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INCLUSIVE AND ACCESSIBLE TOURISM EXPERIENCES YORKE PENINSULA

Working towards Disability Access and Inclusion for the Tourism Sector

ABSTRACT

This report provides a critical analysis of the literature and identifies Opportunities and Gaps in the Yorke Peninsula as a destination of choice for people with a disability. Additionally, the report considers ways of involving people with a disability living in the region, contributing to inclusive tourism.

The Legatus Group is a South Australian Regional Organisation of Councils who provide a facilitation and coordination role for its 15 member councils. Three of its councils are located on the Yorke Peninsula (YP) which is a major SA family and friends-oriented tourism region. These councils are looking to position the YP as an inclusive and accessible tourism region. The Legatus Group on behalf of the 3 councils through a collaborative research project with UniSA developed this report to both identifying current services and gaps in the needs of people living with a disability and to have increased access to information and knowledge on what to do, where to visit and where to stay on the YP.

This report shows that to do this will require increasing the skill and knowledge of tour operators on accessible tourism. Engaging people with a disability as 'experts' who can share their knowledge and experience, will progress the policy and planning changes needed to accommodate inclusive tourism. The information presented will be used to establish a Disability Inclusion and Action Plan for tourism in the region. This report has scoped the literature on inclusive tourism identifying the opportunities, gaps and barriers documented. Additionally, the brief required an analysis of employment and volunteering roles that could be opened up for people with a disability, living in the region. Government and industry reports, tourist websites, and booking agencies were examined. In January 2021 there was a site visit, that showed some of the built infrastructure of the region is aging and inaccessible. There are signs of new housing in most regions. As the region undergoes these changes old and new projects will be required to meet building codes of accessibility. This will improve the capacity of the region to accommodate inclusive tourism. A survey was distributed through the reference group, with one response. Several phone interviews were conducted with tourist operators in the region.

The pandemic has changed tourism. A Deloitte 2020 COVID-19 Recovery Report proposes that the tourist sector in Australia, experienced a significant downturn and is still in the recovery phase. Tourism Research Australia (TRA, 2020) argues that intrastate tourism is predicted to be the first to recover. Visiting Family and Relatives (VFR) will be the first driver of people beginning to travel again. Next taking overnight and day trips to regional centres close to their home, until there is some certainty about the risks due to the pandemic, is predicted as the travel most Australian will participate in. There are 30 plus years of research informing accessible tourism discourses. This research has been led by the United Nations World Tourism Organisation, activists in the Disability Rights Movement and, advocacy of people with a disability, their families, and allies. People with a disability require a wide range of support and adjustments to meet their different individual needs when they travel. The support ranges from - plain English information with current accurate details on booking websites. Visual aids (Augmented Reality and Virtual Reality linked via QR codes to act as inspiration for tourists), built environments that follow the principles of Universal Design, and a way to get around when they take a holiday.

There are two factors at play – a place to stay that meets your individual needs and something to do while you are holidaying.

The research addresses the importance of building a community that accommodates inclusive tourism, which by extension, will meet the needs of ALL community members, particularly an aging population. Citing that aging in place requires that there be a liveable community, a central tenant of for inclusive tourism. Broadly the benefits reported about inclusive tourism are that people with a disability are loyal tourists returning to a place that meets their needs, they travel off-peak, spend more, and stay longer. Additionally, they bring 2.45 people with them when they travel, which increases the economic benefit of catering to the inclusive tourism market. This is estimated at $8 Billion per year (pre-pandemic).

Barriers fall into four broad categories: (1) physical barriers: including inaccessible buildings, roads, and footpaths; (2) attitudinal barriers: the continuation of the negative stereotyping of disablement leading to a lack of disability awareness in the tourism sector; (3) inaccessible information, including inaccurate information about accommodation, events and attractions specific to accessibility; and (4) inaccessible transport, including lack of public transport, poor quality infrastructure such as wayfinding, roads that are in a poor condition and a lack of signage. The report reviews the literature on employing people with a disability and enabling them to become volunteers. Overall, finding that with the necessary support and training people become valued and accomplished in these roles. Several recommendations begin the report. These have been developed from the recommendations in the literature, conversation with stakeholders and from the site visit. They are made to assist the councils to take the next steps for creating an inclusive tourism sector. Following on from the recommendations are four models provided that detail the steps toward inclusive tourism for tour operators and government agencies.

Contents

Recommendations

1. You can't be what you can't see! Building an inclusive approach to tourism.

  a) *Provide disability awareness training to people in the region working in the tourism sector.*
      a. *Involve people with a disability included in all the marketing and promotion for holidaying at the Yorke Peninsula and Copper Coast.*
      b. *board members or committees for tourism in the region.*
  b) *Develop a peer review page for people with a disability for online booking sites to report their positive travel adventures in the region.*
  c) *Assist willing tourism operators to develop promotions of some specials or packages to target people with diverse abilities and their families with these advertised in disability specific organisations.*
  d) *Collaborate with the Mid-North Access and Inclusive Sports Network to bring athletes participating in events to the region. The Copper Coast Sport and Leisure Centre is designed to accommodate these events and can bring a range of sporting events to the region.*
  e) *Accept Companion Cards for tourists with a disability traveling to events, attractions, and festivals, this allows their companions to enter for free.*

2. Employment options for people with a disability.

a) *Work with TAFE and existing disability services to consider starting a social enterprise that becomes vibrant and busy businesses in the region. These would be designed to fill a gap in the market or add to an existing project (a café, art gallery, growing plants for regenerating the native parks, filming the region for VR advertising of tourism).*
b) *Investigate the development of individual Micro Enterprises for people using their NDIS funding in the region.*
c) *Explore other socio-economic opportunities for people with diverse abilities to be involved in tourism, based on their interests and strengths. Examples could include becoming a tour guide, starting a blog or YouTube Channel that has short inspiring videos of the region and its inclusive tourism.*

3. Volunteering possibilities for people with diverse abilities.

a) *Create opportunities for people with a disability to become part of an ambassador welcoming project via appropriate training and support for people taking up these roles.*
b) *Identify people with a disability who would like to participate in their community as tour guides or community advocates for the region, (in person or via Virtual Reality VR or Augmented Reality AR, promoted online to inspire inclusive tourism to the region).*
c) *Recognise the involvement or achievement of people with a disability in the tourism industry through awards and public acknowledgment of their contribution.*

4. Universal Design as the basis for Inclusive Communities that enable Inclusive Tourism.

  a) *Apply the principles of Universal Design when building or renovating public and private tourist sites as the foundation of establishing liveable communities.*
  b) *Providing training and development on Universal Design for Council and Town Planning officials.*
  c) *Universal Design principles apply to infrastructure, communications systems, transport systems, designing information and technology such as wayfinding apps. Integrating these into strategic plans for upgrading the region will by extension enable Inclusive Tourism.*

d) *Consider grant applications under the Information and Linkages (Mainstream Capacity Building) and other government grants to adapt and develop the universal design principles into council building and tourist venues, attractions, and events.*

5. Enablers of Inclusive Tourism

a) *Ensure that all information meets the IT information Standards[1].*
b) *To inspire people with a disability to visit your region develop some Virtual Reality or Augmented Reality videos that are linked via QR codes into local online booking sites.*
c) *Providing a video of the layout of the accommodation/attraction/event, is more effective in showing accessible features than taking a photograph and will assist the growth in the inclusive tourism market.*
d) *Develop several factsheets / infogrames that provide accurate information to tour operators on the strategies they can use to accommodate tourists with a disability (Appendix 1 & 2).*
e) *Leverage the Regional Partnerships that the Legatus Group has to develop grants that seek to increase accessibility for public spaces and attractions for tourists.*

Models to use as exemplars.

⇒ The United Nations World Tourism Organisation https://www.unwto.org/accessibility provides a wide range of information, toolkits and manuals on ways to create inclusive tourism.

⇒ Visitability Framework developed by Victoria Tourism has five pillars that are used to create and measure Inclusive Tourism. (https://www.youtube.com/watch?v=hNvVfqUYMFs&feature=emb_logo&ab_channel=destinationmelbourne)

⇒ TravAbility Inc provides a range of research and toolkits that promote inclusive tourism. http://travability.travel/manuals/Accessibility-Guide-Workbook.pdf

⇒ Ideas Inc Toolkit and Fact Sheets provide a template assisting tourism operators to understand how to provide inclusive and accessible accommodations for a range of diverse support needs in the inclusive tourism market. https://www.ideas.org.au/images/uploads/resources/1962/Inclusive_Tourism_IDEAS.pdf

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[1] https://www.vic.gov.au/accessibility-guidelines-government-communications

Tourism in 2020 and beyond.

In 2020, COVID-19 changed the face of tourism. The pandemic that rapidly spread around the world had the impact of governments closing borders within and between nation states. It remains unclear when and how the world will open to tourism. Global and national projections about tourism, including accessible tourism are abstract at best [2].

Australia has had relatively a low rate of COVID-19 cases[3]. Accordingly, there is a steady increase in intrastate and interstate travel. However, there have been several outbreaks in the different states, which led to the re-closing of the borders and requirement for social restrictions[4]. Once the vaccine has rolled out, the borders may remain opened to travel between the states.

CHANGES IN THE VISITOR MIX 2020 AT A GLANCE

The decline in household incomes [due to the pandemic] is expected to have a ,significant impact not only on travel propensities but also on travel behaviours post 2020. Over the past five years households with incomes over $200,000 have been the drivers of growth in both domestic overnight and outbound travel (increasing an average of 13% and 9% per year, respectively). Compared to those earning below $150,000, these wealthier households:

- Are three times more likely to stay in luxury accommodation.
- Are 50% more likely to travel interstate.
- Typically spend 80% more per person per night on domestic overnight trips.
- Spend 90% more per night on outbound trips.

Furthermore, spending among households with incomes of under $150,000 have been declining, with trips more likely to include free activities and more regional travel.

The older age profile of domestic travellers, including those who currently take outbound trips means there will be more retirees in Australia's visitor mix in a domestic led recovery. These travellers are less time conscious but *will have additional needs*.
https://www.tra.gov.au/covid-19-recovery

Tourism Research Australia 2020,[5] reported that domestic tourists tend to spend twice more than international tourists around $26 billion annually. The report also addresses that the ongoing social restrictions and distancing have contributed to the increase of day trips and Visiting Family and Relatives (VFR) locally because people could not travel to interstates or overseas (Tourism Research Australia 2020, p. 4-6). The report predicts that the first area of recovery in the tourist sector will be day trips to regional centres. United Nations World Tourism Organisation (2020) suggests that people with a disability will be reluctant to resume their travel plans, as they have a higher rate of vulnerability if they contract COVID-19.

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[2] https://www2.deloitte.com/au/en/pages/economics/articles/covid-19-recovery-tourism-sector.html
[3] https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert/coronavirus-covid-19-current-situation-and-case-numbers
[4] https://www.abc.net.au/radio/programs/coronacast/
[5] https://www.tra.gov.au/covid-19-recovery

Situating Accessible Tourism in its Historical Context.

The interest in Accessible Tourism evolved in parallel to the beginning and expansion of what is loosely termed the 'Disability Rights Movement". This human rights movement is often led by people with disability, their families, friends, and allies. They have asked to have the barriers that prevent them from being part of their community to be removed (Barnes & Mercer 2005); Bigby (2010); (Goodley 2010; Oliver, M. 2009, 2013; Oliver, M & Barnes 2012; Swain & French 2008; Westcott 2003; Wolfensberger 2011).

1981 was the International Year of Disabled Persons (IYDP)[6] and during this year the wider Australian community became aware of the day to day lives of people with a disability through public forums, media reports and share stories. This consciousness raising built an understanding that people with a disability were often locked out of our societies and, most typically, lead a parallel life in 'Special Land of the Disability Industry" (Westcott 2003). Following the IYDP 1981, the World Programme of Action Concerning Disabled Persons[7] advocated that nation states, establish human rights legislation, about people with a disability. The legislation promoted a social change to enable people with a disability to take part in the cultural, social, and economic opportunities in their communities. The World Programme of Action Concerning Disabled Persons emphasised that *persons with disabilities are entitled to the same rights as all other human beings and to equal opportunities.*

The demand to prioritize the human rights of people with a disability led to legislation in the form of Anti-Discrimination Acts. The United Nations Convention on the Rights of Persons with a Disability (CRPD, 2006) followed. Australia became a signatory to this act in 2008, meaning that any service provided to people with a disability needs to comply with this human rights framework.

The United Nations World Tourism Organization (UNWTO) provides research and advocacy around promoting benefits, opportunities, and gaps in accessible tourism globally (United Nations World Tourism Organisation 2015 2016b). One of the

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[6] https://pwd.org.au/about-us/our-history/international-year-of-disabled-persons/
[7] https://www.un.org/development/desa/disabilities/resources/world-programme-of-action-concerning-disabled-persons.html

strategies they recommend to increase accessible tourism is that countries provide awards to tour operators who provide an inclusive travel experience for people with a disability. Forrester (2007, p. 3), who has established an organisation called TravAbility in Australia, argues that *'people with a disability must be assisted to enjoy all human rights and freedoms as active members of society and travel and tourism is one aspect of living a good life'*.

In Australia, the Federal Disability Discrimination Act 1992 (DDA) was legislated[8]. States and territories to developed their DDA policies. This legislation makes it against the law to act unlawfully, against someone with a disability[9]. Under the legislation, government bodies are required to develop Disability Action Plans to document how they will take positive actions to eliminate, as far as possible, barriers to active inclusion and discrimination against people with a disability[10]. These DDA Plans are written to be either aspirational or instructive with set dates to make the changes documented[11]. Childs (2018) notes that Queensland and Victoria have provided national leadership in working toward Inclusive Tourism in Australia. It is within this legal context that the Legatus Group is working with 3 Yorke Peninsula Councils to develop their Tourism Access and Inclusion Plan.

As the United Nations has taken a leadership role calling for accessible tourism, academics, government agencies, advocacy organisations, and individuals with a disability are at the cutting edge of calling for inclusive tourism and outlining the benefits while framing the barriers to be addressed (Biddulph & Scheyvens 2018; Brielle & McIntosh 2015; Buhalis & Michopoulou 2011; Cloquet et al. 2017; Darcy, Cameron & Pegg 2010; Domínguez Vila, Darcy & Alén González 2015; Gamze & Günseli Güçlütürk 2016; Michopoulou, Darcy & Ambrose 2015; Nyanjom, Boxall & Slaven 2018).

Definitions

The notion of accessible tourism is contested. It is described in multiple ways within the literature - Tourism for All to Barrier Free Tourism, and/or Easy Access or Universal Tourism states (Buhalis et al., 2012). The concept of 'Accessible Tourism'

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[8] https://humanrights.gov.au/our-work/disability-rights/dda-guide-whats-it-all-about
[9] https://humanrights.gov.au/our-work/disability-rights/dda-guide-whats-it-all-about
[10] https://humanrights.gov.au/our-work/disability-rights/action-plans-and-action-plan-guides
[11] https://www.business.vic.gov.au/__data/assets/pdf_file/0007/1543705/Tourism_Accessibility_Digital.pdf
https://www.publications.qld.gov.au/dataset/inclusive-tourism/resource/6edc79fe-36ff-4cb1-a8e2-6ca2658d0be7

refers *to 'the adaptation of environments and of tourism products and services so as to enable access, use and enjoyment by all users, under the principles of Universal Design'* (World Tourism Organisation, 2016, p 3). Inclusive Tourism is recommended term used by Ideas Inc 2018, an Australian company that promotes tourism for people with a disability. This will be the term used in the report. Inclusion refers to a person having the opportunity to participate in every aspect of life and community. While accessible refers to having a place, environment or event that is set up so that ALL people can attend. Darcy, McKercher and Schweinsberg (2020b, p. 141) say that initially, accessible tourism was looking at people getting access to buildings, events, and attractions. Now the focus is on Inclusive Tourism to ensure that anyone can participate in all aspects of tourism, as the future direction being taken in the research. All definition refers to the removal of the barriers hindering people from engaging in tourism as equal citizens (Forrester 2007). White and Childs (2018) argue that:

> *…an ideal model of accessible tourism would see universal design principles applied for all experiences, products and services appropriately meeting and adapting to the needs for all travellers regardless of their abilities…. To offer the absolute best experience in terms of accessible tourism it looks beyond just people with disabilities and can include accommodating for those travelling with children in prams, seniors, carers, people with food intolerances, language difficulties and those temporarily affected by a disability (e.g., broken hand).*

Outlining the Project

An external desktop analysis of articles on accessible/ inclusive tourism resulted in 158 articles books and research findings, which have been critically analysed to identify the barriers and opportunities on inclusive tourism. There were 20 grey literature (government and peak body) reports that have been examined and a wide range of websites from travel agents to advocacy organisations that inform this report. Several of disability organisations provide tours for people with a disability in Australia. These include the Purple Orange foundation[12] (Careaway Assisted Holidays 2020; ClubMates Travel 2020; Disability Access Counsultants 2020; Enable Better Lives Disability Services Inc 2020; Escapades 2020; Freedom4u ; Holiday Explorers ; Leap Inclusion Services ; Leisure Options 2020). These

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[12] https://www.purpleorange.org.au/

disability specific experiences provide a counterpoint to the notion of increasing inclusive tourism (Darcy 2010, 2012; Darcy, Cameron & Pegg 2010; Darcy, Cameron & S 2012; Darcy & Dickson 2009; Darcy, McKercher & Schweinsberg 2020a). As such it is acknowledged that they exist in the disability sector but are not usually included in any data used by researchers relating to Inclusive Tourism and thus are not included in the report.

Additionally, there has been a visit to the region and discussions with a small number of tour operators in the region. A survey was developed and sent out via the reference group that produce one response. The project is guided by a reference group selected by the Legatus Group as having knowledge and skill in this marketplace.

Throughout the report footnotes are used for quick reference to resources that have been used in the report and academic references are provided in text and with a detailed reference list at the end of the report. Several links to YouTube videos are included in the report to link the reader to further explanations on a particular topic or idea.

Current Market Profile.

The South Australian Tourism Commission profile of tourists in 2020 documents overnight stays finding that 87% are intrastate tourists, 11% are interstate tourists and 2% are international tourists[13]. When looking at who visits the region the 2018 Regional Profile finds that going to the beach is 53% stated as the choice of visiting the region. A field visit in January 2021 showed busy beaches and caravan parks along the coastline with many families and children enjoying time in the water and at the beach. Lots of laughter and activity were observed. It is seen as a family friendly destination for many tourists (Regional Profile, 2018). 50% of tourists report eating out as an attraction. 42% indicate that they are

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[13] https://yorkepeninsula.com.au/sites/yorke5/media/uploaded/industry/regional-profile---yorke-peninsula.pdf

Visiting Family and Relatives when traveling to the Yorke Peninsula and the Copper Coast. The Regional Profile (2018) also suggests that fishing, hiking, and visiting national parks are drivers of tourism in the region. There is no breakdown as to the percentage of visitors who identify as living with disability as this data is not currently collected.

Positioning Disability Discourses influencing Inclusive Tourism.

Historically people with a disability have been viewed through the lens of a medical model (Oliver, 2013; Shakespeare, 2018, Watson, 2012). People with a disability were seen as needing a cure and treatment by experts. This meant most people live in institutional accommodation and underwent treatment programs (Westcott, 2004). In 1972 Paul Hunt (1972), a man who was living in an institution in the UK, demanded to live his life in his community, living a life of his choosing and not the one enforced upon him by 'experts'. He went on to form the UPIAS organisation that lead the call for the end of institutional care and was influential in repositioning 'disablement'. Disabled scholars also rejected the medical model and introduced a Social Model of Disability.

In the Social Model of Disability, it is the social systems that lock people with a disability out of social and economic participation not their individual differences (Davis 2013; Oliver, M. 2013; Shakespeare, T. 1998; Shakespeare, T. 2018; Shandra 2017; Swain & French 2008; Watson 2012). The Australian Local Government Association (2016, p. 3) advocates for the social model of disability in designing policy, arguing:

> *...ensuring Australia is an inclusive society for people with disability means acknowledging the social model of disability. This model recognises that societal attitudes, practices, and structures, rather than an individual's impairment, can restrict and prevent people with disability from economic participation, social inclusion, and equality.*
>
> They go on to recommend -
>
> *... Communities, organisations, and individuals should view impairment as an expected part of human diversity and accommodate it accordingly. This will result in an enabling environment for people with disability that empowers them to participate in society to the same extent as people without disability.*
>
> (Australian Local Government Association 2016, p. 3)

Wolfensberger's theory (1972), of normalisation was more influential during 1980/90's in Australia than the Social Model of Disability. In 2011 the concept of normalisation was reconceptualised as Social Role Valorisation (SRV, Wolfensberger, 2011). His concept of normalisation persuaded government policies towards the deinstitutionalisation of people with a disability. Its goal was to move people into their communities and taking up socially valued roles (Westcott, 2004.p. 135 -136).

Consciousness raising about ways to enable people to live a good life, lead to many people with a disability, families, and allies forming into lobbying groups. These groups called upon governments to end the exclusionary practices that kept them from participating in their communities (Shakespeare, T. 2018). People demanded the removal of barriers that stopped them from being full citizens (Duffy 2015). Disability Rights advocacy called for changes in the traditional way governments provided support to people with a disability. After many decades, a Productivity Commission Report 2009[14] recommended that disability care be taken over by a central body and funded via an insurance model. The Gillard Government adopted the recommendations and introduced the National Disability Insurance Scheme (NDIS)[15] in 2013. The NDIS replaced the previous Commonwealth State and Territory Disability Service Agreements (1986) and has shifted the money given for support, from the block funding to disability organisation, into the hands of people with a disability. Under the NDIS people with a disability have funding to assist them to meet their goals and aspirations through reasonable and necessary support accessed in the disability marketplace[16]. The NDIS is the most significant social change since the introduction of Medicare in Australia (Buckmaster & Clarke 2018).

The introduction of the NDIS opens up an inclusive tourism market. While the NDIS will not fund a holiday for a person on the scheme, it will fund the support that people need in their travel. Support workers that are self-employed and advertise on HireUp or Marble can be available to support people visiting the region.

Additionally, there is an opportunity to work alongside disability services in promoting the region as a location to bring people for short or long stay holidays.

What is required is accessible accommodation and things to do while they visit the region and tourist operators who are willing to go the extra mile to welcome and assist them during their stay.

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[14] https://www.pc.gov.au/inquiries/completed/disability-support/report
[15] https://www.dss.gov.au/sites/default/files/documents/05_2012/nds_report.pdf
[16] https://www.ndis.gov.au/understanding/how-ndis-works

Darcy et al.(2010; Domínguez et al., 2015; Childs, 2018; Darcy et al., 2020) reported that there has been over the past 30 years the research which focused on accessible tourism. They argue that it was hosting of the 2000 Paralympics, in Sydney, which led to a commitment to taking positive action on accessible tourism by the Games Committee in Australia. Athletes needed accessible accommodation, transport, and things to do when not competing in their events. All of which offered challenges in building the facilities and systems that would be used by athletes. Sport has been one of the change agents that has meant that people with a disability are also seen as people with ability who can contribute. The hosting of the games led to many ongoing sports programs and events for people with a range of abilities hosted and promoted within Australia (the Special Sports Movement, Invictus Games and Paralympic Events). **The Mid North- Access & Inclusive Sports Network hosts sporting events in the region. Working with this group councils could bring state-wide events to the region, promoting the facilities available at the Copper Coast Sport and Leisure Centre at Kadina.**

As more people with a sensory and physical disability have undertaken regional, national, and international travel they have documented the many barriers they face in finding accessible accommodation (Barnes & Mercer 2005; Darcy 2012; Darcy, Cameron & Pegg 2010; Forrester 2007; Pegg, Karl & Harpur 2020). Often they find a lack of accurate, current, and transparent information about the accessibility, physical and infrastructure around many tourism sites and activities (Asghar, Cang & Yu 2020; Buhalis, Ambrose & Darcy 2012; Buhalis & Michopoulou 2011; Darcy 2010; Darcy, Cameron & S 2012; Darcy, McKercher & Schweinsberg 2020a; Domínguez Vila, Darcy & Alén González 2015; Eichhorn et al. 2008; Gamze & Günseli Güçlütürk 2016; Gondos 2019; Hutter et al. 2020; Kołodziejczak 2019; Kong & Loi 2017; Le et al. 2012; Luccio & L 2018; Lyu 2017; Mayordomo-Martínez et al. 2019; McKay 2017; Michopoulou, Darcy & Ambrose 2015; Nam & Park 2016; Packer, McKercher & Yau 2007; Rebstock 2017; Shi 2006; Singh et al. 2020; Staff Writers 2019 ; Tourism Victoria n.d.; Weld et al. 2019; Yau, MK-, McKercher, B & Packer, TL 2004; Zehra et al. 2016; Zsarnoczky & Dulhazi 2019). This means that after having booked to stay in a place they find that they cannot get into it or it doesn't meet their needs when they arrive.

Some people have been motivated to create their business offering and advocate for inclusive tourism, because of the level of frustration in not getting the information that they needed to take a holiday. Others have become a part of state tourism boards, and gone on to research into the topic (Crowley & Crowley 2014; Crowley & Crowley 2017 ; Forrester 2007; Gippsland Accessible Tourism Partnership Group 2019 ; Ideas Inc 2016; Northern Territory Tourism 2012; State Government of Queensland 2017 ; Tourism Greater Geelong & the Bellarine 2018; Tourism Victoria n.d.; Tourism Western Australia 2017; Travellers Aid Australia 2017).

Clair Crowley, co-owner of Push Adventures, (2021) said she thinks that *'customer service is the key to including all people as tourists. When you can to welcome anyone, who comes to your region, and you embrace their individual difference. As you show you are willing to assist them and treat them as an honoured guest, then you are striving to provide Inclusive Tourism'*.

You Can't Be What You Can't See[17]

Women in media have used this slogan as a way of advocating for more women to be employed in the sector, arguing that young women need to see themselves on television to see that it is a career that they can pursue[18]. People from different cultural and ethnic backgrounds have also used this slogan as a way of stating, that if you don't see, people like yourself in media, education, work, government, the arts and, in your local community, you do not see that you have a role there. This idea is relevant to how people with a disability see themselves as having a role in local communities. Historically, people with a disability have been segregated from the mainstream community, they were unseen (Westcott, 2004). In the disability sector, this is express as Language Matters and the demand to use People First Language not a disabled person but a person with a disability[19]

Today, while people may no longer live in large institutions, they may live in a group home or attend day programs or special services away from the community. Many times, when they go into the community, they are taken in groups with support workers. This practice continues their stigmatised status and identification that they are 'other and thus do not

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[17] https://www.smh.com.au/national/you-can-t-b-what-you-can-t-see-the-invisible-women-in-our-media-20190404-p51av6.html
[18] https://www.smh.com.au/national/you-can-t-b-what-you-can-t-see-the-invisible-women-in-our-media-20190404-p51av6.html
[19] https://www.and.org.au/pages/inclusive-language.html

belonging to the community (Flynn et al. 1999). They will believe this as much as other community members do. To be seen in positive ways, people have a valued social role in society (Wolfensberger, 2011). When people are engaged working alongside people with a disability doing a shared and enjoyable role, these social barriers are broken down. Shared activity is to be more effective than disability awareness states (Murillo 2014).

♿, this is the dominant symbol to signify disability and thereby accessibility. It is used in most signage denoting that a place, event, or activity is accessible. It is important to acknowledge that 95.6% of all difference is invisible (Ideas Inc 2016), only 4.4% of people use wheelchairs. People with a disability are not a homogenous grouping and have diverse and different needs (Buhalis, Ambrose & Darcy 2012). Therefore, inclusive tourism must acknowledge the diversity of people and make the adjustments that are needed to meet their individual needs when they travel. People who are blind, deaf, have limited mobility, an injury, a cognitive or mental health difference, or are neurodiverse or aging should be recognised and included in your campaigns and promotions for inclusive tourism. Their needs are equally diverse – plain English information, a quiet space to become calm, VR and AR information before making a booking about the region, a water bowl for an assistance dog or sensory garden for people with significant disability, or a scale model of a building for a person with a vision impairment. It is not well promoted is there are a vast range of pictograms and icons available that denote the range of differences, which can be used in promotional materials. You may not have wheelchair access but can accommodate someone with a sensory, intellectual or mental health difference.

Using one of the icons that denotes the wide range of adjustments available that are not the wheelchair icon, provides more information to a wider audience of travellers with a disability.

Tourism needs to be agile, responding to a person's individual needs (Dickinson et al. 2014). Small changes matter (Tourism Victoria n.d.) when creating an inclusive tourism experience.

In designing accessible attractions in the region, the Councils can be guided by leadership undertaken within the National Parks and Wildlife Services in South Australia, who have been working to improve access for people with a disability. Yvette Eglinton at Department of Environment and Water (DEW), Lisa Pearson at Yankalilla Council have been working with Assoc Prof Caroline Ellison at UniSA Justice & Society on a Grant. The Legatus Group has joined the tender process. If successful, they will purchase all-terrain wheelchairs and trikes, to increase accessibility in local national parks. Simon Millcock CEO led the Legatus Group is collaborating in this project to increase the accessibility of the Walk the Yorke Trail. Yvette Eglinton[20], a project officer is a wheelchair user, and she shares her insight into the adjustments needed in national parks to increase their accessibility. Yvette features in of the promotional videos on the National Parks Website[21] It is critical to include insights of people with disability and their lived experience as disabled when developing inclusive tourism.

Employment

Included in the brief for this report is a requirement to explore ways to increase the employment and volunteering of people with a disability in the region. The current statistics on employment of people with a disability are recorded below:

Employment of People with a Disability.

- People aged between 15 and 64 years with disability have both lower labour force participation (53.4%) and higher unemployment rates (10.3%) than people without disability (84.1% and 4.6% respectively).
- There are 2.1 million Australians of working age with disability. Of these, just under half were employed (47.8%), compared with 80.3% of people without disability.
- 34% of people with disability are managers & professionals.
- Graduates with disability take 61.5% longer to gain fulltime employment than other graduates.
- Almost one in five (18.9%) people with disability aged 15-24 years experienced discrimination. In almost half of those instances, the source of discrimination is an employer.
- Global research has found that when employee health and wellness is managed well the percentage of engaged employees increases from 7% to 55%
- A higher proportion of people with a profound or severe disability were working full time in 2018, 11.4% compared with 7.9% in 2015. This is driven by an increase in women with a profound or severe disability working full time (9.2% in 2018, up from 5.5% in 2015).

https://www.and.org.au/pages/disability-statistics.html

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[20] https://www.youtube.com/watch?v=Xsq1hTNrtUY&t=32s&ab_channel=DepartmentforEnvironmentandWater
[21] https://www.youtube.com/watch?v=Xsq1hTNrtUY&ab_channel=DepartmentforEnvironmentandWater

Hui, Tsui and Tavitiyaman (2020, p. 2) argue that people with a disability stay longer in a job have better attendance and lower turnover rates. Research by (Kalargyrou & Volis 2014) identified that people with a disability are good employees, but many employers are still concerned about employing workers with a disability due to negative stereotypes about them. Kalargyrou (et al, 2014) present several international hospitality chains that have created employment programs for people with a disability - Hyatt Hotels, Embrace Hotels (Germany), Accor Hotels (Europe) Starwood Hotels and Resorts (USA) Mohegan Sun Sodexo Inc and McDonald's. All these organisations offer formalised training processes for workers with a disability, and they report the benefits of hiring people with a range of diversity, including disability. The theme in the literature is that given the required supports people with a disability are excellent employees.   In Australia, there are some examples of excellence in hospitality business' run and staffed by people with a range of abilities. They range from social enterprises to micro enterprises.[22] These businesses have been welcomed and well supported by members of their local communities. Bizjak, Knežević and Cvetrežnik (2011); (Kalargyrou, Barber & Kuo 2018; Kalargyrou, Trivellas & Sigala 2020), report that guests commonly have a positive attitude towards employees with a disability in the hospitality industry, and will support organisations who take a lead in the sector. **In the region, you have an opportunity to work with existing disability services to promote work for people with a disability in the hospitality sector as has been done around Australia**. Espresso Train and the Ben Roberts Café are provided here as examples of social enterprises operating around Australia.

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[22] http://www.espressotrain.com.au/
https://www.dal.org.au/
https://www.sbs.com.au/news/the-australian-coffee-shop-project-training-people-with-disabilities-to-be-baristas
https://camcan.org.au/
https://www.facebook.com/ABCnorthqld/videos/10153105699513309
https://www.abc.net.au/news/2016-11-15/newcastle-cafe-serving-up-hospitality-experience/8026236

There is also hospitality business who purchase services and items from social enterprises which employ people with a disability – in the laundry, cafés, and restaurants (Kalargyrou, Kalargiros & Kutz 2020). Kalargyrou, Barber and Kuo (2018) found no negative impacts when a business employs people with a disability. Another model of social enterprise is a micro enterprise. A micro enterprise is a small business operated and managed by a person with a disability and their management group to provide a range of products to their local community.

Volunteering

> *People with a disability are generally not viewed by the community as potential volunteers. This undervaluing of human potential negates the abilities of people who belong to this … group. People with a disability, as well as those who are missing out on the service and contribution people with a disability might provide, are being disadvantaged (Bruce 2006, p. 59)*

In our communities, many services, museums, sports, and religious groups, are volunteer assisted and led. They could not operate without the volunteers' commitment and participation. The latest ABS survey reports there has been a 20% decrease in volunteer hours since 2014[23]. Shandra (2017, p. 195) explains numerous benefits in volunteering, happiness, life satisfaction and wellbeing, as well as having a valued social role: yet people with disability are largely excluded from volunteer opportunities. Volunteering Tasmania has produced a best practice toolkit for enabling people with a disability to engage in socially valued roles in their communities (Middleton 2009/2010) which can be used by your councils. The literature says that people are willing to volunteer and be involved in community activities. For them and the organisaiton to succeed there is a need for structured training (Bruce 2006; Kulik 2018; Marková 2018, 2020; Middleton 2009/2010; Shandra 2017; Yanay-Ventura 2018). Victorian Tourism has established Visitability[24] as the framework to construct it's the tourism sector. One of the five pillars in the model is a sense of welcome. An ambassador program has been established to welcome tourists to the state. Taking up the Visitability model in the region[25] will increase your capacity to develop inclusive tourism.

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[23] https://www.theforeveragenda.com.au/blog/newdata#:~:text=The%20biggest%20news%20story%20here,months%20prior%20to%20the%20survey.
[24] https://www.youtube.com/watch?v=hNvVfqUYMFs&feature=emb_logo&ab_channel=destinationmelbourne
[25] https://www.youtube.com/watch?v=hNvVfqUYMFs&t=5s&ab_channel=destinationmelbourne

Universal Design

Universal Design is the tool to achieve inclusion and liveable places '…almost all of us, at some point in our lives, may have a disability, temporary or permanent, as a result of an accident or injury, or we will be traveling with a family member or friend with disabilities' (Accessible Places 2019). Universal Design Principles were developed by Ronald L. Mace (1941–1998). They are recommended by the (United Nations World Tourism Organisation 2013, 2015, 2016b) manuals. The principles are as follow:

1. Equitable use: the design is useful and marketable to people with diverse abilities. Tourism designed for all persons must provide the same means of use for all users and avoid segregating or stigmatizing any users. This principle highlights the need for environments to be safe and appealing, which in our case is important as it is applicable to all tourism resources.

2. Flexibility in use: the design accommodates a wide range of individual preferences and abilities. Any resource, and most especially tourism resources, must provide the possibility of changes or variations depending on people's circumstances or needs. It must provide choice in methods of use and adapt to the user's pace;

3. Simple and intuitive use: use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level. This is an essential principle from a tourism standpoint. There cannot be any unnecessary complexity or confusing and insufficient information. Tourism design must accommodate a wide range of languages and cognitive abilities; therefore, achieving the greatest wealth of content with the greatest simplicity of use is the basis for all projects.

4. Perceptible information: the design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities. A characteristic of tourism activities is that they are used by travellers most of whom do not know about their destination. Information provides tourists with knowledge of the environment chosen and becomes the first point of contact with their destination. This principle activates the use of different presentation modes (pictorial, verbal, tactile), adequate contrast between essential information and its surroundings, the legibility of essential information, and compatibility with a variety of techniques or devices used by people with sensory disabilities.

5. Tolerance for error: the design minimizes hazards and the adverse consequences of accidental or unintended actions. Elements must be arranged to minimize hazards and errors: the most used elements must be the most accessible, whereas hazardous elements must be eliminated, isolated, shielded or minimized. In this latter case, it will be necessary to provide warning of possible hazards.

6. Low physical effort: the design can be used efficiently and comfortably and with a minimum of fatigue. In any type of tourism activity, users must maintain a neutral body position. It is necessary to minimize repetitive actions and the need for unreasonable operating forces in order to carry out different actions; and

7. Size and space for approach and use: appropriate size and space is provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility.
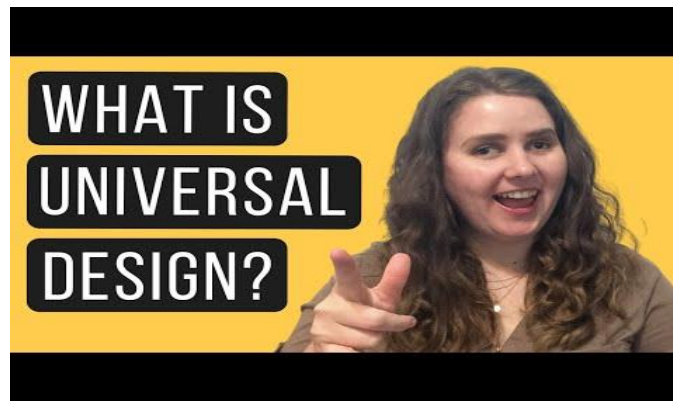
Universal Design will also improve a society's capacity to include people who are aging to age in place. Within the literature (United Nations World Tourism Organisation 2016b) attention is paid to seniors as a part of the market for inclusive tourism. Suh and McCarthy (2015) discuss that increasingly seniors are traveling more, because they now have a secure income and time to travel. This means that their needs are often equivalent to that of a person with a disability. The Australian Bureau of Statistics (ABS 2016) that as people age the rate of disablement increases. The 2016 Census reveals that the Yorke Peninsula and Copper Coast have an aging population. The average age is 52 years compared with the South Australian average of 40 years and the Australian average of 30 years. In discussions with Legatus CEO, he has identified that Port Broughton in the region provides an example of a council working towards meeting the needs of the aging population by taking up elements of Universal Design.

The (Deloitte Access Economics 2019) report indicated, that seniors are keen travellers and an important part of the market in Australia. A liveable region that accommodates all members of the community is well-positioned to be of service to anyone who visits the region (Biddulph & Scheyvens 2018; Cloquet et al. 2017; Ideas Inc 2016; Kadi, Plank & Seidl 2019; Le et al. 2012; Lew 2018; Mayordomo-Martínez et al. 2019; McKay 2017; Nyanjom, Boxall & Slaven 2018; Pavkoviv et al. 2017; Scheyvens & Biddulph 2017; Staff Writers 2019; Tomej 2019). In summary, Universal Design is the idea that good design can create societies that meet everyone's needs regardless of their individual difference. Therefore, when looking at one thing that can be done to build Inclusive Tourism in the region, utilising the principles of Universal Design will be a positive method, (United Nations World Tourism Organisation 2013, 2015, 2015 2016b, 2016a).

Benefits of Inclusive Tourism

The benefits of inclusive tourism are seen as being for the individual and the wider society. For the person with a disability traveling is seen as part of living a good life (Forrester 2007). Motivation to travel is the same for people with or without disabilities and a person's goals when travelling is shared between people with and without a disability argues (Shaw & Coles 2004)(Stumbo, Wang & Pegg 2011). Another reason people travel is because holidays make you happy, reports Sedgley et al. (2017) citing that people what to rest, relax, have some freedom from routines and experience exciting new places by themselves or with family and friends. Moura, Kastenholz and Pereira (2018, p. 242) report that traveling increases peoples social competence as another benefit to a person of travelling. Kong and Loi (2017) suggests that traveling has a significant positive impact on a person health and wellbeing. Pegg, Karl and Harpur (2020 p. 2) indicate that many people with a disability travel for work.

> **Benefits in a snapshot**
>
> White and Childs (2018) estimate of the size of the current accessible tourism sector for overnight and/or day trip travel is around 1.3 million individuals, or 7% of the total Australian adult population.
>
> - many people with a disability travel with others, especially when they need to travel with a family member, friend or support worker, there is a multiplier of 2.45 (overnight) or 2.62 (day trips) that needs to be applied.
>
> - by this measure, 14% of the Australian population (an estimated 3.4 million people) has need of accessible tourism experiences and services for an overnight and/or day trip.
>
> - An estimate of annual expenditure by tourists with a disability (both overnight and day) based on NVS data would be around $3.2 billion annually (of which $2.7 billion is overnight spend and $546 million is day trip spend).
>
> - Again, the multiplier of those travelling with a person with a disability means the true value of the sector could be as high as $8.0 billion.

Forrester (2007) argues that travel is a human rights issues and all discussions need to be framed in a 'what can be done to ensure we meet a person's individual rights. Rather than taking a, we 'don't do this stance'. United Nations World Tourism Organisation (2015) notes that inclusive tourism is now a legal requirement in many countries who have developed anti-discrimination laws for people with a disability.

Inclusive Tourism Benefits for ALL citizens

The UNWTO (2016, p. 38) extends the potential benefits extends to
- local residents,
- people with a disability (intellectual, physical, and sensory)
- foreigners
- people who are neurodiverse
- people with reduced mobility,
- people experiencing a mental illness.
- people with dementia,
- seniors,
- pregnant women,
- people with prams
- people with a temporary disability or illness,
- people who are tall or short
- companions
- people with food intolerance
- people with allergies
- people who are obese

When looking at the wider social benefits of inclusive tourism Forrester (2007) argues that people with a disability are 25% of the tourism market. Catering to the inclusive tourism market adds to the economic benefit of tourist operators in any region (Ideas Inc 2016). Other benefits reported in the literature on inclusive tourism include that people with a disability, travel at off peak times, will go back to a place that meets their individual needs, they will stay longer and often travel close to home (Biddulph & Scheyvens 2018; Forrester 2007; Ideas Inc 2016; Le et al. 2012; Lew 2018; Pavkoviv et al. 2017; Scheyvens & Biddulph 2017; Staff Writers 2019 ; Stumbo, Wang & Pegg 2011; Tomej 2019). Lever and Hicks, (2019. p. 4)[26] indicate that 88% of people with a disability take a holiday yearly. This equates to 8.2 million overnight stays each year for 1.3 million people. They advocate that not catering to the inclusive tourism market means that tourism operators are losing market share.

Enablers for Inclusive Tourism, opportunities in the marketplace.

A discussion in the literature is, that there is an assumption that all people with a disability are the same (Ideas Inc 2016), yet people are diverse and have different needs. Kong and Loi (2017) suggest that the use of the wheelchair icon for accessibility leads to the assumption providing wheelchair access is meeting everyone's needs. Their research about people with visual impairment indicates that the Wayfinder apps[27] are essential for travellers with visual impairment and more needed that a ramp or roll-in shower. United Nations World Tourism Organisation (2015) describes countries who have developed, touch and feel attractions and 3D models and sensory paths and gardens, all improve the travel experience for people. Many countries in Europe are working towards increasing inclusive tourism for people

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[26] https://static1.squarespace.com/static/6004d67f3294c7562430f32a/t/600e52c6d3c69c50b9ee97b4/1611551434163/AT+PDF.pdf
[27] https://www.youtube.com/watch?v=-oWsAMwJ-ks&ab_channel=GoogleMaps

differences and diverse needs[28] by addressing access issue presented in the historic infrastructure and buildings.

Cloquet et al. (2017) tells us that families are not often targeted when marketing inclusive tourism, yet families are often the primary carers for a person with a disability. To enable more families to take part in tourism, they argue that marketing to families is important. Freund et al. (2019) identified that people with Autism Spectrum Disorder (ASD) and their families are part of the potential tourist market, who are also not targeted by tourism operators. What enables Inclusive Tourism for these families is an express check in, a quiet place for a family member who mat become overwhelmed by noise and motion in the environment. Most importantly they suggest is that staff have some skill in understanding their family member's needs. The research emphasises that an accessible environment must include: (1) respectful of diversity, (2) safe and healthy, (3) functional, (4) comprehensible, and (5) aesthetic (Calvo-Mora, Navarro-García & Periañez-Cristóbal 2015, p. 114). **Advertising deals and packages once you have designed an inclusive region to peak bodies[29] will ensure your campaigns are well targeted**.

Increasingly the smart phone is the travel agent. Apps provides the '**word of mouth**' about tourism on sites like TripAdvisor. Domínguez Vila, Alén González and Darcy (2019) cite that 70% research for a holiday, is done online before people decide on where to go. 64% of prospective travellers will use online VR and AR as inspiration about where to travel and that 87% of planning done online. Gondos (2019) agrees that the internet is a major source of information for travellers, thus it needs to be barrier free[30] complying with the accessibility standards for information. A study by (Childs 2018) found that people with a disability advocated for an online accreditation system to rate inclusive tourism locations. Additionally, people with a disability want a review platform – like TripAdvisor so that they can comment about a location and its accessibility (Childs, 2018)

Other enablers of inclusive tourism suggest in the literature promote the importance of technology in driving tourists to a region. Deloitte Access Economics (2019)

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[28] https://www.youtube.com/watch?v=CToTZQOJUQA&ab_channel=EuropeanFoundationCentre
[29] https://www.dss.gov.au/our-responsibilities/disability-and-carers/program-services/consultation-and-advocacy/national-disability-peak-bodies
[30] https://www.accessibility.sa.gov.au/

reports that 75% of domestic travellers, use social media while travelling, and people of all ages and ability use these platforms. Deloitte Access Economics 2019 also found that 2 out of 3 people (72%) watch videos before travelling to inspire and enhance travel experiences before booking a holiday, finding that people using smartphones to touch 7,000 tourist points before booking. The report notes that less than 10% of accommodation or transport is accessible in Australia. This indicates that there a large opportunity to accommodate inclusive tourism in existing markets.

Clair Crawley co-founder of Push Adventures and The Good Scout booking site (2021) argues that customer service is the most critical part of establishing inclusive tourism. She feels that it is about making people feel welcomed and valued as visitors to your business and going the extra mile to meet their individual difference.

Improvements in technology are seen as opening up access for people with a disability to travel (American Foundation for the Blind n.d.; Asghar, Cang & Yu 2020; Backer 2009; Benckendorff et al. 2015; Bronner & de Hoog 2016; Buhalis & Michopoulou 2011; Cardonha et al. 2013; Cassia et al. 2020; Cavallo et al. 2015; Daniels, Drogin Rodgers & Wiggins 2005; Deloitte Access Economics 2019; Dickinson et al. 2014; Disabled World 2016 ; Domínguez, Alén & Fraiz 2013; Domínguez Vila, Alén González & Darcy 2019; Eichhorn et al. 2008; Fahmy & Al-Azab 2016; Huang & Lau 2020; Kashiwagi, Nagai & Furutani 2020; Kołodziejczak 2019; Lam, Chan & Peters 2020; Mayordomo-Martínez et al. 2019; Milicchio & Prosperi 2016; Nitti et al. 2018 ; Ribeiro et al. 2018; Weld et al. 2019).

It is widely reported that having access to Wi-Fi is seen as essential for most people with a disability when they travel (Childs 2018). IT platforms, provide information about cafes, accommodation, tours, and are also a map to navigate a place. Additionally the use of videos about a holiday destination are what drives tourists to a region (Deloitte Access Economics 2019). Virtual Reality and Augmented Reality that can be accessed by a QR code on a flyer of booking site will also increase take up of inclusive tourism (Asghar, Cang & Yu 2020; Brodeala 2020; Buhalis & Michopoulou 2011; Cassia et al. 2020; Deloitte Access Economics 2019; Dickinson et al. 2014; Disabled World 2016 ; Domínguez Vila, Alén González & Darcy 2019; Kadi, Plank & Seidl 2019; Kołodziejczak 2019; Mayordomo-Martínez et al. 2019;

Milicchio & Prosperi 2016; Nitti et al. 2018 ; Ribeiro et al. 2018; Small 2015). It is predicted that these are the ways that future tourist will book all travel arrangements.

Communication and information are seen as an area to enable inclusive tourism. Mooney, Rafique and Tilly (2019) state using easy English and photographs, pictogram, and cards along in the marketing to people with a disability who you are wanting to attract to your region. Marketing material that are accessible will increase inclusive tourism. The (United Nations World Tourism Organisation 2016a) says that print media should use clear short sentences, font 12 – 14 Sans-serir with black writing on a white background, non glossy paper, and that justified text is hard to read for many people with a disability. **The visitor information centres in your region all have displays of print information – one of these is called Holidaying with Kids on Yorke Peninsula. Developing an Inclusive Holiday Tips flyer for people with a disability would add to the local knowledge they can access about the region. Appendix 1 & 2 provide some examples of factsheets and infograms that offer information to tourist operators on enabling inclusive tourism**.

In looking at the booking sites for accommodation in the region there are some features of disability access build into the platforms like Airbnb, Bookings, Wotif and local travel sites (Kadi, 2019). Most of these are static sites with pictures of the location. Including short video tours for the accommodation, attraction, or event, will give people with disability gain a more comprehensive image of the accessibility of a place (American Foundation for the Blind n.d.; Asghar, Cang & Yu 2020; Backer 2009; Benjamin, Bottone & Lee 2020; Bowtell 2015; Brodeala 2020; Bronner & de Hoog 2016; Cardonha et al. 2013; Cassia et al. 2020; Dickinson et al. 2014; Disabled World 2016 ; Domínguez Vila, Alén González & Darcy 2019; Eichhorn et al. 2008; Fahmy & Al-Azab 2016; Faucett et al. 2017; Fennell 2020; Figueiredo, Eusébio & Kastenholz 2012; Gamze & Günseli Güçlütürk 2016; Gidlund et al. 2020; Huang & Lau 2020; Hutter et al. 2020; Kadi, Plank & Seidl 2019; Kalargyrou 2014; Kashiwagi, Nagai & Furutani 2020; Kołodziejczak 2019; Köseoglu et al. 2020; Lam, Chan & Peters 2020; Luccio & L 2018; Lyu 2017; Mayordomo-Martínez et al. 2019; McKay 2017; Michopoulou, Darcy & Ambrose 2015; Milicchio & Prosperi 2016; Nam & Park 2016; Nitti et al. 2018 ; Pegg, Karl & Harpur 2020 ; Rebstock 2017; Ribeiro et al.

2018; Sibkey 2017; Singh et al. 2020; Small 2015; Stumbo, Wang & Pegg 2011; Suh & McCarthy 2015; Vinzenz 2019; Vision Australia 2014 ; Wang et al. 2016; Weld et al. 2019; Yau, MK, McKercher, B & Packer, TL 2004; Zsarnoczky & Dulhazi 2019).

There are many how to kits and manuals that provide information about room measurement, bed heights, roll-in bathrooms etc, which can be used to enable inclusive tourism (Australian Local Government Association 2016; Le et al. 2012; Tourism Western Australia 2017) (Gidlund et al. 2020; United Nations World Tourism Organisation 2015).

To begin a movement towards Inclusive Tourism in the region, you may wish to start with a coalition of the willing (Simon Millcock, 2021). Several of the tourist attractions and events owners have discussed that they are eager to accommodate people with a disability as visitors to their business. When asked if there was an award for accommodating inclusive tourism in the local tourism award, would this be a motivator to change; all were positive in their support. All tourist operators agreed this would be of benefit to them as proposed by United Nations World Tourism Organisation (2015)

Image from Disabled Surfers Byron Bay Hands On Day @ Byron Bay ©

Barriers identified in the literature.

The barriers documented in the literature discuss themes of

- Physical access to the built environment,
- Attitudinal – and negative attitudes towards people with a disability,
- Lack of skill of staff working in the sector.
- Communication and Information is not accessible, accurate or does not provide the detailed information that people seek when considering travelling.
- Transport – lack of signage, public transport, and wayfinding apps.

Baldwin and Stafford (2018) examined accessibility in Bendigo. Participants in the study were given cameras (this style of research is called photovoice) to record the barriers and accessible features in their communities.

In one image the …bike path with rumble strip/cobblestone at the end of the path. – 'This is a . . .negative, . . . you get a lot of above knee amputees, and they're real prone for slip and trip hazards, and everybody that I've talked to, they're all worried about these cobblestones out here. . . our guys always trip on it'. Source: PwD group. (Baldwin & Stafford 2018, p. 29)

The report details a number of accessible community features – raised community garden beds, open laneways, and accessible community events. Using the principle in Universal Design in any changes to infrastructure will address the physical barriers that currently obstruct inclusive tourism[31]

Lack of skilled staff and negative attitudes of tourism providers is another theme relating to barriers in the literature to inclusive tourism (Deloitte Access Economics 2019 ; Domínguez, Alén & Fraiz 2013; Ideas Inc 2016; Kaganek et al. 2017; Kalargyrou & Volis 2014; Kim & Lehto 2013; Kong & Loi 2017; Luccio & L 2018; Michopoulou, Darcy & Ambrose 2015; Mooney, Rafique & Tilly 2019; Nyanjom, Boxall & Slaven 2018; Pagan 2020; Page, Innes & Cutler 2015; Pegg, Karl & Harpur 2020 ; Portales 2015; Sedgley, Pritchard & Morgan 2011; Sedgley et al. 2017; Shaw & Coles 2004; Shi 2006; Sibkey 2017; Staff Writers 2019 ; Stumbo, Wang & Pegg

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[31] https://www.youtube.com/watch?v=LszS8MRiKVc&ab_channel=Daniellability

2011; Suh & McCarthy 2015; Tomej 2019; United Nations World Tourism Organisation 2015, 2016a, 2016b; Wilson 2019; Yau, MK-, McKercher, B & Packer, TL 2004). Disability Awareness Training is important to developing a workforce who is able to meet the needs of a traveller with a disability (United Nations World Tourism Organisation 2015). Biddulph and Scheyvens (2018) discuss the minimal collaboration between the tourism industry and people with a disability as a barrier to inclusive tourism. Social change occurs when people are in relationship with each working towards a shared goal (Murillo 2014)

As previously discussed lack of current accurate information is barrier to people seeking inclusive tourism, from the beginning of being inspired to visit a location to the completion of booking a holiday (Backer 2009; Bronner & de Hoog 2016; Buhalis & Michopoulou 2011; Cassia et al. 2020; Darcy 2010; Eichhorn et al. 2008; Hutter et al. 2020; Ideas Inc 2016; Kołodziejczak 2019; Mayordomo-Martínez et al. 2019; McKay 2017; N/A. 2019; Nam & Park 2016; Ribeiro et al. 2018; Shi 2006; Singh et al. 2020; Vinzenz 2019; Wang et al. 2016; Zehra et al. 2016). Several authors argue for the creating of a peer review platform or accreditation system to rate inclusive tourism (Australian Tourims Industry Snapshots 2020; Boxall, Nyanjom & Slaven 2018; Brodeala 2020; Childs 2018 ; Sedgley, Pritchard & Morgan 2011; Zsarnoczky & Dulhazi 2019) as a way of overcoming the barrier of inaccurate information about a tourist location.

Transport is identified as a barrier to inclusive tourism. The site visit to the region found that the roads are of poor narrow, bumpy, and not well signed. Improving the infrastructure of the roads would increase tourism for everyone, and road safety local community members. The signage in the region, will also need improving to meet Universal Design requirements. When people have a vast choice about a place to holiday traveling on roads that need repair will not be an attractive option[32]

Each of the barriers discussed in the literature has a remedy. Universal Design is the tool to use to make the changes needed in any location to create a tourist destination of choice for people with a disability.

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[32] https://accessible-roads.com/
https://www.infrastructure.gov.au/transport/disabilities/
https://www.youtube.com/watch?v=ykh6vdtT2Jg&ab_channel=Infrastructure%2CTransport%2CRegionalDev%26Comms

Examples of 'How to Fact Sheets' (Ideas Inc 2018)

Designing for users with dyslexia

Do...	Don't...
use images and diagrams to support text	use large blocks of heavy text
align text to the left and keep a consistent layout	underline words, use italics or write in capitals — *DON'T DO THIS*
consider producing materials in other formats (for example, audio or video)	force users to remember things from previous pages - give reminders and prompts
keep content short, clear and simple	rely on accurate spelling - use autocorrect or provide suggestions — dyslexia ✗ dsyle
let users change the contrast between background and text	put too much information in one place

Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size — Aa	use low colour contrasts and small font size — Aa
publish all information on web pages — HTML	bury information in downloads
use a combination of colour, shapes and text — Start >	only use colour to convey meaning
follow a linear, logical layout — 200% magnification	spread content all over a page — 200% magnification
put buttons and notifications in context — Submit	separate actions from their context — Submit

Designing for users on the autistic spectrum

Do...	Don't...
use simple colours	use bright contrasting colours
write in plain language — Do this.	use figures of speech and idioms
use simple sentences and bullets	create a wall of text
make buttons descriptive — Attach files	make buttons vague and unpredictable — Click here!
build simple and consistent layouts	build complex and cluttered layouts

Designing for users who are D/deaf or hard of hearing

Do...	Don't...
write in plain language — Do this.	use complicated words or figures of speech
use subtitles or provide transcripts for videos — CC	put content in audio or video only
use a linear, logical layout	make complex layouts and menus
break up content with sub-headings, images and videos	make users read long blocks of content
let users ask for their preferred communication support when booking appointments	don't make telephone the only means of contact for users

Examples of 'Infograms' that could be provided to Tourism Operators.

Economic Benefit of Inclusive Tourism

In 2018 the domestic value of Inclusive Tourism in Australia was estimated at $8 billion.

People with a disability typically travel with another person - family, friends and or carers.
Therefore, there is a **$ multiplier effect of 2.5** when they holiday, for a region/ market.

People take **4** trips a years in a combined of

- **6** weekly day trips
- **weekly** local trips

Another benefit is that

- People travel during low and off season times
- People spend more while they are away.

People with a disability travel at the same rate as all other Australian's

Inclusive Tourism is good business!

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