviting people with disabilities to participate and give their own testimonial of what main barriers they face whilst travelling. Tourism professionals often feel uncomfortable when dealing for the first time with a client with motor, visual, hearing impairments or learning difficulties and they often do not know how to act. It is important that they can overcome the awkwardness and treat the client with disability in the same way they treat other customers. Thus, this strategy proved successful as it enabled tourism professionals to quickly overcome the major hurdle of dealing with people with disabilities.

The main goal of the “Cross-sectorial” module is therefore to make tourism professionals drop all the stereotypes and prejudices they have about people with disabilities.

This goal is achieved in the face-to-face training sessions where the trainers enable physical interaction between participants and people with disabilities. In the training sessions, participants can also have direct contact with the main assistive technologies for each area of disability as *Perfil – Psicologia e Trabalho* invites companies that sell or rent this equipment (e.g. wheelchairs, braille keyboard, vibrating alarm clock) to assist in the training.



However, the Training Package was also developed to work both in face-to-face trainings and b-learning programs. B-learning programs are innovative learning modules that combine classroom-based training with e-learning sessions. The reason for implementing this type of training style is that it integrates both face-to-face learning that is considered imperative in order to properly understand and break down the interaction barriers. However, as time constraints is a key issue in the tourism sector, an online tool has also been designed in order to allow the participants to work around their schedules and complete the modules during a time that is convenient for them.

Availability

The Portuguese government uses “the Catálogo Nacional de Qualificações” (the National Qualifications Framework - CNQ) to manage the formal and vocational training for professional qualifications. It is a strategic tool to manage the national educational qualifications and make references to nationally recognized trainings. The inclusion of the training in this framework indicates the value of its content and it is approved as a complimentary short term training unit for the qualification of tourism professionals that deal directly with clients.

The training package was developed with the ambition of including it in the CNQ. Thus, all the technical requirements comply with the national standards.

As the training package was funded with European Funds, it is publicly available in Portuguese. It is currently being improved with some upgrades and the creation of a specific module for Tourism Offices, a specific module for Travel Agencies and a specific module for Active Tourism.

The Training Package implementation started in January 2013 in some Tourism Schools managed by *Turismo de Portugal, IP* (the National Tourism Organization), which is in charge of providing the educational and vocational training of tourism professionals (both students and active professionals).

During 2013 and 2014, 10 courses were organized in collaboration with *Turismo de Portugal, IP* and other entities, reaching 189 participants. These training sessions were partly funded by the European Social Fund.



As a next step, *Perfil – Psicologia e Trabalho* is now working with *Turismo de Portugal, IP*, and *Instituto do Emprego e Formação Profissional, IP*, to develop training courses for trainers. The goal is to increase the number of certified trainers prepared to organize the Accessible Tourism Training Package, which can facilitate the uptake and disseminate the awareness further of the need to increase accessibility in the sector.

To change the mentality of those working in the industry takes work and time. Therefore, *Perfil – Psicologia e Trabalho* is now collaborating with *Turismo de Portugal, IP*, to create a program aimed at raising awareness for Accessible Tourism using existing channels to reach the audience. To raise awareness levels within the industry *Turismo de Portugal, IP* has allocated a specific budget within the Tourism National Strategic Plan (PENT 2013-2015) which aims to make Portugal an accessible tourism destination for all.

In addition to raising awareness levels among businesses, it is also imperative to raise the awareness levels and indicate the gap in skills to industry associations such as hotel, restaurant, travel agents etc. These associations would be able to channel the training needs to the most appropriate channels. In this vein, it is important to convince industry representatives equally of the potential opportunities of increasing hospitality skills.

In order to promote the training course, *Perfil – Psicologia e Trabalho* has been using online social media networks such as Facebook, LinkedIn, tourism online newsletter and mailing lists. They also met with tourism industry associations, the public sectors as well as private companies and presented the training course in seminars in order to incentivize the uptake of the training. These channels were used as there was no funding for marketing activities relating to the course. The interviewees believe that with greater funding opportunities the course could have been promoted more actively.

4. Conclusions

The two key factors for the success of this project were the innovative methodology used in the Inclusive Tourism Study and the construction of the Training Package as a ready-to-use tool for training the tourism professionals.

The innovative methodology used in the Inclusive Tourism Study allowed the accurate and detailed identification of the special requirements that people with disabilities have when using tourism services.

The training package is a powerful and flexible tool that can be used both in face-to-face trainings and b-learning programs. It

can be used both for the training of new professionals and for the on-going training of active professionals.

This project turns out to be an adequate, efficient and efficacious solution to contribute to the achievement of these 2 goals:

- *On the demand side, to activate the right of people with motor, visual, hearing or intellectual limitations to participate in tourism activities as any other citizen. Also, to activate the right of elderly citizens to continue to participate in tourism activities even with the limitations arising from the ageing process;*
- *On the supply side, to create conditions for the tourism industry to capture this new market segment and enlarge the market to All.*

Reference Notes

- ***United Nations, Convention on the Rights of Persons with Disabilities (2006).***
- ***Buhalis, D. and Darcy, S. (Editors), (2010). Accessible Tourism: Concepts and Issues Channel View Publications.***
- ***Buhalis, D., Darcy, S. and Ambrose, I. (Editors), (2012). Best Practice in Accessible Tourism. Inclusion, Disability, Ageing Population and Tourism. Channel View Publications.***
- ***UNWTO Recommendations on Accessible Tourism for All (2013)***
Update of the 2005 UNWTO General Assembly Recommendations on
"Accessible Tourism for All", taking into consideration the UN Convention on the Rights of Persons with Disabilities.
- ***"Mapping skills and training needs to improve accessibility in tourism services"- Final Report of the study was carried out for the European Commission by Pierre Hausemer, Ivor Ambrose, Kei Ito and Monika Auzinger, (2014).***
- ***"Economic Impact and Travel Patterns of Accessible Tourism in Europe" - European Commission - DG Enterprise and Industry - Presentation of the key study findings by University of Surrey, ProAsolutions, Neumann Consult, GFK, (2014).***



Dinis Duarte



Ana Garcia

BOOK RECEIVED:

1.A New eBook from UniversalDesign.com

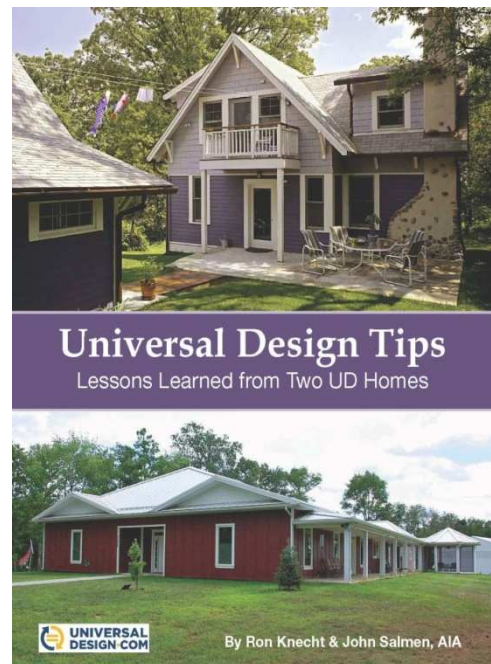
Universal Design Tips: Lessons Learned from Two UD Homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the **January 2012 issue** of *Universal Design News*.

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule. The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

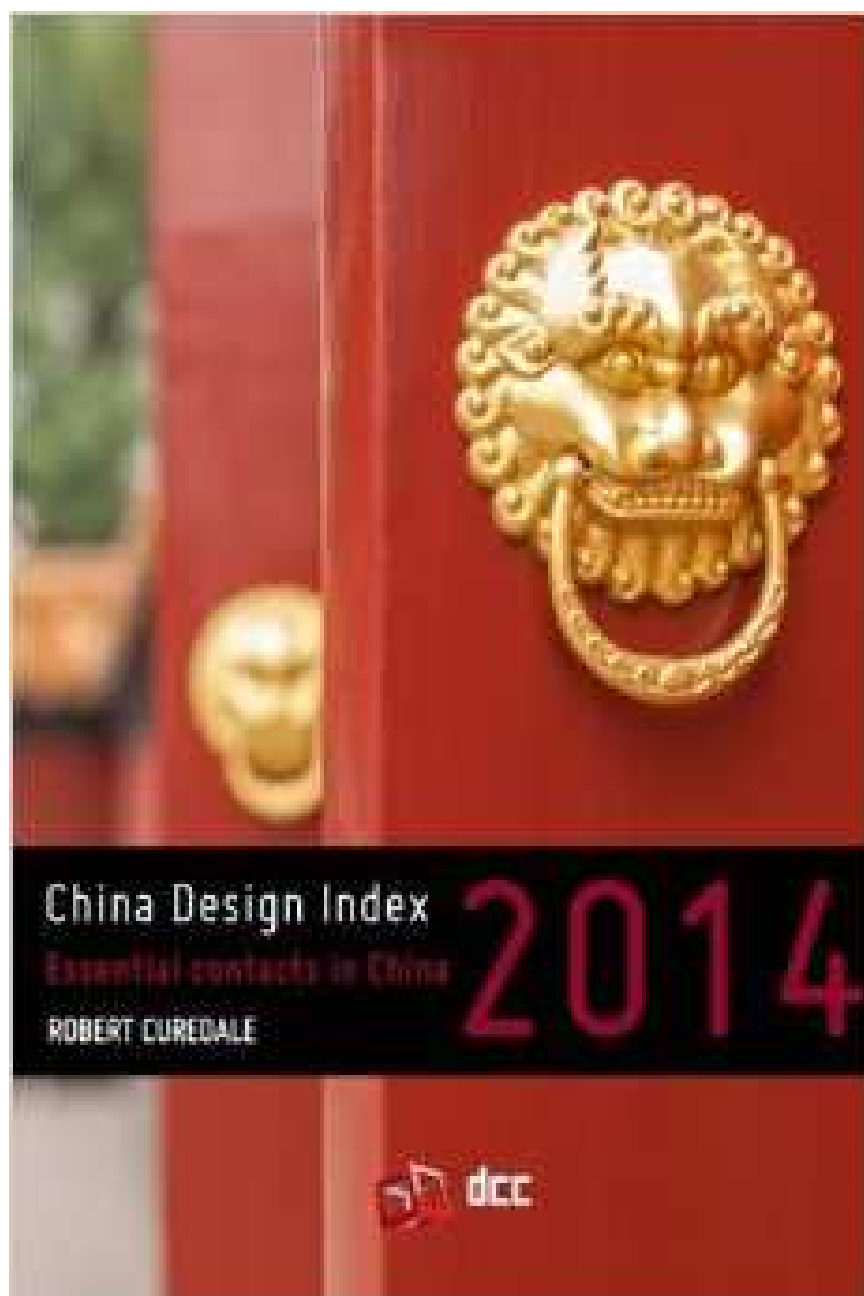
John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that



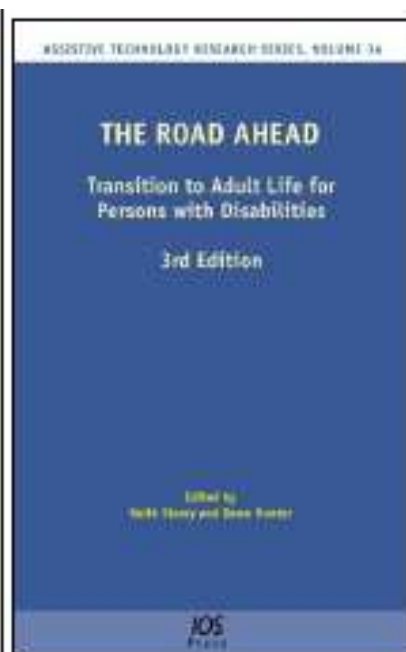
he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

2.



China Design Index 2014: The essential directory of contacts for designers Paperback – February 1, 2014 by Robert A. Curedale (Author)

3.



The Road Ahead

Transition to Adult Life for Persons with Disabilities

Volume 34 Assistive Technology Research Series
Editors: Storey, K., Hunter, D.

December 2013, 318 pp., hardcover (revised 3rd edition)

ISBN 978-1-61499-312-4 (print)

ISBN 978-1-61499-313-1 (online)

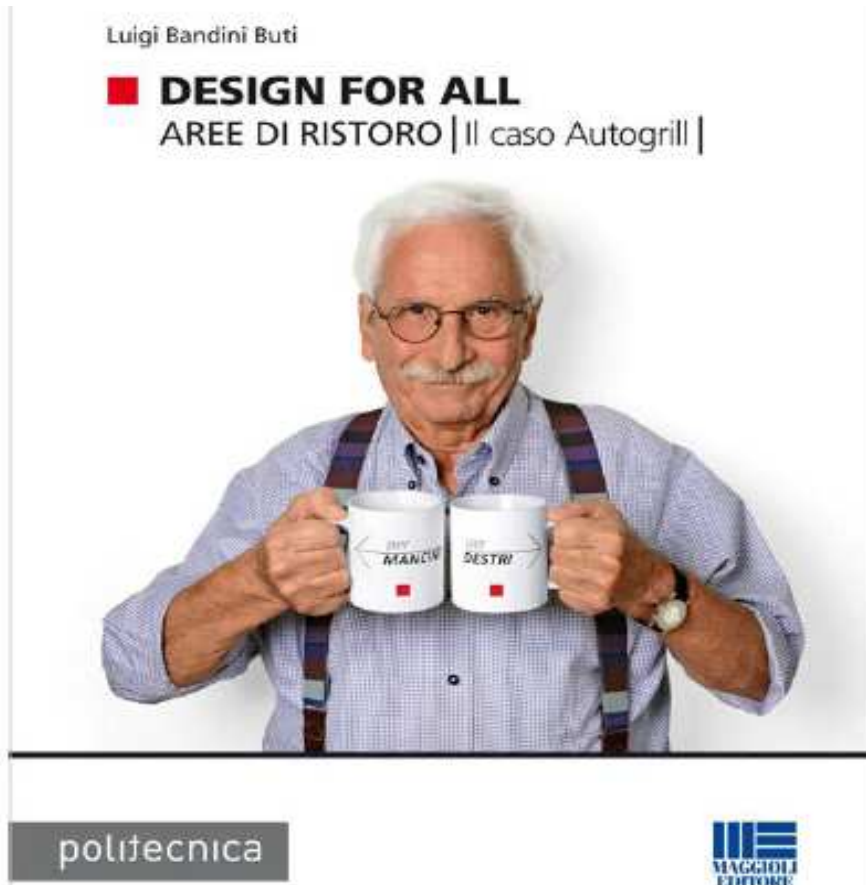
Price: €69 / US\$100 / £59

Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.

This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.

The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."

4.



Luigi Bandini Buti

DESIGN FOR ALL | AREE DI RISTORO | il caso Autogrill |

Maggioli Editore, 2013

<http://shop.wki.it/risultatoricerca.aspx?indizioricerca=luigi+bandini+buti>

This book has been born following the collaboration with Autogrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority".

If you are not on a wheel-chair, or blind, or you are not travelling with a large family or you don't have to look after your old grand-father, you will not be able to appreciate many of the attentions included into the project. It was therefore necessary to make more visible the virtuosity of the planning process and its results, which may not appear obvious to many people.

This publication is not meant to be a mere description, it is rather a critical analysis of the Villoresi Est rest area, included in a context that wants to examine in depth the methods and the means of Design for All.

Its main objective is therefore to use the "Autogrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

Edmonton Architect publishes - Adult Children's Book—Accessible Architecture: A Visit From Pops.

Edmonton Architect Ron Wickman launches his first book titled: *Accessible Architecture: A Visit From Pops* at the City Room in City Hall, Tuesday, March 18 at 6 p.m. Ron, son of the late Percy Wickman, MLA Edmonton-Rutherford 1989-2001, is a story written on the focus of Percy and his 3 grandchildren. Ron is best known for his accessible design. His most recent endeavor published by Gemma B. Publishing draws on this knowledge. Edmonton draughtsman Jared Schmidts illustrates with wit and precision the need for a house to be visitable by everyone.

As a child, Ron Wickman learned firsthand about the need for accessibility. His father became paraplegic after being injured by an industrial accident. Ron wheeled his father into many inaccessible places. A longtime Edmonton City Councillor Percy Wickman advocated for people with disabilities throughout his life.

Ron Wickman studied architecture in Edmonton and in Halifax, Nova Scotia, specializing in barrier-free design, designing houses and public spaces that were both beautiful and accessible.

Accessible Architecture: A Visit From Pops—is an adult children's book, which demonstrates the three principles for ensuring a house can be visited and enjoyed by everyone equally, including those with a disability. Following Wickman's design and renovation also enables homeowners to age in place.

Visitability principles include:

- the front entrance must have no steps;
- all main floor doors must be at least 36" wide
- an accessible washroom must be on the entrance floor.

Accessible Architecture: A Visit From Pops, by Ron Wickman, illustrated by Jared Schmidts and edited by Sarah Yates, is published by Gemma B. Publishing, a Winnipeg-based publisher. Gemma B. Publishing creates heroes and heroines living with a disability, in both fiction and non-fiction. The book will be launched at Edmonton City Hall, March 18 at 6 p.m. and available later at Audrey's Books in Edmonton.

Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

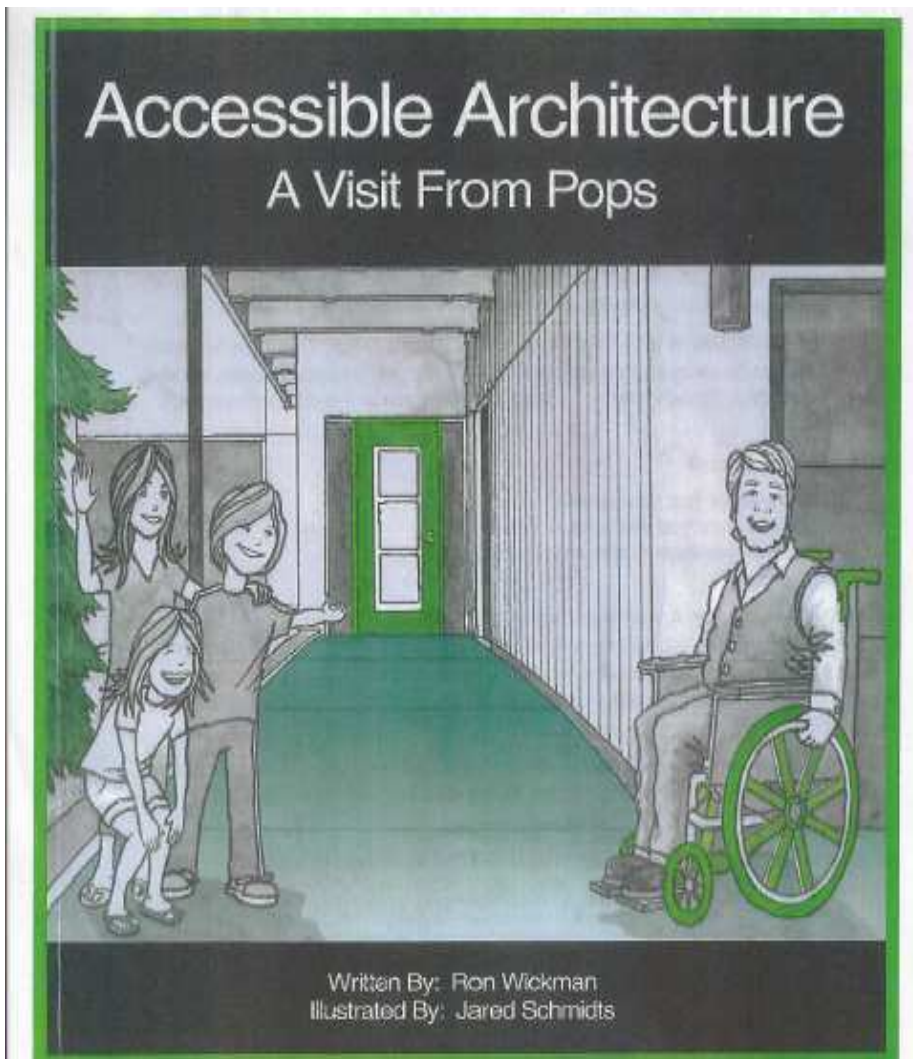
Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

— 30 —

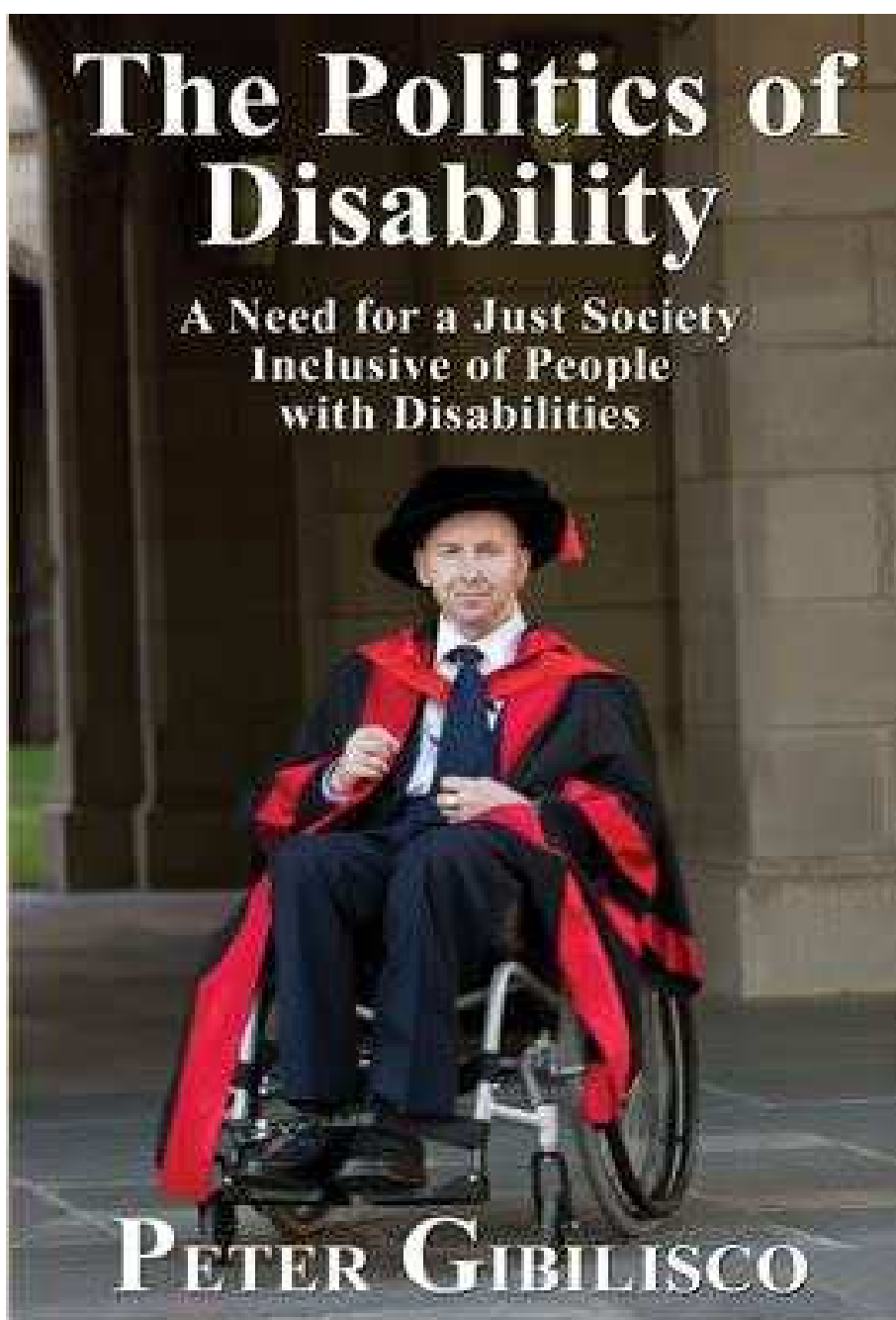
For additional information, contact:

Ron Wickman
Architect
780-430-9935
E-mail: rwickman@shaw.ca

5.



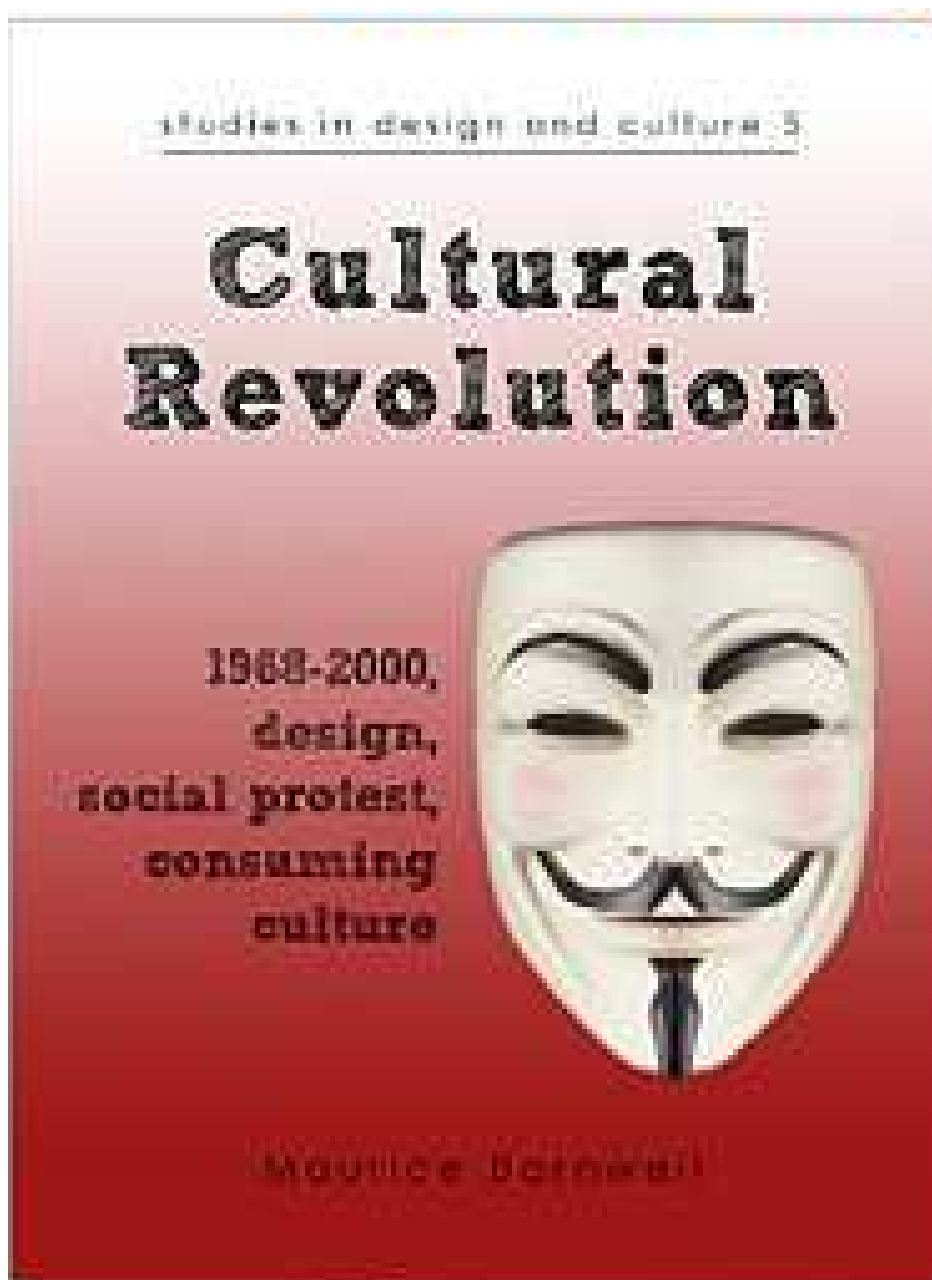
6.



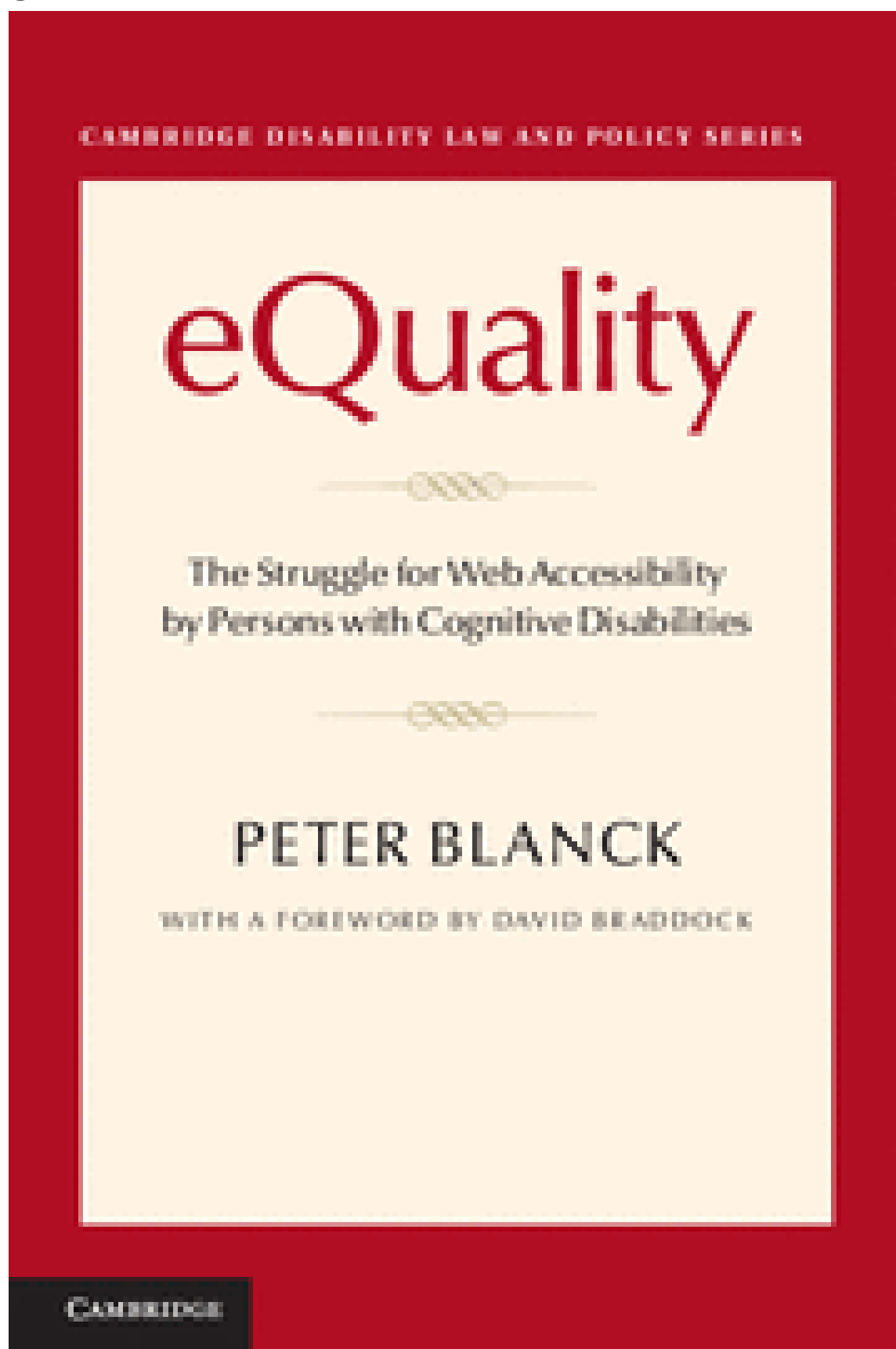
This book will retail for a recommended price of \$19.95 USD ISBN 978-1-77143-155-2, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978-1-77143-156-9. You'll be able to buy it from all the usual places - Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

7.

Maurice Barnwell (Author)



8.



NEWS:

1.



A World for Everyone

*Declaration from the World Summit Destinations for All
Montreal, 2014*

Having met in Montreal, Canada at the **World Summit Destinations for All**, from October 19 to 22, 2014, we, as women and men from various countries and regions around the world, including professionals, representatives of NGOs and various sectors of civil society, universities, international and multilateral agencies, and employees of government institutions, **we hereby agree to the following Declaration:**

Recognizing the important contributions made to the development and promotion of *Tourism and Destinations for All*, (including for persons with disabilities, seniors, families and other visitors), and **understanding** that local citizens are the first to benefit from such efforts, including the following key initiatives:

- The *Declaration on the Rights of Disabled Persons* (UN, 1975)¹;
- The *Principles of Universal Design, Version 2.0*. Raleigh, NC: North Carolina State University, The Center for Universal Design (1997)²
- The *Global Code of Ethics for Tourism* (UNWTO, 1999)³;
- 2010: A Europe Accessible For All* (European Commission, 2003)⁴;
- The *Rio Charter on Universal Design for Sustainable and Inclusive Development* (2004)⁵;
- The *Convention on the Rights of Persons with Disabilities* (UN, 2006)⁶;
- The *Takayama Declaration on the Development of Communities-for-All in Asia and the Pacific* (UN Economic and Social Commission for Asia and the Pacific (ESCAP, 2009)⁷;
- The *ISO Standard 21542:2011, Building construction - Accessibility and usability of the built environment* providing a global reference for the design of buildings including tourism infrastructure (2011)⁸;
- The *Italian Manifesto for the Promotion of Accessible Tourism* (2011)⁹;
- The *World Report on Disability* concluding that more than 1 billion people worldwide live with a disability (World Health Organization 2011)¹⁰;
- The *5th International Conference on Responsible Tourism in Destinations addressing Access to All* (ICRT, Canada, 2011)¹¹;
- The relevant *Standards and Recommended Practices of Annex 9 - Facilitation to the Convention on International Civil Aviation* (Chicago Convention, 1944) and the *Manual on Access to Air Transport by Persons with Disabilities* (International Civil Aviation Organization, 2013)¹²;

ENAT European Network for Accessible Tourism.

- The UNWTO *Recommendations on Accessible Tourism*, developed with the support of the ONCE Foundation and the European Network for Accessible Tourism (ENAT) (UNWTO, 2013)¹³;
- The series of *International Congresses on Tourism for All*, organised and hosted in Spain by ONCE Foundation in 2004, 2007, 2010 and 2013¹⁴;
- The *Catalunya 2020 Vision for Responsible Tourism: the Barcelona Declaration* (2013)¹⁵;
- The series of *International Congresses on Accessible Tourism* held in South-East Asia in 2005, 2007, 2009, 2011 and December 2014¹⁶;
- The report and call for action *Access to Culture 2012*, by the European Blind Union¹⁷;
- The *Vision and Action Plan 2011-2015, "Way Forward" of the World Federation of the Deaf*¹⁸;
- The *Proposed Model Regulations for Accessible Taxicabs and For-Hire Vehicles* (International Association of Transportation Regulators, 2014)¹⁹;
- The *Proposal of The Open Working Group for Sustainable Development Goals* produced at the 13th session of the UN General Assembly which contains the goal to « *Make cities and human settlements inclusive, safe, resilient and sustainable* » (OWG, August 2014)²⁰;
- The international cooperation effort undertaken by UNWTO, ENAT, ISTO, the ONCE Foundation, the World Centre of Excellence for Destinations (CED), Kéroul, and the numerous participants of the *World Summit Destinations for All*, being committed to pooling their expertise for the benefit of the international community;

We, the participants of the Montreal Summit, hereby declare our intention to maintain our cooperation at the international level and in our respective regions and countries to support and monitor the implementation of the *UNWTO Recommendations on Accessible Tourism*.

To this end, we recommend and support the following measures:

For tourism, travel and transportation operators and intermediaries:

1. Seize the business opportunity to widen the market base by developing products and services that provide inclusive experiences for **ALL** visitors. In this context, **ALL** visitors means **people with disabilities and those with specific access requirements, as well as, seniors with age-related impairments and access requirements and families with small children.**
2. Apply the principles of Universal Design and follow accessibility guidelines in the design of visitor information and marketing (including Websites), transportation, facilities and services.
3. Build the capacity of managers and staff by providing training opportunities in accessibility and disability awareness.
4. Observe the voluntary *ENAT Code of Good Conduct*¹ as a business development and visitor relationship management tool for ensuring high quality accessible tourism services and appropriate care and responsibility towards **ALL** visitors.

¹ See: <http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

5. Engage with consumer organisations including disabled persons organizations, senior citizens, youth and families with small children, to identify gaps in tourism service provisions and to improve the quality of tourism products and services.
6. Participate in local and national business and multi-stakeholder networks to share know-how and improve performance in accessible, inclusive tourism, while making a positive contribution to the sustainability of the host community.

For the local authorities:

7. Ensure that in any new construction or renovation of a building or public space, or in introducing a public service developments are designed, according to the principles of Universal Design and sustainable development.
8. Provide pedestrian pathways without obstacle to facilitate crossings of streets and in all public spaces, retail areas and parks.
9. Ensure supply of public transport suitable for citizens and visitors with disabilities.
10. Require that taxi and limousine dispatch companies to provide transportation services for persons with disabilities equivalent to those enjoyed by the general public.
11. Develop a policy including enforcement provisions regarding the parking spaces for persons with reduced mobility.
12. Adopt a support policy for individuals accompanying persons with disabilities in their recreational and cultural activities, and in transport services.
13. Support efforts to raise awareness and educate business owners, managers and staff on the advantages of providing accessible facilities and services and encourage the introduction of staff training programmes on catering to ALL visitors with different types of disabilities and access requirements.
14. Provide resources to the business community for the development and dissemination of knowledge about accessible, inclusive tourism and tools for the design and improvement of tourism products and services for ALL.
15. Establish destination-level monitoring of visitor satisfaction, including accessibility parameters, as a learning and development tool for the tourism and retail sectors.
16. Create "Destinations for ALL" enabling ALL visitors to enjoy travel, whether for business, educational, medical treatment, volunteering or leisure purposes, without hindrance.
17. Establish a *Destination Management function* within the structure of the local municipal / regional authority with a budget allocation and a mandate to coordinate and support efforts to develop and promote sustainable, accessible and inclusive tourism in the corresponding territories, working in cooperation with businesses and public sector stakeholders.

For the governments and national authorities:

18. Make accessible, inclusive tourism policy a priority of national tourist boards.
19. Encourage educational institutions to incorporate training on the welcome and service to ALL visitors, and on the accessibility of the built environment and facilities.

20. Promote the training of frontline staff in the travel and tourism sectors on the reception and delivery of services to **ALL** visitors.
21. Urge institutions providing public goods or services, including transportation providers, to conduct a review of their accessibility and their service delivery to visitors with disabilities and others with specific access requirements, in order to eliminate barriers and facilitate the provision of services to this clientele.
22. Adopt fiscal measures to encourage the owners of existing institutions and private transport companies to do the work required to make their facilities and services accessible.
23. Adopt the *ISO Standard 21542 Building construction - Accessibility and usability of the built environment* as the *minimum requirement* for new buildings (where no stricter national standard exists) – and go beyond this standard whenever possible.
24. Adopt the minimum requirements established by the international community for certification of the accessibility of tourist or cultural institutions and buildings.
25. Promote guidelines for the universal design of information for tourism services.
26. Adopt the international *Web Content Accessibility Guidelines* (WCAG – ideally version 2.0) for all public websites and encourage their use by all tourism operators and intermediaries, so as to ensure access to online information for **ALL** visitors, including those with physical and sensory disabilities.
27. Promote the introduction of accessibility requirements in public procurement of goods, services, transport and infrastructure works.
28. Establish effective monitoring and compliance mechanisms to ensure the effective implementation of accessibility requirements by tourism service providers to the local, national and international levels.
29. Promote employment opportunities and entrepreneurship for persons with disabilities in the tourism sector.

For international stakeholders:

30. Urge the competent regional and international organizations with standardization mandates to mainstream accessibility standards in all tourism products and services, working with the tourism industry and stakeholders, including the organizations of persons with disabilities and others with specific access requirements.
31. Encourage the implementation of ISO Standard 21542 in the tourism sector ensuring the minimum accessibility of tourism facilities.
32. Pursue an international certification mechanism overseen by a competent international body with a clear certification mandate, in consultation with the tourism industry, DPOs and other related bodies, to certify the accessibility of tourism facilities.
33. Accredite national or local organizations to assess and certify the accessibility of tourism related establishments on the basis of the criteria of the international certification mechanism.
34. Encourage the International Standards Organization to make the ISO Standard 21542 freely available on the Web to facilitate its wider dissemination and use, given the importance of these standards for the social inclusion of persons with disabilities and

4

ENAT European Network for Accessible Tourism.

other with specific access requirements in all aspects of life, including travel and tourism.

35. Encourage Member States of the Facilitation Panel from the *Convention on International Civil Aviation* (Chicago Convention) to adopt the ICAO recommendations on access for persons with disabilities in air transport, especially with regard to the design of aircraft cabins and the availability of accessible on-board toilets.
36. Make information on good practices and relevant documents concerning accessible tourism available on the Web.
37. Invite UNWTO to receive the present recommendations and to transmit them to the World Committee on Tourism Ethics, the independent body in charge of monitoring the implementation of the *Global Code of Ethics for Tourism*, for consideration and potential submission to the UNWTO General Assembly.

Lastly, for the participants of the *Montreal Summit* :

38. Urge enterprises, local authorities, national bodies and international associations to publish their policies and strategies regarding their provision of services to persons with disabilities and other with specific access requirements to create an environment within which change can happen.
39. Urge ENAT to coordinate and prepare a proposal for a *Global Network* or a *World Association for Accessible Tourism*, in which all interested parties could join and take part in order to pursue the objectives outlined in the Declaration.

The global association should:

- Seek to foster innovation in tourism services and environments for all with the aim of achieving high quality standards to ensure accessibility, safety and comfort of visitors;
- Reflect the scope of its members' interests;
- Pursue the goal of a positive business and regulatory environment and
- Act as a global focal point for the promotion of **Accessible, Inclusive Tourism and Destinations for All**.

40. Recognize that a lot of progress has been made in accessibility but that more needs to be done, and to be done together, to create a **World for everyone**.

The draft text of the Declaration was distributed to participants at the *World Summit Destination for All*, discussed in workshops, debated and adopted in a plenary session.

Signatures:

The names of all registered participants and organisations who accepted to sign the *Montreal Declaration* will be inserted.

Note: The English version is the official text adopted in the conclusion session of the Summit.

References

- ¹ Declaration on the Rights of Disabled Persons (UN, 1975).
<http://www.ohchr.org/EN/ProfessionalInterest/Pages/RightsOfDisabledPersons.aspx>
- ² The Center for Universal Design (1997). http://www.ncsu.edu/ncsu/design/cud/about_ud/principles.htm
- ³ The Global Code of Ethics for Tourism (UNWTO, 1999). <http://ethics.unwto.org/en/content/global-code-ethics-tourism>
- ⁴ 2010 A Europe Accessible For All (European Commission, 2003). <http://www.etcaats.eu/resources/2010-a-europe-accessible-for-all-3.pdf>
- ⁵ Rio Charter on Universal Design for Sustainable and Inclusive Development (2004).
<http://siteresources.worldbank.org/DISABILITY/Resources/280658-1172672474385/RioCharterUnivEng.doc>
- ⁶ Convention on the Rights of Persons with Disabilities (UN, 2006).
<http://www.un.org/disabilities/convention/conventionfull.shtml>
- ⁷ The Takayama Declaration on the Development of Communities-for-All In Asia and the Pacific (UN Economic and Social Commission for Asia and the Pacific (UNESCAP, 2009).
http://www.accessibletourism.org/resources/takayama_declaration_top-e-fin_171209.pdf
- ⁸ ISO Standard 21542:2011. Building construction - Accessibility and usability of the built environment (2011).
http://www.iso.org/iso/catalogue_detail?csnumber=50498
- ⁹ The Italian Manifesto for the Promotion of Accessible Tourism (2011).
<http://www.accessibletourism.org/resources/it-manifesto-en-2.pdf>
- ¹⁰ http://www.who.int/disabilities/world_report/2011/en/
- ¹¹ http://www.keroul.gc.ca/DATA/PRATIQUEDOCUMENT/43_fr.pdf
- ¹² The Manual on Access to Air Transport by Persons with Disabilities (International Civil Aviation Organization, 2013).
<http://store1.icao.int/index.php/manual-on-access-to-air-transport-by-persons-with-disabilities-doo-9984-english-printed.html>
- ¹³ The UNWTO Recommendations on Accessible Tourism (UNWTO, 2013).
http://dbr04w60xgw.cloudfront.net/sites/all/files/pdf/a20_res_final_en.pdf
- ¹⁴ International Congresses on Tourism for All (Foundation ONCE).
<http://www.fundaciononce.es/es/pagina/eventos>
- ¹⁵ The Catalunya 2020 Vision for Responsible Tourism: the Barcelona Declaration (2013).
<http://rto7.org/home/declaration>
- ¹⁶ ICAT Conferences. <http://icat2014.beautifulgate.org.my/>
- ¹⁷ Access to Culture 2012 Report. <http://www.euroblind.org/working-areas/access-to-culture/nr/1315>
- ¹⁸ Way Forward, World Federation of the Deaf, Vision & Action Plan 2011-2015. <http://www.wfdeaf.org/wp-content/uploads/2011/09/WFD-Action-Plan-2011-2015.pdf>
- ¹⁹ The Proposed Model Regulations for Accessible Taxicabs and For-Hire Vehicles (International Association of Transportation Regulators, 2014). <http://www.iatr.org/>
- ²⁰ Proposal of The Open Working Group for Sustainable Development Goals (2014).
<http://sustainabledevelopment.un.org/focussdgs.html>

PROGRAM & EVENTS:

1.



2.



3.

Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash prizes with students from around the world.

[Register](#) your team for immediate access to the [biomimicry design resources](#) and start developing your design solution today!

4.



5.



6.



7.

The logo for the 3rd International Conference on Design Creativity (ICDC). It consists of a circular arrangement of dots in various colors (blue, purple, orange, red) forming a stylized '3' shape. To the right, the text reads "3rd ICDC" in a large, bold font, with "International Conference on Design Creativity" in smaller text below it.

The Third International Conference on Design Creativity

3rd ICDC

12-14 January 2015

Centre for Product Design and Manufacturing | Indian Institute of Science, Bangalore, India

8.

A website banner for "Destinations Pour Tous | For All". The banner features a logo on the left with a stylized figure and a globe. The text reads "DESTINATIONS POUR TOUS | FOR ALL" and "MONTRÉAL 19 - 22 OCTOBRE 2014". Below the text is a navigation menu with links: "ABOUT", "PROGRAM", "SPONSORSHIP", "REGISTRATION", "TRAVEL AND HOUSING", "BE PART OF THE CONVERSATION!", and "LINKS". The main image shows two men on a boat, one in a yellow shirt and one in a black shirt, both smiling. A blue banner across the image says "ONE WORLD FOR EVERYONE!". At the bottom left, there is a small text credit: "Photo courtesy PhotoAbility.net - Photographer Sherrie Badstrom".

9.



The Biennale Internationale Design SaintÉtienne 2015

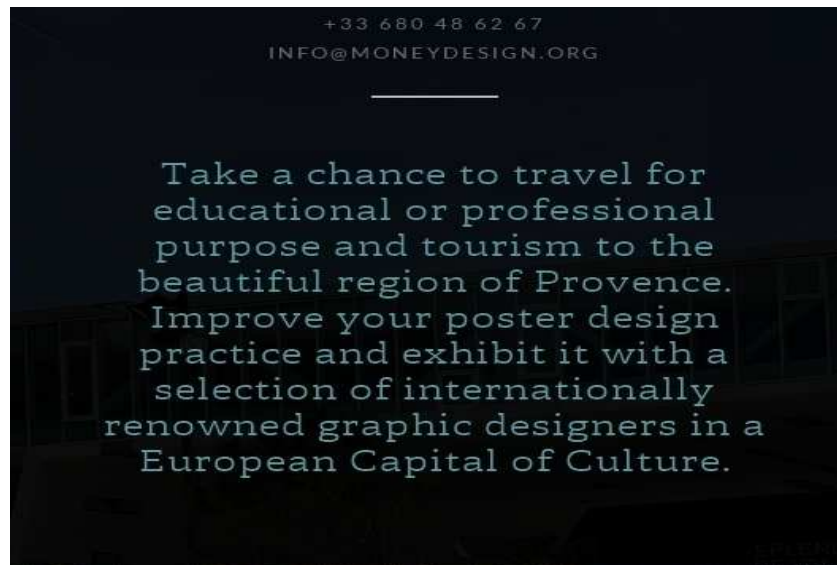
10.



11.



12.



13.



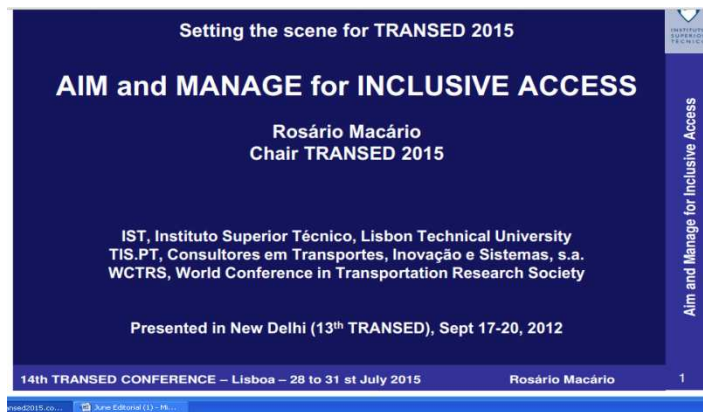
Aiap Summer School con Martin Foesselitner
Emergency / Emergenza

Da venerdì 27 a lunedì 30 giugno 2014
dalle ore 10,00 alle 17,30
Accoglienza summer school venerdì 27 alle ore 9,45
Accademia di Belle Arti di Genova,
via Agostino Bertani, 5 - 16125 Genova
Sono aperte le iscrizioni con sconti per tutti gli iscritti entro il 5 giugno!
[Potete leggere e scaricare il modulo a questo link.](#)

14.



15.



16.



Welcome to the Faith & Form/IFRAA International Awards Program for Religious Art & Architecture

The Annual Religious Art and Architecture Design Awards program is co-sponsored by *Faith & Form* Magazine and the Interfaith Forum on Religion, Art and Architecture (IFRAA), a knowledge community of the American Institute of Architects. The awards program was founded in 1978 with the goal of honoring the best in architecture, liturgical design and art for religious spaces. The program offers five primary categories for awards: Religious Architecture, Liturgical/Interior Design, Sacred Landscape, Religious Arts, and Unbuilt Work.

Awards and Recognition

Award recipients receive significant recognition including printed and framed citations, recognition at an IFRAA awards presentation, full-page coverage in *Faith & Form's* Annual Awards Issue and project board exhibition at the AIA National Convention.

Award Categories

Entries are welcomed and encouraged from architects, landscape architects, designers, artists, students, and consultants. Our entry categories and entry requirements are detailed below.

The 2014 Jury Panel

Chair/Liturgical Designer: Terry Byrd Eason
Terry Byrd Eason Design / Chapel Hill, NC

Architect: Craig Rafferty
Rafferty Rafferty Tollefson Lindke Architects /
St. Paul, MN

Architect: Douglas Johnston
William Rawn Associates / Boston, MA

Artist: Michael Berkowicz
Presentations Gallery / Mount Vernon, NY

Clergy: Robb Webb
The Duke Endowment / Charlotte, NC

17.

Design in Motion: the 4th Annual Seattle Design Festival From Sept. 5 to 19



Mark Your Calendars for the 4th Annual Seattle Design Festival
From Sept. 5 to 19, there will be a little something dazzling for everyone

18.

A screenshot of the Interaction Awards 2015 website. The header includes the 'INTERACTION AWARDS' logo on the left and '2015/' followed by navigation links: 'About', 'Enter', 'Jury', 'Help', 'Blog', and 'Past Years'. A green horizontal line separates the header from the main content. Below this, a central navigation bar features several icons: a left arrow, a right arrow, a calendar icon with the text 'ENTER NOW! CLOSING AUGUST 31st', a group of people icon, a trophy icon, and a large '15' with the Interaction Awards logo. A green arrow points to the 'Enter' link in the header with the text 'Enter right here'. Below the navigation bar, a green callout box contains the text: 'Jul 1, 2014 Submissions open Entries close at 11:59PM EST August 31st! Enter now!'. To the right of the callout box, it says '59 days until Submissions close'. A green arrow points to the callout box with the text 'or by following this link down here'.

19.

Typography Day 2015

7th - 9th March 2015,

Organized at IDC, IIT Bombay with support from InDeAs and Aksharaya

<http://www.typoday.in>

Theme:

Focus on 'Typography, Sensitivity and Fineness'

Introduction

Typography Day will be organized for the eight time from 7th to 9th March 2015 at the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme for this year's event is 'Typography, Sensitivity and Fineness'.

20.



The voice of blind and
partially sighted people in Europe

The Vision for Equality Award

The EBU Vision for Equality Award is given to European organisations, institutions, policy makers, enterprises or individuals in recognition of their commitment to protect and promote the rights of blind and partially sighted people and to improve their living conditions. The Award, which consists of a certificate and a piece of art by a visually impaired artist, is presented every four years on the occasion of EBU general assemblies.

Nominations may be put forward by EBU national members and are processed by the EBU Awards Working Group.

CALL FOR NOMINATIONS FOR THE 2015 EBU "VISION FOR EQUALITY" AWARD

21.



Asian Centre for Inclusive Education (ACIE)
"Promoting Inclusive Education in Asian Countries"

2nd International Conference on Inclusive Education
9 - 11 January, 2015

Venue: Institution of Diploma Engineers, Kakrail, Dhaka, Bangladesh

Conference Theme: Achieving Inclusive Education through Post EFA Goals 2015--How Far are We?

22.



Open call for designers for the fifth edition
Operæ invites design studios, handicraft designers, makers, design publishers and digital designers to participate with their self-productions in the fifth edition of the event, to be held in Turin from the 10th to the 12th of October 2014.

23.



24.



5th International Conference on Accessible Tourism (ICAT) 2014
organized by Beautiful Gate Foundation for the Disabled, will be held on December 4-7, 2014, at MBPJ Civic Hall, Petaling Jaya, Selangor, Malaysia.

25.



The banner features a blue background with a white heart-shaped logo containing a stylized leaf pattern. Below the logo, the text reads "ICED 2015 DESIGN FOR life". The background image shows the Duomo di Milano cathedral. At the bottom, a teal bar contains the event details: "WHEN July 27-30, 2015" and "WHERE Milan, ITALY Bovisa Campus - Politecnico di Milano".

26.



The banner features a black and white logo of a human head profile with a grid of squares inside, labeled "HBiD2014". To the right, the text reads "International Conference on Human Behavior in Design 2014". Below this, it says "Ascona, Switzerland" and "14-17 October 2014".

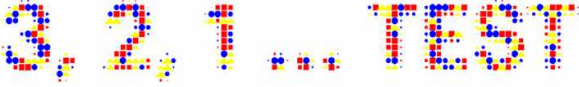
27.



Policies and measures to promote universal accessibility in tourism will be at the center of the 1st UNWTO European Conference on Accessible Tourism, jointly organized by UNWTO and the Government of the Republic of San Marino in November 2014.

28.

BIO 50 24. bienale oblikovanja
24th Biennial of Design
18. 9.–7. 12. 2014




**Countdown to the opening of BIO 50:
The Biennial of Design in Ljubljana unveils the results of a six-month-long collaborative process**

On 18 September 2014, more than 120 designers and multidisciplinary agents descend upon Ljubljana for the opening week of BIO 50, the Biennial of Design. Over the course of four days, they will unveil the results of a six-month long collaborative process, offering perspectives on possible futures for design. The awards for best collaboration will be presented by the BIO 50 jury comprising industrial designer Konstantin Grcic, design critic Alice Rawsthorn and designer and professor Saša J. Mächtg. Before the opening, the talk with Alice Rawsthorn, Justin McGuirk and Jan Boelen will be organized.

29.

DIALOGUE ON
DRAWING AS A
COGNITIVE TOOL
ON 27 28 29 OCTOBER 2014
AT PUNE, CHINIMAYA VIBHUTI



**SADHANA VILLAGE, 1, PRIYANKIT, LOKMANYA COLONY, PAUD ROAD, PUNE-411038.
SADHANA ENGLISH SCHOOL, AT KULE, TALUKA MULSHI, DIST. PUNE,
MAHARASHTRA.
E-MAIL:- SADHANAVILLAGESCHOOL@GMAIL.COM**

30.

2014
12th ISE **HWWE** Conference
Humanizing Work and Work Environment  Indian Society of Ergonomics
International Ergonomics Conference
December 3-5, 2014
Pre Conference workshop: December 1-2, 2014
Indian Institute of Technology Guwahati

31.



**EUROPEAN INNOVATION WORKSHOPS
IN INCLUSIVE DESIGN**



**European Innovation Workshops in
Inclusive Design: Oslo 16-17 October**

What is missing from many design or development processes? What can make you more competitive and creative? How can you better understand what your clients need?

Find the answers at a two-day Executive Education event in Inclusive Design. Learn from international experts such as Marco Steinberg, Anna Kirah, Dan Formosa and Rama Gheerawo who will show how inclusive design can be a tool for innovation at both operational and strategic levels.

Through inspiring lectures and method-based workshops, you will develop your personal expertise, and expand your professional and international network.

This event is open to designers, architects, urban planners, educators, marketers or business people wanting to create better products, services and environments.

The event is part of the Oslo Innovation Week.

Practical information:

The Norwegian Centre for Design and Architecture, Oslo, Norway, 16-17 October 2014

[Read more and sign up for the event](#)

32.




**National Social Innovation Seminar
17th of November 2014, Pune**

33.



**Beautiful Gate Foundation
For The Disabled**

[E-Newletter](#)



Upcoming Events

[Tourism For All](#)

THE 5th INTERNATIONAL CONFERENCE ON ACCESSIBLE TOURISM (ICAT 2014)
08th - 20th December 2014
[View More](#)

IN AID OF BEAUTIFUL GATE FOUNDATION FOR THE DISABLED'S TRAINING FUND (SPONSORSHIP)

We are seeking for your kind generosity to contribute to Beautiful Gate Performing Arts Troupe, for its 'Embrace The Diversity', Dance Festival Concert, to be held at the following:

Date: 4 December 2014
Time: 7:30pm (Sharp)
Venue: Auditorium, MBPJ Civic Hall, Petaling Jaya.

Beautiful Gate Performing Arts Troupe was officially launched on 13 August 2013. It aims to provide a rich and varied, passion for arts, characterize (illumination of) learning and self-development, as well as, to reveal the talents of people with disabilities.

Embrace The Diversity' Dance Festival Concert celebrates and embraces us as individuals, despite the differences in race, religion, gender, nationality, or disability. Diversity will continue to grow as a one of the greatest challenges and we hope to create more opportunities for the disabled and to cultivate a strong integrated society through the shared love and passion of performing arts.

The Dance Festival Concert aims to raise funds for Beautiful Gate's Training fund for Year 2013 which channels towards:

- Employment Skills and Education training.
- Job placement and services for the disabled.
- Welfare, Care and Outdoor Activities
- Awareness Workshops and Campaigns.

A Reply Slip is attached at the back of this page. Please log on to our website on <http://www.beautifulgate.org.my>. For enquiries, please contact Sherry Lin (Tel:+603 78739603, Fax:+603 78732888, E-mail: sherrylin@beautifulgate.org.my or info@beautifulgate.org.my)

In whichever way you able to support us on this event, we appreciate your consideration of our request. Thanking you in anticipation, and looking forward to a favorable reply.

With Best Wishes,
Sia Siew Chin
Executive Director, Beautiful Gate Foundation For The Disabled.

All rights reserved.

34.



Conference Countdown

In the eight weeks between now and the Iconic Houses Conference in Barcelona on on November 25th at La Pedrera,

35.



2nd International Conference on Inclusive Education
9 - 11 January, 2015

Venue: Proyash Institute of Special Education & Research, Bangladesh University of Professionals, Proyash - Dhaka Cantonment

36.

IAA 2015
International Architecture Awards 2015. Registrations Open.



JOB OPENINGS:

1.

WeAreHolidays is looking for a Lead UX designer to join their team in Gurgaon. Please see details about the company and role below.

Interested candidates should reach out directly

to Manju.kumari@weareholidays.com / Mob. No. +91 7042519814

Company profile

WeAreHolidays is one of India's fastest growing travel start-ups.

WeAreHolidays (WAH Holidays Private Limited), a 2011 company, was founded with the vision of creating the largest marketplace offering vacation options for Indians traveling abroad. Its founding team has extensive experience of working at MakeMyTrip, and includes Engineers (from IIT & other reputed institutes), Management graduates (from IIM & other reputed institutes) and numerous souls who've chosen the road less travelled on their entrepreneurial journeys. It is a venture-funded company with Matrix Partners (Silicon Valley & India based) as the lead investor. Matrix Partners has invested in several market leaders in the consumer technology space including Quikr (online classifieds), Olacabs (cab marketplace), Stayzilla (stays marketplace), LimeRoad (social commerce marketplace), Mswipe (mobile POS), NewsHunt (local language mobile platform) and U2opia (social mobile apps) among others. The company also has Blume ventures as one of its investors. Blume Ventures has investments in some of the leading companies in the Indian internet space. It also has Rajesh Sawhney (Founder GSF accelerator) and Sachin Bhatia (Co-Founder, MakeMyTrip.com) as investors.

Since its launch, WeAreHolidays has been in numerous national publications and media outlets including the Times of India, Mint, The Economic Times , CNBC Awaaz, Corporate Dossier, Your Story and many others. WeAreHolidays has thousands of customers and is growing at a phenomenal pace in India. As someone who would be joining the team, you need to be a self-starter and show strong ownership/commitment and have experience in incubating and maturing a business in this fast-paced, entrepreneurial environment. Above all we're looking for an 'I Will' attitude over a 'We Shall' one.

Job Description:

Lead User Experience Designer

We're looking for a passionate, awesome, kick ass 'someone' to execute WeAreHolidays' vision of being the largest managed marketplace for holidays in this part of the world.

You'll be leading our efforts to drive a design centric thinking across our company, business & products. You will be someone with deep understanding and appreciation of information architecture, user experience and usability principles. You're someone who has applied his/her skills to real-world human problems (not just artistic or academic exercises). You have a deep understanding of user-centered design principles, excellent interaction & visual design skills and are able to pay attention to detail. Bias for action is a must-have quality. You need to be a self-starter with a passion for independent, creative problem-solving and show strong ownership/commitment. Above all we're looking for an 'I Will' attitude over 'We Shall'.

Key Responsibilities

Job Description

ENAT European Network for Accessible Tourism.

- **Owning and evangelizing a UX vision across the company**
- **Work on complex, ambiguous projects and provide strategic influence on products.**
- **Work on the layout, information architecture, visual appearance and usability of the web site.**
- **Ensure the designs are visually effective, easy to access & interact with and support the business goals and vision.**
- **Work with product and business teams and translate product requirements into design briefs, wireframes & Information Architecture layouts.**
- **Iterate on the wireframes, post formative and summative testing.**
- **Work with different personas, user scenarios, UX specs, task flows, wireframes, site maps, storyboards, taxonomies, task flows, mockups, prototypes, visual designs and design patterns.**
- **Have understanding of and be able to appreciate the advantages and disadvantages of the primary form factors, viz. desktop/laptop computers, tablets and mobile devices and be able to create distinct user experiences for each of them**
- **Ensure designs are optimized for different form factors, browsers, resolutions etc.**
- **Work on low and high fidelity mockups on paper.**
- **Work with developers and testers to make sure what's designed gets translated in code.**
- **The ideal candidate for this profile will be someone**
- **With at least 4 years of relevant work experience in web design and/or interaction design (2 years necessarily has to be in Interaction Design / Visual Design / UX / Information Architecture).**
- **Is a great "systemic thinker", capable of imagining, designing and communicating complex systems or systems-level challenges. You can apply this systemic thinking to areas beyond software.**
- **A graduate/post graduate from a recognized university/college.**
- **Proficient in Axure, Balsamiq or Visio.**
- **Proficient in Adobe Master Collection CS5 (Photoshop, Flash, Illustrator etc.), SQL, ASP/ PHP and Macromedia.**
- **Understand technical design constraints.**
- **In tune with current web design trends and techniques and upcoming trends.**
- **Has a showcase of strong online portfolio of user centred web design .**
- **Attention to detail and creative approach to problem solving.**
- **Ability to be simplistic even while solving the most complex of design problems.**
- **Able to thrive in a fast paced and dynamic start up environment.**

This position will be based full time at Gurgaon. Salary and perks will be no constraint for the right candidate.

Skills

- **With excellent judgement; data-driven decision maker**
- **Excellent problem solving and multitasking skills, with a creative and flexible attitude**
- **Solid understanding of development processes, what's easy vs. hard to do technically**

ENAT European Network for Accessible Tourism.

- **Passionate about delivering an outstanding user experience through obsessive attention to detail**
- **Has a strong track record of shaping business strategy for technical products or services.**
- **Has relentlessly high standards (is never satisfied with the status quo)**
- **Is able to dive deep and is never out of touch with the details of the business. Thinks big, without losing the details.**
- **Expects and requires innovation of her/his team**
- **Has passion and convictions and the innate ability to inspire passion in others**
- **Is a B.Tech / B.E. / M.E. / M.Tech / Diploma in Design (NID) from a reputed institute**
- **Bonus – Is a MBA from a tier 1 institute**
- **Bonus points for previous start-up experience or contribution to any open source project**
- **Good written communication and documentation abilities**
- **Strong inter-personal skills, intense curiosity, and a desire and ability to \ "get things done\ "**
- **Able to thrive in a fast paced and dynamic start up environment**
- **Willing to push the boundaries to the discover what is possible**
- **Hungry for growth with fire in the belly**

Sr. HR Executive, WeAreHolidays

Manju.kumari@weareholidays.com

Mob. No. +91 7042519814

f: Facebook | in: LinkedIn | t: Twitter

Check us on The Economic Times | CNBC Awaaz

2.

whatfix requires a UX designer to join their team. Please send your resumes/portfolios to khadim@whatfix.com or varakumar@whatfix.com if you are interested.

About whatfix

whatfix was started in 2013 by two highly experienced telecom professionals and it was recently rated as one of the [best startups in Asia](#).

About product

whatfix enhances self-service capability of web products and helping companies to reduce support queries and improve user engagement. It is a cloud platform using which product teams can self-curate interactive guides & integrate across all user touch points.

whatfix is based on patent pending technology and being used by large as well as small enterprises for improving training effectiveness, enhancing customer support, and to improve user on-boarding.

UX / Interaction Designer

Job Description:

We are looking for UX designer who can re-think how online help is consumed and created. We are building a product which will disrupt online consumptions of How-Tos, product support and trainings, and you would play a significant role in bridging the gap between consumption and technology.

You'll be working closely with the founding team and imagine the journey of disrupting an industry and establishing yourself as thought leader.

Role: Full Time/Part Time

Experience: 4 to 15 years

Responsibilities:

- 1. Collaborate with business and technology teams to design great user experiences.**
- 2. Take responsibility for end to end design process to deliver amazing, pixel perfect products.**
- 3. Data driven in-approach providing insights on where user needs are not being met and innovate.**
- 4. Coordinate and execute user research efforts (interviews, usability testing, surveys, etc.)**
- 5. Demonstrated experience in online interaction design preferably for SaaS products.**

Additional responsibilities for full time role:

- 1. Deliver results in fast paced startup environment.**
- 2. Consistently raise the bar for design standards through your work.**
- 3. Develop expert knowledge of industry, competitive, and complementary products.**
- 4. Hands-on in UI development (HTML5, CSS3, Java Script).**

Media Mentions:

Winning DreamPlus startup battlefield in south korea among tops startups representing eleven asian countries.

<http://technode.com/2014/10/05/whatfix-wins-dreamplus-startup-competition-in-seoul/>

<http://m.economictimes.com/news/emerging-businesses/startups/bangalore-based-whatfix-wins-top-startup-award-secures-funding/articleshow/44515139.cms>

whatfix story:

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31806&articlexml=BRAIN-WAVE-Helping-customers-help-themselves-17062014012040>

Get in touch at khadim@whatfix.com or varakumar@whatfix.com

3.

I would like to share an opportunity with Lumos Design Technology, based in Bangalore. They are looking for an Industrial designer with 2-4 years of experience.

To introduce Lumos, we merge Solar Energy and Fashion design to create power-packed apparel and accessories. With the tagline "Clothes are the new gadgets", we are building expertise in building Backpacks, Jackets and T-shirts that go beyond their conventional utility. Our Mobile-charging Solar Backpacks have already sold in 11 countries. We are backed and mentored by Rajan Anandan (Managing Director of Google India).

As we expand our team, we expect Industrial design to play a strategic role in helping Lumos define and build products with a strong quotient of customer interaction. Hence, we are looking to take on-board an industrial designer. More details can be found at <http://lumos.co.in/product-design/> .

I would request interested designers to contact me at gandharv@lumos.co.in .

4.

Onio Design Pvt. Ltd. is a leading design led innovation consulting company. Onio works with visionary start-ups, SMEs and Fortune 500 companies, through

their innovation journey from ethnographic research, future scenarios, brand strategy, product innovation to innovation capability building.

Onio's approach to innovation is more holistic and renaissance like, with engineering to business and aesthetics to philosophy being discussed in a day's work. Our team consists of people from diverse backgrounds and universities. We are looking for self-motivated and talented people to join our team at our Pune office.

This position is for our Pune office.

Communication (graphic) Designer (G-1401)- One Position

Onio uses graphics, beyond the conventional realms of just brochures, packaging & UI design etc. as an important tool for design led innovation. Right from creating info-graphic stories for our cutting edge research projects, to preparing visual branding for our Indian Renaissance workshops to building brand stories for Onio, we need graphic design with a twist.

Candidate must be graphic/communication design graduate from any of the renowned design colleges/applied arts colleges. Experienced profiles would be preferred but freshers can apply as well; immaculate command on written and verbal communication in English is a must.

Send your résumés with half a page cover note about yourself to manoj at oniodesign dot com.

Onio Design Pvt. Ltd. | www.oniodesign.com

5.

Wildcraft (Bangalore) is urgently looking for an apparel designer for a 6 months Design Diploma Project (Oct '14 - April '15). Students from NIFT or NIFD would be preferred.

Candidate must be creative with a strong aesthetic & functional design sense and should have excellent drawing and software (Corel and Photoshop) skills. Please send your resume and relevant design portfolio to prasenjit.kundu1111@gmail.com.

6.

We at americanswan.com are looking for freelance graphic designers to work with our Marketing Team for promotion creatives. Its an online fashion brand & scope of work will primarily be limiting to emailers, banners & special landing pages.

Anybody interested can send in their portfolio to ruchika.dhamija@taslc.com

7.

We are a stealth start-up with a small team here in HSR layout.

Here are some basics to be time efficient.

- Must have built web application UIs from concept to prototype in a small team environment
- Fast and efficient in building rapid prototypes
- Love doing both minimal and inspirational flat pages
- Process driven approach to scale by building and assembling components

We are looking for people with integrity, passion and intelligence to join our team.

@CHEAPESTO

+1 415 225 4737

+91 9620509445 (IN)



Advertising:

To advertise in digital Newsletter

advertisement@designforall.in

Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India

News and Views:

Regarding new products or events or seminars/conferences /workshops.

News@designforall.in

Feedback:

Readers are requested to express their views about our newsletter to the Editor

Feedback@designforall.in



Forthcoming Events and Programs:

Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

Forthcoming Events and Programs:

Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

Chief-Editor:



**Dr .Sunil Kumar Bhatia Faculty Member,
13, Lodhi Institutional Area, Lodhi Road,
New Delhi-110003(INDIA)**

Editor:



**Shri L.K. Das
Former Head Industrial Design Center,
Indian Institute of Technology (Delhi),
India**

Associate Editor:

**Shri.AmitavBhowmick Industrial Designer
Small Industries Service Institute. Ministry
of Small scale, Government Of India, Delhi**

Editorial Board:

Mr. M.L .Dhawan

Mr. Pankaj Sharma

Mr. Pramod Chauhan

Special Correspondent:

Ms.Nemisha Sharma ,Mumbai, India

Nemisha98@gmail.com

Address for Correspondence:

**13, Lodhi Institutional Area,
Lodhi Road, New Delhi-110 003 India.**

**Material appearing in this Newsletter may be
freely reproduced. A copy of the same and
acknowledgement would be appreciated.**

**This Newsletter is published monthly, by
Design for All Institute of India,**

**3 Lodhi Institutional Area,
Lodhi Road, New Delhi-110 003 (INDIA)**

Tel: +91-11-27853470

E-Mail: newsletter@designforall.in

Website: www.designforall.in

**(Cover Design: Design For All Institute of India
Photo courtesy:ENAT)**