

# Robert Jones Oration

## Without limits: developing the social and economic potential of accessible tourism for Queensland

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Queensland  
Government

Spinal Life  
AUSTRALIA



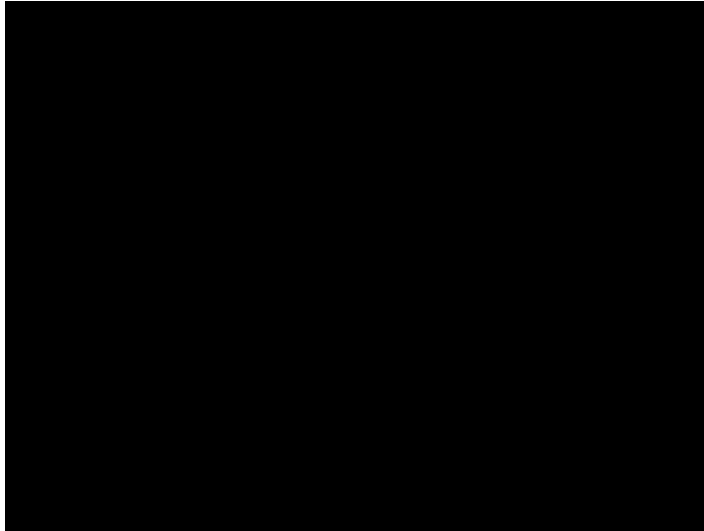
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## Overview

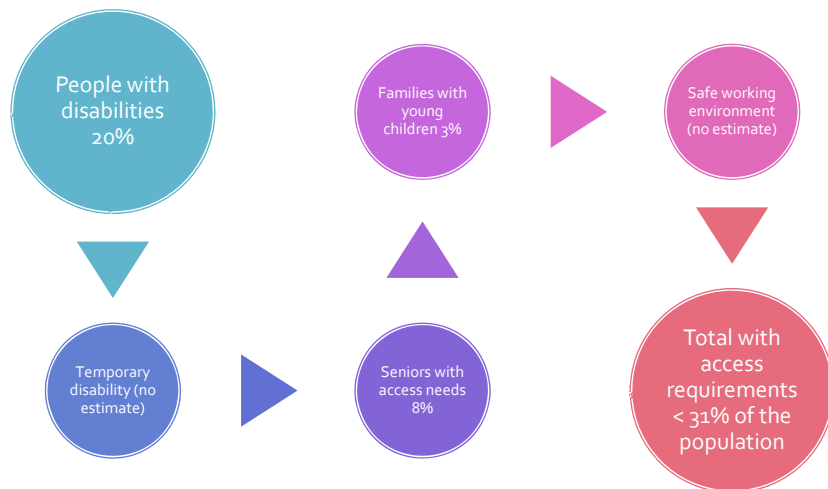
- UNWTO economic and social benefits
- UN Convention on the Rights of Persons with Disabilities
- Universal design
- Travel chain
- Culture, inclusive management and empathetic processes

## Accessible Tourism for All Day UNWTO Message

<https://www.youtube.com/watch?v=gpx16cU2Goo>



## Who are the Beneficiaries?



# Access Market Potential

## AUSTRALASIA

### Domestic Demand

- Australia = 4.2m
- New Zealand = 1.1m
  
- China = 83m
- Japan = 14m
- India = 49m

## OTHER OVERSEAS MARKETS

### Overseas Tourism

- Europe = 127m
- USA = 60m
- GB = 10m
- Canada = 4.4m

### Group Dynamics

- = 3-4 people/day trip
- = 3-5 domestic

# Economic Studies

## Overseas

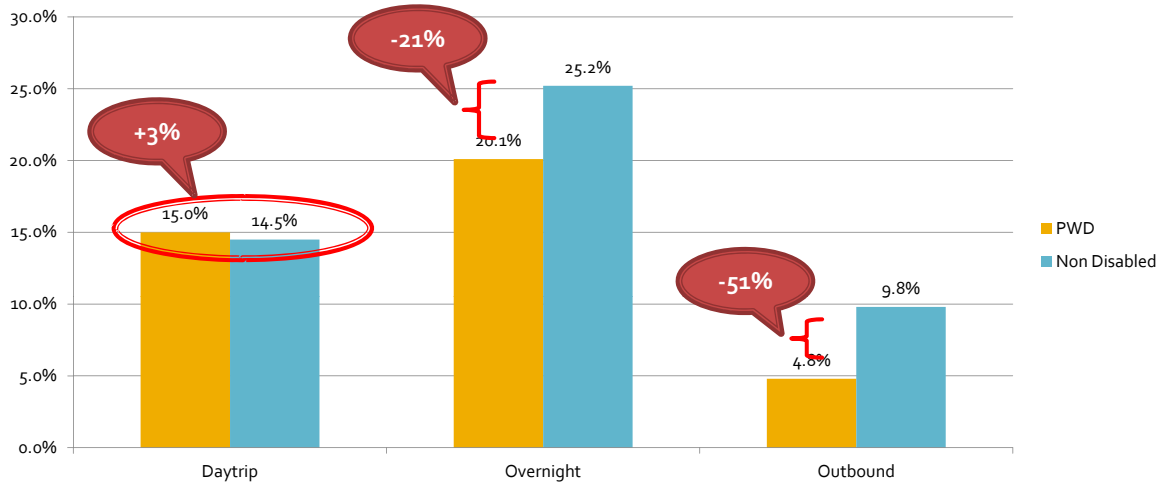
- Europe €141bn
- German €3bn
- USA US\$17.3bn

## Australia

- 11% of tourism GDP directly attributable to PwD
- Accessible Tourism market is worth AUD\$4.8 billion to the Australian economy each year.

(Dwyer & Darcy 2011).

# Comparative Travel Rates



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Darcy 2013 using National Visitor Survey 2010



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<http://www.smh.com.au/business/rolling-out-the-red-carpet-as-chinese-tourism-takes-off-20130125-2dc8i.html>

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# UN Convention on the Rights of Persons with Disabilities



## 20. Personal Mobility



## 9. Accessibility



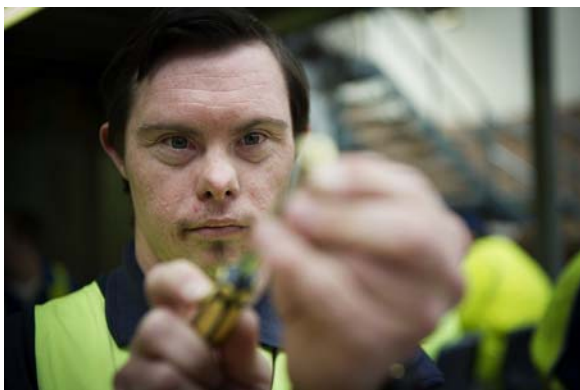
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<http://www.japan-accessible.com/transport.htm>

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## Live, work, play and travel

### 27 WORK AND EMPLOYMENT



<https://engage.dss.gov.au/disability-employment-framework/>

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### 30 CULTURAL LIFE



<https://mca.com.au/events/auslan-tour-people-hearing-impairment-nov-8/9418/>



## Barriers to participation – Enabling environments – Universal Design



<https://www.cciq.com.au/events/event/99>

## Definition of Accessible Tourism

- Accessible tourism is a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition adopts a whole of life approach where people through their lifespan benefit from accessible tourism provision. These include people with permanent and temporary disabilities, seniors, obese, families with young children and those working in safer and more socially sustainably designed environments

(Darcy & Buhalis 2011, p10-11).

# The Travel Chain



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# Liveable Communities

- Live, work, play and travel
- In Your Local Community
  - Day to day life
  - Business/employment
  - Recreation/leisure/sport/the arts
- Away from Your Local Community
  - Overnight domestic
  - International
- Destination Experiences

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## Experiences

*I just want to do cool  
things without the hassle ...*

## Tourism for all





## Darcy trip - the "travel chain" and the "experience" wanted

### TOWNSVILLE TRAVEL CHAIN

- Northern Beaches, Sydney
- Wheelchair Accessible Taxis
- Kingsford Smith Airport, Sydney
- Physical transfer from power wheelchair to aisle chair to aircraft seat
- Virgin Australia
- Physical transfer from aircraft seat to aisle chair to power wheelchair
- Townsville wheelchair accessible taxi
- Grand Hotel
- Use power wheelchair to enjoy accessible streetscape
- Grand Hotel - Townsville wheelchair accessible taxi - Sealink Ferry Terminal
- Sealink catamaran to Magnetic Island ferry
- Accessible wharf and ramp system
- Floating pontoon at Peppers resort
- Cliff's Fishing Tours using a wheelchair accessible roll on fishing boat
- **The Experience** fishing, circumnavigation of Magnetic island and local history/tour knowledge
- Floating pontoon at Peppers resort
- Accessible wharf and ramp system
- Sealink catamaran to Magnetic Island ferry
- Accessible wharf and ramp system
- Use power wheelchair to enjoy accessible streetscape back to the Grand Hotel

### THE EXPERIENCE



# Facilitating the Travel Chain

## GOV, NFP & COMMERCIAL

- Everyone's job
- Information search
- Home to community
- Community to regional
- Transport interchanges

## THE INDIVIDUAL

- Recent Research
- Personal mobility
  - Private vehicle access
  - Public transport
  - Air travel
  - Staying away from home

# Concluding thoughts



<http://disabilityhorizons.com/2015/12/accessible-tourism-the-movers-shakers-and-influencers/>

## Contact details

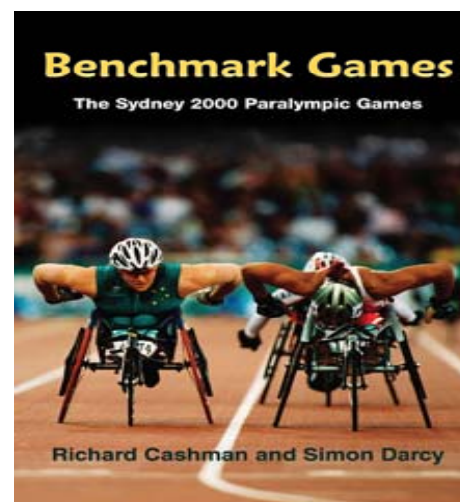
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### Further reading

- Domínguez Vila, T., **Darcy, S.**, & Alén González, E. (2015). Competing for the disability tourism market – a comparative exploration of the factors of accessible tourism competitiveness in Spain and Australia. *Tourism Management*, 47(1), 261-272.
- Buhalis, D., & Darcy, S. (Eds.). (2011). *Accessible Tourism: Concepts and Issues*. Bristol, UK: Channel View Publications.  
<http://www.channelviewpublications.com/display.asp?isbn=9781845411602>
- Darcy, S. (2012). (Dis)Embodied Air Travel Experiences: Disability, Discrimination and the Affect of a Discontinuous Air Travel Chain. *Journal of Hospitality and Tourism Management*, 19(e8), 1-11.
- Darcy, S., & Taylor, T. (2009). Disability citizenship: An Australian human rights analysis of the cultural industries. *Leisure Studies*, 28(4), 419-441.

## Prof Simon Darcy

- UTS Business School
- University of Technology Sydney
- Cosmopolitan Civil Societies Research Centre
- Inclusive organisational practices
- Major events
- Legacy and other event outcomes
- The host city preparation for tourists with disability





# Accessible Tourism

