The small guide
for hotel managers and their webmasters

Good and bad ideas to design a website

Jérôme Combaz / CRI – Greta du Velay

The small guide for hotel managers and their webmasters

The first version of this guide was printed in October 2007. Up-to-date versions of the guide are available for downloading in English and in French at the following address: http://conseil-recherche-innovation.net/the-small-guide-for-hotel-managers-and-their-webmasters

Context

In some countries, incentive measures allow hotel managers to adapt their premises to the needs of disabled people, and there is a large amount of technical help to facilitate their life. However, if we consider **websites** of hotels and restaurants, few efforts are made to take into account the different disabilities and to promote the technical adaptations made in the premises.

Most websites do not respect the basic principles of web accessibility, whether the users are disabled or not. Thus, search engines indicate rarely the official websites of hotels, but returns intermediary web sites that reference and give better information than the official websites themselves.

It is necessary to inform hotel and restaurant managers and their webmasters[1] so that they can take into account the needs of every potential user of their site. The quality of the information and its presentation being essential to build an inclusive and respectful information society.

This guide begins with general advice which will improve the accessibility of a website for <u>all</u> guests. This section is not specifically for hotels and restaurants websites. In the following section advice is given for each of the four categories of disabilities (visual, motor, hearing, and cognitive). Some recommendations are valid for several disabilities. It is difficult to cover everything, because the problem of accessibility, physical or digital, is very complex. This guide is limited to practical and realistic advice, which very often will satisfy all categories of guests, without reducing the quality of the website. In the case of websites, taking into consideration accessibility will usually not require extra expense for the designers. The third part recapitulates all the recommendations and it allows you to evaluate an existing website or to verify that the key points have been taken into account during the design phase. To conclude, the final part gives some references regarding digital accessibility.

---

1 According to Wikipedia, *"*the **webmaster** (feminine: **webmistress**), also called the **system administrator**, the **author**, or the **website administrator**, is the person responsible for designing, developing, marketing, or maintaining a website.*"*

The CRI – Greta du Velay[2] has written this guide thanks to the collaboration of several communities and expert associations in the areas of disabilities and technologies. Information was collected by phone interviews and written exchanges. They also participated in the work of critical review. The contributors are listed at the end of this guide.

To go further the authors suggest collecting comments and propositions of readers on their blog[3] to prepare the next version of the guide.

> NOTE
> *Afterwards we shall use the term Web designer or Webmaster to speak about the person who designs the website. It can be a professional, or a friend who has some knowledge, or even yourself. This person is in charge of applying the technical aspects of these recommendations. The term financer refers to the person who orders the website or who is the hotel or restaurant manager. A large part of the work falls to them, notably for gathering the information which will be used on the website. Some recommendations can require modifications to satisfy the needs of the clients.*

Recommendations

General recommendations
for all customers and disabilities

We are potentially all disabled when using a computer and browsing a web site: when we get older our faculties decrease and we can encounter difficulties using the computer. Nevertheless there are simple technical rules that web developers can follow to facilitate the experience of all users. These rules do not affect the final quality of the website and they improve the indexing by search engines. They allow production of websites compatible with the various versions of browsers[4]. They clarify and simplify the design of the website and so facilitate its evolution.

The recommendations presented in this part should thus be compulsory. They make reference to the principles of Web accessibility. **The financer HAS TO impose respect of these rules on the Web designer**, *who cannot ignore them without appropriate justifications. There are several useful sources of reference information which are presented in this document. The following list of recommendations is not exhaustive but highlights the most common problems encountered in browsing websites of hotels and restaurants.*

4　Common browsers are Internet Explorer, Mozilla Firefox, Safari on Apple. It is necessary to test the compatibility of a site at least on these three browsers. If it is usual to think that *« everybody uses Internet Explorer »*, statistics show that its market share is decreasing every year.

1.1 **Avoid the use of client side scripts (Javascript).** They bring nothing essential and can cause the computer to 'crash'. Many Internet public access points forbid them for safety (Internet terminals, Internet coffee etc.), so potential customers in transit cannot consult your website to find their next hotel etc. Some "free" scripts (e.g. counters, statistic tools, banners etc.) can cause problems on the client's computer and should only be used after being tested by a competent Web designer.

As these scripts are never needed for a hotel/restaurant website, it is better not to use them.

1.2 **Do not use "popup" windows.** Many users are not familiar with them and "lose" control of the computer when there are multiple windows open. The advertisement blocking tools sometimes eliminate them without warning, and search engines cannot index them.

In general avoid opening links in new windows with the *target* attribute *".. new "*, the problem being similar to that of the popup windows. The contents of a popup window can be simply posted in the current window with a link allowing you to return to the previous page or homepage. The users understand this function better and search engines can browse these pages.

> INFO
> *On the OpenWeb Group website, you can find a method to create intelligent popup windows, that do not block the user nor the browser in case of failure or incompatibility.*
>
> *http://openweb.eu.org/articles/popup/ (in french)*

1.3 **Avoid frames.** They are not really needed these days! The classic problems for users are 1) not being able to print a good frame, 2) saving the definition of the frame set instead of their contents, or 3) not being able to make a search inside the page. Search engines also index them badly and forward the users to internal pages without the frames that contain them so that users do not have a navigation menu anymore. See the next topic.

1.4 **Design pages with logical blocks** (e.g. header, menu, body, footer) by using *<div>* tags rather than tables.

The current methods of design recommend the use of *<div>* tags, which allow a structure of the contents by logical blocks, accompanied with a style sheet for the graphic layout. It is easy to convert to this logic. Everybody gains from this practice: the designer, who makes clearer work, the browsers that are designed for this logic, search engines which do not need the layout, and, especially, the users, who can choose the way they display these contents.

If you need to be convinced, read the document "Why tables for layout is stupid"[5].

The accessibility of Web is to...

« Make the Web and its services available to all individuals, regardless of their hardware or software, network infrastructure, their language, culture, geographical location or their physical or mental capacity. »

Tim Berners-Lee, inventor of the World Wide Web

Logic

- *Someone who cannot hear well wants a visual representation of information presented via sound.*
- *Someone who cannot see well wants to hear or feel (via Braille or tactile graphics) an equivalent of the visual information.*
- *Someone who does not have the strength to move quickly or easily wants to use as little movement as possible and have as much time as needed when operating Web interfaces.*
- *Someone who does not read well may want to hear the information read aloud.*

Web Content Accessibility Guidelines. http://www.w3.org/TR/2004/WD-WCAG20-20041119/#user-needs

---

5   *http://www.cybercodeur.net/weblog/presentations/seybold/*

1.5 **The links must have colour and shaping which are different from the text.** Many users are still only familiar with the default underlined, dark blue links of the browsers.

Avoid too many colours and styles in links as this can confuse guests. The default colour, even if it does not look especially nice, remains effective! Hypertext links have to be underlined (the underline can disappear when the mouse cursor goes over). The underline style should only be applied on links.

1.6 **Take care when including multimedia elements.** Not everybody uses the same operating system with the same browser and multimedia player. Even more problems will be created with the arrival on the Internet of mobile phones.

Use normal technology such as a video Flash player to read videos rather than tinkered solutions, which rely on the player of the customer. You also have to test the compatibility of these pages on various browsers.

1.7 **Use a text size which is large enough, and a resizable font.** Some websites are not readable on modern screens, because the text is too small. Sometimes the use of absolute fixed sizes prevents users from resizing the text in the browser.

The use of a proportional font, in *%, em* or *ex* and not *px* or *pt,* allows users to adjust the size of the text without seriously altering the layout. This information will be placed in a style sheet, to allow you to display the website with your own style preferences. It also allows it to be more visible by search engines.

1.8 **Indicate your full address on a page, in a text format and not as an image.** Some websites publish a scanned business card or indicate the address and telephone number on the same image as the access map. This information is not legible by the visually impaired or their speech synthesis software. Text is not resizable by the user; it can be bizarrely printed, and is not indexed by search engines.

Dedicate a page for the contact data with the access map at the bottom (see point **2.1**). This information will be registered in text in the HTML page, allowing customers to make a copy and paste it in Braille or use a voice synthesiser. Also, search engines will be able to read the address and possibly automatically reference your premises on a map. Verify that this page is printed by default on a single A4 page with the most common browsers. Some sites include the address in the footer on each page.

1.9 **Do not use automatic reloading of pages.** Some developers use this feature to create particular effects, which is annoying for users. Put an explicit link to allow the reload of the page, leaving the choice to the user.

1.10 **Make sure that these recommendations are also taken into consideration by the Web services in your website.** For example, numerous websites rely on external services for the booking of rooms. These websites sometimes have little respect for the principles of digital accessibility, and can undermine all your efforts to provide an accessible service.

Financers and Web designers should make sure that the integrated services respect these three principles:

– Respect the standards of the World Wide Web Consortium[6] and elementary principles of digital accessibility;

– Clear commitments concerning the security and the confidentiality of data;

– Cleanliness of the solution for integration in the website.

Before choosing and integrating a booking service, ask the provider what measures are taken concerning these aspects.

1.11 **If you have a certificate or an award for your premises, show it clearly, with its logo and name in a textual form.** It is necessary to reproduce on the website a full description of the adaptations provided on the premises (including technical aids available), for example on a separate page. If you have an award or a standard certification for accessibility, you should insert a logo and ensure the guest is able to see what it means.

Currently in the UK, the national tourist agency VisitBritain operates the National Accessibility Scheme, and Scotland also has its own scheme. In France, the only certificate recognised by the national level is "Tourism and Handicap". Other equivalent initiatives exist in other countries. This certificate is an assurance of the level of ac-

---

6   World Wide Web Consortium, with the objective to propose standards for the design of websites and browsers. *http://w3.org*

The Euracert label

There is n European label, which guarantees the accessibility of the websites. This label does not make recommendations, it is based on existing national labels. For example for a French website, the label AccessiWeb must be obtained before being able to obtain the label Euracert. The purpose is to increase the value of the national labels, to spread their validity outside the borders, and to harmonize them.

http://www.euracert.org

Layout by tables

Tables existed in HTML: to display tabular data. But then border="0" *made it possible for designers to have a grid upon which to lay out images and text. Still the most dominant means of designing visually rich Web sites, the use of tables is now actually interfering with building a better, more accessible, flexible, and functional Web. Find out where the problems stem from, and learn solutions to create transitional or completely table-less layout.*

Read more in the guide « Why tables for layout is stupid ».
http://www.hotdesign.com/seybold/

cessibility of sites. On the other hand, premises adapted outside any recog-nised standards do not make people confident, because the real accessibility may not meet guests' expectations. For example, it is not enough to have a very large corridor if the doors do not open in the correct direction and pre-vent the passage of a wheelchair.

1.12 **For the comfort of all users, use a dark text colour with a bright background colour.** Some studies show that text is more readable with a negative contrast opposite to a bright text written on a dark back-ground .

Meaning you do not have to use only black and white. A text and a back-ground slightly coloured will not cause any problem, since they make a "negative contrast".

Recommendations for visual disabilities

There are various visual disabilities, from a slight impairment to complete blindness. Numerous users of the Internet wear glasses. Even if these people are not directly considered as disabled, they encounter problems with a multiplicity of badly designed websites.

*Whether your hotel or restaurant is specifically adapted or not for the visually impaired, your website must not ignore them. The **general recommendations above** allow you to eliminate most of the problems they may have. However some specific recommendations can improve the quality of your website, mainly in what concerns the promotion of the conveniences offered by the hotel-restaurant.*

2.1 **Suggest alternatives to the access map.** Most websites give an access map in the form of image. This is illegible by a visually impaired person. It can also raise problems of printing and even of use for some people: not everybody is familiar with reading a map.

A dedicated page can offer a description of the location of the hotel or restaurant in relation to important places (station, shops, bus stops etc.). It is better to describe the route by indicating the number of streets to be crossed and the number of traffic lights etc. on the route. If the distances are indicated they must be precise. Blind people can use map services which supply a written and "accessible" route with a map. So your website can offer direct links to the main routes (from the station, from the city centre, from the bus stops, etc.). In September 2007, *Google Maps*[7] was the only web site offering this service. Other competitors should follow the example.

2.2 **Do not play background music** as it impeaches the use of speech synthesis software. The techniques to add background music raise problems of ergonomics for all users. To play *MIDI files* for example, external software is launched that can confuse the user of the website.

If you really wish to play music on your website, do not let it start automatically but invite the user to activate it manually. Flash is generally a reliable solution, although certain users do not support it and therefore cannot hear the music.

2.3 **Ban a website completely with built-in Flash**, it would actually be completely illegible to a blind person. The variety of applications allowed by this technology is not appreciated by all users (ceaseless animations, "high technology menus", the slowness of loading, etc.).

This technology should evolve and the accessibility should be improved. But in 2007 these solutions remain confidential and under development. In the meantime, Flash must be used with moderation, and not with the key contents.

---

7 Example of link for the way from the Lyon train station (Paris) to the City hall: *http://maps.google.fr/maps?saddr=gare+de+lyon,paris&daddr=hotel+de+ville,paris*

Pop-up and new windows

The one thing every Web user understands is the "Back" button. It's an integral part of browsing the Web. Follow a link, go back. Explore a search engine result, go back. .../...

In the main browsers, using the <a target="_blank"> *tag to force a link to open in a new window breaks the* Back button. *The new window does not retain the browser history of the previous window, so the "Back" button is disabled.*

This is incredibly confusing .../... it's amazing that people still do this. Don't do this. Don't force links to open in new windows.

Read more in the guide « Dive Into Accessibility, 30 days to a more accessible website ». http://diveintoaccessibility.org

Where am I?

On a website, "navigation" doesn't mean just links. Navigation is, like most elements of a website, about communicating with the user. Good navigation tells a story, and good stories have a beginning, middle, and end. Navigation also has three parts, which are used to communicate to the user about their past, present, and future...

Read more on http://alistapart.com/articles/whereami

2.4 **Do not use a colour code without textual alternative.** Some users do not distinguish colours clearly. It is therefore necessary to avoid colour codes to organise the information, as prices (*low season/high season*), the options in rooms, etc.

If a colour coding is used, it must also be in text. It means that by suppressing the colours of the page, the information must still be understandable.

2.5 **Describe the content of rooms besides the photo.** Many hotel websites publish photos of rooms, but forget blind people. Nevertheless it is sometimes necessary to know what the structure and content of the hotel rooms is: such as, is there a hair dryer? Shower or bath etc?

Supply a relevant description of the photos to accompany the pages. It can be put on a separate page, which the guest accesses by clicking on the image. In that case the hypertext link will contain an explanation on its function (e.g. *follow this link for a detailed description of the image*).

2.6 **Publish the menus of the restaurant on the website**, so that they can be printed at home on Braille printers or in large fonts. It facilitates the choice of dishes, and at the same time you will improve and speed up the service.

It can represent extra work if the menus change regularly. But even then, these menus usually exist in digital format because they are printed for the restaurant. It is necessary to verify that the update of the remote pages can be easily done, without having to rely systematically on the Web designer.

2.7 **Be clear on the conditions for guide dogs.** Some hotels and restaurants forbid animals, or ask the guest to phone or write to confirm that their dog will not cause a problem, without mentioning the legal exception of guide dogs. Indicate clearly that guide dogs are welcome and also show any costs that may be involved for specific services.

Recommendations for motor disabilities

Ensure your hotel or restaurant meets the accessibility standards and is accessible enough to welcome people with reduced mobility. It is necessary to have a website which shows your efforts regarding accessibility of the premises. For the sites with a certificate or award, there is more clarity and assurance for the guest by giving the criteria of the award. However, as guests' needs vary, it may be useful to specify some details.

A disabled person is looking for the maximum of autonomy when moving around and using the services. Thus a website has to make the person confident of what will guarantee this autonomy.

3.1 Film or take photographs of the access to allow the guests to visualise the route leading to their room, plus the room itself and bathroom facilities. Photos or a video are more explicit and give the information needed. Other routes can be provided (to go to the restaurant, to leisure facilities, etc.).

It is relatively easy and not very expensive, with the existing hardware and software, to produce this kind of video. It is necessary to light the areas to be filmed, and not to move too fast. Then the videos can be downloaded and diffused from free websites, such as You Tube[8] or Dailymotion[9].

3.2 Specify the number of adapted rooms, their situation in the building, the possible obstacles, the dimensions, the nature of the furniture. If several rooms are accessible, the person will not hesitate to book. Also, if a room is on the first floor, the staircase or lift will be an important criteria. Without this information, it is necessary for the potential customer to telephone the hotel to check the access.

A map of several rooms enables the guest to assess the comfort that can be expected. It is necessary to clarify the dimensions (width of the door, space between the bed and the wall, etc.) and the direction of the door opening. It is also necessary to be precise about whether the furniture is fixed or movable.

3.3 Indicate if the bathroom contains a shower or a bath (adapted), as well as fixed handles. Depending on the disability, one or another solution is more useful. Also indicate the presence of handrails.

3.4 Inform about the possibility of charging an electric wheelchair in the room. In this case, the power plug must be accessible for the wheelchair.

Tiresias, a font family oriented to the malvoyantes persons

Tiresias font was designed to facilitate the reading of the blind persons. They are declined according to the uses:

- *for the display and descriptive public (Tiresias Infofont and Signfont),*
- *for keyboards (Tiresias Keyfont),*
- *for the wide texts, as the pages of a book (Tiresias LPfont),*
- *for the display oncomputer screens (Tiresias Pcfont),*
- *for the subtitlings TV (Tiresias Screenfont).*

Read more on the blog of the CRI, editor of this guide.
http://cri.velay.greta.fr

Opquast, a "good practices" framework

Opquast is a set of recommendations intended to improve the quality of the on-line services. The website designer can verify step by step if it is in accordance, and improve it if needed. The recommendations were designed so as to be "realistic, useful and verifiable". Example:

Good practice N°93: the name of the author, the entity or the company is indicated.

Every recommendation is accompanied by possible technical solutions and means of checking.

More information on the website http://www.opquast.com

---

8 *http://www.youtube.com*
9 *http://www.dailymotion.com*

3.5 **Specify the possibilities of parking, assistance on arrival and proximity of the services.** Is there a parking place for disabled people at the hotel or nearby? Is it possible to have assistance on arrival, during which hours? It depends on the organisation of the hotel and on the availability of the staff. Sometimes simple help makes people confident and facilitates the decision for booking.

In some cases the clients need to rent special equipment. You can help them by giving the addresses and phone numbers (and distances) of these providers, so that they can be contacted in advance. These suppliers usually deliver and install the equipment if the hotel managers agree. Indicate also the locality of such things as care services and pharmacies nearby.

3.6 **Inform about the level of accessibility and local public transport.** Find out how guests with reduced mobility reach your hotel by public transport. Also give directions from the station, from the airport, from the city centre, etc. The website can also link to the websites of the town and the Tourism Office, which generally give this kind of information. If there is a special telephone number, mention it.

3.7 **Use a big font, high line spacing, and wide clicking zones.** Certain users have gesture problems, and/or browse Internet with adapted systems that are not convenient for small movements. Not all users feel at ease with websites that are too "narrow".

Do not use a microscopic text size. More modern screens may display text that is too small. There is also software allowing people to adapt the website layout to cater for different disabilities, such as the tool *Handilog*[10].

3.8 **Be clear about the conditions of the reception of assistance dogs.** They are used not only by blind people but also by people with reduced mobility or hearing. See point 2.7

---

10 *http://www.ecedi.fr/ewb_pages/h/handilog_accessibilite.php*

Recommendations
for hearing disabilities

In the UK, there are estimated to be about 9 million deaf and hard of hearing people. The number is rising as the number of people over 60 increases. About 698,000 of these are severely or profoundly deaf. 450,000 severely or profoundly deaf people cannot hear well enough to use a voice telephone, even with equipment to make it louder. People who cannot use voice telephones might use text-phones or videophones.

4.1 **Do not make the sound information indispensable.** Sound is usually an additional feature to a website but make it an option as some people cannot manage to cope with it.

4.2 **Enhance the possibilities of making contact by writing** in order to make it easier for deaf people to communicate. These means of contact must be reliable (e.g. reading e-mails regularly). If you do not wish to have your e-mail address on the website, provide a simple and reliable contact form. If you are a user of these services (e.g. MSN, Skype, Yahoo Messenger, etc.), do not hesitate to indicate your ID. It is necessary to be easily contactable.

4.3 **Give a mobile phone number or a landline capable of receiving SMS, as well as a fax number.** It is one of the best means of written communication, widely accessible to all. It allows people to ask for additional information, to book a room, to inform in case of late arrival. The fax can be used by older people and is accessible in post offices or other premises.

Indicate the numbers on the website and specify that deaf people can contact you *at any time* by SMS or fax on this number. A mobile phone is preferable because it enables an instant reply to SMS messages. The landline telephone usually requires you to contact an operator, although the most up to date offer the same SMS features as mobile phones. Inquire from your telephone company about the various possibilities.

4.4 **Inform about the presence in your facilities of a computer connected to Internet, or wireless network, or televisions able to receive *Teletext* and any other material dedicated to hearing disabilities.** The computer is usually used for written communication, and it is more and more available, free of charge, in hotels. Modern televisions usually provide *Teletext* features, which offer many possibilities for subtitling the programmes and the news, etc. There are more powerful solutions for subtitling, but they require a subscription. A wireless network allows people who travel with their laptop to stay in contact by keeping their connection. In every case, specify if these services are provided, and under which conditions.

4.5 **Subtitle or transcribe videos.** This allows all customers to understand messages more easily, as some do not possess loudspeakers or do not have access to the sound volume, for example on public terminals. Subtitling is quite easy to produce with small video software, but it takes a lot of time. An alternative solution is to put the full text on a separate page, with a link near the video, so that the information contained in the video is accessible to all, and is indexed by search engines.

4.6 **A translation of the website in sign language.** It is possible, on every page, to propose a video in sign language. It is not difficult technically, but it is expensive. This solution is chosen in cases where the deaf clients are particularly targeted.

Local non-profit groups can translate and interpret. Integration in the website is easy, and can be highlighted by a small symbol, to avoid bothering the non-concerned guests. It is possible to make these videos with a personal camcorder, a unified coloured background and editing software. Videos can be encoded and hosted by free services, such as YouTube or Dailymotion.

4.7 **If it exists, indicate the nearest translation service.** In most of the areas non-profit making groups offer interpretation services, which allow deaf people to communicate with sign language. You can list their contact details separately. It can make customers confident when preparing their trip.

Recommendations for cognitive disabilities

People with mental and cognitive disabilities rarely plan their own holidays. Main adaptations concern the premises, to improve guests' autonomy. These material adaptations should be clearly indicated. However, this form of disability has many degrees and it is advisable to adapt the website in depth for these people in order to respect the same principles for everybody.

5.1 **Use simple and clear language.** Avoid using long sentences, complicated professional terms, metaphors, etc. Take care with humour and ensure that it is appropriate. It is advisable that the manager checks up on this advice because usually the Web designer knows how to do everything except the text concerning the hotel.

> INFO
> *There are methods to evaluate the complexity of texts. The most famous is the Gunning indice, which based on the average number of syllabus of words and average sentences length. The result gives just an indication on the complexity of the texte.*
>
> *To go further, read this article on the Sébastien Billard's blog: http://s.billard.free.fr/referencement/?2006/09/21/287-tester-la-lisibilite-des-textes*

5.2 **Respect the general recommendations of this guide.** Some websites are real museums of gadgets and use a number of "tricks and tips" confusing most users. The manager will have to ensure that the website is simple, clear and ergonomic, and does not have useless technology. For example, an access map made in Flash technology will be there only to accompany textual instructions of access, which is enough for most users.

Summary tables

This table summarises the recommendations made in this guide. It allows you to make a fast evaluation of an existing website, so as to correct the possible critical points. The letter "**I**" means that the recommendation is important; the letter "**O**" that it is critical or compulsory.

General recommendations for all customers and disabilities

1.1	The website does not use server side scripts (Javascript) which could cause the browser to fail to display pages.	**I**
1.2	The website does not use popup windows.	**I**
1.3	The website designed without frames.	**I**
1.4	Pages are built with logical blocks (tags *<div>* + style sheets).	**O**
1.5	Colours and shapes of links are different from the main text.	
1.5	The multimedia elements included in pages do not make the website incompatible with some browsers or operating systems.	**I**
1.7	The text size is big enough and the font is resizable via the display options of the browsers.	**O**
1.8	The complete address is written on a single page, in a text format and not as an image.	**O**
1.9	No page provokes an automatic reloading.	
1.10	Outside Web services included in the website (e.g. booking system) respect the principles of accessibility.	**I**
1.11	The logo of certificates or awards for the adaptation of the premises is clearly visible, as well as its name in text format.	**O**
1.12	For the comfort of all users, the website uses a dark text colour with a bright background colour.	**I**

Recommendations for visual disabilities

2.1	The access map comes with a textual explanation.	I
2.2	There is no background music that is automatically played.	
2.3	The website is not built entirely in Flash.	O
2.4	If a colour code is used, a textual alternative explains this code.	O
2.5	Photos (when they are not simply ornamental) are given a textual description.	I
2.6	Restaurant menus are available for printing.	
2.7	Conditions for assistance dogs are specified on the website.	

Recommendations for motor disabilities

3.1	One or several ways of access to and within rooms are available in photos or in video.	I
3.2	The number of adapted rooms is specified, as well as their situation in the building, the obstacles, the dimensions and the possibility of moving the furniture.	I
3.3	Specify if the bathroom contains a shower or a bath (adapted), as well as fixed handrails.	I
3.4	It is specified if it is possible to connect an electric wheelchair in the room, with an accessible power plug.	
3.5	The possibilities of parking, assistance at arrival and services nearby are provided.	O
3.6	The level of accessibility of public transport to the hotel is indicated.	I
3.7	The text size and the line spacing are big enough, and clicking zones are wide.	
3.8	Conditions for assistance dogs are specified on the website.	

Recommendations for hearing disabilities

4.1	Sound information is not essential to browse the website.	O
4.2	Contact by writing details are clear and reliable, and quickly processed.	O
4.3	The website indicates the contact possibilities by SMS or by fax.	O
4.4	Any available aids are indicated on the website (presence of a computer connected with Internet, wireless network, Teletext, and other material dedicated to the hearing disability)	I
4.5	Subtitles or a transcription of any videos is available.	I
4.6	A translation of pages in sign language is available.	
4.7	The nearest services for interpretation are listed.	

Recommendations for cognitive disabilities

5.1	The language used is simple and clear.	I
5.2	The general recommendations of this guide are applied.	O

References

These references essentially concern Web designers. They give the necessary information to become aware of Web accessibility and good practice for design, in a context that is much wider than that of disability. The way "to create the Web" evolves and asks that every actor adapts as best as possible. It comes inevitably with the reading of documents and the frequenting of web communities. It needs a lot of time but the long-term gains are obvious. There are a great number of quality resources, impossible to list all here.

○ **Dive into accessibility - 30 days to a more accessible website.**

http://diveintoaccessibility.org

This document answers two questions: "Why should I make my website more accessible?" and "How can I make my website more accessible?" The book describes the 'discovering the Web experience' of five disabled people, and proposes to webmasters twenty-five tips which can facilitate their work. Five entries are available: by person, by disability, by design principle, by Web browsers and by publishing tools. Non-specialists can also read the book to become aware of difficulties that disabled people have with the Web.

○ **Tiresias – Information resource for people working in the field of visual disabilities**

http://www.tiresias.org/guidelines/

The chapter *"Guidelines for the Design of Accessible Information and Communication Technology Systems"* is intended for designers of ICT systems. Different entries are proposed: by user groups, by technology, by application area and by related aspects.

○ **OpenWebGroup – For Web standards**

http://openweb.eu.org

A group of French experts of Web and Accessibility design publishes articles on good practice. Four levels of entry are proposed to filter the content adapted to the guest: *expert*, *beginner*, *decision-maker* and *guru*. The website is not updated regularly but the available contents remain high quality. It is possible to use online translators to browse the website in English.

○ **Documents on the accessibility by the WWW Consortium**

The W3C is a consortium acting to promote the compatibility of Web technologies Web, by writing recommendations for designers. The accessibility is an important subject for the group.

Introduction to Web accessibility – *http://www.w3.org/WAI/intro/accessibility.php*

Techniques for Web Content Accessibility Guidelines
– *http://www.w3.org/TR/1999/WAI-WEBCONTENT-TECHS-19990505/*

Web Content Accessibility Guidelines
– *http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/*

○ **Why tables for layout is stupid – Problems defined, solutions offered**

http://www.hotdesign.com/seybold/

The title of this document, rather explicit, and allows you to develop a more effective design of websites.

○ **The Alsacréations' universe**

http://www.alsacreations.com

"Alsacréations is a French community dedicated to Web design standards, mainly W3C standard, style sheets CSS, HTML languages and XHTML, as well as general Web accessibility." A forum, a Frequently Asked Questions and tutorials answer all the problems that a designer can meet. This community is extremely dynamic, and answers most of the questions quickly.

○ **BrailleNet and the AccessiWeb recommendations**

http://www.braillenet.org
http://www.accessiweb.org/fr/guide_accessiweb/

"BrailleNet leads a campaign so that Web is accessible to all, by the implementation and the distribution of guides facilitating the design of accessible Web pages." The website AccessiWeb diffuses tools and guides produced by the association. The "AccessiWeb" quality label which allows you to verify and to upgrade a website so that it is accessible to visually impaired people. BrailleNet, through the mailing list "digital accessibility", helped in the implementation of this guide.

○ **Icom centre – computer Centre of resources**

http://www.handicap-icom.asso.fr

The *Centre Icom* was created by Handicap International France, to facilitate the access of disabled people to information and communication technologies (ICT). The centre leads actions of research and information. Numerous studies and tools are published on the website. This guide received the help of the *Centre Icom*'s expertise.

○ **Sébastien Billard's blog: « Référencement, Design et Cie »**

http://s.billard.free.fr/referencement/

Sébastien Billard is a consultant in search engine optimisation, information search and accessibility. On his blog he publishes information and research articles about design, standards, search engines and the web in general.

○ **Web Access Centre**

http://rnib.org.uk/

The Royal National Institute of the Blind in the UK runs a Web Access centre in the section of its website on good design. It offers advice and information, training, consultancy and a WAC blog for exchange of experince.

○ **"Web accessibility" article on Wikipédia and Dmoz directory**

http://en.wikipedia.org/wiki/Web_accessibility
http://www.dmoz.org/Computers/Internet/Web_Design_and_Development/Accessibility/

Contributions
and thanks

We thank particularly the following groups and persons for their contributions to this guide.

In alphabetical order

Didier Azas – French Association against Myopathies of Haute-Loire (AFM 43)

Roger Bachelard – AFM 43

Arnaud Balard and Dimitri
        of the Forum of the French-speaking Union of the Deaf persons of Belgium

Jean-Louis Bataille – Webmaster of *Votre-hotel.com*

Abdel Boureghda – Webmaster in Centre Icom - Handicap International France

Pierre L. Carrolaggi – CRI – Greta du Velay

Sylvie Duchâteau – Member of BrailleNet association
        as well as the devoted participants of the list *« accessibilité numérique »*

Diane Kolin – Association "Mobile in City"

Jenifer Marian Littman – Tourism for All UK

Stéphanie Lucien-Brun – Centre icom' – Program Handicap International France

Linda Newson – Royal National Institute of Blind People (RNIB)

The partners of the "Happy Tourist" project.