

## Universal Access : Simplifying Written Content

### Presentation abstract

Access to holidays and leisure is a universal right. One of the principles of the World Committee on Tourism Ethics concerns "the facilitation and non-discrimination in tourist travel", particularly of the most vulnerable populations such as persons with disabilities. This measure was adopted in October 2009 by the World Tourism Organization (UNWTO). It is recalled that the compliance of establishments open to the public, the training of reception staff and the communication on facilities and services, are part of sustainable tourism strategies.

While significant efforts have been made on physical access or the reception of people with special needs, the simplification of written information still remains inaccessible.

However, since 2009, strategies and recommendations have been suggested internationally to allow everyone access to written content, whether on paper or digital. An appropriate information – like the Easy Reading method - enables people with reading, concentration or memorization difficulties to be like any other user; it promotes autonomy, social inclusion and the participation of each person in society. As our society likes complexity and the use of scholar words, it is important to re-think information in order to consider all users; it is particularly true when one knows that a quarter to a third of the population has or may encounter difficulties with inappropriate text or signage. In any case, simplifying information does not mean treating people like children or dumbing down the language but providing comfort. It is important to give an attractive and generous image of its institution and offer a pleasant experience to everyone.

During this presentation, we will present some concrete examples of tourist cities (Balaruc-les-Bains) and cultural sites (Familistère de Guise, Museum of Montmartre ...) in France that are committed implementing a communication policy adapted to most of people. In a society where virtual borders allow discoveries, build bridges, enrich each other, it is inconceivable to prevent this journey from becoming a reality for some people because of some limitations. As the French songwriter Gustave Nadaud said: "To stay means to exist, to travel means to live".

**Lead speaker :** Eloise AUFFRET-NOVICE

**Organisation :** Consultant

**City (Country) :** Lille(France)

**Biography :** After my studies at the École du Louvre, I gained experience in an association allowing people with intellectual disabilities to express themselves through artistic activities. In 2006, I became an evaluator for the french touristic label "Tourisme et Handicaps" while working, at the same time, as a curator assistant in a parisian museum. After being introduced to the French Sign Language, I obtained the master degree "Inclusive Practices, disability, accessibility and support" at the INSHEA, first institution in France dedicated entirely to people with disabilities and special educational needs. Since then, I'm working as a consultant, doing disability awareness workshops across France. Believing that self-fulfillment and autonomy is a right for all, I specialized in Easy Reading method and work every week with people with intellectual disabilities to create adapted documents for museums and touristic offices.



**2nd speaker :**

**Organisation :**

**City (Country) : ( )**

**Biography :**