

Checklists – inclusive tourism

Introduction

We have summarised the suggested actions in three checklists for you.

The first one covers quick wins – actions that will only take a few minutes or involve a simple behavioural change. The second checklist includes actions that require a bit more effort and may involve some cost.

When you are ready for more, there is an advanced checklist with actions that may take longer, and could also involve an investment or external assistance.

You can track your progress too. We have included three columns of tick boxes so you can tick off what you have already done (completed), what you are currently implementing (in progress), and highlight the things you have left to implement (to do).

If you need support at any stage with your checklists and actions, contact the Tourism Development Team at VisitAberdeenshire who are there to help. Their email address is: industry@visitabdn.com



1. QUICK WINS

Actions that will only take a few minutes or involve a behavioural change.

Action	Completed	In progress	To do	Action plan if not completed
Do you ask visitors if they have access requirements when they book?	☐	☐	☐	
Do you include a name in confirmation emails to provide a contact for the visit / stay?	☐	☐	☐	
Do you offer pre-visits or provide a video tour of your venue?	☐	☐	☐	
Do you design and display signs with large text, high contrast, and simple language?	☐	☐	☐	
Do you manage noise levels, for example by avoiding playing loud music in the background?	☐	☐	☐	
Do you provide an email address on your website, as not everyone can fill out forms online?	☐	☐	☐	
Do you share your inclusivity message on social media?	☐	☐	☐	
Do you use alt text to describe images when you post on social media?	☐	☐	☐	
Do you capitalise each word in hashtags on social media?	☐	☐	☐	
Do you add captions to videos and provide transcripts for audio content you post on social media?	☐	☐	☐	
Do you use diverse images that represent different abilities, ages, and backgrounds on social media?	☐	☐	☐	
Do you involve your team in inclusivity efforts; do you ask them for ideas and feedback?	☐	☐	☐	
Do you use language that can be understood by the widest possible audience?	☐	☐	☐	
Do you have your accessibility information uploaded on visitabdn.com?	☐	☐	☐	

2. MEDIUM TERM

May require some more time and may involve a cost.

Action	Completed	In progress	To do	Action plan, if not completed
Review your website and any other information source, to make sure you are honest about your accessibility.	☐	☐	☐	
Update your customer service training, giving your staff the confidence and skills they need to welcome everyone.	☐	☐	☐	
Train your team on assisting guests with disabilities and promoting inclusivity.	☐	☐	☐	
Ensure your venue offers quiet areas or sensory-friendly spaces for those who need them.	☐	☐	☐	
Consider colours and patterns in your venue.	☐	☐	☐	
Provide noise-cancelling headphones and sensory guides.	☐	☐	☐	
Provide assistive technology, for example hearing loops, braille menus, and audio guides.	☐	☐	☐	
Research and offer access information about the general area, not just your venue.	☐	☐	☐	
Review and update your website to highlight your access facilities and services.	☐	☐	☐	
Review how accessible and inclusive your website is.	☐	☐	☐	
Explore accessibility software to improve your website accessibility if necessary.	☐	☐	☐	
Make sure that your accessible bedrooms are available to book online, with images so people can see how they are laid out.	☐	☐	☐	
Add alt text to any images on your website.	☐	☐	☐	
Source diverse images that represent different abilities, ages, and backgrounds, and use them on your website and on social media.	☐	☐	☐	
Check with your booking system provider to see if their system is accessible.	☐	☐	☐	
Offer alternative ways to book, such as by phone or email.	☐	☐	☐	
Provide brochures and information in large print, braille, or easy-read versions.	☐	☐	☐	
Review your website and any printed materials, and make sure you use accessible designs (fonts, colours, and colour contrasts)	☐	☐	☐	
Use accessible format and structure for texts, making sure your content is easy to read and understand.	☐	☐	☐	

Use tools to check the readability and accessibility of texts on your website and promotional materials.	☐	☐	☐
If you used a web designer, check if they followed the web accessibility guidelines when they created your website.	☐	☐	☐
If not, perform a “basic accessibility check” to see if your website complies with the guidelines.	☐	☐	☐
Look into sponsorship of local events.	☐	☐	☐
Look for local partnerships with suppliers and artisans to support community initiatives.	☐	☐	☐
Join community business networking groups to engage with local businesses and share best practices.	☐	☐	☐
Help fundraise for local charities.	☐	☐	☐
Engage with local anchor organisations, such as NTS or Historic Environment Scotland.	☐	☐	☐
Recruit locally and consider hiring people with disabilities, young carers, or people from disadvantaged backgrounds.	☐	☐	☐
Review your recruitment process - job descriptions, application process, interview format, etc - to make sure it is inclusive and accessible.	☐	☐	☐

3. LONGER TERM

May require investment, external help, and commitment.

Action	Completed	In progress	To do	Action plan if not completed
Create an accessibility guide, describing in detail your access facilities and services.	☐	☐	☐	
Make your accessibility guide available on your website.	☐	☐	☐	
Engage with AccessAble to explore the services they provide.	☐	☐	☐	
Promote your accessibility guide on your website and social media.	☐	☐	☐	
Create an accessibility and inclusivity policy, and add to website and staff training.	☐	☐	☐	
Create an “access for all” page or section to your website to summarise what you offer.	☐	☐	☐	
Review your access on-site, and make sure you provide access for wheelchairs and walking frames; ensure that ramps, elevators, and accessible restrooms are available wherever possible.	☐	☐	☐	
Invest in assistive technology to make your venue and services more accessible.	☐	☐	☐	
Encourage local visitors, for example through a community discount or by organising open days.	☐	☐	☐	
Join local conservation or social initiatives to engage with the community and promote inclusive tourism.	☐	☐	☐	
Support conservation charities through donations or fundraising efforts.	☐	☐	☐	
Add closed captions to all video content on your website, and ensure transcripts are available for audio content.	☐	☐	☐	
Consider hiring a photographer to provide a diverse range of images, to be used in your promotional materials, on your website and on social media to reflect the inclusivity of your business.	☐	☐	☐	
Offer apprenticeships or training opportunities to local people.	☐	☐	☐	
Measure your success and ask for feedback from your customers.	☐	☐	☐	
Add your listing to Euan’s Guide.	☐	☐	☐	
Apply for inclusion awards.	☐	☐	☐	
Gain an accreditation with an organisation such as Green Tourism or Green Key.	☐	☐	☐	