

Culture and Tourism for Everyone. By Design.

**How digital tools enable truly inclusive experiences
in cultural sites and travel destinations**

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Accessibility is not a feature. It's a design principle.

Inclusive design is better design. For everyone.

Cultural heritage belongs to everyone.

But belonging is not the same as being accessible.

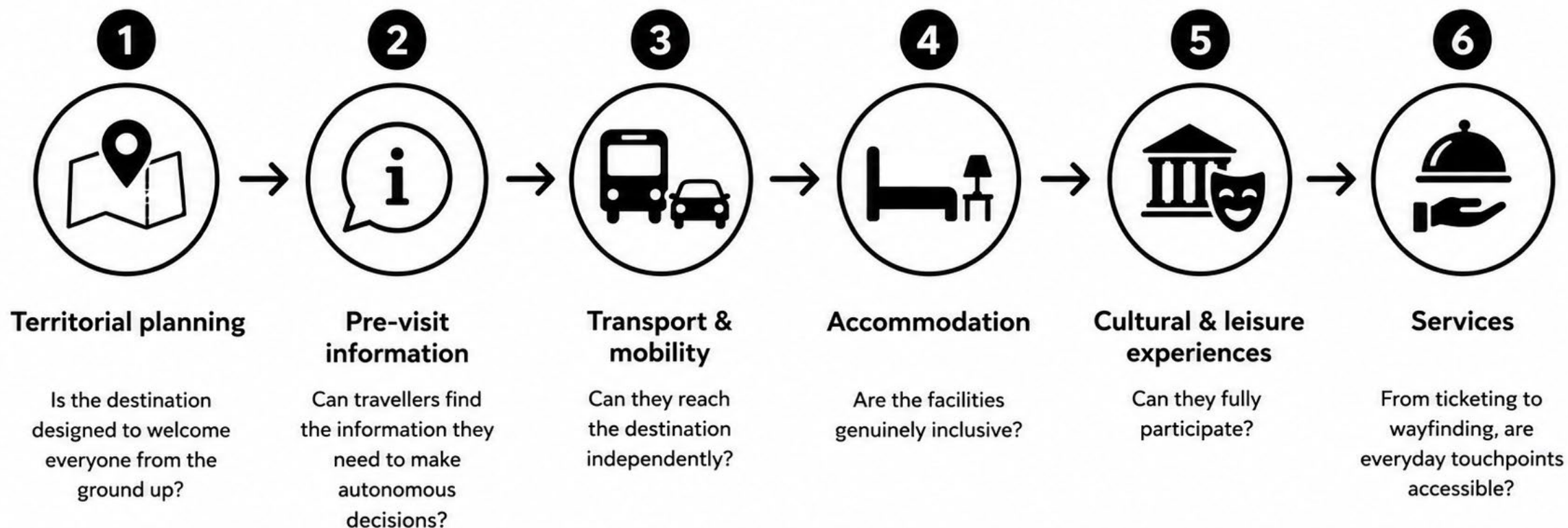
Too often, accessibility is treated as a compliance requirement, a ramp added at the entrance, a braille label on a panel. Something done *for* a minority, *after* the project is complete.

This approach misses the point. When accessibility is built in from the start, as a principle not an afterthought, it doesn't just serve people with disabilities. It improves the experience for every visitor: families with children, elderly travellers, international tourists, people with temporary limitations.



Accessible destinations are built link by link.

Accessibility is a chain, and every link matters.



Technology doesn't build accessibility. It enables it.

Digital tools are powerful but only when they are part of a coherent design vision.

At ETT, we follow the principles of **Design for All**: every solution is conceived from the start to serve the widest possible audience, without the need for separate or specialised pathways.

Our role is to make technology an invisible ally — one that enriches the visit, removes barriers, and gives every visitor the autonomy to explore at their own pace, in their own way.

Three principles guide every project:

1. Integrated

Physical and digital solutions work together, not in parallel.

2. Autonomous

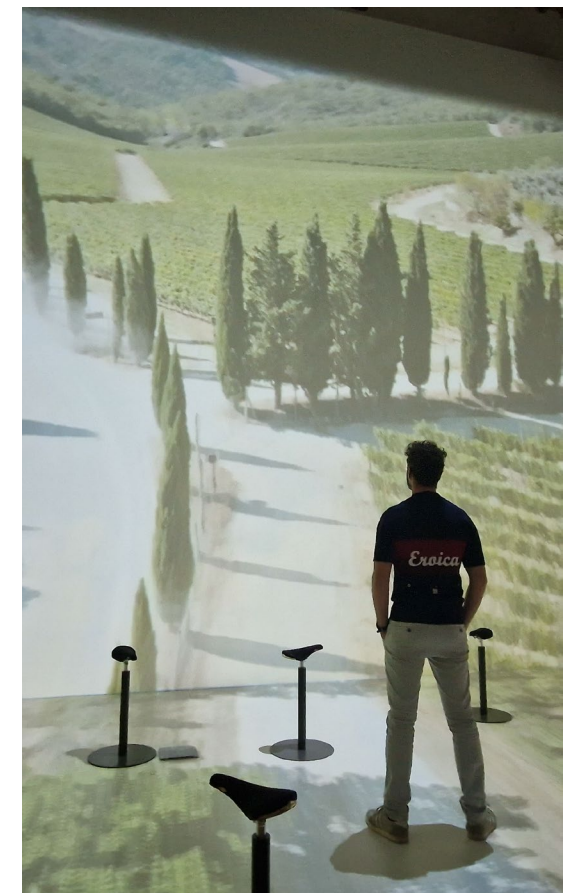
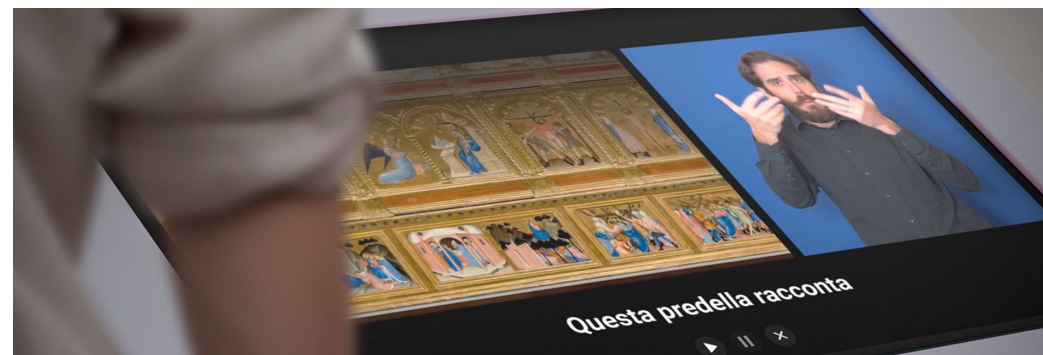
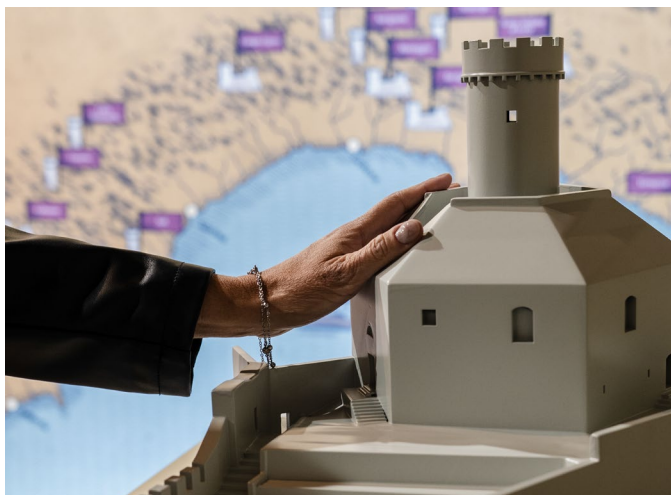
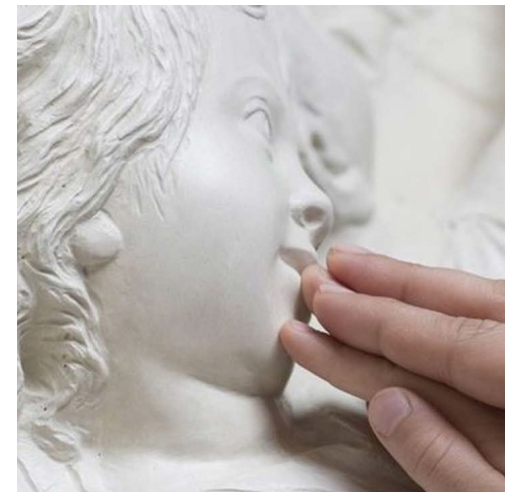
Visitors don't need a mediator to access content.

3. Scalable

Solutions are built to evolve, be updated, and adapt over time.

Gallery

We leverage **new technologies** to transform accessibility into an authentic experience: journeys designed for every visitor, enabling independent exploration.



One approach. Many access points.



For visitors with visual impairments

Sensory scale models (SENSE), tactile maps and paths, tiphlo-didactic tools, braille signage, audio descriptions, 3D reproductions.



For visitors with hearing impairments

Sign language videos (LIS/ISL), subtitling, simplified texts, high-contrast infographics with enlarged type.



For visitors with cognitive disabilities

Easy-to-read content, gamification, intuitive wayfinding, multimedia guides with layered complexity.



For all visitors

Mobile apps, video guides, virtual tours, augmented / virtual reality, immersive projections, tools that deepen the experience for everyone.

Fondazione Palazzo Ducale di Genova

Accessible heritage, from the ground up.

Three interconnected tools, designed as a single ecosystem:

Multisensory scale model of the façade

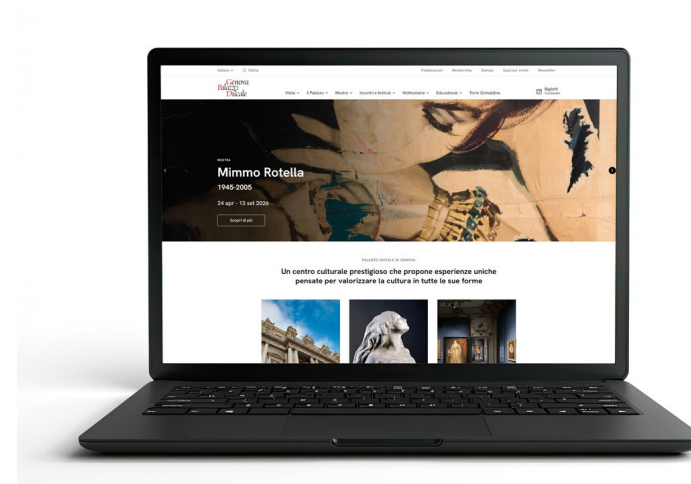
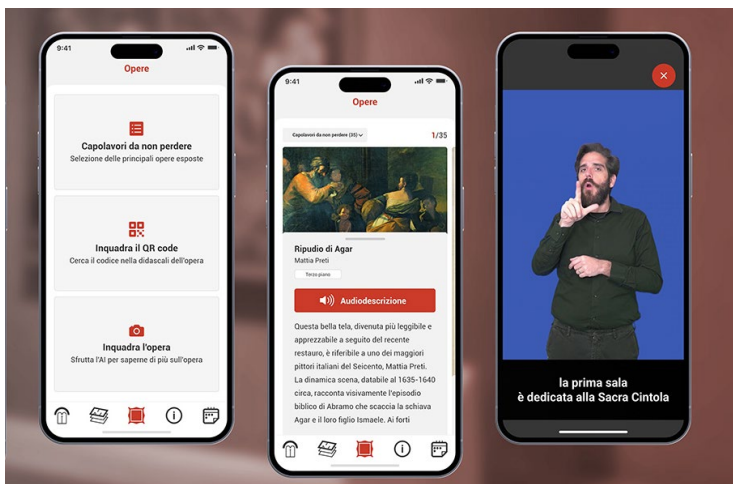
Tactile exploration, integrated sensors activating multilingual audio descriptions at the touch of a hand. No device required.

Accessible mobile app

Personalised itineraries, audio guides, LIS video content, augmented reality, virtual tours designed to WCAG standards for visual, hearing and cognitive accessibility.

Accessible website

Rebuilt according to WCAG AA guidelines, fully navigable via keyboard and assistive technologies.



Parco Archeologico di Pompei — Museo dei Calchi

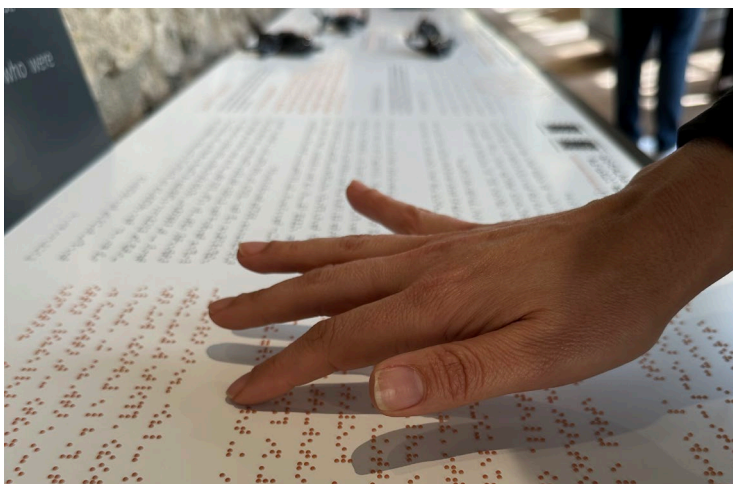
When accessibility meets world heritage.

A new multimedia experience designed to be as scientifically rigorous as it is emotionally powerful, and accessible to all.

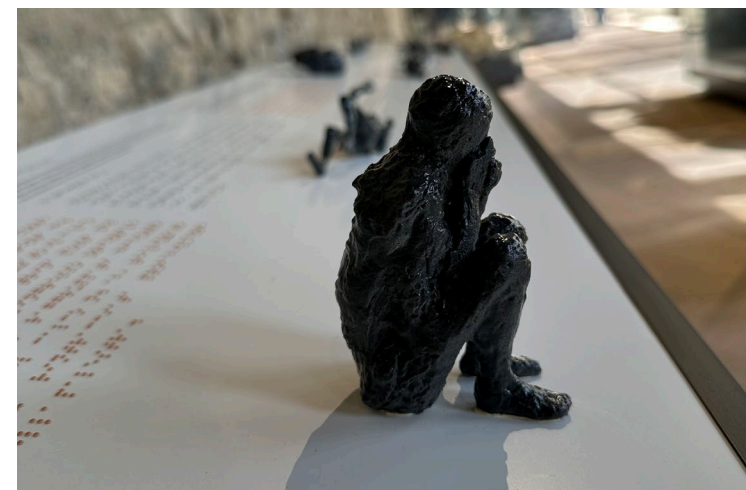
Immersive video reconstruction of the 79 AD eruption, built with advanced CGI and fluid-dynamic simulations, combining archival materials and historical research.



Caption panels are available in both Italian and English, including Braille translations.



Tactile reproductions of the Pompeii casts allowing visitors to explore the human forms integrating high-resolution 3D scanning.



Three things to take home

We'd love to talk about what this could look like for your institution or destination.

Accessibility is better design for everyone

When built in from the start, it doesn't restrict the creative brief. It expands the audience, deepens the experience, and adds long-term value to any cultural institution.

Technology works only when it's part of a system

Digital tools are powerful enablers — but they need to be integrated into a coherent project, maintained over time, and designed around the real needs of real visitors.

This approach is replicable

Every project ETT builds is designed to be adapted — to different institutions, different heritage types, different visitor profiles. Inclusive experience design is not a one-off. It's a method.



We should not focus on inclusion.
We should eliminate what excludes.

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