Accessible Tourism Marketing Strategies and social media

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Bournemouth University
www.buhalis.com
Excellent Accessible Tourism Books

Dimitrios Buhalis and Simon Darcy 2011

The Accessibility Market

Accessibility concerns everyone...

Parents with prams...  Elderly...
Accessibility concerns everyone...

Obese...

Temporal disability...
Market Requirements

Accessibility

Accessible Infrastructure

Accessibility information

Accessible information on-line
Market Requirements

• Richness of information
• Accuracy
• Inclusion
• Access Paths
• Reliability
• Trust
Market Requirements

The higher the degree of disability the more information is required

Providing information about accessibility to these groups determined whether they will engage in the travel process or not
The Disability Market

**Extent of impairment**

- Severe
- Moderate
- Mild

**Type of Impairment**

- Mobility impairments
- Visual impairments
- Hearing impairments
- Speech impairments
- Mental/Intellectual impairments
- Hidden impairments
- Elderly population
Tourist/customer:
- individual travellers (blind, partially sighted, deaf, hard of hearing, wheelchair users, etc.)
- travellers with a personal assistant/companion
- seniors

Primary suppliers:
- Holiday Centres
- Hotels
- Accommodation
- Farmhouses
- Cottages
- Apartments
- Camping
- B&B
- Retailing
- Markets
- Department stores
- Gift shops

AMENITIES
- Restaurants
- Fast Food
- Cafes
- Catering facilities
- Terraces/beer gardens
- Casinos
- Theatre
- Entertainment
- Clans
- Pubs
- Theatre
- Cinemas
- Architecture
- Museums
- Man made
- Galeries

ATTRACTIONS
- Monuments
- History homes
- Historical
- Buildings
- Historic
- Museums
- Man made
- Archaeological
- Sites
- Disney
- Parks
- Theme parks
- Activity centres
- Purpose built
- Theme parks
- Observatories

ANCILLARY SERVICES
- Art Galleries
- Galleries
- Museums
- Embassies
- NTOs
- RTOs
- LTOs
- Travel
- insurance
- Tour guides
- Banks
- Private
- health institutions
- Post offices
- Currency exchange
- Travel
- Timetables

Destination
- region

ACTIONS
- Fishing
- Skiing
- Nature exploration
- Walking
- Health
- Swimming
- Painting
- Golfing
- Biking
- Sailing

Value added services
- Personalisation & community
- Certification

INTERMEDIARIES:
- AVAILABLE TOURISM PACKAGES
- Travel Agencies
- Tour Operators
- Incoming Agencies

AVAILABLE TOURISM INFORMATION: Destination Management Organisations/ DMSs

AVAILABLE ACCESSIBILITY INFORMATION: Disability Organisations

Customers’ information needs:
- Pre trip
- Booking
- Transit information
- Site information

During trip: transit
- Transit information
- Site information

During trip: on site
- Site information
- Visitors' information needs
Technical Challenges
We Are Facing A Digital Revolution That Will Radically Change Industries
# Dimensions for Accessible Tourism

<table>
<thead>
<tr>
<th>Industry Requirements</th>
<th>Sector</th>
<th>Disability</th>
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<tr>
<td>Think</td>
<td>Destination</td>
<td>Mobility impairments</td>
</tr>
<tr>
<td>Design</td>
<td>Hotel</td>
<td>Visual impairments</td>
</tr>
<tr>
<td>Respect</td>
<td>Restaurant / Bar</td>
<td>Hearing impairments</td>
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<tr>
<td>Inform</td>
<td>Cultural Attraction</td>
<td>Speech impairments</td>
</tr>
<tr>
<td>Network</td>
<td>Theatre/Cinema</td>
<td>Mental/ Intellectual impairments</td>
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<tr>
<td>Engage</td>
<td>Beach/Lake</td>
<td>Food intolerance</td>
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<tr>
<td>Improve</td>
<td>Park/Recreation</td>
<td>Hidden impairments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Elderly population</td>
</tr>
</tbody>
</table>
Accessible information on-line

Accessible Tourism

Official Travel Guide to Oslo

Transport
Accommodation
Restaurants and nightlife
Activities and attractions
What's on?

www.visitoslo.com Oslo for all

Explore the region

Video blog:
Accessibility at attractions in Oslo

See videos below and read the blog here.

Wheelchair Access and

Welcome to Oslo!

Book online here

Hotel
Packages
Sightseeing
Oslo Pass
Tickets

To my booking ...

Like
13 people like this.

Accessible information on-line
Promoting your accessible business

Social Media

There are many blogs written by disabled travellers, which could give you an opportunity to provide information and advice (as long as you clearly identify yourself and your business as the source).

Example of a blog written by a wheelchair user based in South East England. It was used by VisitBrighton recently to promote accessible holidays: @WheelTravelBlog

Social media outlets are valued for providing advice and help. You would quickly lose all trust if you just used them to promote your company.
Promoting your business

There are many blogs written by disabled travellers, which could give you an opportunity to provide information and advice (as long as you clearly identify yourself and your business as the source). Example of a blog written by a wheelchair user based in South East England. It was used by VisitBrighton recently to promote accessible holidays: @WheelTravelBlog
112,000,000 blogs
4 new blogs created every second of every day

Source: Simon I'Anson
THE CONVERSATION PRISM
Brought to you by Brian Solis & JESS3
Promoting accessible business

Social Media

- Start by telling your story – use news, articles, pictures and videos to share your journey and aims with your customer. People like human stories.
- Be honest and direct
- Build your community – respond to requests for information and start to build trust with your target audience.
- Create advocates promoting your story
- Provide detailed floor plans, measurements and accessible paths
- Include a call to action – once people are engaged with you then you can announce your latest discount or new service.
Promoting Accessibility on social media

Blogs, Facebook, Twitter, Youtube, Pinterest, Instagram

**Facebook** is often used between friends. However, many companies and organisations have a Facebook page, finding it a useful platform to receive customer feedback and promote their latest news.

**CREATE COMMUNITY AND SHARE RELEVANT CONTENT**

**Twitter** is used by disabled travellers in two ways. One is to follow key tweeters (bloggers, magazines etc.) and obtain relevant information. The second way is to build up a following of like minded people, share information, and when necessary ask a question from your community. Also #accessible

**HAVE A PUBLIC CONVERSATION AND ALSO DEAL WITH NOW**
Tourism for All UK

Charity Organisation · Disability services · Tourist information
A charity supporting leisure and tourism opportunities for all, working with older and disabled people and the industry and government.

About · Suggest an Edit

Write something...

Tourism for All UK shared a link.
10 minutes ago near Kendal, Jawa Tendah.

17 Friends
Like Tourism for All UK

Suggest Tourism for All UK to Your Friends

See All
Dogs for the Disabled

Charity Organisation
Dogs for the Disabled trains assistance dogs to enable adults and children with disabilities and families with a child with autism, to lead more independent lives.

About - Suggest an Edit

Photos
Our Website
Support Us
Donate Now

Write something...

Happy Dog Charity Funday (9 photos)
Great family fun day to raise money for Dogs for the Disabled. A grand total of £3,000 pounds was raised. Thank you to everyone involved in the organising of the event, volunteers, supporter's and participants. More photos are available at https://www.facebook.com/happydogcharityfunday

Suggest Dogs for the Disabled to your Friends
Stavros Kefalias
Chawannuch Uthayan Oglesby
Hotel Plessas Palace

Recent Posts by Others on Dogs for the Disabled
Paula Cole
Can someone tell me if there is a coat specially designed for us.

£20 off first Order
Join Ocado today, save £20 on your first order, delivered tomorrow.

Algarve villa deals
Enjoy a sunny villa holiday at unbeatable prices. Save on cost not on fun.

494 people like Hire Space,
Mobile Media and location based services

The user is able to ‘check in’ and share their visit with their social media following and users can leave a comment on the accessibility of a place. There is not an accessibility category as yet, but even without it the site is likely to become well used by disabled people.

Disabled people tend to be enthusiastic mobile phone users and while there are few disability specific apps as yet, disabled people are simply using many of the mainstream ones in an inclusive way.

For example, Foursquare is a geo satellite positioning app showing cafes, bars, restaurants, museums, hotels and attractions.

Disabled people download apps for blogs, magazines and news sites, so if you can get yourself published or listed by the publishers of these sites then you will find yourself on their apps too.
Manhattan

Crowd-sourced community accessibility collected by your friends and neighbors. You can **get involved** right now.
GEOTAGGED
ACCESSIBILITY
USER GENERATED CONTENT
Foursquare connected app helps fill a database of accessibility information for the disabled

For someone in a wheelchair, knowing in advance that a place has stairs at the entrance or inaccessible bathrooms may make the difference between deciding to go there and skipping it to go somewhere else. There's an effort underway to create a crowd-sourced database of the accessibility features of businesses to make it easier for someone to learn if they have Braille signs or handicap parking spaces, for instance.

Foursquare users can contribute to that database each time they check in, thanks to a Foursquare connected app created by the Access Together project. When you add the app, every time you check in somewhere, you'll be asked to answer a few questions about the place's accessibility features. Does it have accessible bathrooms? Is there a lot of background noise? Is there an elevator to move between floors? You don't need to be an expert on disabilities to answer most of the questions.

You can see an example of this by Access Together and learn more about its mission here.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Replies</th>
<th>Last post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility Checklist for Hotel Accommodation</td>
<td>72</td>
<td>09 June 2013</td>
</tr>
<tr>
<td>by MuthMantrimatch</td>
<td></td>
<td>by woah66</td>
</tr>
<tr>
<td>Mum, teen, autism &amp; anxiety - Nice locations?</td>
<td>6</td>
<td>23 June 2013</td>
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<tr>
<td>by reese m</td>
<td></td>
<td>by EwenWanderer</td>
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<td>knee replacement &amp; airport security test</td>
<td>5</td>
<td>27 June 2013</td>
</tr>
<tr>
<td>by bwr1947</td>
<td></td>
<td>by johnn121</td>
</tr>
<tr>
<td>Traveling with scooters on flights</td>
<td>12</td>
<td>22 June 2013</td>
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<tr>
<td>by buzz j</td>
<td></td>
<td>by larry-retired</td>
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<td>Your Disable Badge</td>
<td>9</td>
<td>21 June 2013</td>
</tr>
<tr>
<td>by pm7414</td>
<td></td>
<td>by buy-retired</td>
</tr>
<tr>
<td>looking for a wheelchair friendly hotel in Thailand?</td>
<td>13</td>
<td>21 June 2013</td>
</tr>
<tr>
<td>by qa168</td>
<td></td>
<td>by TaraAaran</td>
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<tr>
<td>Article in Mall on Sunday</td>
<td>0</td>
<td>17 June 2013</td>
</tr>
<tr>
<td>by hermanaeriza</td>
<td></td>
<td>by hermanaerina</td>
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<tr>
<td>Electric adjustable beds (profiling beds)</td>
<td>4</td>
<td>17 June 2013</td>
</tr>
<tr>
<td>by gilbertmanning</td>
<td></td>
<td>by hermanmumma</td>
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<tr>
<td>Villa holiday help please</td>
<td>4</td>
<td>16 June 2013</td>
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<tr>
<td>by wilsonlyne</td>
<td></td>
<td>by wilsonlyne</td>
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<tr>
<td>Advice please first time abroad with disabled husband.</td>
<td>15</td>
<td>16 June 2013</td>
</tr>
<tr>
<td>by Zettimo</td>
<td></td>
<td>by Doke987</td>
</tr>
<tr>
<td>Help! What are my rights in public places in the USA?</td>
<td>12</td>
<td>14 June 2013</td>
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</tbody>
</table>
AUGMENTED REALITY
FUTURE OF ETOURISM
WHAT IS AUGMENTED REALITY

Reality

Augmented Reality
POTENTIAL OF AR FOR TOURISM

Augmented Reality

Interested in surroundings

Information attached to PLACE

Time-pressured

Information within FIELD-OF-VIEW

Unfamiliar environment

Information in CONTEXT
John Ngavi, 27 married to Megan Ngavi

It's been a hard day's night but I've finally finished the big document for work. Now off to the local cafe for a relaxing lunch.

Facebook
Works at: 20fourLabs
Does: Product Manager
Don't Mention: Politics, ABBA
Movies: Star Wars, LOTR, District 9
Music: Vampire Weekend, Final Fantasy, Sufjan Stevens

Google
Mentions
Positive
Negative

Common Friends
Justine Thompson
Keletso Tshune
Jessica Aaron
Peter Brown

TO CONTACTS
TO WATCHLIST
CONTEXT-AWARE AR FOR TOURISM
The disability/aging population market is considerable with a significant spending power. The fundamental requirement of this market is accessibility in terms of built environment but more importantly with regards to information. To address these requirement both demand and supply need to have a better understanding of each others priorities and constraints and work together. Like any other matchmaking it needs to work for both sides. A system is needed, designed to allow interoperability amongst different industry players and integrate and distribute relevant content in an accessible manner, enabling personalised service provision.
Excellent Accessible Tourism Books


Stay in touch with Dimitrios

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http://www.bournemouth.ac.uk/icthr/ and
http://www.bournemouth.ac.uk/icthr/about_us.pdf

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