Vision Plus 10

i²

Tourist Information de Luxe – for All

Omeshorn image: www.lech-zuers.at

UNESCO

IIID BMWA
BUNDESMINISTERIUM für
WIRTSCHAFT und ARBEIT

**18 – 20 September 2003
Lech/Arlberg
Austria**

Vision Plus 10

i²

Tourist Information de Luxe – for All

Creating inclusive information environments

Making visitors want to come again

Symposium
18 – 20 September 2003
Event Center in the Postbus Depot
Lech/Arlberg
Austria

Organizer:

IIID

International Institute for Information Design (IIID)
Internationales Institut für Informations-Design (IIID)

Co-Organizers:

Austrian Federal Ministry for Economy and Labour
Bundesministerium für Wirtschaft und Arbeit

in close co-operation with:

Bundesministerium für Verkehr, Innovation und Technologie
Austrian Federal Ministry for Transport, Innovation and Technology

Amt der Vorarlberger Landesregierung
Province of Vorarlberg

Gemeinde Lech
Community of Lech

Lech Zürs Tourismus GmbH
Lech Zuers Tourism

Patronage:

United Nations Educational, Scientific and Cultural Organization (UNESCO)
Organisation der Vereinten Nationen für Erziehung, Wissenschaft und Kultur (UNESCO)

David QUARMBY, Chairman of Vision Plus 10

David Quarmby's main interest over a long career has been in transport, although he spent the last seven years in tourism as Chairman of the British Tourist Authority, the government agency for promoting tourism; and for 12 years from 1984 was a Director and then Joint Managing Director of one of Britain's leading supermarket chains, Sainsbury's.

Currently David is Deputy Chairman of the Strategic Rail Authority and a Board Member of Transport for London (TfL). He was Chairman of the Docklands Light Railway from 1999 to 2001.

Between 1997 and 2001 he was Deputy Chairman of the New Millennium Experience Company, formed to construct and operate the Millennium Dome at Greenwich.

From 1975 to 1984 he was a Board Member of London Transport, and Managing Director, Buses, from 1978. Prior to that he was Director of Research, then of Planning and Marketing.

From 1966 to 1970 he was an Economic Adviser in the Ministry of Transport; prior to that he taught at Leeds University.

He has an MA from Kings College, Cambridge, a Postgraduate Diploma and PhD from Leeds University; and was recently awarded honorary DSc from Huddersfield University. He is a Fellow and Past President of the Institute of Logistics and Transport.

David was appointed CBE in the 2003 New Year Honours. He is Honorary President of the Blackheath Society; a Governor of the University of Greenwich.

Hanne MEYER-HENTSCHEL, MBA, is Managing Director of Meyer-Hentschel Management Consulting, Saarbrücken.

Meyer-Hentschel Management Consulting, Saarbrücken, has focused since 1985 on virtually all behavioural facets of senior consumers and is considered to be the founder of senior marketing in Europe.

In 1994 Meyer-Hentschel Management Consulting presented its Age Explorer to the press. Until today over 5,000 staff members of innovative manufacturing, trade, service and geriatric care companies have particiapted in Age Explorer workshops.

The customer segments include, to name a few: geriatric care, motor industry, banks, catering, retail, household equipment, hotels, real estate, consumer goods, shop fittings, media companies, medical technology, furniture, public transport, pharmaceuticals, mail order and interiors.

Meyer-Hentschel Management Consulting publishes the Senior Marketing Handbook. Over 30 experts from various fields describe the strategies and experiences of their companies in the 60-plus market in this book.

Due to its long experience, the company offers its clients a comprehensive range of consulting services:

- Consulting on marketing and communication strategies for companies with a 60plus target group
- Gerontotechnical consulting on the development of barrier-free consumer durables, packaging
- Gerontopsychological consulting on the design of buildings and rooms for older people
- Training of designers, architects, product developers and sales and service staff, nursing staff for inpatient and outpatient care
- Design of comprehensive PR measures for the 60-plus target group

Thursday
18 September 2003

10:00

Opening addresses:

Ludwig Muxel
Mayor of Lech

Manfred Rein
Councillor of the Government of the Province of Vorarlberg

Prof. Robert O. Swinehart
IIID President Elect

Morning Session

10:30

Introduction 1:
David Quarmby
Deputy Chairman Strategic Rail Authority, Board Member Transport for London
Past Chairman British Tourist Authority, London, UK, Chairman Vision Plus 10

Tourist information de Luxe – for All
The effective design and delivery of information is essential to a successful tourism economy. And if information genuinely meets the needs of visitors at all stages of their browsing, planning, booking, travelling and being there at the destination - that is what will make people want to come again. And that is our theme over the next three days - let us have a great conference!

10:40

Introduction 2:
Hanne Meyer-Hentschel
Meyer-Hentschel Management Consulting, Saarbrücken, D

Business opportunities and senior citizens
With the elderly population rising in most European countries, companies of the tourist branch can reach a competitive edge in improving their services, products and communication for those tourists.
Many seniors are more experienced, self-confident, discerning and critical than younger people. Hence their expectations of service providers, manufacturers and retailers are higher and more differentiated than those of younger customers.
Optimized products (regions, hotels, museums etc.), services and communication allow them to feel competent even in old age and to ignore minor physical limitations.
Therefore design concepts are needed which take into account the age-related changes of physical and psychological abilities, e.g. color vision, hearing difficulties, reduced mobility, reduced depth perception, ability to deal with complexity, higher need of security and the need to be able to act as independently as possible.
Another very important aspect for effective concepts is teaching staff members in the tourist branch to understand and appreciate these customers.
Many service providers are younger than their mature customers. So, it is difficult for them to respond to the needs of a "strange" group of customers. Survey results only show a glimpse of reality. The "Age Explorer" for instance is a tool to optimize service to older people: You can experience the handicaps that many older people have to live with on your own body, and so can improve products and services for this attractive group of tourists.

11:05

Coffee break

Prof. David SLESS, Director of the Communication Research Institute of Australia, and Senior Research Fellow in the Design Institute at Coventry University, Prof. Sless is a frequently invited speaker at international conferences and a prolific author.

In 1985 he was invited to set up the Communication Research Institute of Australia, a not-for-profit body that undertakes research and provides information design services to over 200 large organizations in government and industry.

David's key note at Vision Plus 10 might well be the climax of the excellent, highly acclaimed presentation participants of Vision Plus events staged in Austria have experienced so far.

11:35

Keynote:
Prof. David Sless
Communication Research Institute of Australia, Hawker, AUS

Benchmarking tourist information
Benchmarking in information design involves setting minimum requirements for information to be used by people, then measuring whether or not people can use the information appropriately. Benchmarks specify the range of tasks that people should be able to perform with information, and the level at which they should be able to perform those task.
Benchmarking has been successfully applied in the design of information for health, finance, and billing for older people. Tourist information could be similarly benchmarked, raising the overall standard of tourist information for everyone.
In my presentation I will show examples of benchmarking in information design, and explore the possibilities of benchmarking tourist information.

12:15

Discussion

12:30

Lunch

Barry GRAY, Signing and Design Manager, Network Rail
Over 35 years of experience of signing and wayfinding in the railway environment.
Projects include British Rail Corporate Identity implementation; Network SouthEast Identity development and implementation; Railtrack Major Stations wayfinding development and implementation.
Chairman of International Standards Organisation Committee TC145/SC1 (Public Information Symbols) and British Standards Institution Committee PH8/2 (Public Information Symbols).
Convenor and member of other committees and working groups on public information symbols and signs, safety signs and accessibility and aging issues.
Chairman of the Sign Design Society (UK).
Honorary Fellow, University of Brighton.
Occasional lecturing on graphical symbol design and use.
Extensive involvement in local community activities.

Sylvie PERERA has been employed as a Human Factors Scientist within the Royal National Institute of the Blind Scientific Research Unit since 2001. She has scientifically researched and produced a typeface for people with low vision for use in large print publications.
Current work is based on researching information design and accessibility issues on interactive digital television. Sylvie is also involved in other projects benefiting visually impaired people. Her background is in Psychology and Ergonomics which she lectures to first year design students.
Relevant Publications:
* Perera, S. (2001). An Investigation into the Legibility of Large Print Typefaces. RNIB Scientific Research Unit. UK. ISBN 1 86048 027 6. http://www.tiresias.org/lpfont/report
* Perera, S. (2002). Poster Presentation at Vision 2002 in Gotenburg, Sweden.

Paul J. NINI is an Associate Professor in the Department of Industrial, Interior, and Visual Communication Design at The Ohio State University, where he also currently serves as Graduate Studies Chairperson and Coordinator of the Visual Communication Design undergraduate program.
Professor Nini's research deals with user-centered design principles as applied to visual communications, specifically identification, wayfinding, and information design projects.
His writings have appeared in such publications as Information Design Journal (UK), Eye (UK), Design Issues (USA), and Looking Closer 4 (AIGA/Allworth Press). He has presented papers at a variety of US and international conferences, and is a former board member of the Graphic Design Education Association.
Professor Nini holds a Masters of Science in Design from the Institute of Design, IIT (Chicago), and a Bachelor of Fine Arts from Miami University (Ohio). He has worked professionally with Jay Doblin and Associates (now known as the Doblin Group) in Chicago, and has maintained an independent design practice since 1988.

Thursday
18 September 2003

Afternoon Session: Bricks and Tools

14:30

Introduction:
David Quarmby

14:35

Barry Gray
Signing and Design Manager, Network Rail, Chairman Sign Design Society,
Chairman ISO/TC145/SC1 "Public Information Symbols", London, UK

Communicating across language barriers with pictograms
Pictograms and symbols are a fact of life; we see them everywhere. All too often their design is poor and their use unplanned. Well designed symbols, however, are a boon to the weary traveller, will assist those with vision or comprehension difficulties and can also help make the architect or designer's signing job so much easier.
It must make sense to have symbols conveying information in a way that is both consistent and understandable throughout the world.
Barry Gray will explore the ways in which good design and the application of a standardized approach can benefit all users and help inform and re-assure those in unfamiliar environments.

14:55

Sylvie Perera
Royal National Institute of the Blind, London, UK

Insights gained from developing the Tiresias Typeface Family
The Tiresias typeface was originally designed in response to the need for improving the text for television subtitling. The primary aim of the Tiresias typeface is to provide characters that are easy to distinguish from each other, and display clearly on screen generation technologies. The designs were carried out with special reference to the difficulties experienced by people with low vision.
The success of this design coincided with the growing use of other screen based systems; from this other aspects of our visual environment were studied, each with different requirements and therefore specifications so new Tiresias typefaces were developed.

15:15

Prof. Paul J. Nini
Dept. of Industrial, Interior and Visual Communication Design, Ohio State University, Columbus, Ohio, USA

Typefaces and their suitability for older tourists with vision problems
Due to an aging population, we will soon experience a greater number of older tourists interacting with visual information in airports and other travel facilities. One of the main delivery methods for such information is, of course, signage systems. Of the many factors to be considered while designing such systems, one of the more critical is the selection of a typeface for display of textual information. An attempt is made to analyze the readability of commonly accepted typefaces used in signage systems, as seen under both normal vision and low vision conditions. Recommendations for development of new typefaces that might better accommodate the aging eye are provided, and issues critical to such efforts are detailed.

15:35

Coffee Break

Hisashi AOKI, Mayor of Tachikawa City

Tachikawa City has been considering the issues of anticipation for barrier-freeness in the region and the problems concerning the support for it. The city is giving it its best in promoting the Communication Board so that the board will become the first step for realization of barrier-freeness for handicapped people or travelers.

Hisashi Aoki has been Mayor since 1987, and has taken various important official posts, such as:

* Chairman of Committee for the Promotion of Construction of Tokyo Tama Intercity Monorail
* Vice Chairman of Special Committee for Processing Industrial Wastes
* Consultant of Japan Association of Mayors, and so on.

Keiichi KOYAMA, Managing Director, i Design inc.

i Design inc. is a design firm which specializes in signage design for public facilities. The projects include New Tokyo International Airport, Central and West Japan Railway Companies, and many environmental design fields.

Keiichi has been working as a managing director for 11 years and also works as a secretary of the Graphical Symbols Committee of the Japanese Standards Association. This time he is supported to explain a new movement in Japan about "Pictorial symbols for communication support" and its relation to Tachikawa City.

Paul MIJKSENAAR is professor and head of the Visual Information Group at Technical University of Delft, the Netherlands and owns a visual information design consultancy "Bureau Mijksenaar" with a staff of 15 people in Amsterdam and New York. His work focuses on wayfinding and complex information interfaces like maps, forms and screen interfaces.

Among his clients are Amsterdam Airport Schiphol, Metro Amsterdam, Metro Rotterdam, Concertgebouw Amsterdam, several hospitals and museums and The Port Authority of New York and New Jersey for their three airports JFK, Newark and LaGuardia and the PATH Subway. He also advised some other US airports in the USA.

He published two books: "Visual Function", a (brief) introduction to information design (Princeton Architectural Press) and "Open Here, the art of visual instruction" (with Piet Westendorp), Joost Elffers Books / Thames and Hudson / Könemann.

Paul Mijksenaar is an internationally acknowledged speaker and visiting professor in among others Aspen, Barcelona, Beirut, Brussels, Copenhagen, Coventry, Denver, Geneve, London, Magdeburg, New York, Pittsburgh, Providence (USA), Reading, Salzburg, Southampton, Tokyo and Vienna.

Thursday
18 September 2003

16:20

Hisashi Aoki
Mayor of Tachikawa, J
Keiichi Koyama
i Design inc., Tokyo, J

Visually Supported Barrier Free Communication in Tachikawa City

We've started planning our town Tachikawa City in a new way to help people with communication disorders. Some people with intellectual handicaps or autism have difficulty in communicating through language. Visual communications with picture cards or photographs helps such people in expressing their thoughts or feelings.

We have designed a "communication board" to support communication through pictures and have already started distributing the communication board to the station and the stores for application. We want our city to be a place where we can use the board for Braille and sign language.

We are trying to overcome the barrier of language by using pictures and symbols. This will also make Tachikawa a very kind city for elderly people, infants, and foreigners, and for visitors from all over the world.

16:50

Prof. Paul Mijksenaar
Bureau Mijksenaar, Amsterdam + Technical University of Delft, NL

Pictorial Maps: Combining understanding and pleasure

The use of pictorial maps is maybe as old as the use of maps themselves and they have always been used to enrich and enlighten the map, mostly for the laymen users. Pictorial maps of cities and countries were sold as prestigious objects to be framed and hanged in a study or library to enjoy and impress visitors. For more practical reasons, some maps used selected buildings and landscape features as a landmark for orientation. For the same reasons, similar maps still are in use by helicopter pilots to recognize dangerous objects like towers and power lines, but also to recognize their targets like a landing strip near a hospital. Tourist offices distribute city maps that show all the city highlights as elevated objects in a mainly flat map. Though the design of pictorial maps seems to be simple (you need a skilled illustrator though!) there are some pitfalls to be discussed in the context of "design for all".

17:10   **Discussion**

17:45   **End of Afternoon Session**

19:00   **Social Event**

Roland KRPATA, born in 1954, graduation at the TGM (secondary school of Technical Industries).
Since 1988 WIENER LINIEN, new U-Bahn construction and operation matters. 1989 transition to right-hand traffic of the Stadtbahn, and its transformation to the line U6.
1991 responsibility for all stations during construction of the U3 route, retrofitting of the basic network with SOS-cuboids and mirrors.
1997 development and implementation of the U-Bahn guiding system for blind people.

Florian NUSSBAUMER was born and raised in Basel Switzerland. He holds a Master's degree in environmental sciences from the Federal School of Polytechnique ETH in Zurich. He worked as a Process Engineer for UBS Switzerland before joining MetaDesign in October 2000. First based in Berlin he was later transferred to Zurich where he manages corporate-design projects and consults customers in strategic brand issues.
Since the beginning of 2003 he has been working together with his colleagues on the design of a new railway brand in the Swiss Alps: the Matterhorn Gotthard Bahn.

Friday
19 September 2003

09:00	Introduction: **David Quarmby**

09:05 **Prof. Paul Mijksenaar**
Bureau Mijksenaar, Amsterdam + Technical University of Delft, NL

Pictorial Maps: Examples of best practice

09:25 **Roland Krpata**
Vienna Transport, Vienna, A

Creation of a barrierfree public transport network
The Wiener Linien intend to create an efficient traffic and voyage information system for blind and visually impaired traffic participants, which enables a better use of existing orientation divices. The new system is useful for the traffic-education of young people, for the orientation-training of people who have lost their eyesight at old age, as advice for mobility-teachers, as an escort service or a memory-aid for visually impaired traffic participants. In the pre-trip-function it might be used by internet or by computers, in the on-trip-function by pocket-players or later on by mobile phones and in the post-trip-function the users might compose their individual CD-trips. Further developements and applications are possible.
What kind of application could be realised in the field of tourist information?
The Vienna Model - creation of a public transport network without barriers
Planning, construction and adaptation of the rolling stock, of subway stations, bus and tramway stops according to the demand of handicapped people.

09:50 **Florian Nussbaumer**
MetaDesign AG, Zurich, CH

Wanting to be as famous as the mountain – The design of a new railway brand
In January 2003 the merger of the Furka Oberalp Bahn and the BVZ Brig Visp Zermatt Bahn resulted in the birth of the Matterhorn Gotthard Bahn. The new rail company operates the famous Glacier Express linking St. Moritz and Zermatt at the foot of the Matterhorn and runs about 140 km across the Alps. The new company's primary goal is the creation of a unique travel experience for customers riding their trains. The Matterhorn Gotthard Bahn has been working with MetaDesign in Zurich towards this goal since the beginning of this year.
The presentation will focus on measures that have been realised or are in planning. It is also a story about being a stranger in one's own country and the trials and tribulations of a former state owned railway thrown into the deep waters of the free market.

10:10 **Coffee Break**

Tim METCALFE is Principal Access Officer for Chester City Council. In this role Tim advises on a wide variety of access and disability issues with the aim of working with local disabled people on project/initiatives which open up opportunities for disabled people to have independent lifestyles without the current social and structural barriers that limit opportunities.

He provides an access/disability advisory and consultancy service and is responsible for delivering the City Councilís commitment to create "An Accessible Chester".

Tim is a member of Chester Access Group as well as the National Federation of the Blind, Chester and District Branch. He is also a Board Member of the national "Tourism for All" Consortium, an advisor to the Local Government Association on "Tourism for All" initiatives and a former advisor to the English Tourism Council on accessible accommodation standards.

Harpreet SETH, an architect, urban designer and interior designer by profession, currently heads the design studio for Intarch International LLC at Dubai.

She is actively involved with teaching at Dubai University and Becker College. Cofounder of Intarch, she has been involved with numerous hospitality projects in Dubai.

Coupled with an active interest in Dubai's development as a tourist attraction, she is actively working on various aspects which include information design, urban art districts and heritage promotion.

10:55

Tim Metcalfe
Chester City Council, Chester, UK

An Accessible Chester: Promoting the Civil Liberties of Disabled People

With the dawn of the new millennium, issues surrounding improving access for disabled people are increasingly at the forefront of political and social thinking. Chester City Council and its key partners in the access and disability field are deeply committed, within the civil liberties context to improving the quality of life and independence of disabled people, who live, work or visit Chester District.

A key Corporate aim of the City Council is to promote the opportunity for disabled people to play an active and meaningful part in the economic, community and social life of Chester District by reducing social, attitudinal and physical barriers.

The focus for much of this work rests with the Council's Access Service, which was established in 1992 and is managed by Tim Metcalfe.

Tim's paper to be presented at the Symposium will focus on the following key areas of activity in Chester:

- The development of the concept of "An Accessible Chester" over the last decade, focusing on practical achievements
- Partner work with such organisations as the Chester Access Group and Chester Young Disabled People's Project etc.
- Economic/Business/and Social dividend from investing in access
- Chester Disability Rights Project
- eTourism for All¡ initiative both at a local and national level

11:20

Harpreet Seth
Intarch International Interiors LLC, Dubai, UAE

Dubai – A shopper's paradise and its integrated information system

Dubai has been dubbed the shopping capital of the world by visitors and residents alike, offering the "World's Best Brands at the World's Best Prices." During Dubai Summer Surprises and Dubai Shopping Festival, merchants drastically reduce their prices on gold, electronics, cars, haute couture clothing and more.

Dubai attracts visitors from all parts of the world and an integrated approach to reaching these visitors with a right information system has been a challenge right from 1996 when the Shopping festival started.

There has been independent effort from all the shopping malls to promote the merchandise and promotions but a definite gap is visible as far as an integrated information system is concerned. This also reflects in the way-finding systems and signages.

The paper studies the potential of various components and resources available.

The paper also looks into individual efforts done so far which have achieved success as far as shopping destinations are concerned. As the variety of destinations include informal market places, whole sale markets, roadside kiosks, air-conditioned shopping malls, event specific markets for carpets and handicrafts, and promotional sales by multinational companies showrooms. Combining all in an integrated inclusive information environment is possible in a place like Dubai where Government is the major sponsor and organiser.

To have a tourist fully satisfied and make him/her wish to come back, this integrated information system will play a major role. Some of the major spenders come from an elder age group and only an IIS can help achieve the satisfaction. This integration involves design and dissemination of information right from airport to hotels, hotels to streets, streets to malls and other destinations, malls to malls and eateries ...

Coupled with an efficient wayfinding system the IIS can achieve miracles for Dubai.

For IIID **Veronika SCHREYER** was responsible for concept and content direction of the IIID Summer Academy 2003 in Salzburg. Veronika has her own design consultancy concentrating on communication and information design, for example: internal employee communications, product information, instructions for use, orientation systems, design of medical patient information leaflets and user testing.
www.isdesign.at

Friday
19 September 2003

11:40

Veronika Schreyer
Coordinator IIID Summer Academy 2003 "Travelling the City 2" (Salzburg), A

IIID Summer Academy - Design learning in a new context
Can design create a better environment?
The IIID Summer Academies try to show participants that understanding is at the core of good design solutions – understanding the customer, the situation, the product, and the client. In our complex environment it often takes more than one set of skills solve a problem. Therefore information design must – by definition – be multi-disciplinary and teamwork-driven.
This talk is a brief introduction to our approach to design and what the next generation of designers have made of it during the last summer academy in the context of tourist information and public transport in Salzburg.
Further information is available at: www.iiid-summeracademies.net

12:00

Discussion

12:30

End of Morning Session / Lunch

Franz PÜHRETMAIR is scientific and managing director of the Competence Network Information Technology to Support the Integration of People with Disabilities (KII). He studied computer science and data engineering at the Johannes Kepler University Linz, and received his degrees in 1997. In 2003 he finished his PhD at the Johannes Kepler University Linz.

From 1996 to 2003 he was research assistant and project manager at the Institute for Applied Knowledge Processing (FAW) at the Johannes Kepler University Linz. During his work at the FAW he was involved in numerous projects with industrial and business partners as well as European Community founded projects in the areas of medicine and tourism applications.

He was speaker at various international conferences (CAiSE, EC-Web, iiWAS and ENTER).

His current research work is related to the use of information and communication technology to enable the integration of people with disabilities that concerns the field of assistive technology as well as accessibility and usability of modern IT and the Internet.

Rachel TYM is the eCommerce and European Affairs Manager at the European Tour Operators Association (ETOA). ETOA represents the interests of tour operators who bring clients to Europe, as well as their suppliers.

Rachel has been at ETOA for one year, and prior to that she was Tour Operations Manager for a tour operator in Boston, USA.

Karin NIJHUIS is Head Consultancy & Projects of the Information & Media Services Department of the Netherlands Board of Tourism. This department maintains www.holland.com in all its language/market versions as well as over 40 city, provincial and theme sites. Karin Nijhuis is also a member of the New Media Group of the ETC and of IFITT, WTO and European Commission working groups.

Vorarlberger
Telekommunikations-
Gesellschaft mbh.

A-6900 Bregenz
Weidachstraße 6

V
T
G

Afternoon Session: Virtual information environments

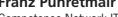Patronage:
Vorarlberger Telekommunikations-Gesellschaft mbh.

14:30

Introduction:
David Quarmby

14:35

Franz Pühretmair
Competence Network IT to Support the Integration of People with Disabilities, Hagenberg, A

Designing Inclusive Web Sites
Recent information and communication technologies together with the Internet offer new impressing possibilities for people with disabilities. However people with disabilities often hit barriers when surfing the Web. Usually, this is not caused by their disability - people with special needs use assistive technology that compensates particular disabilities. Mostly, Web pages are not accessible because Web authors do not follow the rules and guidelines for designing such pages. Accessible Web design is not difficult or expensive, and moreover it doesn't comprise boring looking pages with nothing but text. Quite the contrary, the developers are encouraged to create well-designed sites that meet high standards while keeping accessibility in mind. Good structuring and simplicity do not only improve the accessibility for people with disabilities, but make the content of Web pages ready for future devices like Personal Digital Assistants and in general better readable and therefore better accessible for all Web users. The goal of accessible Web design is to deliver information to the widest audience possible, which means to leave nobody behind.

14:55

Rachel Tym
European Tour Operators Association, London, UK

Quality information that makes tourism go round
The presentation will focus on the importance of data to both the tour operator and independent traveller. There will be a demonstration of how a tour operator or individual can access data online prior to travel, using the ETOA website, which links through to our membersí own websites. There is likely to be a demonstration of how a tour operator can access information on the newly developed online reservation system for Paris coach parking, as well as discussion of some projects that are in the pipeline to enable tourists and tour managers to access information whilst on the move at their destination.

15:15

Coffee break

16:00

Karin Nijhuis
Netherlands Board of Tourism, Leidschendam, NL

www.holland.com: Building an inclusive Internet platform
www.holland.com has been lauded by and inspirational to other Destination Marketing Organisations because of the public-private partnerships which supported the online activities of the then Holland Community project group and the Netherlands Board of Tourism (NBT). The combined strengths of NBT and partners are now applied to developing accessible tourism. By, for example, making NBT's well over 50 Internet sites user-friendly for visitors whose vision is impaired or who have other disabilities. NBT also does this by making available and publishing information on the accessibility of accommodations, museums, attractions and other partner companies in the Dutch tourism branch.

Georg NIKLFELD studied Computer Science at the Technical University of Vienna, Linguistics/Philosophy at the University of Vienna, and Technology Management at UMIST, UK. He did research in natural language processing at ÖFAI and later was employed as development engineer at Frequentis, a telecom equipment manufacturer. Since January 2001 he has been working at ftw. Telecommunications Research Center Vienna as senior researcher and project manager on future human interface technologies for telecommunications applications.
He has authored or co-authored around 20 scientific papers on these topics and acts as working-group coordinator for "multimodal interfaces" in the EU COST-action 278 "Spoken Language Interaction in Telecommunication".

Friday
19 September 2003

16:20

Georg Niklfeld
Telecommunications Research Center Vienna, A

Accessing tourist information on the move
Mobile telecommunications should offer convenient ways for accessing personalised, location-specific information about the region where a tourist is staying. Many technical building blocks that are required for this are already in place or will become available in the consumer markets in the next few years. What are the challenges, and how should we address them? What are the technical scenarios that seem most promising? Should we target the private mobile phone of visitors, or should mobile information terminals be provided by regional tourism organisations? What needs to be done to understand and accommodate the user needs and potential accessability barriers for various groups, such as the elderly or impaired visitor? And finally, who controls how much information is right for each invidual?

16:40   **Discussion**

17:15   **End of Afternoon Session**

19:00   **Dining around**

Christa ERHART has specialized in psychiatrics and neurology.

Since 1974 occupational activity at the Neuro-Psycho Geriatric Department in Salzburg. Main focus on bed side activities and scientifical publications representing the elderly patient and a comprehensive preventive idea.

Since 1992 management of the first geriatric day clinic with a rehabilitative mission within the scope of the Geriatric Department of Christian Doppler Clinic Salzburg.

1995 formation of Austria's first consulting service for patients suffering from osteoporosis. Lectures at the university, two academies and vocational schools including the disciplines geriatrics, psychogeriatrics and rehabilitation.

Nadja Theresia HERZOG holds a Master's Degree in Tourism Business Studies from the Management Centre Innsbruck.

Currently charged with various managerial tasks at Landhotel Rupertus, Leogang, Austria.

Morning Session: Making visitors ...

09:00

Introduction:
David Quarmby

09:05

Christa Erhart
Christian Doppler Clinic, Department of Geriatrics, Salzburg, A

Designing information for elderly tourists: what information designers should take into consideration
Mankind's dream of longevity has come true.
The ever increasing and not jet exhausted life expectancy however does not include an assurance for high quality of life. Nowadays our community is confronted with a consistent increase of elderly people suffering from stress related diseases followed by a loss of self care, independence and quality of life. These facts give rise to a new dream which finds its implementation in the superordinate target of the WHO namely "a world for all generations". This implicates a concerted responsibility and a new learning for the young and the old. There is general agreement, that extrinsic factors contribute to the aging phenotype and exclusion. Only by identifying these problems and finding out informations of how to facilitate the process of adaptation how to innovate optimized consumer goods and technical aids and how to create handicap free surroundings, a consistent quality of life for each period of life could be imagined. We'll present the findings of a study, pointing out the most prominent offences and threats for the elderly. (Gerontology- the science of aging in general- should act as cross link between the different disciplines. It will be as important for clinicians to understand the physiology of aging and to identify the environmental stumbling blocks and pitfalls as for the economy as a whole.)

09:25

Nadja Herzog
50plus Hotels, Landhotel Rupertus, Leogang, A

Caring for senior tourists
The cooperation 50plus Hotels Austria consists of 34 hoteliers who provide guests of the 50plus generation with comprehensive offers for a "relaxed holiday life". At first sight it seems that these suppliers only do not charge single room supplements and provide new offers for active, creative and learning holidays in a splendid holiday environment. But if we go into more detail a complex strategy of hospitality appears. Different types of special interest holidays are indicated in a colour code and an information platform has been designed helping coordinate the requirements of senior users. In this presentation you will find out more about the criteria and the philosophy of the 50plus Hotels Austria. The advantage of questionnaires (answered prior to their holiday) trying to find out customers' requirements and other examples from practice work will give the audience an insight into the 50plus Hotel philosophy, the cooperation and the goal to raise the holiday-life-standard for the 50plus generation.

Prof. Martin O'NEILL has over 20 years experience of working, teaching and conducting research in the broad tourism and hospitality fields. He holds a BA (Hons) and Master of Science Degree in Hotel and Tourism Management and a Doctorate in Services Marketing. He is presently employed as an Associate Professor in Hospitality Management with Auburn University, Alabama. Previous to this he was employed as a Program Manager with Edith Cowan University, Perth, Western Australia, where he arrived in 1997 following a six year period as a lecturer in hotel and tourism management at the University of Ulster.

Martin's predominant research interest is in the area of services management and it was as a result of one such study in Western Australia that undertook his work on disability access. Put simply, he was struck by the rather negative feedback received from people with disabilities in relation to the quality of service received whilst consuming the otherwise outstanding Western Australian tourism product.

Franz HEFFETER, born and raised in Vienna 1955, studied at Vienna University, Master degree in Linguistics (spec. Language and Advertising), Doctorate in Social and Economic History; married to Mag. Brigitte Heffeter (Research Institute for Organizational Behavior, University of Salzburg; Organizational Psychologist and Trainer for Organizational Development).

Worked in various companies, trainings for different public organizations, research studies for the University and the Salzburg State Government, 14 books for use in teaching and training, different articles on Management, holds seminars in Project Management, Public Relations Management, Presentation Techniques.

Curriculum Development for different international projects, school quality projects, leader of international trainings e.g. for Hotel Association Nepal, Ministry of Tourism India etc.

Dean of Institute of Tourism and Hotel Management Klessheim and the Klessheim Tourism Schools since 1996. Developed Fachhochschule "Development and Management of Products in Tourism" in Klessheim, also leader of an MBA project with the University of Salzburg.

* Eumedis project MEDINA 2003

Saturday
20 September 2003

09:45

Prof. Martin A. O'Neill
Department of Hotel and Restaurant Management, Auburn University, Alabama, USA

Access guaranteed, but just how hospitable are we?
An investigation from the Western Australian hotel sector
Tourism and hospitality professionals are continuously bombarded by a proliferation of laws, court cases and government regulations affecting every aspect of business operation. While considerable debate has raged around such issues as fair employment, the minimum wage, equal opportunities and the effects of environmental tobacco smoke, two recent pieces of legislation in the Australian market place, have managed to pass operators by with little or no concern being generated. The Federal Disability Discrimination Act (1992) and Western Australian Disability Services Act (1993) were both passed to enable people with disabilities to exercise their rights on an equal basis with other Australian citizens. In short, both acts make discrimination on the basis of having a disability unlawful in all areas of public and private life. So how do they measure up and what if any effect has this legislation had on ensuring access for all within the West Australian tourism environment? This paper will report findings from a two-stage research study aimed at investigating awareness of the "disability issue" within the Western Australian (WA) hotel sector. The paper examines current provision by this sector in all areas relating to the disability market including access and facility provision, employment practices, marketing and promotion and the overall level of service provided. It reports on a recent initiative to help educate hoteliers on the specific needs of people with a full range of disabilities including cognitive, physical and sensory and is of significance in highlighting best practice within this sector and helping to develop a blueprint that WA hoteliers can adopt in their efforts to meet the needs of this new market whilst also fulfilling their legislative obligations.

10:15

Coffee break

11:00

Franz Heffeter
Institute of Tourism and Hotel Management Klessheim, Salzburg, A

Information Design - a Success Factor in the Rising Competition in Tourism
Especially in tourism different target groups need differently designed information. Travellers, esp. leisure oriented ones travel in higher age than before. They are confronted with means of information becoming "younger" rapidly. The third problem is personnel as a link between customers and high tech equipment.
The author emphasizes the question, if travellers are attracted by specially and adequately designed information and the resulting challenge for the tourism industry.

Koray DUHBACI is Interactive Media Designer / Developer.

He participated in the summer academy of IIID in Vienna in 2002. After this Koray's work has focused on information design and digital influences. Previously he worked for Toprakbank, Is Investment and D4D.

Koray is interested in designing content for interactive media. He graduated from Bogazici University Computer Programming Dept in 1998.

He is currently senior student at Yildiz Technical University Interactive Media Dept.

11:25

Koray Duhbaci
Yildiz Technical University, Interactive Media Dept, Istanbul, TUR

An innovative events planner for tourists on a time budget
Aim: Based on a database and personal queries, the touristic info-assistant finds, classifies and arranges results that vary depending on the choices of the user. Choices can be made on digital screen and may be supported by visual and audio interactive designs.
Scenerio: Istanbul is one of the bigggest cities in the world which hosts many international events and organizations. Thousands of people visit Istanbul because of these events. This project aims to help tourists and visitors organize their full day events, so that they can use their limited time in an efficient way and enjoy the sights of Istanbul.
Micro Scenerio: A foreign film director is in Istanbul for an International Film Festival and plans on staying in Istanbul for 1 week. The director can organise his/her time in Istanbul with the Event Planner.
Main Screen: Events are divided into 6 main groups. Movies, Entertainment, Eat, Drink, Sightseeing, Shopping. The user chooses one of these categories and drag&drops the icon to an empty space on the calender.
The system will automatically know where the user is and how much free time he has available. The application will then ask the user a few questions. After that all the results will be shown on a map-based result screen. The user can access all information about alternatives and choose one to add to his calender.
Result: The user can print this planner (including the map) and share this plan via Internet. In the future the aim is to design this application for wireless devices such as pocket pc and palmtop.

11:45

Discussion

12:15

End of Morning Session / Lunch

Christian ARABJAN-KAPPACHER

Studies in the fields of telecommunication at Vienna Technical University (academically trained engineer).

3-year stay in the United States of America with doctorate (Dr.techn. - telecommunication).

Since 1994 Sales and Marketing Manager at eurofunk Kappacher GmbH.

Lives with his wife and daughter in St.Johann / Pongau (approx. 50 kilometres south of Salzburg).

Peter LUCAS

As the CEO of MAYA Design, Inc., Peter Lucas guides the growth of MAYA as the premier venue for interdisciplinary product design and research, serving both the private and public sectors. He co-founded MAYA in 1989 to remove disciplinary boundaries that cause technology to be poorly suited to the needs of individuals and society.

Peter received his Ph.D. degree in 1981 from Cornell University, where he studied educational and cognitive psychology and psycholinguistics. He did postdoctoral research at the University of Wisconsin and was a Sloan Postdoctoral Fellow in Cognitive Science at Carnegie Mellon University. His research interests lie at the intersection of advanced technology and human capabilities. He is currently developing a distributed device architecture that is designed to scale to nearly unlimited size, depending primarily on market forces to maintain tractability and global coherence.

Peter holds more than fifteen patents and has co-authored a book on letter and word perception. He was the founding chair of Three Rivers Connect – an initiative of senior business and civic leaders that promotes the development of civic computing in the Pittsburgh region. Peter was also a member of the Networked Systems of Embedded Computing study committee, part of the Computer Science and Telecommunications Board (CSTB) of the US National Research Council. Among his many speaking engagements are the April 2003 HCII Seminar at Carnegie Mellon University, Pittsburgh, PA, USA; the October 2002 NIST Pervasive Computing Conference, Gaithersburg, MD, USA; and the April 2000 CHI conference in The Hague, The Netherlands.

Afternoon Session: ...want to come again

Patronage:
Vorarlberger Kraftwerke AG

14:30

Introduction:
David Quarmby

14:35

Christian Arabjan-Kappacher
Eurofunk, St. Johann im Pongau, A

Feeling safe even in emergencies: The Benefon mobile phone and its SOS button

Nowadays, more and more senior people are fit and mobile. Also for handicapped or reconvalescent people it has become natural to participate actively in every day life, sports and other intensive leisure time activities.

However, the growing mobility and activities of all kinds also involve risks. Therefore, it is absolutely necessary to take into consideration sudden cases of medical emergency, unexpected incidents (accidents), which require the help from third persons as well as specific situations or difficulties in which this group of persons could get into (loss of orientation, helplessness, communication difficulties).

In order to enable these people - even alone - to enjoy their hikes and journeys safely and free from care, a solution offering easy operation at low cost was developed.

Dr. Christian Arabjan-Kappacher will present an easy to handle emergency mobile phone (GSM) with integrated satellite navigation. People who use this emergency mobile phone can be - at any time - localized by a 24-hours-security-organization which makes possible a fast and effective help in case of emergency. And the system works worldwide irrespective of geographical location.

14:50

Peter Lucas
MAYA Design, Inc., Pittsburgh, Pennsylvania, USA

CIVIUM: A Geographical Information System For Everyone, The Information Commons and The Universal Database

Civium is a global public information space that unites the world's factual information in a radically distributed peer-to-peer network, based on a structure entirely different from the Web's. It is a seamless fabric of hard facts accessed via a geo-browser - embroidered with constantly expanding threads of public insights and observations. The implications for tourists are enormous. They can access, expand and drill into all pertinent information about their vacation spot via a visually intuitive geo-browser: hotels, restaurants, attractions, transportation, real-time and historical weather reports, etc. As they look deeper, they find a constantly expanding, interactive community of other tourists who have visited that spot, eaten at that restaurant, boarded that train.... complete with their must-see photos, impressions and experiences. This is especially valuable for tourists with specific needs, such as the elderly or those with disabilities. For example, an elderly couple can view locations based on the demographics of the typical visitor; this tells them whether a given spot is likely to be comfortable for them and geared toward their needs. Then, they can view the experiences and mementos of other older visitors to that spot, and interact with them to find out details on how hotel A dealt with a medical emergency, or how heart-healthy the food was at restaurant B. On the other hand, a female backpacker traveling alone might view the same location based on security statistics, and discover from other visitors the best social hotspots. Civium's magic is in its ability to accommodate infinite perspectives.

15:15

Coffee Break

29

IIID

The main concern of the International Institute for Information Design is to contribute to a better understanding within the human community with respect to cultural and economic issues by means of improved visual and other than visual communication.

IIID is recommended by UNESCO as a partner organization for world wide co-operation on matters of information design (Resolution 4.9 of the 28th General Conference of UNESCO, 1995, Paris).

The ultimate goals of the IIID:
• The establishment of a global network of information design experts and a semi-virtual Information Design University.

• To prepare the ground for the Information Design University IIID organizes summer academies and "Vision Plus" symposia.