

# **Games Events “Accessible Tourism”- A Mile to Go with Special Reference of Paralympics**

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## ***Abstract***

There are more than one million national and international tourist who travel every year by consisting of families with kids, grandparents, and persons with disabilities or special needs member. Do you think these mass people are able to participate in tourism on equal terms those destinations develop universal accessibility? It describes the eclectic range of beneficiaries of accessible tourism, highlighting the emergence of “senior tourists”, whose tourism activity is similar or even greater than that of other population segments, and whose needs and demands require accessibility measures. Lesser study in field of accessibility have given broad opportunity to research, study, business opportunities in various field like legislation, highlighting the need for its existence with regard to equal rights, as a starting point for knowing the impact of accessible tourism, awareness-raising, and training, informal and professional education plans, promotion of product offerings through marketing strategies, and management. Recently and successively organized Rio 2016 Paralympics game’s medal tally attract to analyse ; why all top 5 countries have most of the medal? not only because of their player are well talented and hard worker but same as they get well-furnished accessibility to nurture their talent from club level to national level. This Research studies will provide an understanding of the fact that accessible tourism is a complex and multidimensional issue, involving stakeholders in the business, governmental and nongovernmental sectors. Therefore, both the methodology and the analysis of results must be developed collaboratively and with an understanding of the perspectives of all stakeholders.

***Keywords: Accessible Tourism, Business, Management, Paralympics.***

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## **Introduction**

Today tourism is a central part of the lifestyle of much of civilization. It carries significant load in the economies of many countries and is one of the principal elements of international trade. Moreover, it is playing an accumulative role in communication and in knowledge interchange. Its nature and impact on tourism should be accessible to all. Accessibility is not a requirement solely and exclusively for persons with disabilities, as they are not its only beneficiaries; tourism destinations that address these requirements and understand them as positive measures will see their product and service offerings evolve, thus facilitating the tourism familiarity and refining the quality of life of all residents and visitors. Accessible Tourism for All (2005) was updated in 2013 by UNWTO in close alliance with organizations of PWD. It describes the wide range of beneficiaries of accessible tourism, highlighting the emergence of “senior tourists”, whose tourism activity is similar or even greater than that of other population segments, and whose needs and demands require accessibility measures. It includes the prospect of using restaurants, movies, theatres, public library, as well as holiday resorts, sports arenas, hotels, coasts and other places for recreation. Persons with disabilities and specific access requirements are increasingly calling for a place in tourism activities. In response, many actors in this sector are already committed to initiatives dedicated to adapting their products to different consumer profiles, in support of Tourism for All. The UNWTO is “responsible for the elevation of accountable, ecological and globally accessible tourism”. While rarely discussed together, sustainability and universally accessible tourism are philosophically linked as part of sustainable development goals. Relating to principles of Collective Design offers a foundation for local populations and tourism destinations became more actual, competent and sustainable.

## **Objectives**

1. Specific requirements concerning the introduction of various types of improvements in tourism products aimed at people with a disability
2. Optimal ways to organise tourism products for people with a disability with special reference of Paralympic Games.

## Literature Review

The tourism industry service for the disabled is one of the realities of the future tourism and new tourism. But the implementation of the accessible tourism concept depends on the competence and attitudes of staff towards guests with disabilities. The medical model of disability (MM model) was first submitted in 1951 by Parsons (1951). It assumes that disability is connected to the individual features of a given person and is above all their own personal tragedy (**Parsons, 1951**). Any action undertaken (medical treatment, rehabilitation) is aimed at maximizing the ability of the individual (adaptation to the environment). This model has met with some criticisms due to the fact that its central focus is on the causes of disability (**SA Borthwick-Duffy, 2010**). The social model of disability (SM model) is founded on opposing assumptions. The basic theory is that disability is not due to individual characteristics but is rather the result of existing restrictive factors in the environment (including social and mental barriers) which multiply the dysfunction of a given person and hinder or prevent participation in the full scope of life in society (**Oliver, 1996; Darcy & Pegg, 2011**). SM model has both advantages and disadvantages. A recent European Union study has shown that the market already accounts for a gross value added the economic contribution of €150 billion annually. Previous Australian government tourism figures identified approximately 10% of domestic overnight stays as having an access component worth some \$4.8 billion to the economy. A positive aspect is that it clearly highlights the necessity to introduce changes increasing accessibility, services, and contribution to society for Disable people. The passive treatment of PWD as “victims” of an inaccessible environment and social neglect is regarded as a weakness of this model and it is often an insufficient response to their needs.

### What is accessibility?

There has been predicted that more than 30% of a resident will have access to desire travel at any point in time. Most people will have a disability at some stage during their life. Web accessibility enables people with special needs, such as those with impairments or the aged, to access and understand the contents of websites just as easily as people without special needs can. “While users without impairments can quickly perceive the online contents presented in text, images, and video clips, this may not be the case for people with special

needs. For these users, every image or photo must be accompanied by alternative text. Every video clip or audio must also come with a text description of the audio content for users with hearing impairments. Keyboard shortcuts must be available for people without access to pointing devices such as a mouse. Users who need longer time to access contents will benefit from adjustable timing function.” To keep it on mind The Pyeong Chang 2018 Olympic and Paralympics Winter Games websites were developed with the following accessibility features:

Modals (images or texts that appear overlaid on website contents) or Flash contents are not used, due to certain characteristics that make the access challenging for the visually impaired. Keyboard shortcuts are available so that users can access information without having to search for navigational buttons on the screen. Invisible menu for people with impairments directs users to access the contents in a logical sequence, from the header, menu, to the footer. All images are followed by descriptions in text, ensuring a clear understanding of the contents. The font resizing feature on internal content pages will meet the needs of all users.

### **3.2 Para Olympic is great example of accessible tourism:**

The UN World Tourism Organisation has chosen this focus; because Disable player are still poorly facilitated by the tourism industry globally. Despite the WHO assessing that one billion people live with some form of disability. Paralympic games make tourism accessible; not only an issue of equality and human rights but an economic one. People with disability with access needs are already making a significant economic contribution to tourism, but it has the potential to double through understanding how to accommodate and market to this group says Professor Simon Darcy of UTS Business School, an expert in tourism and a power wheelchair user himself.

In 2nd Australian Universal Design Conference, Professor Darcy identified spaces and places including the Barangaroo (Sydney's newest harbour side park) redevelopment, the Goods Line adjacent to the ABC and UTS Business School, and the Sydney Olympic Park as examples that include elements of universal design. Universal design is fundamental to developing an equality of tourism experiences and the market potential of this group. “What makes implementing universal design for accessible tourism purposes that much more complex is the movement of people locally, regionally, nationally and internationally so that

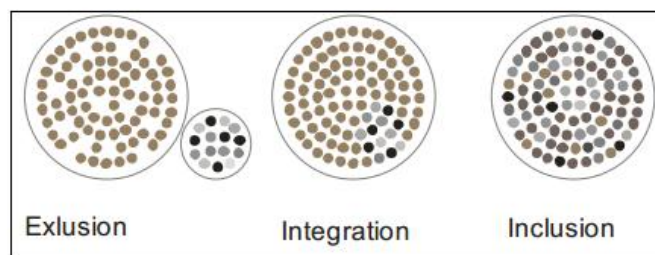
all elements of the 'travel chain' link together seamlessly. This incorporates the elements of information provision, planning, transport, accommodation, attractions and all forms of miscellaneous service provision across accessible tourism supply chain.

Disability sports have organised first time to revive the life of those armies who lost some part of part of body or became paralysed during second World Wars. Training of physical exercise was formally identified in hospitals in North America and Europe for primarily as a division of physical treatment and rehabilitation. A competitive dressing exercise known as Ward X (**Dr. Ludwig Guttmann 1953**), within the facilities of the Stoke Mandeville Hospital in Buckinghamshire, England. Later Four years later, again it started as Olympic Games in London, with an archery competition that was played in the hospital. In 1952, these games became intercontinental scope and a hallmark for the upcoming Paralympics Games.

Finally it began in 1960, in Rome. Today's Paralympics athletes often exhibit spectacular performances of sporting ability, making the Paralympics Games the second largest sports event in the world. Initially in 1990s more than half of the countries from all continents began participating in the Paralympic Games. In 2012 more than 84% of countries globally attended the event in comparison 1960. Recently ended Rio Paralympics ended with 12% of the world's countries representation. Totally 4342 athletes represented from 159 National. To watch these all events of Rio Paralympics 500,000 foreign travellers have arrived in Brazil to watch Paralympic with some of the 7.5 million tickets on sale. Total \$1.2 billion media right sold for the Rio Olympics; however, they've already made \$1 billion back in advertising before opening to closing ceremony. Through the time development and understand potential in this field many researchers have proposed various inclusive models. A model based on Medical, Social and Geographical (**Zajadacz, 2015**) talked about perception of society towards organise accessible tourism.

The first medical model of disability (MM model) submitted in 1951 by Parsons (1951). It assumes that disability is connected to the individual features of a given person and is above all their own personal tragedy, which is highly criticised due to focus cause of disability. Later another social based model scope of life in society (**Oliver, 1996; Darcy & Pegg, 2011**) which multiply the dysfunction of a given person and hinder or prevent participation. This model said there are both advantages and disadvantages a positive aspect is that it clearly highlights the necessity to introduce changes increasing accessibility, services, and participation in society for people with a disability. Geographical model (Imrie, 2012;

Zajadacz, 2014c) proposed more inclusiveness. It has focuses mainly on the interrelation between PwD and geographical space which connect the nature of factors causing disability both with social and spatial aspects of the human environment, they promote solutions which are more “inclusive” and which provide access to sites and the full scope of life in society taking different degrees and types of disability into consideration (Chouinard, Hall, & Wilton, 2010). Universal design should therefore take the nature of these needs into account in universal design, in the creation of maximally accessible buildings, sites, and public services.



. Models of social exclusion, intergration, and inclusion of people with disabilities. Source: Schrader (2012).

### 2.3 Worldwide status quo of Accessibility inclusiveness and stand of India

The Global tourism data which is available longitudinally, due to the 10% economic contribution of the sector; few nations have included disability and access modules within their data collection. However, UNWTO has invested considerable resources in producing a set of best practice reports on improving accessible tourism experiences for people with mobility, vision, hearing and learning disabilities.

Recent research published by Professor Darcy and Spanish collaborators sought to identify the key components that contribute towards accessible tourism ‘destination competitiveness and sustainability’. Each of these groups has different access requirements to be inclusive of their access needs and embodiments. By incorporating the access needs and embodied understandings within destination development and marketing, precincts, cities and nations are creating a competitive advantage in the attraction of tourists in a globally competitive industry. For example, people with vision impairment experience tourism environments without the ‘tourist gaze’ and require product development to take into account their other senses. Research on vision impairment and tourism has shown the importance for considering way finding, sounds capes, aroma and tactility to enhance this group’s experiences of

destination environments. The 'competitiveness' of destinations such as Sydney, Barcelona, London, Hong Kong and Rio brands can be enhanced or tarnished by their approaches to these markets. Arguably, Spain with Barcelona as the prime example, has led the way with their commitment and product/service development of accessible destination experiences.

#### **2.4 India: How much have accessible?**

Approx. of 70 million population of India have disable directly and indirectly. So having an accessible environment is still a challenging issue. Universal Design of infrastructure is a commitment to provide disabled friendly products and environments. However disabled people are still restrained into themselves inside the homes because of inaccessible parks, buildings, or to be unable to travel, etc. Due to ignorance of civil society and corporate. A barrier free environment is a legal right of disabled people and it is important to make changes among policy makers in Government, architects, design professionals, manufacturers, etc. How aware we are in accessibility is not enough? Let's see there is one camp which is quite attentive towards the necessities of PWDs. The people are responsible for planning and applying of things which are not aware earlier. Everyone have seen our buildings, toilets, employment statistics, and even our web site etc. but didn't realise it has universally accepted for all or not. Few statistics conducted by the World Bank and the National Statistics Society and the World Health Organization and UNESCO from the various papers presented at Techshare Bangalore and Mumbai in 2008, including papers from Sight Savers International and the Nina Foundation..

- There are minimum 650 million people are Suffering from Disability worldwide (Approx. 10% global population) of whom mostly live under developing or poor countries.
- Globally 161 million people are visually impaired among them 124 million have low vision and 37 million are blind.
- There are more than 90% of the world's visually impaired people lived in under developing countries.
- In India due medical causes it is changing very fast, from infectious diseases (earlier) to factious disease and accidents.

- Children with disabilities have a very high rate of drop out from school compared to other children.
- PWDs have ominously lower occupational rate and gap has been increased in the last 10 years.
- Disabling diseases has been impressive in some cases like polio vaccination program when only case found in Bihar but unsatisfactory in others
- PwD Act 2016, though ground-breaking has added 21 disabilities in inclusion by recognize autism ,acid attack, cerebral policy and among others)
- 7% of Indian population is PWD (Which amounts to around 70 million people). This is according to the NCPEDP. According to the 2001 census it is 2% of the Indian population.
- According to the 2011 census, 75% of persons with disabilities lives in rural areas, 49 per cent of disabled population is literate.
- India has 12 million blind people, the highest in the world.

To meet all these challenges Government have started UNWTO measure of standards to build and develop infrastructure which is to universally accessible to all .They find three accessibility guidelines brought out by various Ministries include the C.P.W.D. design guidelines published by the Ministry of Urban Development, Planning a Barrier Free Environment published by the Office of the Chief Commissioner, Ministry of Social Justice and Empowerment and the Accessibility chapter in the National Building Code by the Bureau of Indian Standards. According to a survey undertaken by Accessibility, only 11% of architects were aware and used either of these to get information about accessible design. Most relied on the internet for information. This is so because all of these are guidance and none are mandated in India. To Promote all these programme recently in December 2015 government has initiated accessible Campaign for create awareness and sensitisation to private sector too.



## **2.6 Accessible India Campaign**

Accessible India Campaign: Creation of Accessible Environment for PwDs

1. For Persons with Disabilities (PwDs) universal accessibility is critical for enabling them to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under sections 44, 45 and 46 categorically provides for non-discrimination in transport, non-discrimination on the road and non-discrimination in built environment respectively. United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), to which India is a signatory, under Article 9 casts obligations on the Governments for ensuring to PwDs accessibility to (a) Information, (b) Transportation, (c) Physical Environment, (d) Communication Technology and (e) Accessibility to Services as well as emergency services. The Department hosted the Second Session of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Working Group on Asian and Pacific Decade of Persons with Disabilities during 2-3 March, 2015 at New Delhi in association with the UNESCAP Secretariat. This Working Group has been constituted by UNESCAP Secretariat to monitor implementation of the Incheon Strategy “Make the Right Real” for Persons with Disabilities. Goal No. ‘3’ of Incheon Strategy concerns “Enhance access to the physical environment, public transportation, knowledge, information and communication”.

2. It is the vision of the Government to have an inclusive society in which equal opportunities and access is provided for the growth and development of PwDs to lead productive, safe and dignified lives. In furtherance of the vision of the Department, it is imperative to launch a Nation-wide Awareness Campaign towards achieving universal accessibility for all citizens including PwDs in creating an enabling and barrier-free environment. In this direction, Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment has conceptualised the “Accessible India Campaign (Sugamya Bharat Abhiyan)” as a nation-wide flagship campaign for achieving universal accessibility that will enable persons with disabilities to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. The campaign targets at enhancing the accessibility of built environment, transport system and Information & communication eco-System.

3. A multi-pronged strategy will be adopted for the campaign with key components as (a) leadership endorsements of the campaign, (b) mass awareness, (c) capacity building through workshops, (d) interventions (legal frame-work, technology solutions, resource generation, etc. and (e) leverage corporate sector efforts in a Public-Private Partnership.

4. Department of Empowerment of Persons with Disabilities will sign MOU with State to support spreading awareness about accessibility and help create accessible buildings, accessible transport and accessible websites etc.

## **Research Methodology**

It is a descriptive type of research, where the researcher has taken secondary data from Newspapers, Bulletin, Boards Research Papers, and Websites etc.

## **Findings**

1. Follow and implement the Seven fundamental designs for universal principal  
  
(A) Equitable use (B) Flexibility in use (C) Simple and instinctive use (D) Observable Information (E) Patience for error (F) Low physical effort (G) Size and space
2. Employee of tourism institutions and associated services should be equipped to know understand and discourse the needs of customers who have problem of disabilities.
3. Accommodation establishments should have a judicious number of rooms that are barrier free and easily accessible to all.
4. PwD Passengers should have alternative access in all public transportation and there should be facilitation to choose among optional service which is friendly and easy access in all terminals, stations and other related facilities.
5. Any event can't be declare successful without planned legacy in term of strategic vision for site and venue without barrier of accessibility to all.
6. Tourism for all required operational partnership orientation among organiser, stakeholder, civil society and corporate
7. It brought great social and practical improvements for the disabled in personal and professional development

8. Huge number of spectator visit in Paralympic Games has shown to the world exactly how much the disabled can achieve with support, encouragement and acceptance.
9. Paralympic spectator experience should be enhance through prolonged merchandising campaign, declaring Olympians as brand ambassador with an iconic representation
10. To build brand important element such as creating, marketing, and promotion launched for long term.
11. There should be Regular programme for community response by campaigning disability awareness and education through target people as well as engagement.
12. Universal design should include all possible assistive devices which is needed for persons with disabilities.

## **Limitations of the Study**

1. The study purely depends on published data and information. No primary data is being collected.
2. The methods used to gather secondary data is not appropriate to showcase the present scenario.
3. The study has based on concept of Paralympic games village and its infrastructure development in relevance of development of infrastructure to others public places.

## **Conclusions**

Today's attention towards Accessible Tourism market and solving presents a challenge for global travel industry in terms of civilising policies and assembling investment to carry out the compulsory enhancements across the board in sense of short and long term. However with the accurate methodology the tourism sector also has a golden opportunity to serve a growing market, by wining new clients and increase revenue at a time when other ; segments of the market may be weakening. Brazil a hosting country of 2016, 15th Paralympic at Rio de Janeiro successfully organised with participation of over 176 countries ,in 23 sports in an

attempt to break the 251 records which was set in London, in 2012 and make witnessed to world “power of the human spirit”. According to Sir Philip the Paralympic Movement of the most effective human rights due its ability to create direct attention to society through such disability and sports.

The talent of Paralympic players lies not just in its capability to afford audiences with spectacular events but also as a returns for improving human dignity and to understanding of the value of diversity. Thanks to the participation of incomparable athletes and technology in communication for changing views and the support of society. As per government establishments and society inclusion and accessibility have financial implications. The meaning of success of the Paralympic movement, both locally and globally should not be merely evaluated in statistics about economic impact on host countries or on sport performance excellence. Instead, the success of the Paralympic Movement should be measured beyond the sports arenas, to where people with disability have been inspired to seek long-term quality of life through the practice of sports.

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