

GUIDANCE IN AUDIO DESCRIPTION OF THE THEATRO JOSÉ DE ALENCAR, IN FORTALEZA, BRAZIL

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This study is based on the relationship between cultural institutions and visually impaired, with regard to their access to culture and tourism. Audio description (AD) is an accessibility feature directed to the blind, used in theater, film, TV, through an additional narration that describes the environment, action, body language and expression of the characters. In the city of Fortaleza, Ceara, Brazil, this feature has been inserted into the guided tour of the Theatro José de Alencar (TJA). The objective was to analyze the benefits offered by the inclusion of audio description to guidance of the TJA. The issue presented questioned, whether this feature when applied to the guided tour of the TJA can be adopted as a model of tourism aimed at the blind. The research was based mainly on theoretical postulates established by Machado (1991) and Vygotsky (1993). The method encompassed the steps bibliographic, documental and field research. It was shown that to the guided tour audiodescrita be devoted to tourism, it is essential that resources for example investments, training people, adequate spaces in order to meet the needs of potential customers. It was concluded also that there are few unified actions on the part of public and private initiative, aimed at the integration of visually impaired people within the tourism sector.

KEY WORDS: *tourism. Theatro José de Alencar, guidance, audio description, visually impaired.*