



Co-creation of Inclusive Sustainable
Tourism Itineraries and Packages
from Coastal to Inner Areas



How to create a website accessible to the blind and visually impaired

APPROACH

When welcoming customers with visual disabilities, it's crucial to remember that we are dealing with a human being with emotions and a rich background of experiences, just like everyone else. **The best approach to adopt is to treat everyone the same way.** If a visually impaired person arrives with an escort, it is important not to address only the escort, as this may diminish the customer. It is very important not to raise your voice when talking to a blind/visually impaired person, and when returning a document, do not say "here is your document" but instead verbalize the actions

FOCUS

-  Create one that is accessible to the **screen reader.**
-  Include multiple options with **different functions for different disabilities.**
-  Insert **described photos.**

