

TOURISM FOR ALL-ISSUES AND PROBLEMS OF INACCESSIBLE TOURISM

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ABSTRACT

Available studies suggest that disabilities of various types pose serious challenges to the normal living of people in absence of accessible environment. These substantially reduce their rights to enjoy equal in terms of opportunities particularly employment, income and holidaying. It is necessary to make the required regulations for accessible tourism understandable with reference to the approach of "Tourism for all". Providing equipment's for individuals having accessibility requirement (e.g. renting wheelchair, strollers for families with children and having walking sticks for the elderly).

Accompanying the tour for individuals having impaired hearing by the specialists. Using environment – friendly products (wheelchairs working with solar energy and recyclable brochures and carryalls) for tourists having special requirements by agencies which are in the regions/ countries whose climatic conditions are convenient. It is normal to hear speak of tourism for all, accessible tourism for all, accessible tourism or social tourism, between other a lot of meanings. Although the term with greater repercussion is accessible tourism, the significance of accessibility has limited so much, which only associates to those beneficiaries direct, that is to say, the people with disability and greater people, there are a direct relation between increase of age and disability.

Keyword- Tourism for all, solar energy, accessible tourism, Training, disabled.

Introduction- Accessible tourism is tourism that can be enjoyed by everyone, including those with access needs. Many people have access needs including disabled people such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs." Nowadays, the community of people with disability is integrating in the daily life, and they demand to can realize activities in his spare time and of leisure. But this does not mean that it isolates them, creating a niche of market, they want an integration for the use and enjoy of goods and tourist services, that is to say, normalization. It is normal to hear



speak of tourism for all, accessible tourism for all, accessible tourism or social tourism, between other a lot of meanings. Although the term with greater repercussion is accessible tourism, the significance of accessibility has limited so much, which only associates to those beneficiaries direct, that is to say, the people with disability and greater people, there are a direct relation between increase of age and disability. But understanding accessibility in its wider meaning would have to take into account to beneficiaries indirect, for instance: pregnant, people with transitory disabilities or everybody

have the capacities limited in some moment of their life. It proposes then, to speak of a quality tourism that take into account the needs of each customer and no his particular conditions. There are numerous agents, that well of direct or indirect form, are involved in the

correct development of the touristic sector, by what demands a greater coordination and implication in his performances to ensure the success. The principal elements of study for the tourist activity in relation to the accessibility are:

Management and planning of destinations, legislation, data of economic profitability and social profitability of performances linked to the accessibility. The final aim of the design has to be take into account the needs of the greater number of possible people and boost the inclusion and the transversal and don't use isolated solutions. To try a design for all the life supported in integral plans focused from the universal design a priori, or by means of improvements of a posteriori accessibility. The main obstacles to take into account are the environmental barriers, that is to say, those that do reference to limitations that the own society and surroundings in which we live impose. If these are applied to the tourist sector, is very important to take into account the incidence and importance of the edification, the urbanism, the transport, information and the own tourist infrastructure.



The volume of people with disabilities is growing fast due to an increase in the number of acquired disabilities besides congenital conditions. In addition, consistent increase in life expectancy of the people also results in the formation of a large pool of old-age citizens, who also encounter access constraints of varying nature. Available studies suggest that disabilities of various types pose serious challenges to the normal living of people in absence of accessible environment. These substantially reduce their rights to enjoy equal in terms of opportunities particularly employment, income and holidaying. They also have to negotiate aversive perceptions and taboo still persisting at large in the public domain. However, recent years have been witnessing many proactive actions from various agencies, both governmental and non-governmental, to create better living environment for persons with disabilities

At this point, it is necessary to make the required regulations for accessible tourism understandable with reference to the approach of "Tourism for all"

Accessible Tourism for All

Tourism Information and Publicity - Tourism literature and other promotional material employed in tourism should provide a clear indication of accessible services and facilities, preferably accompanied by easily understandable international symbols. Tourist reception areas (tourist destinations) should provide a listing of support services for tourists with disabilities. Listings of such services should include, as a rule, repair and replacement facilities for prostheses and equipment, veterinary clinics for guide dogs, and suppliers and distributors of specialized medical services. Reservation systems should include unequivocal data on the level of accessibility of facilities and services advertised to persons with disabilities, in order to ensure correct information and facilitate booking procedures. Reservation systems should be accessible so that any tourist can interact with them independently.

To this end, websites and other reservation systems should be designed in such a way as to be usable by everyone. Those entrusted with receiving and following up on tourism consumer complaints should register and resolve complaints concerning the failure to provide services and facilities promoted or advertised as accessible, by a clearly designated procedure.

Staff's Training -The staff of tourism establishments and tourism-related services should be prepared to understand and deal with the problems facing customers with disabilities. Staff should receive adequate training in the control and provision of services and the operation of facilities designated for customers with disabilities. Among the staff there should be persons



familiar with means of communicating with persons with sensory impairments. Staff should be trained to deal with persons with disabilities courteously and expeditiously, to provide complete information on services and facilities available to them, and to offer assistance to facilitate their access to no accessible services.

Safety officers or their equivalents in tourist establishments and vehicles accommodating and carrying persons with disabilities should, as a rule and at all times, have a list of rooms and compartment numbers occupied by such persons, in case of emergencies.

Common Requirements- The following should be considered common requirements in tourism facilities and sites:

1. Parking areas (a) Special parking areas should be available for the vehicles of persons with reduced mobility bearing proper identification as near to the non- entrance/exit of the building or sites as possible. Such areas should be monitored so that they are not used by non-disabled persons. (b) Specially designated set-down and pick-up points should be situated as near as possible to the entrance/exit of the building or site for the arrival and departure of passengers with disabilities. Such points should be monitored so that they are not encumbered by other vehicles or objects. (c) Individual parking spaces should be sufficiently large to enable passengers with disabilities to move comfortably between cars and wheelchairs and be situated so that persons using wheelchairs, crutches or braces are not compelled to move behind cars. To the extent possible, the access route to the site or building should be sheltered.

2. Signing (a) Information, check-in and ticketing desks should be clearly indicated and have an accessible customer-service area reserved for use by persons with reduced mobility and as near as possible to the entrance. (b) Announcements should be both visual (clear-type on electronic noticeboards or large video screens) and acoustic (preceded by a tone). (c) Accessible services and facilities should be clearly indicated easily understood symbols of adequate size and in chromatic contrast with the background.

3. Elevators In multi-storey structures an adequate number of elevators should be large enough for a person using a wheelchair to enter and turn easily. They should be especially designated and equipped for easy operation by such persons and by those who are blind (i.e., placement of controls, indications in Braille, acoustic and written information).

4. Public telephones- Public telephones should be designed and laid out for public use in such a way that they can be used by everyone regardless of height, mobility problems, or sensory problems. To this end, height, approach clearances, sound amplification, formats in which information is provided, etc., should be taken into account.

5. Public toilets- Accessible toilet stalls and washbasins should be installed at the same location as the standard toilets. Both the dimensional aspects and the technical aids needed to move from the wheelchair to the water closet and vice versa shall be taken into account in such toilet stalls. Consideration should also be given to the approach clearances to the water closet and washbasin, as well as to faucets and flushing mechanisms.

6. Pricing- Regardless of additional expenditures which may be necessary to obtain accessible services and facilities, such services and facilities shall not give rise to an increase in rates for customers with disabilities.

Requirements Concerning- Terminals, stations and related facilities

1. Shuttle services -to and from all terminals, stations and related facilities for the various modes of transport should be readily accessible to passengers with reduced mobility, particularly those using wheelchairs.

2. Terminals -should, where possible, be on one level and should be equipped with ramps where there is a change in elevation. Accessible ramps, elevators or platform lifts should be provided when necessary.

3. All information- provided shall take into account the special needs of persons with sensory problems. Therefore, all information should be in visual and acoustic format. Both formats shall be made available to the public in such a way as to ensure that the information is perceived under the best possible conditions, in terms of ambient noise as well as lighting and figure-background contrast.

4. In order- to allow those with sight impairments and those with hearing loss to cross all roads of access safely, these should be provided with traffic lights with acoustic and visual signals.

5. Access -to modes of transport should be as simple as possible, with assistance

6. Persons in wheelchairs- who are required to transfer to special boarding chairs should be able to do so as near to the mode of transport as possible, with their wheelchairs being handled, stowed, and transported so as to be immediately available undamaged on arrival at their destination or transfer point.

Accommodation facilities -reasonable number of rooms in an accommodation establishment should be fully accessible to a person in a wheelchair without assistance. Such rooms should be designed in such a way as to allow all users to carry out the actions of moving, grasping,



locating, and communicating easily and independently. This shall apply also to bathrooms and terraces if the room is so equipped. To this end, the space and technical aids needed to allow any manoeuvre to be carried out easily and safely shall be taken into account. The needs of persons with impaired dexterity, blind persons, and deaf persons shall be taken into account in the design of all devices and actuators. Such rooms in an establishment

should be fitted with alarm systems suitable for deaf tourists and a system of communication between the reception desk and the room that is suitable for such persons. Corridors and passageways should be of a width to allow the passage of two wheelchairs so they are not blocked in normal traffic; otherwise, crossing zones should be provided. The foregoing recommendations should also apply to camping facilities, particularly in respect of accessible bathrooms and toilets as well as alarm systems.

Catering facilities A representative number of restaurants, cafeterias, cafes and bars in the area should provide accessible facilities which take into account ease of exterior access, furniture designed to enable their utilization by users in wheelchairs, bars at different heights,

menus in Braille and with easily readable type, accessible bathrooms, etc. Such establishments should be clearly marked to make them easy to find.

- Regulations for very tall or very short people (It is possible that specialized travel agencies can make a deal with accommodation businesses and transportation companies. The seat pitch or the absence of the suitable bed in accommodation businesses, etc. may discomfort the tourists).
- Regulations for patients with MS, diabetes, cancer, skin diseases and nephropathy.
- Providing different options for families with children (preference of accommodation businesses providing special dish alternatives, sleeping rooms and buffets for babies and children).
- Building a website for disabled individuals.
- Designing tour buses suitable for individuals who have special requirements.
- Using demonstration CDs with subtitles for people having impaired hearing in tour buses.
- Making organizations like wedding ceremonies, dives, rituals, etc. within accessible tourism.
- Providing equipment's for individuals having accessibility requirement (e.g. renting wheelchair, strollers for families with children and having walking sticks for the elderly).
- Accompanying the tour for individuals having impaired hearing by the specialists.
- Using demonstrative brochures consisting of Braille and Cartouche for visually impaired individuals.
- Training of personnel about how to behave to individuals having special requirement and about communication process.
- Making arrangements for overweight tourists (during the tour, special diet and sports programme can be provided).
- Accompanying in specific places and activities if needed by special volunteers.
- Keeping introductory kits about museums, ruins and their contents (by loading these kits on the websites, different language options can be provided or codes can be given to the parts about which tourists want to get information, tourists can also get information via mobile phones by using these codes).
- Making improvements by the specialized agencies by cooperating with stakeholders on providing access point to toilet, shower and sea.
- Adaptation of service or product that will be commercialized in relevant country/region by searching "fine applications" for individuals having special requirements in the world and in Turkey.
- Using environment – friendly products (wheelchairs working with solar energy and recyclable brochures and carryalls) for tourists having special requirements by agencies which are in the regions/ countries whose climatic conditions are convenient.

Despite increasing number of the disabled people, factors like insufficient legal regulations in many countries, insufficient substructure, uneducated personnel and compassion to the disabled individuals are just a few of the obstacles in accessible tourism. In addition to supplying the needs of the individuals having accessibility requirements first, it is necessary to create awareness that they demand to spend their time ideally. In this sense, specifying the requirements and making arrangements are of importance for the future of accessible tourism.

The constraints and barriers can be identified by conceptualising the tourism journey undertaken by travellers with disabilities through the following stages:

- Underlying social and cultural constraints;
- Travel planning information;
- Transportation barriers;
- Accessible accommodation;
- and
- Destination experience.

One issue is the need for shared understanding of what constitutes access and disability by the stakeholders (people with impairments; operators; tourism sectors; intermediaries). This includes:

- Recognize the different dimensions of access (physical; vision; hearing and cognitive);
- Understand the complexity of operationalizing these dimensions of access;
- Provide accurate access information;
- Provide the right level of detail about the access information;
- Ensure the availability of information;
- Have a proper format for the information;
- Have appropriate presentation of the information;
- Identify distribution channels (mainstream and disability specific);
- Communicate the information to staff at all levels of the organization; and
- Communicate the information to intermediaries.

The major air transport issues identified are:

- Ground services to and from airports;
- Convenient drop-off points near main entrances;
- Adequate auxiliary services within airports (accessible toilets/change rooms, phones, auto banks, etc.);
- Airline flight information dissemination to the hearing and vision impaired;
- Airline information management of the needs of people with mobility disabilities;
- Distance from check-in to departure terminal;
- Extra cost of travelling with an attendant;
- Loss of travel independence;
- Method of boarding and disembarking from aircraft;
- Ground staff training in the physical handling of people with mobility disabilities;
- Seating location;
- Availability of seats with retractable arms;
- Health-related issues during flights and impairment differences;
- Lack of accessible toilets;
- Access to special toilets where provided;
- Rules and regulations for carrying equipment (electric batteries for wheelchairs and oxygen); ● Equipment loss and damage;
- Retrieval and identification of luggage;
- Disability awareness training for ground staff towards people with disabilities.

The most important access features information requirement about accommodations involve the following:

- Lack of continuous pathways (from parking or drop off throughout all hotel facilities and to the room);
- Reception counters are too high;
- Rooms are inappropriately located;
- No steps into rooms;
- Door widths;
- Door stops weight;
- D type door handles;
- Circulation space in corridor;
- Circulation space in rooms;
- Uncluttered furniture layout;
- Cupboard height and reach;
- Access to balconies;

- Location of cupboards, fridge, TV, clock radio, telephone, ironing equipment, etc.
 - Availability of telephone typewriters and visual signals for deaf people;
 - Provision of orientation for people with vision impairments, including blindness;
 - Table heights;
 - Bed heights;
 - Clearance under beds;
 - Switch and handle locations;
 - Hobless roll in showers;
 - Hand held shower hose;
 - Lever taps;
 - Mirror location;
 - Hand basin positioning;
 - Space under the hand basin;
 - Need for adequate shower chair or bench;
 - Location of handrails;
 - Toilet height; and
 - positioning of the toilet (distance from the walls and front clearance). Apart from specific elements of room design, other critical issues where equality of service provision is needed includes:
 - Location and distribution of rooms within accommodations;
 - Number of barrier-free rooms available at a destination;
 - Availability of rooms across classes of accommodation within destination regions;
 - Prices charged for barrier-free accommodation are often higher; and
 - Lack of budget accommodation.
- Access requirements for people with disabilities
- Pathways – provision, gradient
 - Car parking facilities and location camber
 - Kerbs – provision, gradient and camber
 - Need for integrated rather than segregated Seating
 - Ramps – provision, gradient, camber
 - Street/outdoor furniture – design and Landings location
 - Handrails – provision and positioning
 - Directional and locational signage
 - Circulation space
 - Audible and visual signals/warning signals
 - Street crossing provisions and time
 - Tactile indicators delays for pedestrian crossings
 - Doorways, doors and circulation space
 - Showers and change rooms roll-in showers
 - Stairs/lack of lifts
 - Public utilities – gateways, check outs, Telephones, post boxes, automated teller Machines etc.
 - Toilets numbers and unisex provision
 - Hearing augmentation systems
 - Location and types of controls – switches,
 - Sound levels door handles, water taps etc.
 - Reach and viewing ranges
 - Telephone typewriters (TTY)
 - Furniture and fittings – height and location
 - Lighting levels

- Ground surfaces – type and non-slip
- Recreational facilities – swimming pools, spas etc.

Conclusion - there are many myths about people with disabilities and tourism. These include that the market is inconsequential, that people with disabilities travel in ‘packs’, and that they are best catered for through activities organized by institutions and governments familiar with their needs. Other myths include that accessible facilities are too expensive to build, such facilities are never used, and people with disabilities cannot afford to use them. Yet, people with disabilities have the same motivations to travel as the rest of the community. However, as this study has identified they have faced a range of constraints and barriers that impede their tourism desires. Destination marketers and those responsible for planning destination regions can be proactive in removing the disabling barriers faced by travellers with disabilities. By doing so, they will create a competitive advantage for their destination through developing a barrier-free approach to this emerging market segment.

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