DISABILITY AWARENESS OF FRONTLINE STAFF IN SELECTED HOTELS IN THE CAPE WINELANDS

by

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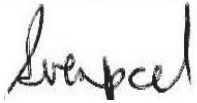   **Ms D Draper**

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December 2020

DECLARATION

I, **Lizinda Swanepoel,** student number **201007282,** declare that the contents of this dissertation represent my own unaided work and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

06 November 2020

Signed   **Date**

ABSTRACT

Universal Accessibility implies that everybody has an equal chance to access anything they desire; which should also be the situation in the tourism industry. The United Nations World Tourism Organisation has pleaded that tourism be open to all, despite any impairments. Universal Accessibility is not always available to visually-, intellectually-, mobile-, psychiatrically- and learning-impoverished persons — the People with Disabilities group — often denying them the tourist activity pleasures enjoyed by healthy persons. The obvious challenges include restriction of mobility but few facilities are visually impaired friendly, besides addressing the other impairments.

The study question was to investigate whether hospitality staff are educated or trained to assist People with Disabilities to enjoy the facilities offered to paying guests fully at a place of accommodation. The South African Tourism Grading Council questioned whether accommodation establishments in this country were aware of the challenges which face People with Disabilities and the contribution to the South African gross domestic product of this niche group of travellers. They hinted People with Disabilities were at the mercy of poorly qualified hospitality staff.

The study adopted a quanitative methodology, following convenience sampling framework, focussing on the Cape Winelands area of Cape Town.

The study provisionally found that accommodation establishments did make some provision for mobility-impaired persons at the establishments and in the bedrooms but were tardy in public areas and sadly lacking in employing suitably qualified staff to address the needs of People with Disabilities. In addition, the study revealed that tourism educational institutions were also not addressing the needs of People with Disabilities. The study is of material importance to tourism organisations, such as Cape Town Tourism, in promoting tourism to one of the world's major tourism destinations

ACKNOWLEDGEMENTS

I wish to thank:

DEDICATION

This work is dedicated to all travellers with disabilities. May you benefit from this research and enjoy the gift of travel to the fullest.

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ACRONYMS AND ABBREVIATIONS

Terms/Acronyms/Abbreviations	Definition/Explanation
ACSA	Airports Company South Africa
ADA	American
B&B	Bed and Breakfast
EU	European Union
GDP	Gross domestic product
KPMG	Klynveld Peat Marwick Goerdeler Accounting Firm
NDT	National Department of Tourism
NTSS	National Tourism Sector Strategy
PWDs	People with disabilities
SA. DT	South Africa. Department of Tourism
SPSS	Statistical Package for Social Sciences
TGCSA	Tourism Grading Council of South Africa
UA	Universal Accessibility
UA	Universal Design
UK	United Kingdom
US	United States of America
UNWTO	United Nations World Tourism Organisation
WHO	World Health Organisation
WTM	World Travel Market
VIP	Very Important Person

CHAPTER ONE
INTRODUCTION AND BACKGROUND TO THE STUDY

1.1   Introduction to the study

Living with a disabling condition such as a hearing impairment, visual, mobility, intellectual or psychiatric disorder, poses unique challenges and can influence participation in many activities.

> "Tourism is one such activity that many people with disabilities feel must be sacrificed as it requires an orchestrated cooperation of physical, mental and social capabilities which are often adversely affected or compromised by a disability" (Yau, McKercher & Packer, 2004:946).

People with disabilities (PWDs) have the same desires to travel as able-bodied tourists (Anuar, Yahya & Yulia, 2017:462). Some of the benefits that PWDs enjoy from travelling include a sense of liberation and being in command of their own lives, contributing to the building of their self-esteem and diminishing their self-doubt. They often report feeling less 'objectified' as they have the opportunity to escape from the accustomed care environment and explore other settings (Bauer, 2018:67). In addition, family units travelling with disabled children reap several benefits from tourism. These include the broadening of young people's social horizons, a break from the family's everyday home routine, forging stronger bonds between family members and improvement in children with physical disabilities or intellectual competence (Bauer, 2018:67).

Travel in general is designed primarily for people without disabilities and it presents unique challenges for PWDs (Yau *et al.*, 2004:946). Despite a great surge in research concerning the "needs and experience of PWDs in the hospitality sector" (Chikuta, Kabote & Chikanya, 2017:131) in recent years and disabled tourism rapidly developing worldwide as one of the alternative types of tourism (Cengiz, 2016:214), disabled travellers still encounter various obstacles and are often denied equal access to tourism offerings as a result of mobility constraints and other conditions such as poor eyesight, hearing difficulties or medical conditions. "The market for travellers with disabilities is a misunderstood and underappreciated segment of the tourism industry" (Kong & Loi, 2017:100). The responsibility for addressing issues and problems experienced by PWDs who travel lies with individuals as well as companies. Kong and Loi (2017:100–101) recommend that tourism practitioners in destinations acknowledge PWDs as a distinct market segment and recognise that each traveller has unique needs. Workers in the travel industry also need to develop sensitivity to PWDs' potential requirements and effective communication strategies. However, not many tourism organisations seem to offer the necessary awareness training for

their employees, including big international companies. Non-physical obstacles that PWDs face in the tourism industry are frequently ignored and should therefore be more thoroughly investigated (Kong & Loi, 2017:100–101).

PWDs can fall into one of four distinct categories where individuals are identified as "hearing-impaired, visually impaired, physically impaired or mentally impaired" (Cengiz, 2016:215). Each disability has its own challenges where PWDs experience barriers while travelling or participating in tourism activities. For that reason, it is more than just a physical access problem (Tutunca, 2017:29). These barriers all fall into one of three categories: structural, interpersonal or intrapersonal. The first type of barrier refers to a physical and/or material difficulty, the second is more symbolic and refers to dealings with people (for example, tourists, host service staff) and how they approach PWDs. The latter points to PWDs' mental state affected by the applicable impairment in each individual case (Kong & Loi, 2017:101).

One key difficulty seems to be the ability of service staff — the subject of this study — to respond to PWDs (Cengiz, 2016:214). The lack of disability awareness from hospitality staff sometimes causes more annoyance than physical access issues (Bauer 2018:69) and because of this, PWDs "do not feel adequately understood" (Agovino, Casaccia, Garofalo & Marchesano, 2017:62).

Unconstructive outlooks and actions have a negative effect on PWDs and result in further undesired effects, like a diminished sense of worth and reduced participation from individuals. People who experience stress from other individuals owing to their disability, at times refrain from visiting places, altering their routines, or even leaving their homes (World Health Organisation [WHO], 2011), so excellent personal service from hospitality staff can have a significant impact on any tourist. There appears to be a shortage of staff that have undergone disability equality training and are capable of relating confidently and effectively with PWDs, like those who are mentally retarded, blind, deaf, diabetes sufferers, have kidney failure, or an oncological disease (Agovino *et al.*, 2017:62). Consequently, "staff training is crucial to the way PWDs are treated"; "if staff have not had experience of PWDs they will be unsure how to approach people, or act in an appropriate manner" (Darcy & Pegg, 2011:474).

Currently, little research apparently focuses on why PWDs travel and what kind of experiences they endure (Chikuta *et al.*, 2017:132). Spencer and Mnqayi (2017:287) report that:

> "An estimated 2.9 million South Africans (7.5% of the population) live with some form of disability, while 88% of people with disabilities take a holiday in South Africa each year, generating about R5.586 billion."

For this reason, research into the travel motives of PWDs is vital as disability travel is an important niche market and contributor to the GDP.

This dissertation focuses on how much hospitality staff, specifically those at accommodation establishments, know about travellers with physical disabilities and the importance of disability-awareness education and training programmes.

1.2   Literature review

The following terms are commonly used throughout the dissertation:

Disability

The word disability refers to an individual who lives with some kind of physical or mental impairment that hinders him/her from typical participation in major life activities (Anuar *et al.*, 2017:463). It not only refers to health issues but is a proper impairment in that it restricts activity and movement.

> "An impairment is a problem in body function or structure; an activity limitation is difficulty encountered by an individual in executing a task or action; while a participant restriction is a problem experience by an individual in involvement in life situations" (Bauer, 2018:67).

People with disabilities (PWDs)

People with disabilities can be described as all people who experience restrictions in their daily routine and need assistance while travelling with regard to accommodation and other tourism services. The South African Tourism Department defines PWDs as people with "physical, sensory and intellectual disabilities or other medical conditions requiring special care". These include senior citizens and those temporarily in need of aid (South Africa. Department of Tourism [SA. DT], 2019c).

Accessible tourism

Accessible tourism refers to the course of action necessary to guarantee the proper accommodation of PWDs in terms of transportation, lodging, destinations and attractions throughout the whole tourism system (Vila, Darcy & Gonzales, 2015:262). Ok Lyu (2017:405) elaborates on this by stating that 'accessible tourism' makes it possible for PWDs to freely take part in travel activities allowing them access to barrier-free amenities, travel products and services.

Universal design (UD)

Universal design can be described as user-friendly environments, services and products available in the greatest capacity to all people without requiring any special provisional or personal adjustments (Spencer & Mnqayi, 2017:284).

Economic aspects of universal design

Chikuta *et al. (*2017:132) state that research into the spending habits of PWDs while on holiday has proven that they spend a large amount of their earnings on their trips. This identifies them as significant contributors to the tourism industry. However, studies found that one third of PWDs have never embarked on short trips to foreign countries due to accessibility issues. PWDs would double their spending if services and amenities were more readily available to them.

Hospitality industry

In South Africa, the word hospitality serves as a substitute for 'hotel and catering', which can be stretched to cover a wide variety of services offered to guests away from home. These include lodging, food and beverages, travel, conference facilities, amusement and leisure activities. Simply put, hospitality refers to the part of the tourism industry that offers tourists food and shelter (George, 2013:21).

The word hospitality is derived from the Latin word *hospes*, which means "host". It thus refers to the connection between host and guest. Dictionary.com (2019) defines the term "hospitality" as referring to the "reception and treatment of guests or strangers". If clients do not receive good service and hospitality, then the business might struggle to generate sales (American Hospitality Academy, 2019).

Tourism barriers

Tourism barriers are factors that limit participation in any activities and that hinder the enjoyment of participants (Cengiz, 2016:215).

Universal accessibility (UA)

Universal accessibility refers to tourism services and products that can be enjoyed by everyone on an equal basis, for example mothers who are pregnant or breastfeeding, families with babies and prams, the elderly, PWDs, and travellers with language difficulties (Cape Town Travel, 2019).

1.3   Problem statement

Hospitality staff at some accommodation establishments lack comprehensive training and are often ill prepared to assist individuals with disabilities. There is a gap in the quality of services offered to individuals with disabilities in comparison to non-disabled travellers. Disabled-tourism has its own distinctive features because "disabled tourists are likely to have different needs and expectations throughout their vacation at a destination" (Cengiz, 2016:213). Therefore, "travelling with a disability is more than just an access issue" (Darcy & Pegg, 2011:469). Daniels, Drogin-Rodgers and Wiggins (2005:919) state that "in terms of travel services, few customer-groups are more ignored" than PWDs. Despite disabled-tourism being a vital part of the tourism industry, there is a shortage of comprehensive research on this subject due to factors such as shortages in terms of, for example, infrastructure, education, or awareness. Not enough projects have been undertaken to offer the disabled a voice in the tourism market (Cengiz, 2016:220).

Travel personnel and tourism site managers are often ill prepared to assist travellers with disabilities (Daniels *et al.*, 2005:919) because most people have had limited exposure to PWDs and therefore do not always understand the issues that PWDs endure on a daily basis (McKercher & Darcy, 2018:61). Training is particularly important for managers of frontline staff who are most in contact with guests (Darcy & Pegg, 2011:474). "Tourism and hospitality industries have a social responsibility to provide people with disabilities with an adequate service experience" (Poria, Reichel & Brandt*,* 2011:574). Chikuta *et al. (*2017:131) agree with Poria *et al.*'s view that service providers in the tourism and hospitality industries are obligated to ensure that everyone has the same opportunity to enjoy life with access to all facilities ensured.

The market for travellers with disabilities is misunderstood and not yet a fully developed area in the tourism industry (Kong & Loi, 2017:100). According to Darcy and Pegg (2011:473), there is little development of PWDs as a market segment and accommodation establishments do not pursue PWDs as a niche market, despite a series of studies on the economic contribution of disabled persons to tourism. Despite this significant potential contribution, global tourism still often excludes or discourages PWDs from purchasing its products (Popiel, 2016a:26) missing out on a seemingly growing market as PWDs' travelling propensity increases (Spencer & Mnqayi 2017:285). PWDs are part of a mostly undervalued market segment in the tourism industry (Agovino *et al.*, 2017:58) and represent important numerical and economic contributions, bringing with them the potential for a generation of fresh business opportunities for the industry (Popiel, 2016a:27). This potential for profit, together with the acknowledgement of the rapid growth in numbers of PWD travellers and that all people have a civil right to take a holiday, has grown

greatly in recent years due to research on the needs and experiences of PWDs (Chikuta *et al.*, 2017:131). Tutuncu (2017:29) echoes the sentiment on the value of accessibility for disabled tourists in his research. The tourism and hospitality industry, however, still fails to give this niche market the attention it deserves.

The study problem is, therefore, that staff knowledge, attitudes and skills appear to have been neglected by frontline staff, and are therefore major factors that affect the accommodation establishment experience of PWDs, and needs to be urgently addressed if South Africa is to command a section of this niche market. It is important that staff in the hospitality industry are trained to optimise their interaction with PWDs, thus teaching them about the various types of disabilities and how to assist PWDs according to the distinct and individual needs of each type of disability (Cengiz, 2016:216). At present, a lack of disability awareness training results in staff being uncomfortable around PWDs (Agovino *et al.*, 2017:62).

It is therefore clear that this problem is an important research area as many hospitality staff members are not trained to deal with people with disabilities. The dearth of academic research into the travel needs of individuals with disabilities is an international phenomenon which confirms that only a few empirical studies have focused solely on the actual accommodation establishment experience of travellers with disabilities (Poria *et al.*, 2011:572).

1.4   Aim of the study

The aim of this study is to explore whether the level of knowledge, skills and experiences of hospitality staff at accommodation establishments towards travellers with a disability is adequate to deal with PWDs, so as to establish if training in this field would be beneficial to them and improve their confidence levels in interaction with PWDs.

1.5   Research objectives

The objectives of this study are:

- To consider if there is economic potential of the disabled market for the South African tourism industry;
- To establish whether UA is applied in the Cape Winelands tourism industry;
- To establish the importance of knowledge of, and education/training programmes in the hospitality industry towards travellers with a disability;
- To establish the perceived challenges by the hospitality industry; and

- To make recommendations for the improvement of disability awareness programmes in the hospitality industry.

1.6   Research questions

The following research questions will guide the study:

- Is there economic potential of the disabled traveller-market in South Africa?
- What are the current accessible tourism (UA) trends in the Cape Winelands area?
- Are education/training programmes in the hospitality industry important for dealing with travellers with a physical disability?
- What are the perceived challenges by the hospitality industry of UA?

1.7   Motivation for the study

Disability can be seen as an aspect which is part of the human condition because almost everyone will at some point in their lifetime be either partly or fully impaired to some extent, for example, "through the natural aging process" (Kong & Loi, 2017:104). It is thus just natural that "this underestimated market will inevitably grow in importance in the future to the aging population phenomenon" (Kong & Loi, 2017:104). Staff in the hospitality industry need to be skilled in dealing with the various types of disabilities and how to assist PWDs according to each person's particular disability (Cengiz, 2016:216).

The motivation for this research came from working as a caregiver in London for a short period, looking after a young girl with cerebral palsy, gaining firsthand experience of her daily routine. The researcher has also more than 18 years in the tourism industry and has realised that there is a gap in education/training when it comes to service delivery towards people with disabilities. Much research on tourists with disabilities centres on the accommodation establishment's physical environment and ignores areas such as public spaces and restaurants, as well as aspects such as interaction with the hospitality staff (Poria *et al.*, 2011:574). Thus, the need for an exploratory study, which provides information about the importance of education and training for hospitality staff towards dealing with travellers with a disability, is important. Research highlights the need for further research into PWDs travel experiences (Poria *et al.*, 2010:573). Although academic interest and research into the field of PWDs has covered much ground in recent decades, not enough has been done about addressing the dynamicity of PWDs.

1.8   Significance of the study

The significance of PWDs as a niche market in the tourism industry, both in economic and numerical terms, has yet to be fully acknowledged, especially considering that 15% of the world's residents have at least one disability, which figure can be expected to rise due to demographic ageing, as people live longer (Agovino *et al.*, 2017: 58).

> "Staff training is crucial to the way PWDs are treated and if staff have not had experience of PWDs they will be unsure of how to approach disabled people, or act in an appropriate manner. Having accessible premises is the starting point for providing services for PWDs but if the staff themselves are ill-prepared to provide appropriate customer service a customer's needs cannot be adequately addressed" (Darcy & Pegg, 2011:474).

It is important for a destination to be aware of the importance of disabled tourism and that the service staff, as well as the local community, is trained in how to deal with them appropriately.

This dissertation should benefit various organisations, such as Cape Town Tourism and Wesgro, which promote the region as a preferred destination, as well as tourism establishments and tourism providers. This study could also assist tertiary tourism and hospitality institutions in providing the appropriate education/training that is necessary for students hoping to be employed in the tourism industry, where they are likely to interact with PWDs.

1.9   Research design and methodology

The study follows a quantitative approach to identify the importance of disability awareness education and training in the tourism industry for hospitality staff based in the Cape Winelands. George (2013:117) identifies quantitative research as the collection of data in the form of numbers, which allows the researcher to determine the number of respondents who respond positively or negatively to a particular statement.

The exploratory research method was applied in this research study. Maree (2016:11) states:

> "The researcher might not yet be sure about the nature of extent of a complex problem and might first wish to do a limited, initial research study before launching a more in-depth, long-term study".

The target group was frontline hospitality staff at conveniently selected accommodation establishments situated in the Cape Winelands district. A grouping of like job-description method was used as only a few accommodation establishments were selected for the research. Simple convenience sampling was used within a group-sampling where willing participants were

approached to complete the questionnaire. The researcher distributed the questionnaires at selected hotels, to hospitality staff that were willing to complete it. The respondents were briefed by the researcher about the purpose of the study. The projected sample size was 125 and participation was voluntary. According to Israel (2009:3), a population of 125 (N), "needed 96 respondents (n)" to be considered representative, which would give 95% level of confidence with a 5% sampling error.

1.9.1 Development of the questionnaire

The design of the questionnaire is an extremely important part of the research process since it is the instrument from which data are generated (Maree, 2016:9). This study followed a quantitative research approach, using a 5-point Likert scale questionnaire.

The survey questionnaire is divided into three sections:

Section A – Determines the socio-demographic profile of hospitality staff, including skills and experience as well as information on age, gender, home language and province of residence.

Section B – Determines the perception of hospitality staff regarding travellers with a disability. Likert scale statements were set, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

Section C – Investigates the insight of hospitality staff into travellers with a disability. Likert scale statements were set, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

1.9.2 Data analysis

Microsoft™ Excel™ captured basic data from the survey and SPSS version 25 was employed for statistical analysis. The data collected was analysed in two stages. A general profile of the respondents was compiled from section A in the first stage. The second stage, section B, determined the perception of hotel personnel regarding travellers with a disability.

1.10 Ethical considerations

It is important to emphasise the moral considerations in regard to the research (Maree, 2016:44) and assure respondents of confidentiality and anonymity. Confidentiality is about protecting the individual from harm when the results are made public (George, 2013:146). The researcher obtained permission to conduct the study from the Ethics Committee of the Faculty of Business and Management Studies at the Cape Peninsula University of Technology. Ethical principles were

adhered to regarding protecting the participants' identities and ensuring their anonymity and making participants aware that the questionnaire was voluntary and for academic research purposes only. The reporting of the findings is accurate and honest and plagiarism is avoided by citing references.

1.11   Limitations

Time was a limiting factor because all hospitality staff (especially the frontline staff) are very busy throughout the year, therefore in-depth qualitative research on the subject cannot be conducted. The topic was a sensitive issue for many of the accommodation establishments and their staff because of concern that their names would be mentioned in the study, especially staff that were not trained in disability awareness and the accommodation establishment was not disabled-friendly. No hotel name was disclosed and everyone was informed that all information would be treated as confidential and no names would be mentioned in the dissertation.

1.12   Outline of the dissertation

The dissertation is structured in five chapters.

Chapter One: Introduction and background
Chapter One introduces and provides the background to the research. Basic terms and concepts are clarified. The research problem, aim of the research, research objectives and research methodology are outlined. The literature reviewed is summarised.

Chapter Two: Literature review
This chapter reviews existing literature on tourism and UA. It focuses on the importance of catering for people with disabilities in the tourism industry.

Chapter Three: Universal accessibility and in tourism

Chapter Four: Research methodology
This chapter explains the study type, research design, research approach, target population, sample size and selection, sampling technique and the procedures of data collection.

Chapter Five: Results
This chapter presents and analyses the data obtained from the study.

Chapter Six: Conclusion
This chapter presents the study conclusions, summary and recommendations.

1.13   Summary

PWDs are a growing market segment, which possess the financial resources to enjoy leisure and recreational activities. Therefore, it is of utmost importance for staff in the tourism industry to understand UA and this specific group of tourists. PWDs are generally very sceptical of tourism industry employees who do not understand their real needs (Bizjak *et al.,* 2010:843). Hence, it is important to listen to what hotel staff have to say to support the possible implementation of disabled friendly policies and programmes (Chiwandire & Vincent, 2017:8). Numerous studies have revealed that customer satisfaction can be used as a measuring tool to estimate the performance of tourism services and products. Ease of access to services and activities presented by hotels is thus vital to the satisfaction of PWDs (Tutunca, 2017:30).

In short, this study focuses on frontline hospitality staff to obtain their insight and perceptions of disability awareness training within the Cape Winelands area. The researcher identified this problem by reviewing literature on disability awareness, all of which indicate that PWDs find it difficult to travel and access tourism offerings, despite various stakeholders and role-players who have adapted to the need for accessible tourism facilities. The literature also indicated that disabled travellers are rapidly becoming an economically important market segment and that tourism providers should take note and rise to the challenge of adapting to accessibility needs to reap the full benefit of this emerging market.

It is the researcher's opinion that this study will contribute significantly to the reader's understanding of accessible tourism. Furthermore, the results of this study will enable emerging tourism establishments to gain an advantage over competitors by incorporating accessible features from the inception-stage of the business, which should allow them to adapt to changing needs in the accessible travel market with greater ease.

CHAPTER TWO
LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1   Introduction

Tourism is often considered to be an impossible or undesired activity when it comes to PWDs but contrary to this belief, this group has the same travel aspirations as non-disabled travellers (Popiel, 2016a:26). PWDs are confronted on a daily basis with limitations due to their disability and taking part in tourism is one of them. Despite the challenges inherent in engaging in tourism activities, PWDs can greatly benefit from the experience. Included in these benefits is a change in the monotonous daily routine, strengthening of relationships with relatives and other close companions and the further development of a healthy body and positive self-esteem, supported by the autonomy perceived on such a trip (Yfantidou, Spyridopoulou, Papaioannon & Balaska, 2017:835).

Tourism for the disabled is a newly developing niche. Not only is it a desirable way of spending free time but it also primarily functions as a social catalyst and type of healing therapy (Popiel, 2016a:25). In the last few decades, scholarly awareness of the disability sector has grown but there is still little research to address the dynamic nature of PWDs (Kong & Loi, 2017:100). Popiel (2016a:27) suggests that great numbers of PWDs can positively contribute to the economy on a global scale, as they create opportunities for innovation in the tourism industry. Yfantidou *et al. (*2017:844) echo this sentiment that the PWD target group in the tourism industry is growing at a fast pace and that this is the time to tap into the market, improving relevant technology and information as well as establishing equal access for all. Tourism has a considerable effect on an individual's well-being and quality of life and these positive effects are most strongly experienced by PWDs (Agovino *et al.*, 2017:61).

For many individuals, taking a vacation is now recognised as a necessary part of life and research reveals that PWDs equally wish to take more holidays. Aware of the deterioration that is part of many disabilities, PWDs often want to see and experience more things than able-bodied tourists, not knowing how many such opportunities their condition might still afford them in the future (Popiel, 2016a:26, Boxall, Nyanjom & Slaven, 2018:542-543).

However, even though it has been noted that PWDs make up a growing niche market; the global tourism market sometimes belittles or even tries to prevent PWDs from purchasing its products because people working in the tourism industry do not always feel confident in dealing with PWDs,

due to a lack of knowledge regarding how to engage with them (Popiel, 2016:26). Despite the vast potential of the "accessible travel market", the tourism industry in general pays little attention to PWDs' distinctive travel demands regarding travel services and facilities preferences, which is different from non-disabled travellers (Ok Lyu, 2017:404). Travelling for any reason can and ought to be seen throughout the world as a human right. "To deprive anyone of this should be regarded as discrimination" (Ozturk, Yayli & Yesiltas, 2008:383).

Frontline hospitality staff (all staff who would come in contact with visitors in performing their duties), in general, do not always know how to interact with PWDs and this problem is exacerbated by the fact that each disabled tourist has their own individual needs (Cengiz, 2016:214). Academic research on disabled tourism largely focuses on difficulties that people with disabilities experience while travelling; one of these obstacles is the hospitality staff in the tourism industry. Boxall *et al. (*2018:543) note that disabled visitors are concerned about how hospitality providers approach them and the need for improved staff sensitivity training. Other research has found that PWDs still encounter attitudinal and physical obstacles when staying in accommodation establishments. Even when accessibility has been improved, rooms are often found to be lacking in aesthetics (Boxall *et al.*, 2018:543).

This is an exploratory study to establish the lack of awareness regarding travellers with disabilities, their specific needs and the importance of disability awareness training for hospitality staff in the accommodation industry. This chapter offers an overview of PWDs in tourism, their expectations of the industry to cater for their needs and the obstacles that need to be addressed and overcome in the industry.

2.2   Theoretical framework

A theroretical framework introduces the important features that will be covered in a study (Altinay & Paraskevas, 2008). For this research these include universal accessibility (UA), people with disabilities (PWD), tourism and the constraints and barriers that PWDs experience while travelling, and their interrelationship. De Vos (2006:34) explains the theoretical framework or concept as: "A research process which starts with a conceptual model, or an organising image, of the phenomena to be investigated. That is, it starts with a set of ideas - whether vague hunches or clearly formulated propositions – about the nature of these phenomena."

Each of the topics discussed in this Chapter, and Chapter Three with respect to South Africa, is a study within its own right, but are important to this study as they set the parametres and scope

for investigating just how prepared frontline staff in accommodation establishments are geared to meet and treat PWDs. The study concerns staff in the reception area of the hotel, the room-service division, staff in the restaurants, staff concerned with marketing the establishment, and general staff who will come into direct contract with PWDs.

The study area is explained in section 4.1.1 of Chapter Four, and the theoretical framework is expanded in section 4.3, where the research design is discussed.

2.3   United Nations World Tourism Organisation (UNWTO)

UNWTO plays a very important role in making countries aware of travellers with disabilities and the importance of universal accessibility. In 2016, UNWTO published a handbook called *Accessible Tourism for All: Principles, Tools and Good Practices*. It is a reference document for the tourism industry and offers recommendations for attaining accessibility in destinations in the most effective and well-organised way possible (UNWTO, 2019a). For UNWTO, this guiding document forms part of a plan to promote responsible, sustainable and widespread accessible tourism worldwide and to motivate important parties to adopt policies that lead to higher involvement of various population groups in tourism (UNWTO, 2019a). The WHO estimated that over one billion of the world's citizens could be categorised as having a disability, with up to 190 million encountering serious operational difficulties. A rise in this figure is expected as there is an informal link between getting older and initial impairment (McKercher & Darcy, 2018:59).The role of the UNWTO in UA is discussed further in section 2.6.2.

Established in 1925, the United World Tourism Organisation (UNWTO) is the foremost international organisation concerned with global tourism policy matters and it brings useful information to the tourism table, being more operational than deliberational (Lubbe, 2003:173). Governments play a significant part in the tourism industry (Lubbe, 2003:173) and UNWTO helps countries around the world to make the most of the benefits of tourism, such as creation of jobs, foreign exchange earnings and developing of infrastructure. It also gives advice to countries on how to reduce harmful ecological and social impacts. The main goals of UNWTO are to encourage job creation and economic development, to motivate people to protect the heritage of destinations and the environment and to support harmony among all countries of the world, while trying to harmonise tourism strategies among participating countries by putting together and implementing global guidelines (Lubbe, 2003:173).

According to Lubbe (2003:173), UNWTO's responsibilities include the following:

- Conducting meetings with high-level tourism officials from each represented country, with the objective being to analyse and improve on relevant issues;

- Going between tourism authorities and the United Nations Development Programme to aid in the creation of particular development projects;

- Organising national discussion groups around subject matters relevant to an individual country;

- Holding regional conventions regarding issues shared by multiple countries; members can talk about shared experiences and work towards universal objectives; and

- Facilitating fruitful agreements between leaders in tourism and other branches of government—frequently at a presidential level.

2.4   People with disabilities

Popiel (2016a:26) defines a disabled person as "someone who has a physical or mental impairment which has a substantial and long-term adverse effect on his/her ability to carry out normal day-to-day activities". Disability can be further explained as having any one or a combination of physical, cognitive/mental, sensory, emotional and/or developmental impairments (Popiel, 2016a:26).

Szewczyk (2015:370) adds that it is not at all simple to define disability as the term relates to many different fields of human functioning. Disability is complicated in that it shows the relationship between the characteristics of the personal body and the society in which that body exists.

Chikuta *et al. (*2017:131) explain disability as any deficiency or constraint of ability ensuing from an impairment that gets in the way of performing a task in a way that would be seen as normal for a human being. The UK Disability Discrimination Act defines a "disabled person" as someone who "has a physical or mental impairment" that significantly affects his/her capacity for performing everyday tasks in the long run. (Chikuta *et al.*, 2017:131).

According to Poria *et al. (*2011:572–573), the following three terms, impairment, disability and handicap, need to be clarified.

i)   Impairment refers to a loss or deviation in psychological or anatomical makeup or function.

ii)   Disability refers to deficiency or constraint (as a result of impairment) in capability to perform and finish a task.

iii)   Handicap refers to a drawback for a particular person that keeps him/her from fulfilling a function or position that would otherwise have been normal for that person (considering the relevant gender, age and cultural and social).

Having a disability reflects an interaction between the characteristics of a person's body, his/her state of mind and the environment. Therefore, what might be perceived as handicapped at one accommodation establishment might not be perceived as such at another (Poria *et al.*, 2011:573).

According to Szewczyk (2015:372), the WHO identifies the following groupings of disabled people:

- People in wheelchairs;
- People who struggle with autonomous mobility without requiring devices such as a walker, cane or crutches;
- Periatrics;
- Babies and children under 5 years of age;
- The blind and those with vision impairments;
- The deaf and those with hearing impairments;
- People affected by arthritis;
- People affected by asthma;
- Sufferers of heart disease;
- People suffering from a range of phobias and panic attacks;
- Pregnant women;
- People with mobility challenges caused by a previous illness or accident; and
- People who are mentally retarded.

Szewczyk (2015:372) further elaborates that PWDs can be divided in two groups:

i)   Legally disabled persons who have documentation stating their level of impairment; and

ii)   Those with biological disabilities; they have no medical documentation to support a diagnosis but they are severely inhibited in terms of performance of basic age-related tasks.

Daniels *et al. (*2005:920) noted that one subgroup of travellers with disabilities included those with physical disabilities. Physical disability refers to an unremitting non-progressive or progressive bodily impairment having an effect on one or multiple areas of the body, including the central

nervous system, spinal cord, peripheral nervous system or peripheral structures. While the degree of disability is not the same for everyone, people with physical disabilities could have difficulty moving or grasping and may become especially tired while attempting to carry out certain tasks over a longer period of time (Daniels, *et al.*, 2005:920; Yin, Shaewitz, Overton & Smith, 2018:3).

Secondary complications such as diabetes or certain sensory (e.g. sight, hearing) conditions also tend to accompany physical disabilities. Physical disabilities thus often place restrictions on individuals and these have to be considered when attempting to travel for pleasure (Daniels *et al.*, 2005:920). Some view disability as a disease. However, the social model defines individuals with a disability as ordinary people living with a distinctive lifestyle (Lehto, Luo, Miao & Ghiselli., 2018:186).

2.4.1   People with disabilities in tourism

There is a fresh perspective on what it means to be disabled. PWDs are recognised as having the same rights as able-bodied members of society. However, they experience barriers when attempting to be assimilated in this society without being perceived as needy (Özogul & Baran, 2016:79). Tourism activities allow PWDs the opportunity to connect with others on a social level and parties get to know one another better. Tourism thus has great power to promote empathy and kindness among people and could be used as a tool to promote respect among people (Kong & Loi, 2017:100).

In terms of tourism, PWDs represent a rather undervalued and misinterpreted sector. PWDs are typically believed to be those who struggle with mobility to the extent where they are dependent on a wheelchair. However, many PWDs who struggle with walking and are not wheelchair bound, still encounter great challenges within the tourism sector (Kong & Loi, 2017:100). Lubbe (2003:56) noted that PWDs could make the same level of financial contribution to the tourism industry as able-bodied guests but their travel experiences were often less enjoyable because of insufficient accessibility at most facilities. It is usually not their actual disability that prevents them from partaking in an experience but merely the lack of supportive amenities. This viewpoint is supported by Bauer (2018:71) who observes that PWDs have been greatly ignored in travel literature.

Michopoulou and Buhalis (2013:230) state that PWDs represent a variety of disabilities and that they can therefore not be seen as a unit and their disabilities cannot be standardised. Considering that individuals come with their own disabilities and implications of that particular disability, only the individual can judge if a facility or service is appropriately accessible. It is thus clear that

requirements for the accessibility market are much more precise than for any other market segment. People with more severe disabilities have more complex accessibility requirements and therefore more thorough and specific information is needed (Michopoulou & Buhalis, 2013:230).

McKercher and Darcy (2018:59) support Michopoulou and Buhalis' statement and elaborate that previous studies aimed to combine barriers into a single group, while some studies associated barriers experienced by all tourists as being exclusive to PWDs. The inability to recognise the intricate yet delicate interplay between tourism and different types of barriers tends to result in seeing individuals with disabilities as a uniform cluster where one general solution is provided for everyone. In actuality, they are a diverse group who encounters four types of obstacles —those that everybody encounters, those that are universal to all PWDs, those that are exclusive to particular impairments and those that are unique to specific cases (McKercher & Darcy, 2018:59).

Poria *et al. (*2011:582) list the following three different groups with diverse disabilities. Through this, they illustrate the need to avoid generalisation of PWDs.

i)   The primary problems of wheelchair users are caused by their seated position and their incapability to reach items that are placed too high. They also experience problems with moving freely around in a hotel room due to obstacles in the room. Hotel room toilets and showers present another challenge; the problem with ablution facilities is most prominent in restaurant restrooms.
ii)   Individuals using crutches experience difficulty with movement in certain areas as it seems dangerous and too difficult.
iii)   Visually impaired travellers sometimes feel insecure in both hotel public areas and their hotel rooms.

Yin *et al.* (2018:3) state that even while PWDs are often described as a single group, they are not all the same. Some of the numerous distinct kinds of disabilities among these include:

- Self-care difficulties (struggling with dressing and bathing);
- Hearing problems (deaf of suffering harsh hearing impairment);
- Vision problems (blind or having trouble with sight, even whilst wearing lenses);
- Ambulatory problems (walking or climbing stairs with severe strain); and
- Cognitive problems (difficulty with memory, concentration or decision-making because of emotional, mental or physical problems).

Many PWDs choose not to travel because their needs are not met in terms of services and facilities (Olya *et al.*, 2017:439). According to Snyman (2002:43), unlike non-disabled individuals, PWDs often do not have the option to move to a different accommodation establishment or venue if they are not happy with an aspect of the service at their chosen destination, as there are usually only a handful of rooms that cater for their needs. However, Lehto *et al. (*2018:185) report that a growing interest has developed in recent years in the tourism industry with regard to PWDs.

PWDs are part of an extended network of friends, family members, institutions and communities that might all be impressed by organisations serving this group. A variety of aspects helps decide where and how PWDs and members of their family will spend their extra funds (Yin *et al.*, 2018:14). PWDs and their relatives spend money on entertainment and travel but are often restricted by accessibility difficulties in airports, shopping malls, dining facilities and hotels. Businesses catering for PWDs and their families can be certain of growth in their business (Yin *et al.*, 2018:15).

The accessible travel market can greatly benefit destinations that are willing to accommodate disabled visitors, who often avoid peak seasons, have an entourage travelling with them, like to return to places where they have had a positive experience and sometimes splurge more than usual on their holidays (UNWTO, 2019e). Hence, assisting PWDs to travel is clearly more than just a crucial human right; it also presents wonderful business opportunities (UNWTO, 2019e). Olya *et al.* (2017:439) state that the accessible travel market has lucrative economic potential in promoting travel possibilities for PWDs but also point out that it is "ethically respectable" to further this line of business "as travel is a fundamental human right across distinct communities which should be valued equally."

Disability can negatively influence the mental health, confidence and self-esteem of a person. It can worsen the levels of stress for both disabled persons and their family members. If this happens, family holidays can improve levels of bonding between family members, can lead parties involved to new insight and lead both the PWD and their family members to improved behaviour. This, however, is only possible if adequate planning is done and the trip is well facilitated (Kong & Loi, 2017:101). Proper planning is well worth it as travelling more frequently with family members has proved to increase self-confidence and social skills (Kong & Loi, 2017:101).

2.4.2 Disability by age group in South Africa

Figure 2.1 below presents the disability prevalence by age, obtained from data Census 2011 and the 2016 Community Survey. The findings indicate a slight decline in the prevalence of PWDs between the years 2011 and 2016, however, interpretation of the findings should be done with caution because of sampling and non-sampling errors (Community Survey, 2016; 2019). The age pattern indicates that disability is strongly linked to age. Over half of the individuals aged 65+ reported having a disability, while the proportion of the elderly (those aged 85+) reporting a disability is the highest. Approximately 8 out of 10 people aged 85 years and older reported a disability in the 2016 census in comparison to the approximately 7 out of 10 individuals observed from the 2011 census (Community Survey, 2016; 2019). Data revealed a large decline in children with disabilities aged 5 to 9 years between 2011 and 2016 (from 18.9% to 9.1%). The downward trend can be attributed to improvements in data collection techniques used for the 2016 census. Variations were also noted between the two data points of ages 55 and older, where the percentage of PWDs in the 2016 census was higher than the 2011 census (Community Survey, 2016; 2019).
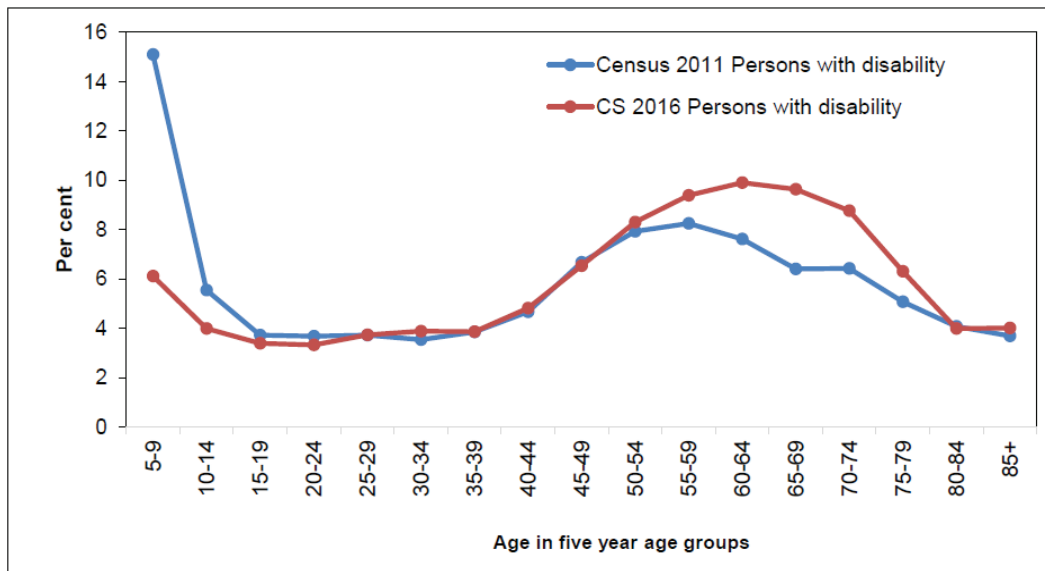
Figure 2.1: Disability by age group in South Africa (Community Survey, 2016; 2019)

2.4.3 Disability percentage by gender in South Africa

Figure 2.2 depicts individuals with severe disabilities by gender for the years 2011 and 2016. The figure illustrates that the disability percentage among females increased from 4.7% in 2011 to

4.9% in 2016. The percentage of males decreased from 3.9% in 2011 to 3.8% in 2016. The higher percentage of females may be due to females living longer (Community Survey, 2016; 2019).
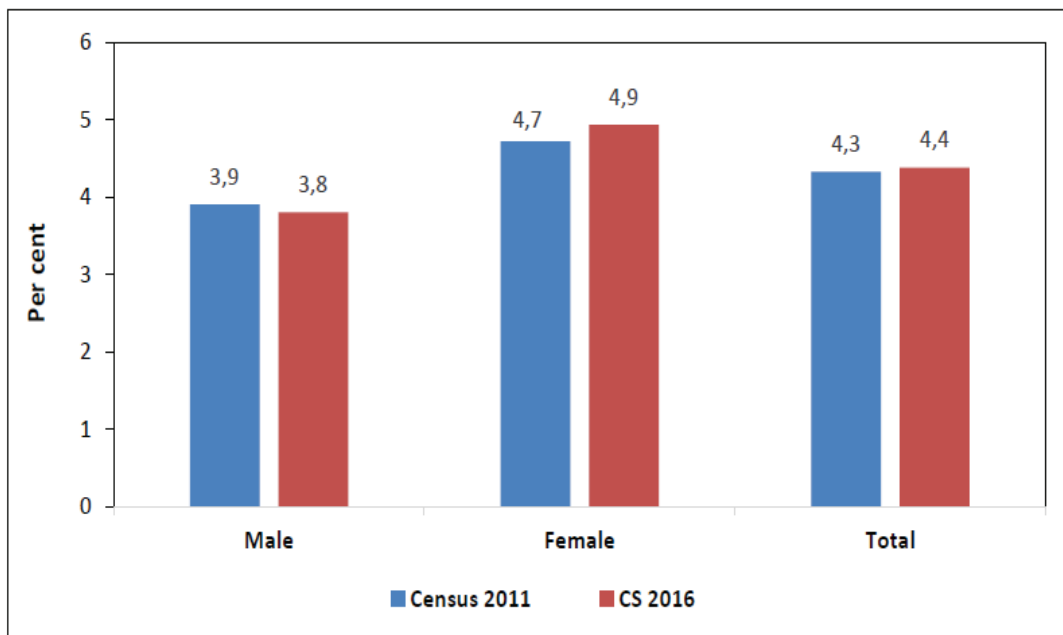
Figure 2.2: Disability percentage by gender (Community Survey, 2016; 2019)

2.4.4   Disability by province in South Africa

Figure 2.3 shows the number of PWDs across the country's nine provinces. The Free State reported the largest percentage of PWDs in 2016, with a steady percentage of 6.5% in both years. The percentage in the Northern Cape declined from 7.1% in 2016 to 6% in 2011, while the Eastern Cape dropped from 5.3% in 2011 to 4.9% in 2016, North West dropped from 5.7% in 2011 to 4.8% in 2016 and Limpopo dropped from 4.2% in 2011 to 3.7% in 2016. In 2016, the provinces of Western Cape, Gauteng and Limpopo reported the lowest percentage of PWDs (3.7% in all three provinces). The results are consistent with statistics of registered fatalities.
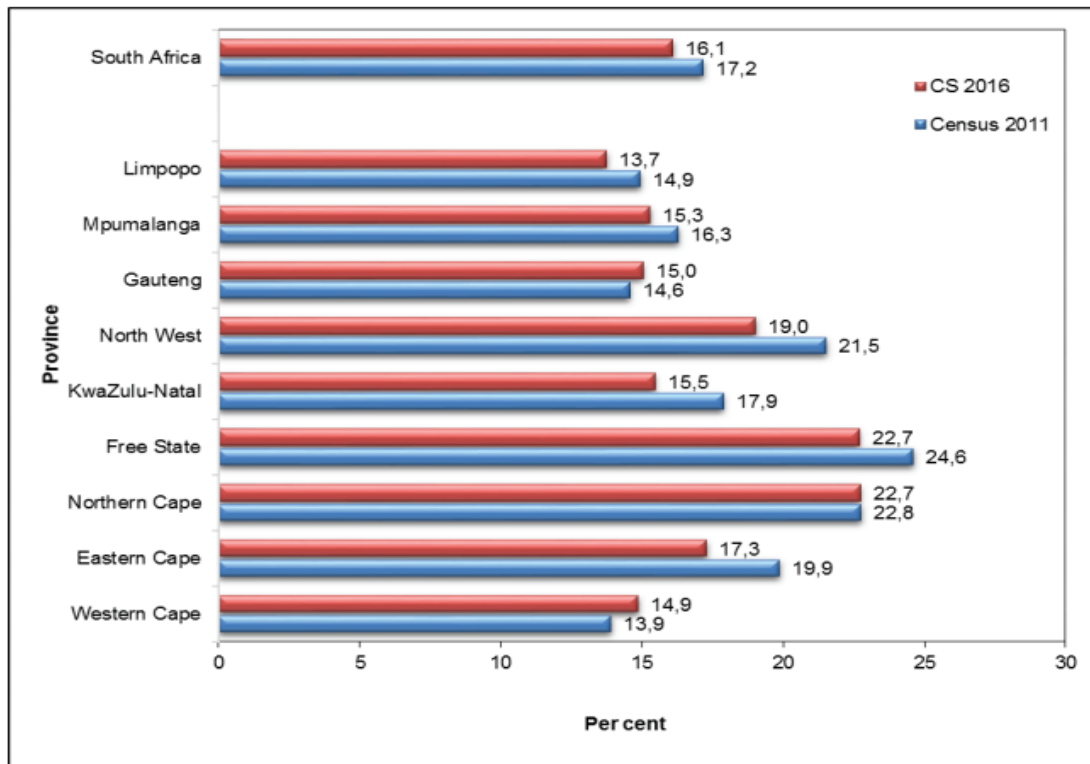
Figure 2.3: Disability by province in South Africa (Community Survey, 2016; 2019)

2.5   Universal accessibility (UA)/design (UD)

Universal accessibility (UA), which is also referred to as universal design (UD), is another important aspect with regard to the progression of accessible tourism. Even though UA can be difficult to incorporate into the tourism industry, it remains an important principle in gaining higher social sustainability.

According to UNWTO (2019a), all travellers require accessible environments, products and services at some point. Examples of this include assistance needed because of pregnancy, some kind of physical or mental impairment, an accident, sickness or poor health, advanced age, particularly bulky baggage or not knowing the setting well enough to navigate it. These circumstances are a concern not only to tourists but also to local inhabitants of a destination.

Chiwandire and Vincent (2017:3) explain that the concept of UD does not merely constitute making changes to structures already in existence. Rather, it requires building planners, technicians, architects and engineers to work together to devise structures that are accessible to everyone. Environments should be used by as many people as possible without the need for consequent alterations or specialised design.

Chiwandire and Vincent (2017:3) state that the concept of 'inclusive design' further aims at making physical environments available and reachable to people with a large range of disabilities, not generalising and focusing on one type of impairment. The focus of inclusive design lies in developing environments so that all people from all walks of life can profit in terms of quality of life from living and working in such settings (Chiwandire & Vincent, 2017:3).

Yfanridou *et al. (*2017:837) describe UD as the development of environments and products that can be enjoyed by all individuals to the greatest extent, without the requirement for special or customised design. The philosophy of UD centres around making life easier by designing products, forms of communication and the natural environment in such a way that they are easy to use without incurring too many extra costs (Yfanridou *et al.*, 2017: 837). Thompson (2012) indicates that UD should include assistive equipment where necessary for specific groups of PWDs, as UA aims to make environments available to all people throughout their lifespan.

Thompson (2012) elaborates that the following individuals benefit from UD:

- Juveniles;
- Service staff;
- Persons with movement constraints;
- Persons with behavioural constraints;
- Pregnant woman;
- Persons who are extremely overweight;
- Persons with cognitive constraints;
- Those who use prams and strollers;
- Intoxicated persons;
- Those requiring luggage access; and
- Elderly people and senior citizens

According to Ok Lyu (2017:405), UD is accessible tourism which enables individuals with or without disabilities to comfortably access different products and environments. The key component of this design idea is a simple design applied to various types of products, built environments and communications to improve usability with very little additional effort, if any at all. The Universal Design Center recommended the following seven values of UD:

i)   Fair and impartial use;
ii)   Flexibility in use;

iii)   Easy and intuitive use;

iv)   Noticeable information;

v)   Error tolerance;

vi)   Little physical exertion; and

vii)   Appropriate space and size for each strategy and use.

These UD specifications offer efficient direction for better incorporation of user requirements. Consequently, several developed countries incorporate the concept of UD as the basis on which all building codes for private and public facilities are established. It also serves as the major guiding factor when it comes to accessibility norms for hospitality and tourism industries (Ok Lyu, 2017:405).

2.5.1   UA in South Africa

Improved accessibility will not only benefit the tourism industry economically but will contribute to general social integration (SA. DT, 2019g). The National Tourism Department recognised UA in tourism as a significant programme to improve the competitiveness of South Africa. Universal tourism access refers to the Global Code of Ethics for Tourism of the UNWTO, which specifies that tourism activities,

> "...should respect the equality of men and women, they should promote human rights and more particularly, the individual rights to the most vulnerable groups, notable children, the elderly, the handicapped, ethnic minorities and indigenous people" (SA. DT, 2019c).

SA. DT (2019g) states that the National Tourism Department believes that UA would be greatly enhanced by up-scaling service delivery at all the following points:

1)   Access to information

- In-house programmes can be expanded to increase attentiveness, understanding and proficiency levels to offer more adequate services to PWDs, juveniles and the elderly;

- Employees should be qualified to give advice and notify PWDs about accessible attractions and services *(the purpose of this study)*;

- Better communication with PWDs and their associations facilitates the exchange of correct and reliable data, leading to stronger tourism services that better satisfies diverse consumer needs;

- PWDs should be able to access websites easily;

- Implement voice-aided facilities and Braille signage in lifts and at all information points and promote the installation of loop induction systems; and
- PWDs should be engaged in the Tourism Grading process.

2)   Accommodation

- Make available accurate information about the accessibility of an accommodation establishment and its facilities to all categories of PWDs;
- Make certain that UD principles are implemented in the planning and daily functioning of accommodation facilities;
- Supply a secure and easily reached evacuation plan and route;
- Provide vibrating pads for visitors with hearing impairments which are linked to an alarm announcing fire and/or smoke;
- Fire alarms should emit audio as well as visual warnings; and
- Make available wireless telephones with a text message service.

3)   Transport and tours

- Supply accessible tour buses with secure tie-down equipment, adequate line of sight for viewing and sympathetic drivers;
- Bigger buses should be fitted with hydraulic lifts (e.g. Quantum);
- Install monitors in bus stations, trains and airports;
- Offer information about tours in audio, large print and Braille for the duration of the tour; and
- Make clear and easy to hear announcements at each location.

Developments in the area of UA include projects in South Africa such as the Lilizela Tourism Awards, which evaluates, praises and helps sustain organisations working to attain UA. Additionally, the award evaluates accommodation accessibility as well as products and services, distinguishing between mobility, visual and communicative accessibility (Lilizela Tourism Awards, 2018).

The National Tourism Sector Strategy (NTSS) defines UA as a quality matter. The TGCSA has statutory authorisation to rate tourism faculties to guarantee that they provide clients with quality. The grading system in South Africa used to exclude the element of UA. However, in 2009 the TGCSA assigned KPMG, one of the country's biggest tax, audit and advisory firms offering a broad range of services to clients within the private and public sectors, to conduct a review of the

grading system (KPMG, 2019; SA. DT, 2019c). One of the suggestions emerging from the evaluation was to include UA grading into the normal grading system (SA. DT, 2019c). Quality stars are part of an impartial evaluation looking at what visitors can expect at conference venues or accommodation establishments. It takes into account the general quality of the facilities and level of service which one could look forward to experiencing under the particular star ratings. The TGCSA is a universally perceived trademark that represents quality of tourism-related facilities in South Africa (Tourism Grading, 2019). According to Responsible Tourism Cape Town (2019), UA for PWDs is a mandatory prerequisite by the TGCSA Africa to grade all types of tourism accommodation establishments, conferences, exhibitions and unique event venues.

Every year, September is "Tourism Month" in South Africa. It highlights the significant contribution this industry makes to the South African economy (SA. DT, 2019e). Tourism Month is aligned with the UNWTO World Tourism Day, which also celebrates this industry on 27 September (SA. DT, 2019e). This annual festivity gives each country the opportunity to display its distinctive destination to the rest of the world (Getaway, 2019b). In 2016, on World Tourism Day in the Free State, the National Department of Tourism (NDT) in South Africa — with the main focus on making South African attractions universally accessible for domestic travellers —and South African Tourism, which works together to promote domestic tourism, announced that SA Tourism would receive over R100 million annually over the next few years. This donation was to be allocated to domestic tourism. UA would be prioritised along with reasonably priced access to previously excluded groups of people, those with very little disposable income, pensioners, as well as youth (Traveller 24, 2019).

SA Tourism Minister, Derek Hanekom, on World Tourism day in 2016, asked that collaborators in the tourism industry open their businesses to more individuals; this would benefit not only the South African visitors but also the businesses as their target market would expand. Derek Hanekom said that "Universal Access will enhance South Africa's global competitiveness in an increasingly competitive global market" (Traveller 24, 2019). Dependable and sustainable growth in tourism requires accessibility; it offers an excellent business opportunity and it is the right thing to do.

The goal would be to attract five million more visitors to South Africa by 2021, encouraging UA, combined with marketing, destination improvement and skills development programmes. This has the potential to create approximately two million job opportunities for South Africans, directly and indirectly, and help the tourism industry to contribute R500 billion to South Africa's GDP (Traveller

24, 2019). The NDT works with numerous organisations representing PWDs to think about how the tourism industry could better support them. These organisations include Deaf SA, Blind SA, the South African Disability Alliance and the National Council for physically disabled persons (Traveller 24, 2019).

SA. DT (2019a) reports that the South African Tourism Department is engaged in the following UA initiatives:

- South Africa's Tourism Grading Council offers direction with regard to UA characteristics for tourism establishments;
- An incentive programme, which has been running since 2017, encourages businesses to become UA South African;
- A catalogue listing US compliant suppliers and providers to aid tourists in making appropriate choices;
- The Service Excellence Programme is aimed at employees at attractions and supports them through sensitivity training that educates tour guides on how to assist visitors with special needs and includes sign language training;
- Expansion of an integrated method guiding quality service in the tourism sector; and
- Establishing a progressive environment, which leads to a healthy customer service culture.

The NDT has been concentrating on UA in Tourism in South Africa. Multi-stakeholder workshops were held with important tourism industry contributors, including provincial tourism authorities, tourism associations, the Tourism Grading Council of South Africa, the National Department of Tourism, South African Disability Alliance, children, PWDs and the Department of Women (SA. DT, 2019b). The first workshop took place in March 2010 and resulted in the plan for UA, "To position South Africa as a Universally Accessible Tourism destination, implementing best practices and systems" (SA. DT, 2019b).

The declaration made by participants at the Universal Accessibly in Tourism Stakeholder Consultative Workshop had the following objectives:

- Provide all travel consumers with the same options;
- Ensure complete involvement of PWDs (including families with children and elderly people);
- Protect every person's right to travel with dignity; and

- Promote the incorporation of UA in Tourism master plans, policies and programmes with regard to tourism facilities, services and products (SA. DT, 2019b).

The declaration named three specific groups of important collaborators:

i)   Organisations of and for PWDs;

ii)   Government authorities; and

iii)   Tourism service providers (SA. DT, 2019b).

Each one of these stakeholders were informed clearly of their responsibilities and roles towards Universal Accessibility in Tourism. These are outlined in the following sections.

2.5.1.1   Role of organisations for people with disabilities

It is essential that individuals who have experienced limited access should share their experiences so that these stories can be used as a point of reference to address relevant challenges and improve accessibility to tourism products and services. PWD organisations should clearly relay the rights of PWDs. These rights need to be defended and will reveal what steps need to be taken to improve universal accessibility in tourism (SA. DT, 2019b).

2.5.1.2   Roles and responsibilities of government authorities

A government's role generally entails mediating disagreements in society and implementing laws. In accordance with these roles, some specific functions were identified in the declaration, such as:

- Incorporating principles of UA in all Tourism policies and programmes, as well as making sure that these principles are put into action;
- Supporting the development of necessary skills and aiding in raising the necessary awareness pertaining to UA; and
- Guaranteeing that tourism establishments that comply with the regulations for UA are given due credit (SA. DT, 2019b).

2.5.1.3   Roles of tourism service providers

Tourism service providers should offer all consumers similar options to guarantee complete involvement for all individuals, including parents of juveniles, elderly persons and PWDs, and ensure that everyone's rights are protected and that they are treated with respect. Tourism service providers should make an effort to eliminate or at least diminish all physical and non-physical

obstacles to guarantee UA. It is imperative that these service providers facilitate necessary programmes that raise awareness of guests' potential special needs and aid workers in this industry in acquiring and growing the necessary skills (SA. DT, 2019b).

A Universal Accessibility Action Plan was also launched with the following objectives:

- To assure dedication and delivery of UA-compliant tourism products by all tourism stakeholders across the value chain;
- To expand and improve infrastructure and systems that will satisfy the demands of all tourists, fulfilling the demands of UD; and
- To put in place a database of UA compliant services and tourism products (SA. DT, 2019b).

Together with its provincial counterparts, the NDT has been given the responsibility of guaranteeing the construction of universally accessible tourism routes, as well as making universally accessible tourism products and services more readily available (SA. DT, 2019b). This level of specified NDT involvement clearly indicates the pressing importance of repairing past inequity to make tourism widely available to all those who wish to use tourism services and products. South Africa in general asks of anyone who could contribute to and help improve universal accessibility in tourism, to come together in support of this good cause and help make it a reality (SA. DT, 2019b).

2.6 Accessible tourism

George (2013:20) explains that tourism encompasses all the functions involved when a tourist travels, which includes the initial planning and making of arrangements, transportation to and from the visited locations, the stay itself and the subsequent memories shared, as well as money spent on the trip, activities and interactions. Mak (2004:3) pointed out that travel for fun, personal or governmental business, religious pilgrimage, medical treatment and education formed part of tourism. Home-to-work travel, however, is excluded. This is reiterated by Boniface, Cooper and Cooper (2016:19) who describe tourism as a unique type of relaxation that involves staying away from home and frequently requires long-distance travel but also involves travel for other purposes or business.

Studies have found that tourism has a positive effect on people and not only does it contribute towards economic development and creating jobs but it has become a major social need (Agovino *et al.*, 2017:58). Tourism may help to enhance the emotional, mental and physical wellbeing of an

individual (Dimou & Velissariou, 2016:115). According to Perks and Ferreira (2017:1), tourism is one of the world's largest financial sectors and is seen as a significant player in international trade, representing one of the major sources of income for many countries. Perks and Ferreira add that the tourism industry creates 1 out of 12 jobs in developed and emerging markets around the world and for each job generated in the tourism industry, an average of two more jobs are generated in tourism-related industries. The tourism industry is extremely competitive and affected by a multitude of important factors such as changing customer preferences, concerns about safety and wellbeing, accessibility of destinations and technological innovation that is altering the face of tourism (Perks & Ferreira, 2017:1).

2.6.1 Niche tourism

Niche tourism offers an alternative to what is generally referred to as mass tourism. It entails a more refined approach to tourism that makes a distinction between types of tourists and offers a way to stand out and make a difference (Novelli, 2005:1). Novelli adds that niche tourism is an excellent way for destination overseers and planners wishing to use tourism as a tool for economic development. The niche tourism strategy offers more possibilities and a more viable, less harmful and, most importantly, more financially beneficial tourism (Novelli, 2005:1). George (2013:203) supports this by stating that a niche market is a collection of consumers with comparable lifestyle features and recognisable tastes within a bigger target market. Tourism Tattler (2019) reports that niche tourism can also be classified as special interest tourism, which includes going on holiday to participate in a specific interest, for example going on safari, visiting a township, shark-cage diving or white-water rafting.

Tourism is regarded as a social and economic driving force that supports domestic and/or regional growth (da Silva, Costa & Moreira, 2018:93). The success of destinations relies on a steady flow of visitors but considering the competitive nature of the business, only well-managed destinations have the ability to continue attracting visitors. Research indicates that growth in this sector has made tourism marketing rather difficult, as alternative destinations continue to grow and marketers of tourist destinations find it increasingly challenging to affect people's decision-making (da Silva *et al.*, 2018:93). Da Silva *et al. (*2018:93) further state that for destinations to gain the upper hand over competitors, it is essential to not only set their image apart from the competition in terms of catering to their clients' needs but also to comprehend the significance of developing distinctive characteristics that set them apart from comparable destinations. Destination representation has a vital function because it influences tourist behaviour. The influencing begins when soon-to-be travellers select their destination, so

convincing potential tourists to choose specific destinations is an essential element of effectively creating the tourism destination image of any location (da Silva *et al*., 2018:93). Therefore, it is important for any destination to see what feature makes them unique and how they can cater for that specific niche market of a tourist who has a special interest in an activity or attraction. Agovino *et al. (*2017:58) maintains that in terms of numbers and economics, PWDs constitute a large, underestimated market for the niche tourism industry. Approximately 15% of the global populace has at least one disability.

Boekstein and Tevera (2019) identify the following ways in which niche tourism can benefit local economic development:

- Creating new markets which help to expand the tourism economy;
- Offering more expansion possibilities in comparison to conventional tourism;
- May be smaller in size in comparison to conventional or mass tourism but it produces more spending per visitor in terms of foreign exchange and buyer-spending;
- Requiring staff with specific expert skills which leads to the creation of more quality job opportunities;
- Activities are often community-based and situated outside of traditional tourist fields, thereby encouraging geographic distribution of tourism advantages; and
- Mainly attracts self-determining travellers who spend time and money more in local communities than travellers who opt for pre-paid packages.

2.6.2 Tourism for all

People of all ages, including PWDs, want to travel but the wide discrepancy regarding the level of access within destinations, combined with unpleasant experiences and insufficient information, discourages potential customers (SA. DT, 2019g). UNWTO (2019b) states that "Tourism for all" is a general guideline to help ensure access to the physical location, the transportation system, information and communications channels, as well as a broad variety of public facilities and services for PWDs. Kong and Loi (2017:99) indicate that travelling should be experienced and enjoyed by all and not be limited to those who have abundant physical proficiency and wealth.

According to Cengiz (2016:214–215), a statement issued in 1980 by the UNWTO declares the most critical goal of tourism is the enhancement of quality of life and the creation of improved living conditions for everyone. Cengiz (2016:215) elaborates that similarly in 1996 the European Commission introduced a sensitive industry strategy with its slogan "tourism for all" and drew attention to meeting the requirements of disabled tourists and their families and noted the

economic growth possibilities of this market. Other countries followed suit regarding this matter and introduced their own laws. For example, the United States of America promulgated the Law for Americans with Disabilities Act in 1990 and England promulgated the Law of Disability Discrimination Act in 1995 (Cengiz, 2016:215). For the tourism industry, both codes play a significant part and it is the duty of the administration in a destination to guarantee barrier-free tourism for PWDs (Cengiz, 2016:215).

Italy was the first country to take essential steps to create an accessible environment with the aim of removing or overcoming the architectural obstacles represented by buildings. In fact, despite countless government and private projects, empirical studies indicate that PWDs still have a lesser likelihood of participating in tourism activities than non-disabled individuals (Agovino *et al.*, 2017:59).

According to UNWTO (2019c), the UNWTO Global Code of Ethics for Tourism (GCET) is a detailed set of guiding rules aimed at directing tourism development stakeholders, like local and central governments, local communities, the tourism industry and global and national tourists in tourism activities. The GCET states that all people should enjoy tourism without obstruction. As for its place at the top of the requirements of the social hierarchy needs, it requires the option that it can be accessed by everyone to equal advantage and independent of physical, social and financial circumstances (Agovino *et al.*, 2017:58).

According to Özogul and Baran (2016:85), it is essential to make the necessary regulations for accessible tourism clear with regard to the "Tourism for all":

- Providing for very short or tall people; travel agencies can arrange for this with specific accommodation establishments and transportation companies;
- Providing for sufferers of diabetes, skin diseases, multiple sclerosis and nephropathy;
- Giving families with children practical alternatives like appropriate sleeping quarters and meals catered specifically for children and babies;
- Developing a user-friendly website for PWDs;
- Designing tour buses appropriately fashioned to meet the special travel needs of PWDs;
- Providing hearing impaired individuals on tour buses with demonstration CDs with subtitles;
- Organising accessible dives, rituals and wedding ceremonies;
- Making equipment like wheelchairs, strollers for children and walking sticks for the elderly easily available;

- Supplying specialists who can communicate with hearing-impaired individuals;

- Having Braille and Cartouche brochures available for visually impaired travellers;

- Training staff on how to act towards PWDs and how to communicate with them, *(the objective of this study);*

- Accommodating overweight visitors, e.g. providing special diets and set of activities;

- Using trained volunteers to assist PWDs with certain activities and in certain places;

- Offering introductory kits about significant sites like museums and historical remains making them available on the internet makes it possible to offer various language options or codes with which visitors can access the information on their mobile phones;

- Communicating with stakeholders to provide access points for showers, toilets and the sea; and

- Using environmentally friendly products such as wheelchairs operating with solar energy and recyclable brochures for tourists with special requirements in region/countries with suitable climates.

The points raised above by Özogul and Baran (2016) are all very important to this study, especially the accessibility for impaired persons.

2.6.3 Accessible tourism

Accessible tourism refers to the course of action needed to guarantee that transport, accommodation, destinations and attractions across the tourism spectrum properly meet the needs of PWDs (Vila *et al.,* 2015:262). UNWTO (2019c) supports the statement that accessible tourism for all involves services and products which will be uniformly enjoyed by PWDs, local and outside visitors, senior citizens, families with children and everybody else; tourism should be enjoyed to the same extent by everybody, irrespective of one's abilities.

According to Loi (2002:2), the UNWTO's main objective is to establish ease of access in sustainable tourism development and to promote the concept of "Accessible Tourism for All", especially considering that participation in tourism can contribute positively to economic development and thriving of destination societies. Facilitating travel for PWDs is a crucial component in sustainable tourism development planning. It is imperative to inform people thoroughly regarding accessible tourism amenities, accessible support services for PWDs at destinations and the instruction of staff of these individuals' unique requirements (Loi, 2002:2).

Destination accessibility describes the accessibility of a destination for visitors and the possibility of accessing preferred activities, services and goods at the destination (Perks & Ferreira, 2017:6). Ease of access to a destination plays an important role in how attractive a tourist may find a specific destination; greater accessibility results in greater appeal and therefore a greater likelihood that the tourist will visit the destination. (Perks & Ferreira 2017:6).

Several tourism practitioners believe that PWDs do not care about travelling and label them merely as wheelchair users, which is why they believe that if amenities or attractions are wheelchair friendly, they meet the needs of all PWDs. They rarely consider that PWDs are individuals with distinct levels of disability that vary in type and degree (Kong & Loi, 2017: 99). Accessibility is therefore the main obstacle for PWDs when it comes to pleasurable travel. The essence of an attraction becomes meaningless if access to it is not possible and being left out from certain elements of a trip leads to disappointment (Bauer, 2018:68). Bauer (2018:68) reports that in many cases accommodation establishments have hardly any, or even no rooms, suitable for PWDs. Rooms tend to be designed without fully understanding their needs or are situated in unattractive areas of the accommodation establishment. Examples of inappropriate design include undersized rooms (including toilets and wash areas) that cannot easily accommodate wheelchairs, televisions, desks, light switches and vanities that are placed too high and restaurant areas that are not accessible by wheelchair (Bauer, 2018:68).

Adding to these already challenging situations is the inaccurate marketing of wheelchair-friendly accommodation (Bauer, 2018:68). Accessibility already starts at the entrance to relevant establishments. PWDs should be aided to transition into hotels without any difficulty. This includes having an elevator available for families with small children who use carriages or strollers (Özogul & Baran, 2016:83).

Dimou and Velissariou (2016:127) explain that the lack of easy access to a range of significant attractions puts extra strain on PWDs, although the exception is museums that have made an effort over the past 10 years to accommodate PWDs. PWDs still often struggle to traverse city centres where unpaved and uneven walkways or unanticipated sand make it difficult to use a wheelchair, and the blind traveller may be confused by too much noise (Bauer, 2018:68). Access to transport is another very important barrier which raises a variety of problems. Reviewing studies in which travellers themselves tell about their numerous experiences brings awareness of this unnoticed world. PWDs are prepared to pay more for problem-free accommodation which allows accessibility (Bauer, 2018:68).

People with special access needs, including vision, hearing, mobility and cognitive dimensions of access, want to operate autonomously and be treated with dignity and fairness through the delivery of commonly designed environments, services and products (Olya, Gazi, Aksal & Altinay 2017:438). Olya *et al*. report that in the past few years academics have revealed the importance of accessible tourism for three reasons:

i)   Boost the number of disabled tourists;
ii)   Classify this niche market for money-making; and
iii)   Identify the importance of PWDs civil right to vacation.

Agovino *et al. (*2017:63) identify the following objectives with regard to accessibility:

- Implement accessible services at accommodation establishments;
- Provide appropriate tools, aids and activities to be utilised by a broad variety of visitors;
- Provide accurate and up to date information regarding access to venues and activities nationwide; and
- Create packages catering for this specific target group.

Despite the growing number of PWDs, elements such as inadequate laws in many countries, inadequate substructure, uneducated staff and not enough compassion for the disabled are just a few of the barriers to accessible tourism (Özogul & Baran, 2016:85). Davies and Christie (2017:89) point out that although accessibility is a problem specific to PWDs, it should be seen as something that applies to or benefits everyone. It is estimated that 30% of a population will have access problems and most individuals will experience disability at some stage in their lives (Davies & Christie, 2017:89).

Due to factors such as old age, cardiovascular illnesses, traffic accidents, diabetes, wars and natural disasters, the number of people who have special accessibility needs is greater than before (Szewczyk, 2015:370). Accessible tourism offers many benefits for a destination and for the tourism industry. Özogul and Baran (2016:84) state that that PWDs travel with at least one travelling partner (a family member, friend,) which increases the tourism profits. For that reason, the subsequent information outlines the future in tourism with regard to this particular market:

- Viewed as a niche market in literature, tourism will develop worldwide with an increase in the number of people in need of accessibility and will emerge as a niche market;

- Agencies and hospitality providers who cater for this market rather than traditional services will benefit and the number of academic projects and studies on accessible tourism will rise;

- The number of accessible tourism destinations will increase because of necessary regulations that have been implemented; and

- The need for legitimate legislation on accessible tourism and disabled tourism will be incorporated within the tourism policies of developing countries.

It is important that so-called accessible accommodation establishments and tourist destinations are able to give PWDs a warm welcome (Özogul & Baran, 2016:83). Staff should be well trained in welcoming and interacting with disabled guests; appropriate support towards making their shopping experience enjoyable when buying souvenirs, food and drink will result in guests becoming return visitors to the destination (Özogul & Baran, 2016:83).

2.6.3.1   Accessible tourism in South Africa

According to Rogerson and Visser (2004:310), South Africa is marketed as "a world in one country". The new South Africa brand constitutes niche tourism, including ecotourism, cultural tourism, theme parks, casinos, historical townships, world heritage sites, battlefield tours, gold tours and venues for conferences, events and exhibitions (Rogerson & Visser, 2004:310).

In 2012, Bisschoff and Breedt (2012:10534) found that South Africa could not fully benefit from tourism for travellers with disabilities because of the lack of amenities accommodating PWDs. The issue could have been due to the lack of awareness or interest, or even general lack of knowledge regarding the requirements of tourist with disabilities, thus ignoring the financial contribution that tourist with disabilities could make to the tourism industry. If one considers the great number of individuals with disabilities in South African, then the tourism industry and government should make an effort to recognise the issue and make a concentrated effort to understand that PWDs have equal needs when it comes to travel and leisure and to meet these needs (Bisschoff & Breedt, 2012:10534).

Despite the initiatives and strides made, the South African tourism industry has a long way to go to meet the needs of PWDs fully. However, in recent years South Africa has begun to develop facilities and attractions which are more accessible (Chiwandire & Vincent, 2017:2). The *National Buildings Regulations and Building Standard Act* of *2008* requires the implementation of minimum accessibility standards in the design of new buildings (Chiwandire & Vincent, 2017:2). South

Africa is also a participant in the 2006 UN Convention on the Right of Persons with Disabilities (UNCRPD) which busies itself with a responsibility to proactively take steps to guarantee that the rights of PWDs are brought to attention, valued and looked after in both work environments and higher education (Chiwandire & Vincent, 2017:2).

In 2007 the South African Government applied accessibility principles of 'universal design' and 'inclusive design'. "Accessibility makes it possible for persons with disabilities to live independently and participate fully in all aspects of life" (Chiwandire & Vincent, 2017:2). Chiwandire and Vincent report that participants in the 2006 Convention are required to take suitable steps to guarantee equal access for PWDs to transportation, information and communications, physical environment, communication and information technologies and systems, as well as to other services and facilities open to or supplied to the public.

According to Chiwandire and Vincent (2017:7),

> " ...provisions necessary to meet the needs of people with impairments are demanded as a matter of right, rather than being handed out as charity to supposedly passive, grateful recipients".

When constructing new houses or restoring old buildings, the 'design for all' model implies that all environments, products and services are designed to accommodate as many individuals as possible. The concept of 'design for all' requires all main parties, including designers, architects, accessibility officers and other specialists, to collaborate and consult with PWDs to achieve creative alternatives and the most favourable outcomes (Chiwandire & Vincent, 2017:7).

South Africa is viewed as a growing inbound tourism market and a prospective powerhouse for the tourism and travel industry (Perks & Ferreira, 2017:1). South African legislature indicates that persons with disabilities should be able to access, on an equal basis with others, the physical environment, transportation, information and communications, including IT systems and other facilities and services open and provided to the public, both in urban and rural areas (SA. DT, 2019d). The South African Tourism industry is aware of the increasing need for accessibility among travellers with disabilities and has made public its effort to make "universal accessibility" a priority by expanding accessible features, supporting accessibility awareness and paying special attention to the training of tourism industry employees that interact with travellers with disabilities (SA. DT, 2019b). In South Africa, the universal accessibility tourism market consists of approximately 30% of the population, while only a fragment of that 30% have enough extra income to allow for travelling (SA. DT, 2019g).

TGCSA has developed a sensitive training plan to sensitive front staff on UA issues. In addition, it has integrated universal accessibility into its grading criteria. The aim is to encourage compliance by the hospitality sector with international standards, especially those related to access, signage and ease of general daily tasks (SA. DT, 2019c). A sensitivity-training programme discusses responsibilities and workplace etiquette disability issues (Small Business, 2019). Major attractions, airports, service stations, public buildings, game reserves and shopping centres have appropriate access to ablution facilities and parking. The Getaway (2019c) website lists 16 wheelchair-friendly accessible attractions to visit in South Africa, including:

- The Cape Town City Sightseeing Bus is a hop on/hop off open top bus which visits in excess of 50 attractions and has more than 30 stops around the city. Ramps on each bus make getting on and off the bus easy for those with wheelchairs or other support equipment. These are also the only buses in South Africa to be qualified carbon-neutral thus far, making them environmentally friendly.
- One of Cape Town's main tourist attractions is the Two Oceans Aquarium, established in 1995. It is believed to be one of the principal ecological learning centres in South Africa and aims to spread knowledge and awareness of the ocean, including its splendour and variety. The Aquarium is fashioned with ramps throughout the facility, making it wheelchair-friendly.
- Once known as the Nico Malan, the Artscape theatre has been in use since 1971 and is considered one of the foremost arts establishments in Cape Town. This stylish venue provides wheelchair access (ramps) as well as disabled parking.
- The Company Gardens, established 1652, are accessible and near public transport. It does not offer any tourism-related activities but is close to various important landmarks such as St George's Cathedral, the Houses of Parliament, the Iziko South African Museum, the Planetarium and the South African National Gallery. A popular pastime in the Gardens is feeding the abundant squirrels and relaxing under the trees.

In the South African National Park camps all visitor destinations are equipped with ramped access to their primary amenities, including accessible public ablution facilities. Braille-interpretation plaques guide blind visitors on short trails (Brand South Africa, 2019) and many campsites offer units adapted for use of mobility-impaired visitors (people using crutches, with prams, in wheelchairs, with low energy levels and frailty).

On most national flights, including every South African Airways flight, guide dogs are permitted to fly with their handler in the cabin. Rental vehicles with special adjustments such as hand controls are obtainable from bigger car rental companies such as Budget and Avis. The stations servicing the Gautrain Rapid Rail Link are completely accessible and every train and feeder bus has customised access for PWDs (Brand South Africa, 2019).

2.6.3.2   Accessible tourism in the Western Cape and Cape Winelands Region

Cape Town, also known as the Mother City, is South Africa's second biggest metropolis and is located in the Western Cape, one of the nine provinces in the country. As the southern-most city on the African continent, it is a popular tourist destination for international and domestic tourists (George, 2003:575). It offers countless attractions for visitors, including Robben Island, Table Mountain, first-class beaches, an array of vineyards and restaurants and hotels of the highest quality. Cape Town has repeatedly competed with cities like Vancouver, Rio de Janeiro and Sydney for the title of the world's most beautiful city (George, 2003:575). It was announced in the Telegraph Travel Awards study in 2018 held in London, that Cape Town has been voted as "Best City" for the sixth consecutive year, with Tokyo second and Vancouver third. In the "Best Country" category, South Africa was voted second, up from third place in 2017. New Zealand took the top spot in this category (Getaway, 2019a).

Table Mountain is regarded as one of the world's seven natural wonders and is a wheelchair-friendly attraction. Table Mountain provides easy-to-use ramps, a wheelchair route map, paved pathways at the top of the mountain and elevators at the Lower Cable Station (Table Mountain, 2019) (see Appendix E, Figures E.1 and E.2). The café on top of Table Mountain is equipped with wheelchair-friendly ramps and unique elevators at the Upper Cable Station provide wheelchair access to their WiFi Lounge (Table Mountain, 2019).

Cape Town Travel (2019b) states that Boulders Beach is one of the most-visited beaches in Cape Town and the only place where visitors can approach the African Penguins in their natural habitat (see Appendix E, Figures E.3 and E.4). There is a wooden wheelchair path leading directly onto the beach area (Things To Do With Kids, 2019).

Kirstenbosch National Botanical Gardens is considered one of the world's superb botanical gardens. On the eastern slopes of Cape Town's Table Mountain, few gardens can match the natural splendour of Kirstenbosch (South African National Biodiversity Institute [SANBI], 2019). Kirstenbosch provides wheelchair access to most facilities (see Appendix E, Figure E.5) including all restaurants, shops and certain paths. However, since the gardens are located on the side of

the mountain, there are inaccessible areas and steep gradients that cannot be reached by wheelchair users (SANBI, 2019). 'The Boomslang' or Centenary tree canopy walkway is a timber bridge with curved steel built over the treetops of the Arboretum section of the Garden (see Appendix E, Figure E.6). Kirstenbosch Botanical Garden offers a Braille trail for visually impaired travellers. The trail takes between 15 to 30 minutes to complete and is 0.45 km long. It is a short, self-guided path that offers visually impaired individuals the opportunity to explore the indigenous forest unaided and allows everyone to explore the forest with all their senses in the Fragrance Garden, where the trail begins and finishes (SANBI, 2019). General accessibility also is shown in Appendix E, Figures E 9 to 14.

The WHO (2011) estimated that there were approximately one billion PWDs in the world, which made up 15% of the global population. In the same year, statistics measuring the number of PWDs in South Africa indicated that they made up 7.5% of the entire populace — that is 2 870 130 people of which 222 333 are believed to live in the Western Cape (Responsible Tourism Cape Town, 2019).

The tourism market for domestic universal accessibility is around 600 000 likely travellers. With Cape Town always making the list of top destinations to visit, a great number of these travellers are likely to visit Cape Town at some point (Responsible Tourism Cape Town, 2019). According to Responsible Tourism Cape Town (2019), one of Cape Town Travel's eight main priorities is creating an environment in which everyone can take pleasure, regardless of their abilities. This can also be referred to as Universal Accessible (UA). The City of Cape Town is working towards making the city a leading "Universal access tourism destination and is focusing on creating amenities and public areas that are accessible to everyone" (Responsible Tourism Cape Town, 2019).

In addition to the above, the following attractions in the Cape Winelands region and Cape Town are accessible to PWDs:

Cape Winelands

Eagle Encounters, established in 2001, one of the country's largest active rehabilitation centres and educational resources, is situated on the Spier wine estate. The centre focuses on rehabilitating rescued birds, preserving wildlife and their habitat, educating tourists and local communities and encouraging eco-tourism. It is a non-profit, self-funded establishment. Shows are performed daily at different times and tourists can watch the handler with a variety of raptors, using ancient falconry methods.

Drakenstein Lion Park was established in 1998, is situated in Paarl in the Cape Winelands, and is a sanctuary for predators born in captivity. The aim of the establishment is to offer lions in distress a sanctuary where they can live free from persecution and abuse, be safe and treated with respect and compassion. All the animals in the park were hand-raised in captivity and cannot be returned to the wild.

Stellenbosch Art Gallery is located in the town centre of Stellenbosch. It is a gallery which offers an impressive collection of paintings, handmade glass, sculpture and ceramics.

Stellenbosch Botanical Gardens is South Africa's oldest university botanical garden. The garden is considered to be an open-air laboratory and serves as a centre for recreation, conservation and science. Rare plants have been imported from all over the world. The botanical garden is small but the atmosphere and the variety of plants make the garden a must-visit place.

The Franschhoek Motor Museum has an exciting and unique collection of more than 220 vehicles, bicycles and motorcycles. It is situated on the L'Ormarins wine estate and memorabilia offers visitors an opportunity to look back at more than 100 years of motoring history.

Butterfly World in Paarl is home to over 24 exotic butterfly species and a wide variety of birds. It is located at the junction of the main wine routes of Paarl and Stellenbosch on Route 44.

Cape Town

The Planetarium and Iziko South African Museum have ramps with handrails, as well as elevators and well-equipped restrooms at the museum and selected wheelchair areas at the planetarium (Cape Town Travel, 2019a).

The Cape Town International Convention Centre has selected parking bays in a large underground parking area, Braille buttons in the elevators and ample accessible restrooms for PWDs (Cape Town Travel, 2019a).

The Tygerberg Nature Reserve provides splendid vistas of Cape Town from the Tygerberg Hills. The viewing point can be reached via an accessible wheelchair circle path (Cape Town Travel, 2019a).

The City Sightseeing Bus takes tourists on day trips around the Cape from the city centre to the Constantia Winelands. Its lower deck has an extended ramp and an area designated for wheelchairs (Cape Town Travel, 2019a).

The V&A Waterfront and its Clock Tower Mall offer easy entrance through automatic sliding doors and access to lifts. They also provide a wheelchair service at no cost to elderly patrons and have wheelchair-friendly restrooms (Cape Town Travel, 2019a).

On the 23 August 2016, the City of Cape Town opened its first blind-friendly play park in Bellville, which has a distinctive layout and particular characteristics, for example a fragrant garden and sounds to help guide children with restricted or no vision in the outdoor area (see Appendix E, Figure E.7) (Cape Town Magazine, 2019).

The MyCiti transport service offers facilities to assist PWDs in getting around in the City. These include instruction loops at ticket stalls for the hearing impaired, tactile pavestones to assist visually-impaired persons in locating platforms and stations, and boarding bridges on buses for central city and residential routes for easy boarding (see Appendix E, Figure E.8) (MyCiti, 2019).

Responsible Tourism Cape Town (2019) indicates that there is presently no key point in South Africa where tourism organisations and operators can obtain extensive advice on generating better access. However, a number of instruments and resources have been compiled by Visit England to assist tourism operators in accommodating individuals with special access requirements. Although some of the demands are UK-specific, most of the tips and guidelines are applicable to South Africa (Responsible Tourism Cape Town, 2019).

2.6.3.3 Accessible tourism at global tourism destinations

This sub-section is included to offer a comparison between South Africa and other selected destinations. Michopoulou and Buhalis (2013:230) report that some nations have implemented legislation on physical accessibility that makes it mandatory for tourism organisations to provide settings that are compliant with the needs of PWDs. The UK (British Disability Discrimination Act), the US (Americans with Disabilities Act) and Australia (Commonwealth Disability Discrimination Act), are among the foremost examples of this sort of national legislation

In Europe, the European Commission promotes accessible tourism for social and economic reasons. In 2011, 44 million people in the EU struggled with fundamental movement and 35 million had a disability in employment. According to the EU, more accessible tourism offers more than merely social benefits; developing accessibility can have economic benefits as it can enhance competitiveness of tourism in Europe (Dimou & Velissariou, 2016:117).

According to the European Commission (2018), on the 5 December 2017, during the annual European Day of Persons with Disabilities Conference in Brussels, the European Commission

rewarded the most accessible European cities. A total of 26 cities from all over the EU participated in the competition. However, only four European cities were shortlisted, which were Ljubljana (Slovenia), Luxembourg, Lyon (France) and Viborg (Denmark). The winner of the event was Lyon and the city was rewarded for its inclusive and widespread accessibility. Lyon's public buses are 100% accessible, libraries are outfitted with accessible equipment such as reading machines, audio book readers and magnifying screens. Lyons developed digital tools for persons with disabilities; 7.8% of civil servants are people with a disability in terms of work integration, which is higher than the legal minimum requirement of 6% by French law (European Commission, 2018).

An incentive for Greece to improve the accessibility of their tourism industry was the Paralympic Games of 2004 (Dimou & Velissariou, 2016:117). Infrastructure was improved and accessibility at hotels and archaeological sites also enhanced. An initiative to make beaches more accessible was supported by a technical study on accessible standards and guidelines named "Access for all in the sand".

Disabled World (2018) identifies the following five destinations as the most disabled-friendly tourism destinations world-wide:

A)   Seattle downtown being concentrated in a rather small area, together with its advanced and rather new (it was established in 2019) public transport system, makes it an extremely accessible metropole (Disabled World, 2018). The railway system complies fully with the Americans with Disabilities Act (ADA). The purpose of the ADA is to offer civil rights protection to individuals with disabilities, akin to those given to individuals based on race, colour, sex, national origin, age and religion. It promotes equal opportunity for individuals with disabilities in public accommodation, employment, transportation, state/local government services and telecommunications.

Some of the most accessible attractions include the internationally renowned Seattle Space Museum, Pike Place Market and the Space Needle (Disabled World, 2018). One of the most accessible hotels worldwide is situated in Seattle, the Hyatt at Olive 8. It includes a wide selection of assistance services and makes nearly all information available in Braille. All rooms are ADA-approved, disabled-friendly and equipped with audio-visual smoke detectors (Disabled World, 2018).

B)   The City of Montreal offers an array of wheelchair-friendly attractions and services, including the public railway system that stops at seven wheelchair-friendly stations, the botanical

gardens, fine arts museums and European-style cathedrals. These attractions offer guided tours for people with audio and visual impairments. The Fairmont Queen Elizabeth Hotel, known for catering to PWDs, offers 13 rooms that are not only fully accessible to wheelchairs but are also equipped with teletype phones (suitable for guests with visual disabilities), vibrating alarm clocks and door-sensors for people with audio impairments (Disabled World, 2018).

C)   In Sydney, all water ferries and taxis are accessible for PWDs and the majority of attractions, including the Sydney Opera House, Sydney Aquarium, Sydney Tower, Taronga Zoo and Port Jackson, are all accessible for tourists who are confined to a wheelchair. In addition, the majority of restaurants, shops and accommodation establishments offer excellent facilities for both physically, audio and visually impaired visitors. The Break Free on George Hotel offers disabled travellers rooms with widened doorways, furniture that can be moved easily to accommodate a wheelchair and kitchen-facilities that can be reached while sitting in a wheelchair. The management team is specially trained to assist guests with disabilities and can hire any equipment that is necessary to make the guest's stay as convenient as possible (Disabled World, 2018).

D)   Dublin offers easily accessible transport, lowered curbs in the business district and delayed traffic lights to accessible attractions, shopping areas and entertainment venues that offer special facilities for PWDs. Dublin caters to its disabled travellers in a variety of ways. The city is compact and generally flat, making it relatively easy for people with walking sticks and wheelchairs to get from point A to B. The Grand Canal Hotel in Dublin is wheelchair accessible and offers seven rooms with shower cabins that can accommodate wheelchairs. It is also situated conveniently close to various popular attractions in the city (Disabled World, 2018).

E)   Known as the hometown of the famous playwright, William Shakespeare, Stratford-on-Avon is a bustling, large town in England. Despite having its origin in the 15th century, it is fairly wheelchair-accessible with its low curbs, flat pavements and level cobblestoned roads. Disabled travellers can easily explore the area and all its attractions, including various pubs and cafés situated along the river. The New Inn Hotel offers suites specifically designed to accommodate PWDs on the ground floor, which include wet-room showers and easy-access toilet facilities (Disabled World, 2018).

2.7 Constraints that disabled tourists experience while travelling

Holidays, travel and recreational and physical activities are a significant component of PWDs' lives as they present an opportunity to get away from their daily routine, reinforce family bonds and support the development of more self-confidence, better health and independence (Yfantidou *et al.*, 2017:836). Everyone should have access to travel and exploration as it brings a lot of enjoyment (Popiel, 2016b:109). Development of accessible tourism is thus vital for the tourism industry as this industry plays such an important role in both the economy and society (Popiel, 2016b:109). The tourism industry has many facets, including provision of services and tourist products to travellers. It is therefore pivotal to make everything accessible, especially for PWD requirements to enable them to engage in tourism activities in the same way as non-disabled travellers. "However, there are still barriers limiting participation of some people in tourism" (Popiel, 2016b:109).

The hospitality industry has the ability to offer disabled guests comprehensive packages but appears to concentrate on minimum compliance when it comes to legislation and standards (Boxall *et al.*, 2018:551). PWDs make up a group that is greatly varied and each degree of disability is different (Agovino *et al.*, 2017: 61). "A disabled person with a severe limitation needs more care and specific service than a disabled person with minor limitations" (Agovino *et al.*, 2017:64). PWDs have to consider many factors when they decide to travel to a destination. For them it is not simply just purchasing a ticket, booking accommodation or a packaged tour and travelling to a specific destination. A multitude of practical and social obstacles prevents PWDs and the individuals accompanying them from fully participating in tourism (Cengiz, 2016:215). Daniels *et al.* (2005:920) define tourism and leisure constraints as barriers to participation, while Lee, Agarwal and Kim (2012:570) elaborate by defining that participation as enjoyment while travelling. It is thus not only about being able to partake but also about having fun while doing so. As Cengiz (2016:215) summarises, tourism obstacles are factors that decrease participation in activities and hinder a participant's enjoyment.

Another aspect which plays a role is social tourism. Social tourism offers people, who have been previously deprived of opportunities to take part in tourism because of social or economic factors, a chance to also enjoy what this industry has to offer. Examples of why they would have been previously excluded include disability, health problems or lack of funds (Morgan, Pritchard & Sedgley (2015:5). Limitations and barriers affect all tourists but they disrupt PWDs even more. Some travel aspects seem irrelevant from the perspective of non-disabled tourists but PWDs

require a greater level of accessibility and encounter more issues than non-disabled travellers do (Popiel, 2016b:109).

Social tourism brings a broader view when it comes to accessible tourism and its essential goal is to include socio-economically deprived people in tourism, who would otherwise have been excluded from it. Social tourism is associated with a list of benefits, including acknowledgment of the right to vacation and the need to boost accessibility (economic, physical and social accessibility), improvement of wellbeing and the participant's personal development. (Agovino *et al.*, 2017:61). Popiel (2016b:105) identifies the following external barriers, some of which are illustrated in Figure 2.4:

- Economic barriers;
- Communication barriers;
- Urban barriers;
- Architectural barriers; and
- Lack of tourist equipment.

Figure 2.4: External barriers (Inclusion Scotland, 2019)

Popiel (2016b:105) identifies the following internal barriers:

- Family circumstances;
- Health circumstances; and
- Social barriers

According to Popiel (2016b:107), factors that constrain PWDs' autonomy during travelling are:

- Overprotection of carers and family;
- Embarrassment due to a noticeable disability;
- Shortage of travel experience;
- Nervousness and apprehension when travelling without companions; and
- Not having the necessary endurance and physical conditioning because of health problems, age and lack of activity; and
- Personal: this refers to individuals' inner obstacles related to travelling, for example not being strongly enough motivated or lacking self-assurance and faith in their capabilities that leads to them shying away from tourist activities.

Lee *et al.* (2012:570-571) and Kong and Loi (2017:101) identify three types of barriers affecting PWDs' preferences and partaking in tourist activities. These barriers are:

a) Intrapersonal: they are psychological obstructions defined by each individual disability;
b) Interpersonal: they are behavioural and representational and displayed in interaction with others like hospitality staff, fellow tourists and hosts; and
c) Structural: also referred to as environmental barriers; they are tangible and substantial.

Reviewed literature lists numerous barriers that PWDs experience. Smith (1987, cited by Popiel, 2016a:27) lists the most common ones in three groups, as depicted in Table 2.1. These are intrinsic, environmental and interactive barriers.

Table 2.1: Common barriers experienced by PWDs

Intrinsic barriers	Environmental barriers	Interactive barriers
• Lack of knowledge, i.e. unfamiliarity with the possibility of spending free time, • Health problems limiting tourist activity, • Inadaptability of the disabled in the sphere of social communication, • Psychophysical dependence of the disabled people	• Attitude of the part of the able-bodied, • Architecture, • Ecologic barriers related to environmental conditions, • Transport, • Laws and legislative regulations	• Lack of adjustment of the abilities of the disabled to the type and form of activity, • Limited communication of the disabled people.

Source: Smith, 1987 (cited by Popiel, 2016a:27)

The abovementioned constraints may also signify an interplay between outer and inner worlds of tourists. The experience is not only affected by environmental variables or the individual's impairment; senses, emotions and mind-sets are intangible factors that can have a substantial influence on the steady interaction between the outer and inner world of the tourists (Popiel, 2016a:28).

According to Popiel (2016a:27), a leave of absence from the usual setting, even for a short while, leaves a PWD experiencing a lot more than merely the physical effects of dislodgment. The impact of so-called cultural and social displacement is a vital component of the experience. The activity of tourism in the lives of PWDs is first and foremost their form of adaptation to normal life. The things that need to be in place for the disabled to enjoy everything tourist facilities have to offer amount to the good and thorough preparation of the tourist offer so that the new environment encountered on the excursion does not bring about new obstacles (Popiel, 2016a:27). Supplying accessible facilities is certainly the key concern in the attempt to develop a barrier-free tourism experience for PWDs (Bisschoff & Breedt, 2012:10541).

According to the United Nations Department of Economic and Social Affairs (UNDESA) (2019), some of the barriers that PWDs experience in the travel and tourism industry include:

• Lack of information on accessible facilities, services, equipment rentals and tourist attractions;

• Untrained professional staff who can inform and counsel regarding accessibility issues;

• Finding information regarding accessibility services;

- Checking luggage for a flight;

- Booking a room which fulfils their needs;

- Inaccessible booking services and related websites;

- Lack of accessible airports and transfer facilities for persons with a disability;

- Unavailability of adapted and accessible services (Hotel rooms, restaurants. shops, toilets and public places); and

- Inaccessible streets and public transport services.

It is important that the tourism industry recognises the expectations, needs and desires of disabled tourists. All barriers to accessibility that PWDs may encounter should be kept to a minimum, by creating more travel opportunities in a diversity-friendly environment. It is important that research is carried out to create awareness in the tourism industry about the issues that PWDs encounter and to create services and redesign products so that it satisfies their needs (Yfantidou *et al.*, 2017:845). Yfantidou *et al.* further proclaim that PWDs are just as interested in travelling as able-bodied people are and therefore the tourism and travel industry should act at every level to design better conditions for disabled travellers. According to Bauer (2018:67), it is essential to comprehend the broader context of the disabled traveller as it is the individual who travels, not the disability. When one understands the motives and challenges one can better support and sympathise with the traveller with regard to the barriers that they experience.

The following constraints are discussed in more detail in section 2.7.1:

- Intrapersonal, interpersonal and structural constraints;
- Accessibility of the physical environment;
- Social media platform's impact on travellers with a disability; and
- Economic barriers.

Table 2.2 illustrates the three main areas which affect the disabled population when planning their trip. These areas are (1) the physical/built environment, (2) accessibility information provision and (3) accessible information online.

Table 2.2: Summary of implications of the lack of accessibility of the disability market

Accessibility	Implication	Requirements
Physical / built environment	Disabled people have less access to tourism experiences than able-bodied people Disabled people have a different decision making process because they cannot easily trade-off between travel attributes.	Accessibility of the built environment
Accessibility information provision	Even if tourism facilities are accessible, unless they provide sufficient and reliable information that meets the needs of disabled tourists, prospective travellers will be unable to engage in the decision making process. There are different information needs according to type and extent of disability The higher degree of disability, the less specialised and detailed information available	Information on accessible facilities Richness of information The higher the degree if disability the more information required Reliability Objective measurements Accuracy
Accessible information online	Internet is one of the most deployed sources of information Disabled travellers need to utilise multiple information sources as the quality if information given in single sources is usually insufficient, only partially accurate or inaccessible The use of assistive technologies complicates access to online content	Content integration to minimize the effort and time in travel information gathering process Accessible design to be able to access online content Personalisation to enable them to decide to tradeoffs of the travel attributes

Source: Michopoulou and Buhalis (2013:231)

2.7.1 Intrapersonal, interpersonal and structural constraints

Intrapersonal constraints are associated with a person's psychological state, physical functioning or cognitive abilities and include areas such as stress, anxiety, lack of knowledge, health-related problems and social ineffectiveness (Lee *et al.*, 2012:570). McKercher and Darcy (2018:61) further elaborate that intrapersonal barriers include an assortment of psychological variables including religion, self-perceptions, reference group attitudes and lack of interest. Popiel

(2016b:105) reports that these individuals are mostly recognised by individual physical, mental or consciousness states due to the individual disability or health condition.

Interpersonal constraints result from interactions with an individual's social network, service providers or strangers, or because one lacks with whom to engage in some leisure activity. The dependency on others may restrict pleasure travel if an individual has maladaptive social relationships with caregivers and service providers (Lee *et al.*, 2012:570-571). Interpersonal limitations concentrate mainly on the interpersonal communication and travel partners (McKercher & Darcy, 2018:61). Popiel (2016b:106) states that interpersonal constraints are linked to others, including the absence of ability in social communication.

Structural or environmental constraints are said to intervene between preferences and participation. Examples of structural constraints include financial challenges, lack of time, ecological influences and transportation difficulties (Lee *et al.*, 2012:570). Popiel (2016b:105–106) supports Lee *et al.* (2012:571), stating that structural constraints are also referred to as environmental constraints. These are constraints that exist between individual preferences in terms of leisure and travel and the actual participation in the travel and leisure activity. Examples include lack of transport, limited skills, lack of free time, lack of finances and architectural barriers, which are based on cost, time, lack of family commitments and opportunity (McKercher & Darcy, 2018:61). Popiel (2016b:105-106) opines that environmental barriers are enforced by external circumstances such as PWDs' social and physical circumstances. One important barrier in this group is society's attitude towards PWDs, which is often not clear. Sometimes able-bodied persons demonstrate extreme compassion and eagerness to assist but they can also exhibit adverse emotions that cause the disabled to feel pushed aside, inflating this barrier. In addition, structural barriers include architectural barriers (inaccessibility of tourist attractions, hotel amenities, especially for individuals using wheelchairs), transport-related legal regulations (e.g. preventing battery transport for wheelchairs) ecological barriers (terrain conditions preventing movement) and other regulations discriminating against PWDs (Popiel, 2016b:105–106). One of the biggest concerns for PWDs when participating in travel activities is environmental barriers. Not all facilities are barrier-free and physically accessible. However, accessible tourism is growing and therefore accessible facilities are now seen as an opportunity and prerequisite (Agovino *et al.*, 2017: 61).

Kong and Loi (2017:101) identify intrapersonal constraints as the biggest limitation to tourism participation for PWDs as they are linked to inner feelings like anxiety, stress and personal

evaluations of the accessibility and suitability of different leisure activities. Other researchers believe that structural constraints. which refer to the physical environment. are most significant; travellers usually seek out a setting where they feel in control, especially visually-impaired travellers. PWDs often experience intrapersonal and/or interpersonal travel constraints, which are very difficult to overcome. Tourism destinations therefore need to concentrate on all these constraints (Kong & Loi, 2017:101).

2.7.2   Accessibility of the physical environment

Researchers in tourism have established that PWDs experience many barriers when they take part in recreational and sport activities. This is due to an insufficient number of accessible destinations and accommodation facilities, not enough relevant information available, lack of suitable means of transportation and because of barriers in behaviour and communication. (Yfantidou *et al.*, 2017:835). UNWTO (2019c) noted this significant lack of available information with regard to accessible establishments. Accessibility provisions are generally the very least that is required by law and changes tend to be shunned by institutions themselves (UNWTO, 2019c). In addition, PWDs have a greater risk of exposure to accidental injury and violence, as well as environmental obstacles that are relevant to travel (Bauer 2018:67). Kong and Loi (2017:101) agree that while everyone must deal to a greater or lesser extent with structural, intrapersonal and interpersonal constraints, PWDs face more issues than the general public. The most frequently citied barriers are physical barriers according to the WHO, although different barriers affect PWDs when travelling to a destination (Kong & Loi, 2017:101).

Michopoulou and Buhalis (2013:230) identified the following physical barriers that make it difficult or even impossible for PWDs to access particular physical spaces, in some cases hindering their participation in tourism:

- Heavy doors, steps and stairs for individuals with mobility impairment;
- Limited lighting;
- Poor contrast in colour;
- Lack of tactile guide paths for individuals with visual impairment; and
- Lack of induction loops and different fire alarm signals for people with hearing impairments, like flashing lights or a vibration pad.

According to Özogul and Baran (2016:80), travel and accommodation options for PWDs are extremely restricted in many countries. Accessibility issues encountered include inadequate

space for wheelchair users, lack of audio and reachable alarms in the elevators, deficiency in the equipment and the selling of inappropriate packaged tours to PWDs. Michopoulou and Buhalis (2013:230) report that one of the main reasons for restricted choices is limited venue accessibility. Furthermore, wheelchair users need more information when planning to travel as they require information for each stage of the process. Wheelchair users also struggle with finding alternative accommodation options when planning their trip (Michopoulou & Buhalis, 2013:230). According to Boxall *et al.*, (2018:541) wheelchairs allow an individual with mobility impairments to move around freely, especially when there are lifts and ramped access in place. It allows them to feel less disabled, except for obstacles such as stairs or steps.

Because accessibility to wheelchairs is the primary and most widespread concern for PWDs, many accommodation establishments neglect other requirements (Szewczyk, 2015:369). Szewczyk adds that besides being able to move around easily, clients often require specific room equipment and furniture, or amenities catering for partly-sighted and hearing-impaired guests. When PWDs make a booking for accommodation, they need to ensure that the accommodation establishments, transportation and possible transfers booked meet their needs (Özogul & Baran, 2016:80). They cannot book a trip impulsively because extensive planning is necessary. All people are entitled to benefit from the service provided by tourism businesses.

Another concerning matter is that PWDs are sometimes viewed by hospitality staff as being "the problem" within the hospitality industry. Darcy (2010:816) states that some managers and owners at accommodation establishments do not identify PWDs as a market in the tourism industry and therefore do not advertise rooms for PWDs. They say that these rooms have low occupancy and that non-disabled travellers do not enjoy staying in disabled-friendly rooms. Boxall *et al. (*2018:546) found that some non-disabled guests view an accessible room as unattractive and that some respondents in their study recommended that all-inclusive segregated holidays be offered to PWDs, leaving the rest of the industry as is.

Accessible rooms at many accommodation establishments are located in less attractive locations and are often insufficient for the needs of the disabled guest (Boxall *et al.*, 2018:544). Ironically, settings that seem "homely" can suggest emotions of attachment and belonging and improve the self-image and identity of a person, promoting place attachment, which can bring more business to an establishment from this niche market. A homely atmosphere might be more attractive to disabled guests than so-called "clinical" accessible rooms. However, from the accommodation establishment's point of view, the aim is merely to offer a product to PWDs which provides

accessible rooms and meets compliance standards (Boxall *et al.*, 2018:544). According to Boxall *et al. (*2018:552), both PWDs and non-disabled visitors are at times unhappy about the state of accessible rooms; hospitality providers at times viewed requirements to provide accessible rooms as suppressing the industry. When building accessible rooms, they should be designed to cater to the comfort of disabled as well as non-disabled guests

Yfantidou *et al. (*2017:845) found that PWDs identify the following central aspects of accommodation for this niche market:

- Accessible parking bays for PWDs only;
- Rooms that provide equal level satisfaction and amenities as rooms for non-disabled guests;
- Qualified staff to assist in managing the room space;
- Appropriate appliances and furniture in the guest rooms;
- Accessible swimming pool that is equipped for PWDs (see Appendix E, Figure E.10);
- Adaptive recreation and sport programmes for PWDs;
- Non-slip flooring in the bathroom;
- Rails and automatic doors at the entrance, bathroom and rest rooms to offer independent access;
- Porter assisting with luggage from/to the room;
- Appropriate sport equipment in recreation centre for PWDs;
- Qualified fitness instructors to assist PWDs with participating in recreation and sports programmes;
- Sufficient clear space around toilet on all sides to allow for transfer from wheelchair to seat;
- Call button in the bathroom;
- Room service; and
- A confident and helpful customer attitude.

Poria *et al. (*2011:574) state that PWDs struggle with the following aspects of accommodation establishments:

- Making a reservation;
- The room layout;
- The design of the room;

- Equipment for PWDs in the room is not adequate for them to use, e.g. equipment not within easy reach or located too high up;
- Accommodation establishments often do not have enough rooms suitable for PWDs;
- A significant issue for PWDs is showers and bathrooms, e.g. shower seat in the bathroom (see Appendix E, Figure E.11); and
- Management should follow regulations, codes of practice and instructions to provide better service to PWDs.

A range of variables, including economic, social and architectural factors, limits PWDs' travel and leisure (Szewczyk, 2015:369). When selecting suitable accommodation, PWDs take into account other factors such as their level of mobility, desired independence and the need for care and mobility assistance. Further factors that have an influence on their decision are how old they are, how much money they earn and their standard of living.

PWDs would travel more regularly if accommodation was more easily accessible and welcoming to them (Yfantidou, *et al.*, 2017:839). Research indicates that accommodation establishments in higher categories are better equipped to accommodate PWDs than accommodation establishments with a lower star grading (Szewczyk, 2015:369). PWDs usually struggle to find accessible accommodation at a reasonable tariff as well as adequate relevant information concerning it (Yfantidou *et al.*, 2017:839). According to Boxall *et al.* (2018:543), the hospitality industry has a critical need to recognise PWDs as visitors who have specific access requirements. Managing these access requirements may generate difficulty for hospitality providers but it is important to treat PWDs as guests with individual needs. Boxall *et al.* add that due to people living longer, the requests for disabled friendly rooms will increase. Therefore, it is important that accessible rooms do not have a clinical feel because non-disabled travellers are likely to use the rooms as well. The rooms thus need to be aesthetically attractive to all guests, whether they are disabled or not. Szewczyk (2015:369) found that when adapting an accommodation establishment to meet the requirements of PWDs, the following aspects need attention:

- Reconstruction of the space around the establishment;
- Sufficient equipment to accommodate individuals with mobility issues and other disabilities; and
- Altering inside the establishment.

According to Cengiz (2016:218), it sometimes happens that PWDs do not ever leave their accommodation establishment during their holidays because of the obstacles they experience. An example of this is wanting to join a cultural tour but hearing that the tour is not accessible due to their specific disability.

Szewczyk (2015:374) recommends the following changes to accommodation establishments to successfully lodge PWDs:

- Components of the premises which are generally accessible and devices of interior communication such as switches, push buttons and sockets should be positioned at a height that allows easy access to people in a wheelchair;
- Reception should provide a separate station to welcome travellers who are in a wheelchair if the original reception desk it too high (see Appendix E, Figure E.12);
- Multi-purpose rooms and food courts should have areas appropriate for wheelchair access;
- Lifts should be equipped with sound signals and visually impaired travellers should be able to use the pushbuttons in lifts;
- Living spaces should be fitted with handles and railings for PWDs;
- Telephones, light switches, alarms and television remote controls should be accessible from the bed; and
- The living space should be equipped to allow wheelchair users to move around freely.

Olya *et al.* (2017:440) point out that the quality and accessibility of an accommodation establishment are the main factors considered by PWDs and list the following six requirements that PWDs consider when making a reservation:

i)   Core mobility (e.g. bed height and flex-a-bed configuration;

ii)   Communication (e.g. alternative and modified format of guest information and phones with volume control and alert features;

iii)   Safety (e.g. bathrooms with handrails);

iv)   Security & service (e.g. clear signage and room service);

v)   Amenities (access to the pool and gym); and

vi)   Additional access to mobility (e.g. reachable level reception desk and entrances that can be accessed independently).

Szewczyk (2015:375) adds that adjusting the premises to the requirements of PWDs at an accommodation establishment includes making sure that the parking bays and general areas such as the reception entrance and restaurant meet the requirements of PWDs.

Because of various socio-demographic modifications in the aging society, it is becoming more important to make changes to buildings, including hotels, to meet the requirements of the elderly and the disabled (Szewczyk, 2015:369).

Figure 2.5 illustrates that people with more severe access needs require more specialised information. According to Michopoulou and Buhalis (2013:230):

> ''The supply of this specialised information becomes more scarce for those with higher accessibility requirements. Hence, the gap between the demand and supply of accessibility information increases, with a greater effect on those who need this information most''.
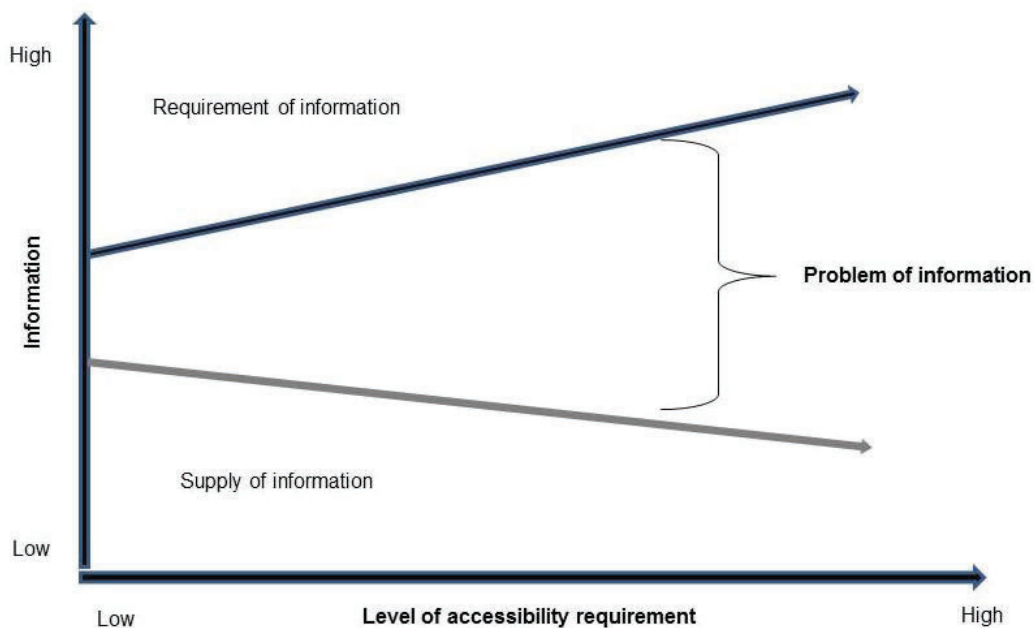
Figure 2.5: Information issues for disabled travellers (Michopoulou & Buhalis, 2013:230)

Agovino *et al. (*2017:63) state that one can refer to the supply side and demand side as the creation of:

- Tourist guides;

- Maps;
- Facilities related to tourism (such as cultural venues, catering and transportation);
- Websites; and
- Relevant staff training.

And eliminating existing environmental barriers and making the following accessible:

- Beaches (from the sensory pathways to the catwalks on the beaches);
- Accommodation establishments; and
- Museums.

According to Yfantidou *et al. (*2017:838) there is a shortage of leisure programmes and sport facilities for PWDs as not all parks, health clubs and buildings are accessible. It can also be difficult to gather information about tailor-made programs and equipment, which can prevent PWDs from engaging in sport and leisure programmes.

Another important barrier for travellers with disabilities is their economic background. Economic status will determine how long a visit will be, what means of transport can be used and what kind of accommodation can be afforded. Overall, PWDs generally earn a lower income than individuals without disabilities, which directly influences their decisions and experiences (Yfantidou *et al.*, 2017:838). Agovino *et al. (*2017:60) add that PWDs as a tourism segment have strong prospective development. As far as public infrastructure facilities and tourism industry adaptation are accessible for their best care, it is a significant financial opportunity for the tourism sector and stakeholders. Lack of general information creates tension between this group's tourism demand and supply. It is essential to educate the primary stakeholders (economic agents) in the process of matching tourism demand and supply to fulfil this portion of tourism demand (Agovino *et al.*, 2017:60). The decision-making process of PWDs is very different from tourists who are non-disabled. When PWDs select their travel option and location, their supply and demand is different to that of non-disabled travellers (Agovino *et al.*, 2017:60).

2.7.3   Social media platforms' impact on travellers with a disability

Agovino *et al. (*2017:61) report that the result of environmental, economic and informational constraints coming together, is the absence of pleasure in the tourism experience. However, technology and information builds a bridge to promote the equality and usability of all individuals. Societies have an increased desire to acquire services that make travel more accessible and this requires information on the accessibility of tourism facilities. Worldwide, PWDs need

uncomplicated accessibility to live their lives according to usability and equality norms (Altinay, Saner, Bahçelerli & Altinay, 2016:89).

Olya *et al.* (2017:449) state that:

> "In the age of the internet, disabled tourists can easily examine the attributes of a place, the service provided and hosts' background and awareness about their needs and demands before making travel arrangements".

Due to the development of the internet, individuals can easily access information. They not only rely on the opinions of family members, co-workers and friends but can also access those of strangers from across the world that may have used or visited a specific destination or tourist attraction, or taken part in a specific tourist activity (Kim & Lehto, 2012:456).

Eichhorn, Miller, Michopoulou and Buhalis (2007:6) found that the Internet allows PWDs to search for extensive up-to-date and dependable information because printed material is often not sufficiently detailed. Overall, the Internet provides a variety of possibilities to make the search procedure easier and also allows for the opportunity to share experiences with other clients. Like all visitors, PWDs find meaningful information in testimonials and they build trust through different recommendations (Eichhorn *et al.*, 2007:6). The Internet, including online communities, social media and social networks, has become a preferred source for PWDs when collecting information; video and photos on platforms such as Youtube or Flickr are especially helpful (Michopoulou & Buhalis, 2013:231). The reviews of PWDs are trusted by other PWDs. However, disabled travellers should be able to access multiple information sources because information given by a single source can be insufficient, inaccurate or partially inaccessible (Michopoulou & Buhalis, 2013:231).

PWDs need a variety of assistive technologies to access information online. These include screen readers, refreshable Braille displays and alternative keyboards (see Appendix E, Figure E.13). It is thus important that a website is accessible for all assistive technologies (Michopoulou & Buhalis, 2013:231).

Kim and Lehto (2012:456) report that the Internet provides a communication avenue that is fast and regarded as a relatively easy method for customers to voice their complaints and opinions. Online complaints serve as a basis to inform hospitality and tourism industries about areas where customer expectations are not being met. Negative word-of-mouth reviews or online complaints could be very harmful to the hospitality and tourism industry. Online complaints are easily accessible to most people and therefore their impact should not be ignored (Kim & Lehto,

2010:456). Kim and Lehto add that disabled travellers' dependence on word-of-mouth referrals, especially on social media, is particularly significant, for they rely heavily on the Internet to obtain information about hospitality and tourism businesses.

Michopoulou and Buhalis (2013:231) state that PWDs trust the reviews of other disabled travellers since they are grateful for the writers' shared viewpoints. The Internet does not always live up to its potential to improve and broaden the lives of PWDs when it comes to planning their holidays or activities (Agovino *et al.*, 2017:61). Despite the Internet being the most common source of information, not all disabled travellers can access it. This is because approximately 24% of PWDs experience physical disability surfing the Internet because it is fundamentally unfriendly to many kinds of disabilities (Agovino *et al.*, 2017:61). PWDs often use a range of assistive technologies to access information from the Internet, such as alternate keyboards, screen readers and refreshable Braille displays. A website is only accessible if it can be accessed by these assistive technologies. For this reason, accessible design is crucial to make the Internet more efficient for PWDs (Michopoulou & Buhalis, 2013:231).

Michopoulou and Buhalis (2013:232) opine that information on the Internet should be correct, updated and appropriate as it is of great significance to disabled travellers, particularly those with more serious disabilities. The shortage of reliable and thorough information on accessible travel and tourism possibilities is evident in most countries. Agovino *et al. (*2017:61), supported by Michopoulou and Buhalis (2013:232), observe that one of the biggest obstacles facing PWDs regarding the tourism sector, is the shortage of information. This can be classified as an interactive or information barrier.

According to Altinay *et al. (*2016:89), accessible tourism includes a range of activities within free tourism. It focuses on individuals with restricted capacities and fully integrating their psychological and functional thoughts and actions for the individual's social development and satisfaction.

Those accessible activities and technology-enhanced services provide participation and socialisation that are very important indicators of development for PWDs. PWDs have the right within all societies to be part of that society and be actively involved in the society. According to Altinay *et al. (*2016:90), a European Union study claims that the tourism industry has begun to take notice of the significant consumer group of disabled tourists. In contrast, social media and networking tools generate alternative platforms for individuals to communicate freely and easily exchange information. Thanks to the Internet, tourists these days have more power over their travel decision-making process and bookings. Social media plays an important part in creating a

travel product for PWDs. Accessibility engages many PWDs as well as hearing, visual, speech, physical learning and neurological disabilities (Altinay *et al.*, 2016:90).

2.7.4 Economic barriers

Several PWDs want to travel but are restricted not only by environmental barriers and/or their health situation but also by financial barriers (Agovino *et al.*, 2017:61). The high cost of tourism participation leads to economic barriers (Popiel, 2016b:106). PWDs tend to look for more affordable accommodation options that are remote from tourism flows, for example vacations homes, religious institutes and homes. Policies for bringing tourism to everyone require that accessible accommodation be spread evenly across all price categories. This is not always straightforward and PWDs have to budget more for travel than non-disabled travellers do. Relevant 'accessibility components' are sometimes not taken into account and are the most expensive (Agovino *et al.*, 2017:61). Popiel (2016b:103) notes that financial issues are a significant barrier for PWDs as they often earn a lower income and tourism products and services that are adapted to their requirements are generally more costly (Popiel, 2016:103). Travel costs for PWDs are generally higher because they need to cover caregivers' costs and higher-class hotels often have better accessible facilities than lower-class accommodation establishments but are more expensive (McKercher & Darcy, 2018:61).

2.8 Summary

Disabled tourism is a significant form of tourism. It is both a profitable market and a type of tourism that generates a positive image and social benefits, as well as being a significant market where health tourism is concerned (Cengiz, 2016:218). Disabilities are increasing due the fact that people live longer due to advantages in medical sciences (Ok Lyu, 2017:404). The WHO estimates that 2,000–2,050 individuals who are 60 years and older, will double and the world's disability population will rise from 11% to 27%. Disability thus has a high correlation with age (Agovino *et al.*, 2017:60).

Active ageing offers numerous possibilities for organisations and businesses to create travel and service experiences for individuals who now live longer and are able to participate in tourism later in life (Connell & Page, 2019:29), while Popiel (2016a:26) states that it is important to take note of this market because it is:

> "...such a large market and will continue to grow as the baby-boom generation ages, lifespan increases and medical technology improves. The number of people with higher levels of disabilities and age 65 or above are also moving in the same growing direction.

Another market segment related to PWD is seniors with access needs. People may be disabled either temporarily or permanently through the result of ageing. From the tourism industry's point of view, the market potential of the PWDs group seems to be large, since about 10% of the world population possesses some type of disability".

It is essential to investigate the tourist experiences of PWDs because of the economic potential of the disabled market due because of its size and strong brand loyalty (Poria *et al.*, 2011:574).

Due to advances in medical technology, PWDs can live longer, travel more frequently and have a more active lifestyle (Chikuta *et al.*, 2017:131–132). Studies have found that PWDs spend a large amount of their income on trips, indicating their active involvement in tourism activities. However, due to accessibility issues, one third of PWDs have never travelled overseas. Özogul and Baran (2016:82) state that there is a surge in the number of individuals with disabilities due to old age, misfortunes such as accidents or natural disasters. The market for PWDs has great financial potential. Apart from its large size, strong brand loyalty characterises the disabled market (Poria *et al.*, 2011:574).

Anuar *et al. (*2017:463) estimate that the demand for tourism from the disabled sector is expected to rise from 744.3 million trips to 861.9 million trips by 2020, which is equal to a 1.64% annual growth rate. Researchers have also suggested that in recent decades the market for tourism and travel among individuals with disabilities has been rising rapidly. In comparison to typical tourists, the growth of travel by tourists with disabilities can indirectly generate more job opportunities and produce billions in revenue for the global tourism industry. Based on the above trends, the disabled markets have a strong possibility of becoming primary sources to produce revenue for the tourism industry (Anuar *et al.*, 2017:463).

Tourism is seen as a social and economic driving force for a destination. However, many classic tourist destinations are being replaced with enhanced competition between similar destinations. Destination prosperity relies on a steady flow of tourists but with the rise of unique markets and rivals, only well-managed destinations can continue to attract visitors (da Silva *et al.*, 2018:93). For destinations to achieve a competitive advantage, they need to develop distinctive characteristics that set them apart from comparable destinations; that is why destination image plays such an important role as it affects the behaviour of tourists (da Silva *et al.*, 2018:93).

The findings reveal that people with disabilities represent a very significant tourism segment, with potential demand steadily growing. This niche market is a growing industry, a market that has excellent financial potential and could be lucrative. Accessible tourism can bring financial advantages and an investment return, which also provides a significant source of job creation.

Hence, highlighting these financial advantages is helpful. PWDs prefer to avoid peak season when places can get overcrowded (Agovino *et al.*, 2017:62). Disabled clients are known to be loyal customers who often return to locations where excellent accessibility and facilities are provided. Research has found that PWDs are an important market that is still untapped (Chikuta *et al.*, 2017:132).

PWDs are generally escorted by a friend, caregiver or a family member to assist them while travelling, which makes this niche market even bigger for accessible tourism because the additional person also needs to be accommodated (Agovino *et al.*, 2017:62). Lehto *et al.* (2018:185) state that PWDs generally travel with caregivers who help with their daily requirements and PWDs usually travel with at least one person which increases the tourism spend (Özogul & Baran, 2016:84).

It is important that the tourism industry understands the expectations, needs and desires of disabled tourists. The tourism industry should limit all barriers to accessibility which PWDs may encounter by providing more travel opportunities in a diversity-friendly environment. It is important that research is carried out to create awareness in the tourism industry about the issues that PWDs encounter, to create services and redesign products which satisfy their needs (Yfantidou *et al.*, 2017:845).

According to Özogul and Baran (2016:82), it is to be expected that businesses operating in the tourism industry should be able to accommodate PWDs because in today's society, travel freedom and human rights for PWDs need to be supported. It has been noted that the lack of fundamental equipment needed by PWDs prevent them from participating in tourism. PWDs have the same rights as non-disabled individuals in terms of the physical environment, information, transportation and interaction areas. To be deprived of this right is contrary to the principle of equality (Özogul & Baran 2016:82).

Kong and Loi (2017:101) state that research indicates that progressive transformation is taking place in society with regard to the attitude towards PWDs and that PWDs should be able to partake fully in all aspects of life. This is achievable with support from a wide range of sources such as friends, family members, peer support groups, community agencies, professionals and disability associations. PWDs may become more involved in addressing their barriers if they receive the necessary support. Family ties and bonds are very strong and important in the Chinese culture. In the Chinese culture, a person is a component of a family group, not merely an individual. This bond is especially crucial for PWDs, as their family is often their primary source

of assistance and life usually is tougher for persons who have family members with disabilities (Kong & Loi, 2017:101).

Kong and Loi (2017:101) add that for PWDs, increased access to tourism and travel can create confidence, give them a sense of less restriction and allow them to develop travel experience. Tourism participation should be viewed as enhancing the psychological, mental and physical heath of an individual. It is regarded as not only a fundamental human right but also an instrument for promoting social inclusion. It is viewed as a social "right" for those who are financially weak or disadvantaged in tourism participation (Kong & Loi, 2017:101).

CHAPTER THREE

UNIVERSAL ACCESSIBILITY IN TOURISM

This chapter will discuss PWDs and their contact with various aspects of the travel industry; tour operators and travel agents, tourist guides, and accommodation establishments.

3.1   Attitudes of hospitality staff towards travellers with disabilities

The term 'hospitality' is very important when it comes to what is expected from the tourism industry and hospitality staff. The word 'hospitality' comes from the same root as the term 'hospital' (Lubbe, 2003:114), which refers to a place where an individual is taken care of and looked after to restore him to excellent health. Hospitality thus implies developing a safe and comfortable setting where the primary goal of the hospitality operator is to exceed each prospective guest or customer's views and expectations (Lubbe, 2003:114).

Horner and Swarbrooke (2016:4) define hospitality as "looking after guests well". The term 'hospitality' has replaced the traditional terms of catering and hotel, and includes all organisations that provide guests with drink, food and leisure facilities. Yfantidou *et al. (*2017:837-838) elaborate, stating that hospitality providers do more than just provide accommodation, food and beverages, thus catering to guests' basic or primary needs as illustrated in Figure 3.1. Instead, they convey consumer experiences which are turned into 'experiential consumer goods' directed at fulfilling the 'consumer's emotions.'
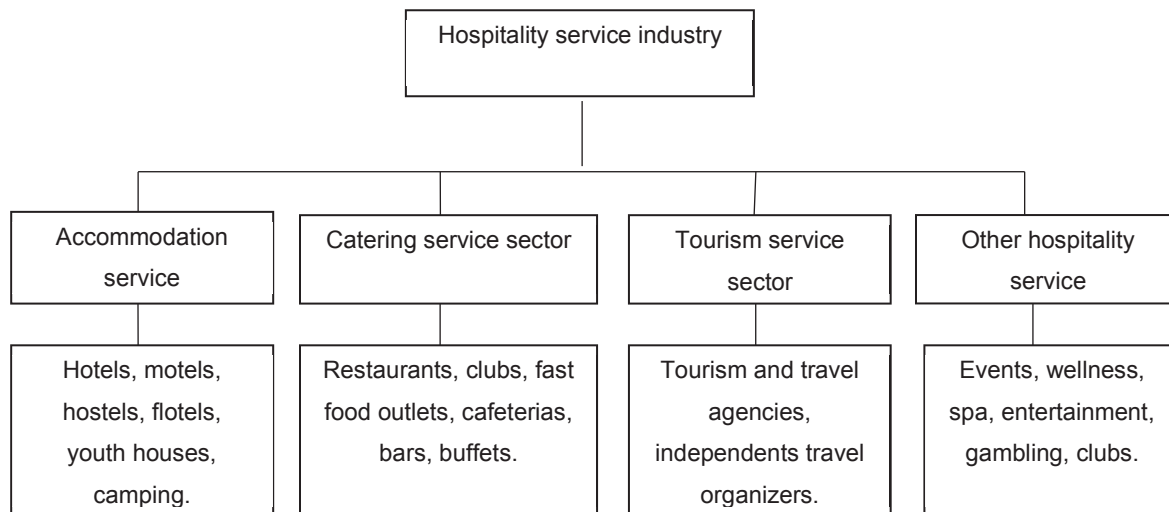
Figure 3.1: The classification of hospitality industry (Langviniene & Daunoraviciute, 2015:905)

Hospitality and social engagement go hand-in-hand, and art industries, entertainment, tourism and the hospitality industry are strongly linked to one another (Yfantidou *et al.*, 2017:837). Lubbe (2003:114–115) elaborates that hospitality and services are strongly connected as well as undividable. Without the service, hospitality cannot be offered; service is the component of the process involving daily interaction between clients and frontline staff. Delivering quality service is quite different from just delivering service and quality service needs continuous consideration and dedication from staff and management (see Appendix E, Figure E.14) (Lubbe, 2003:114–115).

Kruger, Wessels and Saayman (2014:1) identified the aim of hospitality as making sure that all guests' wishes were fulfilled for the duration of their stay, as hospitality was a service-orientated sector of the tourism industry. The hospitality sector has the following five distinct features:

- An approach towards a customer;
- An experience which is interactive;
- The communication between two parties where one is seen as the guest and the other one as the host;
- Intangible and tangible factors; and
- The host meeting all the necessary requirements of the guests.

Lubbe (2003:114) identified the following four unique features that characterised service:

i) Service cannot be standardised as each individual offering the service is unique (e.g. two receptionists' approaches and attitudes will differ from each other);
ii) Service is delicate and cannot be stored (e.g. service not provided by a receptionist);
iii) Service cannot be provided if the guest or customer is not present; and
iv) Service is not tangible as it is an emotional and sensory experience (the first receptionist's attitude and moodiness) it is intangible.

PWDs have different desires and requests from the start of their vacations to the end, depending on their disability. Therefore, disabled tourism has its own characteristics (Cengiz, 2016:213). Not only is it important that the accommodation establishments and transport services are equipped to accommodate them but staff at the establishments should be able to meet their needs.

Yfantidou *et al. (*2017:837) state that PWDs represent a growing and large segment for tourism businesses. Usually they travel in big groups, become 'loyal customers' more easily, stay for longer periods than other visitors and become repeat customers to a destination that provide excellent access. They are mostly reliant on caregivers who make up a significant component of

their lives and travel with them. Although they have the same rights to tourism as any other community group, they still experience more difficulties while travelling than able-bodied people do (Yfantidou et al, 2017:837).

Holidays away from home are therefore not the same for PWDs as for able-bodied tourists and accessibility is a significant factor in their journey according to Yfantidou et al. (2017:837). Service innovation in the hospitality industry is therefore critical, as customers are optimistic of the quality of service and accommodation experience (Yfantidou *et al.*, 2017:836).

However, tourism managers and hospitality staff who lack proper training and information are often poorly prepared to assist PWDs (Daniels *et al.*, 2005:919). In addition, there is a gap in the quality of service offered to individuals with disabilities in comparison to the service non-disabled travellers receive (Yfantidou *et al.*, 2017: 836). Kim and Lehto (2012:468) state that hospitality staff should be trained to recognise the needs of disabled customers, particularly for those whose disability is less apparent. It is important that employees be trained to treat all disabled people as regular travellers, to speak with them in a regular manner and to ensure swift problem solving (Kim & Lehto, 2012:468).

Cengiz (2016:216) and Boxall *et al. (*2018:542) support Kim and Lehto's statement that hospitality staff in the tourism industry should be well equipped and trained to deal with different types of disabilities and to be able to distinguish between each type of disability. They need to understand each the particular needs of each disability so that they can assist guests appropriately and avoid maintaining social barriers when interacting with PWDs (Boxall *et al.*, 2018:542). This involves recognising that their own behaviours and attitudes (for instance, speaking to a computer screen instead of looking straight at a guest with a hearing impairment) can also be a barrier to the integration of disabled people in the hospitality environment. It is important that hospitality staff make eye contact with disabled guests when they communicate with them and speak clearly, without covering their mouths, which will reduce the level of disability (Boxall *et al.*, 2018:542).

Attitudinal barriers from hospitality staff are one very important aspect which needs to be focused on as a negative attitude of hospitality staff affects guests' leisure satisfaction. It is essential to remove emotional and sensory barriers as far as possible so that PWDs can enjoy their holiday (Kong & Loi, 2017:101). According to Cengiz (2016:218), PWDs receive professional service at the airport but immediately after leaving the airport, upon starting their holiday, they start experiencing transport issues as well as unconscious behaviours and attitudes of other tourists and from the local people. Kim and Lehto (2012:462) add that small thoughtless gestures or body

language of the service personnel can be exceptionally offensive to disabled consumers or their caretakers.

Cengiz (2016:219) elaborates that it has been noticed in the hospitality industry that there is a low level of understanding and training of service staff. Awareness and education of a destination and staff in the hospitality industry should be enhanced. Cengiz elaborates that success can only be achieved by training and awareness. Training hospitality staff about the importance of disabled tourism is essential, as it will raise awareness of PWDs, which will allow staff to clarify the needs according to the distinct kinds of disabilities. It will also allow hospitality staff to understand the behaviour of PWDs, which will guide them in how to behave in emergencies and security cases. Training should be provided to all hospitality staff from top to bottom. PWDs are far more sensitive than non-disabled individuals are (Cengiz, 2016:219).

According to Olya *et al. (*2017:439) despite the demand for accessible tourism, "many people with disabilities do not travel because the facilities and services are not adequate for their needs". For instance, PWDs at times feel that there is a lack of communication with hospitality staff and a lack of opportunity to socialise with other tourists. According to McKercher and Darcy (2018:61), the second level of barriers concerns issues that are universal to PWDs as a collective, regardless of which disabilities the individuals have. The general categories include:

- Industry ignorance;
- Ignorance — overlooked, omitted or othered;
- Trustworthiness of information; and
- Attitude.

McKercher and Darcy (2018:62) state that it is necessary to recognise the tourism industry's participation in generating unnecessary obstacles, directly or indirectly. The tourism industry structure strengthens the disabled individual's feeling of otherness, which leads to social exclusion on holidays. In the tourism industry, structural objectives of running high-volume, low-margin businesses lead to a system in which the course of action for processing clients is run as proficiently and swiftly as possible. This results in many tour operators reporting that they do not have enough time to assist PWDs properly, whose needs can be time-consuming (McKercher & Darcy, 2018:62).

Travel intermediaries have noticed that fixed package tours, with early departures, numerous brief stops en-route during the day and often late finishes, prevent some PWDs from taking part in all

aspects of the trip. If they want to take advantage of these fixed tours, they have to compromise, giving up certain aspects of the experience, to keep up with the planned schedule (McKercher & Darcy, 2018:62).

Lack of knowledge further supports the idea in the tourism industry that only specialised service providers can properly fulfil the requirements posed by PWDs. In some countries, operators simply turn down disabled clients and advise them to look for specialised services. Overall, travel intermediaries' knowledge of the requirements of PWDs still appears to be rather low (McKercher & Darcy, 2018:62).

According to McKercher and Darcy (2018:61-62), ignorance is perhaps the biggest problem as it is the primary source behind most other issues connected with attitude, information and industry reaction. Ignorance can be attributed to observations of disability and stigma, where disability is not seen as part of the complexity of 'normal' society. Many people have little or no experience or knowledge of disability issues. Ignorance appears in all areas of the professional world, including tourism, where disability is ignored, overlooked or stigmatized (McKercher & Darcy, 2018:61-62).

Many individuals in the tourism industry have never encountered PWDs (McKercher & Darcy, 2018:62). It is for this reason, together with advocacy groups and tourists, that the UNWTO is asking for more focused education and experience with PWDs. Contact theory indicates that individuals who interact with PWDs tend to have a more positive approach to the group. The value of hospitality awareness was tested on hospitality and tourism students and industry professionals in large organisations and both groups exhibited changed attitudes towards PWDs after awareness training intervention. It was noticed that attitude changes happened after awareness training with video and information resources but these changes were even more apparent and lasted longer after personal contact with PWDs (McKercher & Darcy, 2018:62).

McKercher and Darcy (2018:62) state that ignorance contributes to many incorrect beliefs regarding the level of disability. Three such typical misconceptions are that any disability is equivalent to total disability, that there is always a high degree of assistance necessary and even that there is always a degree of psychological or intellectual disability involved. Their research indicates that individuals in the tourism industry define disability as something equivalent to permanent and complete inability to operate in daily life. This belief causes various misconceptions of the level of assistance required, which often leads to service failure and unwanted behaviour of employees. Many PWDs are adventurous in their travel desires and maintain a healthy lifestyle. Although they can suffer illness like all people, PWDs are not lastingly

ill; they engage in various social activities when structural, social and financial environments support their participation, for example Braille, ramps and hearing loops (McKercher & Darcy, 2018:62).

Ignorance manifests in undesirable manners and approaches as well as visible or veiled prejudice (McKercher & Darcy, 2018:62), to the extent that PWDs either stay out of sight or attempt to conceal their disabilities from tourism service providers. McKercher and Darcy elaborate that the origin of these attitudes is evident, although the extensive implementation of a medical strategy rather than a social approach to disability appears to be a key reason; attitudes are driven more by the conviction that the problem lies within the person rather than with how society handles the disability. The outcome is a view that PWDs need to adjust or conform instead of proposing that society should appreciate the diversity of ability or change to become more encompassing of all people (McKercher & Darcy, 2018:62).

General reactions arising from lack of knowledge include PWDs feeling that they are ignored and others being filled with fear. "The public's attitudes are the largest impediment for the mentally challenged" (McKercher & Darcy, 2018:62). McKercher and Darcy hold that personal attitudes take a long time to change and this change is largely dependent on increased positive interaction with PWDs. According to Poria *et al. (*2011:581), hospitality staff do not always understand the term "accessible". Some might describe an accommodation establishment as accessible even though it is not, providing inaccurate information about the establishment and facilities to the public. Some hospitality staff believe that if some of the rooms are accessible for PWDs, then the whole establishment is accessible, which is not necessarily the case. For instance, a waiter at a restaurant located in a hotel might indicate that the restaurant is accessible as it has only one stair. One stair might be a barrier for a person who is in a wheelchair and can be a barrier for a disabled person who needs to use the restrooms, which in turn can be a barrier to fully relaxing and enjoying the restaurant area. A buffet meal in a restaurant could also a barrier for a person who is in a wheelchair or who is visually impaired (Poria *et al.*, 2011:581).

According to Bauer (2018:69), many individuals with impaired vision have created strategies for overcoming environmental barriers by committing a path to memory or using some hints on the way but this capability is questioned during travel. However, lack of awareness among staff seems to still cause more problems than physical access does. People who have never encountered a blind person have very few references from which to draw when finally interacting with someone who cannot see (Bauer, 2018:69).

Bauer (2018:69) states that the biggest need for progress is in awareness training, not only for hospitality and tourism staff but also for the public. Suitable changes should be made for travellers. For instance, implementation of Braille is becoming more common but only 4% of blind individuals read Braille. In addition, having Braille available becomes pointless if the protruding dots have been flattened by mishandling. Audio gadgets and large print are more helpful. Clear edging of steps, elimination of 'mood' lighting, standardized light switch positions and contrasting handrails are needed. Deaf-blind travellers (with different degrees of hearing loss) may encounter even more problems because of societal ignorance, doubts regarding their aptitude to function and the supposition of an intellectual disability (Bauer, 2018:69).

Bauer (2018:69) elaborates that another great concern for PWDs is their inability to respond quickly and properly to emergency alerts, for example, a fire alarm. To save as many lives as possible, it is easiest and fastest to help movable guests first during an emergency. However, there is the risk that sensory impaired travellers and those who are immobile are forgotten and eventually left behind (Bauer, 2018:69). It is important for any tourism business to continue improving on their levels of distinction, quality and advancement, as well as the awareness, expertise and capabilities of their staff. Only businesses that focus on quality service, customer satisfaction and superior employee training can contend in the competitive tourism market (Yfantidou *et al.*, 2017: 837).

3.2   Hospitality staff at accommodation establishments

Accessibility of location and property is the foundation for accommodating PWDs but if frontline employees are not trained to deliver good customer service, the needs of PWDs cannot be properly met. It is essential that every employer at the accommodation establishment be trained to ensure a "quality management approach to serving PWDs". Training is crucial for managers of frontline staff who have the most contact with customers. It is important that all new staff undergo orientation on disability awareness as soon as they start working at the establishment (Darcy & Pegg, 2011:474).

Kruger *et al. (*2014:1–2) indicate that accommodation establishments such as game reserves, caravan parks, guesthouses, lodges, holiday resorts and hotels are one of the segments in the hospitality industry. These accommodation establishments cater mostly for business and leisure travellers, providing a variety of recreational activities; the main purpose is to create returning and devoted guests whose needs during their stay should be satisfied. Therefore, exceptional service and facilities are required, which will lead to an unforgettable experience. Employees and their

dealings with visitors are the most important contributor in creating positive, memorable experiences for guests (Kruger *et al.*, 2014:1-2). In the hospitality industry, accommodation is one of the key features of concern for PWDs (Olya *et al.*, 2017:437). These authors found that "the properties of accommodation place (e.g. hotel conditions) and host (e.g. well-trained staff) are key indicators to decision making results for disabled people" (Olya *et al.*, 2017:440). It was noted that 60% of disabled tourists complain about their accommodation due to a mixture of physical barriers, communication issues or customer service. However, lack of training is one of the major barriers in the hospitality industry (Olya *et al.*, 2017:439). Yfantidou *et al. (*2017:836) state that offering great service adds to the competitive advantage, especially at an accommodation establishment. Accommodation establishments must strive to meet customer demands for an exclusive service to preserve their competitive advantage and create customer loyalty, attract new clients, generate new market possibilities and boost sales efficiency and profitability (Yfantidou *et al.*, 2017:836).

According to Boxall *et al. (*2018:553), if disabled guests are to be integrated into traditional hotels and accommodation establishments, it is essential for hospitality and tourism stakeholders to communicate with disabled people and their organisations to understand their needs better. Boxall *et al. (*2018:553) explain that this insight ought to be shared with hospitality staff and hosts at accommodation establishments as ideas for social models can help hospitality staff better include and support PWDs.

It is essential for holiday accommodation establishments and hospitality providers to pay attention to making accessible rooms less "clinical" and make them warm and more aesthetically pleasing. Regarding the regulation of shared economy services, government has the responsibility of creating the broader economic and social circumstances to facilitate complete social integration within which the sharing economy can function (Boxall *et al.*, 2016:553).

Every sub-sector of the travel Industry should be equipped to cater effectively to the travel needs of PWDs. Staff training is essential and must be prioritised; if staff have not dealt with PWDs before, they will be more likely to act in an unsuitable way (Darcy & Pegg, 2011:474). Cengiz (2016:214) supports Darcy and Pegg's statement that disabled tourism will only be feasible through training provided to the service staff operating in the tourism industry, to help them comprehend the requirements and issues of tourist with disabilities. This will enable staff to assist PWDs with the various kinds of barriers they face.

Poria *et al.* (2011:581) report that PWDs highlighted the following points of friction that negatively affected their hotel experience:

- Some hospitality staff are too overprotective and obliging towards PWDs, trying to assist even when assistance is not needed. Such over-protection is viewed as an irritation and intrusion on privacy and brings about false feelings of dependence, which affect PWDs' self-esteem.
- At times, hospitality staff who want to assist PWDs do not know how to do it. An example of this is staff members wanting to help a PWD transfer from a wheelchair to a restaurant chair but lacking the necessary skills and knowledge to appropriately assist the person.
- Some hospitality staff react to a PWD's appearance when speaking to them and often presume that they have hearing problems and cognitive disabilities. Staff speak very slowly and loudly to them and sometimes, if the person with the disability has a non-disabled traveller with him, the staff member rather approaches the companion instead of speaking to the disabled person.

The respondents also pointed out that the communication between them and the reception staff behind the physically high desk is impractical and even at times embarrassing because PWDs are unable to see the individual who is helping them.

3.3 Travel agents and tour operators

Tourism intermediaries such as travel agents and tour operators have a major influence on how tourism destinations are represented and portrayed, as they form the bridge between tourism supply and demand. Suppliers such as tourism businesses and clients are dependent on tour operators and travel agents who inform visitors about the destination and put a tourist package together for the clients (da Silva *et al.*, 2018:93–94).

Travel agents can be defined as the most significant gatekeepers of information in the decision-making process for travel purchases. Their high levels of knowledge and expertise help form opinions and they have a significant influence on the selection of a destination. Retail travel agents in the tourism distribution system have a distinctive niche. Their function is to act as intermediary between consumers and suppliers and destinations (McKercher, Packer, Yau & Lam, 2003:465). Tourists who enjoy travelling internationally are very likely to use a travel agency to help co-ordinate their trips. The success of travel intermediaries such as travel agents and tour operators

depends on their capacity to provide products that meet the requirements and desires of their clients (da Silva *et al.*, 2018:94).

Although travel intermediaries might be reliable sources of information for the majority of travellers, they might not have specific knowledge when it comes to planning a trip for PWDs to ensure that all their needs are met in every aspect of their trip (McKercher *et al.*, 2003: 465). Da Silva *et al.* (2018:94) report that since people have limited experience before visiting destinations, their attitudes are dependent on their perceived image, which is not always the same as reality. Beliefs, perceptions and potential images of destinations thus have a considerable impact on the development of tourism destinations. Therefore, tour operators should play a major role in developing and producing dynamic packages and adding value for clients through self-packaged holidays consisting of single or bundled parts to serve multiple market segments. Intermediaries such as travel agents and tour operators are key players as providers of information and reputation with regard to the quality of accommodation establishments (da Silva *et al.*, 2018:94).

Furthermore, according to foreign tour operators, there is a shortage of employees who have undergone disability equality training and are skilled in efficiently and confidently communicating with individuals who have distinct disabilities (i.e. deaf, blind, kidney failure, oncological, diabetic diseases or mental retardation) (Agovino *et al.*, 2017:62). According to Chikuta *et al. (*2017:133), while attention is given to the accessible built environment, service sector and transport system, the engagement of hospitality staff in the tourism industry is often forgotten. Research from travel intermediaries' experience indicates that the demand for accessible tourism is still slow and there is a lack of awareness of the existing product offerings (Chikuta *et al.*, 2017:133).

McKercher *et al. (*2003:471–472) state that a number of PWDs choose not to disclose their disabilities to travel agents. This includes people with mild visual or mobility impairments. Reasons for this are not clear; perhaps the individual is not comfortable with disclosing the disability, or has not fully come to terms with it yet if the disability only manifested later in life. Regardless, this omission was more common in visually impaired persons than with those who struggle with mobility impairment. The inability to reveal the nature and magnitude of the disability to tour operators and agents can lead to misunderstandings later while on tour. It is important to keep in mind that some travellers with a disability cannot always afford the additional services which are charged on a customised tour (McKercher *et al.*, 2003:471–472).

Intermediaries, such as tour operators, are the link between tourism business and the tourists and therefore play an important role. Organising educationals for tourism intermediaries where they

visit a destination or attraction is very important so that they can gain more information and gain more confidence to boost the credibility of the image they convey to tourists through product marketing strategies (da Silva *et al.*, 2018:96). Tourism intermediaries can also communicate more assertively with PWDs once they have visited a destination and have experience of whether the destination and facilities are accessible to them. The more knowledgeable intermediaries are with regard to certain services, products or destinations, the stronger the general understanding of these services, goods or destinations by these experts will be (da Silva *et al.*, 2018:102).

It is important for PWDs to have access to information about accessible resources which they can visit and enjoy because to them it means there is a guarantee that the service has the required flexibility and quality to meet their needs (UNWTO, 2019c). Therefore, travel agencies and tour operators are an essential source of information about the best deals for tourist services (UNWTO, 2019c). Specialised travel agencies are very important for the disability market as they focus on products that are accessible to PWDs. In addition, it is an economic opportunity for them when offerings are tailored according to their customer's needs. There are not many organisations currently specialising in offering accessible tourism (UNWTO, 2019c).

According to Bauer (2018:68), professional and societal attitudes generate a difficult context for PWDs. A society that believes that PWDs are not capable of much ("they think that a disabled person is also wrong in the head") or considers disability to be a sentence from the gods, influences travel plans significantly. Negative views held by other travellers correspond with the opinion of the industry that the unwelcome attendance of PWDs may influence the "happy perfect environment" of a "wonderful holiday". Bauer adds that staff operating in the tourism industry, such as tour operators, transportation, travel agents and hospitality staff, received feedback of inconsiderateness, lack of understanding of disabled travellers, or overall negative attitudes. Whereas an experienced travel agent can organise a memorable holiday, an uneducated travel agent presents yet another barrier. The request for adequate training of staff is immensely powerful, not only to fulfil a human right but also to provide exceptional service. Some health practitioners also act as a barrier, for example an eye specialist questioning engaging in travel for individuals who are blind or doctors communicating with family members rather than the disabled individual (Bauer, 2018:68).

According to Takeda and Card (2008:49), the majority of tour operators and travel agents book hotels and motels for their guests. It is therefore especially important that these types of accommodation establishments are accessible. However, some intermediaries indicated that

several hotel properties were not as accessible as they claimed. According to McKercher *et al. (*2003:467), agents who have been to destinations can offer much more insightful and correct guidance than those who have never visited.

Ok Lyu (2017:405) states that it is important for tourism professionals to establish precisely what quality of accessible travel products are preferred by PWDs:

> "While there is a wealth of research focusing on diverse accessibility concerns regarding accommodations and transportations, little attention has been paid to examining how people with disabilities make decisions for choosing their favourite accessible travel products".

It is therefore essential for travel intermediaries to define accurately the characteristics of accessible tourism products such as services, activities and benefits likely liked by PWDs (Ok Lyu, 2017:405-406). Özogul and Baran (2016:79) note that "accessible tourism is one of the keys for survival of the specialized travel agencies in the future". Specialised travel agencies have the competitive edge; they maintain their operations by providing suitable services and products for people with accessibility needs along with the right approach and strategy. This market segment will generate sustainable activity and give specialised travel agencies a golden opportunity in the future (Özogul & Baran, 2016:79).

Tour operators and travel agencies that offer packaged tours, especially for people with disabilities, identify this group as a first-rate business prospect. Travellers with disabilities are likely to be loyal to travel agencies that offer services that meet their needs (Takeda & Card, 2008:49). The position of tourism travel intermediaries as stakeholders is crucial because they are significant players in guiding the image and representation of a tourist destination. Travel agents and tour operators play the part of information providers and product facilitators, linking tourism supply and demand; both customers and tourism providers depend on them (da Silva *et al.*, 2018:93-94). The customer depends on their knowledge to offer them a product that meets their needs and tourism providers hope that they will sell their product to the right client. According to da Silva *et al. (*2018:94), the knowledge of travel agents and tour operators is essential in adding credibility to advertising and publicity. With tasks such as informing prospective clients, promoting and putting together tourist packages for destinations, these experts are important influencers in the tourism industry. "Their image and knowledge of destinations will have a significant impact on potential travellers' vacation decision-making processes" (da Silva *et al.*, 2018:94).

3.4 Accessible tour operators in South Africa

According to the UNWTO (2019c), not many agencies specialise in accessible tourism products. However, inbound tourism companies are increasingly welcoming tourists with disabilities, promoting accessible services, meeting their needs and providing proper infrastructure at the destination. Like any other tourist, PWDs are prepared to pay for activities and services but they also have the right to be treated according to their requirements and financial resources (UNWTO, 2019c).

Tour operators in South Africa that specialise in tours for people with disabilities include:

- *Disabled Travel* is a tour company started by an occupational therapist. It lists facilities, accommodation and restaurants that have been assessed with travellers with special needs in mind. Particularly helpful are their photos of bathroom facilities.
- *Rolling SA* offers custom tours with an operator; all accommodation venues on their tours have been examined to guarantee their accessibility.
- *Flamingo Tours* specialises in tours for disabled persons, especially those with sight or hearing impairments.
- *Eco-access* is a Section 21 company that has catalogues of accessible destinations, in particular those that give people with disabilities access to nature (Brand South Africa, 2019).

3.5 Tourist guides

Chikuta *et al. (*2017:130) describe a tourist guide as:

> "...a leader who directs people through attractions, showing them what to see and do,
> where to position themselves to view the attractions and does so in entertaining
> interpretive ways".

Tourist guides are at the core of the experience and are required to be an interpreter and entertainer. They display an effectual blend of relevant personality traits, fervour, knowledge and high standards of behaviour and moral principles. Their duties include taking groups to significant sites while giving relevant commentary and interpretation (Chikuta *et al.*, 2017:130). The World Federation of Tourist Guide Associations (2018a) defines a tourist guide as:

> "...a person who guides visitors in the language of their choice and interprets the cultural
> and natural heritage of an area which person normally possesses an area-specific
> qualification usually issued and/or recognised by the appropriate authority".

According to Chikuta *et al. (*2017:133), there are the five broad categories in which tourist guides are confronted with challenges:

- Their relationship with trade intermediaries;
- Problems in handling customers / tourists;
- General tourism environment;
- Working conditions of tour guides; and
- Their relationship with trade intermediaries.

Chikuta *et al. (*2017:133) argue that unethical industry practices present some risks to the tourist guide profession; it is the duty of tourist guides to address various stakeholders at the same time. A worthwhile experience, pleasurable visit and health and safety issues are the concerns that visitors expect tourist guides to prioritise. Some tourists may have particular requirements and expectations related to their cultural background, their intellectual and physical capacity, as well as their passions and interests in specific topics. Employers expect their tourist guides to present tourists with high-quality service to satisfy these expectations and to run the group, the scheduled programme and other logistics of the experience to maximise not only visitor satisfaction but also profit margins (Chikuta *et al.*, 2017:133).

Tourist guides play a crucial part in helping PWDs; they are considered frontline participants in the tourism industry, bringing with them understanding and interpretation of the culture and attractions of a destination. Together with their communication and service skills, this gives them the ability to convert a tourist's visit from merely a tour into an experience (Ap & Wong, 2001:551).

3.6   Disability awareness training for hospitality staff

One of the most important accessibility aspects addressed in the tourism industry is inclusion of PWDs through exclusion of architectural barriers. However, just as important is the proper education of management and customer service staff on the provision of excellent service, how to greet guests with disabilities properly and specifications around particular access requirements (UNWTO, 2019c).

Hospitality and tourism professionals in the business of restaurants, accommodation, catering services, tourism information, service of tour operators and sports-related activities, among others who provide tourism services, need high-quality basic provisional training skills over and above general training skills. Staff who have had the necessary training can make elderly people and PWDs feel welcome and at ease (UNWTO, 2019c). Efforts to better service PWDs resulted in

improved service delivery for disabled individuals (Poria *et al.*, 2011:574). PWDs do not always feel properly understood and excellent customer service can make a significant difference for them. (Agovino *et al.*, 2017:62).

Snyman (2002:46) states that the words "handicapped" and "disabled" are often misused. Individuals with vision or hearing do not need handicapped toilets or parking. Most physically disabled individuals need accessible restrooms and parking bays. Using the word "disabled" or "handicapped" usually evokes emotions (pity, fear and sadness) and creates a stereotypical perception that all PWDs are alike. It is important that hospitality staff is aware that not all people with disabilities are alike. "When misusing these words, barriers created by negative and stereotypical attitudes are reinforced" Snyman (2002:46). Snyman elaborates that "disability labels are simply socio-political terms that provide a passport to services". Most terms need to be altered, for instance "special needs". It is important that hospitality staff practice a new way of thinking. Word's imply people's way of thinking. It is not necessary to use descriptions such as "physically disabled, mentally handicapped, mentally retarded, learning disabled" and other phrases that concentrate on the circumstances rather than the individual (Snyman, 2002:46).

Table 3.1 contains some phrases which hospitality staff should use when communicating with PWDs and is referred to as "People's first language".

Table 3.1: Examples of "people's first language"

SAY	INSTEAD OF
People with disabilities	The handicapped or disabled
He has a cognitive disability	He's mentally retarded
She has autism	She's autistic
He has Down syndrome	He's Down's
She has a learning disability	She's learning disabled
He has a physical disability	He's a quadriplegic /crippled
She's of short stature	She's a dwarf (or midget)
He has an emotional disability	He's emotionally disturbed
She uses a wheelchair or mobility chair	She's wheelchair bound, she's confined to a wheelchair
He receives special education services	He's in special education
Typical kids without disabilities	Normal or healthy kids
Congenital disability	Birth defect
Brain injury	Brain damaged

Accessible parking	Handicapped parking
She needs … or she uses	She has a problem with

Source: Snyman (2002:46)

According to Bauer (2018:69), planning a trip is the duty of the traveller, caretaker, friends or family. However, the intermediary such as travel agent or tour operator who assists with the booking of the trip needs additional information about the traveller, for example if pre-travel care is necessary to assist PWDs. Specialised companies have been catering for travellers with specific disabilities, such as vision and mobility impairment, for some time. This allows PWDs to enjoy a relatively 'barrier-free' tourism excursion, albeit for a higher price and within a limited range of options. However, many PWDs do not use specialised companies to avoid the amplification of the feeling of otherness, being identified in terms of their disability and being fully dependent (Bauer, 2018:69).

Airports, airlines, travel organisations and cruise companies provide information about their services on catalogues or websites to promote travel; several forms need to be completed before an individual may travel. The level of information which the supplier provides to the traveller is vital but there is usually limited information on airline websites (Bauer, 2018:69). National societies and disability associations generally make travel fact sheets available. The traveller should provide relevant information on the fact sheets such as destination, activities and travelling with relatives, carer, friends or solo. Accommodation and accessibility should be reviewed and if required, local disability organisations should be contacted (Bauer, 2018:69-70).

PWDs need to keep in mind various factors before they can travel, such as when they will be undertaking the trip. For example, low season is usually less crowded and more suitable in terms of climate. They should also consider the type and duration of transportation (plane, train, bus and modified hire car), the type of activities and the length of stay. Lastly, the cost for special equipment and appliances, more travel companions, more access and space also need to be considered (Bauer, 2018:70). Equipment and appliances refer to wheelchairs (spare parts, battery, width, repair kit), hearing aids (batteries, spare parts) diapers, catheters, oxygen and other items which the individual may need. If the assistance of a service dog is required, then it is essential to investigate the cruise or airline laws closely as well as those of the destination which the traveller intends to visit and ensure that the necessary documentation is completed. Local animal welfare may require pre-travel consideration (Bauer, 2018:70).

The hospitality industry noticed that if the primary objective of hospitality service suppliers is to keep their customers happy, then their organisational commitment is greater and staff are happier and committed to their work, which could improve individual employee performance (Kruger *et al*., 2014:4). According to Kim and Lehto (2012:454), "service failure is commonly defined as a mistake, problem, or error that takes place in the delivery of a service", which can result in undesirable word-of-mouth reviews and affect the prosperity of a company.

Cengiz (2016:216) elaborates on a survey that was conducted in Antalya, Turkey in 2012, with the purpose of "investigating the demand and supply for the development of disabled tourism". Under products and services, "guidance and knowledge and education level of the supporting staff" were indicated as some of the areas that disabled tourists are less pleased with (Cengiz, 2016:216). Disabled tourism will only be achievable through adequate training of the hospitality staff working in the tourism industry, which will enable them to understand the requirements of disabled visitors (Cengiz, 2016:214).

According to Responsible Tourism Cape Town (2019), the most widespread barriers that PWDs encounter are insufficient understanding and awareness of their needs by others. Employees need training to make them more conscious of and responsive to PWDs requirements and to equip them to satisfy those needs. For instance, one could organise a workshop for staff and discuss how to interact with PWDs and provide them with a good service. One could also educate a staff member to use sign language and have Braille menus (Responsible Tourism Cape Town, 2019).

It is vital for the travel Industry that personnel are suitably trained and qualified to effectively cater to the travel needs of both able-bodied persons and PWDs. Hospitality staff should respect severely vision-impaired guests travelling with a guide dog. Dogs in harness are working and should not be distracted or patted. It is important not to distract the attention of the guide dog as the dog needs to guide the blind traveller in unfamiliar surroundings (Bauer, 2018:70). It is vital that information is provided in formats which are accessible to PWDs, for example as Braille, audio, text or accessible web page formats. It was noted that in only 14% of instances, adequate advertising material for accessible tourism facilities was available (Agovino *et al*., 2017:62). Tourism researchers have been exploring disabled travel for some time to identify the requirements of PWDs and to develop service accordingly (Bauer, 2018:66). Bauer (2018:68) further states that PWDs require tolerance, patience, flexibility and no doubt a sense of humour.

Olya *et al. (*2017:439) state that the value co-creation between hotels and disabled clients involves four steps:

i)   The time-frame prior to the visit;
ii)   Check-in procedure;
iii)   The visit itself; and
iv)   The check-out procedure.

Responsible Tourism Cape Town (2019) recommends the following fundamental guidelines for hospitality staff when engaging with PWDs:

- Upon receiving the first request for information, verify whether there are any special requirements and counsel accordingly, e.g. inform guests beforehand if they have to bring their own shower seat or if there is an alternative doorway for wheelchair users;
- Offer support but only take charge if requested to do so;
- Stay nearby and give assurance that you are within reach if needed;
- If a person is in the wheelchair, direct relevant questions to the PWD; do not disregard the person and speak only to the parent, spouse or carer;
- Only push the traveller's wheelchair if requested to do so;
- Offer to accompany the guest to their room to assist if furniture needs to be rearranged;
- Loose mats present a possible danger to wheelchair users and visually impaired guests and should therefore be removed; and
- Alter the height of the shower head if possible before guest arrival.

A highly qualified, satisfied and motivated workforce is needed in South Africa, one free from prejudice. Management should become involved in improving quality and initiating change with regard to individual employee skills and integrate values and standards promoting job content skills, critical skills and knowledge of work and work processes. South Africa lacks professional and qualified labour and there is an imbalance in the labour market between qualified and unqualified human resources (Kruger *et al.*, 2014:2).

Strong commitment in the hospitality work environment is extremely desirable, as staff who demonstrate a strong emotional dedication to the hospitality establishment are often more eager to do more than what management asks of them. They also are more likely to give guests a positive and gratifying experience (Kruger *et al.*, 2014:4). When staff are permitted and trained to use their judgement and initiative when performing duties, they should react rapidly to requests

from guests, which will ensure that staff feel committed to the hospitality establishment. Displaying friendliness and giving positive feedback to these staff members will increase their eagerness, inventiveness, sense of purpose and energy levels. Encouraging employees through short courses, hands-on training and involving the South African Government in training will furnish staff with the required critical skills and work perspectives that could expand their opportunities in the hospitality industry (Kruger *et al.*, 2014:5).

Kruger *et al. (*2014:2) further explain that frontline hospitality staff are employed in different departments where services and face-to-face guest interaction take place. It is the responsibility of the employees to not only offer good service but also to acquire the critical skills required in the hospitality industry, thereby improving the image of their workplace. This could enhance the authenticity of the establishment.

Kruger *et al. (*2014:9) describe critical skills as soft skills, non-technical skills, people skills, generic skills and employability skills. Critical skills include problem-solving, self-management, information technology, communication, work-related arrangements, teamwork, attitudes, leadership skills and creative thinking. Successful implementation of critical skills by employees adds to the achievement of a hospitality establishment.

Hospitality establishments can thus enhance employee selection procedures, on-the-job training, employee development programmes and build on performance assessments, thereby lowering the expenses associated with running a hospitality establishment, and increasing profitability. Employees who possess the critical skills to meet their work requirements will better execute their tasks and will be dedicated to the establishment where they work (Kruger *et al.*, 2014:9). Kruger *et al.* add that employees who are happy at their place of employment will be more customer-focused, responsive to guests and are likely to deliver outstanding service that will lead to customer satisfaction.

Cengiz (2016:221) advises that training should be given to both the local community and hospitality staff in relation to disabled tourism. To raise awareness and information about different kinds of disabilities, training should cover the entire destination. Given the outcomes obtained, it is suggested that the administration of training programmes and initiatives linked to disabled tourism will achieve significant progress (Cengiz, 2016:221).

Grady and Ohlin (2009:167) developed a framework for training frontline hospitality staff, which is presented in Table 3.2 below.

Table 3.2: Proposed framework for training of frontline hospitality staff members

	Pre-Arrival	Arrival	During stay	Departure
Managers	Focus on clear training and reinforcement of that training for employees as well as an understanding of the product offerings for guests with mobility impairments. Adherence to the hotel's stated policies must be demonstrated in the actions of Management. Require a test that each employee must pass after a training seminar dedicated to guests with disabilities is an appropriate way to communicate the seriousness with which management views this knowledge.	Empower frontline employees to make decisions that will satisfy the needs of guests with mobility impairments, including decisions about policy modifications, or assist the staff member in making this determination if necessary.	Empower frontline staff members to make decisions that will enhance the service experience and satisfy guests' needs as they arise. Assist the frontline staff member to make policy modification decisions that comply with the ADA.	Encourage employees to present opportunities for improvement in the operation. Utilize customer satisfaction surveys to gauge the experience of guests with mobility impairments.
Employees	Understand basic ADA requirements so that they are aware of the legal rights of guests with mobility impairments and recognize that the ADA takes priority over any county health department, state or local laws. Become familiar with all areas of hotel, including the hotels rooms, pool area, banquet areas, public areas, evacuation routes, the parking lot, to be able to recognize potential obstacles and provide better direction for guests with mobility impairments.	Recognize and anticipate the needs of guests with mobility impairments Understand that guests with mobility impairments want to be treated with respect and dignity in a way that focuses on them not their disability.	Offer assistance and then let the guest decide whether they want help. Speak directly to the guest, rather than to their companion.	Share information, make recommendations and provide valuable feedback to the management to improve the service delivery process. Bring for recommendations for improvement in physical layout and design so that reasonable modifications can be considered. Be knowledgeable about the needs of guests with mobility impairment during departure and be able to satisfy these

				needs when they arise.
	Be able to explain any barriers that may be encountered at the specific hotel property at the time of booking.			
Guests	Guests make the service provider aware of his/her needs.		Guests may request modification of a policy or procedure or have additional needs requiring staff assistance.	Guests make the service provider aware of his/her needs and may provide feedback about his/her experience.
All	Encourage and support open and honest communication at all levels of the organization, between the website and the prospective customer, between the employee and the customer and between management and the frontline employee.			

Source: Grady and Ohlin (2009:167).

This framework offers suggestions for educational and skills development for hospitality staff.

3.7 Social media platforms and their impact on travellers' with a disability

Technology and information are becoming a link that promotes equality and usability for all individuals. Travel and tourism opportunities in societies have increased the desire for access to relevant services, requiring information, desire and effort. PWDs, on a global scale, desire access to information to live a life equal in standard to that of able-bodied persons (Altinay *et al.*, 2016:89).

> "In the age of the Internet, disabled tourists can easily examine the attributes of a place, the service provided and hosts' background and awareness about their needs and demands before making travel arrangements" (Olya *et al.*, 2017:449).

According to Kim and Lehto (2012:456), online complaints serve to inform the hospitality and tourism industries about areas where the fulfilling of customer wishes leaves much to be desired. The Internet provides a communication pathway that is swift and regarded as a relatively trouble-free way for customers to have their complaints heard. Negative word-of-mouth reviews triggered by online complaints could be very harmful to the hospitality and tourism industry. Therefore, considering the impact of complaints via online websites, one should always pay constructive attention to them (Kim & Lehto, 2012:456).

The majority of tour operators and travel agencies (the leading stakeholders of supply and demand of tourism) lack knowledge and expertise, causing false and hostile stereotypes of PWDs (Agovino *et al.*, 2017:59). Eichhorn *et al. (*2007:6) state that the Internet allows PWDs to search

for extensive up-to-date and reliable information, which is particularly helpful as printed material is often not accurate. Overall, the Internet provides a variety of ways to shorten the search procedure as well as opportunities to exchange information with other clients. Like all visitors, PWDs benefit from testimonials as meaningful information and they build trust through different recommendations (Eichhorn *et al.*, 2007:6).

Kim and Lehto (2012:456) indicate that PWDs rely strongly on the Internet to obtain information about hospitality and tourism as well as word-of-mouth and online social media before they decide to travel to a destination. With the advancement of the Internet, PWDs are now able to access not only opinions from close friends, family members and co-workers but also from people all over the world whom they do not know, who may have used a particular product, visited a certain destination or patronised a given property (Kim & Lehto, 2012:456).

According to Lee *et al. (*2012:578), providing more comprehensive, updated, precise and accessible information about destinations and their amenities, including traveller blogs and reviews, is another manner in which to assist PWDs overcome environmental and inherent barriers. It enables them to make educated choices and decisions with regard to those components of the travel experience, such as the flight, which are not usually regarded as recreation or pleasure-oriented environments but rather could be distinguished by fear of motion, the unexpected and inability to drink and eat. All this information can be relayed on social networking sites that allow disabled prospective travellers to communicate with others to gain and share information that is applicable to their disability type and severity. At the end of the day, however, it is evident that much remains to be done to inspire PWDs to travel and participate in tourism activities (Lee *et al.*, 2012:578).

3.8   Summary

Universal Accessibility in Tourism relates to the UNWTO Global Code of Ethics for Tourism (UNWTO, 2019d) and states that:

> "Tourism activities should respect the equality of men and women, they should promote
> human rights and, more particularly, the individual rights of the most vulnerable groups,
> notably children, the elderly, the handicapped, ethnic minorities and indigenous people".

Universal accessibility in tourism reacts to the requirements in the United Nations Convention on the Rights of PWDs and the South African Supreme Law and it furthermore contributes to the improvement of tourism competitiveness in South Africa (SA. DT, 2019b).

Despite innovations in tourism, one of the barriers to overcome is the shortage of services and products for people with accessibility requirements (Özogul & Baran, 2016:79). Olya *et al. (*2017:439) believe that apart from this market's appealing economic advantages, it is also ethically decent to promote travel possibilities for individuals with mobility problems, as travel is a fundamental human right across different populations. Tourism activities should encourage human rights and specifically the rights of the most vulnerable groups, such as the elderly, native populations, ethnic minorities, children and the disabled according to the Global Code of Ethics for Tourism (Yfantidou *et al.*, 2017: 845).

Section 9 of the Bill of Rights of the Constitution of the Republic of South Africa states that:

> "...neither the state of any person may unfairly discriminate directly or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language and birth".

Most PWDs have been rejected, excluded or discriminated against in their life. Discrimination takes distinct forms, depending on the degree of constraints. This often causes such individuals to withdraw from social life and limit their pleasures, including those related to tourism (Popiel, 2016a:25).

Ozturk *et al. (*2008:382) state that to be able to travel with the aim of having a wonderful time, relaxing, exploring and experiencing new places is as much of a human right for a disabled person as it is for a non-disabled person. Yfantidou *et al.* (2017:845) support Ozturk *et al.*'s statement that the aim is to establish an accessible environment in which accessibility is a basic right and not a luxury. It should be noted that creating an accessible environment in which all persons can move freely and unharmed, is the responsibility of all manufactures, designers, stakeholders and supervisors of residents in general, to improve the standard of lifestyle for all. PWDs have the same desires and rights for tourism as any other social group. Tourism for PWDs should be expanded and supported because tourism is a universal right (Yfantidou *et al.*, 2017: 845).

The next chapter discusses the research methodology used in this study.

CHAPTER FOUR
RESEARCH METHODOLOGY

4.1   Introduction

Research methodology offers a method for "systematically solving research problems" and clarifies the process followed by researchers whilst examining specific research problems and the arguments behind them (Kothari, 2004:7). Almalki (2016:290) confirms this idea of research methodology as a specific process followed by researchers in an attempt to chronicle, clarify and project phenomena. Bryman and Bell (2016:383) agree, stating that research methodology is a technique used to gather information. They add that multiple instruments, such as questionnaires, structured interviews, observations, surveys, Internet research methods, secondary data and interpretation of documents can be implemented for this purpose.

In this chapter the research methodology used in collecting the data, as well as the research objectives and questions, research design, selection of sampling frame, development of the questionnaire, data analysis and ethical consideration, are discussed.

4.1.1   Study area

The Cape Winelands region in the Western Cape is representative of South African small towns and the countryside, representing a diverse level of progression (see Appendix C). It is also known as South Africa's culinary capital and offers some of the best wines, locally made cheeses, olives, high-quality fruit and organic products (Wesgro, 2019a).

The Cape Winelands region includes the productive adjacent towns of Wellington, Paarl, Franschhoek and Stellenbosch (see Appendix D) and each area is unique and important for its own reasons. Stellenbosch is South Africa's second oldest town. Franschhoek offers some of the world's finest dining and both are leading wine producing areas. Paarl has over 100 heritage sites and South Africa's longest main road. The Western Cape is a well known and a significant tourist destination internationally. When tourists visit Cape Town, the unique Cape Winelands is most likely to be one of the areas visited and experienced as it offers wonderful cuisine and magnificent scenery, as well as winemaking tours and wine tasting (one of the fastest growing industries in South Africa is wine tourism) (Wesgro, 2019a). This exclusive combination produces an enticing attraction for local and international travellers alike (South Africa Info, 2019).

Wesgro is the official trade, tourism and investment promotion agency for the Western Cape and Cape Town (Wesgro, 2019a). Based in the Cape Town city centre, they produce an annual report with the latest growth statistics relating to trends in the Cape Winelands. The data upon which the report is based are gathered throughout the year. The following are some recent statistics for the region, relevant to this study.

Visitor surveys conducted in the Cape Winelands area between January and June 2017 revealed a relatively equal distribution of international (58.3%) and domestic (41.7%) visitors. Germany (28.7%), the United Kingdom (25.5%) and the Netherlands (10.2%) were among the top international markets. Provincially, these three markets are the greatest contributors in the Western Cape to Europe tourism volume (Wesgro, 2019b).

The information gathered in the 2018 visitor surveys mirrored a reasonably similar distribution of international (47.3%) and domestic (52.7%) visitors. Again, the top three international markets visiting the region were the Netherlands, the United Kingdom and Germany and again these three markets provincially ranked as the strongest contributors to the volume of tourism in the Western Cape (Wesgro, 2019c).

The Cape Winelands Regional Trends report gives a general summary of tourism patterns and trends in the Cape Winelands areas, representing key visitor trends taken from the survey of visitors (Wesgro, 2019c). Responses to the local traveller tracking surveys are used to showcase the key developments in the Western Cape's regions. It is important to observe that these surveys cannot determine absolute figures as the survey responses are a sample of tourists visiting the respective tourism offices across the Western Cape. It therefore only represents a sample of visitors and where definitive statistics are given, it is important to remember that only a share is provided to represents relevant trends. (Wesgro, 2019c).

According to Wesgro (2019c), in 2018 the total number of responses to the regional visitor tracking survey was 4,431 from relevant tourism offices in the Cape Winelands region:

- Ceres 40
- Worcester 220
- Stellenbosch 237
- Franschhoek 331
- Tulbagh 911
- Wellington 917

- Paarl 1 775

Additional statistics relevant to this study revealed in the Wesgro (2019c) survey for the period January to December 2018 include:

- Most visitors to the Cape Winelands were between the ages of 26 and 50 (42.7%) and 51 and 70 (34.6%) years. More than 60% indicated "vacation" as the reason for their visit and 4.8% stated that their visit to the region was for commercial purposes.
- 25.3% of visitors to the region travelled alone whilst the largest percentage of visitors travelled with someone (43.3%).
- For transportation, 40.6% of visitors rented cars and 53.3% used their own motor vehicles.
- 28.2% of visitors to the region stayed overnight, most of whom stayed either two nights (45.2%) or 1 night (23.5%), while 71.8% were day visitors.
- The top preferred accommodation establishments were self-catering and guesthouses. To this end, visitors to the region typically spent R501 to R1000 (20.3%) per day in the Cape Winelands.
- The top information resources for visitors to the Cape Winelands region were the WorldWide Web (23.4%) and word-of-mouth (50.4%).

According to Wesgro (2019c), the top five activities in the region that visitors enjoyed during their visit were:

- Wine tasting;
- The heritage/culture;
- Outdoor activities;
- Cuisine; and
- Scenic drives in the region.

Wesgro (2019c) statistics for 2018 indicate that the local Western Cape market enjoys leisure experiences inside their own province and one of the benefits is that the Cape Town City Centre and the Cape Winelands region are in close proximity to each other, which makes travelling much easier. Locals thus have more time to enjoy the tourism offerings in the Cape Winelands region (Wesgro, 2019c). The Western Cape (49.0%) has emerged as the Cape Winelands leading domestic market. The second most important domestic market is Gauteng, followed by KwaZulu-Natal in third place (Wesgro, 2019c).

This information supports the reasons for evaluating the need of tourist establishments to comply with UA.

4.2   Research objectives and questions

The objectives of this study were to:

- Consider if there is economic potential of the disabled market for the South African tourism industry;
- Establish whether Universal Accessibility is applied in the Cape Winelands tourism industry;
- Establish the importance of knowledge of, and education and training programmes in the hospitality industry towards travellers with a disability;
- Establish the perceived challenges by the hospitality industry of UA; and
- Make recommendations for the improvement of disability awareness programmes in the hospitality industry.

The following research questions guided the study:

- Is there the economic potential of the disabled traveller-market in South Africa?
- What at the current accessible tourism trends in the Cape Winelands area from the perspective of hospitality staff?
- Are education and training programmes in the hospitality industry important towards travellers with a disability?
- What are the perceived challenges by the hospitality industry of UA?

4.3   Research design

Bryman and Bell (2016:382) explain, "a research design is a framework for the collection and analysis of data". Kothari (2004:31) proposed that this framework was a "conceptual structure" and that it can be divided into descriptive, causal or exploratory research. The latter approach was used in this study.

The main objective of descriptive research is to describe the present condition or position of the subject matter (Kothari, 2004:2). Descriptive studies are employed to recognise motivations and trends that are uncertain in specific situations; they help to get a detailed and correct description of the research domain (Wiid & Diggines, 2013:57). Tools that contribute to this include surveys

and fact-finding enquiries of different kinds (Kothari, 2004:2). Causal research, also known as explanatory (or exploratory) research, deals with why situations come about, as well as the forces and influences that drive these situations (Ritchie, Lewis, Nicholls & Ormston, 2013:32). According to George (2013:119), situations often result from either exploratory or descriptive research, which unequivocally links it to the use of a quantitative methodology.

Regarding exploratory research, Maree (2016:11) states:

> "…the researcher might not yet be sure about the nature or extent of a complex problem and might first wish to do a limited, initial research study before launching a more in-depth, long-term study".

Considering the dearth of sufficient literature on the UA topic, the current study uses exploratory research in an attempt to establish initial insight into the importance of disability awareness education and training for hospitality staff and to provide direction for any further research that is needed.

According to Wiid and Diggines (2013:56), exploratory research objectives include:

- Gaining new understanding of a specific phenomenon;
- Being a precursory survey before a more in-depth study is conducted;
- Explaining important constructs or ideas; and
- Determining the most important issues for further research.

The next step in the research design, once the research strategy and tactics have been decided, is to describe how the data will be collected to answer the research questions (Maree, 2016:37). The approach of the basic designs (exploratory, descriptive or causal) may follow either a quantitative or a qualitative path.

From the characteristics described above, and considering the study objectives, it is clear that this study would be most effectively and efficiently completed using a quantitative methodology. The most obvious differentiation between qualitative and quantitative methodologies is that the former uses words, whereas the latter uses numbers to portray the captured information (Cresswell, 2014:32). Quantitative data is expressed in a numerical format (Stinger, 2008:132); so converting perceptions and attitudes into numbers is usually done by means of a scale that allows for the data to be summarised as percentages or averages (Lamb, Hair, McDonald, Boshoff & Terblanche, 2008:143). Quantitative research also considers the relationship between the research and the theory of the study as deductive and therefore enables the researcher to

ascertain whether/how many respondents agree or disagree with a particular statement but will not provide insight into respondents' answers (George, 2013:117).

Table 4.1 lists the characteristics of the two research methods.

Table 4.1: Differing characteristics of the quantitative and the qualitative research methods

Comparison dimension	Qualitative research	Quantitative research
Type of questions	Probing	Non-probing
Sample size	Small	Large
Information per respondent	Much	Varies
Administration	Interviewers with special skills are required	Fewer special skills required for interviewers
Type of analysis	Subjective, interpretive	Statistical, summation
Hardware required	Tape recorders, projection devices, video, pictures, discussion guides	Questionnaires, computers, printouts
Ease of replication	Difficult	Easy
Researcher training necessary	Psychology, sociology, social psychology, consumer behaviour, marketing, marketing research	Statistics, decision models, decision support systems, computer programming, marketing, marketing research
Type of research	Exploratory	Descriptive or causal
Validity	High	Low
Data presentation	Words	Numbers
Researcher involvement	Researcher learns more by participating and /or being immersed in a research situation	Researcher is ideally an objective observer who neither participated in nor influences what is being studied"

Source: Wiid and Diggines (2013:87–88)

A qualitative approach provides data in a descriptive form and delivers in-depth data to a complex problem, usually with a focus group smaller than with quantitative research (Wiid & Diggines, 2013:88). The qualitative method is used when one wants to understand the respondent's motivation, attitude and/or perception of a particular problem (Wiid & Diggines, 2013:87), whereas open-ended questions are used rather than structured questionnaires and "probes continuously to try to unearth underlying feelings, emotions, opinions and motivations" (Lamb *et al.*, 2008:141). Both the qualitative and quantitative methodologies have strengths and weaknesses.

Matveev (2002:60) identifies strengths of the quantitative method as:

- Presenting the research problem with definite, set terms;

- Specifying the independent as well as dependent variables being investigated in a clear and precise manner;

- Rigidly following the original set of research objectives, arriving at more objective conclusions, testing hypothesis, establishing causes;

- Controlling observations, conducting laboratory experiments and/or mass surveys; and other forms of research manipulations to achieve highly reliable data; and

- The elimination or minimising of bias of judgement.

Matveev (2002:60) lists weaknesses of the quantitative method as:

- Failing to deliver information regarding the situational context of the research subject;

- Being unable to determine and control the circumstances under which surveys are conducted;

- Outcomes being restricted to those stipulated in the original research proposal, guided by closed type questions and a rigid structure and format; and

- Discouraging further developing investigation of a research phenomenon

According to Matveev (2002:60), strengths of the qualitative method include:

- Acquiring more realistic perspectives of the studied field otherwise inaccessible to quantitative research where the focus falls on numbers and statistics;

- Data collection, analysis and interpretation being processed by means of an adaptable and open-ended approach;

- The research subject being investigated holistically;

- Meeting with research subjects on their terms, interacting with them in the language of their choice; and

- Lending the research descriptive capabilities based on primary and unstructured data.

Matveev (2002:60–61) lists weaknesses of the qualitative method as:

- Allowing the changeable character of circumstances to guide the research into new directions away from the initial intentions of the study;

- Researchers interpreting the same information in different ways due to subjective element inherent in individual characters;

- Being unable to further examine the relationship between cause and effect of various research phenomena;

- Subjective nature of participants' responses making it difficult to explain the difference in quality and quantity of the data gathered from various respondents and the variety of different, non-consistent conclusions;

- Requiring a high skill level and sufficient experience from the researcher to acquire the desired information from respondents; and

- Insufficient reliability as both researcher and respondent can manipulate, choosing to prompt or answer in ways that steer the gathered data in a specific direction.

Taking the strengths and weaknesses of the two methodologies into account, this study followed a quantitative design and used primary data, that is, data collected during the research for a specific purpose and not previously accumulated (Wiid & Diggines, 2013:34). This method was also chosen because of the high levels of growth in the tourism industry over the past decade (the 2010s). For example, initial reports of the December 2017 peak tourism month in the Western Cape show high growth in international arrivals. The Airports Company of South Africa (ACSA) reported that the Cape Town International Airport registered 127 309 international arrivals for December 2017, an 11.5% increase from December 2016 (Fin24, 2019). In an article in *Die Burger,* Williams (2019:3) reported that Cape Town Airport received 9.6% visitors more in 2018 than in 2017 and that more than 2.6 million were international visitors to Cape Town.

4.3.1 Target population

A population is defined as a homogeneous group from which a smaller grouping can be drawn and includes all the participants whose "opinions, behaviour, preferences, attitudes and so on are of interest to the market research" (Lamb *et al.*, 2008:142). It also includes groups or sampling units to which the research question is linked and which are relevant to the research question (Maree, 2016:164). The population of this study consists of hospitality staff at accommodation establishments in the Cape Winelands district, specifically in Franschhoek and Stellenbosch. A hotel in Woodstock, near the Cape Town City Centre, functioned as a pilot study to test the questionnaire in 2017 for language, reliability to produce valid data and to meet the CPUT ethical requirements.

4.3.2 Sampling and method of collecting data

The sampling method used was to group participants into relevant clusters (for example, reception staff, maintenance staff and rooms division) as only a few accommodation establishments could

be selected for the research. Simple convenience sampling was used within the clustered groups, where willing participants were approached to complete the questionnaire handed out by the researcher at the selected accommodation establishment.

4.3.3 Sample size

When it comes to sampling, a very important consideration is the size of the sample (Maree, 2016:198). Generally, larger samples are preferred because they yield more reliable data (Lamb *et al.*, 2008:142) but practical considerations such as time and cost should also be taken into account (Maree, 2016:198). The question of how big the sample should be in a specific survey is usually difficult to answer due to variant constraints. Three factors derived from Maree (2016:198) which largely determined the sample size for this study are:

- The kind of detailed examination outlined;
- Level of reliability desired from the achieved outcomes; and
- Attributes of the population.

The aimed-for sample size was 125 and participation was voluntary. According to Israel (2009:3), a population of 125 (N), "needed 96 respondents (n)" to be considered representative, thus resulting in a "95% level of confidence with a 5% sampling error", of the specific date, if 96 responses of 125 partipants, completed the questionannaires; a 77% response rate.

4.4   Data collection

Primary data was planned for collection through the distribution of 200 questionnaires to accommodation establishments in the Cape Winelands area for frontline hospitality staff to complete. The population of frontline staff is dependant on the number of staff on duty at any specific time; hence the decision to distribute 200 questionnaires. However, only 111 fully completed and usable documents were returned, representing a 89% response thus still meeting Israel's (2009:3) requirements, for confidence in the data collected. Primary data, or information collected for the first time for a specific problem at hand, can be used for answering the particular study questions. The main advantage of primary data is that it will answer specific research questions that secondary data cannot answer (Lamb *et al.*, 2008:141). Secondary data on UA was obtained from journal articles of Thompson (2012) and Spencer and Mnqayi (2017) and academic books.

Questionnaires present all respondents with exactly the same series of questions, including three fundamental types of questions: open-ended, closed-ended and scale-response questions. An

open-ended question directs respondents to formulate their own words when answering. In contrast, a closed-ended question presents respondents with a limited list of answers from which to choose. The data (results) generated by closed-ended and scaled-response questions are easier to tabulate than open-ended questions because response choices are fixed (Lamb *et al.*, 2008:138–141).

4.4.1   Questionnaire development

A questionnaire is a series of written questions put to respondents to address the identified research objectives and questions (George, 2013:144). It is used to collect more data about a particular subject matter, draw comparisons as needed and to describe and explain the status of phenomena (Maree, 2016:174) and is considered to be the most reliable form of data collected but needs thorough consideration in its formality. Incorrectly structured questions will not gather the required information. (Kothari, 2004:101).

The questionnaire was developed with three sections:

Section A: Closed-ended questions aimed at determining the socio-demographic profile. Information requested included age, gender and highest qualification level, together referred to as the participant profile in this study.

Section B: Scaled response questions aimed at determining the perception of hospitality staff regarding accessible tourism for travellers with a disability in the Cape Winelands. Likert scale statements were set where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Section C: Open-ended questions investigating the insight of hospitality staff into accessible tourism for travellers with disabilities in the Cape Winelands area.

4.4.2   Data analysis

After primary and secondary data had been collected, the next step of the research process was to examine and interpret the assembled data, as the value of the research is determined by the results. To aid in this regard, computers have made it possible for researchers to process large amounts of data quickly and economically (George, 2013:148).

The computer software used to analyse the collected data was the Statistical Package for the Social Sciences (SPSS) version 25 and Microsoft Excel.

4.4.3 Pilot study

The importance of a pilot study before the data collection commences is not to be underestimated as it highlights possible ambiguities and other issues with the research questions and so ensures that the results will indeed address the objectives of the study (Bryman & Bell, 2016:91). It also tests the efficiency of the research instrument (Bryman & Bell, 2016:209). For this research project, an internal pilot study was conducted at a hotel in Woodstock, Cape Town, in 2017.

4.4.4 Validity and reliability

Reliability argues to the data being repeatable and accurate, as well as whether the measures used in the study are consistent and stable (Bryman & Bell, 2016:24). A highly reliable study would be one that produces the same results with the same sample using the same measuring instrument whenever it is repeated (Maree, 2016:164). Validity means the integrity of the conclusions that were formed based on the research conducted (Bryman & Bell 2016:25).

4.5 Ethical considerations

It is important to stress the ethical considerations regarding this research, assuring participants that their information will be processed confidentially and that they will remain anonymous (Maree, 2016:44). Confidentiality protects the individual from harm when the results are made public (George, 2013:146). The researcher obtained permission to conduct the study from the Ethical Committee of the Faculty of Business and Management Sciences at the Cape Peninsula University of Technology (CPUT) (see Appendix B). Ethical principles were upheld, protecting participants' identities and ensuring anonymity, making participants aware that the questionnaire was voluntary and for academic research purposes only, ensuring the accurate and honest reporting of findings. Plagiarism was avoided by strictly referencing all sources.

4.6 Chapter summary

The study area, research objectives, research design, as well as the target population, sampling method and size, and the data collecting method were explained. Ethical requirements for the study were spelt out. The study adopted a questionnaire strategy to collect the desired information.

The next chapter presents and discusses the results of the collected data.

CHAPTER FIVE
RESEARCH FINDINGS, ANALYSIS AND DISCUSSION

5.1   Introduction

The main objective of this research was to determine the extent of disability awareness of hospitality staff at accommodation establishments to verify the importance of disability training for the tourism industry. The need for education is supported by an assessment of the competence levels of staff in this field as well as the economic potential of this niche market. The previous chapter provided a detailed overview of the study research design and methodology, with the primary objective being to define the techniques and tools used to gather the research information.

In this chapter an analysis of the exploratory research conducted with a research sample of 111 frontline hospitality staff is presented with the results of the questionnaires using SPSS statistical software, version 25, to code the raw quantitative data into numbers. The outcomes are illustrated in charts, figures and tables, which graphically represent the findings of the research survey. Quantitative data is presented in the form of figures and tables.

5.2   The sample

A sample (n) is a subset (usually people) selected from a larger population (N) (Lamb *et al.*, 2008:142).

In total, of the 200 questionnaired distributed to the participating hotels, 125 (N) questionnaires were administered to hospitality staff working at accommodation establishments in the Cape Winelands area, during the study period, area and 111 (n=111) completed questionnaires were collected which provided the researcher with a 95% response rate.

5.3   Demographic profile of respondents

The following section presents the demographic profile of the respondents in relation to age, gender and qualifications.

The demographic profile information is from quantitative information which was gathered and the information was summarised and interpreted using a descriptive strategy after each table or figure. A demographic profile means to divide the market into groups based on factors such as

occupation, education, race, religion, generation, nationality, gender age, family size, income and life-cycle (George, 2013:161).

The three factors selected for inclusion in this study each contributed important information to the findings. Jung and Yoon (2016:59) have shown that hospitality staff in the tourism sector tend to have short-lived careers in this industry due to "poor working conditions, such as low income, irregular work schedules, long hours, including weekends, compared to those in other jobs", which can later contribute to staff being over-worked and lead to emotional exhaustion. Therefore, establishing the age of participants in this study is important to help confirm or dispute this suggestion.

Regarding gender, males and females have different approaches when working with guests in such a people-driven industry as tourism. According to Petrovic, Jovanovic, Markovic, Armenski and Markovic (2014:801), gender can influence the level of service which customers receive in terms of "individual psychological characteristics and issues of emotion management". Petrovic *et al. (*2014:803–804) elaborate that women working in accommodation establishments are more focused on customers than men are because "woman are more motivated to provide quality and faster service." It is essential for women to see satisfied customers, as women perform well under pressure while men prefer a more "organisational support and precise work procedure, than women." In addition, men are likely to be more dominant as they are classified as having stronger personalities and are more emotionally stable than women are (Live Science, 2019. Women are considered more observant, open, caring, friendly, sensitive, anxious, worried, social and responsible than men are (Phys Org, 2019). Petrovic *et al. (*2014:800) states that, "The attitudes and behaviour of employees result in the perception of service quality by customers". It is therefore significant information as this study concerns itself with the quality of training in the hospitality sector and the best way to equip hospitality staff. According to Baum (2013:7), both women and men are employed in various sectors within the hospitality industry. Women are employed mostly as sales persons, travel intermediaries (for example at the information desk in an accommodation establishment assisting guests with booking day tours), servers and cleaners. Men are employed mostly as porters, construction or maintenance workers, gardeners and bartenders (Baum, 2013:7).

Knowing the qualifications of the respondents is particularly significant for this study because it indicates whether staff in the tourism industry are sufficiently educated and skilled to help PWDs when they travel. Their qualifications are thus a good indicator of how training programmes need

to be adapted to better support hospitality staff, who need to perform "emotional labor daily when they are in close contact with customers" and need to show "favorable emotions to their customers at all times" (Jung & Yoon, 2016:59). Zaitseva, Goncharova and Androsenko (2016:289) opine that the modern system of professional education for tourism does not quite meet employers' demands, both on an international and regional level. Tourists expect excellent service while travelling nowadays due to changing customer demands, therefore more attention should be given to personnel training systems (Zaitseva *et al.*, 2016:289).

5.3.1   Age of respondents

Table 5.1 below is a summary of hospitality staff respondents' age categories, indicating the most prominent age groups for disability awareness training.

Table 5.1: Age of respondents surveyed (n-111, in %)

Age group (years)	% of total
18–25	30.3
26–33	34.9
34–41	19.3
42–49	9.2
50 <	6.3
Average age of respondents	**33**

The respondents who completed the survey were asked to specify to which age category they belonged. Table 5.1 illustrates the age categories of the respondents captured in five different age categories. The majority of the respondents were between the ages of 26–33 years (34.9%), followed by 18–25 years (30.3%), 34–41 (19.3%), 42–49 (9.2%) and 50 upwards (6.3%). The average age of the research respondents was 33 years, which was reached by dividing the sum total age of all respondents (3 616 years) by the total number of respondents surveyed (111 tourism respondents).

The finding suggests that the majority of respondents started their career in the hospitality and tourism industries once they had completed their secondary and/or some tertiary studies, as most of them fell within the 26–33 year age group (34.9%) and 18–25 group (30.3%). The tourism industry "allows for quick entry into the workforce for youth" according to Aynalem, Birhanu and Tesefay (2016:1) and the hospitality and tourism industries provide many employment opportunities. However, worldwide, the industry is seasonal by nature, which is also the case in

South Africa (Holston-Okae, 2018:158-159) and therefore often attracts mature employees who not dependent on a year-round job. Aynalem *et al. (*2016:3) state that tourism and hotel catering jobs tend to be targeted at individuals under the age of 35 and almost 50% of the workers in the tourism industry surveyed were between the ages of 25–34.

Over the age of 34, the percentage of employees decreased; between the ages of 34–41 (19.3%) and between 42–49 (9.2%) and >50 (6.3%). This indicates that even though the hospitality industry is a very people-intensive industry, employees may not get enough career growth opportunities for them to want to stay in the industry (Holsten-Okae, 2018:168). One of the greatest challenges facing hospitality staff is balancing working hours with personal and professional obligations, such as work-related issues and family time (Peshave & Gupta, 2017:159). Hospitality staff must good time management skills and be able to make the necessary sacrifices as the hospitality industry is fast-paced, highly intense, time consuming and an energy-intensive sector, which may become challenging to some to manage the various responsibilities (Peshave & Gupta, 2017:159).

5.3.2   Gender of respondents

Figure 5.1 below indicates the gender of the respondents surveyed.
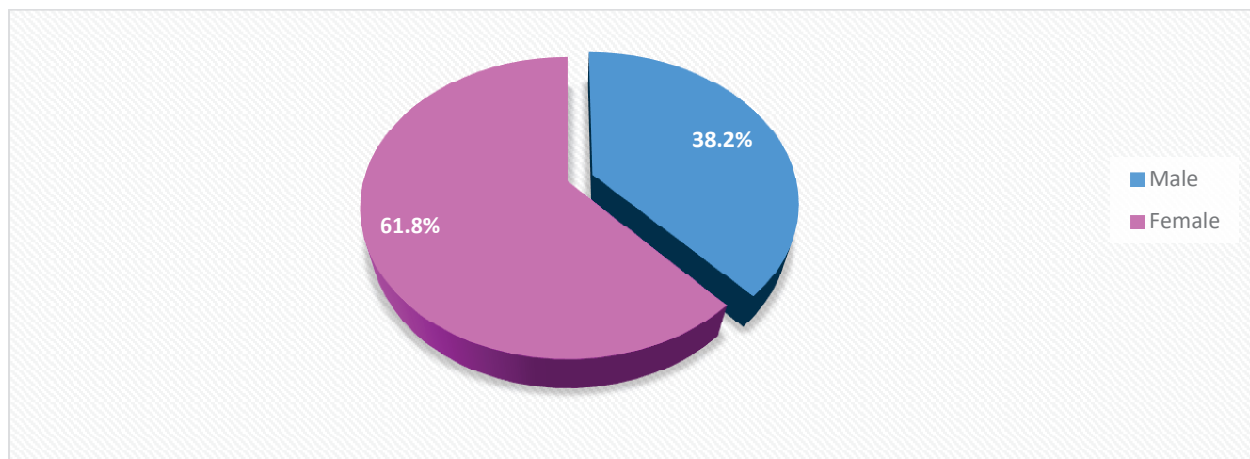
Figure 5.1: Gender of respondents surveyed (n=111, in %)

As can be seen from Figure 5.1, the majority of respondents were female (61.8%) while only 38.2% of respondents were male. Women make up almost 70% of the workforce in tourism and hospitality (Cabi Leisure Tourism, 2019; IOL, 2019). The hospitality industry is a fast-growing and large service sector, which contributes a substantial portion to the worldwide economy and in

which women represent the majority of the workforce in many countries (Baum, 2013:vii). The tourism industry provides flexible working hours so it is ideal for women to work part-time or flexible working hours (Cabi Leisure Tourism, 2019). Khan and Sultana (2017:136) report that women in general do not struggle to enter the hospitality industry but they are "more likely than men to leave the industry as they age, especially if they have families". According to Aynalem *et al.* (2016:2), "women perform 66% of the world's work", however men occupy most of the leadership roles (Peshave & Gupta, 2017:158). South Africa has 57.7 million people living in the country and over half of the population is female (51%) (News24, 2019). News24 also indicates that females live six years longer than men do on average, with a life expectancy of 67.3 years in comparison to 61.1 years for men. Women's average life expectancy in the Western Cape is 72 (News 24, 2019).

5.4   Work experience

The hospitality industry offers a wide range of job opportunities, therefore it appears easier to get a job in the tourism industry in comparison to many other industries. The tourism industry, according to The Skills Portal (2019), offers a variety of tourism sub-sectors for graduates after completing the tourism studies and an individual is not restricted to work in one specific niche market. Aynalem *et al.* (2016:1) indicate that the hospitality and tourism sectors generate many job possibilities in various fields such as transportation, accommodation, tourist attractions, front-of-house and restaurants.

Figure 5.2: Length of working experience of the respondents surveyed (n=111, in %)

The findings reported in Figure 5.2 indicate that the majority of the respondents (41.5%) have between 1 and 5 years' work experience in the hospitality industry, 7.5% had less than 1 year's experience, 23.6% had between 6 and 10 years' work experience and 27.4% had more than 11 years within the tourism industry.

The findings suggest that those who study tourism and hospitality after school, or have started working in the hospitality industry immediately after finishing school, do not stay in the hospitality or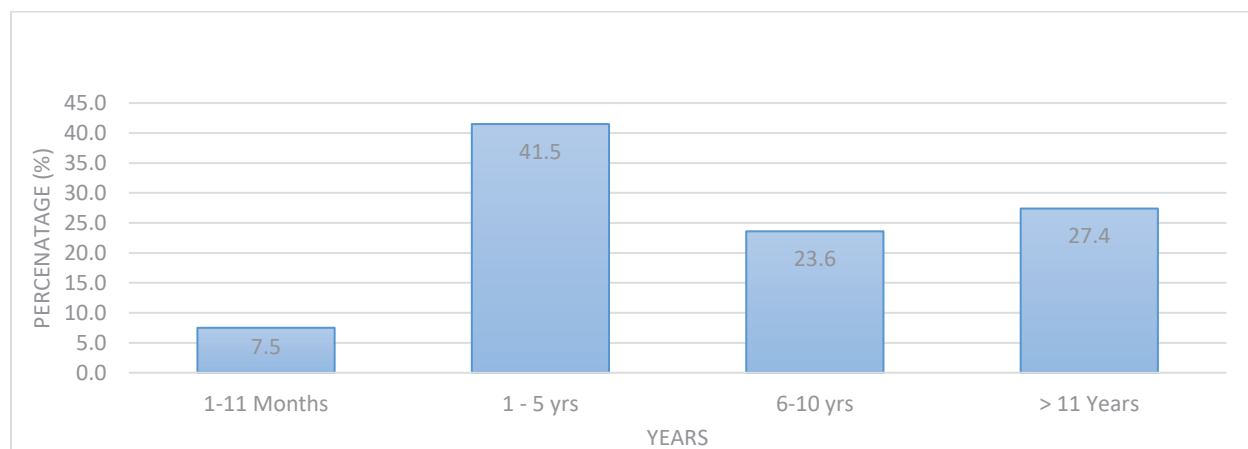 tourism industries permanently. This represents potential instability in the working environment in the hospitality industry. Staff turnover is an ongoing challenge in the hospitality industry (Brown, Thomas & Bosselman, 2015:4) and academic literature confirms a range of factors which have a negative or positive impact on staff. Some examples are the level of communication in the work environment, employee motivation, work precision, work requirements and emotional exhaustion (Brown *et al.*, 2015:4). Aynalem *et al. (*2016:3) elaborate that the hospitality or tourism industry is recognised by a low base salary, long working hours (sometimes 50 hours per week and staff sometimes work overtime without compensation), short or no breaks during peak season periods and high staff turnover. Hai-yan and Baum (2006:514) suggested that hospitality staff in particular feel "opportunities for promotion and development in their current job are poor and uncertain". However, many general managers and board members in the tourism and hospitality industries began employment at entry level jobs and understand the challenges. For example, in the hotel industry some of the individuals who work in front office, sales or finance departments were "poached" from the restaurant or bar section due to their work ethic, hospitality and social skills. The tourism industry offers good youth entry-level employment and part-time work for individuals who do not want to work full time for various reasons (WTM, 2018). Peshave and Gupta (2017:162) note that for hospitality staff to advance in their careers, they must continue to move around and operate in various areas within the industry and have constant change to grow. According to Holston-Okae (2018:167), if hospitality staff considered their efforts as being properly acknowledged and rewarded they are more likely to remain at one accommodation establishment and serve the guests' demands. Petrovic *et al. (*2014:801) found that "...employees with a longer length of service and those in supervisory positions display a higher degree of service orientation". However, Holston-Okae (2018:157) indicates that employee turnover is a threat to organisational efficiency and profitability leading to the related loss of significant corporate resources and assets. Holston-Okae (2018:174) elaborates that it is therefore necessary for organisations' survival to understand the factors that lead to employees leaving their jobs because it costs an organisation time and money to recruit, hire and train new staff.

Holston-Okae (2018:167-168) suggests that staff are less likely to leave an organisation that provides adequately for their financial needs, receive support from management, especially when they have family responsibilities to meet, feel a sense of contentment or pride in their daily duties and social relationships seem to be stable, rewarding and fulfilling. It is therefore necessary that hospitality leaders have policies and strategies in place to retain a suitable workforce and enhance staff commitment, job satisfaction, motivation and work environment within the industry (Holston-Okae, 2018:157).

5.5   Qualifications

Figure 5.3 provides an indication of the qualifications of the respondents at the accommodation establishments. It illustrates that 42.2% of the respondents have a 2- or 3-year diploma, followed by 22% with only a National Senior Certificate or Matric, 11.9% obtained a certificate equal to one-year post-school study, 11% have a degree, 4.6% achieved an Honours qualification, 0.9% had a Master's degree and 7.2% did not specify their qualification. The results strongly suggest that staff working in the surveyed accommodation establishments are academically qualified to perform their duties.
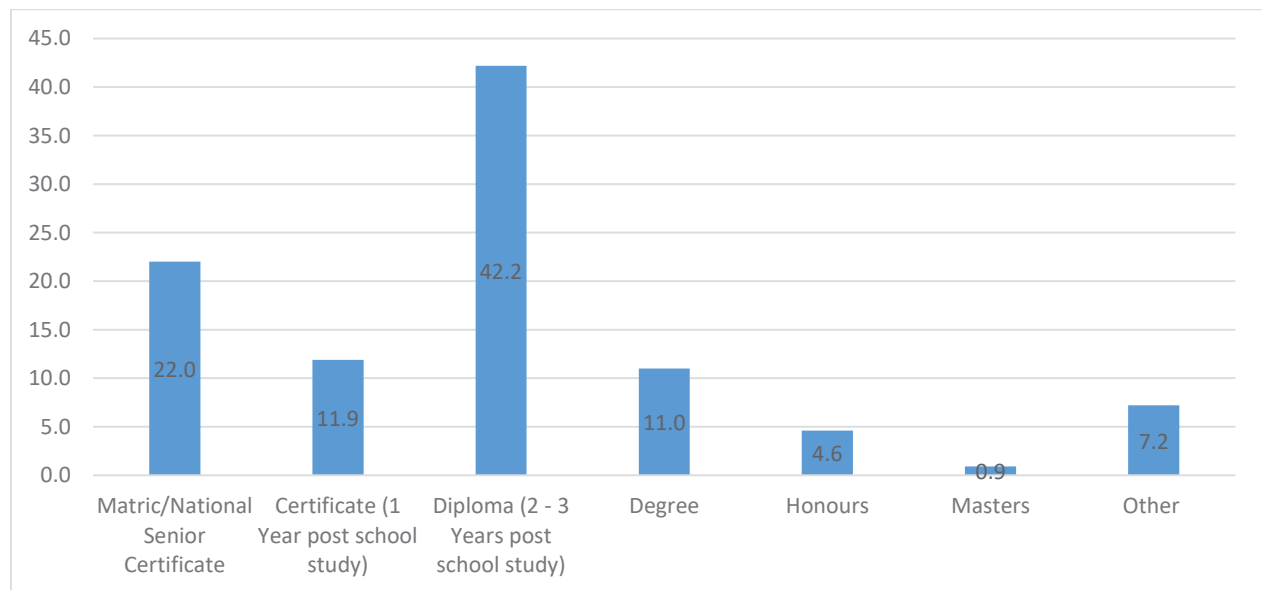
Figure 5.3: Level of qualification of respondents surveyed (n=111, in %)

Most accommodation establishments prefer staff to have a relevant qualification to work in the hospitality industry but at times a National Senior Certificate is accepted, while a diploma or degree leads to greater appointment-employment levels and promotion in the tourism sector. Hai-yan and Baum (2006:516) found that the appropriate level of education in the tourism industry leads to employability skills because it equips staff to meet the challenges and demands of the industry. Grencikova, Vojtovic and Gullerova (2013:43) found that the value of tourism infrastructure consists mainly of employees and their particular abilities and expertise, their values, their working attitude and their desire to assist. According to the International Career Institute (2018), not all jobs in the tourism and hospitality sectors require an academic qualification. However, having a qualification might expand an individual's career opportunities. Individual who have a relevant qualification demonstrate that they are serious about their careers and are enthusiastic and dedicated to their career (International Career Institute, 2018).

5.6   Type of accommodation

The figure below indicates the type of accommodation establishment at which the surveyed respondents are employed.
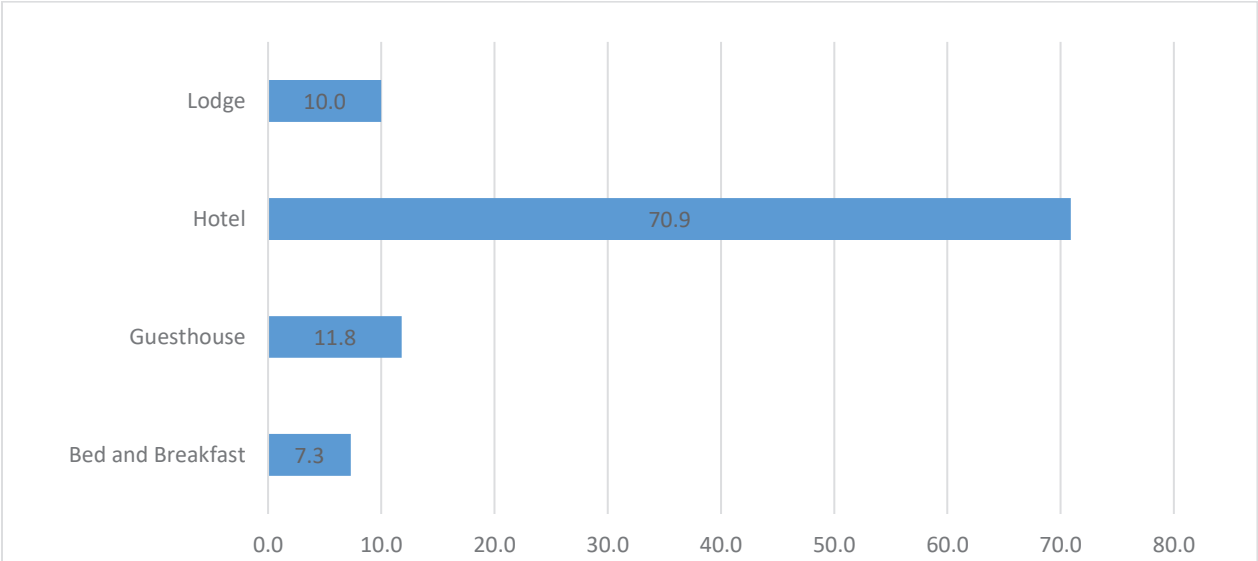
Figure 5.4: Accommodation establishments at which the surveyed respondents are employed (n=111, in %)

The respondents were requested to indicate the type of accommodation establishment in which they are employed. The majority of the respondents are employed in the hotel industry (70.9%),

followed by employment at guesthouses (11.8%), lodges (10.0%) and bed-and-breakfast establishments (7.3%).

The hotel industry has the largest market share with regards to accommodation in the hospitality industry. Through the centuries, the hotel industry flourished by adjusting to the evolving social, economic and business environment (Ionel, 2016:2). Hotel establishments are usually very modern-looking, offer exclusive accommodation and excellent customer service. Excellent hospitality is the number one priority which requires highly trained and skilled staff in client expectations and satisfaction. Some hotels have restaurants and bars in the establishment, which is a reason why more employees are needed (Siyabona, 2019).

A guesthouse is usually a private home with the public places transformed for the exclusive use of guests. The manager or owner usually lives off-site or within an entirely separate area on the property. A guesthouse provides more facilities than a B&B and generally serves all meals (Siyabona, 2019).

A lodge focuses entirely on quality and service with regards to accommodation and food and they are smaller than hotels. A lodge usually offers a large landscaped garden, peace and tranquillity, with a home-away–from-home feel (Siyabona, 2019).

Bed and breakfast (B&B) establishments are usually private homes with fewer than 10 bedrooms. They provide overnight accommodation and breakfast but do not generally offer other meals. The owners themselves usually prepare the breakfast and clean the house although some owners employ staff to run the guesthouse, clean and cook (Insurance Chat, 2019). This possibly suggests why a bed and breakfast has the lowest number of employees (7.3%).

In short, hotels have staff 24 hours a day and 7 days a week, whereas staff presence is more limited at a guesthouse. Bed and breakfast establishments are usually owned by the family and the family lives on the estate. Check in at a guesthouse, bed and breakfast and lodge is often by appointment due to limited staff being is available (Insurance Chat, 2019).

5.7   Position of employment

Figure 5.5 below indicates in which hospitality division the respondents were employed.
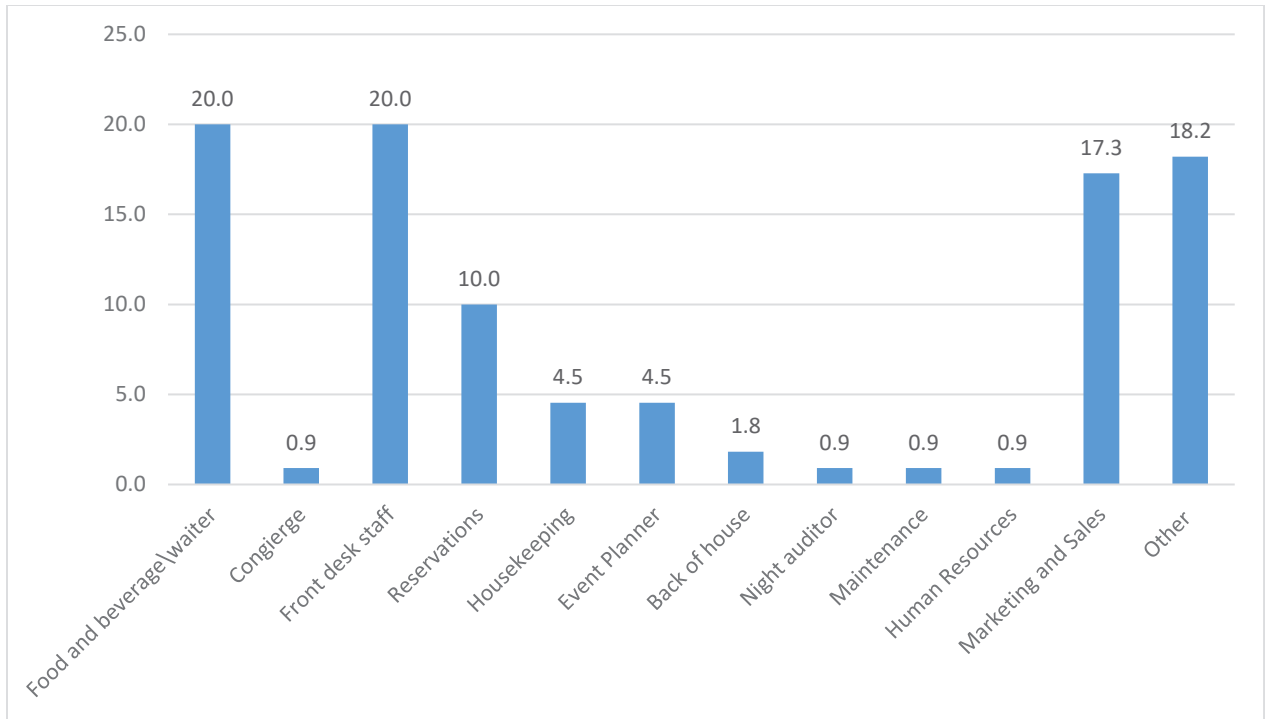
Figure 5.5: Position of employment held by the respondents surveyed (n=111, in %)

The respondents were asked to state their position in the accommodation establishment in which they are employed. The majority are employed in the food and beverage sector or as a waiter (20%), followed by front desk (20%) and marketing and sales (17.3%). The "Other" sector, 18.2% indicate that they are employed at other sectors in the establishment, which were not mentioned in the questionnaire. The reservations department (10%), housekeeping (4.5%), event planner (4.5%), back of house (1.8%), night auditor (0.9%), maintenance (0.9%), human resources (0.9%) and concierge (0.9%) are also departments in which the respondents work. According to Ionel (2016:2), accommodation is an element in the wider hospitality industry used by visitors. Hospitality is the core of tourism that includes drink, food and accommodation in an environment away from home. Hosting is the very nature of hospitality, "provided by a host and involving a guest" (Ionel, 2016:2).

There are many food and beverage positions in accommodation establishments within the hospitality industry, which include food preparation and waitressing. Waiters and waitresses communicate directly with clients; they take orders, serve food and drinks and take payments from the patrons (The Balance Careers, 2019).

The operational frontline staff perform the role of the "brain" at the accommodation establishments, with functions such as reception and marketing, as well as acting as the centre of communication and liaison with guests (Hai-yan & Baum, 2006:509). Staff employed in the front office perform a significant function in creating an image of the accommodation establishment and its reputation as they are the main contact point for guests (Hai-yan & Baum, 2006:510). The main focus of front office staff "meeting and greeting" guests in a professional manner, supplying information to guests during their stay and may include some concierge service, assistance with back office operations, handling of complaints from guests, processing guests' departures and asking guests to settle their bill (Hai-yan & Baum, 2006:510; Alananzeh, Mahmoud & Ahmed, 2015:331). Hai-yan and Baum (2006:514) further state, "front office work is a challenging and demanding area of work".

The marketing and sales department manages the marketing function of the accommodation establishment to keep people informed about the establishment and the facilities on offer to guests. This department is responsible for sales of the hospitality product (e.g. rooms) as well as promoting and advertising the accommodation establishment. It is the task of the marketing and sales department to present the accommodation establishment as a desirable place to stay while on vacation or on business, host functions and events (International Hotel School, 2019).

An accommodation establishment's reservations function is essential and has a major impact on its general profitability. Reservationists have to work closely with other departments to guarantee that even before customers arrive, all guest requirements are met and ideally exceeded. Reservationists should enjoy answering the phone and dealing with guests, travel agents and high-profile VIP's directly (Reception Academy, 2019).

Housekeeping staff are responsible for maintaining a high standard of cleanliness throughout the accommodation establishment, including common areas and the rooms. Housekeepers' responsibilities include doing laundry, cleaning bathrooms, making beds and stocking linens (The Balance Careers, 2019).

Many of the accommodation establishments have an event space or conference room for different activities, ranging from weddings to conferences. An event planner corresponds with the individual or company that would like to host an event and ensures that everything functions efficiently (The Balance Careers, 2019).

Back of house includes all the areas behind the scenes that guests will not see. Back of house in a restaurant in an accommodation establishment is where the food is prepared, cooked and plated before it reaches the table of the customer. The back of house also functions as a place for managers and employees to do administrative work (Webstaurant Store, 2019).

A night auditor is on duty during the night to serve guests' overnight requirements and covers both front-desk agent tasks and accounting responsibilities. Larger accommodation establishments may have various night auditors operating accounting and front desk, while smaller accommodation establishments may depend exclusively on one night auditor to make sure the business operates smoothly overnight (Study.com, 2019).

Maintenance employees perform a broad variety of duties that vary by industry and employer. However, all maintenance jobs involve keeping a facility operating smoothly (The Balance Careers, 2019).

One of the most important assets in the tourism and hospitality industries is the human resource department. Their duties include ensuring employee loyalty and satisfaction, managing important documentation, paying staff salaries on time and accurately and considering leave requests from staff (Al-Refaie, 2015:293).

Concierge staff interact with guests directly and offer various services. They assist with inquiries, for example making restaurant reservations or foreseeing what guests might need. These services could range from offering a babysitting service to booking tickets for guests to attend a show. At some accommodation establishments, a concierge is an entry-level job. Some luxury hotels, however, require their concierge staff to have years of experience in the hospitality industry. A concierge has to be a problem-solver with comprehensive customer service abilities to handle difficult guests (The Balance Careers, 2019).

The survey findings confirm that in the tourism and hospitality industries there are a broad range of roles where staff may need to interact with guests. This highlights the need for all members of hospitality staff to be adequately trained in dealing with PWDs. Holston–Okae (2018:158) notes that the hospitality industry is an organisation with a "purpose to satisfy a full range of needs such food, beverages and accommodation" and it provides many jobs around the world. The hospitality industry requires frequent interaction between the guests and host and therefore the industry needs to be able to cater for the needs of a diverse group of people (Holston–Okae, 2018:158). According to Hai-yan and Baum (2006:509), people are among the most important resources for

businesses throughout the world, especially with regards to the hospitality industry which is a service-intensive industry. It is through continuous development of all hospitality staff with a focus on high skills and quality that the accommodation establishment can reach its full potential.

According to Holston-Okae (2018:158), the hospitality industry continues to be a "billion-dollar industry" dependent on guests' disposable income. This is why it is essential for the industry to enhance the effectiveness of staff performances, so that they can compete more effectively in the hospitality industry because the success and level of service offered throughout the hospitality industry to guests is dependent on staff.

5.8   Respondents' understanding and involvement in universal accessibility

In attempting to determine the perceptions of hospitality staff on universal accessibility, the respondents were asked to indicate their level of agreement with a range of Likert-type statements relating to accessible and UD. According to literature, the main barriers which PWDs encounter are insufficient physical infrastructure, lack of knowledge and training of hospitality and tourism staff, and unreliable and poor disclosure of accessible destinations and products (Camargo, Sanchez, Guajardo & Garcia, n.d.:189).

Table 5.2 presents a 5-point Likert-type measurement which was used to simplify the interpretation of the explanations for universal accessibility at accommodation establishments. In trying to understand hospitality staff's knowledge and perceptions relating to travellers with a disability, the respondents were asked to indicate their level of agreement with a range of statements relating to PWDs. The answers range from 'strongly agree' to 'strongly disagree'. The respondents could thus choose the most suitable answer from the following five descriptors: strongly agree (SA), agree (A), neutral (N), disagree (D) strongly disagree (SD).

Tables 5.2 and 5.3 indicate to what extent hospitality staff understand universal accessibility and how important they deem the issue to be.

Table 5.2: The level of understanding of universal accessibility and its importance for hospitality staff

Table					
Statement	**Level of agreement (%)**				
	SA	**A**	**N**	**D**	**SD**
Accessible tourism is an emerging market (possible niche market).	26.5	52	18.6	2	1
Disabled travellers experience more difficulties while travelling than able-bodied travellers do.	52.3	37.6	7.3	0.9	1.8
Disabled travellers have the right to experience tourism products/services to the same extent as able-bodied travellers.	74.5	19.1	2.7	1.8	1.8
The majority of our disabled travellers are foreign travellers.	4.7	8.4	46.7	29.9	10.3
It is important that there is adequate provision of additional facilities at an accommodation establishment for visually impaired travellers.	37	45	13	4	1
It is important that there is adequate provision of additional facilities at an accommodation establishment for audio impaired travellers.	34.7	45.3	14.7	4.2	1.1
It is important that there is adequate provision of additional facilities at an accommodation establishment for both visually and audio-impaired travellers.	36.3	44.1	15.7	2.9	1
It is important that there is adequate provision of additional facilities at an accommodation establishment for intellectually impaired travellers.	35	37.5	22.5	5	0.0
Disabled travellers are satisfied with the accessible tourism products/services the Winelands district currently provides.	7.3	18.3	45	25.7	3.7
Tertiary education and training facilities (such as universities, colleges and training centres) which offer courses in tourism and hospitality, should include modules/sections in the curriculum that provides guidance as to how to interact appropriately with disabled individuals.	52.3	37.8	6.3	1.8	1.8
Disabled travellers generally prefer to travel with friends, family or even employees, who can assist them whilst travelling.	45	45.9	6.3	1.8	0.9
Guide dogs are welcomed in most tourism and hospitality establishments.	18	27.9	29.7	18	6.3
Private transport systems (such as chauffeur services and Uber taxis) offer facilities and amenities to accommodate the needs of disabled travellers.	17.8	26.2	30.8	21.5	3.7
Disabled travellers are charged an additional rate due to their disabilities at certain accommodation establishments.	4.6	10.2	27.8	37	20.4
This establishment is accessible to travellers with disabilities.	22.2	34.3	22.2	19.4	1.9

The reception area has an accessible ramp for travellers with disabilities.	31.1	31.1	11.3	21.7	4.7
The doorway of the rooms is wide enough for a wheelchair.	29.9	47.7	16.8	2.8	2.8
The washbasin in the rooms is easily accessible for travellers in a wheelchair.	16	23.6	26.4	28.3	5.7
The bath/shower is disabled friendly.	17	31.1	32.1	16	3.8

As is clear from the responses to the first statement in this questionnaire, "Accessible tourism is an emerging market (possible niche market)", respondents recognise PWDs as a niche market and understand the important potential of this market in the industry. According to Kasimati and Ioakimidis (2019:34), the accessible tourism market is the largest tourist group when considering the number of disabled individuals with temporary or chronic disabilities, the increase in the elderly population and the individuals who accompany PWDs on holidays (caregiver, families and friends). Kasimati and Ioakimidis (2019:33) further state that the "desire and the special needs that this niche source market has, has contributed to the development of the model of accessible tourism."

Respondents were sympathetic towards PWDs as illustrated by the response to the second statement, "Disabled travellers experience more difficulties while travelling than able-bodied travellers" (52.3%). They recognised the basic rights of PWDs as was clear from the overwhelming (74.5%) support for the following statement, "Disabled travellers should have the right to experience tourism products and services the same as able-bodied travellers". Respondents have the desire to be inclusive and accommodate people with a variety of disabilities, including visual, audio and intellectually-impaired travellers. They feel that it is imperative to include sufficient material regarding PWDs in relevant course materials. More than half (52.3%) of the respondents supported the statement, "Tertiary education and training facilities (such as universities, colleges and training centres) which offer courses in tourism and hospitality should include modules/sections in the curriculum that provide guidance on how to interact appropriately with disabled individuals". Kim, Stonesifer and Han (2012:1315) argue that it is important that reservations staff understand common equipment which PWDs travel with while on holiday. It was also noted that PWDs prefer to communicate directly with the accommodation establishment to ensure that the facility is disabled friendly. It is therefore vital for staff to communicate effectively with regard to universal accessibility and that the accommodation establishment's website is up to date with all relevant information.

The following four statements were used to determine hospitality staff's viewpoint of PWDs who travel to the Cape Winelands district.

i)   The majority of our disabled travellers are foreign travellers.
ii)   Disabled travellers are satisfied with the accessible tourism products/services the Winelands district is currently providing.
iii)   Disabled travellers are charged an additional rate at certain accommodation establishments because of their disabilities.
iv)   Private transport systems (such as chauffeur services and Uber taxis) offer facilities and amenities to accommodate the needs of disabled travellers.

The first statement establishes whether the Cape Winelands region is popular for PWDs from other countries and 46.7% of respondents indicated that there is a balance between domestic and international travellers, while 29.9% disagreed with the statement.

Responses to the second statement indicate that there is room for improvement in terms of products and services rendered to disabled travellers. A significant 45% of respondents did not feel that satisfaction in this area was particularly good or bad, 25.6% felt that the level of satisfaction was high, while 29.4% believed services to disabled travellers were insufficient.

On the third statement, the majority indicated that there is no financial discrimination against disabled travellers as they are not charged extra rates due to their disability, despite the fact that these travellers may require special facilities in their rooms. In terms of the fourth statement, transportation, the majority of the respondents remained neutral, which meant that they believed the level of inclusivity with regard to transport was acceptable for disabled travellers and did not need improvement.

Based on these results, it is considered that the Cape Winelands region is accessible to PWDs but there is room for improvement. The present time is a good time to invest in accessible tourism in the Cape Winelands district to attract more foreign disabled travellers. Kasimati and Ioakimidis (2019:34) maintain that all the research confirms that accessible tourism has the potential to be one of the fastest-growing tourism market segments. Kasimati and Ioakimidis (2019:40) further elaborate that for PWDs to choose a destination, it is not only essential for them to find an accommodation establishment that is accessible and that meets their requirements but the neighbouring facilities, restaurants and venues should also be accessible. Therefore, it is

important for frontline hospitality staff to be aware of the demands for UD and accessible environments.

The evenly weighted responses on the adequacy of facilities regarding the needs of PWDs indicate that there is room for growth in this niche market. Kasimati and Ioakimidis (2019:37) indicate that PWDs are far more likely to take longer trips and become (and remain) loyal clients if they receive excellent service. They are also more likely to write good reviews and comments on social media and on the website of the accommodation establishment, which will attract more guests (Kasimati & Ioakimidis, 2019:37). Considering that PWDs usually travel with companions, this indeed confirms the huge economic potential the relevant upgrading of facilities and services has for this market. Kasimati and Ioakimidis further elaborate that PWDs generally prefer not to travel alone and are usually accompanied by a caregiver, family member, or friend. The research statistics indicate that 50% of disabled tourists arrange travel through a company that specialises in PWD travel, 20% travel with a family member and 20–25% travel with a companion, while only a small percentage of approximately 5–10% travel alone and this tendency will largely be determined by the disability experienced. PWDs tend to travel in low season during reduced tourist seasonality (Kasimati & Ioakimidis, 2019:37).

Some PWDs travel with canine support instead of human companions. A combination of 45.9% of respondents strongly agreed and agreed with the statement that guide dogs are welcome in most tourism and hospitality establishments. Based on this result, with not even half of the respondents indicating agreement, it is clear that there is room for improvement in the Cape Winelands district in this area. Service/guide dogs are defined as "animals that are individually trained to work or perform tasks for persons with disabilities" (Takayanagi & Yamamoto, 2019:2) and play a vital role in the disabled travel market. They can assist individuals who have disabilities such as visual and/or hearing impairment and mobility issues (Takayanagi & Yamamoto, 2019:2). PWDs who own a service dog have the right to be accompanied by their dog in public but at times they experience obstacles such as entry to restaurants, accommodation establishments and shops that do not allow a dog in their facility (Takayanagi & Yamamoto, 2019:2). Randle and Dolnicar (2019:283) state that accommodation establishments are often unaware of their legal responsibility to accommodate a service dog. Individuals with certain disabilities depend on their service dog, which is specifically trained to assist them with daily tasks. Accommodation establishments are legally required to provide access for the service dog and their owners. Many accommodation establishments have strict no-pet policies, not knowing that service dogs are exempt from their no pet house rule. Research indicates that PWDs who own a service dog

believe that the dog gives them confidence, security and friendship. Disability Info South Africa (2019) state that guide dogs who accompany visually impaired travellers in their day-to-day life offer them more flexibility and the disabled traveller does not always need a human escort. Disability Info South Africa (2019) also report that people who own a service dog "are more willing to go places and feel a sense of independence."

The majority of the respondents indicated that the reception area and doorways of their employers are accessible to PWDs, particularly to wheelchair travellers but a few respondents indicated that when PWDs enter their rooms they struggle with the bathroom facilities, e.g. washbasin, bath and shower, which are not well enough equipped for disabled travellers. Therefore, accommodation establishments should think beyond the reception and main areas and ensure that all facilities should meet the requirements when advertising themselves as disabled friendly. According to Randle and Dolnicar (2019:284), properties sometimes advertise themselves as wheelchair accessible but they are "not completely wheelchair functional". For example

> "...a property has a widened entry door, a toilet set out from the wall and a grab rail in the bathroom but the vanity in the bathroom is too high to use from a sitting position and the shower does not have a grab rail and shower chair. In addition, the bathroom and shower floor have glossy tiles which is a slipping hazard for someone already not steady on their feet. In such a case it is not technically inaccurate to say the property is wheelchair accessible. In reality, however, it is significantly lacking in term of being truly accommodating in all aspects for someone in a wheelchair".

Some physical barriers of an accommodation establishment cannot entirely be modified. Not all physical obstacles can be completely removed, however, some improvements can be made, e.g. avoid loose carpets or floor mats which might be slippery or cause individuals to trip, install handrails in the bathroom, install lights with a dim switch, which can be dialled to the highest level to facilitate visually impaired travellers. Most of these modifications are relatively easy and inexpensive (Randle & Dolnicar, 2019:286). It is the disabled travellers' responsibility to ask the host the right questions when making a reservation to ensure that the establishment will meet their requirements to avoid disappointment from the customer (Randle & Dolnicar, 2019:286). Randle and Dolnicar (2019:287) further state that the following are some points which accommodation establishments should check when advertising themselves as accessible:

- Step-free access to the accommodation establishment with well-lit and even path to the entrance;
- Wide hallways and doorways throughout the establishment (at least 91cm);
- Wide access to the bed and accessible bed;

- Step-free access into the bathroom with grab bars for the toilet and shower and shower chair;
- Accessible-height toilet;
- No steps in the public areas;
- Disabled parking space; and
- A pool hoist.

Table 5.3: The level of understanding of universal accessibility and its importance for hospitality staff

Statement	% responses	
	Yes	**No**
Have you at any point in your career, received training which enabled you to deal specifically with disabled travellers?	25.9	74.1
Is the accommodation establishment adapting their amenities / services to accommodate disabled travellers?	65.7	34.3
Does the accommodation establishment advertise their products/services as "accessible"?	57.4	42.6
Have you received any complaints from disabled travellers regarding their experience at the accommodation establishment?	28	72
Are you comfortable with providing services to disabled travellers?	86.9	13.1

Table 5.3 reflects the direct questions asked and the frontline respondents had to answer with a 'yes' or 'no'. The majority of the respondents stated that they had never received any disability awareness training (74.1%), which is a matter of concern, especially since the staff are employed in an industry where they need to provide excellent customer service. Hai-yan and Baum (2006:516) state that a key element for any organisation to attain competitiveness is to invest in staff and improve their workforce skills. The results of the survey showed that most respondents were unable to assist PWDs as they lacked the necessary skills. However, the majority of respondents indicated that they felt confident and comfortable in providing services to PWDs (86.9%). There seems to be a discrepancy between the level of training employees in the hospitality industry in the terms of disability training and their level of confidence in dealing with PWDs. It would be valuable to investigate this issue further from the disabled traveller's point of view to establish whether the employees really are so naturally gifted to deal appropriately with PWDs or whether they have a false idea of their professionalism and abilities.

Further survey data suggests that the respondents had a reasonable understanding of the concept of UD and 65.7% believed their work establishments were adapting appropriately and positively by making the necessary changes to become more accessible. It is important that hospitality staff are trained on the laws and regulations when accommodating PWDs (Randle & Dolnicar, 2019:287). The majority of the establishments surveyed advertised themselves as "accessible" (57.4%). This indicates a realisation of the importance of universal accessibility and positive change in the industry. It is important for accommodation establishments to be aware that PWDs depend strongly on relevant and accurate information about a destination's physical and built environment. It becomes problematic when the information which they receive directly from the establishment or from a website, is misleading or incorrect as they rely on the information regarding access to the facilities and services (Randle & Dolnicar, 2019:280). Randle and Dolnicar (2019:287) suggest some approaches to overcoming communication and information barriers, which include a more detailed description of the establishment's facilities on websites and adding images so that PWDs can clearly see the precise setup of the public areas and rooms. It is noted that the respondents (42.6%) indicated that they do not advertise their products and services as "accessible", which could lead to a hypothesis that some accommodation establishments might be able to accommodate PWDs but they do not want to take the liability of accommodating PWDs in case something should happen to them on the premises. Randle and Dolinar (2019:284) add that some accommodation establishments tend not to accept PWDs because they are not fully aware how to accommodate their specific requirements and they "are concerned about doing the wrong thing and either breaking the law or offending someone". Hosts are concerned about the liability and safety of PWDs on their premises, that PWDs might injure themselves while staying at their establishment (Randle & Dolinar, 2019:283). Research indicates that some properties prefer not to accommodate PWDs because some of their equipment causes damage to the establishment, for example a traveller in a wheelchair might cause damage to the doorways and the interior of the room (Randle & Dolinar, 2019:283).

The great majority of the respondents (72%) indicated that they have not received complaints from PWDs staying at their establishments, which indicates that in general, PWDs are satisfied with accessible facilities at the accommodation establishments in the region. This is a positive aspect as PWDs will inform their friends about the good service they received and will most likely return to the establishment and become a repeat client (United Spinal Association, 2019). Kasimati and Ioakimidis (2019:37) support the United Spinal Association's statement that PWDs are more likely to take longer holidays, are more loyal customers and most likely write positive

reviews and comments on websites dedicated to accessible travel, which will assist other disabled travellers when searching for accommodation. Research indicates that accommodation establishments which have adapted to meet the needs of PWDs, including "better accessibility in physical design, more disabled-friendly rooms and better staff interactions", would benefit from PWDs as "being disability-friendly equates to greater customer loyalty and thus to higher occupancy levels" (Kim *et al.*, 2012:1317).

5.9 Hospitality staff's level of understanding with regard to travellers with a disability

Table 5.4 below illustrates the level of understanding of the respondents with regard to their own knowledge and experience with PWDs within the hospitality industry.

Table 5.4: Hospitality staff level of understanding of travellers with a disability

Statement (% responses)						
	SA	A	N	D	SD	
It can be challenging accommodating disabled travellers	18.3	55	14.7	9.2	2.8	
Disability awareness training will give staff more confidence to better assist travellers with a disability	47.7	47.7	4.7	0.0	0.0	
Certain staff should be able to communicate with travellers who are sensory impaired (deaf)	34.3	41.7	20.4	3.7	0.0	
Staff should be trained in safety and emergency care regarding travellers with a disability in case of emergencies.	54.1	41.3	4.6	0.0	0.0	
Some disabled travellers do not report their disability while making a reservation as they assume the hotel might not accommodate them.	13.1	35.5	36.4	11.2	3.7	
There is a gap in the quality of services offered to travellers with a disability in comparison with able-bodied travellers	16.7	37	26.9	13	6.5	
The disabled market is an economic potential for the tourism industry in South Africa	23.6	35.8	34.9	5.7	0.0	

Most respondents indicated that working with disabled travellers can present challenges in the tourism industry. The findings underscore the value of disability awareness training to provide hospitality staff with the necessary knowledge to confidently deal with disabled travellers as 95.4% of respondents (Agree and Strongly Agree) supported this perspective. It is important for hospitality staff to know when and when not to assist PWDs, for example some people rely on their arms for balance and assisting them could throw them off balance. Hospitality staff should not touch PWDs on their head or wheelchair, cane or scooter as PWDs often consider their equipment "part of their personal space" (United Spinal Association, 2019). Hospitality staff should respect PWDs' equipment and privacy and treat them in the same manner as they do non-disabled travellers. Furthermore, hospitality staff should speak directly to PWDs and not ignore them by speaking only to their companion (United Spinal Association, 2019). Relevant training includes being able to handle emergency situations and having at least some staff members who are equipped to assist guests in sign language if needed. The primary determining factor for PWDs when planning their holiday is to find accommodation establishments that properly meet their requirements (Darcy & Pegg, 2011:468). "If staff themselves are ill prepared to provide appropriate customer service then customer needs cannot be adequately addressed" (Darcy & Pegg, 2011:474). The hospitality industry is a 24/7 industry which demands good problem-solving skills and is able to handle disasters (Peshave & Gupta 2017:162). According to Kim *et al.* (2012:1317), most hospitality staff experience fear when they interact with PWDs. However, with adequate training staff can significantly reduce this fear and make PWDs "feel welcome and make their travel experience a positive one".

Many respondents (48.6%) agreed that "Some disabled travellers do not report their disability when making a reservation as they assume the hotel might not accommodate them" (Randle & Dolinar, 2019:283). This can cause frustration to hospitality staff as they cannot prepare to meet the required needs of the disabled traveller fully. Randle and Dolinar add that some accommodation establishments openly decide not to accommodate PWDs to avoid any liability as they are scared about the guest's safety, which is discrimination against PWDs. "Hosts report being stressed and worried about guests with physical impairments potentially injuring themselves while staying at their properties, or not being able to evacuate in the case of emergency" (Randle & Dolinar, 2019:283). Randle and Dolinar add that many guests are unwilling to reveal their disability for fear their reservation will be refused, which is problematic to the accommodation establishment as they cannot properly prepare for the disabled traveller, or they cannot inform the traveller before arrival that the establishment is not suitable to meet their requirements.

The respondents indicated that they perceived a difference in how PWDs are treated in comparison to able-bodied travellers and that there is room for improvement in terms of creating a non-discriminatory environment. This is especially important as respondents mostly agreed that PWDs present economic potential for the South Africa tourism industry. Kim *et al. (*2012:1312) argue that PWDs will return to the same accommodation establishment if they receive good customer service and their needs are met during their stay.

Thompson (2012) captured the spending of domestic and international markets in South Africa for September 2011, showing that R5.5 million was added to the GDP in 2011 when almost 680 000 disabled travellers and their companions travelled in South Africa. This information reveals how important the PWD grouping is for tourism and the economy in South Africa. This is presented in Figure 5.6 below.

Demand side study   September 2011

EXISTING / CURRENT SIZE OF THE MARKET	DOMESTIC MARKET	INTERNATIONAL MARKET
	NUMBER	NUMBER
PERSONS WITH ACCESS NEEDS		
NUMBER OF INDIVIDUALS	333,109	120,138
NUMBER OF COMPANIONS / ASSISTANTS	166,555	60,069
NUMBER OF TRIPS	499,664	180,207
SPEND PER ANNUM (R)	1,299,125,100	2,342,686,320
ELDERLY		
NUMBER OF INDIVIDUALS	272,294	30,034
NUMBER OF COMPANIONS / ASSISTANTS	136,147	15,017
NUMBER OF TRIPS	408,441	45,052
SPEND PER ANNUM (R)	735,193,800	585,671,580
FAMILIES WITH SMALL CHILDREN		
NUMBER OF INDIVIDUAL FAMILIES	239,847	
NUMBER IN FAMILY GROUP	599,618	
NUMBER OF TRIPS	839,465	
SPEND PER ANNUM (R)	623,602,200	
TOTAL SPEND PER ANNUM OF ALL GROUPS	2,657,921,100	2,928,357,900
TOTAL SPEND OF DOMESTIC AND INTERNATIONAL ACCESSIBLE TOURISTS (R PA)	R5,586,279,000	

Figure 5.6: Demand side of domestic and international travellers with disabilities in South Africa
Thompson (2012)

5.10 Additional training which hospitality staff are willing to attend to accommodate disabled travellers

Table 5.5 shows the willingness of staff to attend disability awareness training.

Table 5.5: Additional training which hospitality staff are willing to attend to accommodate disabled travellers

Statement	(% responses)	
	Yes	No
Would you attend conferences focusing on disability awareness training?	95.4	4.6
Training regarding children with autism	85.2	14.8
Assisting travellers with wheelchairs/mobility aids	96.3	3.7
Communicating effectively with travellers with a disability	97.2	2.8
Guiding and orientating travellers who are visually impaired	96.3	3.7
Training in sign language to communicate with hearing-impaired travellers.	90.7	9.3

Most respondents (97.2%) indicated that they would attend relevant training to be better able to assist PWDs, including training related to communication with PWDs. According to Wakelin-Theron (2014:1), the South African tourism industry is experiencing a shortage of critical skills and tourism graduates are not properly prepared when they enter the tourism industry. Wakelin-Theron adds that in today's (2014, and equally in 2019) difficult work environment, knowledge of an academic topic is no longer sufficient and it is essential for graduates to develop abilities to improve their chances of finding employment. Hence, it is essential that tertiary institutions include in their tourism-related programmes, subjects which contribute towards the development of employability skills, to decrease youth unemployment in South Africa (Wakelin-Theron, 2014:1). Existing educational standards are not always applicable to training productive tourism personnel. The tourism and hospitality industries require staff who are able to multi-task and handle stressful situations but the education system does not always equip learners with these skills. Hai-yan and Baum (2006:517) argue that employee skills are a crucial operational tool as service determines the success of the hospitality industry. The hospitality industry is highly competitive and it is the

level of service provided by staff that distinguish accommodation establishments from each other and which will lead to repeat business and increased profitability (Hai-yan & Baum, 2006:517).

Kim *et al. (*2012:1312) found that some PWDs feel that they receive insufficient attention from hospitality staff because some staff are not able to communicate with them accurately. Appropriate disability awareness training will equip hospitality staff to offer excellent customer service to PWDs and capacitate them to understand disabilities such as mobility impairment, visual impairment, hearing impairment and ability impairment, including learning difficulties (People First, 2019). Hospitality staff should be trained in using suitable language when referring to PWDs (using the right terminology) and to be able to interact efficiently with PWDs. Kim *et al. (*2012:1316) state that disability and sensitivity training should concentrate on combining the requirements of PWDs with the relevant service needed, for example, when hospitality staff need to communicate with a person who is deaf and/or blind. Hospitality staff must be creative and understand that guests with disabilities are different in how they are accommodated (Kim *et al.*, 2012:1316). Frontline hospitality staff should be able to understand their own emotions, biases and misconceptions when serving PWDs and be aware of facilities available in areas which are accessible to PWDs, including accommodation, attractions, transport and restaurants (People First, 2019). Hospitality staff should be aware of the establishment's own facilities and equipment and whether they are equipped to accommodate PWDs (People First, 2019). Kim *et al. (*2012:1312) recommended that to enhance the quality of service and present policies and procedures for PWDs, they implement the following recommendations in the hospitality industry:

- Improve training for supervisors and employees who communicate with guests on a daily basis to meet the unique requirements of PWDs;
- Have excellent understanding of accommodation establishment equipment and facilities that pose potential barriers to guests; and
- Create efficient communication sources (for example, advertising, website and pictures) for guests.

Kim *et al. (*2012:1312) further suggested a unique disability awareness training for hospitality staff to interact with PWDs in a natural manner. If hospitality staff participated in simulations that have the staff use "wheelchairs, walkers, gloves, ankle weights, blindfolds and silencing headphones designed to simulate common disabilities", it would allow them to experience how life for a disabled person feels.

5.11   Respondents' personal remarks

The surveyed respondents were asked to add any comments with regard to the questionnaire. (Question: If you wish to add anything you consider relevant to this study which has not been addressed, please include it here).

The following remarks were added by some respondents.

"Don't think that the catering for disabled is a "right" thing to do. It's a nice thing to do and possibly a selling point. The training is an interesting idea—a bit difficult time wise. The hotel must choose to what degree it wishes to cater for the disabled."

"Establishments should be open to employing staff members with disabilities as well."

"Feeling pity or sympathy towards the disability might make them uncomfortable. Of course, it is good to give them extra care and the help they need before they ask for it but in a way that they their self as well as wellbeing."

"Find the study very useful, it will be most advantage and beneficial to the tourism industry if more awareness training would be frequently done to ensure effectiveness in dealing with disabled travellers each time and again so that they will be accommodated comfortably anywhere they go."

"Hosts are not doing enough for guests with disabilities and these guests have no voice yet. Putting a ramp up here and there is not enough, all facilities should be accessible e.g. pool, gym, restaurants etc. I think we all have to make sure as a restaurant or bistro that we serve everybody like we are the same."

"If anything, staff should receive "sensitivity" (training) when dealing with disabled guests. Our industry should also focus on employing people with disabilities."

"Not all people have the personality to work with people with disabilities, this must be considered when appointing staff at an "accessible establishment."

"Nothing to add, disability should be more of a concern."

"Only one room is disabled friendly at this lodge."

"Referring to Table 3 no 6 (There is a gap in the quality of service offered to travellers with a disability in comparison with able-bodied travellers) writing is an effective way to communicate, however tedious but yes, communication training would be a help, not a necessity."

As confirmed by the tabled results of the questionnaire, as well as the comments above, some members of frontline staff felt that not all accommodation establishments needed to cater for PWDs and that training might be a waste of time. However, the majority of respondents felt that disability awareness training was necessary and an important consideration and that more should be done in the tourism industry to accommodate PWDs. More than one respondent commented

that it might be valuable for an accommodation establishment to employ staff with a disability/ies in the hospitality industry. Considering the wide range of employment possibilities in this industry, there are many positions for which PWDs could be considered, for example back of house, rooms division and accounts department. Having disabled employees could contribute towards the value of the accommodation establishment by making disabled guests feel more comfortable and at ease, creating a location of choice for disabled travellers. Paez and Arendt (2014:177–178) report that employing individuals with disabilities in the hospitality industry offers advantages to both employees and employers. Employing disabled people could be a practical solution for managers seeking diversification in their workforce by acknowledging diversity in the work environment, which includes different genders, cultures, races and employees with disabilities. Paez and Arendt add that research has shown that hospitality work schedules are ideal for employees with disabilities since hotels and restaurants frequently look for part-time staff.

According to Paez and Arendt (2014:182), there are many challenges which can be seen as positive or negative when hiring PWDs. Paez and Arendt add that research indicates that some advantages from employing PWDs include stability, help with skills development, dedication, loyalty, enhanced civic skills, decreased social isolation, duty devotion, increased life satisfaction and increased income. Houtenville and Kalargyrou (2014:1) found that PWDs "are a substantial portion of the workforce and have lower turnover rates, fewer absences and positively contribute to a diverse corporate culture." Co-workers who had worked with PWDs mentioned that they had uncontained excitement about their job, which is one of the positive aspects when working with PWDs (Paez & Arendt, 2014:182). Paez and Arendt add that benefits for the organisation may include funds for disability awareness training programmes, national and provincial assistance, tax credits, workforce diversity, long-term employment and consistent attendance. However, discrimination with regards to attitudes and stereotypes against PWDs appears to continue as a serious problem, despite the efforts mentioned with regards to the benefits of hiring PWDs. Houtenville and Kalargyrou (2014:2) report that employers should take serious note of the job requirements for dealing with PWDs when assigning positions to workers with certain disabilities. Some examples are tasks that include speech are not ideal for employees with certain language and speech disabilities, carrying and lifting heavy loads may not be ideal for employees with orthopaedic disabilities, activities involving direct customer interaction may not be suitable for employees with certain mental disabilities, tasks that involve sight may not be appropriate for employees with vision-related disabilities. Houtenville and Kalargyrou add that in view of this it is important to align workers with the specific job requirements. When employing PWDs, companies

in the hospitality industry are likely to experience challenges related to the "nature of work" and productivity and the cost to the accommodation establishment regarding challenges related to the behaviour of customers, co-workers and supervisors (Houtenville & Kalargyrou, 2014:2). PWDs are often neglected or ignored and "they report being treated as second class citizens", with reactions from others aimed at the individual's disability (Randle & Dolnicar, 2019:280). Randle and Dolnicar add that some people treat PWDs as if they are unable to perform any task, they make offensive comments about their disability and offer inappropriate assistance.

The Park Inn by Radisson in Newlands, Cape Town is the world's first hotel with deaf employees, employing 30 hearing and deaf-impaired employees. Deaf employees at this hotel have various duties across all departments, ranging from transportation to maintenance, through housekeeping, security and reservation, unlike many hotels in the industry where hearing impaired employees are mainly employed at the back of the hotel (Park Inn, 2019). This hotel provides an excellent opportunity to break the barriers for deaf people. One of the employees at the hotel stated, *"It's very difficult to find a job when you are deaf. I feel I've been given a chance here"*. The Radisson Hotel Group states on their webpage that they are dedicated to diversity and employ employees with a "Yes, I can" attitude (Park Inn, 2019). They strongly believe in educating their staff to develop their skills, which was the situation with their deaf employees, as none had any work experience within the hotel industry. Other non-disabled employees at the hotel got the opportunity to interact firsthand with deaf people and also got used to sign language, which improved their skills for a future in the hospitality industry. "Sign language is not just about using your hands but also facial and body language to get the message across" (Park Inn, 2019).

It is important to keep in mind — as pointed out by one of the respondents — that not all people have the capacity or personality to engage with PWDs appropriately. Accessible establishments should bear this in mind and invest in appropriate training to best equip their staff. According to Kim *et al. (*2012:1311), the increasing number of PWDs has a major impact on the hospitality industry and as this demographic increases, more accommodation establishments will be needed to meet their requirements.

5.12   Summary

This chapter presented the research data and analysed responses that were received from the questionnaires, in the format of figures and tables. These results strongly suggest that frontline staff in accommodation establishments recognise the importance of an inclusive, accessible environment and that steps need to be taken to better accommodate PWDs. Most of the

respondents were willing to partake actively in the process of effecting change by attending appropriate training and encouraging relevant changes in their respective establishments.

The data indicate that most people in the hospitality industry start working in tourism at a very young age and do not yet have the required training or experience to assist PWDs. It is therefore important to have appropriate supportive programmes available to aid employees and provide the appropriate training to develop their skills in such a way that will build confidence and equip them for a long and successful career in the industry. Hai-yan and Baum (2006:516) state that:

> "...with rapid development of tourism and the globalisation of services, it is important for all employees to grasp not only the skills needed at present but also skills to be used in the future".

The hospitality industry is known to have a high staff-turnover rate due to different reasons but appropriate training and development may influence staff job satisfaction and eventually encourage them to stay longer (Holston-Okae, 2018:164). Education and training is required for hospitality staff to "promote success in working with PWDs" (Paez & Arendt, 2014:174). "Education is acknowledged as key to improving social attitudes toward people with impairments" (Randle & Dolnicar, 2019:280). A significant aspect of the hospitality industry is to keep staff motivated as it is key to retention of staff through frequent communication between staff and guests (Holston-Okae, 2018:166). The greater the motivation level of staff, the happier they are, the more productive they can be in interaction with the guests and the better service guests receive, which leads to overall improvement in organisational performance (Holston-Okae, 2018:166). Staff in the hospitality industry do not sell a product but an experience, which may leave an everlasting impression on guests that could persuade them to return to the accommodation establishment (Holston-Okae, 2018:166).

This is a niche market with enough room for expansion to contribute positively to the economy in South Africa. It is reassuring to see that the data confirm that participants in this industry are eager to grow this sector and expand opportunities to include everyone, including PWDs. However, given the high turnover of staff in the hospitality industry, it is essential that new and current staff receive adequate orientation training, including on disability awareness, which could mitigate the major problem of staff turnover in this industry (Darcy & Pegg, 2011:474).

Chapter Six uses these insight and outcomes to make beneficial suggestions to support disability training for hospitality staff in the Cape Winelands region.

CHAPTER SIX
CONCLUSIONS AND RECOMMENDATIONS

6.1   Introduction

This chapter summarises the aim and study objectives, draws conclusions and, based on the findings, makes recommendations on areas that require further research .

The aim of the dissertation was to investigate the present knowledge and skills of frontline hospitality staff and their understanding and attitudes towards PWDs in the tourism industry. Further aims were to determine the accommodation/service requirements, how hospitality staff and the tourism industry in particular will benefit from disability awareness training, the economic benefit of disabled travel as a niche market in the growing tourism segment and the importance of accessible and UD for a destination.

Reviewed literature suggests that further investigation is required into the travel behaviour of persons with a disability as a market segment because most people will develop some form of disability as they grow older and people tend to live longer as medical research enhances the human lifespan. It is therefore very important to ensure that the tourism environment is accessible for PWDs, which will enable them to engage in tourism on an equal basis with non-disabled travellers.

The research objectives were scrutinised using a quantitative approach and the target group was hospitality staff working at accommodation establishments in the Cape Winelands district. Only a few accommodation establishments were available in the study area and they were selected by grouping (clustering) job-descriptions. A simple convenient sampling was used as only willing participants were approached to complete the questionnaire. The respondents were briefed by the researcher about the purpose of the study.

Conclusions drawn from the study findings presented in Chapter Five and the literature reviewed in Chapters Two and Three are presented in the following section.

6.2   Conclusions

The research objectives and conclusions are discussed and summarised below.

6.2.1 Objective One

Considering the economic potential of the disabled market for the South African tourism industry

The study objective that aimed at examining the economic potential of disabled tourism for South Africa has been met. The research findings revealed that the disabled tourism market is a growing niche market. The demand for accessible facilities and services will increase in the foreseeable future as people tend to live longer because of enhanced medical science.

The respondents' perceptions of accessible tourism as an emerging niche market were positive and the results show that 78.5% agreed with this statement. The majority of the respondents indicated that PWDs prefer to travel with a partner, such as a friend, family member, or caretaker to assist them with their daily tasks, which increased their cost of travel and contribution to tourism income. However, when the respondents were asked if the disabled market offered economic potential for the tourism industry in South Africa, 34.9% of them remained neutral on the statement, which leads to the conclusion that there is uncertainty among hospitality staff regarding the growing potential of this market segment in South Africa.

Darcy and Pegg (2011:468) reported that if PWDs struggled to obtain appropriate accommodation that met their access requirements, they would search for a different destination or not travel at all. Based on these results, the conclusion is that it is an ideal opportunity for South Africa to take advantage of this market segment because disabled travel is a growing market that has potential economic benefits for the country.

6.2.2 Objective Two

Establish whether universal accessibility (UA) is applied in the Cape Winelands industry

The study met this objective. A series of statements were put to the respondents about accessible tourism in the Cape Winelands district. The results indicate that hospitality staff have a good understanding of UA.

The majority of the respondents felt that PWDs should experience tourism products and services in the same way that non-disabled travellers do. Most of the respondents indicated that the accommodation establishments where they work are accessible to PWDs. They stated that doorways, rooms and bathrooms were wide enough for a wheelchair and that the reception areas had accessible ramp for PWDs. However, 28.3% indicated that the washbasins in the rooms were not accessible to travellers in wheelchairs. Despite this predominantly positive perception of

facilities for physically disabled travellers, respondents strongly agreed that accessible tourism products and services were not fully compliant in terms of disabilities, such as visually and audio impairments. In spite of this awareness, the majority of respondents agreed that adequate provision for these travellers was imperative

Based on these results, the conclusion is that the Cape Winelands offers a variety of tourist attractions and accommodation establishments appropriate to PWDs. However, more can be done to facilitate a wider range of disabilities at the accommodation establishments, such as visual alert signallers for hearing impaired travellers in case of an emergency, Braille symbols for visually impaired travellers, e.g. next to light switches and on relevant remotes. If an accommodation establishment advertises themselves as disabled friendly, then all the necessary requirements should be met for accessibility.

6.2.3   Objective Three

Establishing the importance of knowledge of, and education/training programmes in the hospitality industry on travellers with a disability

Based on the literature reviewed and the study data, disabled tourism would only be possible if specific disabled-orientated training was provided to all sub-sectors of the travel industry to equip staff to interact with PWDs. If frontline staff have not dealt with PWDs before they will be more likely to behave in an inappropriate manner (Darcy & Pegg, 2011; Cengiz, 2016). Olya *et al. (*2017:450) state that PWDs prefer to be hosted by someone who is comfortable in dealing with them.

The data indicated that the majority of the respondents (74.1%) had never received disability awareness training. However, 95.4% stated that they were more than willing to attend training if it was offered to them so that they could communicate more effectively with PWDs and know how to assist them in a professional manner. The respondents were asked if they would attend training if it was offered and the following responses indicated the eagerness of the respondents to receive the appropriate training:

- How to communicate with children with autism (85.2%);
- Assisting travellers with wheelchairs/mobility aids (96.3%);
- Communicating effectively with travellers with a disability and visually impaired (97.2%);
- Guiding and orientating travellers who are visually impaired (96.3%); and
- Training in sign language to communicate with hearing impaired travellers (90.7%).

Based on these findings, the conclusion is that there is a desire from frontline hospitality staff to offer PWDs good service, however, they want to receive the necessary training that will empower them to deliver the necessary services to PWDs effectively. The desire to acquire the necessary skills is there. Private and public tourism sectors should therefore pay attention to hospitality staff to equip them to communicate with PWDs. Supporting staff in this manner will add value to the service which is offered by accommodation establishments.

6.2.4 Objective Four

Establishing the perceived challenges by the hospitality industry

The study met the objective. The majority of the respondents indicated that they had not received any form of disability training which would enable them to deal with PWDs. They were placed in uncomfortable situations as they did not always know the appropriate terminology when approaching PWDs. They unknowingly could easily offend a disabled traveller in the way they communicate, which includes ignoring the disabled traveller and only communicating with his/her non-disabled companion.

The challenge becomes even greater when travellers fail to inform the staff of their disabilities beforehand. This disempowers employees as they cannot adequately prepare to meet disabled guests' needs appropriately. This problem is exacerbated when the establishment is not UA.

In conclusion, to provide high quality customer service requires understanding of PWDs individual needs so that they are treated in the same way as non- disabled travellers (Darcy & Pegg, 2011:475). This clearly is still an ongoing challenge for many employees in the hospitality industry. Fortunately employees are eager to broaden their knowledge in this field if given the opportunity.

6.2.5 Objective Five

Making recommendations for the improvement of disability awareness programmes in the hospitality industry.

Based on the study data and the analysis done in Chapter Five, the following recommendations are suggested.

6.3   Recommendations

Recommendations presented in this chapter are based on the research findings discussed in the previous chapter and the literature reviewed in Chapters Two and Three. The recommendations should assist tertiary tourism and hospitality institutions to include disability/sensitivity awareness training in their curricula. These recommendations should also benefit tourism providers, tourism establishments, as well as Wesgro and Cape Town Tourism, who promote the Winelands region.

The findings revealed a lack of disability awareness training in the tourism industry. It is therefore vital that all travel practitioners, such as hospitality staff, tourist guides and support staff be educated/trained to deal with PWDs. It is essential that they attend workshops that specialise in disability/sensitivity training. The study further identified problem areas in tour operators and travel agents' product knowledge about tourism facilities and accommodation establishments, which provide PWDs with the accurate information about attractions, activities and accommodation establishments that will meet their requirements. Travel agents and tour operators should be fully aware of the different categories of disabilities (physical, mental, visual and hearing). It is recommended that they ask their clients to complete a questionnaire to establish their specific needs. Attention to every small detail is essential. Tour organisations should be informed that disabled travellers are a niche market and should cater more for them. Tour organisations should schedule tours aimed at travellers with a disability.

Many barriers faced by PWDs are due to the negative attitude of hospitality staff towards them. It is therefore essential to provide training to improve the skills of the hospitality staff. Information on accessibility of premises, equipment and services must be made available at the accommodation establishments. The study data also revealed that many PWDs did not travel as they were uncertain whether the establishment or tourist facility would be able to meet their requirements. A travel voucher scheme or discounted rates for PWDs and their family, friends and carers could be offered to encourage them to travel.

As noted in the findings, the Cape Winelands could be ranked as moderate to good as an accessibly friendly destination for PWDs. Dimou and Velissariou (2016:117) argue that making tourism more accessible is not only a social responsibility but it could boost tourism's competitiveness. It is therefore recommended that tourism establishments in the Cape Winelands region are made aware of the economic potential of disabled travel as a niche market. This initiative should be implemented by sending a tourism representative to the establishments to raising awareness of this growing niche market in the industry. Ways should be introduced to

promote, adapt and design tourism products and services to meet the requirements of PWDs. In addition, infrastructure and transportation facilities in the Cape Winelands should be developed so that they are accessible to all. Adequate provision should be made at tourist attractions in the Cape Winelands region for visually and audio impaired travellers.

6.4   Limitations of the study

Several obstacles were encountered that hindered this study, which are discussed below.

Firstly, some of the accommodation establishments in the Cape Winelands region did not want to participate in the study due to a shortage of staff and their staff not having the time to complete the questionaire. This made the establishment of a study population problematic as the study was with frontline staff and not specifically about the accommodation establishment.

Secondly, some of the accommodation establishments were not equipped to accommodate people in a wheelchair and felt that the research would not benefit them even though the researcher explained to them that the study was not just about people in a wheelchair. The frontline staff were also unwilling to comment on working with PWDs.

Lastly, a few of the accommodation establishments that agreed to participate in the study did not complete all the questionaires.

6.5   Future research

This research presented a basis for evaluating the insight of frontline hospitality staff in the Cape Winelands district and their experiences of dealing with PWDs. Future research should be undertaken to investigate the needs of travellers with a disability to broaden the body of knowledge of this niche market. Surveying PWDs would provide greater insight to enhance the Cape Winelands districts' tourism industry, as PWDs would probably mention a few interesting points that were not captured in this study.

Other areas for future research include:

- How to improve accessibility and UD in South Africa so that everyone participating in tourism would be accommodated on an equal basis. This could start with the most frequented tourism attractions, such as the Cape Winelands region and Cape Town City bowl.

- How to improve education and training of hospitality staff to interact and communicate with PWDs. Supplementary disability awareness workshops and additions to curriculums could be considered.

- The benefits of employing PWDs in the tourism industry. This could make tourism more attractive to prospective disabled travellers and grow this niche market.

- Developing user-friendly websites for PWDs. Visually and hearing impaired travellers struggle with online interfaces.

- Investigating and understanding the specific requirements of PWDs. By understanding their unique needs the better the sector can accommodate them.

- Exploring the social and economic benefits of accessible tourism. As established, this is a niche market of which its growth opportunities still need to be explored.

- Investigating tourism infrastructure and transportation to ensure they meet the needs of PWDs. If UD become more commonplace tourism can be more inclusive of all people regardless of their physical limitations.

6.6   Concluding remarks

The study determined the perceptions of hospitality staff (especially the frontline staff) of travellers with a disability to establish the overall need for disability awareness training and the importance of accessible tourism at a destination. In addition, the research investigated the skills, knowledge and experience of hospitality staff of PWDs to determine whether appropriate training in this sector would benefit hospitality staff, to enhance their confidence levels when interacting with PWDs. The study also explained the importance of accessible tourism and UD for a destination and the economic benefits it could offer.

The objectives of this research were accomplished, after reviewing the literature, surveying the respondents and analysing the results. The study concludes that disability awareness training is essential in the hospitality industry and that the tourism industry in South Africa would benefit from disabled travel as a market segment. The results reveal a positive attitude from hospitality staff who want to receive disability awareness training. Tertiary tourism and hospitality institutions should include disability/sensitivity training in their curricula and provide students with the necessary training/education to interact with PWDs. Furthermore, the research indicates that more tourism bodies, such as Cape Town Tourism and Wesgro, should explore the benefits of accessible tourism for the Western Cape and make the public aware of this growing niche market.

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APPENDIX A: Questionnaire

To whom it may concern

My name is Lizinda Swanepoel and I am a student at Cape Peninsula University of Technology. I am writing a dissertation on " The importance of disability awareness training for hospitality staff in the accommodation industry."

The purpose of the questionnaire is to obtain information with regards to the importance for hospitality staff to understand and respond to travellers with disabilities. Information obtained from the questionnaire will be applied to create awareness in the tourism industry with regards to the importance of disability awareness training in the hospitality industry.

The questionnaire will take 15 minutes to complete. Your participation is voluntary and for academic research purposes only. All participants in this survey are protected by anonymity. The data collected will be treated as highly confidential and no accommodation establishments name will be mentioned in my dissertation. Please keep in mind there are no "wrong" or "right" answers to any of the questions.

Your cooperation in this regard will assist companies such as Wesgro, Cape Town Tourism and tertiary institutions, especially those that offer tourism and hospitality training.

For this study, the following terms apply:

Disabled traveller–a traveller who is afflicted with a physical, auditory and/or visual handicap which may result in the need for specialised treatment and/or assistance (such as wheelchair ramps, hearing aids, guide dogs, Braille-printed signage, special seating areas on public transport systems, etc.).

Able-bodied traveller–a traveller who is unaffected by any physical, auditory and/or visual handicap and is not in need of any specialised treatment and/or assistance.

Accessible tourism–a complete tourism experience, including attractions, accommodation, activities, transport and administration, that is accessible to travellers who are afflicted with a physical, auditory and/or visual handicap; allowing the disabled traveller to participate in all the activities and experiences that are part-and-parcel of a regular tour/holiday/trip, without limitations or additional expenses.

SECTION A: PARTICIPANT PROFILE

Please only indicate the appropriate year (e.g.: 1987)

Year of birth

Please indicate the applicable response/option by marking the blank box with a *"✓"*

Gender:

☐ Male   ☐ Female

How many years working experience do you have in the tourism industry?

☐ 1–11 Months   ☐ 6–10 years

☐ 1–5 years   ☐ More than 10 years

4. Highest qualification level:

☐ Matric / National Senior Certificate   ☐ Honours

☐ Certificate (1 year post-school study)   ☐ Masters

☐ Diploma   (2-3 years post-school study)   ☐ Doctorate

☐ Degree   ☐ Other

If other, please specify: _____

At what type of accommodation establishment do you work?

☐ Bed and Breakfast

☐ Guesthouse

☐ Hotel

☐ Lodge

☐ Backpackers

☐ Other (Please specify)_____

In which sector are you employed?

☐ Food and beverage/waiter	☐ Security
☐ Concierge	☐ Driver
☐ Front desk staff	☐ Maintenance
☐ Reservations	☐ Management
☐ Housekeeping	☐ Human resources
☐ Event planner	☐ Marketing and sales
☐ Back of house	☐ Other
☐ Night auditor	

If other, please specify: _____

SECTION B: I WISH TO ESTABLISH YOUR UNDERSTANDING OF INVOLVEMENT IN UNIVERSAL ACCESSIBILITY.

The following tables list several statements that address the matter of accessible at your work place.

Please indicate whether you:

    = Strongly agree

    = Agree,

    = Neutral

    = Disagree

    = Strongly disagree

Table 1

Please indicate your response by marking the appropriate block with "X"

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Accessible tourism is an emerging market (possible niche market).	1	2	3	4	5
2	Disabled travellers experience more difficulties while travelling than able-bodied travellers.	1	2	3	4	5
3	Disabled travellers have the right to experience tourism products/services to the same extent as able-bodied travellers.	1	2	3	4	5
4	The majority of our disabled travellers are foreign travellers.	1	2	3	4	5
5	It is important that there is adequate provision of additional facilities at an accommodation establishment for visually impaired travellers audio-impaired travellers both visually and audio-impaired intellectually impaired	1 1 1 1	2 2 2 2	3 3 3 3	4 4 4 4	5 5 5 5
6	Disabled travellers are satisfied with the accessible tourism products/services the Winelands district is currently providing	1	2	3	4	5

		1	2	3	4	5
7	Tertiary education and training facilities (such as universities, colleges and training centres) which offer courses in tourism and hospitality, should include modules / sections in the curriculum that provides guidance as to how to interact appropriately with disabled individuals.	1	2	3	4	5
8	Disabled travellers generally prefer to travel with friends, family or even employees, who can assist them whilst travelling.	1	2	3	4	5
9	Guide dogs are welcomed in most of tourism and hospitality establishments.	1	2	3	4	5
10	Private transport systems (such as chauffeur services and "Uber" taxis) offer facilities and amenities to accommodate the needs of disabled travellers.	1	2	3	4	5
11	Disabled travellers are charged an additional rate due to their disabilities at certain accommodation establishments.	1	2	3	4	5
12	This establishment is accessible to travellers with disabilities	1	2	3	4	5
13	The reception area has an accessible ramp for travellers with disabilities	1	2	3	4	5
14	The doorway of the rooms is wide enough for a wheelchair	1	2	3	4	5
15	The washbasin in the rooms is easily accessible for travellers in a wheelchair.	1	2	3	4	5
16	The bath/shower is disabled friendly	1	2	3	4	5

Table 2

Please indicate your response by marking the appropriate block with "X"

		Yes	No
1	Have you at any point in your career, received training which enabled you to deal specifically with disabled travellers?	1	2
2	Is the accommodation establishment adapting their amenities / services to accommodate disabled travellers?	1	2
3	Does the accommodation establishment advertise their products/services as "accessible"?	1	2
4	Have you received any complaints from disabled travellers regarding their experience at the accommodation establishment?	1	2
5	Are you comfortable with providing service to disabled travellers?	1	2

SECTION C: THIS SECTION DETERMINES YOUR UNDERSTANDING REGARDING TRAVELLERS WITH A DISABILITY

Table 3

Please indicate your response by marking the appropriate block with "X"

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	It can be challenging accommodating disabled travellers	1	2	3	4	5
2	Disability awareness training will give staff more confidence to better assist travellers with a disability	1	2	3	4	5
3	Certain staff should be able to communicate with travellers who are sensorily impaired (deaf)	1	2	3	4	5
4	Staff should be trained in safety and emergency care regarding travellers with a disability in case of emergencies.	1	2	3	4	5
5	Some disabled travellers do not report their disability while making a reservation as they assume the accommodation establishment might not accommodate them.	1	2	3	4	5
6	There is a gap in the quality of services offered to travellers with a disability in comparison with able-bodied travellers	1	2	3	4	5
7	The disabled market is an economic potential for the tourism industry in South Africa	1	2	3	4	5

Table 4

What additional training should be offered to staff to facilitate disabled travellers?

Please indicate your response by marking the appropriate block with "X"

		Yes	No
1	Would you attend conferences focusing on disability awareness training?	1	2
2	Training regarding children with autism	1	2
3	Assisting travellers with wheelchairs/mobility aids	1	2
4	Communicating effectively with travellers with a disability	1	2
5	Guiding and orientating travellers who are visually impaired	1	2

| 6 | Training in sign language to communicate with hearing impaired travellers. | 1 | 2 |

If you wish to add anything you consider relevant to this study, which I have not addressed, please include it here

……

……

……

……

Thank you for your time and co-operation

APPENDIX B: Ethical approval

Cape Peninsula
University of Technology

Office of the Chairperson Research Ethics Committee	Faculty:	**BUSINESS AND MANAGEMENT SCIENCES**

At a meeting of the Faculty's Research Ethics Committee on **19 June 2018**, Ethics **Approval** was granted to **Lizinda Swanepoel (201007282)** for research activities of **M Tech: Tourism & Hospitality** at Cape Peninsula University of Technology.

Title of dissertation/thesis/project:	THE IMPORTANCE OF DISABILITY AWARENESS TRAINING FOR HOSPITALITY STAFF IN THE ACCOMMODATION INDUSTRY Lead Researcher/Supervisor: Prof J Spenser

Comments:

Decision: APPROVED

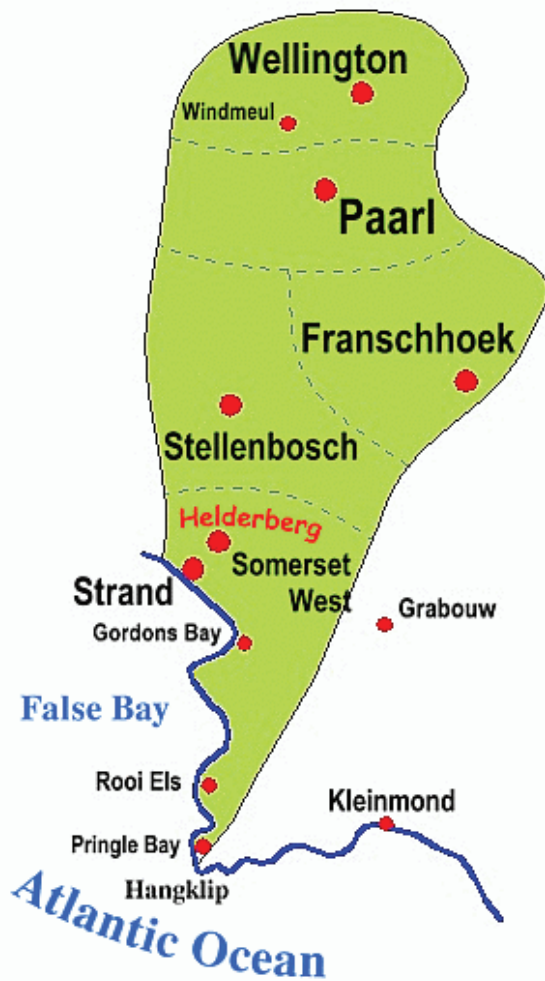|	04 September 2018
Signed: Chairperson: Research Ethics Committee	**Date**

Clearance Certificate No | 2018FBREC573

APPENDIX C: Map of Western Cape regions
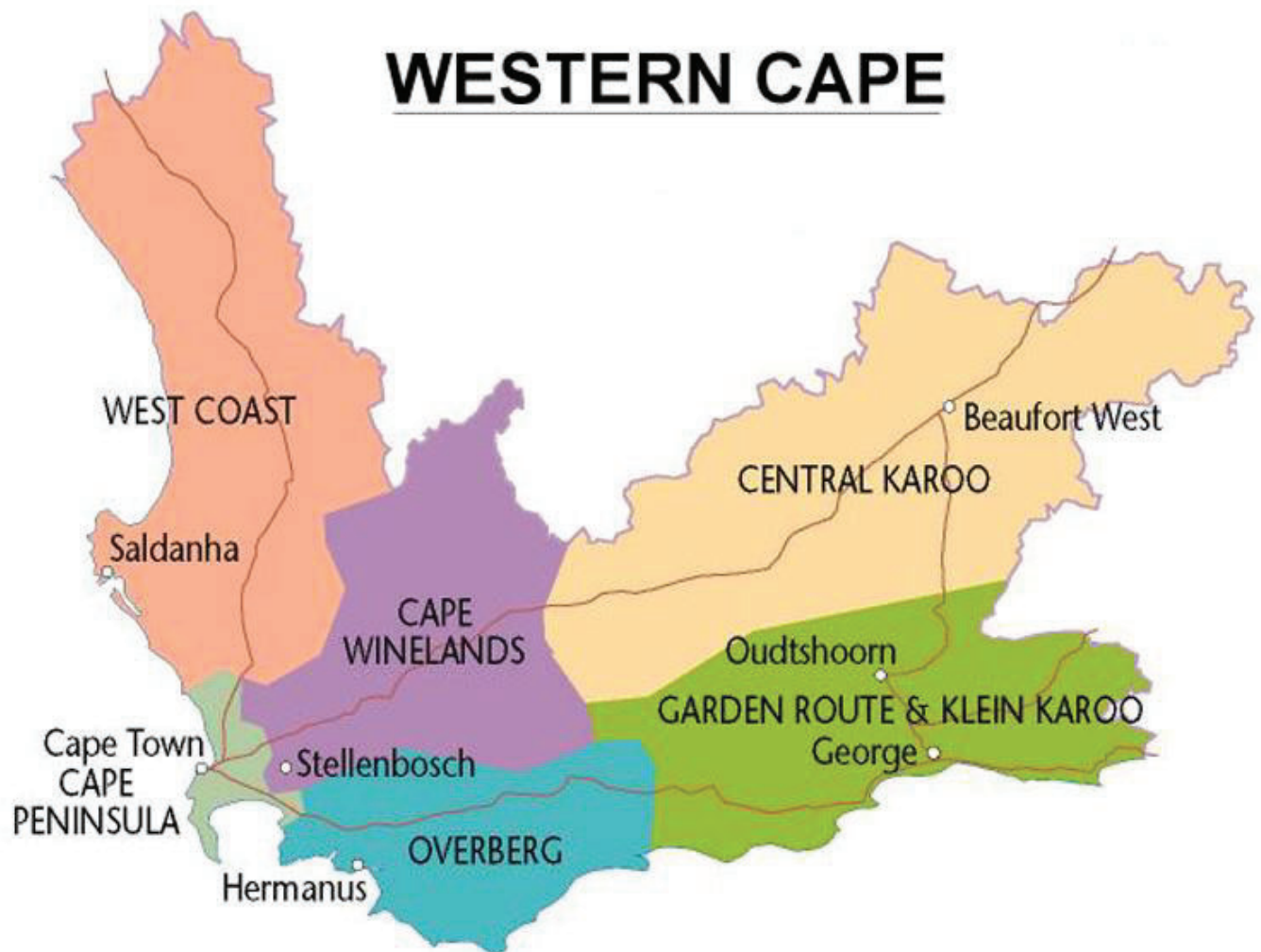
Source: The Roaming Giraffe (2019)

APPENDIX D: Map of Cape Winelands

Source: Scapenotes (2019)

APPENDIX E: IMAGES OF UNIVERSAL ACCESSIBILITY

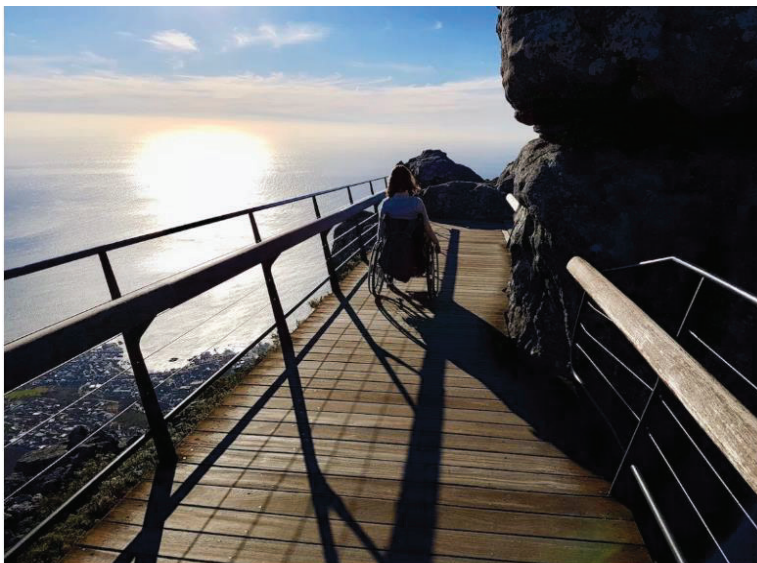**Figure E.1: Cape Town's City Bowl from top of wheelchair-accessible Table Mountain** (Source: Little Miss Turtle, 2019)

Figure E.2: Wheelchair-accessible round course on Table Mountain (Source: Little Miss Turtle, 2019)

Figure E.3: Wheelchair accessible penguin viewing area at Boulders Beach (Source: Little Miss Turtle, 2019)

Figure E.4: Wheelchair accessible path at Boulders Beach (Source: Little Miss Turtle, 2019)

Wheelchair and Pushchair Routes to the Walkway

The Tree Canopy Walkway is located on a slope and quite far into the Garden. **Visitors in wheelchairs need assistance with the steep gradient** getting to and from the walkway **and with the mulch paths** in the Arboretum.

Wheelchair users are advised to enter and exit the walkway via the eastern entrance point (X on the map), as this is the shortest distance through the mulch paths to the walkway.

Please Note: the paths in the Dell, Cycads, Koppie and Mathews Rockery area are not accessible for wheelchairs.

BEST & RECOMMENDED: from Rycroft Gate (Gate 3)
This route is downhill along a relatively gentle slope all the way to the walkway: Drive to Rycroft Gate. **There is a stop and drop-off bay at Rycroft Gate** and parking across the road. Wheelchair users enter via the vehicle access gate, controlled by the Ticket Office. Turn right at the first crossroads inside the gate, keep straight at the second and turn sharp right at the third. The walkway is on your left. **The route to the walkway is marked on the directional signage.**

Return by the same route or take one of the other routes down:

VERY STEEP: via Camphor Avenue
Please Note: it is a very steep slope up Camphor Ave and up the concert lawn. Entering from Gate 1, turn left up Camphor Avenue, turn right at the toilet block near the top of the Avenue, left around the concert lawn, straight past Van Riebeeck's Hedge and the walkway is on your right. **The route to the walkway is marked on the directional signage.**

SCENIC ROUTE: long way around the Erica Garden
It is a relatively steep slope from the Useful Plants to the Buchu Garden. Entering from Gate 2, turn right at the circular steps, go over the wooden bridge, past the Fragrance Garden, right just past the Useful Plants Garden. Follow this wide path all the way up around the Erica Garden, at the junction at the top of the Arboretum (just past the Sun Shelters, below left) take the left path and the walkway is on your left. **NB the walkway is not marked on the directional signage on this route.**

ALTERNATE WHEELCHAIR ACCESSIBLE PATHS
between Gates 1 and 2, uphill from Gate 1 on both paths.

Figure E.5: Map of Kirstenbosch showing wheelchair routes to the walkway (Source: SANBI, 2019)

Figure E.6: Tree Canopy Walkway (The Boomslang) at Kirstenbosch Gardens (Source: SANBI, 2019)

Figure E.7: Student from Athlone School for the Blind at the blind-friendly park in Bellville (Source: IOL News, 2019)

Figure E.8: Universal access system on MyCiTi bus (Source: Our Future Cities, 2019)

Figure E.9: Beach-friendly wheelchairs (Source: IOL News, 2019)

Figure E.10: Accessible swimming pool equipped for PWDs (Source: Total Giving, 2019)

Figure E.11: Disabled friendly bathroom (Source: Tween Waters Holiday Park, 2019)

Figure E.12: Lowered reception desk for wheelchair travellers (Source: The Guardian, 2019)
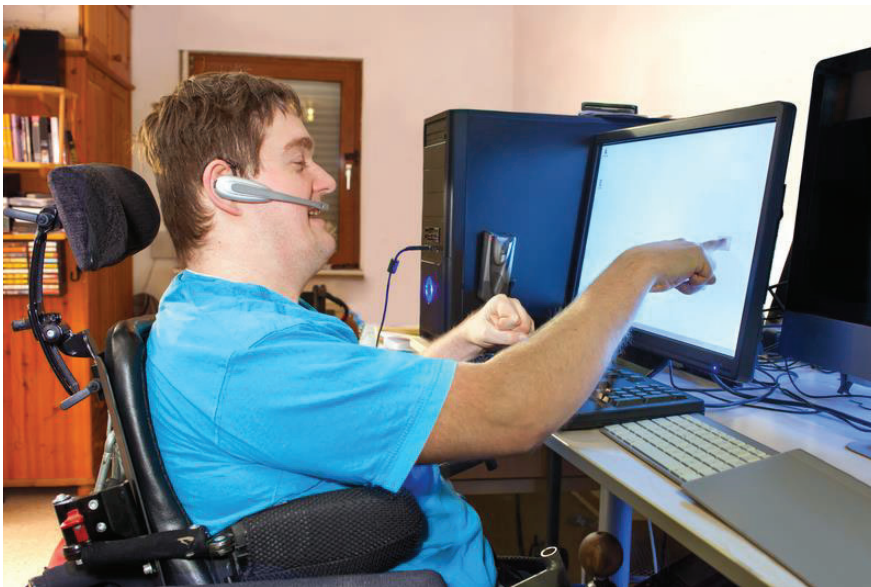

Figure E.13: Individual with a disability using technology (Source: The Mighty, 2019)

Figure E.14: Hospitality staff member assisting a person with a disability (Source: Paralympicus, 2019)

APPENDIX F: LETTER FROM GRAMMARIAN

22 Krag Street
Napier
7270
Overberg
Western Cape

9 November 2019

LANGUAGE & TECHNICAL EDITING

Cheryl M. Thomson

DISABILITY AWARENESS OF FRONTLINE STAFF IN SELECTED HOTELS IN THE CAPE WINELANDS

Supervisor: Prof J P Spencer

Co-Supervisor: Miss D Draper

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Master's dissertation of LIZINDA SWANEPOEL, student number 201007282, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully

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