

The Models of Disability Impact on Attitudes towards Accessible Tourism

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Abstract

This research aims to build the capacity of human resources through evaluating their awareness and attitudes level towards Accessible Tourism, underline the urgent need for training on Accessible Tourism since awareness and training are considered to be the most effective means of changing attitudes. Reviewing the literature has revealed that there is a clear lack of awareness in the tourism industry of Accessible travel in addition to negative attitudes of human resources towards Accessible Tourism .In particular, the data were collected through conducting 62 semi-structured interviews with different stakeholders of public and private related to Accessible Tourism. Three different questionnaires with valid 266 questionnaires were distributed to seniors and people with disabilities, and to human resources in travel agencies and hotels. This study contributes to improve the quality of the experience of people with disabilities and seniors.

Keywords: Accessible Tourism, Attitudes, Awareness, human resources.

Introduction

Accessible Tourism is considered to be a large and profitable market that the travel and tourism sector has been greatly ignoring for a long time (UNWTO,2005).Tourists with disabilities are greatly excluded from leisure activities causes of their disability. So a well-organized Accessible Tourism is about making it easy for all seniors, tourists with different types of disabilities and other categories of special access requirements (Pathanassis, 2011; Das and Rudra, 2015). Accessible Tourism is a form of tourism that enables tourists with special access needs; including mobility, hearing, vision, and cognitive dimension of access, to function independently through the delivery of universally designed tourism products, services, and environments (Buhalis *et al*, 2012).

McKercher *et al*. (2003) identified that there are various barriers that may prevent seniors or tourists with disabilities from travel, such barriers as: architectural barriers (e.g. inaccessible accommodations),Ecological barriers, Attitude barriers (e.g. negative attitudes from service providers); transportation barriers, Legal barriers (e.g. when rules or regulations prevent people with disabilities from bringing needed equipment with them), and finally, communication and information barriers.

The problem statement

Many researchers stated that there is a clear lack of awareness in the travel and tourism industry of Accessible travel and the extent of the demand for accessibility (e.g. Freeman and Selmi, 2010; Bowtell, 2015). Some researchers have even argued that among the barriers that face Accessible Tourism, attitudinal barriers of human resources in the travel and tourism sector are considered the hardest barrier to overcome (Eichhorn and Buhalis, 2011; Aiden and McCarthy, 2014). Burnett and Baker (2001), Small and Darcy (2006) and Cengiz (2016) clarified the role of disability awareness training programs in changing attitudinal barriers that tourists with disabilities and seniors are facing from some human resources in the travel and tourism sector into positive ones. Such attitudes are largely due to lack of knowledge and consequent misunderstandings.

Accessible Tourism is considered to be an untapped potential for Egypt, due to the growing numbers of seniors and people with disabilities in many developed countries and in emerging economies. This requires human resources in tourism to be well prepared in order to meet the new requirements for comfort, safety, and accessibility (ENAT, 2016).

In the light of the above, the research main problem can be addressed like that: The lack of professional tourism staff capable of dealing with Accessible Tourism issues; in addition to the negative attitudes of some human resources in the Egyptian travel and tourism sector towards Accessible Tourism.

Research Objectives

- 1-Building the capacity of Egyptian human resources in tourism through evaluating their attitudes towards Accessible Tourism.
- 2- Assessing the disability awareness training programs of the Egyptian tourism sector.

Research questions

The research main Question is:

What is the current level of attitudes and awareness of Accessible Tourism as well as training programs of the Egyptian human resources in the travel and tourism sector?

In order to answer this question, the following minor questions need to be explored:

A-What is the impact of Accessible Tourism awareness training on human resources attitudes and awareness?

B-How tourists with disabilities and seniors evaluate their experience in Egypt in terms of (staff attitude and barriers encountered)?

Literature review

Attitude definition

According to Aiden and McCarthy (2014, p.6)."Attitudes are considered a complex collection of beliefs, feelings, values and also dispositions which determine the way we think or feel about certain people or situations" .

People's attitudes are "a product of life experiences, including the relationships we build with the people around us. The National Disability Authority" NDA" (2006) has even argued that an attitude is an idea (cognitive component) charged with emotion (affective component) which predisposes a class of actions (behavioral component) to a particular class of social situations. Bizjak *et al.* (2010) clarified that a dichotomy in the attitudes lies deep in the tourism sector. There are many illustrations to support this claim; on the one hand hotel industry has to follow government legislation relating to the regulation of adapted rooms in each hotel, but on the other hand we have a front desk manager's with a lack of knowledge about tourists with disabilities. Employees think that tourist with disabilities do not travel (Personal belief) and book an adapted room for guests without disabilities.

The hardest Barriers facing Accessible Tourism:

Small and Darcy (2010); Eichhorn and Buhalis (2011); Gillovic and McIntosh (2015); Bowtel (2015); Zheng *et al.* (2016) and Kaganek *et al.* (2017) have even argued that the common complaint about is the negative attitude of tourism and travel staff towards PWDs and seniors. While Mc Kercher *et al.* (2003); Daruwalla and Darcy (2005); ENAT and European Commission (2013) declared that such negatives attitudes are largely due to lack of awareness and knowledge and consequent misunderstandings and training concerning legislation.

The significance of building the capacity of human resources in travel and tourism sector in Accessible Tourism issue:

Darcy and Pegg (2011) reported that having accessible premises are not everything but it is just a starting point for providing services for tourists with disabilities but if staff themselves were not well trained to provide appropriate customer service then a tourist's needs cannot be adequately addressed.

Seniors and tourists with disabilities can experience barriers at any point in their visit. It is therefore clear that all human resources at any part of the "visitor journey" must be equipped to some degree with knowledge, and competences, skills to assist and accommodate all tourists with equal attention, respect and support, as and when needed (European Commission, 2010). Finally the Open Doors Organization (2015) pointed that aviation industry's investments not just in accessible facilities but also customer service and disability awareness training. Since many reports of obstacles with airlines dropped after employees had undertaken disability awareness training programs. According to Buhalis *et al.* (2005) the comparison of the medical and social models of disability show an evolution in perceptions towards disability. Changing perceptions, alongside the realization that only a small percentage of people are born with disabilities is extremely important and will subsequently help to remove existing barriers.

The medical model of disability

The traditional medical model refers to disability as the problem of the individual, an approach that serves as the basis for many negative attitudes, outcomes and policies (Vash, 2001; Bowtel, 2015).

According to the medical model, it is the fault of the individual because of, for example, blindness, deafness, paralysis, mental health issues etc. that they cannot participate fully in social life (Small and Darcy, 2010).

The social model of disability:

In all other models, the person with a disability carries the blame or the cause of the disability. In the social model of disability, the cause of the disabling experience lies instead in society's lack of accommodation for people's differences (Olkin, 1999; Bonnett, 2015). The social model of disability does not deny an individual's disability but strongly states that the resultant disabilities are a product of socially constructed barriers that exclude people with disabilities from participation in mainstream social activities, it firmly places disability on the social, economic and political agendas rather than locating disability as the fault of the individual's body (McKercher *et al.* 2003). Finally, it can be concluded that the social model approach, challenges society when looking at disability, there is a focus on service providers and the removal of social and environmental barriers to enable full social, physical and leisure participation (Aitchison, 2003; Bowtel, 2015).

Research methodology

The theoretical method

The research relied on text books, reports, scientific journals and scientific professional experts related to the issue.

The field study

The field work aimed at collecting stakeholders' perspectives about Accessible Tourism; through:

1-Semi-structured interviews to assess the current status of Accessible Tourism training programs in the Egyptian tourism sector, and detect the steps taken to minimize the barriers facing Accessible Tourism.

The 62 interviews conducted on the face to face and telephone basis, the interviews conducted with top managers and decision makers in public (e.g. ministry of tourism- The national council for disability-ministry of social solidarity -disability nongovernmental organizations-Egyptian Tourism Federation) and private sector (e.g. managers of hotels-resorts -tour guides and translators with sign language-Investments companies at the field of accessibility).

2-Questionnaires were distributed to a sample of human resources in travel agencies, hotels the aim of the questionnaire is to:

-Evaluate the existing attitudes towards Accessible Tourism; explore the awareness level of the tourism staff of Accessible Tourism, and identify the mechanisms for effective Accessible Tourism training through conducting Training Needs Assessment (TNA).

The questionnaire included four parts; the first part served the aim of collecting data about the organization name, years of experience in tourism sector. While the second part served the purpose of collecting data about the human resources awareness about disability issues and Accessible Tourism.

The third part of questionnaire included questions needed to evaluate the existing attitudes towards people with disabilities and seniors; questions of the questionnaire were obtained from the following scales: interactions with disabled person's scale (IDP) which is a 20-item Likert scale that is designed to measure attitudes toward people with disabilities by assessing levels of discomfort in social interactions as a basic factor detecting negative attitudes (Gething, 1992) while the other scale used is: The Attitudes Towards Disabled Persons scale (ATDP) scale) which is developed by Yuker et al. in 1960 ,then the fourth and the last part of questionnaire included questions needed to identify the mechanisms for effective Accessible Tourism training through conducting training needs assessment (TNA) in Accessible Tourism field within the Egyptian context.

3-Questionnaires were distributed by mail to a sample of Egyptian and foreign seniors and tourists with different types and grades of disabilities as a primary stakeholder to the study; the questionnaire is divided into three parts, the first part served the aim of collecting the demographic data including age, gender, and type of disability

While the second part aimed at collecting data about the experience of people with disabilities and seniors in Egypt in terms of travel and tourism staff attitude towards them, then last part aimed to detect the barriers facing them.

The use of mixed methods:

Mixed method, focuses on collecting, analyzing, and mixing both quantitative and qualitative data in a single or serious of studies. Its basic premise is to use qualitative and quantitative approaches together, the thing which provides a far better understanding of research issues than either approach alone (Cameron, 2011).

Sampling technique and sample size:

The study adopts random sampling (where every participant has an equal chance of being selected) and convenience sampling which is considered non probability or nonrandom sampling where members of the target population that meet certain practical criteria, such as, geographical proximity, availability at a given time, easy accessed or the willingness to participate are included for the aim of the study

The valid response rate is 266 questionnaires (88.6%) classified into 126 valid questionnaires (90%) of hotel employees; 58 valid questionnaires of travel agencies employees (89.2%); and 82 valid questionnaires of seniors and tourists with disabilities (86.3%).

Data analysis of quantitative data

The research used some descriptive statistical methods to analyze the awareness items level to the hotel and travel agencies employees in Accessible Tourism issue and it is clear from the table (1) the mean, S.D, percentage (%), level of verification as the follows:

Table (1) the awareness level of the Egyptian human resources in the tourism sector towards Accessible Tourism

Item	Hotel employees					Travel agencies employees				
	mean	S.D	%	Level of verification	order	mean	S.D	%	Level of verification	order
1-I am totally aware of how to deal in an effective and tailored way with people with disabilities and seniors	2.26	1.33	45.2	Low	5	3.03	1.02	60.6	average	1
2-I experienced being unaware of how to offer help to people with disabilities and senior guests	2.64	1.48	52.8	Average	3	2.86	1.50	57.2	Average	2
3-I am totally aware of all barriers encountered by people with disabilities and seniors	2.87	1.62	57.4	Average	1	2.84	1.53	56.8	average	3
4- I am totally aware of Egyptian legislation and policies related to the rights of people with disabilities to transfer and the availability of trained staff to serve them effectively	2.74	1.52	54.8	Average	2	2.79	1.50	55.8	average	4
5- The property is applying the full access requirements	2.63	1.44	52.6	Average	4	-	-	-	-	-
Total mean	2.74	1.47	52.6	Average		2.88	1.38	57.6	average	

Results: It is evident from table (1) that the highest response of staff awareness of Accessible Tourism came to the statement 3 (mean=2.87) which states i am totally aware of all barriers encountered by people with disabilities. on the other hand the highest response of travel agents staff awareness of Accessible Tourism came to the statement 1 (mean=3.03) which states I am totally aware of how to deal in an effective and tailored way with people with disabilities and seniors . This result is against the results of prior studies such as (Daruwalla and Darcy, 2005; ENAT and European commission, 2013) which states that there is a clear lack of awareness among tourism employees of different barriers that people with disabilities may encounter in their properties.

The attitudes of the Egyptian human resources in tourism sector towards Accessible Tourism

The table (2) shows the mean, S.D, Percent (%) and level of verification related to attitudes of the Egyptian human resources in tourism sector towards Accessible Tourism. It is clear from table (2) that the attitudes of hotel employees in the Egyptian travel and tourism sector towards seniors and by people with disabilities is neutral (Mean =3.05), where the highest response of staff attitude towards seniors and people with disabilities came to the statement 1(Mean=3.73) which states seniors and people with disabilities should be expected to meet the same standards as nondisabled guests; On the other side, the attitudes of travel agencies employees in the Egyptian travel and tourism sector towards seniors and tourists with disabilities is neutral (Mean =2.93), while the highest response of staff attitude towards seniors and people with disabilities came to the statement 8(mean=3.96) which states I try to behave normally and ignore the person's disability . Which refers to the attitude of hotels and travel agents staff are against the medical model of disability (where the person with a disability carries the blame). However, it is evident that neutral attitudes can be interpreted as an unwillingness to express their true attitude towards Accessible Tourism market .the thing which may be more socially desirable.

The level of Training of the Egyptian human resources in tourism sector on Accessible Tourism:

The research used some tools of descriptive statistics in order to analyze the level of training of the Egyptian human resources in tourism sector on Accessible Tourism. The table (3) shows the mean, S.D, Percent (%) and level of verification related to the level of training of the Egyptian human resources in tourism sector towards Accessible Tourism. It is clear from the table (3) that the training of hotel employees in the Egyptian travel and tourism sector in Accessible Tourism is average (Mean =3.20),where the highest response of staff training came to the statement 3 (mean=4.28) which states have you ever taken an Accessible Tourism awareness training program. The thing which points to the need of an effective Accessible Tourism awareness training programs among hotel staff. On the other side, the training of travel agencies employees in the Egyptian travel and tourism sector in Accessible Tourism is average too (Mean =3.16), where the highest response of staff training came to the statement 2 (mean=4.20)which states I am in need for specific skills to deal with people with disabilities and seniors effectively. This is can attributed to the lack of effective training programs which enhance the skills of travel agents staff in the field of Accessible Tourism.

Table (2) the attitudes of the Egyptian human resources in tourism sector towards Accessible Tourism

Item	Hotel employees					Travel agencies employees				
	Mean	S.D	%	Level verification	of order	mean	S.D	%	Level verification	of order
1- Seniors and people with disabilities should be expected to meet the same standards as nondisabled guests	3.73	1.16	74.6	High	1	3.08	1.73	61.6	average	3
2 I'm always experiencing many problems while dealing with people with disabilities and seniors during their accommodation time	3.28	1.33	65.6	average	3	3.41	1.36	68.2	high	2
3- I prefer not to deal directly with people with disabilities and seniors	2.69	1.08	53.8	average	6	2.89	1.61	57.8	average	4
4 -Seniors and people with disabilities should be isolated from nondisabled guests	2.52	1.25	50.4	Low	7	2.79	1.07	55.8	average	6
5 People with disabilities are less frequently travelling because of their disability	3.66	1.25	73.2	High	2	2.72	1.37	54.4	average	7
6- I offer help to people with disabilities and seniors even if it not being requested	3.15	1.22	63	average	5	2.86	1.53	57.2	average	5
7- I feel uncomfortable while dealing with people with disabilities and seniors	2.17	1.29	43.4	Low	8	1.75	1.14	35	Very low	8
8- I try to behave normally and ignore the person's disability	3.20	1.51	64	average	4	3.96	1.13	73.8	high	1
Total mean	3.05	1.10	61	Average		2.93	1.36	58.6	Average	

Table (3) the level of Training of the Egyptian human resources in tourism sector on Accessible Tourism

Item	Hotel employees					travel agencies employees				
	mean	S.D	%	Level of verification	order	mean	S.D	%	Level of verification	Order
1-I'm in need of Accessible Tourism awareness training programs in the property	3.82	1.20	76.4	High	2	3.48	1.23	69.6	High	3
2 -I'm in need of specific skills to deal with PWDs and seniors effectively	3.58	1.43	71.6	High	3	4.20	0.93	84	High	1
3- Taken an Accessible Tourism awareness training program before	4.28	1.09	85.6	Very high	1	4.00	0.95	80	High	2
4 -The program contributed in changing attitudes towards Accessible Tourism	1.28	0.45	25.6	Very low	5	1.27	0.45	25.4	Very low	5
5- The best training tool for the training program	3.03	0.99	60.6	Average	4	2.86	0.98	57.2	Average	4
Total mean	3.20	1.03	64	Average		3.16	0.90	63.2	Average	

I-Impact of Accessible Tourism training on human resources awareness:

Simple regression test was used to detect the impact of Accessible Tourism training on human resources in travel agencies and hotels awareness.

The following table (4) indicates the regression impact of Accessible Tourism training on human resources awareness as the following:

Table (4) the regression impact of Accessible Tourism training on human resources awareness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547a	.299	.288	3.23230

It is clear from the table (4) that R value equals (.547a) and R square equals (.299) .while Adjusted R Square equals (.288) and the impact of Accessible Tourism training on human resources awareness equals (28.8%) where the item of the study contributed to discuss (29.9%) of variance of the impact of Accessible Tourism training on human resources in hotels and travel agencies awareness

The following table will indicate the analysis variance ANOVA as the Follows:

Table (5) analysis variance ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regression	267.991	1	267.991	25.651	.000b
Residual	626.864	60	10.448		
Total	894.855	61			

It is clear from table (5) that F value equals (25.651) and it is statistically significant at (0.001) which indicates the Accessible Tourism training has a positive impact on human resources awareness.

The following table (.6) will indicate the Coefficients as the following:

Table (6)Coefficients ^a

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.876	2.419		2.842	.000
Training	.676	.133	.547	5.065	.000

It is clear from table (6) that B value equals (0.676) while the value of Beta equals (.547) which is statistically significant at (0.001). Therefore Training has a positive impact on human resources in hotels and travel agencies awareness.

II-Impact of Accessible Tourism training on human resources Attitudes:

Simple regression test was used to validate if there is an impact of Accessible Tourism training on human resources in travel agencies and hotels attitudes. The following table indicates the Correlation coefficient impact of Accessible Tourism training on human resources attitudes as the following:

Table (7) Correlation coefficient impact of Accessible Tourism training on human resources attitudes

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538a	.290	.278	2.45349

It is clear from table (7) above that R value equals (.538a) and R square equals (.290).while Adjusted R Square equals (.278) and the impact of Accessible Tourism training on human resources Attitudes equals (29%) where the items of the study contributed to discuss (27.8%) from impact of Accessible Tourism training on human resources attitudes.

Table (8) ANOVA^a

Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regression	147.291	1	147.291	24.468	.000b
Residual	361.177	60	6.020		
Total	508.468	61			

It is clear from table (8) that value of (F) is (24.468) and it is statistically significant at (0.001) therefore the Accessible Tourism training has a positive impact on human resources attitudes. **Thus the study question which is: there is an impact of Accessible Tourism training on human resources attitudes is valid**

The following table no. (9) Indicates the impact of regression coefficients as the follows:

Table (9) the regression impact of Accessible Tourism training on human resources attitudes

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.677	1.836		5.269	.000
Training	.501	.101	.538	4.947	.000

It is clear from table(9) that Std. Error of training is (.501) and Impact of Accessible Tourism training on human resources attitudes "Beta" is (.538) also T value is (4.947) and it is statistically significant at(0.001) therefore the Accessible Tourism training has a positive impact on human resources attitudes.

B-How tourists with disabilities and seniors evaluate their experience in Egypt (Staff attitude, Barriers encountered)

The study used some tools of descriptive statistics in order to analyze the level of attitudes and Barriers encountered by tourists' in Egypt.

The following table (no.10) shows the mean, S.D, Percent (%) and level of verification related to tourist's evaluation for their experience in Egypt (barriers encountered –staff attitudes) as the follows:

Results: It is clear from table (10) above from tourists' perspective that the attitudes of employees in the Egyptian travel and tourism sector towards seniors and PWDs is negative (mean =2.34), the highest response of staff attitude towards seniors and tourists with disabilities came to the statement 1 (mean= 2.58) which states Tourists with disabilities and seniors are treated on an equal basis with any other regular tourist.

On the other side, from table (10) the barriers encountered by tourists with disabilities and seniors in Egypt were high (mean =3.93) and the highest response regarding barriers encountered came to statement2 (mean =4.2) which states The lack of well-trained airport employees who deal efficiently with tourists with disabilities and seniors as barriers encountered by people with disabilities and seniors ,this result confirms the results of prior study for example(Open doors Organization, 2015) when it reported that about 65% of tourists with disabilities worldwide encountered Barriers at airports due to the lack of awareness among airport staff of how to deal with travelers with disabilities in an effective way.

Summarization of key results:

This part introduces field study results from the semi-structured interviews, tourists' questionnaires and tourism staff questionnaires as the follows:

In general there is a lack of effective Accessible Tourism training programs in the Egyptian travel and tourism sector, while there are limited training programs in the field of Accessible Tourism which are considered individual efforts.

1-Lack of awareness among travel and tourism sector employees in Accessible Tourism issue could be discussed in the following points:

- Legislations and policies related to people with disabilities rights to travel and socialize.
- The different requirements of people with disabilities and seniors as well as the facilities they need.
- The potential market of Accessible Tourism and its value to their business.

- The service and the facilities that the business can offer.
 - The appropriate way of offering help to people with disabilities and seniors.
 - Disability nongovernmental organizations role in promoting Accessible Tourism awareness and their role in hotel auditing.
 - People with disabilities and seniors abilities and motivations.
 - Facilities in local community that is accessible.
- 2- Attitudinal barriers were classified as one of the major barriers that could be encountered by people with disabilities and seniors in Egypt.
- 3- Failure to support the social model of disability in Egypt.
- 4- Ignorance, excessive care or being unaware of how to offer help could reflect negative attitudes towards tourists with disabilities and seniors.
- 5- Accessible Tourism market directly impact on the multiplier effect on the overall travel expenditure, since people with disabilities and seniors are likely to be accompanied.
- 6- Every stakeholder to Accessible Tourism in Egypt is thinking his interests are incompatible with others.
- 7- There are common myths about Accessible Tourism market such as:
- A- Accessible Tourism market includes people with disabilities segment only,
 - B- People with disabilities are not travelling too much because of their disabilities,
 - C- Universal design or accessible facilities are too expensive to build,
 - D- Hotels who are providing ramps and wheel chairs only consider themselves accessible hotels "Accessible Tourism is not more than an access issue in their opinion".

Recommendations

The study findings imply important recommendations which should be taken into consideration for efficiently equipping human resources in the Egyptian travel and tourism sector to be capable of dealing with Accessible Tourism issues in an effective and tailored way.

Recommendations for the Ministry of Tourism in Egypt:

- 1- Raising Accessible Tourism awareness for employees working for tourism and local community through forums and conferences.
- 2- Promote collaboration with organizations of people with disabilities for the exchange of useful information and experience especially concerning innovative policies and good practice in Accessible Tourism field.
- 3- Comply with new legislation on accessibility.
- 4- Providing awards for outstanding achievements in the field of Accessible Tourism.

Recommendations for Travel agencies:

1- Providing safe, enjoyable and comfortable tourism experiences for the entire tourism market, including individuals with disabilities, seniors and others with special access requirements

2-Building a website for tourists who are visually impaired.

3- Hiring sign language interpreters for deaf tourists and providing printed descriptive material in all the attractions visited.

Recommendations for Accommodation establishments (hotels, Resorts...):

1-Make use of the Consultation and recommendation from disabled people's organizations about the hotel accessibility.

2- Make use of seniors and disability nongovernmental organizations practical experience in that field in designing effective disability awareness training to hotel staff.

3-Staff should include employees who able to communicate with persons with sensory disabilities effectively

4- Accommodation sector should seek referrals from influential persons with disabilities by organizing familiarization trips so as to benefit from their recommendations.

5-Staff should be trained to evacuate people with disabilities, or seniors in an emergency. Emergency drills should be performed routinely according to the laws and regulation ought to be provided in alternative formats, including sign language and writing.

Recommendations for transportation sector (aviation industry)

1-Educate and train all parties involved in transportation: managers need to understand their responsibilities and front-line staff need to ensure customer care Public awareness campaigns can assist that educational process.

2-Access to transportation should be as simple as possible and assistance should be available when required.

3-Ensure that all the new transport services and the related infrastructure are accessible for all.

Recommendations for the educational institutions:

1-Integrate Accessible Tourism awareness in the curriculum of schools, Universities and in Masters and PhD programs as well.

2- Co-operate with disability organizations to spread the awareness of Disability issues through campaigns in schools and universities.

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تأثير نماذج الإعاقة علي الإتجاهات نحو السياحة الميسرة

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الملخص العربي

تهدف الدراسة لرفع قدرات العاملين بمجال السياحة عن طريق تقييم مستوي الوعي والاتجاهات لديهم تجاه نمط السياحة الميسرة. كما أنها تؤكد علي أهمية التدريب بذلك المجال الهام، حيث أن الوعي إلي جانب التدريب يشكلان معاً أهم العناصر تأثيراً في تغيير الاتجاهات. ولقد أوضحت الدراسات السابقة وجود قصور واضح في الوعي بنمط السياحة الميسرة، كما أشارت إلي أن المعوقات الخاصة باتجاهات العاملين نحو السائحين من كبار السن و ذوي الإحتياجات الخاصة تعد من أصعب المعوقات التي تواجههم علي الاطلاق. لذا تعتبر هذه الدراسة من أوائل الدراسات التي تتناول تقييم اتجاهات العاملين بمجال السياحة و السفر بمصر تجاه نمط السياحة الميسرة . وعليه فإن الدراسة اتبعت المنهج المختلط لجمع وتحليل البيانات و التي تم جمعها من خلال المقابلات الشخصية مع عدد من المسؤولين والخبراء السياحيين، و قد تبعتها ذلك (٣) استمارات استقصاء تم توزيعها علي عينة من السائحين من كبار السن و ذوي الإحتياجات الخاصة ، وذلك بخلاف استمارات الاستقصاء التي تم توزيعها علي عينة من العاملين بالفنادق و شركات السياحة. تساهم الدراسة في تحسين نوعية الخبرة للسائحين من كبار السن و ذوي الإحتياجات الخاصة بمصر.

الكلمات الدالة: السياحة الميسرة، الاتجاهات، الوعي، الموارد البشرية.