



Module 4 Learning Unit 15

Best Techniques for Different Media



Games Without Barriers

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This learning unit focuses on 1) How to make information accessible, understandable and usable by as many visitors as possible; and 2) How to design accessible information in different formats and deliver it through different information channels.

The main reference for this Learning Unit is the “Toolkit on Universal Design for Customer Engagement in Tourism Services”, developed by the Irish National Disability Authority and Centre of Excellence in Universal Design in Dublin.

The universal design toolkit is based on an Irish standard for guidance on the use of universal design to improve engagement between tourism service providers and their customers. It refers to: Electronic-based communications, Written communications, Telephone communications and Face-to-face communications - presenting advice and guidance on how to make the communication process easier and more effective for both the tourism provider and the customer.

In this Learning Unit two short videos are presented explaining how Irish businesses have benefited from using the toolkit on universal design for customer engagement in tourism services. From studies carried out by the centre of excellence in universal design it is shown that:

52% of customers purchase more from the business as a result of a good customer experience

58% of customers are more likely to tell others about their customer service experiences today than they were five years ago and

24% of customers will continue to use service providers for two or more years after a good experiences.

Creating a good experience for the customer is a key part of delivering Accessible Tourism, and in this process the way communications are designed is extremely important.

Starting with electronic communications, the Learning Unit describes “10 essential tips for web content”. Several of these features are explained with examples from the toolkit.

Considering writing for the web a number of guidelines are presented which help to present information in a clear consistent and concise way.

For face-to-face telephone and video communication it is very important to use plain language to think about what you’re saying speak clearly speak slowly and keep messages simple. In a conversation, tourism staff should listen and respond to the customer and don’t finish the customers sentences! Other tips are also described.

Written information plays a key role in any tourism business. Document design is described with examples related to images, font size, colour contrast and layout.



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The Learning Unit concludes with the key advice that was given in the previous Learning Unit (14) concerning the design of communications:

Step A. Perceive – can the user perceive the information; which formats, style?

Step B. Discover – can the user discover the information they are looking for?

Step C. Understand – is the information in a form the user can understand?

Step D. Use – is the user able to act, based on the information given?

