

Blind People: Production and Online Selling

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Abstract- The aim of this paper is to deal with a research result which can interest people mainly businessmen and hotel owners. The result of the research deals with emancipating tourism to similar touristic places that exist in the world, like the mountains of Ahaggar in Algeria and Monument Valley in the U.S.A besides the two coastal towns; Oran and California. To what extent can blind people contribute in emancipating this new trend of tourism? Blind women in Saint Charles in Oran can perform designs and articles with macramé and leather. These articles can be sold online thanks to hotels' ads, for instance. They are introduced on the hotel website besides buffet and room's price.

Keywords – Blind people, Macramé, Hotel ads, Tourism

I. INTRODUCTION

The idea of emancipating a new trend in tourism industry was the result of a thesis dissertation that was held in March 2018. Though the thesis theme was considered to be 'the first brick' for a new branch of study by an emeritus professor, it was criticized for its poor literature review and lack of evident arguments. Listing at least one common myth between the two peoples, the Tuaregs in Algeria and the Navajos in Arizona, was required. Concerning the literature review, defending one's topic was possible. It was noted that the research paper lists some writers who already pointed to the commonness that exist between the Saharans of Africa and the Native Americans besides the similar panoramic views of the Hoggar/ Ahaggar Mountains in Algeria and the ones in Arizona. Further research proved the existence of three common myths between the two peoples. They are mentioned in the article 'A New Trend in Tourism Industry', published in the International Journal of Trend in Research and Development, in Singapore in June 2019. A recall to fashion designers and documentary film makers is a good idea to launch this new trend in tourism: interpreting the similarities of the two places on fashion designs and documentary films, showing at the same time the originality and peculiarity of each culture's specificities. The idea seems quite inspiring but it will be more economically emancipating if blind people find the way to launch it.

II. PROPOSED POSTER

By the end of 2018, a paper call was launched by IVAR School 2019. The participants were supposed to deal with the augmented reality, virtual reality, man machine interaction and internet of things. It was preferable to present one's work in the form of a poster. Thinking of performing new designs with macramé like shoes, bags and waistcoats and launching them online was behind creating the poster. The latter consists of two parts. Part 'A' deals with man machine interaction. Part 'B' is about Internet of objects. Before doing any field work it was necessary to state the following hypotheses. There might be workshops during which blind schoolchildren or adults learn some handicrafts. Getting in touch with them can shed light on the crafts they make, their social media use and their eagerness to opt for newness.

A displacement to Ain Turk School for blind learners in Oran, for which la DAS authorization is mandatory, reveals the learners are primary and middle school learners. They are taught the national educational program, and are excellent voice performers who animate events like the Global Childhood Day, recite Qur'an, etc. The visit revealed that they did not do any handicrafts. They use the internet, have Face book accounts. When they chat with people throughout the world they use their jaw keyboards, relying on the audio system. That day, there were many school kids who were connected on their computers in the computing room. On the other hand, Saint Charles factory of brooms and rubbers, performed by blind persons, seems an indicator of hope. Some women were trained to make articles with macramé which they sold on the market years ago. A research on the Net reveals that women in native America used to perform designs with macramé. It is defined as the art of knotting string in patterns to make decorative articles.

Getting in touch with one of the blind women reveals people no more bought their articles since the designs were similarly repeated and lacked newness. The remaining outputs shown as samples made with macramé are a belt, a plant's holder, and a mobile phone case. The customers wanted to buy other outputs besides what they had already consumed. Fatiha says they need sighted people to inspire them with new ideas. Performing new designs with macramé like shoes, bags and waistcoats are appreciated and welcomed.

2.1 Man machine interaction

Soles of shoes made by machines are bought. Women perform the upper part of the shoes with macramé. The colors used are the ones found on the mountain; brown, red, beige, green, and any other available color in the

haberdashery. A label containing the foot size is printed in Braille and numbers. The shoe maker is supposed to adjust these parts with glue to make the output ready for supplying. A first meeting is held, on October 12th 2019 in Saint Charles, to discuss the needed materials to perform the design. Fatiha, the supervisor of a team work consisting of two non sighted and two sighted women, says they need macramé, scissors, and small cushions filled with sand. She ordered the team to cut the thread accordingly; each one must be of one meter and a half of length. She says she can perform two basic macramé nodes; the square knot, and the baguette knot. The upper parts of the first pair of clogs are performed. They should be adjusted with the appropriate soles by the shoe maker. This is the hardest part of the work since many refused to do it saying it should have passed by a shoe designer first. Fortunately, one of them found the shoe mold which could fit the design.

A macramé bag mixing Tuaregs and Navajo culture is started. The half side of the bag can be made with macramé and the outer part of the design with an animal skin. It can also be made with macramé and leather, or with leather, macramé and fringes. The final bag should contain a label in Braille and letters with information like: size, country of origin, material, colors used, and the message it conveys, for which the word choice is important. It should be precise and concise like, two distant but similar places. A brand name BASIRA, meaning vision or insight, is given to the new product. It is derived from the blind people's logo; our will is the insight/ vision of life.

2.2 Internet of Objects

Once the product is supplied on the market, blind customers can make their choice alone. The 3 D printing in Braille allows the person to gain autonomy when reading the packaging information relying on his/her own. If these output details are not available on each pack, they can be found on a wafer deposited at a store's aisle. These are the required steps to allow blind persons who do not manage the IBM phone to make their choice. The latter leads the person who manages it to the appropriate aisle. An e wafer that allows them to do their shopping online could be made. It could include an application of a sound system that lays out the features of the displayed output. Online selling strategy requires determining the output's price, launching it on social media by the sighted and the non sighted volunteers. Building our customer base constitutes to consider the hotels as favorite clients to establish our small business. On the hotel's website, they will exhibit the product made by the visually impaired next to the price of the room and the proposed buffet. Tourists can buy souvenirs to offer. An Algerian entrepreneur who practices in Algeria and Canada says he is ready to talk to the director of a well-known hotel in Oran to be one of our clients.

III. EXPERIMENT AND RESULT

The first output is made, the positive points are stated and the negative ones are determined so as to avoid repeating them. Rethinking the field work strategy is required during a meeting that assembles the members of the team. The creation of jobs and autonomy in choice making are obvious. The article's price is determined effectively taking into account factors such as the elasticity of supply and demand, etc.

IV. CONCLUSION

Blind people can have access to the internet as well as the sighted people. They can communicate through social media, talk on the mobile, and get in touch with people throughout the world. Bearing in mind that digital humanities contribute in allowing blind persons to be autonomous and rely on themselves when buying or selling, one has to ask questions like: To what extent can this idea allow blind people to improve their economic and social conditions? Will they become agents on whom the state relies to boost the economic development and tourism?

V. REFERENCES

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