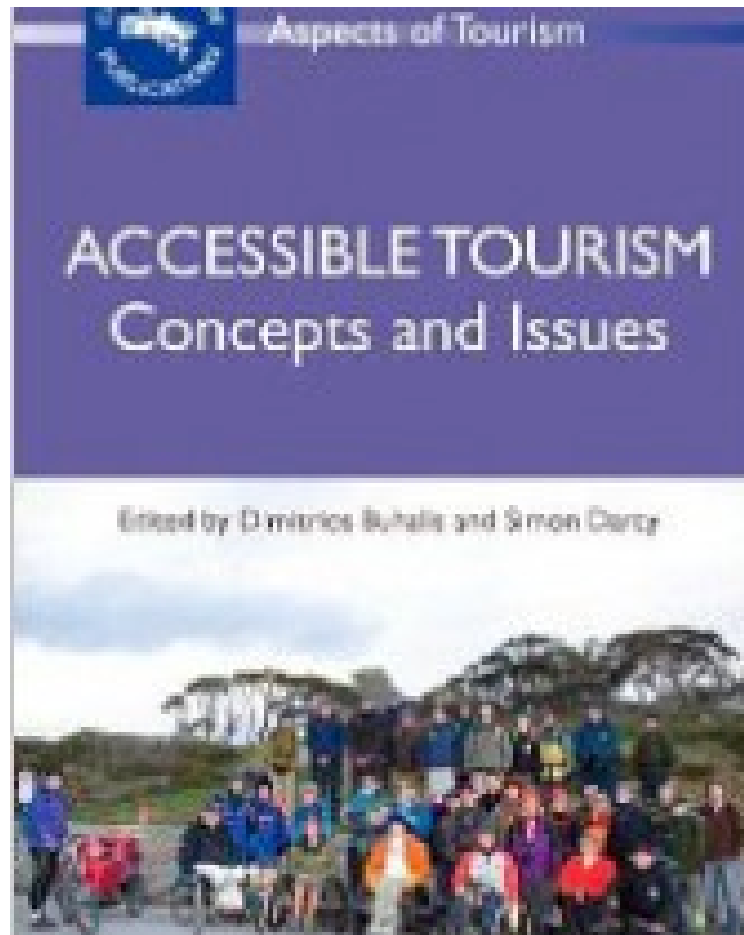


# Accessible Tourism Marketing Strategies and social media

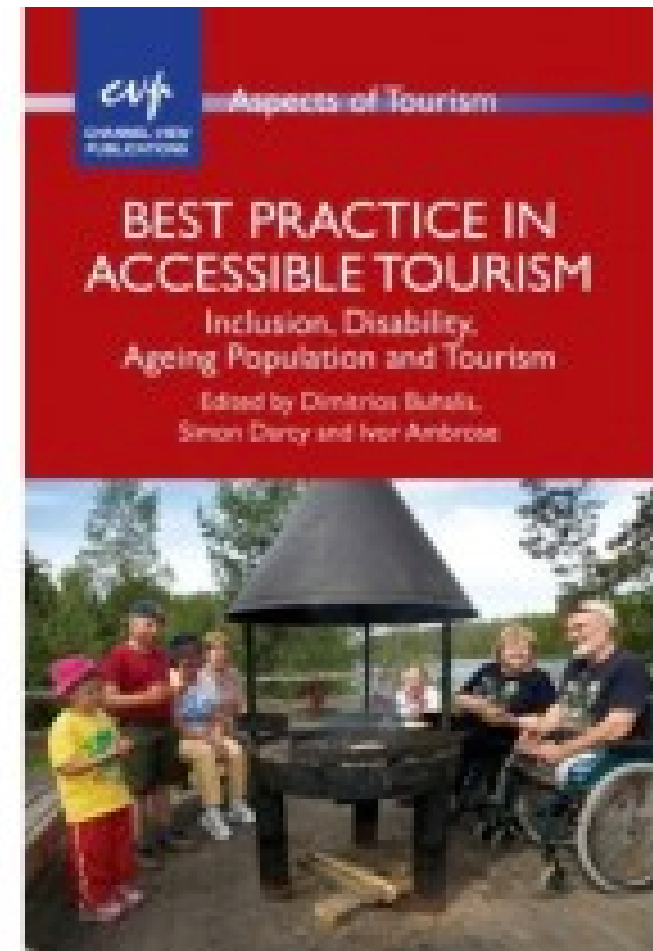
Professor Dimitrios Buhalis  
Bournemouth University

[www.buhalis.com](http://www.buhalis.com)

## Excellent Accessible Tourism Books



Dimitrios Buhalis and Simon Darcy 2011  
ACCESSIBLE TOURISM Concepts and  
Issues ISBN 1845411609 Channel View  
Publications <http://goo.gl/VRbkk5>



Buhalis, D. Ambrose, I., Darcy, S., 2012,  
BEST PRACTICE IN ACCESSIBLE  
TOURISM : Inclusion, Disability, Ageing  
Population and Tourism, ISBN  
1845412524 <http://goo.gl/iWQeAa>

# The Accessibility Market

**Accessibility concerns everyone...**



**Parents with  
prams...**



**Elderly...**



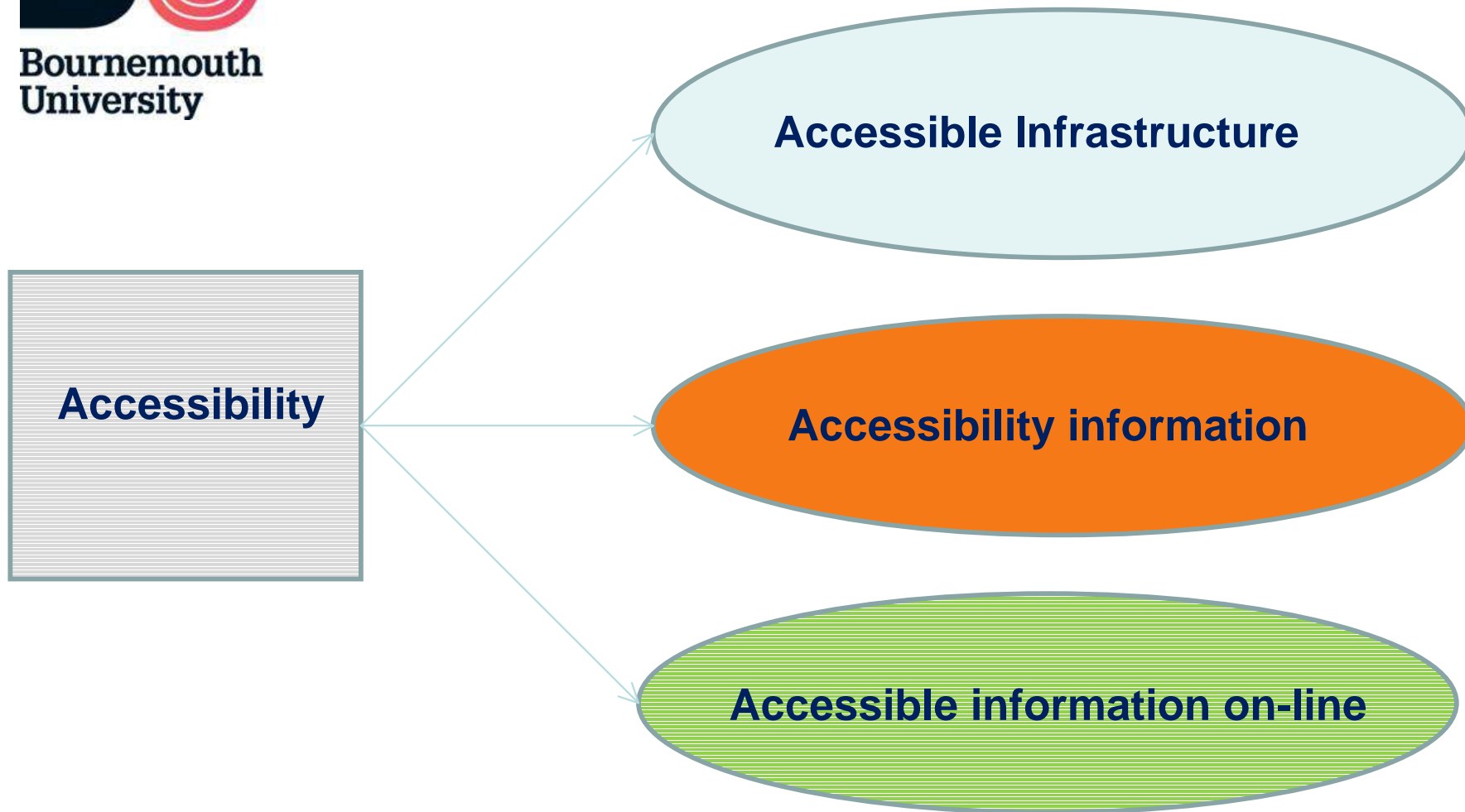
# The Accessibility Market

**Accessibility concerns everyone...**



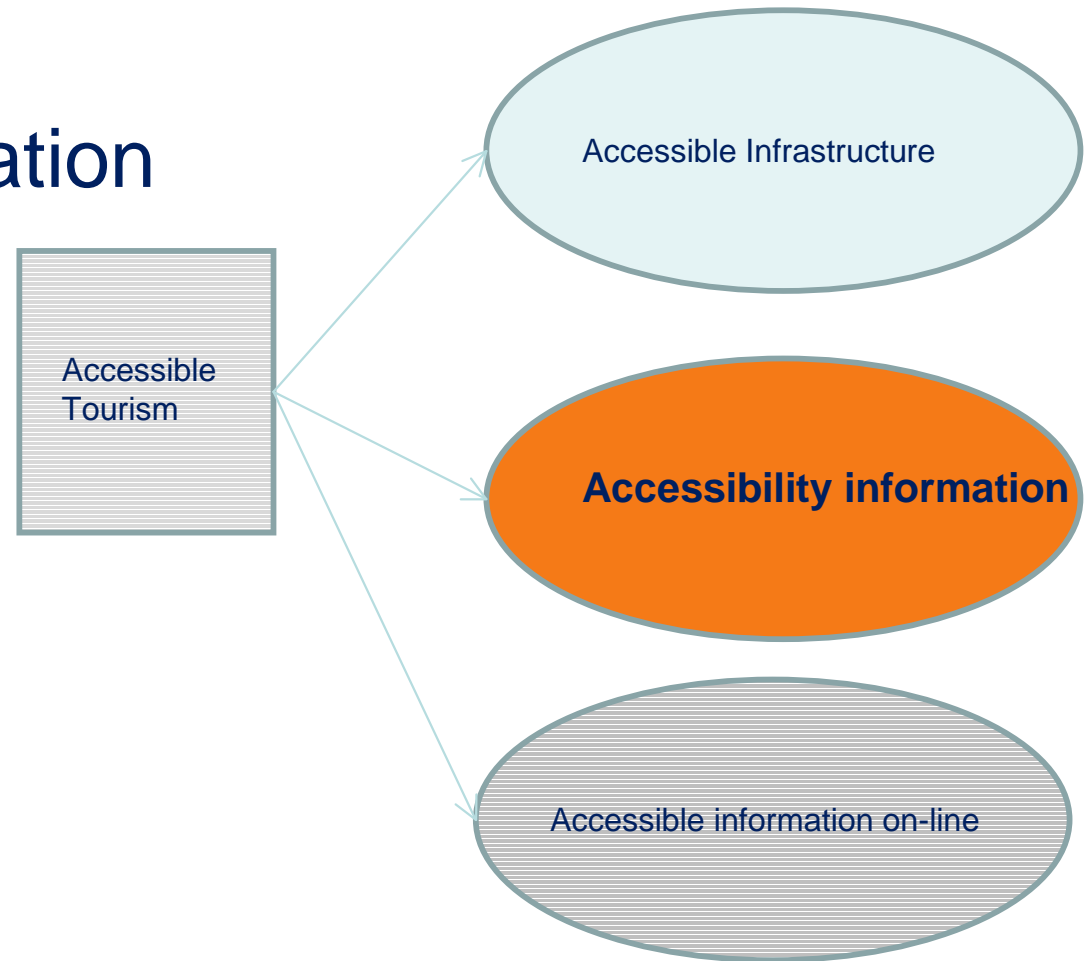
**Temporal disability...**

# Market Requirements



# Market Requirements

- Richness of information
- Accuracy
- Inclusion
- Access Paths
- Reliability
- Trust





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University

# 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**

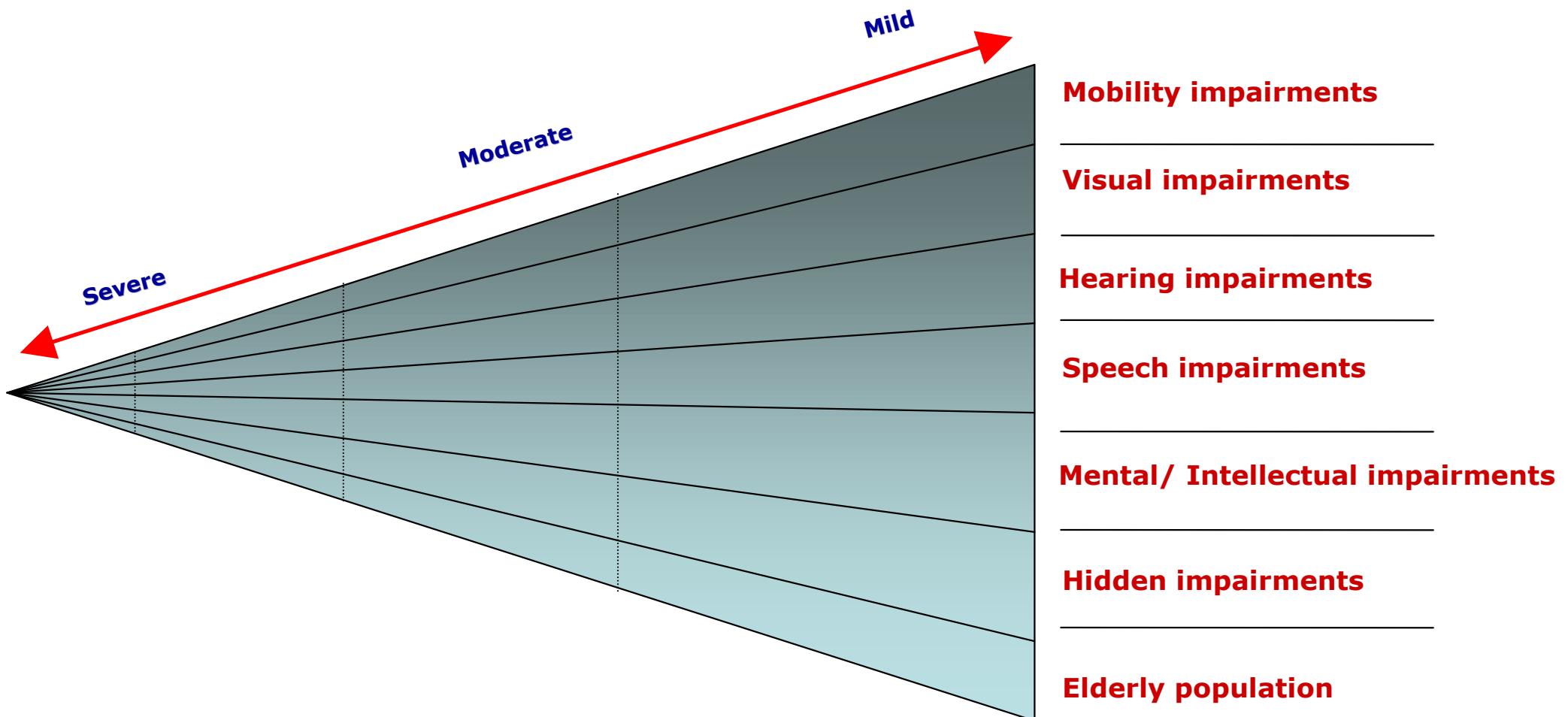


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# The Disability Market

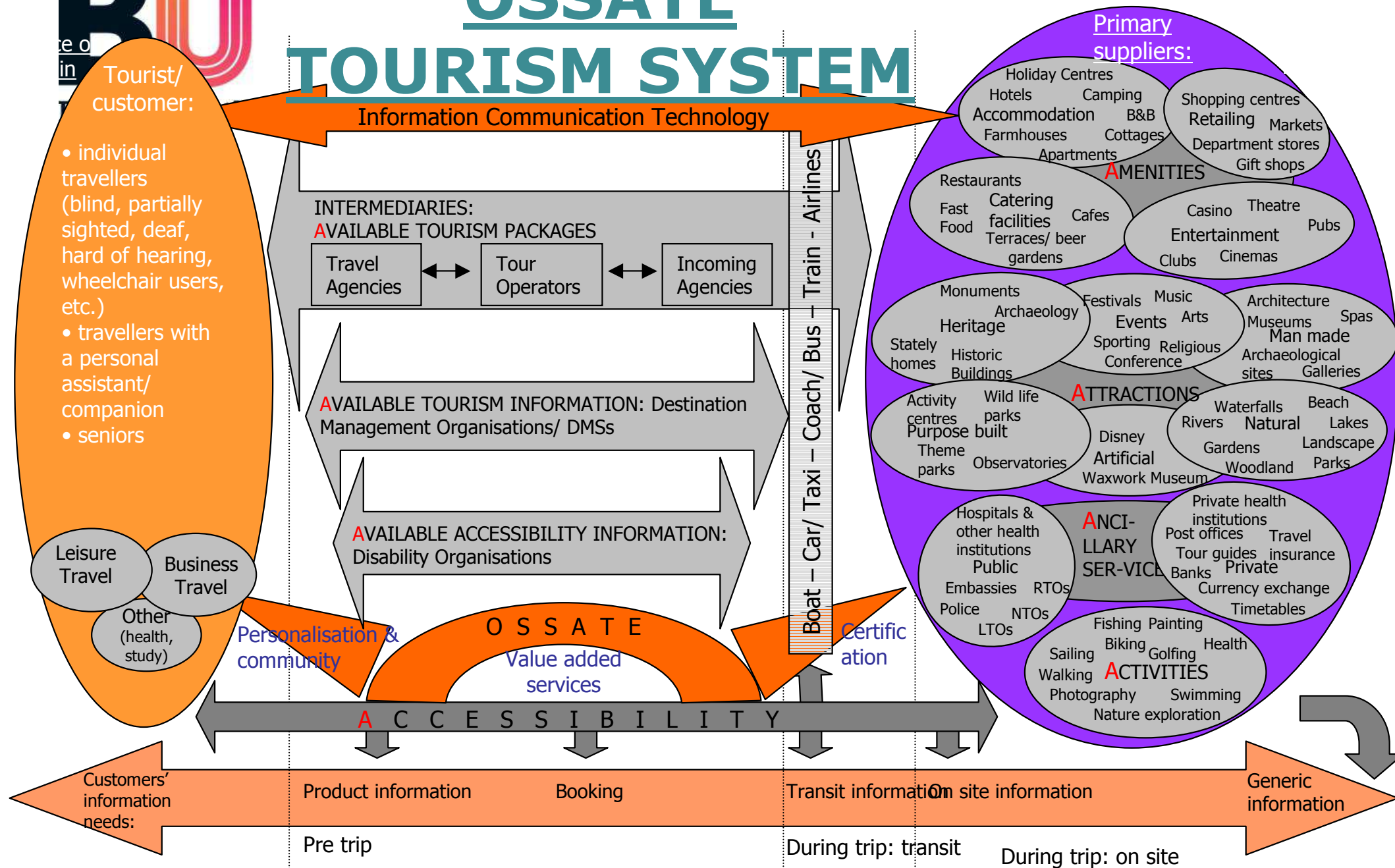
Extent of impairment

Type of Impairment





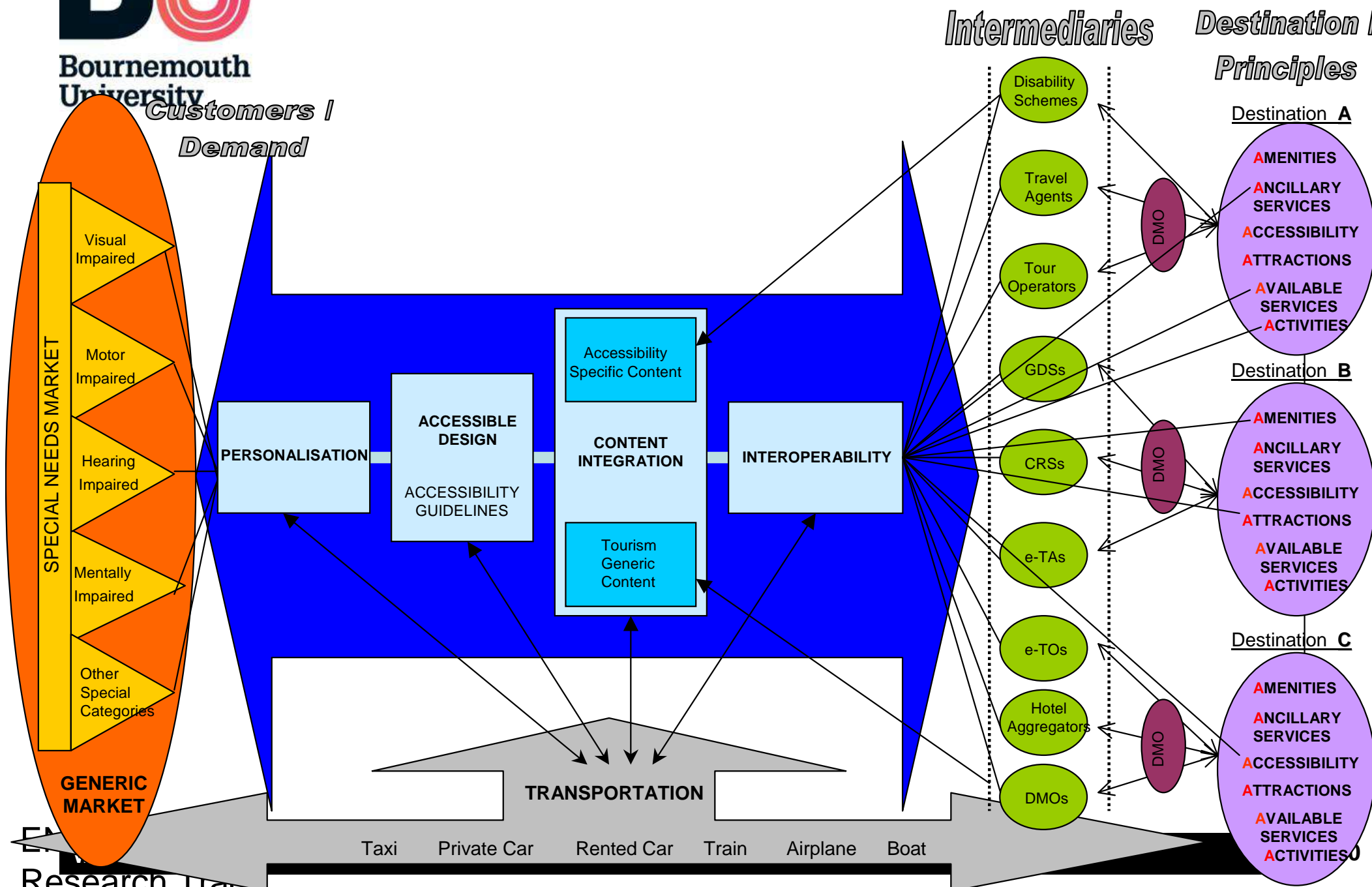
# OSSATE TOURISM SYSTEM





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# Technical Challenges



# We Are Facing A Digital Revolution That Will Radically Change Industries

O<sub>2</sub>



# **DIMENSIONS FOR ACCESSIBLE TOURISM**

INDUSTRY REQUIREMENTS	SECTOR	DISABILITY
Think	Destination	Mobility impairments
Design	Hotel	Visual impairments
Respect	Restaurant / Bar	Hearing impairments
Inform	Cultural Attraction	Speech impairments
Network	Theatre/Cinema	Mental/ Intellectual impairments
Engage	Beach/Lake	Food intolerance
Improve	Park/Recreation	Hidden impairments
		Elderly population





# Accessible Tourism



visit OSLO

## Official Travel Guide to Oslo



Travel trade, media and cruise →

Meetings →

VisitOSLO →

Transport

Accommodation

Restaurants and  
nightlife

Activities and  
attractions

What's on?

visitoslo.com

Oslo for all



Explore the region

### Accessibility information

Search for venues assessed  
by VisitOSLO →

Project background →

Useful links →

Video blog:  
Accessibility at  
attractions in Oslo

See videos below and [read the  
blog here.](#)

Wheelchair Access and



## Oslo for all!

Oslo aims to be a city for everyone, and through the site [www.visitoslo.com](http://www.visitoslo.com) Oslo can now offer integrated specified information about physical accessibility at a number of accommodations, meeting facilities, restaurants and museums in the city. We provide this information in order to make it easier for everyone to plan their visit to Oslo, and because we know that visitors with different disabilities need different kinds of information.



When you see this symbol on our web site, it means that we have assessed the premises and that there is information about accessibility. We would like to point out that our main focus has been on presenting information about the actual conditions – we leave it up to you to find out which places meet your requirements through the possibility of searching for crucial elements.

The [search engine](#) searches exclusively in the places we have assessed. In each presentation you can see when the assessment took place. Tick the type of disability that is relevant for you (multiple selections possible), and then tick what type of information to search for.

Welcome to Oslo!

### Book online here

Hotel	0
Packages	0
Sightseeing	0
Oslo Pass	0
Tickets	0
<b>Total:</b>	<b>0 NOK</b>

To my booking ...



13 people like this.

Accessible information on-line

Video blog:  
Accessibility at public  
transport in Oslo

See video below and [read the](#)

# Promoting your accessible business

## Social Media

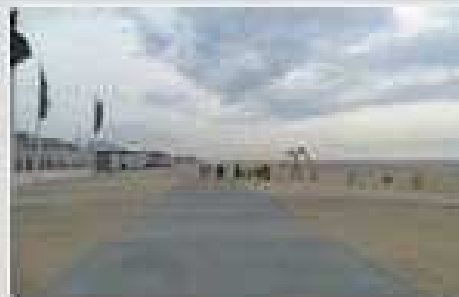
There are many **blogs** written by disabled travellers, which could give you an opportunity to provide information and advice (as long as you clearly identify yourself and your business as the source).

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.



[Home](#) [About](#) [Books](#) [Wheelchair Bikes](#) [Links](#)



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## Wheelchair Travel Netherlands – Links & Blogs

June 11, 2013 in [Netherlands](#)

### Wheelchair Travel in the Netherlands



Topics

[Access by Day Out](#)

[Adaptive Cycling](#)

[France](#)

[Netherlands](#)

[Switzerland](#)

[UK](#)

# Rolling Rains Report

Precipitating Dialogue on Travel, Disability, and Universal Design

A A  [Subscribe](#)

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## Welcome to the Rolling Rains Report

**Trying times call for trying something new!**

People are asking, "*Does it really have to be this uncomfortable to travel?*".

**The travel & hospitality industry is sensing the spark of something new as people answer, "No, and we plan to do something about it."**

Fresh thinkers are testing countless breakthrough ideas on accessible travel. They are rubbing ingenuity against continuity to enkindle a new flame.



Image via [Wikipedia](#)

### RECENT ENTRIES

[US Access Board Releases Proposed Guidelines for Passenger Vessels](#)

The Access Board has released for public comment proposed guidelines for passenger vessels. Developed under the Americans with Disabilities Act (ADA), the guidelines...

By Scott Rains | [Comments \(0\)](#)

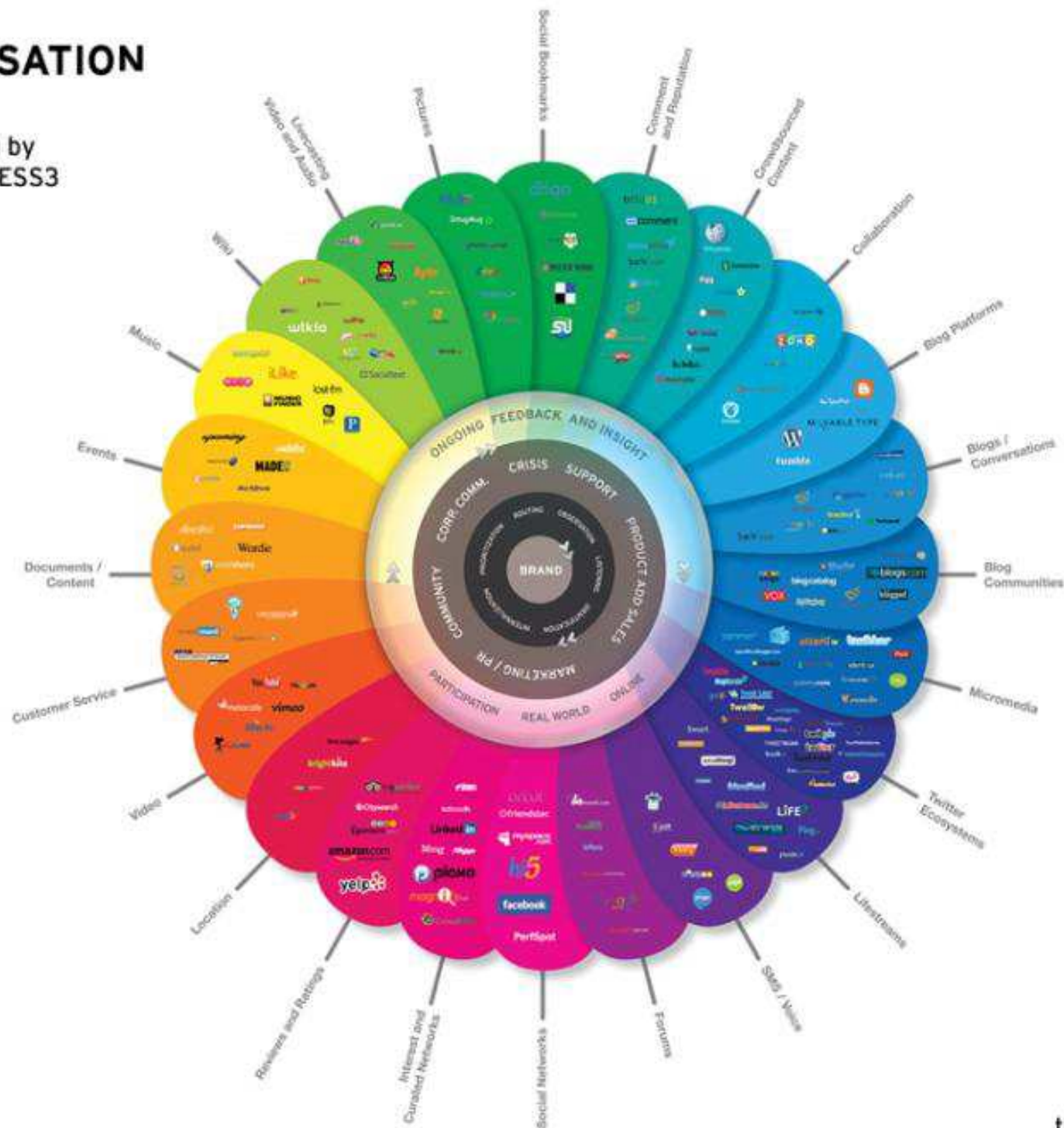
[Women's Stories: The Brilliant & Resilient Photography Book](#)





# THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3





Bournemouth  
University

# 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

611 likes · 38 talking about this · 2 were here

[✓ Liked](#)[Message](#)

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](#)[Photos](#)**611**[Likes](#)[Give as you Live](#)[Videos](#)[3 ·](#)[Highlights →](#)[Post](#)[Photo / Video](#)

**Tourism for All UK** shared a link.  
10 minutes ago near Kendal, Jawa Tengah · [🌐](#)

**17****Friends**

Like Tourism for All UK

[+8](#)[Suggest Tourism for All UK to Your Friends](#)[See All](#)

## Tweets

Following

Followers

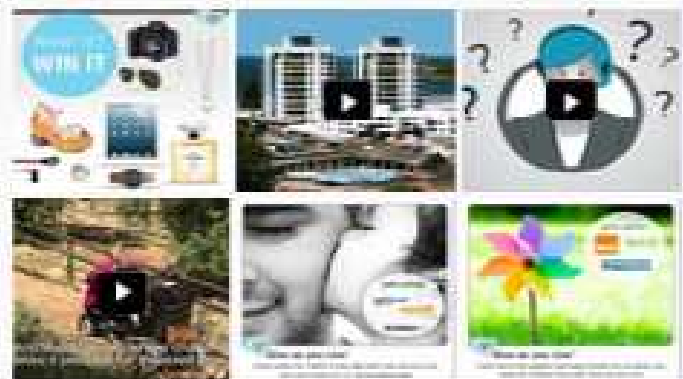
Favorites

Lists

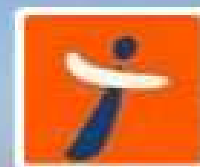
## Tweet to Tourism for All UK

@tourismforalluk

## Photos and videos



## Who to follow · Refresh · View all



## Tourism for All UK

@tourismforalluk

A charity supporting leisure and tourism opportunities for all, working with older and disabled people and the industry and government. Tweets from Carrie-Ann

Kendal, Cumbria, UK · [tourismforall.org.uk](http://tourismforall.org.uk)

8,283

TWEETS

1,970

FOLLOWING

4,303

FOLLOWERS



Follow

## Tweets



**Tourism for All UK** @tourismforalluk

15m

Gigs 'humiliate and isolate' disabled fans [independent.co.uk/arts-entertain...](http://independent.co.uk/arts-entertain...) via @MDCTrailblazers #AccessibleLiveMusic

View summary



**Tourism for All UK** @tourismforalluk

2h

Save up to 30% on last second holidays @lastminute\_com giveasyoulive.com/emails/33860/s... raise £ for us at no extra cost #justbyshoppingonline

Expand



**Tourism for All UK** @tourismforalluk

20h

A pleasure @OGGSVenue, always like to spread the word about the great #accessibility that our members have!

View conversation



**Tourism for All UK** @tourismforalluk

22h

@giveasyoulive pic.twitter.com/G0h87B43sa



## Dogs for the Disabled

6,219 likes · 880 talking about this

Like

Message



### 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

Highlights



Post



Photo / Video

Write something...



Dogs for the Disabled

19 hours ago · 🐾

### 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, supporters and participants. More photos are available at <https://www.facebook.com/happydogcharityfunday>



### Suggest Dogs for the Disabled to Your Friends

See All



Stavros Kefalas

Invite



Chawannuch Uthayan Oglesby

Invite



Hotel Plessas Palace

Invite



### Recent Posts by Others on Dogs for the Disabled

See All



Paula Cole

Can someone tell me if there is a coat specially designed tha...

Monday at 13:16

Create Page

Now

2013

2012

2011

2010

Founded

Sponsored

Create Advert

Try HootSuite Pro Free!

[hootsuite.com](http://hootsuite.com)



Schedule Tweets and Manage up to 100 Social Accounts. Try Now for as low as \$8.99 a Month!

FREE Vegas Suite Upgrade

[hilton.com](http://hilton.com)



Book a Studio at Elara, a HGV Hotel thru 12/31/13 & enjoy a free upgrade to a Junior Suite

Find New Event Venues



Discover new and unusual event venues. Click to see pictures and prices.

934 people like Hirs Space.

£20 off first Order

[ocado.com](http://ocado.com)



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!

2,160 people like Popular Villas.



Dimitris Bouhallis

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Playlists

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Social

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Filter subscriptions...

- All about Holiday/VII
- Amadeus IT Group
- aquisholeis
- BBC
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- Cisco
- Fabulous Living Co...
- Feel Slovenia
- Google
- JohnKenVideos
- José Sierra Oranilla
- KUMRoyal DutchAl...
- loutal13
- Love H Campaign
- mythicalpeloponn...
- MolicharMargarla
- Panos Saboglou
- Spooks (MIS)
- s larallancie work
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- Manage subscriptions

tourismfor

tourismforall.org.uk

## Tourism for All UK

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Home Videos Discussion About

<http://www.youtube.com/watch?v=Whr5OSHZ5T8&feature=bulletin>



ite (Accessible Tourism for Europe) project - meetin...  
by as sociadone ABBBA  
156 views



Impaired people tools in Bed and breakfast in eng...  
by Stefano Calandra  
108 views



Venice Trip October 2010.mpg  
by tourismforalluk  
390 views

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House of Lords reception 19.03.13  
105 views 3 months ago



easyJet and Dr Martin Sabry  
394 views 1 year ago



London Taxis and Wheelchair Ramps  
371 views 1 year ago



Dr Martin Sabry & easyJet  
2,823 views 1 year ago



Dean Yorke  
144 views 1 year ago



Lucy disab  
246 views

### Playlists







## ΠΟΡΤΟ ΡΑΦΤΗ ΠΡΟΣΒΑΣΗ ΣΤΗ ΘΑΛΑΣΣΑ ΑΜΕΑ SEATRAC 2012



Xristos Roditis · 2 videos



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722 views



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Add to



Published on Jul 17, 2012

ΠΟΡΤΟ ΡΑΦΤΗ ΠΡΟΣΒΑΣΗ ΣΤΗ ΘΑΛΑΣΣΑ ΑΜΕΑ  
SEATRAC 2012

Show more

All Comments (1)



ΠΟΡΤΟ ΡΑΦΤΗ 6 ΦΛΕΒΑΡΗ ΨΑΡΕΜΑ  
ΣΥΡΤΙΣ ΜΑΓΙΑΤΙΚΟ 88 ΚΙΛΑ!!

by Ioannis Skepelekis

4,310 views



NEW SEATRAC MODEL - autonomous  
sea access for disable

by Ignatios FOTIOU

657 views



SEATRAC - ΑΜΕΑ - Προσβασι sti  
thalassa - disable entrering sea.MP4

by Ignatios FOTIOU

8,270 views



Κατασκήνωση ΑμεΑ, Ε.Ε.Ο.Ι.Ι.Ε.  
GSATRH

by GSATRH

829 views



Scott Rains

✓ ID

Replied from



Scott Rains



Karen Grathmeyer

Share

Unfollow all

180 Followers

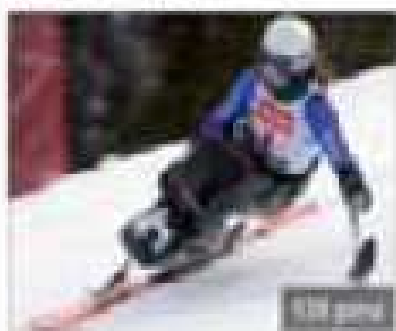
12

### Favorite Places & Spaces



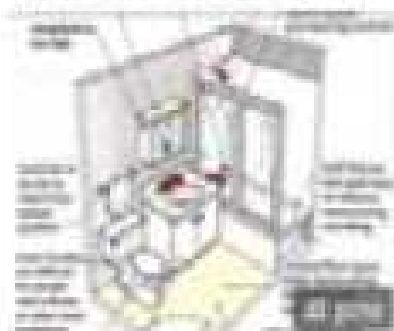
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### Travel with a Disability



Unfollow

### The Accessible Bathroom



Unfollow

### Beach Accessibility



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### The Accessible B...



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### When Daily Life is a Park...



### Kitchen Accessibility with ...



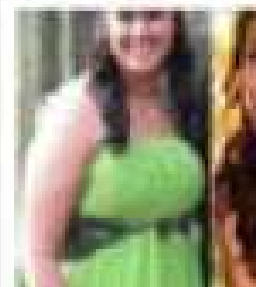
### Automobiles & Universal D...



### great investments



### Health tips



# Promoting your business

**Bournemouth  
University**

## 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.

Search for your favorite business

Find





GEOTAGGED  
ACCESSIBILITY  
USER GENERATED CONTENT

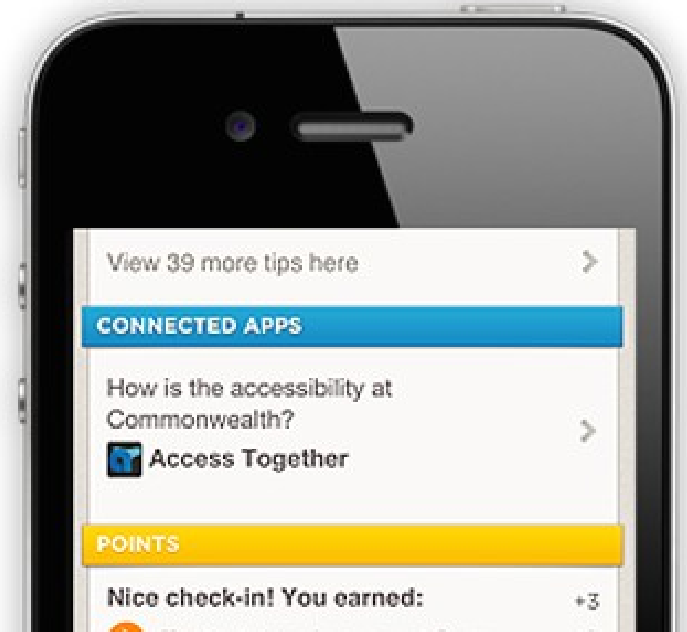


## Foursquare connected app helps fill a database of accessibility information for the disabled

0 Comments and 0 Reactions on November 7th, 2012

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.



SEARCH

Recent

Popular

Comments

**Foursquare adds the ability to check in your friends (with their permission)**

June 25, 2013

**Sunrise adds past Foursquare check-ins to y calendar**

June 24, 2013

**Wallaby for iPhone turns 2.0; adds Foursquare integration and more**

June 20, 2013

**Let Thrillist help make tomorrow the Best Day of Your Life and earn yourself a Foursquare badge in the process**

June 20, 2013

**Foursquare's post check-in advertising spots the wild**


June 19, 2013

CATEGORIES

# Traveling With Disabilities Forum

1-78 of 515 topics

1 2 3 4 5 6 7 8 9 28

Topic	Replies	Last post
 <b>Accessibility Checklist for Hotel Accommodation</b> by Multimixendmitch	72	09 June 2013 by walt366
<b>Mum, teen , autism &amp; anxiety - Nice locations?</b> by tress m	5	29 June 2013 by EssexWanderer...
<b>knee replacement &amp; airport security test</b> by bvr1947	5	22 June 2013 by phob121
<b>Traveling with scooters on flights</b> by buzz j	12	22 June 2013 by busy-retired
<b>Your Disable Badge</b> by jrm7414	8	21 June 2013 by Busy-retired
<b>looking for a wheelchair friendly hotel in Thailand?</b> by gem188	10	21 June 2013 by TimeAston
<b>Article in Mail on Sunday</b> by hermaneevize	8	17 June 2013 by hermaneevize
<b>Electric adjustable beds (profiling beds)</b> by gillarmanning	4	17 June 2013 by hermaneevize
<b>Villa holiday help please</b> by wilsnollyns	4	16 June 2013 by wilsnollyns
<b>Advice please first time abroad with disabled husband.</b> by Zettmie	5	15 June 2013 by Dore987
<b>Help! What are my rights in public places in the USA?</b>	-	14 June 2013



# AUGMENTED REALITY FUTURE OF ETOURISM





Bournemouth  
University

# WHAT IS AUGMENTED REALITY

**Reality**



**Augmented Reality**



# POTENTIAL OF AR FOR TOURISM



Bournemouth  
University

**Interested in  
surroundings**

**Information  
attached to PLACE**

**Time-pressured  
Information  
within FIELD-OF-  
VIEW**

**Unfamiliar environment**

**Information  
In CONTEXT**

## Augmented Reality





**John Ngavi, 27** married to **Megan Ngavi** ♥

twitter

15 mins ago

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.

>  
MORE

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

>  
MORE

Google Mentions

Positive

Negative

Common Friends



Justine Thompson



Keletso Tshune



Jessica Aaron



Peter Brown

+ TO CONTACTS

+ TO WATCHLIST



20FOURLABS

## Future of Social Networking with Augmented Reality

Concept investigation by Matthew Buckland (matthewbuckland.com) and Philip Langley (@royalalien) of 20fourlabs.com





# CONTEXT-AWARE AR FOR TOURISM



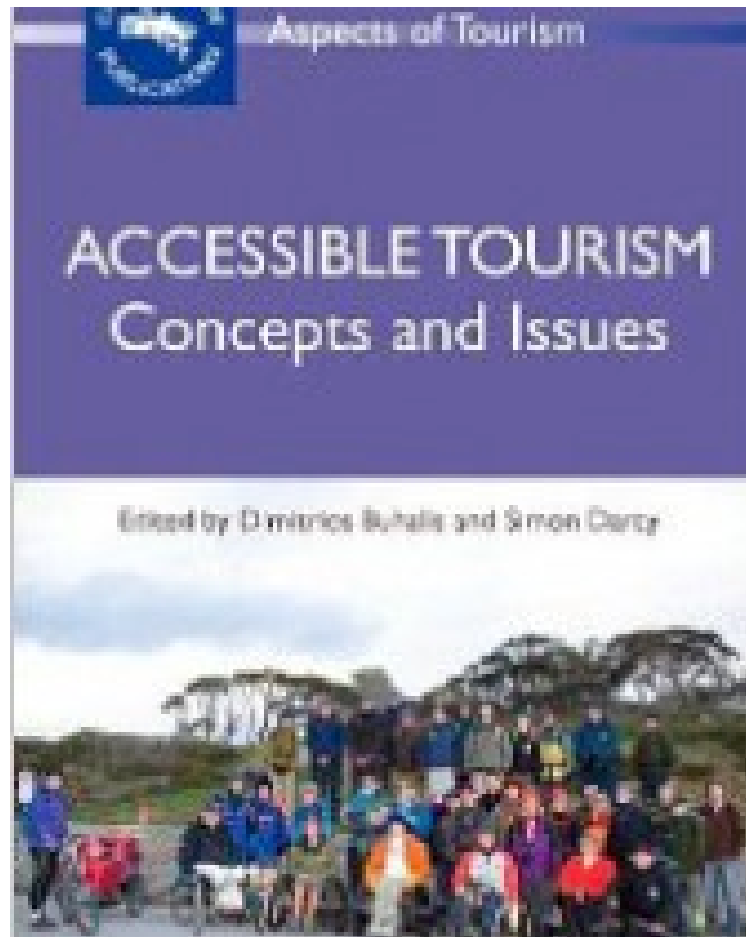
## **Conclusion**

- ✓ 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

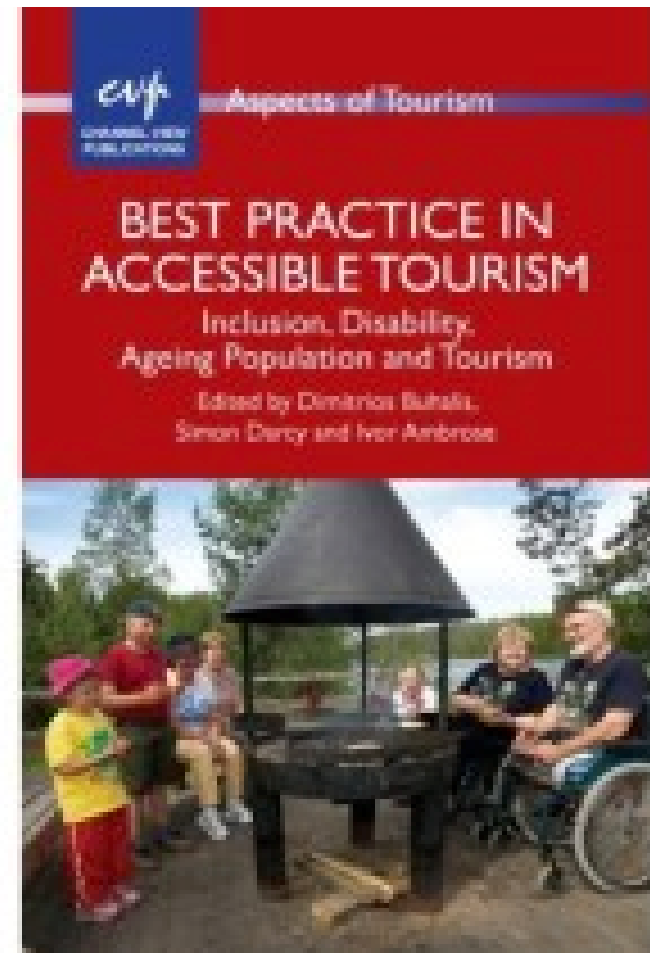




## Excellent Accessible Tourism Books



Dimitrios Buhalis and Simon Darcy 2011  
ACCESSIBLE TOURISM Concepts and  
Issues ISBN 1845411609 Channel View  
Publications <http://goo.gl/VRbkk5>



Buhalis, D. Ambrose, I., Darcy, S., 2012,  
BEST PRACTICE IN ACCESSIBLE  
TOURISM : Inclusion, Disability, Ageing  
Population and Tourism, ISBN  
1845412524 <http://goo.gl/iWQeAa>

# Stay in touch with Dimitrios

Professor Buhalis Dimitrios

**[WWW.BUHALIS.COM](http://WWW.BUHALIS.COM)**



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<http://www.bournemouth.ac.uk/icthr/> and  
[http://www.bournemouth.ac.uk/icthr/about\\_us.pdf](http://www.bournemouth.ac.uk/icthr/about_us.pdf)

Dimitrios Blog: <http://buhalis.blogspot.com/>

Live spaces: <http://buhalid.spaces.live.com/>

Facebook: <http://www.facebook.com/buhalis>

Twitter: <http://twitter.com/buhalid>

YouTube: <http://www.youtube.com/buhalid>

Academia <http://bournemouth.academia.edu/DimitriosBuhalis>