

Accessible Tourism among Aging & Disabled Travelers

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Objectives

- ◎ Define Accessible Tourism (AT) and explain the needs of aging travelers and those with disabilities
- ◎ Discuss AT in the context of a social approach of inclusion and the built environment
- ◎ Identify opportunities to improve the tourism experience for aging and disabled individuals in terms of community capacity development

A Public Health Perspective

A Healthy Balance

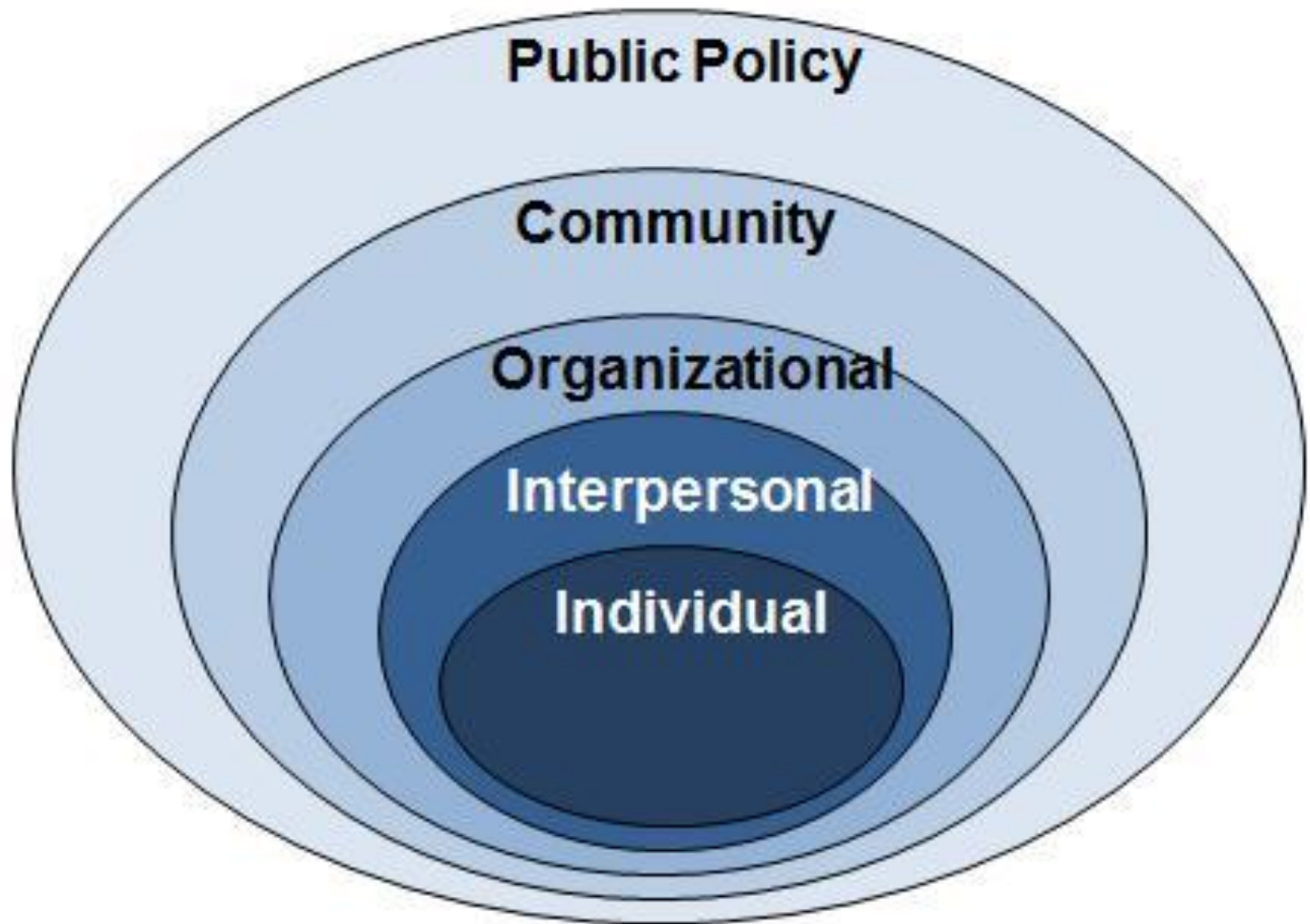
- ◎ “Complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”
- ◎ A spectrum or continuum
- ◎ Balance or dynamic equilibrium
- ◎ Subjective and individualistic



A Constant Challenge

- ◎ Health issues are vast and encompass more than personal behavior
 - Thus, approaches to influence health must be dynamic
- ◎ Need for multi-disciplinary action
- ◎ Public health is the practice of *protecting* and *improving* the health of populations
- ◎ *Adaptive* and *reactive* to rapidly changing health problems caused by life conditions

Socio-Ecological Model

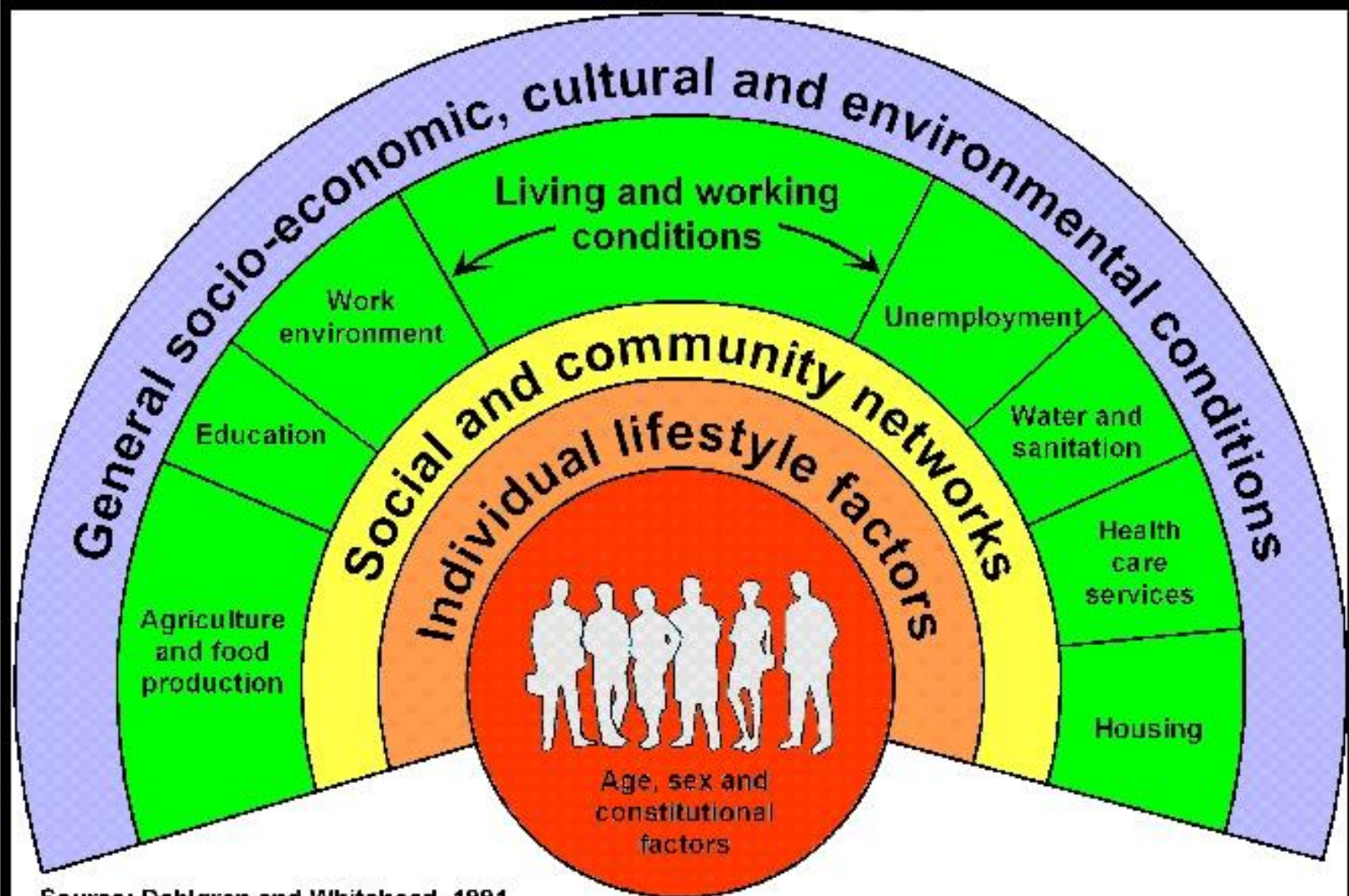


Health Determinant Categories

- ◉ Genetics
- ◉ Physical Environment
- ◉ Social Environment
- ◉ Healthcare
- ◉ Personal Behavior

- ◉ These categories overlap and are not mutually exclusive
- ◉ **Social Ecology**: Focuses on relationships of human populations and their surroundings

Determinants of Health



Source: Dahlgren and Whitehead, 1991

Health Determinants & Tourism

PLACE OF ORIGIN

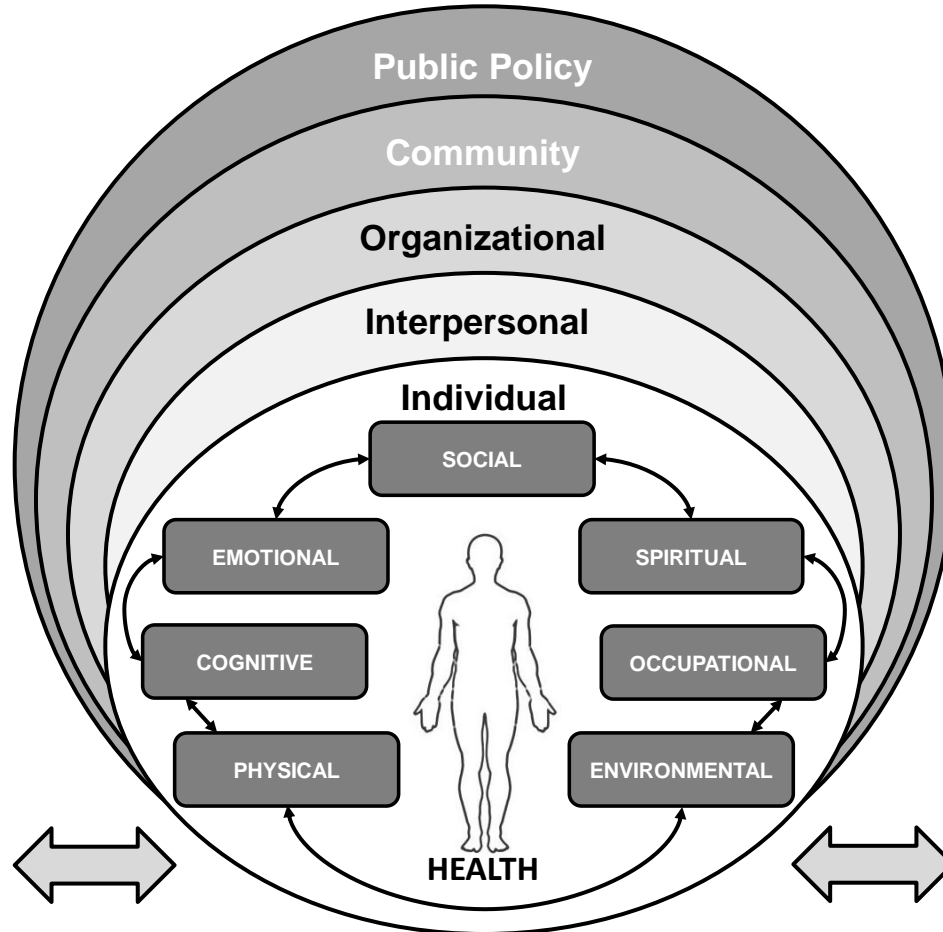
CULTURAL

ENVIRONMENTAL

ECONOMIC

BASIC
INFRASTRUCTURE

TOURISTIC
INFRASTRUCTURE



DESTINATION

CULTURAL

ENVIRONMENTAL

ECONOMIC

BASIC
INFRASTRUCTURE

TOURISTIC
INFRASTRUCTURE

The Modern Tourist

A Changing Population

◎ Age

- The global population is aging
 - 600 million older adults in 2000
 - Over 2 billion older adults by 2050
- Chronic conditions and multiple chronic conditions (MCC)
 - Occurring at younger ages, thus living longer with ailments
- ~60% of the global wealth and account ~40% of spending
 - Often affluent, time-rich, and travel-hungry

◎ Disability

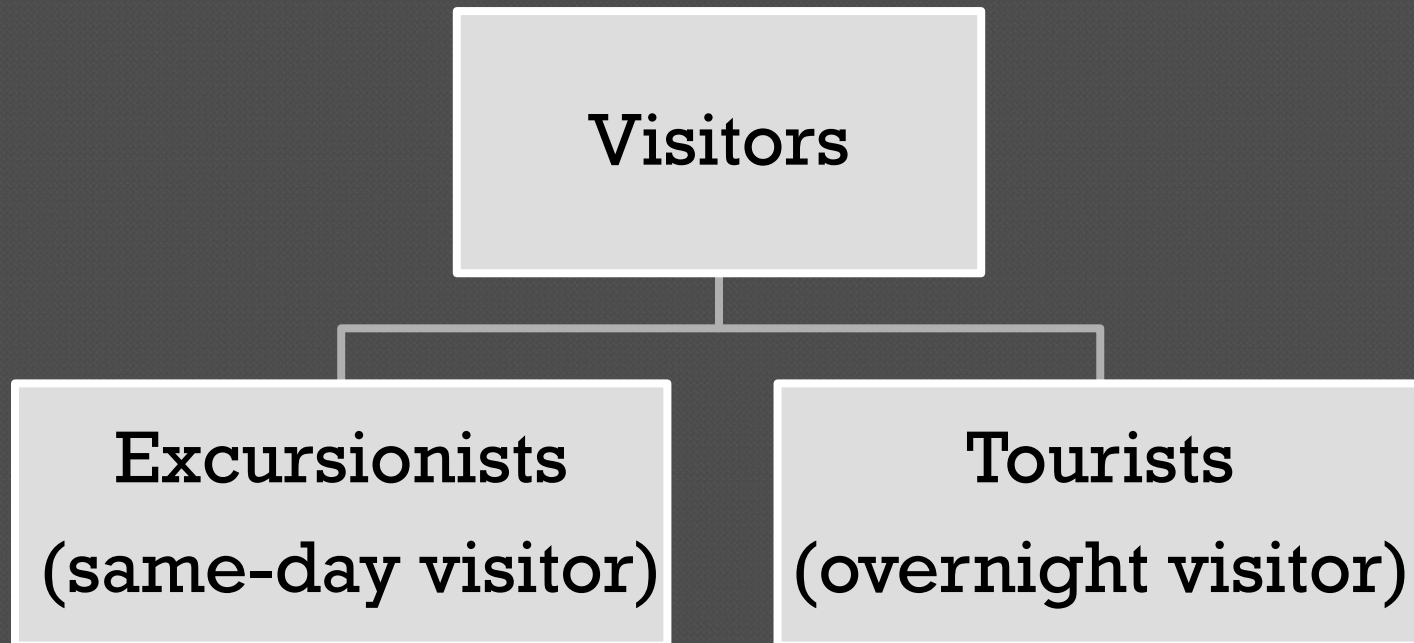
- ~10% of the population has some form of disability
 - About 8% of international tourists
 - Number is growing and larger in developed countries
- Market: ~80 million people

Disability Defined

- ◎ A physical or mental condition that limits a person's movements, senses, or activities
 - Recognized by the law or regulating agency
- ◎ Encompass many conditions spanning the life-course
 - Chronic, temporary, or progressing
- ◎ Includes:
 - Hearing and vision
 - Physical functioning and immobility
 - Cognitive functioning
- ◎ Historically, those with disabilities have been disempowered, marginalized, and dependent on others

Tourism Concepts

- ◎ **Tourism** is “a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal, business, or professional purposes.” (WTO, 2013)



Disabled Travelers

- ◎ Over 71% of travelers with disabilities travel with others
- ◎ Typically accompanied by a specialized professional, family member, or friend
 - 50% with a partner
 - 20% with a son/daughter
 - 25% with an assistant
- ◎ Increased spending and accommodation expenditures by more than 25% (DCMS, 2010; FMET, 2004)

Accessible Tourism (AT)

- ◎ “...enables people with access requirements, including immobility, vision, hearing, and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally-designed tourism products, services, and environments.”

(Buhalis and Darcy, 2011: 10-11)

- ◎ Participation and inclusion despite age, ability, or status
- ◎ Issues such as:
 - Accessibility
 - Design for all
 - Universal design

Accessible Tourism: Policies & Practices

- ◎ According to the European Network for Accessible Tourism (ENAT), accessible tourism includes:
 - Barrier-free destinations
 - Infrastructure and facilities
 - Transport
 - By air, land, and sea - suitable for all users
 - High quality services
 - Delivered by trained staff and *no* additional costs
 - Activities, exhibits, attractions
 - Allowing participation in tourism by everyone
 - Marketing, booking systems, websites, & services
 - Information accessible to all

Touristic Offer

◎ Preparing the market

- Improve low quality products and services
 - Modify inadequate accommodations to address traveler needs
 - Alleviate travelers' need for dependence, stress, and uncertainty

◎ Equipment and service adaptation

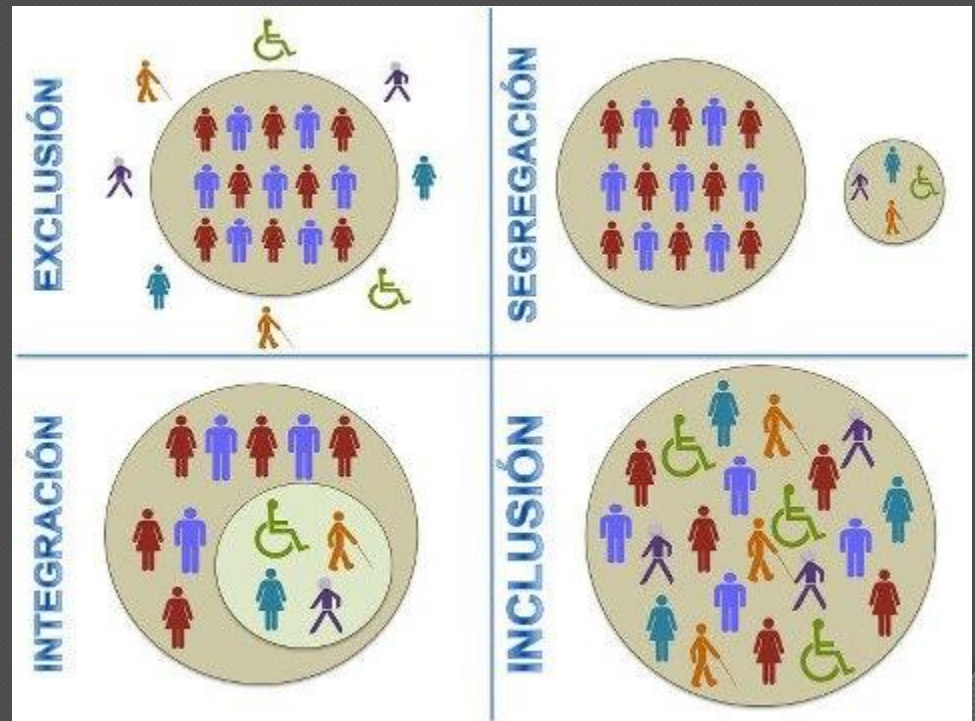
- Challenges of historic buildings and cities
- Importance of Travel and Tourism Agencies

◎ Rights of Persons with Disabilities

- Role of government, policy, and law
- Role of Travel and Tourism Agencies

Touristic Offer

- Make accessibility an attraction for the destination
 - Marketing and promotion
- Promote a safe, welcoming, and tolerant environment
- Tourism for all:
 - Inclusion policies
 - Touristic products
 - Touristic services
- Disabled tourists demand integrated products and services, not separate



Accessible Tourism: Common Issues

- Inaccessible, or only partly accessible, websites
- Lack of accessible airport transfer
- Lack of wheelchair accessible vehicles
- Lack of well-adapted hotel rooms
- Lack of professional staff capable of dealing with accessibility issues
- Lack of reliable information about a specific attraction's level of accessibility
- Lack of accessible restaurants, bars, and other facilities
- Lack of adapted toilets in restaurants and public places
- Inaccessible streets and sidewalks
- Lack of technical aids and disability equipment such as wheelchairs, bath chairs, and toilet raisers

Accessible Tourism

The Good and Not So Good

Thank you, Ericka Amorim

Jerusalem (Israel)



Salvador (Brazil)



Braga (Portugal)

Garden access only by stairs



Paris (France)

Notre Dame Cathedral



Porto (Portugal)



Venice (Italy)



Chicago (USA) Airport



Lisbon (Portugal)



Quito (Ecuador)



Las Vegas (USA)



Madrid (Spain)



Chicago (USA) Airport



Chicago (USA) Airport



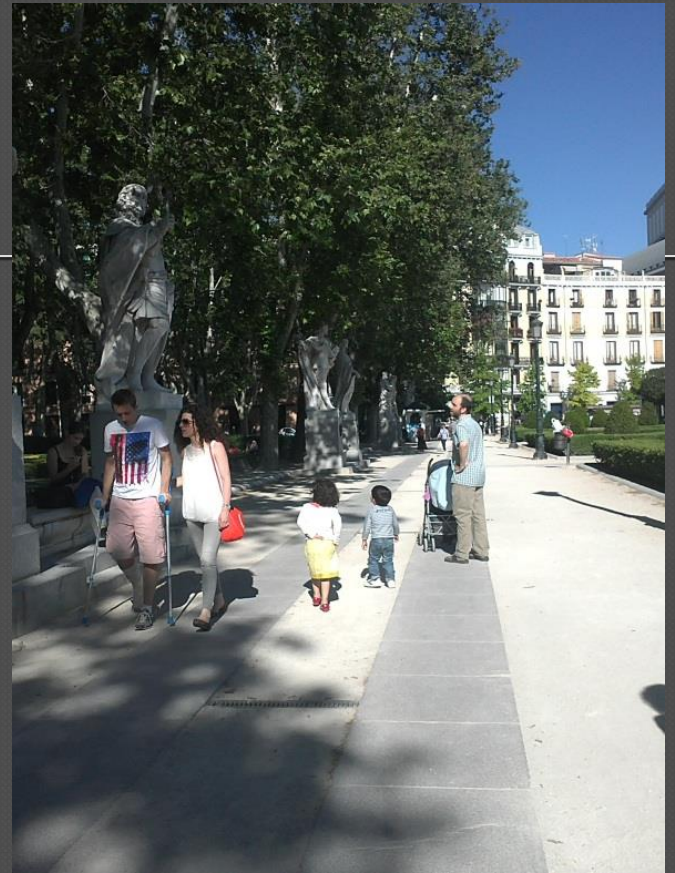






















Promotion Campaign for Awareness



VIA 9GAG.COM

For some this is the Everest

help build more facilities adapted for disabled people



9GAG is your best source of fun.

Multi-disciplinary Action

- ◎ To adequately serve tourists and the general population, your organization does not act alone
- ◎ An array of organizations/entities are needed to provide a multi-disciplinary approach
 - Consider non-traditional partners
- ◎ Form coalitions with diverse representation
 - Establish communication channels, referrals, and protocol
 - Create a working relationship
 - Proactive vs. reactive

Accessible Tourism: Community Engagement

- ◉ Expanding partnerships and collaboration
- ◉ Raising awareness among stakeholders in the tourism sector
- ◉ Gathering knowledge about the demand and behavioral profile of travelers with special access needs
- ◉ Identifying options for improving the range of accessible tourism services
- ◉ Improving dedicated skills in the sector
- ◉ Improving information about accessible tourism for disabled people
- ◉ Supporting social tourism
- ◉ Studying the impact of accessible tourism (economic and otherwise)

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