

Tourism Accessibility for Disabled Travellers: An Optimistic Concept on Tourism Industry in Bangladesh.

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Abstract: The child with a disability is considered a curse to the family and a punishment from God; parents, thus, are, metaphorically “sinners”. Dr Ackerman (2005). In this circumstance authors have stressed and found mount of significant problems, social issues which is not really identified and unclear within the society system. A detail study may require to contributing and plays a significant role in the contrast. Tourism accessibility has become a very important dynamic issue both in the world economic and especially in the developing countries like Bangladesh. Around 850 million people with disabled in the world they could not get proper access to consume tourism products. Even though they could not justify consuming as a customers. Since long period of decades disabled people suffering injustice in their live. According the human right, EU, UIHC law disabled people could not negative mark in our society. Although they can get assistant, access, products equally in any society. However the study is observed, Tourism Accessibility for disabled people an optimistic concept for tourism industry in the Bangladesh.

Purpose of the Study: The research is going to draw a comprehensible framework to understand tourism accessibility especially developing countries like Bangladesh. It has unlimited tourism products but there are not well aware regard accessibility of tourism while other developed countries are profiting a huge amount of revenue by arranging accessibility tourism. However the purpose of this research focused on significant key factors and would provide clear cut knowledge in this concern and provide a unique niche market segment for Bangladesh tourism industry.

Index Terms: Tourism Accessibility, Disabled Travellers, Optimistic Concept, Bangladesh Tourism Industry.

Introduction: It is an awful meaningless life that given miserable scenario that any of us may meet terrible accident or incurable impairments that will unable and leave a part of our bodies broken for life. We will make them a separate category called disabled. That is not end we have to keep our mind at every time. We never look a person with disabled and his or her belonging to a separate group in our society. Therefore disability are a part our society also have civil rights and social equality. Additional it is our social responsibility to make sure people with disabilities can be sustained job equal opportunities, barrier free environment, open access in transportation, special medical take care, entertainment facilities, barriers free tourism access (Amin, 2008).

Accessible tourism is a current growing and booming business today’s in the World. Accessible tourism is gaining momentum across many different areas and activities within the tourism sector for both its inherent sensibility as a human rights issue and for its growing recognition as an important contribution to the economics (Bahulis, 2012). Disabled tourists are excluded tremendously from leisure activities causes of their mobility problems. Therefore a well-organized accessible tourism place is about making it easy for all disabled tourists (Papathanassis, 2011).

Research Aims: To generate reliable and relevant knowledge about disabled travellers in the context of society and their require to access in tourism by identifying the type of disabilities and their needs according to their medical, health conditions and to establish a social model in a global context by review different existing literature that would provide an excellent framework to the tourism industry in Bangladesh.

Research Objectives:

1. To identify the type of disabilities and their access require supporting in different tourism places in Bangladesh.
2. To overview attitude towards disabilities and the importance of accessibilities in the context of society and develop a sole social model by measuring relevant existing literature review.

Research Questions:

1. Who are the people need assessable tourism?
2. How we can access to them?
3. Why is it important issue?

Hypothesis:

H1: There is a positive relationship between tourism and tourism system.

H2: There is a significant lacking to understand accessibility tourism in whole society (Bahulis, 2011)

Problem Statements: As accessibility is a social paradigm therefore the exact the nature of relationship between the tourists who are unable to travel individual and the whole tourism system is not unbroken (Leipers, 2004), as a result of this observation a detail study need to be concerned to any tourism industry.

Rational of the Research: According to the Bahulis and Dracy (2011) observation that now a day ageing and disabled population are rapidly growing in the world as a result tourism industry and other parties should more concerns for the better implementation and take effective initiative in the current issues.

Accessible tourism is now playing a significant role in first world countries. Over 11 million people with disability made their overnight trip at 2009 as a resulted a great contribution over the years in the UK national economic (source: United Kingdom Tourism Survey 2009). In recent research has been initiated by the British IPS that a person with disability and impairment for their health condition has spent over £2 billion in a year (source: UKTS 2009 and IPS 2010). In addition many of the institution has been well recognized by serving exclusive tourism accessible to the disabled people as known “Inter-Continental Hotels Group (IHG)” is installed track hoisting facilities which influence to the disabled person to accommodate there without any limitation.

Many of the studies found people with disabilities are more productive, loyal, dependable, and co-workers in their different sectors (Hall, 1995).

A huge number studies found tourists with disabilities are become booming market segment in Australia, United States, Canada and Europe. The attention of all tourism industries need to concisions by improving policies and mobilizes investment to carry out needed improvement within the border in a short and long term base (UNWTO, 2013).

Simon et al (2011) noted that Disabled people often developing their different skills and abilities for example a blind person using smell and hearing to perform specific activities which is much better understanding than without disability people.

Research Approaches: Research approaches vary lot of theories combination but it may or may not be made explicit in the design of the research although usually it would be made a clear presentation with explicit finding and conclusions (Saunders, 2009). A descriptive study effort to describe systematically a situation and its surround problems, different critical issues, phenomenon, provides detail information about, describe different statements about solving, attitude towards on issue (Kumar, 2011). The purpose of descriptive research is explanation of the state of phenomenon and its current existing scenario (Kothari, 2004). There are massive opportunities in Bangladesh tourism industry but lot of signification managerial problems as a result could not get proper feedback from domestic and international. In addition, there are significant lacking's of accessibility tourism for disabled traveller's tourism in Bangladesh, and inadequate allowance accessibility for disabled travellers. As a result a detail study need to be concerned regarding this issue, for the reason of this observation the study is descriptive in nature.

Literature Review:

Dulal (2013), argued that according to the constitutional essence Bangladesh does not have any progression and effort in terms of succeeding civil rights those are physical enable or disability impairments are facing discrimination, social priority, representation, participation, governance promotion, democracy equal opportunities within our society. As a stemmed they could not contract public place entertainments by visiting tourism places in Bangladesh. Moreover all these respect authors took an excremental experience by travelling his relative who has mobility impairments due to his mobility barriers he could not ride speed boat at coxbazar sea beach in Bangladesh. Sadly he lost his self-esteem and blamed to his parent. In this contrast Amin (2008) demonstrated that, Bangladesh government and other private sectors do not take any kind of supportive facilities to meet disabilities accessible criteria.

According to the Abdul et al (2013), pointed that vast number of physically unable person varied discrimination because their disability. As a result they are not able to get accessible tourism in Asia. In addition, Mount of people with physical unstable are increasing at home, work places, however there are significant lacking in society, managerial infrastructure and inadequate knowledge accessible tourism for disabled travellers for this reason, Asian tourism industry could not reach their satisfaction feedback as well as failure to make positive image in the world map. People with disability needed support to perform their daily living as well as participation work, education, community life, gaming, to visit different tourism places for their mental peace (AIHW, 2011).

The language of Moore (2002), that one of rational reason people who has physical difficulties have been treated almost children and others people as a resulted they are omitted their self-esteem, self-confident however a unique social model may encourage to them and motivate to access their daily ordinary life. Dr. Ackerman et al (2005), explained that under person with disability welfare act 2001 was approved by the Government in Bangladesh, the legislation includes define the person with disability that identifies those with low vision, unable to hear, speech impairment, mental illness, and physically unstable will get open access to any places of public entertainment. As a consequence author's strongly criticized that issues and reviewed booming tourism places in Bangladesh like Coxbazar which is well recognize and longest sea beach in the world. As outcomes there is no minimum opportunity for the disabled travellers included 5 and 7 star hotels in Coxbazar. (Coxbazar accommodation index).

Cole and Morgan (2010) given an experimental example a tourist who is a wheelchair user and he is not able to access all public areas of Sydney Opera House in Australia. The person who is unable to access all public areas because of the building were constructed without lifts, Ramps and also the building were not considered socially necessary needs.

As a result of the study, a large number of authors have stressed the importance of disabilities and tourism accessibility has less explored the necessary require to access for disabled travellers (Page and Connell, 1985) (McCabe et al, 2012)

Defining disabled accessibility tourism in a theoretical context: In the tourism context a number of developed countries USA, UK, Australia defined their research papers the human right legislation playing a vital role for cultivating the tourism scenario of people with disabilities Darcy (2011) cited in Griffin Dolon (2000). Bangladesh and other developing countries could not reach with regard to tourism accessibility for disabled tourists due to inadequate social construct, lacking of government initiative, political unstable, meagre medical intervention, poor enabling environment and negative attitudes towards disabilities are common reason. According to the Bahulis (2011) cited in Swain et al (2004) that socially constructed are important co-sequence for disabling barriers. Social change elements are attempting an outline by developing disability studies theory such as gathering experience welfare, education, employment, built environment, media, technology, communication, leisure, independent living, organization politics, and so on shows a great deal of work done on the creation of enabling environments, attitudes and society.

Bahulis (2011) explained on his book and took an experimental interview with paraplegic impairment person, she had never learned to depend on gadgets while she is growing up at her home and she feels free to easier when she travels her own. However while she is describing her recent tour in Europe she strongly blamed and criticized that lack of physical accessibility in the places.

Meaning, require access, Types of Disabilities: According to the (Johns Hopkins University press report, 2014) (Bahulis et al, 2011) defined some significant issues; require access and types of disabilities. Accessibility tourism requirements vary depending on their medical and disability conditions such as level of support need, assistive equipment's, dimensions of access.

Attention-Deficit/Hyperactivity Disorders: Mental disorder is life-long illness resulted from difficulty attention, difficulty controlling behaviour, a specialist doctors may require assist them where they would be visited.

Blindness or Low Vision: A person, who has vision impairment, cannot see or low vision to some extent for them. Therefore inventors make a professional group by training to communicate for

blindness tourists for example special sign language include touching their hands, finger spelling, manual alphabet, locate landmarks.

Brain Injuries: An individual with mental injured and unable to pay attention are became disabled, A qualified professional person may access to them. It is possible to notify for them unless they are unable to inform. Usually an experienced professional person may identify their symptoms, crises and their possible necessary requirements.

Deaf/Hard-of-Hearing: A person with a mild hearing impairment requires a mechanism to increase his volume. In addition those are unable to access and physical difficulty they need extra personal care to consumer tourism products. For this consequence travel makers should take more initiatives to access included email, pages, TTY telephone service, and sign language. Some of them may not first language in English as a result travel makers may have difficult to access for them. In this Sequence they may require additional services for them such as well-trained staffs.

Learning Disabilities: People who are physically difficult to learn and understand, for this case tourism industries may not be able to identify them as a result they need to notify how they act, body language and to show wiliness the best prefer able way to communicate, kind respect and potential consideration to supportive peace information and make them to enjoyable tour.

Medical Disabilities: There are kinds of disabilities whose are not requiring to access travel such as wheelchair, pushchair, and so on. People who have heart disease, lung disease and others are unable to standing and sitting, moving difficulties. It is not easy to recognize for tourism industries unless they inform of it. Provide accessible features and speak directly, asking if they need help, being norm with respect.

Physical Disabilities: some people with disability have mobility problem by born use a wheelchair, or crutches. In this contrast tourism industries may need to train up staffs to assist physical impairments person as a personal care.

Psychiatric Disabilities: A person with psychiatric impairment refers a wide range of behaviour and psychological problems for example moods swings, depression, and other compromised assessment of reality. Specialist and trained up person may to concern with issues.

Speech and Language Disabilities: some of them have communication barriers they use a communication board. Sometime they may travel with personal care by assisting of attendant.

Asthma / allergies: A person who is difficulty in breathing special they need extra medical care during travelling. However tourism industries have to take supportive facilities included creating dust free tourism spots, optimized use of medication, and personal take care. An individual can have foods allergies problems such smell, taste, and flavour so that catering industry should concern to distribute their foods.

Others: some people acquire greater level of accessibility for limited period of time (pregnancy, broken and injured etc)

Sources: accessible Ontario customer service

In addition, a person who has problems in sighting or blind by born in leading their lives they are very unpredictable within our society. In fact, they could not enjoy their life as well. Therefore tourism industry should provide a wide range of support by introducing low cost adaptations such as making glass room, handrail on stairways, providing contrasting colours, and proper lighting, explicit signs. Therefore, due to the building environment in construction may or may not be made for the disabled persons so that many of the issues are affected for disabled impairments. As a result upper level of authority in tourism industries should aware and concern to regards before taking any initiatives such as minimum space of disable toilet and shower, easy access in the any entrance era, and open access for wheelchair users and pushchairs prams, free access in lift and transporting, suitable facilities for guide dogs (RNIB Access Consultancy Services. 2013).

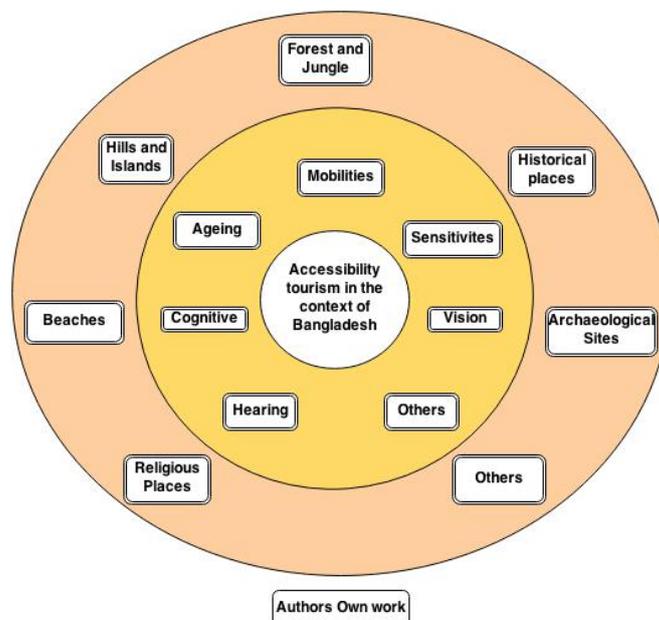
In other words of accessibility requirements that there is mount of signification barriers in the third world countries so that there is three basic major requirements which have been found on the article of (Michopoulou and Bahulis, 2013) that,

1. Accessibility of the physical: A person who have physical barrier may not be able to participate at any tourism places if the internal and external environment is not construct according to the social needs.
2. Information regarding the accessibility of tourism: People who have disability may not be able to complete their tour plan and unable to engage in travel without valid details information. As a consequence travel makers should provide full clear information regarding all accessible components.
3. Online information accessibility: online information accessibility is a given a vast option to help for accessing tourism to the person who is physically unable to travel.

In other words, there is some necessary basic needs should be alarmed for the travel makers before serving the disabled travellers such as full access to the environment, full free barriers transport system, technical or equipment aids, accessible building specially for disabled travellers, trained up personal care taker, inclusion education and training (Davis, 2013)

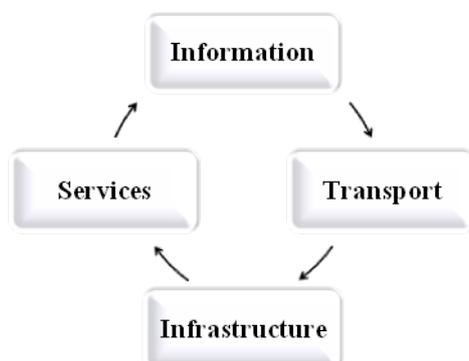
Charistole (2009). Suggested that, seaside tourism place are providing a significant favour to the disabled people. In this debate Dr Ackerman et al (2005) recommended that, a medical since explained that a natural peaceful monument and its rich beauty may cure disabled medical disorder. According to the explanation authors want to share Bangladesh seaside beauty (Coxbazar, Kuakata, St. martin, Teknaf, Parki, Patenga) would be suggested places for this occasion.

According to the conversation authors strongly suggest that, these basic three components would be deliberate and accomplish a clear statement of practicing tourism accessibility to the Bangladesh tourism industry.



There are so many tourism attractions in Bangladesh and its natural beauty might be meet disabled tourists needs however authors carried out a accessibility model which keeps an optimistic concept for Bangladesh tourism industries.

Any tourist activities is involved a wide range strategies of identify and measuring tourist needs that would be evaluated travel makers own skills and their capacity and mange to sell their products that has been combination of product quality and economic sustainability, to success their profitability there are four basic key issues are involved (ENAT, 2012).



Information: many tourism industries have been successful by providing their exclusive tourism products through social media, marketing integrate, international campaign, and so on. Web accessibility is a most common and smoothly aspect such as, booking, product facilities, tourism attractions, tourism full products knowledge, price, disable accessible all necessary information, telephone and email contract is arranged by web media.

Transport: Majority people who have disabilities impairments are unable to travel alone most common reason transport facilities. Many of them are not designed according to the social needs. As outcomes vehicles, terminals, transfers assistance should be designed according to the disabled people health and medical conditions.

Infrastructure: Attractions places, building environment, stairs, lifts, walking street, beaches area, hills and jungle sites, use of equipment's such as wheelchair, push chair, ,

Services: Hospitality, packages, norm attitudes, guiding, medial aids, own initiatives, willingness attitudes would be considered to assistant disabled people.

According to the (Moore, 2002) since few decades, a vast number of study has found regard to different models. One of the Model which may contribution and make an optimistic layout for development of tourism industries as known “social model”. This model argued that the failure society is unable to make appropriate provision for the equal level of citizen whose are recognized less able to perform their daily life and impairment difficulties within society. This model also showed that people with disabled is located in society who have a right to be treated as normal and to have all social facilities.

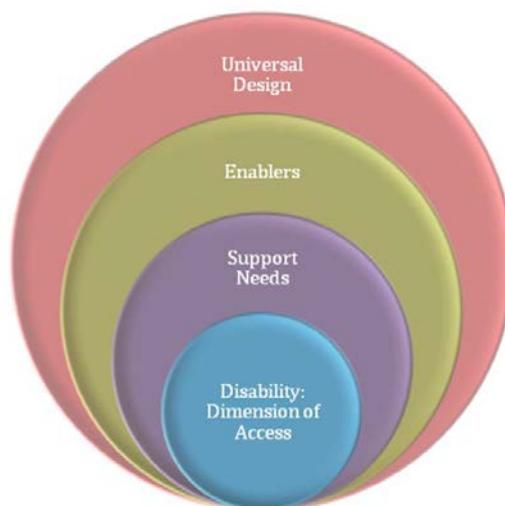


Source: (Goggin & Newell, 2005, p.200).

A social model is not a good design that showing dysfunctions in our bodies can be compensated for by an implement as a result everyone can work 8 hours in a day and can play badminton in the evenings so that a sole social model that demonstrated someone who are less able and physical barriers, no sensor function, who is going to die tomorrow they have civil right a certain standard of living and demand same level of respect within their society Barnes (2010) in cited Vasey (1999). In addition Barnes (2010) noted that debate on disabilities a sole social model now routinely acknowledge that highlighted the important of caution obligatory, definition, theory, and sterile formalistic way. In this consequence Barnes (2010) in cited Tosseber (2004) have strongly criticized that social model an esteemed way to accomplished by only environmental changes but practically there are several requirements to the different disabilities within the society. Therefore Tosseber (2004) commented physical environment, embodied individuals, psychology, political, legal, society factors are also most important ingredients in theorizing disabled accessibility. Barnes (2010) in cited Beresford (2005) suggested that social model outlining a madness associate criticism that is specified a certain group are downgraded causes of their disability movement. However a sole social models accentuation of disability as an influence on an individual’s status within their society such as social class, gender, civilization. Davis (2013) pointed social model moderates barriers removal, anti-discrimination legislation, independent living, disability right prospects, a progressive approaches.

Conceptualization:

Figure 1: Four interdependent market concepts



Research Methodology: Research methodology is a systematically way to solve the research problem. Researchers is designing his study various techniques which will be applicable for a certain problem and also research methodology helping various departments and taking further action as well (Kuthari, 2004). Research methodology is an intersubjective component, researchers has acquired into new seems and finding means which would be evaluated by others (Ghauri, 1995). Research is not neutral but reflects a range of the researchers personal interests, abilities, research skills, values, critically thinking, assumptions, ambitions (Sanders, 2009) as a consequence researchers trying to generate desirable contributions by relevant literature review and constructing an optimistic concept for Bangladesh tourism industry.

Research Design: Bangladesh Parjatan Corporation (BPC), Centre for disability in development (CDD), Parents of disabled people, specialist Doctors, disabled patients (Only Govt. Approval Hospitals), Non-Government Organizations (NGOs) to be considered as the population of this study. It would be used that a total number of 05 top executives from BPC, 05 officers from CDD, 05 specialist doctors, 05 parents of disabled children, 05 top executives from different Govt. listed NGOs are selected as the sampling of the study for collecting the data on tourism accessibility for disabled travellers.

The responses of the respondents interviewed would be analysed to gain insights in to both qualitative and quantitative aspects (Bryman, 2007) (Sanduers, 2009). Data would be presented with the help of SPSS (Statistical Package for the Social Sciences) by analysing Correlation and Regression of variables. SPSS operations will be representing different variable name, statistic value and its correlation between two variables (Bryman, 2007).

Data collection and Analysis: The research has been conducted based by primary and secondary data. A survey questionnaire would be used to collect primary data from selected samples by in-depth interview for this study. The interview is an appropriate approach by generating information from a questionnaire to increase quality, accuracy the amount of data obtained (Kahn and Cannell, 1957). Therefore the research is descriptive in nature, so in-depth interview is an appropriate technique to find out value, recommendation, idea, and solution with proper feedback by a detail discussion.

Original Contribution: Bangladesh and others developing countries are not well aware of tourism accessibility although many research has been working and carried out such as tourism marketing, tourism promotion and development, consumer behaviour towards tourism products, tourism infrastructure and attractions and so on. Most of literature reviews available and attempted to highlight the destination image, technology advancement on tourism development, role of tour operators, future prospect of the tourism section, impact of marketing tools, on Bangladesh tourism and attractions. But the existing literature on Tourism accessibility for disabled travellers of Bangladesh is very rare and on the few literatures covering which is not adequate and supportive of this issue. Bangladesh and its tourism attractions have rich areas and bright prospect in this regard. However many of the research have found tourism accessible a notable marketing segmentation and vast number of countries are involved signification contribution in this filed. However, Accessible tourism is a rational niche marketing segment to the Bangladesh. According to the many books, publications, articles found their available tourism products natural beauty, rich culture heritage, charming biggest sea beach and islands may at least contribute a peaceful time during their tips.

Author's contribution in this regard would be to establish a sole social model which would provide an excellent framework to the tourism authority of Bangladesh to work towards the tourism accessibility development for disabled travellers. This model will look into and involve a good number of topics like human right approaches, disability and enabling environment, universal design, social system, different between impairment and disability, models of disability, world health organization, dimensions of disability, barriers to accessing tourism, disability legislation, disabled people's tourism experiences, travel market and accessibility requirements, economic contributions tourist with disability, value of change, destination image,

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