Interreg

Co-funded by the European Union

Italy – Croatia

OMNIS

# D 2.1.1 - Responsive website for desktop and mobile

OMNIS

INCLUSIVE SUSTAINABLE TOURISM

**31/12/2024**

# Document Control Sheet

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| **Project number:** | ITHR0400285 |
| **Project acronym** | OMNIS |
| **Project Title** | Co-creatiOn of inclusive sustainable tourism itiNeraries and packages from coastal to Inner areaS |
| **Start of the project** | July 2023 |
| **Duration** | 18 months |

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| **Related activity:** | Act. 2.1 - Development of a responsive website |
| **Deliverable name:** | D 2.1.1 - Responsive website for desktop and mobile |
| **Type of deliverable** | Website report |
| **Language** | English |
| **Work Package Title** | Set-up of the distribution channels and material for the itineraries and packages |
| **Work Package number** | WP2 |
| **Work Package Leader** | LP1 CNMU |

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| **Author (s)** | Gianluca Cespuglio - LP1 CNMU<br>Marco Cocciarini - Technical expert |
| **Version** | 2 |
| **Due date of deliverable** | 31/12/2024 |
| **Delivery date** | 31/12/2024 |

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# INTRODUCTION

The OMNIS responsive website, reachable at https://omnistourism.it/ , is designed to serve as both a practical resource and an inspiration for travelers and stakeholders alike.

The website serves dual audiences: tourists seeking accessible and enjoyable travel experiences and local stakeholders aiming to improve their understanding and implementation of accessible tourism practices. By combining accessible travel packages, training resources, and a platform for community engagement, the OMNIS website aspires to be more than just an informational portal. It is designed as a dynamic and inclusive hub that empowers users to embrace the principles of accessibility while fostering connections between travelers and the local tourism ecosystem.

In alignment with the project's goals, the website prioritizes high standards of usability and accessibility, ensuring that it serves as a benchmark for inclusive design.

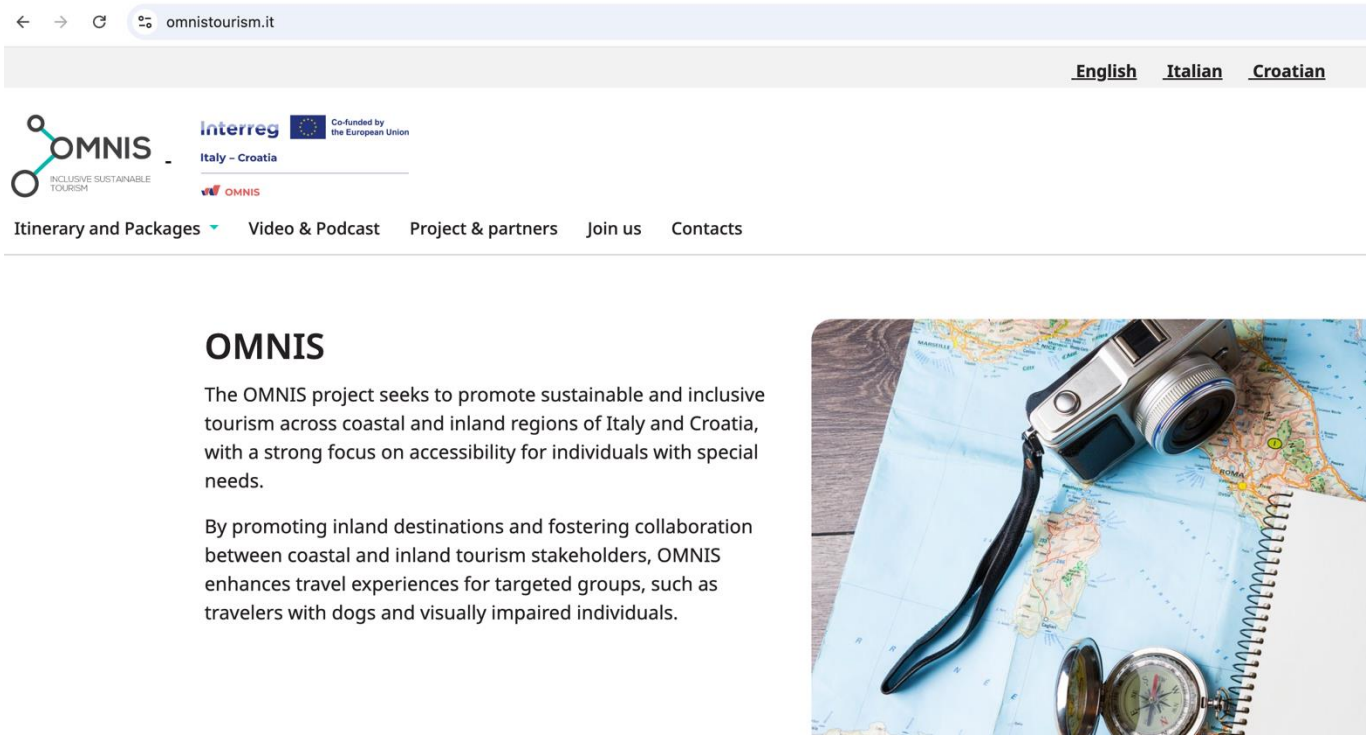
# OBJECTIVES

The OMNIS responsive website serves a dual purpose addressing the diverse needs of two key audiences: tourists and local stakeholders. For tourists, the website serves as both an informational and inspirational tool, equipping them with the resources and confidence needed to explore the two project regions when travelling with visual disabilities or with a dog. For stakeholders, it acts as a dynamic resource hub to learn more about accessible tourism and build a community committed to inclusivity and sustainability.
The website not only supports individuals with specific travel needs but also raises awareness and sets a benchmark for best practices in the industry. Its role as a multilingual and inclusive tool ensures that the website is accessible to a broad audience, thereby amplifying the project's reach and impact.

One of the primary objectives of the website is to showcase the accessible travel packages co-created during the project and tailored to the needs of travelers with specific requirements, such as individuals who are visually impaired or those traveling with dogs. These itineraries are designed to ensure a truly enjoyable travel experience within the two project regions. The travel packages serve as templates, encouraging users to either independently organize their trips or collaborate with trusted travel agencies and tour operators to customize their plans. For each package, it is possible to leave a review in order to assist other travelers in planning their journeys.

Another critical objective is to position the website as a hub for local stakeholders, such as tourism operators, hospitality providers, and community organizations. The aim is to empower these stakeholders to adopt and promote accessible tourism practices. The website offers educational content, such as training videos, podcasts, providing actionable insights into the needs of blind travelers and those traveling with dogs. Membership in this stakeholder community includes access to a WhatsApp group with updates on accessible tourism trends, legislative developments, and funding opportunities. Moreover, the group gives the opportunity to interact with each other, fostering a dialogue around accessible tourism and incentive new local partnerships.

# HOME PAGE HEADER




The header of the OMNIS website is structured to ensure clarity, accessibility, and visual alignment with both the project's identity and Programme requirements. It includes the following elements:

1. **Logos and Branding (Top-Left Section):**
    - **OMNIS Project Logo**: Featuring the name and visual identity of the project with the tagline "Inclusive Sustainable Tourism," reinforcing the focus on accessibility and sustainability.
    - **Programme Visibility Block**:
        - **Interreg Logo** with EU flag and the indication *"Co-funded by the European Union"*.
        - Programme identification *"Italy – Croatia"*.
        - Repetition of the OMNIS logo in association with the co-funding banner.

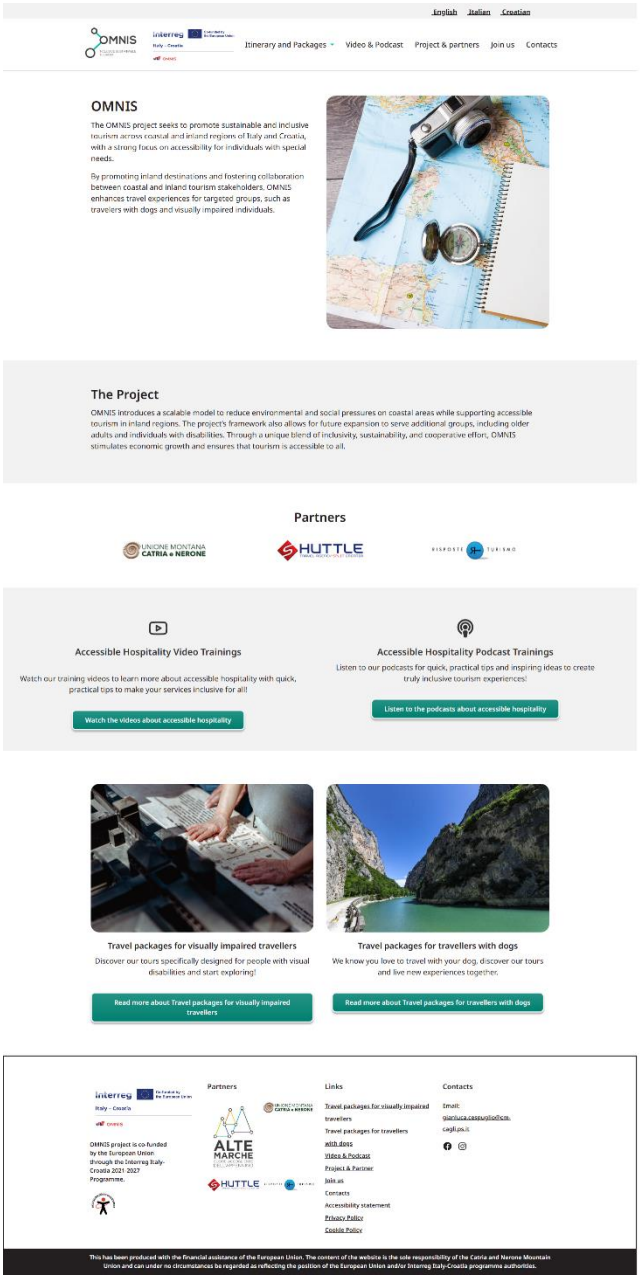
This combination ensures immediate visual recognition of the co-financing source, satisfying visibility obligations under the Interreg Italy–Croatia Programme.

2. **Navigation Menu (Centered):** The website features a **clear and structured menu** with the following sections:
    - **Itinerary and Packages** (dropdown menu)
    - **Video & Podcast**
    - **Project & Partners**
    - **Join us**
    - **Contacts**

These sections are designed to guide users efficiently through the project's content and materials.

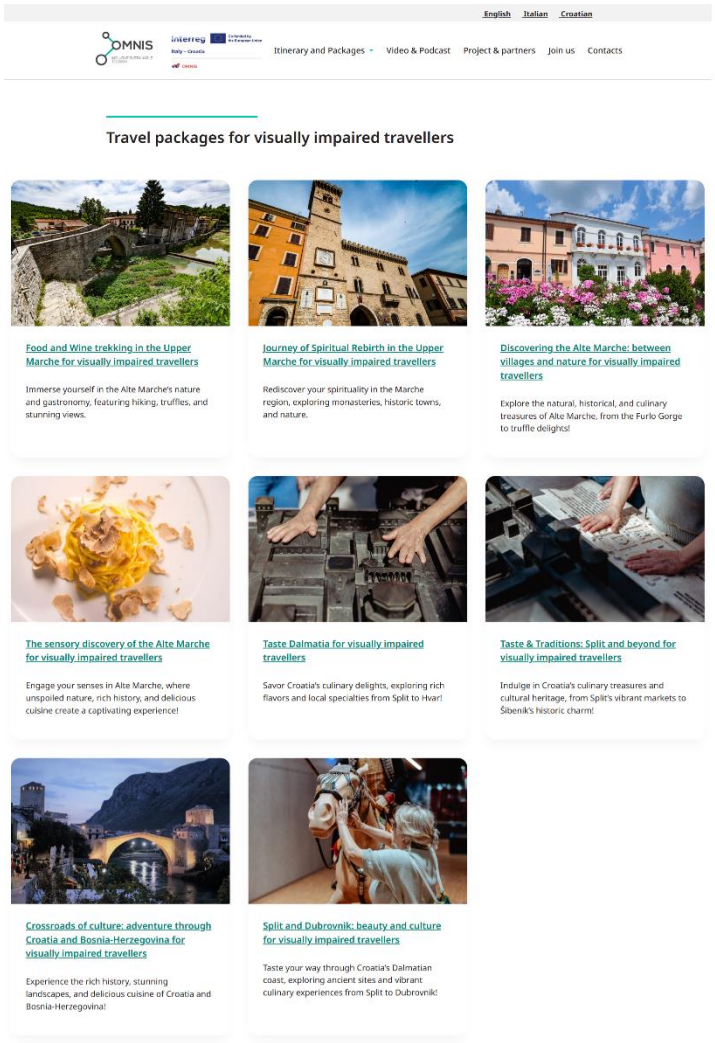
3. **Language Switcher (Top-Right Section):** The site provides **multilingual access** with links to English, Italian, and Croatian, thus supporting cross-border communication and inclusiveness.

# CONTENT OVERVIEW




The website is designed to deliver a user-friendly experience across all devices and adhere to the highest standards of accessibility. Its content is organized into several key pages, accessible through a menu located on the top right corner of the webpage.

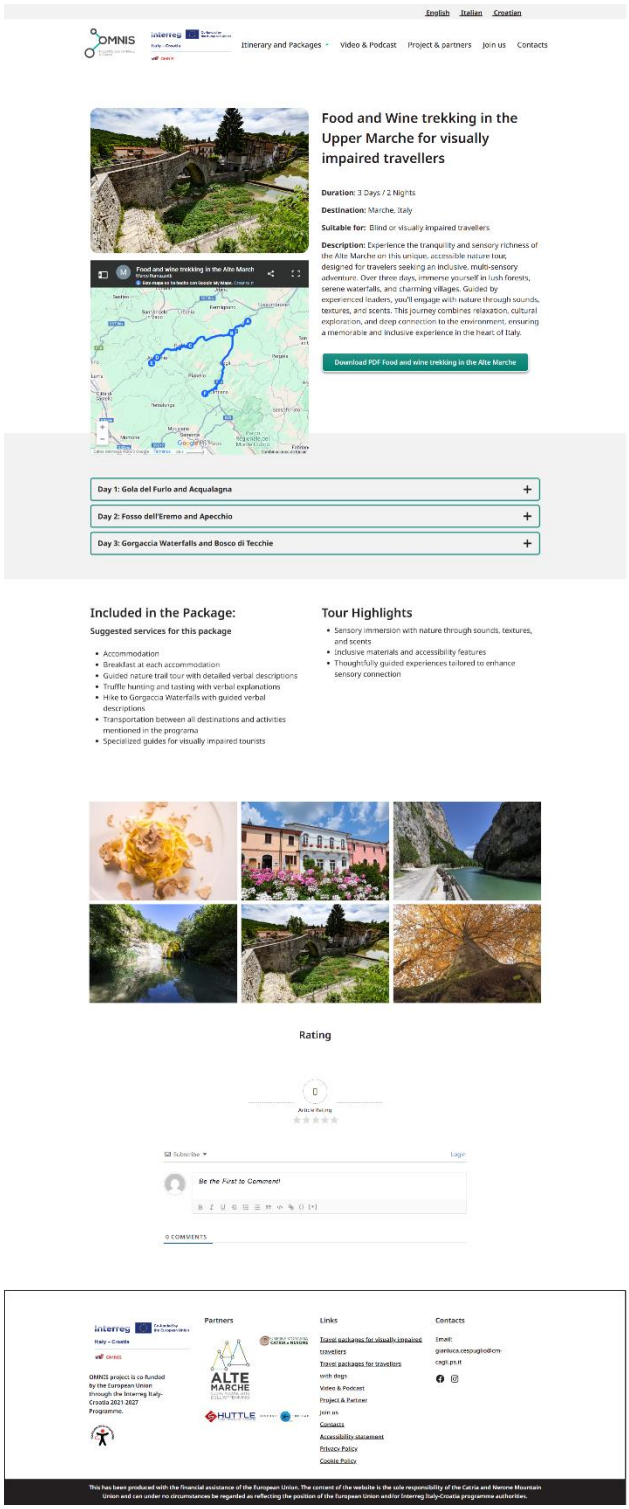
The **Homepage** serves as the central hub, providing a clear and engaging overview of the project. It includes key information about project partners, links to podcasts and training videos, and dedicated sections for travel packages tailored for dog owners and visually impaired individuals. The homepage is visually dynamic, featuring high-quality images and intuitive navigation to enhance the user experience.



The **Itinerary and Packages** are organized into two distinct categories—one for travelers with dogs and the other for visually impaired individuals.

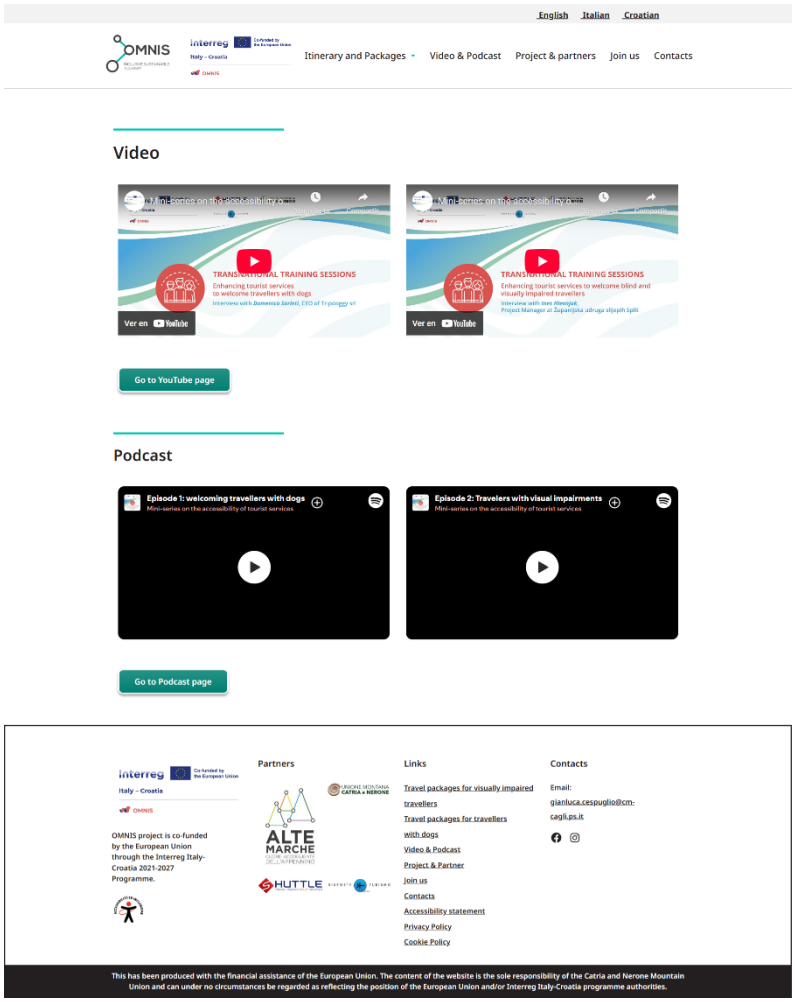
Each category features four cards representing specific packages tailored to meet the needs of these travelers. Detailed package pages provide information on trip duration, destinations, itinerary descriptions, maps, plans, highlights and details about what kind of services are suggested for a hassle-free experience. Users can download packages as PDFs and submit ratings or reviews based on their experiences.

The decision to combine itineraries and packages on a single secton was driven by the aim of better addressing the needs of the territory and the project's target audience. During the design phase, stakeholders and travellers highlighted that, given the characteristics of the area – such as long distances and the lack of public transportation – the preference was for itinerant packages, based on routes involving movement between different stops (similar concept to itineraries).




This approach proved to be more suitable than the alternative of "static" packages, which would have involved a fixed base for daily excursions. Consequently, the offering was fully oriented towards packages that resembled the itineraries, aligning with the needs and specificities of the local context.

## OMNIS

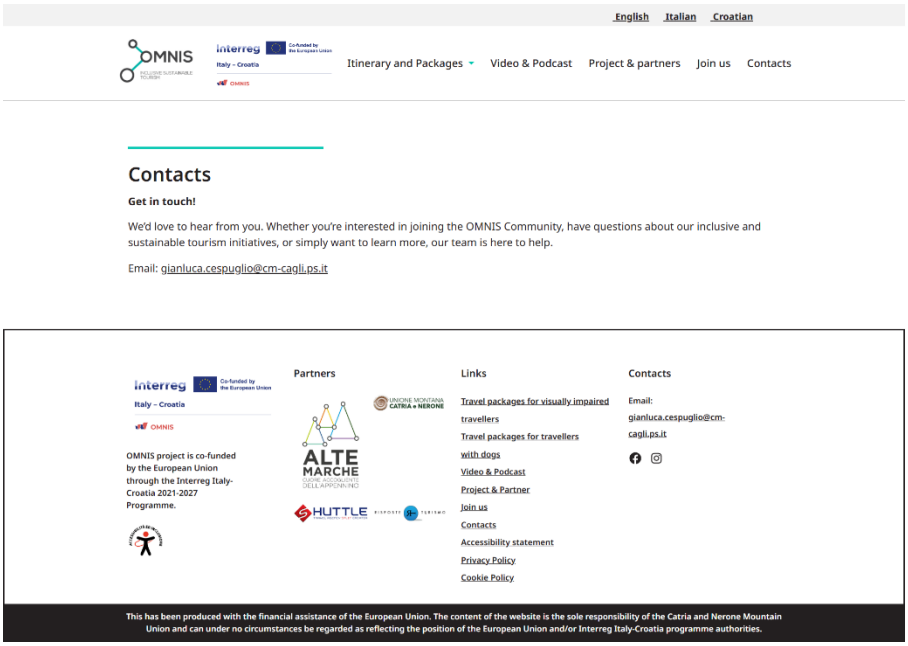



The **Videos and Podcasts** section serves as a resource library, hosting the mini training course developed in the earlier stages of the projects. These media resources provide valuable insights for both travelers and local operators, enhancing their understanding of accessible tourism.

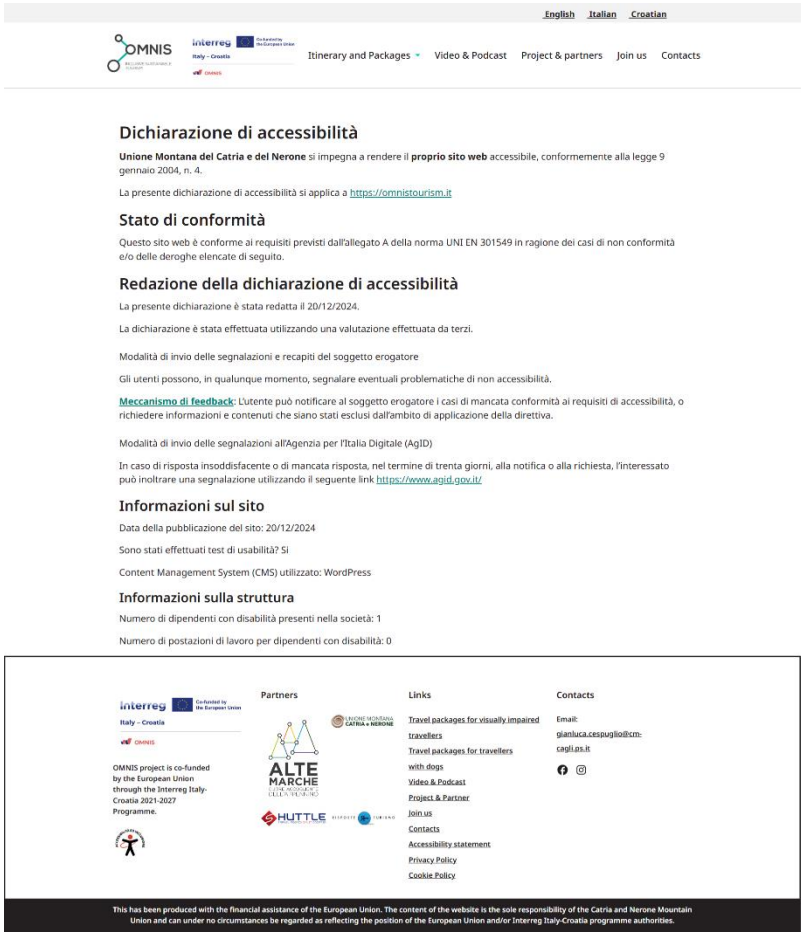
## OMNIS

The **Project and Partners** page features a comprehensive description of the project including its mission and goals, the areas involved as well as highlights and activities. The page also showcases the three project partners.

The **Join Us** page is dedicated to local operators interested in joining the project community and enter the official OMNIS Whatsapp group dedicated to local stakeholders in the two project areas. It outlines the community's goals and provides detailed information on how operators can become members by entering their contact information in the dedicated form. The request will then arrive to LP1 CNMUwho is responsible to contact the operators and add them to the group. The page also provides a short guide of 10 recommendations for local stakeholders to follow in order to enhance their service for visually disabled travellers and travellers with dogs. By joining the community, the operators commit themselves in following the OMNIS guide.




The **Contacts** page includes a contact email address allowing visitors to get in touch with the project team for inquiries or support.







The website also features an **Accessibility Statement** which states that the website and the project adhere to the Convention on the Rights of Persons with Disabilities, adopted by the United Nations on December 13, 2006, and ratified by Italy in 2009. The statement also highlights that the team responsible for developing the website specialises in accessibility and inclusion services and included people with disabilities.

Finally, the website features a **Language Switcher**, catering to an international audience. This functionality allows users to easily navigate between English, Italian, and Croatian, ensuring accessibility for diverse linguistic groups.

# ACCESSIBILITY FEATURES

The website has been developed to ensure inclusivity and accessibility to all the users, including blind and visually impaired users in alignment with the Web Content Accessibility Guidelines WCAG 2.1.

Key features:

- **Semantic HTML Structure:** heading levels (H1, H2, H3) to organize information and to create a logical structure for the content were used. This helps screen readers to interpret the content accurately, allowing blind and visually impaired users to navigate the website.
- **Alternative text for images:** all the images on the website include descriptive alt text (alt=""). This helps users who use a screen reader to understand visual elements.
- **Keyboard navigation:** the website is fully navigable using keyboard commands (Tab key) and the keyboard focus is always visible. This feature supports users who cannot use a mouse.
- **Color contrast and text size:** on the website, there is a correct color contrast ratio between text and background colors to make the texts readable correctly. The text also has an appropriate size.
- **Responsive design:** the elements that make up the website adapt depending on the size of the screen from which one is connected. Even with a 200% zoom all the elements of the website are visible and reachable. In this way, even visually impaired users can interact with the website and obtain the information they need.
- **Bypass-blocks:** skip links have been implemented on the website. These elements are visible only if you navigate using the keyboard (tab key) or if you interact with a screen reader. Skip links are used to allow users to "skip" elements of the website and go directly to content of interest. Examples of skip links are: "Skip to main content" or "Skip to footer". This feature allows to navigate the site quickly and optimizes the user experience.
- **Generic links:** there are not generic links and empty links.

- **Call to action:** the text of the call to action explains the function and makes the link's destination page clear.

## SUSTAINABILITY

The OMNIS website, will remain hosted on the servers of LP1 CNMU, who also purchased the domain, making them the primary owner and custodian of the platform. For a period of five years following the conclusion of the project, LP1 CNMU will take full responsibility for the website's maintenance. This includes ensuring its functionality, security, and compliance with accessibility standards such as WCAG 2.1, so it continues to meet the needs of its diverse audience. LP1 CNMU is also committed to establishing a maintenance fee should future website development involve the promotion of companies outside the partnership, in accordance with the provisions of the Subsidy Contract. That is because such companies would benefit from advertising and reservation services related to their tourism offerings.

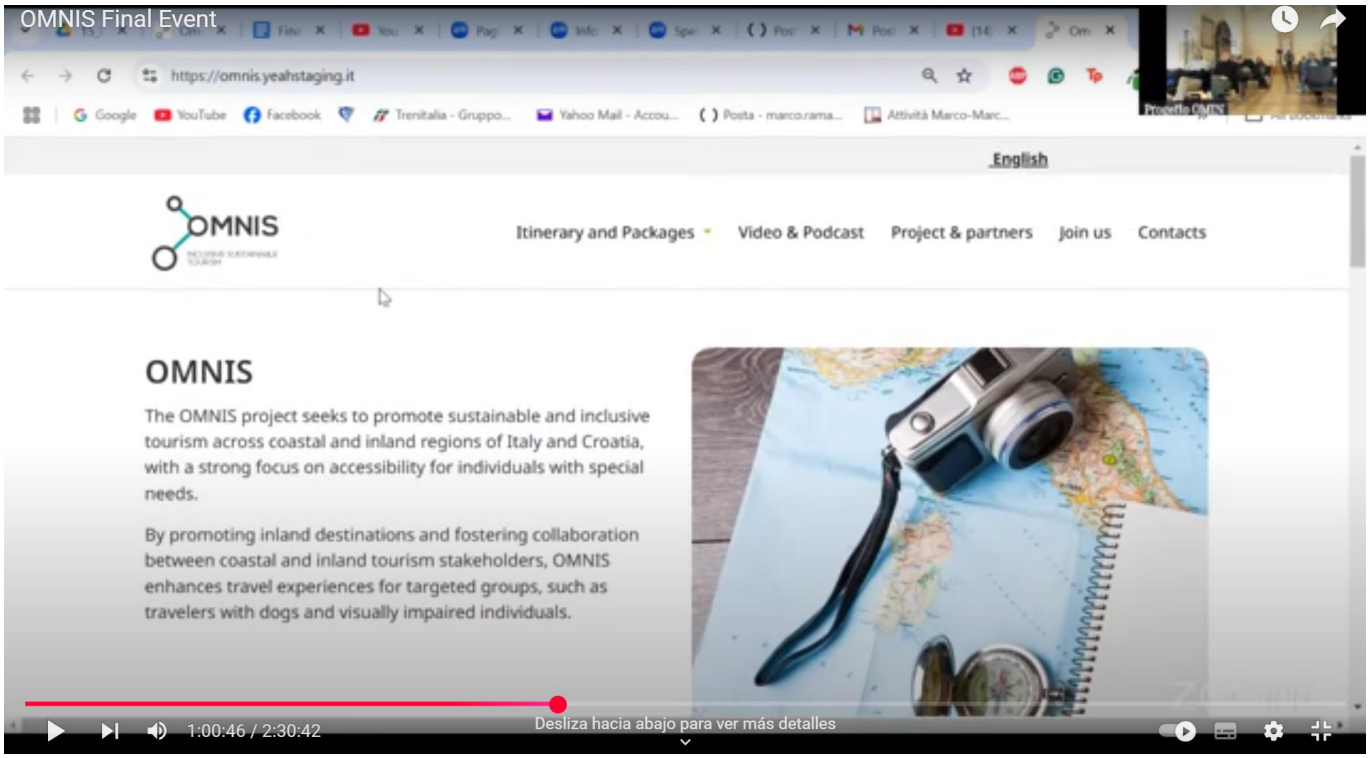
Although systematic updates are not planned, the website will be updated when necessary to ensure its relevance and usability. Should new itineraries or resources emerge—whether as a result of ongoing collaboration among project partners or initiatives inspired within the OMNIS community—these will be reviewed and incorporated into the website. LP1 CNMU will oversee these updates, relying on input and recommendations from the other partners, who will provide advice and suggestions to enhance the website's content and usability when appropriate.

This collaborative yet focused approach ensures that the website will remain a valuable tool for tourists and stakeholders alike. By preserving its accessibility, functionality, and relevance, the OMNIS website will continue to promote inclusivity in tourism and support travelers with specific needs well beyond the project's implementation phase. In doing so, it upholds the project's commitment to creating a lasting impact on the tourism industry.

# WEBSITE OUTREACH AND PROMOTION

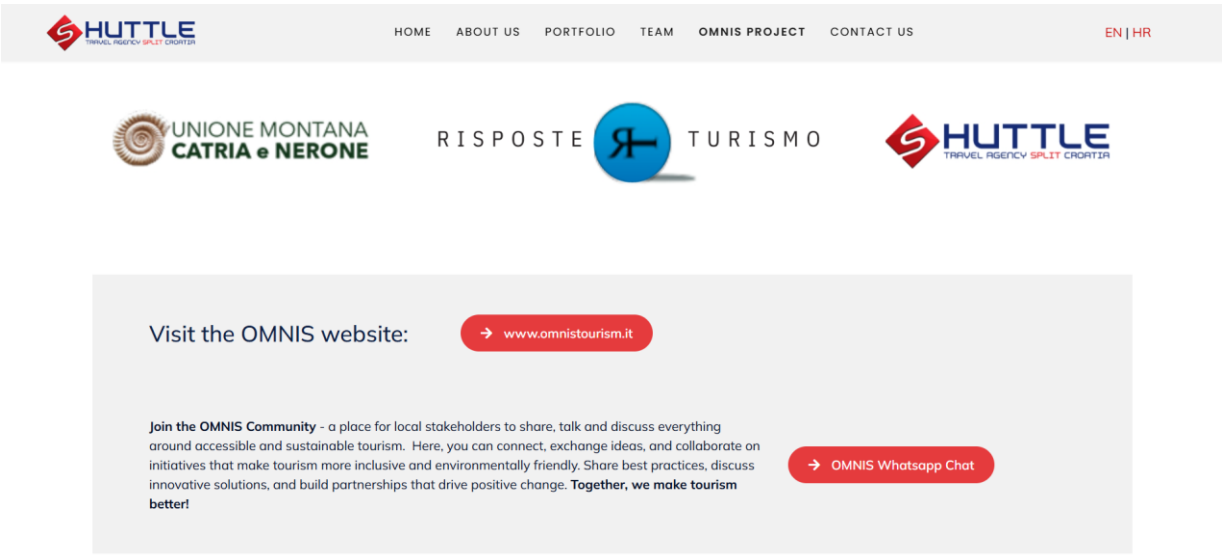
Several strategic actions were undertaken to take up the website, thereby maximizing its impact among target users and stakeholders.

The website was officially presented during the final project event on December 3th, offering participants a guided walkthrough of its features, functionalities, and opportunities for stakeholder engagement. This live demonstration allowed for direct interaction with the platform and emphasized its inclusive and multilingual approach. The recording of the livestream of the event (including the presentation of the website) can be found in the OMNIS oficial Youtube channel: https://www.youtube.com/@OMNISINTERREGIT-HR/streams



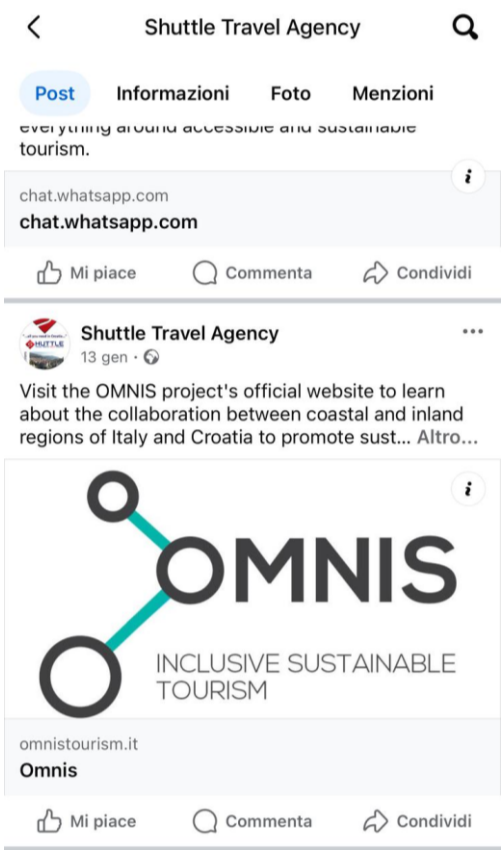
To further enhance online presence, the website has been linked to the offcial websites of PP2 RISTUR and PP3 SHU (who also shared it on their Facebook profile), as well as published on the project website. These efforts significantly contributed to the digital outreach of the project and supported its dissemination objectives.

*PP2 RISTUR website page dedicated to the OMNIS Project*




*PP3 SHU website page dedicated to the OMNIS Project*

## OMNIS


Shuttle Travel Agency
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Mi piace
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Visit the OMNIS project's official website to learn about the collaboration between coastal and inland regions of Italy and Croatia to promote sust... Altro...
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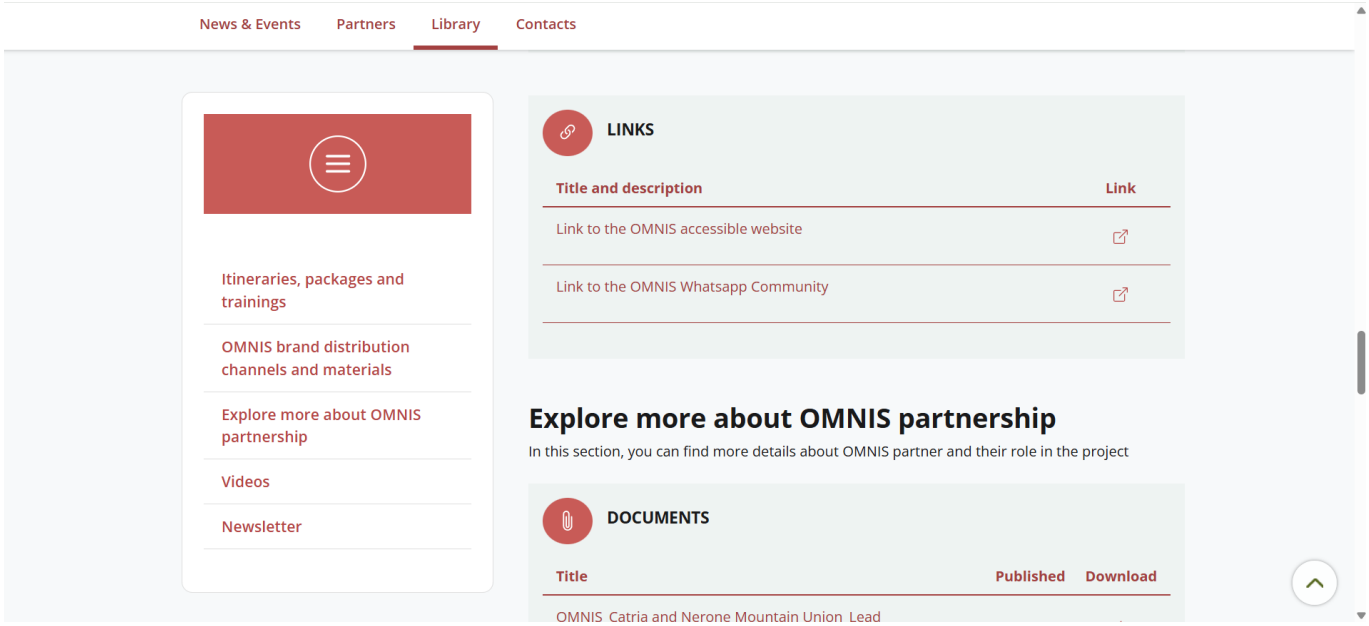
News & Events
Partners
Library
Contacts
Itineraries, packages and trainings
OMNIS brand distribution channels and materials
Explore more about OMNIS partnership
Videos
Newsletter
LINKS
Title and description
Link
Link to the OMNIS accessible website
Link to the OMNIS Whatsapp Community
Explore more about OMNIS partnership
In this section, you can find more details about OMNIS partner and their role in the project
DOCUMENTS
Title
Published
Download
OMNIS_Catria and Nerone Mountain Union_Lead

As part of the sustainability and long-term strategy, LP1 CNMU submitted a request to index the OMNIS website on Google. This step aims to improve the website's discoverability through search engines and ensure ongoing visibility to a wider audience, including potential travelers and stakeholders not directly involved in the project.

Looking ahead, LP1 CNMU has expressed a firm commitment to investing in the maintenance and evolution of the website, within future projects frameworks. This includes the possibility of adding new itineraries and packages tailored to additional target groups, such as travelers with celiac disease or reduced mobility, in line with the project's inclusive vision.

These outreach and promotion efforts reflect the partners' dedication to ensuring that the OMNIS platform continues to serve as a dynamic and accessible tool, actively supporting inclusive and sustainable tourism well beyond the project's lifespan.

## CONCLUSION

The OMNIS responsive website, https://omnistourism.it/ , represents a key achievement of the project, combining innovation, inclusivity, and user-centered design to address the needs of travelers and stakeholders alike. By showcasing accessible travel itineraries, providing educational resources, and adhering to the highest standards of accessibility, the website ensures its role as a valuable tool for promoting inclusivity in tourism.

Through its multilingual and dynamic structure, the website amplifies the project's reach and facilitates meaningful engagement with its target audiences. Its long-term maintenance plan, led by LP1 CNMU with input from other partners, ensures that the website will remain a reliable and relevant resource in the years to come. This ongoing commitment to accessibility and collaboration will allow the OMNIS website to leave a lasting impact, inspiring both travelers and stakeholders to contribute to a more inclusive and sustainable tourism industry.