Paving the Way towards a Bright Future for Mountain Destinations

ACCESSIBLE AND INCLUSIVE TOURISM IN MOUNTAIN RESORTS

AR. JOSEPH KWAN MH
Who are the people we design & build for?

Young, fit and able

Older, less able and not so fit

People with disabilities

“Inclusive & Equitable”
The Convention prohibits discrimination against persons with disabilities in all areas of life.

Article 2: Definition - Universal Design

Article 9: Accessibility

Article 30: Participation in Cultural Life, Recreation, Leisure & Sport
UN - CRPD Latest Development

- **159 signatories to the Convention**
  
  *(RoK - 30/3/2007)*

- **92 signatories to the Optional Protocol**

- **157 ratifications of the Convention**
  
  *(RoK - 11/12/2008)*

- **87 ratifications of the Optional Protocol**
  
  *(September 2015 update)*
"Universal Design" means the design of products, environments, programmes & services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

(Ron Mace 1988)
UN - CRPD  Article 9: Accessibility

**Aim:** To enable persons with disabilities to *live independently and participate fully in all aspects of life*

**Responsible Parties:** States Parties shall *take appropriate measures* to achieve the aim

**Coverage:** *Equal access* to the *physical environment, transportation, information and communications, including ICT and systems ... both in urban and in rural areas*

**Application:** *Buildings, roads, transportation and other indoor and outdoor facilities*, including schools, housing, medical facilities and workplaces; information, communications and other services, including electronic services and emergency services
UN - CRPD Article 30: Participation in cultural life, recreation, leisure and sport

**Aim:** To enabling persons with disabilities *to participate on an equal basis with others in recreational, leisure and sporting activities*

**Responsible Parties:** States Parties shall *take appropriate measures* to achieve the aim:

a) To encourage and promote the participation...in mainstream sporting activities at all levels

b) To ensure...an opportunity to organize, develop and participate in disability-specific sporting and recreational activities and...to encourage the provision...of appropriate instruction, training and resources

c) To ensure...access to sporting, recreational and tourism venues

d) To ensure that children with disabilities have equal access...to participation in play, recreation and leisure and sporting activities

e) To ensure...access to services...of recreational, tourism, leisure and sporting activities
Global - People with Disabilities

- Estimated 15% of the world's population has a disability
- More than one billion people with special needs worldwide
- An estimated 80% live in developing countries

(Source: WHO Report, 2011)
Aging Population - Global & South Korea

Proportion of population aged 65+

<table>
<thead>
<tr>
<th>2010</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>23%</td>
</tr>
<tr>
<td>S. Korea</td>
<td>11.1%</td>
</tr>
<tr>
<td>Spain</td>
<td>17.1%</td>
</tr>
<tr>
<td>Italy</td>
<td>20.3%</td>
</tr>
<tr>
<td>Germany</td>
<td>20.8%</td>
</tr>
<tr>
<td>France</td>
<td>16.8%</td>
</tr>
<tr>
<td>UK</td>
<td>16.6%</td>
</tr>
<tr>
<td>China</td>
<td>8.3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>6.9%</td>
</tr>
<tr>
<td>Iran</td>
<td>5.2%</td>
</tr>
<tr>
<td>US</td>
<td>13.1%</td>
</tr>
<tr>
<td>World</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Data: Pew Research Center
Demographic - Republic of Korea

- **Population**: 50 million
- **People with Disabilities**: 2,683,400
- **Ageing Population 65 years+**: 6,003,016 (12.3% in 2013)
Universal Accessibility

= 

Corporate Social Responsibility

+ 

Good Business
Who will benefit from universal accessible environment

40%+ of the population

(Source: Roland Wildberg, Hospitality, Hotel and Travel News, International Tourism Board, 2009)
Universal Design

Not only for

but also

Figure 72 — Facilities for vision impaired (UK)

Figure 74 — Facilities for hearing impaired (World Federation of the Deaf symbol)
Types of Disabilities and Impairment

- **Physical** - reduced mobility, wheelchair user, crutch-user
- **Sensory** - sight loss or low vision
- **Sensory** - hearing and speech
- **Cognitive** - intellectual disability
Main Features of Tourism

- New market segments & market shift
- Medical tourism
- Religious tourism
- Recreational & leisure tourism
- Seniors market or “Grey Tourism”
- People with disabilities or “Inclusive Tourism”
- Repeat tourism, discount tourism (low season/long term visitors)
## Disability and Tourism

<table>
<thead>
<tr>
<th>Outside of the region</th>
<th>Within the region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Million</td>
</tr>
<tr>
<td>USA</td>
<td>52.7</td>
</tr>
<tr>
<td>Canada</td>
<td>4.7</td>
</tr>
<tr>
<td>UK</td>
<td>10.8</td>
</tr>
<tr>
<td>Germany</td>
<td>14.2</td>
</tr>
<tr>
<td>France</td>
<td>9.0</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“Inclusive” Tourism in Korea

Real Economic Benefit

Year 2013

- The international tourist arrivals was over 12 million
- Tourist receipts was US$14.3 billion
- 15% tourists are PwDs and 12% of tourists are seniors - gained an additional 27% of visitors amounting to a total of US$3.86 billion
Social & Cultural Constraints

- **In social terms**, it is the disabling environment and hostile social attitudes that create and **accentuate disability**.

- **In economic terms**, it is the **additional costs** associated with having a disability, which restrict travel and tourism opportunities.

- Vacations for people with disabilities can cost between **30% to 200%** more than holidays for non-disabled.
Accessible Travel / Holiday Chain

1. **Investigate destination**
   - travel agent, web search (accessible websites)

2. **Select & purchase package**
   - travel & accommodation

3. **Travel to destination**
   - accessible travel modes (air, sea, land transport)

4. **Inclusive destination**
   - accommodation, resort facilities & activities

5. **Services**
   - operators trained in inclusive activities and service provision

6. **Return home**
   - enjoyed activities and home bound travel
Accessible Websites

Travelin' Talk network

AAA Barrier-Free Travel Guides
New York City • Hawaii • California • Las Vegas
Washington, DC • Orlando, Florida
Order Now and Save $3.00 Off
The Regular Price of $12.95
FIND OUT MORE!

Be a Part of the Network

Access-Able Travel Source
Providing Access Information for Mature and Disabled Travelers Online Since 1995

Welcome to YOUR Web page

We thank all the individuals and organizations that have helped us become the premier site for access information. But even more important is the thousands of visitors we've had over the past years. All the information is sponsored by the people and companies that are highlighted by the "Check This Out" graphic on the search results pages. Please make an effort to use these as a first choice.
Inclusive Tourism requires the physical environment to be user-friendly and accessible to all travelers both domestic and from abroad.

Infrastructure improvement will benefit the local community includes:

- Access to Information
- Transportation
- Built Environment
- Accessible Services
Information & Services

Provision of information on inclusive tourism is important

**Three main groups:**
- Government & tourism authorities
- Disability & Seniors related organizations
- Individual operators

**Techniques available:**
- Internet
- Production and dissemination of “Mobility Maps”
Accessible Transportation

Potential

• Develop accessible **public transport options** available for *independent use* by seniors, people with disabilities, *travelers with baggage*....

• Develop accessible privately operated transport network at *affordable cost* to all (Star LRT, London taxi)

Benefit

• Local community

• Visitors and tourists
Seamless Public Transport Interchange
Accessible Para-transits
Accessible Public Taxicabs
Accessible Car Parking
Accessible Outdoor Environment
ICT & Assistive Technology
Accessible Accommodation

- **Availability** of accessible accommodation is a **prerequisite to potential travelers with disabilities**

- **Actions** at short term: tourism sector should strive to provide a reasonable level of accessibility, balancing disabled users’ needs, existing conditions and resource available

- **Actions taken** with access refurbishment of facilities will **enhance the value of the property**
Accessible Building Entrances
Lifts & Elevators - visual & tactile features
Universally designed toilet facilities
Accessible Accommodation

- Hotels
- Resorts
- Serviced Apartments
- Guest Houses
- Hostels
- Camping Grounds & Camping Sites
Accommodation - Hotel

Accessible Hotel Features
Hotel Room

Hotel rooms with Accessible and Assistive Equipment for people with disabilities
Hotel Room
Hotel Facilities
Accessible & Inclusive Tourism Environment

Accessible & Inclusive Mountain Resorts enhanced through the use of:

- Universal Design
- Information & Communication Technology
ICT & Assistive Technology
ICT & Assistive Technology

Alternative format - audible, visual and tactile
Universally Accessible & Inclusive Mountain Resort

- **Connectivity** - amongst facilities
- **Seamless Transition** - between travel modes
- **Interface** – building facilities and travel modes
- **Continuous** *Accessible* Environment
Accessible Tourist Events & Attractions

- Places of Visits / Sites
- Public Buildings & Spaces
- Museums, Theatres & Concert Halls
- Sports & Recreation Facilities
- Historic Sites
- Country Parks and Gardens
Mountain Resort Activities

- **Summer**
- **Winter**
move beyond the pavement
Hardware
(Accessible Facilities)
Mountain Resorts, Transportation
+
Software
(Services, Attitudes)
Management & Tourism Staff
Tour Operators

- Tour operators are **instrumental in promoting inclusive tourism**, as people with disabilities are more likely to rely on tourism professionals.

- Travel agents would benefit with strengthening of their **inclusive activities** and **service provision** in collaboration with other tourism professionals (e.g. hoteliers, etc.) and disability organizations.
Training and Education

- Education and training on disability awareness and sensitivity to ageing & disability issues is another top priority area in the promotion of accessible tourism.

- Collaboration between disability organizations, tourism industry and education sector would facilitate the development of required training programmes....creating the job opportunities for PwDs.
Actions Needed to Promote Inclusive Tourism

- **Government** responses to inclusive tourism requirements vary widely and tend to reflect the economic capacity or the development of the concerned country.

- **Tourism Industry** need to take remedial actions to develop and expand inclusive tourism by taking advantage of this **growing market** of would-be ageing travelers and travelers with disabilities.
European Accessible City

European Award for Accessible City 2010
First Winner: Avila, Spain 2011
**Code of Good Conduct** scheme for businesses

- Accessibility audits,
- e-learning & training
- Tools for self assessments
- Accessibility statements
- Accessibility guidelines
- CEN Workshops
- Web accessibility
- Accessible communication
Tourism for ALL - Cities

- Takayama - Japan
- Bali - Indonesia
- Pattaya - Thailand
- Barcelona - Spain

Inclusive Tour Operators

Smile Tours Service

Accessible Tour Packages - Vietnam & Cambodia 2015

https://www.facebook.com/pages/Accessible-Vietnam/405590586258192?ref=hl

- vans of 16 seats with low floor and wide door
- boats with large floor area for wheelchair placement
- ramps or manpower to lift wheelchair-travelers
- spacious bed rooms with low beds and wide doors
- flexible shower hose and plastic chair in the bathroom
Accessible City Guides
A VISITOR'S GUIDE TO ACCESSIBLE FACILITIES IN HONG KONG

In the Summer of 2009, an extensive study on the accessibility of tourists' facilities in Hong Kong focusing on accommodation, dining out facilities, scenic spots and shopping arcades was undertaken by the Hong Kong Society for Rehabilitation, a non-profit NGO dedicated to serving people with disabilities and chronic health conditions. Based on the findings in the survey, this "Visitors' Guide to Accessible Facilities in Hong Kong 2010" is compiled. The Project is sponsored by the Hong Kong SAR Government through the Rehabilitation Office of the Labour and Welfare Bureau.

- Disability Assistance Dog
- Wheelchair repair
- Services for hearing impaired persons
- Car parking for disabled driver

PUBLIC TRANSPORTATION

Airport Express
Train
Light Rail
Bus
Taxi
Public Light Bus
Tram
Ferries
Peak Tram
Accessible Hire Car
Accessible Bus Service
Rehabus

© The Hong Kong Society for Rehabilitation, Admiralty, Hong Kong
Conclusion

- **People with disabilities** and the **ageing population** are becoming a **growing market** in *Inclusive Tourism*.

- The over-riding need for **accessible information** and **universal access** are creating the potential of a **new set of business and employment opportunities** for the industry as well as for PwDs.

- Government and the tourism industry should **adopt a proactive approach** in promoting **inclusive tourism for all** so that tourism in the Euro-Asian region can **maintain its competitive edge** in a fast changing tourism market with better-informed consumers.
Accessible and Inclusive Tourism
Thank you

Ar. Joseph Kwan MH

Architect & Access Consultant
UDA Consultants Ltd

Advisor
Asia Pacific Network on Accessible Tourism (APNAT)

Global Chair
Rehabilitation International

International Commission on Technology & Accessibility

jkuda@netvigator.com