

Accessible Tourism in Malabar Region : A Supply Side Perception

By

Susmitha Suresh M.P

20PTA018

Thesis Submitted To

**Avinashilingam Institute of Home Science and Higher Education for
Women, Coimbatore - 641043**

In Partial Fulfillment of the Requirements For

MASTER DEGREE

IN

MASTER OF BUSINESS ADMINISTRATION (MBA)

(TOURISM AND TRAVEL MANAGEMENT)

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CERTIFIED AS BONAFIED RESEARCH WORK

SIGNATURE OF

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SIGNATURE OF

EXTERNAL EXAMINER

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THE GUIDE

DECLARATION

DECLARATION

I declare that the dissertation entitled “**Accessible Tourism in Malabar Region : A Supply Side Perception**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr. Bindu V.T, MTA, M.PHIL, NET, PGDBA, Ph.D.,** Assistant Professor(SG) and Head(i/c) of Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other University or other similar institution of Higher Learning.

Signature of the Supervisor

Signature of the Candidate

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INTRODUCTION

CHAPTER-1

INTRODUCTION

1.1 Introduction To Tourism

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The term is now more familiar with huge mass of the people in the world by passing time. Fortunately, compared to primitive stage, present generation of people have more time to spend for leisure and recreation accompanying with abundant flow of monetary gain. With stressful life in the society and work burden make people travel to different destinations for relaxation from their scheduled lives and to revitalize themselves. Tourism provides such an opportunity to people to make them more alive and get relished from their journeys. All these things flip interesting research for doctorate study related to efforts of state government in the sphere of tourism. The totality of relationship and phenomenon arising from travel and stay of strangers, provided the stay does not imply the establishment of permanent residence and is not connected with a remunerative activity. The study of man away from his usual habitat, the industry which responds to his needs, and the impact that both and industry have on the socio – cultural, economic and physical environment. Travel & Tourism industry in real sense is a truly global economic activity - one which takes place in destinations within and beyond boundaries, from leading and developed capital cities and smaller towns and villages in rural and coastal areas, to some of the remotest points on the planet. Tourism is developing rapidly at a globe as well as in India after Second World War. The reasons for steady growth of tourism are economic, social as well as other factors. Most important is rising income and consequently improved purchasing power, rise in discretionary income have created ease for most of the people of the society to have shorter or longer duration of holidays. Even improvement in infrastructural facilities, communication, and transport are other important factors which can be considered responsible for growth of tourism sector. Tourism and allied sectors have become dynamic sources of income as well as strategic sector for the development in many countries. Around 260 million jobs worldwide are supported by Travel & Tourism - either directly in the industry or in allied sectors. And these jobs are vital not only for the livelihoods of those who are employed but also for their families and the wider communities in different destinations. Tourism is operated worldwide so country

will be able to get benefits of increasing export of services. Countries are required to have continues monitoring of tourism management, tourism policies and its implementation and promotion of various sites globally in emergence of opportunities and challenges in the field of tourism. Countries appreciate potential of tourism as a great contributor to economic growth and competing with each other to enjoy greater market share and making efforts for the promotion of tourism like never before have resulted in restructuring of tourism industry as well as tourism products and tourism strategies. In the present time tourism is emerging as a separate sector or industry in most of economies of world. Basically, countries at a globe are focusing on development of tourism because it facilitates employment generation and earning of foreign currency. The tourism industry outperformed the entire wider economy in 2012, it is growing faster than other notable industries such as manufacturing, financial services and retailer. Today there are very few people who have neither contributed to the growth of Travel & Tourism through their nor benefited by the impacts of others' expenditures on travel and tourism. Tourism industry by its very nature, the industry encourages the engagement and combines and collaborate communities, tourists, governments, local suppliers and businesses throughout the supply chain for the common objective of development of tourism. This shows the importance of focusing on the development of tourism industry. It is noteworthy that in the year of 1994-95, share of tourism sector in world's GDP was 10% which is more than accumulated budget of military. Even tourism occupies 7% capital investment in world's total capital investment. More than, 21.2 crore people are employed in tourism and trade at a globe. It is important to take in notice that according to World Tourism Council at Brussels, the revenues in Asia Pacific region will rise at the rate of 7.8% per annum in next decade. This data indicates increasing importance of tourism and trade at a globe. Source : World Tourism Organisation

Even in next few years countries will try to have focused efforts for tourism because of growing importance and contribution. Travel & Tourism indirectly also promotes cultural heritage as well as global communication which helps to enhance understanding between people of different countries and even different communities. This in turn leads to improved international relations between governments, nurturing world peace. Tourism at present is the major instrument for creation of employment opportunities as well as for socio economic development; it also helps to remove poverty in very less expensive way. According to figures released by the World Tourism Organization (WTO), a United Nations affiliate, the number of tourists who crossed international boundaries during 2002 exceeded 715 million. Out of them only 2.4 million came to India while about 80 million went to France, the world's number one destination, followed by

more than 50 million each to U.S. and Spain. Even China with its 37 million arrivals occupies fifth place among top five tourist destinations. It is noteworthy that even smaller countries like Malaysia and Thailand have crossed 10 million mark in number of tourists arrival.

Not only that but countries at a globe are undertaking regional liberalization and collaboration initiatives are also taken in tourism allied sectors among developing countries and industrialized developed countries. South African Development Community in Africa, Asia Pacific Economic Co operation in Asia and Economic Partnership Agreement between European Union and African, Caribbean and Pacific countries is some of the examples of such initiatives. Encouraging and strong negotiations and commitments among WTO members in tourism industry show important reorganization of GAT in playing important role in tourism development. GAT commitments in financial services as well as in communication facilitate growth of tourism field. Emerging economies like China and India produce higher middle classes who are keen to spend their disposable income on cheap carriers and get benefits of liberalize visa restrictions. China, Gulf, and India will have fastest growth of hotels outside United States.

1.2 Accessible Tourism

Accessible tourism is the ongoing endeavor to ensure tourist destinations, products, and services are accessible to all people, regardless of their physical or intellectual limitations, disabilities or age. It encompasses publicly and privately owned and operated tourist locations. The goal of accessible tourism is to create inclusivity of all including those traveling with children, people with disabilities, as well as seniors. This allows those with access requirements to be able to function as an independent using products following the universal design principle, a variety of services, and different environments.

Accessible Tourism (AT) is part of inclusive tourism which is further an integral part of sustainable tourism. It is an approach aiming to provide and facilitate leisure and recreational facilities to all. The barriers and constraints need to be mediated to foster inclusive tourism for all. Accessible is not only that a location is physically accessible but in a more general meaning, that every one regardless of disability can make use of the product or service. The accessibility principle is often thought of as being a concern only of disabled people. It is a myth the implementation of most accessibility measures benefit all. Accessible environment is an essential requirement for around 10%, a need for 30-40% comfortable for all and problematic for no one. (Carlos Buj, 2010). Everyone will potentially benefit from accessibility at some point in life.

Developing AT is not merely the right thing to do; there is a social demand for it. Moreover as Scott Rains (2008) rightly commented AT is not charity, it is yet another good business. Needless to say the transitions towards a fully accessible tourism require resources. But there is a benefit to it, not only in a more just inclusive society, but also in plain economic terms for tourism business and destinations. Depriving disabled people of their vacation may contribute to their marginalisation (R.Hall D 2006).If the society wants to ensure the same opportunities for its members; it should share the costs of accessibility among all, rather than among those who need it. Accessibility is a question of justice that as a society we should face and resolve. Accessible tourism is defined as a way of making tourist locations more accessible to all populations. It does not just encompass those with disability, but it includes people of all populations including those with children and the elderly. The tourism industry is continuously evolving which has led to a need for accessibility. Because of this, it has also led to an increased market for accessible tourism. With the rise of the independent living movement, seen in places such as Berkeley, California, it has also raised questions about the definition of the landscape and the people within it. The rise of this movement in turn created a demand from the population to modify the city to allow for greater and equal access for everyone.

Modern society is increasingly aware of the concept of integration of people with disabilities. Issues such as accessibility and universal design are featured in the international symposia of bodies such as the European Commission. Steps have been taken to promote guidelines and best practices, and major resources are now dedicated to this field.

A greater understanding of the accessible tourism market has been promoted through research commissioned by the European Commission where a stakeholder analysis has provided an insight into the complexities of accessible tourism. Similarly, the Australian Sustainable Tourism Cooperative Research Centre funded an Accessible Tourism Research Agenda that sought to outline a research base on which to develop the supply, demand and coordination/regulation information required to develop the market segment. The research agenda has now seen three other funded projects contribute towards a research base on which the tourism industry and government marketing authorities can make more informed decisions. As of 2020, approximately 15% of the world's population lives with some form of disability, with one-fifth of the total, or between 110 million and 190 million people, living with a disability that affects daily life. Based on a report in 2011 by World Health Organization and the World Bank, over 1 billion of people in the world had some disability, with 200 million of those who have experienced severe difficulty in functioning. In addition to the social and health benefits, the market represents an

opportunity for new investment and new service requirements, rarely provided by key players in the tourism sector. According to ENAT, the European Network for Accessible Tourism, accessible tourism includes but is not limited to:

Barrier-free destinations: infrastructure and facilities

Transport: by air, land and sea, suitable for all users

High quality services: delivered by trained staff

Activities, exhibits, attractions: allowing participation in tourism by everyone

Marketing, booking systems, web sites & services: information accessible to all

Source: World Health Organization

1.3 Main Dimensions Of Accessibility

It involves a set of practices meant to enable the tourists who suffer a limitation in their relational ability as tourists. Such tourists have certain special needs at different facets of travel and stay, necessitating provision of such need sets accordingly to facilitate their travel. It is meant to cover all those having varying degrees of accessibility constraints as regards to participation in leisure, recreation and tourism opportunities, viz. disability, and other medical conditions requiring special care, senior citizens and others in need of temporary assistance. Non-accessibility to tourism opportunities is not often the fundamental issue but creating the provisions judiciously in such a way to address the related constraints emerges as central challenge.

1.4 Types Of Barriers For Disabled People

Existing literature tends to suggest that persons with disabilities face a number of barriers to participation (UNESCAP, 2003), due to which, they enjoy comparatively less access to leisure or tourism opportunities. Smith (1987), one of the pioneers in this subject identified three main types of barriers: Environmental including attitudinal architectural and ecological factors; interactive barriers relating to skill challenges incongruities and communication barriers; and intrinsic barriers associated with each person's physical psychological or cognitive functioning level.

1.5 Travellers And Accessibility

Persons with Restricted physical ability are travellers with habits, preferences and goals similar to those of the general population. While these individuals do have specific needs in some

respects, only a small portion of these travellers requires sophisticated equipment. Access varies depending on disability. According to Simon Darcy (1998), access has three main dimensions:

(a) Physical access, which involves persons with physical disabilities requiring the use of wheelchairs or walking aids and, consequently, the provision of, for example, handrails, ramps, lifts and lowered counters.

(b) Sensory access, which involves persons with hearing or sight impairments, necessitating the provision of, for example, tactile markings, signs, labels, hearing augmentation-listening systems and audio cues for lifts and lights.

(c) Communication access, which involves those persons who have difficulty with the written word, vision, speech, and hearing impairments of persons from other cultures.

Persons with RPA have a right to, and do want to, enjoy travel and leisure experiences. Like everyone else, tourists with RPA want to visit places with which they identify, places consistent with their lifestyle, where they can find pleasure, safety and comfort. They also seek friendly, inhabited places. However, their travel experiences are still characterized by numerous constraints.

1.5.1 Transportation

Transportation is a crucial issue, representing a major portion of a tourism-related trip. While air travel in general has become easier and airlines increasingly provide user-friendly services to these travellers, some problems still arise from time to time that can seriously inconvenience a traveller with RPA. For example, an issue among some travellers with RPA is the damage to and loss of wheelchairs on airplanes. Other constraints facing wheelchair travellers include the difficulty of boarding and disembarking the aircraft, changing flights, and the inaccessibility of airplane restrooms. For persons with visual impairments, identifying and retrieving luggage becomes another obstacle in the course of their already difficult journey. For local or regional trips, persons with RPA use various modes of transportation trips – such as car, bus or train. Private automobiles equipped with customized features have the advantage of providing schedule flexibility if used for pleasure travel. However, only a small group of affluent persons with RPA can afford such cars. Modern technology greatly facilitates bus travel, as those with RPA can now journey in buses equipped with hydraulic lifts, which help them to board easily. “Low-floor” buses are gradually becoming the standard for intraurban public transportation in a growing number of countries. These buses have the floor some 50 cm above street level. They feature a

hydraulic “kneeling” function, which reduces the step to some 25 cm. However, in most countries the availability of such specially designed buses remains limited. While trains could better accommodate the travel needs of persons with RPA, the gap between car door and platform is often too wide; access to toilets and compartments also remains a constraint, especially for persons with physical disabilities and wheelchair users.

1.5.2 Accommodations

Accommodations and restaurants are frequently ill equipped to meet the needs of tourists with RPA. The lack of suitable accommodations will often limit persons to up-scale hotels, which are most often the only establishments that are accessible. For example, very few hotels offer accessible rooms with wide entrances or low switches, hand dryers, towel racks and beds. Of the rooms available, few are on the ground floor. Access throughout hotels is also problematic. Few hotels have elevators to all floors, access to reception, pool or bar areas, clear signage, visual alarms, and complete access through the entire building. While the majority of hotels provide special parking areas, these are often uncovered and quite distant from the main hotel entrances, often requiring that steps be negotiated in order to enter or exit buildings. Many travellers with RPA have difficulty accessing restaurant establishments within tourist destination areas. Others encounter problems after making hotel reservations. In some instances, rooms that were promoted as accessible were actually inaccessible to persons with RPA. For example, showers with handrails may well accommodate some people, but, for many wheelchair users, bathtubs present a major barrier.

1.5.3 Tourism Sites

Major barriers for travellers with RPA involve physical obstacles that limit access to tourism sites and attractions, the very elements that underlie, or enhance, a journey. Attractions may include leisure-based activities, such as visiting theme parks or participating in sport events; nature- or historical-based activities, such as visiting museums or a patrimonial site; and sociocultural activities, such as festivals or exhibitions. In these activities, most of the constraints encountered by tourists with RPA involve site inaccessibility. For example, beaches are often not equipped to accommodate wheelchair users. Similarly, poor access to museums, historical monuments or shopping areas restricts persons with RPA from participation in these activities.

1.5.4 Travel Planning

For travellers with RPA, planning a vacation can be somewhat daunting. Their constraints lead such travellers to ensure that proper attention will be given to their special needs. Arrangements cannot be made without the assistance of travel agencies that cater to those special needs. For several years, accessible tourism has shown promising signs of expansion. Yet tour operators have only recently started to appreciate the potential of this market. Many opportunities exist for the distribution network to market products and services that are underused.

1.5.5 Customer Services

Very often services providers are uncomfortable in direct contact situation with persons with RPA because they don't know what is required from them. There is a range of disabilities which may have different implications. Usually, these customers require no additional assistance, although many of them will appreciate it. Staff training is important at all level of the tourism organization not only for those employees in direct contact with clients but also housekeeping and support staff who might encounter clients in the performance of their duties. Often, simply increased awareness, good communication will be even more important than the assistance techniques.

1.6 Brief History And Trends

The shift from the medical model to the social model of disability had a major contribution in the development of the concept of accessible tourism. With the Disability Rights Movement in full swing in the mid to late-1900s, the traditional view of disability that focuses on the individuals' impairments and the medical interventions to fix those impairments was significantly challenged. The newly emerged social model of disability postulates that disability is not constructed solely by a medical condition a person has but rather by the social environments that impose various kinds of barriers on people with impairments. With the influence of the social model, the general understanding of disability has been expanded to place greater emphasis on removing the socially imposed barriers and achieving greater accessibility for individuals with disability and various access needs. This endeavor to create a more inclusive environment for all people led to the emergence of the concept of Universal Design, which is the design of products and environments that can be easily accessed, understood, and used by anyone, regardless of one's ability. In 1997, the 7 principles of universal design were developed. These principles include:

Equitable Use

Flexibility in Use

Simple and Intuitive Use

Perceptible Information

Tolerance for Error

Low Psychical Effort

Size and Space for Approach and Use

The principles of universal design provided important conceptual foundation and guidelines for the tourism industry on how to design tourism products and services that have the value of inclusivity at their center.

Today, Europe and the United States of America are home to the majority of the existing companies in the accessible tourism industry. However, companies worldwide are starting to appear as the result of a growing need, largely driven by senior tourism, due to increasing life expectancy in developed countries. The United States requires ADA compliant ramp access to virtually all businesses and public places. Portugal, Spain, the United Kingdom, Germany, France and other northern European countries are increasingly prepared to receive tourists in wheelchairs, and to provide disability equipment and wheelchair accessible transport.

With the growth of the internet, online travel planning is also becoming more common, leading to the rise of online accessibility maps. For example, starting in 2016, Lonely Planet started offering online accessibility resources by country.

1.7 Accessible Tourism In India

The size of accessible marketwise people with disabilities, their family members, dependants and other potential people with reduced mobility was roughly up to 18.11% of India's population in 2001. In other words the market segment of people with reduced mobility is roughly 186.3 million, even one fourth of this is economically viable it contribute 46.58 million which indeed is vital. (S.Babu, 2010) Where as in 2015 the population is 12928 million where as the disabled population is 219 million.(IndianMOT:2015) .The major five states of India with maximum disabled population are Uttar Pradesh(34 million),.Bihar(19million) West Bengal(18million),TamilNadu(16 million) and Rajasthan(14 million). The present study is

conducted in Tamilnadu, the loco motor disabled person of TamilNadu is considered for the present study.

1.8 Accessible Tourism In Kerala

RT mission has decided to start the process of making Kerala a differently-abled friendly tourist destination. A meeting was once held with the stakeholders working in this sector for the same. Guidelines will be designed and accessibility auditing conducted. Friendly Tour packages for the differently-abled will be designed. Promotional videos will also be created. Rupees 15 lakh is proposed for this scheme in 2017-18. The following will be practiced.

1. At least, 10 of the tourism destinations in Kerala will be made differently-abled friendly.
2. In 2021, Kerala will be announced as having 100% friendly tourism destinations.
3. Responsible Tourism Mission will control 10 of the differently abled friendly tour packages.
4. 500 accommodation units will be made friendly for the differently abled.

‘Barrier Free Kerala’ is a project brought forward by the Department of Tourism with the support of Responsible Tourism Mission. The project aims to convert Kerala into 100% accessible friendly tourism destination by 2021. In the initial phase, an amount of Rs. 9 Crores has been sanctioned to make 125 destinations ‘Barrier Free’. As part of the project, exciting and upcoming tourism spots will be developed into barrier free destinations by introducing accessible friendly infrastructure facilities and tour packages. RT Mission is entrusted to develop guidelines for making destinations, accommodation units as barrier-free and accessible friendly tour packages.

1.9 Need For The Study

As per Indian tourism, Accessible Tourism couldn't play any major role in the last few decades. The volume of people with disabilities is growing fast due to an increase in the number of acquired disabilities besides congenital conditions. In addition to disabled persons, a consistent increase in life expectancy of the people also results in the formation of a large pool of old-age citizens, who also encounter access constraints of varying nature.

Available studies suggest that disability poses serious challenges to the normal living of people in absence of accessible environment. Thus, their options to the enjoyment of equal rights in terms of opportunities particularly employment, income, and holidaying get alarmingly reduced. They also have to negotiate aversive societal perceptions and taboo persisting at large in the public domain. But in the present scenario, accessible tourism has wide commendation. The

department is growing day by day, the backbone of tourism is THE ACCOMMODATION for the tourists, the ATTRACTION of the sites, and ACCESSIBILITY. In concern, Kerala has both Accommodation & Attraction already, but the accessibility to catch up with or explore the tourist places is constrained. The disabled persons and old age people couldn't reach everywhere. The study concentrates on the needs and significance of accessible tourism in the Malabar province of Kerala Tourism.

1.10 Objectives Of The Study

- To understand the supplyside perception on developing accessible tourism, in the region.
- Assess the current level of accessibility in (3 A's) of travel and hospitality.
- Study the various factors of demanded services.
- Understand different constraints of accessible tourism.
- Suggest effective measures for accessible tourism in Malabar region, Kerala .

1.11 Scope Of The Study

Recent years have been witness to many proactive actions from various agencies both government and non-government aimed at creating a better living environment for persons with disabilities as a right and not charity. Some specific laws have also been enacted to enable their empowerment as well as to mediate with the multifaceted problems. There are an estimated 600 million persons living with disabilities in the world today. If one includes the members of their families, there are approximately 2 billion persons who are directly affected by disability, representing almost a third of the world's population. Thus, persons with disabilities represent a significant overlooked development challenge, and ensuring equality of rights and access for these persons will have an enormous impact on the social and economic situation in countries around the world. Impediments in properly tapping the potential of this visitor segment are many. The major ones are lack of understanding about the market segment, viz. size, socio-economic and travel-related attributes and; the factors constraining their participation in tourism and travel activities. Indeed, these are more evident in the developing countries including India. Keeping this in perspective, this study was scoped to examine some key attributes and dimensions of the travellers with reduced mobility. Those include travel behaviour, purchasing power and major factors constraining them to be equal partners in tourism and travel activities in the Indian context. An exploratory framework was considered appropriate for this study since the understanding of these travel segments in India is scant.

1.12 Limitations Of The Study

- The research was carried out in the short span of time with a limited sample size.
- Due to the confidentiality of some information accurate responses was not revealed by some of the respondent.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the basis and prejudices of the respondents.

1.13 Chapterization

The following chapter and content analysis to the research study

Chapter 1-Introduction

In the chapter a holistic perspective is provided of proposed research .The chapter provides brief introduction about tourism, Accessible Tourism, Main dimensions of Accessibility,Types of disabled people,Travellers & Accessibility, Transportation,Accomodations,Tourism sites,Travel planning ,Customer services, Brief history & trends,Accessible tourism in India,Accessible tourism in Kerala,About the study area (Malabar region),Places of Interest,Need for the study, Objectives of the study,Scope of the study, Limitations of the study

Chapter 2- Review Of Literature

In this chapter, review of related literature is conducted on Defining & Conceptualising Accessible tourism, Disability, Accessibility & the tourism industrty, Barriers to Accessibility,Accessible tourism in India, Barrier free tourism in India,Accessible tourism in Kerala,Supply side,Universal Design.

Chapter 3-Research Methodology And Study Area

This chapter briefs on data collections, sample and variables tools used in the analysis. It also gives a detailed account on the area in which the studies are conducted.

Chapter 4-Analysis And Interpretation

In this chapter data is analyzed in detailed and interpreted in terms of the primary theme of the dissertation. Result of the analysis and its discussions are given to disclose the proposed research problem.

Chapter 5-Findings And Suggestions

In this chapter the research is conducted . The finding of the study is summarized. It also proposes various supplyside suggestions to the Accessible tourism in Malabar region.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

2.1 Defining And Conceptualising Accessible Tourism

Conceptualising accessible tourism to reflect all its dimensions and multidisciplinary is critical for the future. The study of tourism and disability has been a reasonably recent phenomenon with the first detailed examination emerging from the leisure constraints literature (Smith, 1987). From this beginning, a great deal of individual studies is emerged that documented significant issues with demand, supply and coordination of travel for people with disability. More recently the field has started to mature with a conceptualisation that has sought to make sense out of the individual studies and provide an overall framework for understanding the phenomena. To assist with this conceptualisation, Buhalis and Darcy (2011) offer the following definition:

Darcy and Dickson,(2009) in their study 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.

Importantly the definition recognises collaboration between stakeholders across demand, supply and coordination to recognise that disability is a complex construct involving mobility, vision, hearing, cognitive and other embodiments. The definition recognises that developing inclusive destinations and accessible tourism experiences also benefit other groups in the community. Hence, it contributes toward a greater social sustainability of the industry by including and, hence, providing for a much broader cross-section of consumers that has previously been considered by the industry. In understanding the importance of individuals with disability, the stakeholders they engage with and the influence of UD on the products, services and environments they wish to seek enabling experiences. Buhalis and Darcy (2011) suggests that to develop accessible tourism futures destination managers must strategically plan through the lens of UD

2.2 Disability, Accessibility And The Tourism Industry

Disabled people are representative of one market largely mistaken and unwarranted by the global tourism industry (Daniels et al., 2005; Darcy and Buhalis, 2011a; Huh and Singh, 2007; Richards et al, 2010; Stumbo and Pegg, 2005). The right to travel, however, is a fundamental human and citizenship right, transcended internationally in the United Nations Convention on the Rights of People with Disabilities (Ateljevic et al, 2012; Darcy and Buhalis, 2011a; Darcy et al, 2010; Darcy and Dickson, 2009; Jaeger and Bowman, 2005; Singleton and Darcy, 2013). Further, assertion of one's quality of life – particularly in commanding independence and self-confidence – is obtained through the activity of travel (Blichfeldt and Nicolaisen, 2010; Reisinger, 2013; Yau et al, 2004). Although ideals of equality, respect, equity and access underpin these rights, they are largely non-existent across the global industry, denying participative opportunities for all those people requiring of access. Meaningful inclusion is imperative, and participation in the activity of tourism should not be compromised as a result of inaccessibility (Darcy and Dickson, 2009; Oliver and Barnes, 2010). Arguably, true inclusivity will be achieved only when disabled people have sought their desired community integration; when abilities are recognised and valued; when independence and diversity is celebrated; and, when human rights and citizenship rights are protected and valued (Office for Disability Issues, 2001).

Unfortunately, tourism is generally designed with the contention of travellers being able, mobile and seeing, and subsequently, the industry at large, delivers embodied, multisensory experiences directed at the non-disabled majority (Aitchison, 2009; Small et al, 2008). “Inaccessible buildings and public transport, demeaning stereotypes, prejudice and ignorance, and negative social ascriptions, undermine and deny the many capacities of disabled people” (McFarlane and Hansen, 2007). Aitchison (2009) believes the existing, exclusionary practice emulates the omitting nature of society itself, and demands tourism is channelled to break down this negativity, in order to motivate the generation of a just, inclusive and accessible industry. It is no surprise therefore that a review of the tourism literature reveals that “disability remains on the margins of tourism scholarship” (Richards et al, 2010).

2.3 Barriers To Accessibility

As disability within the context of tourism is a relatively new area of research, a review of relevant literature revealed, issues of accessibility (Blichfeldt and Nicolaisen, 2010), barriers and constraints (Singleton and Darcy, 2013; Small et al, 2012; Stumbo and Pegg, 2005), and physical, social, economic and political implications (Darcy and Buhalis, 2011) have chiefly governed its enquiry. In the existing research, a predominant focus is centred upon barriers to accessibility, including physical access, negative attitudes and lack of adequate information (Eichhorn and Buhalis, 2011).

Of all accessibility barriers, the physical environment has arguably been addressed most significantly, namely, through the implementation of statutory initiatives, building codes, convention and legislation (Robinson et al, 2007). In terms of tourism development, the incorporation and application of universal design principles are an effective tool – if not a solution – to meet physical access requirements of disabled people, seniors and others with access needs, in addition to benefitting business operation and profitability (Darcy et al, 2010). The Center for Universal Design (2003) defines universal design as “the products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design” (as cited in Darcy and Dickson, 2009).

Informational and communicable access are also essential, with the provision of insufficient, inaccurate and inappropriate information implicating both demand and supply (Darcy and Daruwalla, 1999; Robinson et al, 2007). Largely, tourism marketing is poorly representative of disabled people and seniors; there is an evident lack of media, advertising or promotional material targeting this group and large type print and visuals are lacking for visually impaired travellers (Foggin, 1999). Additionally, accommodation providers often make “unrealistic claims as to the suitability of their facilities”, which can have incredibly compromising implications (Shaw et al, 2005). Similarly, Ross (1994) attests “green washing” to be problematic, with some businesses exaggerating or self-assessing their accessibility, when for the large part, their actions and dispositions remain unchanged (as cited in Bizjak et al, 2011). The power of knowledge cannot be denied, particularly when “the logistics of planning, booking, preparing to set out and experience destinations and attractions all require great patience, dedication, and cost, usually more so than those without disabilities” (Robinson et al, 2007).

Although both physical and informational access are undeniably crucial, arguably, the greatest barrier inhibiting accessibility is negative attitudes and interaction – be it pronounced or hidden

– between disabled and non-disabled people (Gladwell and Bedini, 2004; Jaeger and Bowman, 2005; Office for Disability Issues, 2001). Barriers are said to be hierarchical, for even if disabled people were able to surpass their physical access requirements, they would still encounter antagonising societal barriers (Gladwell and Bedini, 2004). Engaging in the tourism industry is no easy feat and marginalisation is commonplace for disabled people, as they encounter emphatically negative social, political, cultural and economic barriers, which oppress, disenfranchise and exclude (Grue, 2011; Milner and Mirfin-Veitch, 2012; Titchkosky, 2003). Such social reactions to disability are generally powerful and varied, inclusive of ignorance, stereotyping, discomfort, prejudice, discrimination and misidentification (Barnes, 1992; Correll et al., 2010; Daruwalla and Darcy, 2005; Dovidio et al., 2010; Jaeger and Bowman, 2005; Murphy et al, 1998; Peters, 1999; Rodin et al, 1989). “Prejudice lies at the heart of segregation” (Morris, 1991), and whilst “hostility is not a common experience for most disabled people, it is yet the iron fist in the velvet glove of the patronising and seemingly benevolent attitudes” they experience (Morris, 1991).

From the supply side, negativity is rife amongst an industry ill-equipped to consider disabled people, where “negative attitudes focus on negative behaviours, such as avoidance of people with disabilities, obsolete and derogatory labelling, paternalistic behaviour toward people with disabilities and apathetic behaviour in which people behave as if individuals with disabilities do not exist” (Robinson et al, 2007). Assumptions are widespread, with beliefs including: disabled people do not travel, they travel infrequently, they travel for different purposes than those of non-disabled (Robinson et al, 2007); “they travel in packs, the market is small, they should do things organised by government and institutions familiar with their needs, accessible facilities are too expensive to provide, accessible facilities are never used and they cannot afford it anyway” (Darcy and Daruwalla, 1999). The tourism industry is often inept to serve this consumer group, and implications are acknowledged by an array of academics who largely maintain the industry gives little respect to training, education, legislation, provision of access or quality service to their access-requiring patrons.

2.4 Accessible Tourism In India

Sen, Lalitha, 2007 in their article mentioned that India has realized the value of tourism for foreign exchange earnings and is ready to compete for a larger share of the tourism pie. This paper explores India's capacity for providing accessible tourism in a world of aging citizens who are living longer, more active lives. The research uses reports and data available on tourists to analyze and assess the potential for accessible tourism. This is combined with field data collected on typical trips to illustrate the challenges and the facilities available to tourists who experience impairment of mobility, vision, or hearing. The paper analyses the data from the perspectives of foreign and domestic tourists, and recommends strategies to increase accessibility while implementing the Persons with Disabilities Act of 1995.

2.5 Barrier Free Tourism In India

Sachdeva, Sanjeev Agarwal (2004) they mentioned People with Disabilities (PWDs) have equal right to travel with dignity and grace and access to all tourism infrastructures. Senior citizens and PWDs are not considered as potential customers. Inaccessibility in transportation, accommodation and tourist places de-motivates them to venture out. Samarthyia, Center for Promotion of Barrier Free Environment for People with Disabilities has organized 49 awareness tours to places of historical, cultural, religious and tourist interests' and practically all PWDs experienced the difficulties. The Bali Declaration 2000 gave impetus to Samarthyia's campaign for barrier free tourism in India. Samarthyia selected Dilli Haat, a popular tourist spot as its pilot project and collaborated with Delhi Tourism. Media highlighted the issue of accessible tourism with Dilli Haat, as a role model. The completion of first phase has led to increased awareness and the tourism department's commitment to make all future projects barrier free. Another project of Delhi Tourism, "Garden of Five Senses" reflects the same. Samarthyia believes that the cooperation, coordination and constructive approach between the user groups and the implementing agencies is the best way to achieve 'Tourism.

Bindu and Kiruthika (2016), present points of view from the research undertaken in the field of accessible tourism. Thus, according to Smith (1987) there are three main types of barriers and obstacles to the consumption of tourist products by people with disabilities, respectively: environmental barriers (including factors of attitude, architecture and ecology), interactive barriers (communication) and intrinsic barriers (related to their own individual,

psychological or cognitive functioning). In 1991, Crawford et al made a model in which they rank the constraints that influence the participation or non-participation of people with disabilities in leisure activities, intrapersonal constraints, followed by interpersonal constraints, and finally, structural constraints. Turco et al (1998) identified the constraints for people with disabilities by considering the major aspects of tourism consumption and barriers related to attractions, information, inaccessibility of airplane toilets and accommodation. McKercher et al (2003) have identified a number of exogenous obstacles that can inhibit travel or reduce satisfaction

- architectural barriers: stairs, inaccessible toilets, inaccessible accommodation of the hotel etc.;
- ecological barriers: irregular runways, tree roots and other external obstacles;
- transport barriers, especially local transport including cars, buses and taxis;
- legal barriers where rules or regulations prohibit disabled people from bringing with them the necessary equipment;
- communication difficulties, both at home and at destination;
- barriers of attitude due to negative attitudes from service providers;
- information barriers due to the inaccuracy of site accessibility data. It is necessary the information on accessibility to places of tourist attraction, as well as accessibility to reception units, means of transport as well as the availability of assistance and the presence of travel partners.

Within 1st UNWTO European Conference on Accessible Tourism 2014 organised at San Marino there were presented the barriers that hinder the development of services related to accessible tourism, namely: lack of knowledge and skills in issues related to the requirements of people with disabilities; lack of accessibility standards; the need for large investments and / or additional costs; marketing barriers and problems in attracting tourists with accessibility needs; lack of funding; negative attitudes of staff or other clients; legal requirements; accessibility requirements are too complex to implement; training staff on accessibility issues; lack of time. Among the needs of providing services related to accessible tourism is mentioned in the same study as follows: Customer demand; Social responsibility;

Business benefits - increased profits; Requirements from business partners; Demands from DMOs; Corporate policy; Legal requirements.

The main categories of needs that tourism stakeholders should specifically address are:

wheelchair needs or those who have difficulty traveling, technical equipment related to sensory disabilities; communication needs accessible to people with intellectual disabilities.

Infrastructure is a major barrier to meeting the needs of all categories of tourists. Its existence and quality are a competitive advantage/disadvantage and a strategic factor for the development of other sectors of the economy, of tourism regions with potential.

2.6 Accessible Tourism In Kerala

God's Own Country just got that much more heavenly. In an important announcement, coming just as the holiday season approaches, the Kerala government's move to make the state even more accessible to tourists feels like news from the heaven. Given the barriers people with disabilities face while traveling, the announcement that all tourist spots in Kerala will be covered under the Barrier Free Project is great news indeed.

Ravish Mathew, Anu Chandran & MS Sumija, 2015 they mentioned that Visitor perception is a strong determinant of the success of any tourist destination. But as tourism activities are intangible in many respects the visitor perception cannot be measured properly in many cases. An eco-tourism has many expectations before visiting a destination and in this connection the tourist's expectations have to essentially match with the outcomes and offerings. That is precisely where a study of this nature on visitor satisfaction through understanding the perception is imperative in ecotourism, and a clear gap can be identified in the tourism industry today. The present study is confined to the ecotourism zone of Soochipara Waterfall which falls under the Meppadi Forest Range in Wayanad, Kerala. Soochipara Waterfall is one of the invigorating ecotourism destinations in Kerala visited by hordes of tourists who visit Wayanad. The rock formations at Soochipara are unique for its needle shaped rock also called as Sentinel Rock Formation. Tourists spend considerable amount of time at the destination. The premier eco-destination is currently managed by the Forest Department with the active participation of Vana Samrakshana Samiti (VSS). Paradoxically, there are several bottle necks that Soochipara is facing that will directly affect the visitor satisfaction level. Seasonality is one of the major factors that affect the tourism economy at the eco-destination. Lack of Proper Roads, Parking Lots, Interpretation Centre, Vibrant Ecotourism Activities, Facilities for differently abled tourists, skilled man power, wash rooms and other amenities along with littering and antisocial activities

are some of the excruciating problems that are faced by the tourists visiting Soochipara. A Survey on 120 respondents was conducted to find out the visitor perception as regards community-based ecotourism at Soochipara. The present research work attempts to uncover some of the important factors pertaining to the visitor satisfaction level at Soochipara. The findings of the study may be utilised for the long-term sustainable improvement of this iconic eco-destination in Wayanad.

Kannur fort has been furnished with specifically designed ramps and non-slippery tiles on the walkways for convenient movement to the disabled, the elderly, and those on wheelchairs. In fact, the state also boasts of one of its districts, Kannur where around 28,000 government offices have also become barrier-free.

Kozhikode District Tourism Promotion Council (DTPC) is all set to welcome people with special needs by introducing facilities that would ensure smooth transport and sightseeing. DTPC is planning to convert tourist spots into disabled friendly zones by building wheelchair-friendly entrances, toilet facilities etc.

Leaders of organizations of the differently-abled have sought wheelchair-friendly entrances on the South beach, Kozhikode beach, Vellayil beach and Butt Road beach. The first entrance will be on Kozhikode beach. The parking spaces with easy entry and exit, and parking slots for the vehicles driven by the differently-abled will also be there.

The secretary of district tourism promotion council (DTPC), Benoy Venugopal (2018) said that toilet facility for disabled people will also come up at these destinations and slippery-free tiles and handrails will be installed at all tourist spots.

Currently, Kozhikode Beach has only steps and no ramps for people with special needs to enter the beach. Relatives and volunteer groups who bring bedridden patients, or persons with visual impairment and physical disability, to the beach are also finding it difficult in the absence of accessible ramps and toilets for disabled persons.

“We have been demanding the facilities for a long time. The authorities have finally agreed to construct them soon covering the Kozhikode beach in the first phase,” said Prajith Jayapal (2018), a quadriplegic from the city who had recently met district administrators along with his friends to press the demand.

Earlier similar project, Barrier-free Kozhikode, was started by the Social Justice Department but failed to take off because of the shortage of funds. The tourism department hopes that the disabled-friendly ambiance at tourism spots will also attract foreign tourists as according to data,

Kerala welcomes around 1.3 crore domestic tourists and 10.7 lakh international tourists every year, out of which 10% belongs to the differently-abled category. The department will also introduce booklets in braille and produce audio instructions for tourists in the next phase.

2.7 Supply Side

One of the biggest obstacles for PwLM wanting to enjoy tourism is the lack of accessibility on the supply side. Strengthen the business case for accessible tourism is key to improving accessibility, offering tourism businesses an effective incentive (economic gain) to engage in the quest for fully accessible tourism. However, there is still an acute lack of material supporting the business case for accessible tourism. Few works offer a good range of arguments with supporting data. An important work related to the issue of disability and travel is ‘Eibilities’ tourism: an exploratory discussion of the travel needs and motivations of the mobility-disabled” (Ray, N.M 2003). This paper identifies what it calls “mobility challenged travellers” as an important overlooked tourist niche deserving of attention.

The report “Economic Impulses of Accessible Tourism for All” (German Ministry of Economics 2004), authored by different universities and consultancy firms, very strongly supports the business case for accessible tourism. This report emphasises that the accessibility principle should be applied not only to persons with disabilities, since “accessibility is in the interest of everyone”. This report provides very concrete support for improving accessibility in society through three models, in which it correlates the investment in accessibility to the economic benefit.

The article “Leisure and tourism for the young disabled. From the place of the disabled to the place of the disabled tourist in France” (Celestin Lom Myazhiom 2006) confirms the potential for the market group of disabled people, and poses important questions relating to the obstacles to the flourishing of accessible tourism from a French perspective.

In Spain, a recent article (Molina Hoyo & Cánoves Valiente 2010) reclaims attention to the case for accessible tourism, focusing in particular on the region of Catalonia. The article takes France as a model for labelling, suggesting to follow its steps in terms of certification as well as underlining the opportunities that accessible tourism can bring to tackle seasonality. The mentioned French label, called “Tourisme et Handicap”, was presented in a paper presented at the ENAT Tourism for All International Congress in 2007 (Tulliez 2007) Domínguez Vila

(Domínguez Vila 2009) has developed an excellent business case for accessible tourism and — most importantly— she has presented different travel patterns, depending on the degree of disability, be that sensorial, physical, mental or communicative. The report “Developing a business case for accessible tourism” (Darcy et al.2008) provides case study examples “of high standard accessible tourism product, facility or experience”. As important is the reflection on the methodology used to build accessible tourism case studies. The report concludes by suggesting the most meaningful indicators for assessing business cases.

As in Australia, the upcoming Paralympics in the United Kingdom has prompted the administration to improve the conditions for disabled people. This effort is synthesised in the document “London 2012: a legacy for disabled people” (DfCMS 2010). In terms of contributions to the business case for accessible tourism, it is essential to mention the recent British publication “2012 Legacy for Disabled

People: Inclusive and Accessible Business” (Office for Disability Issues 2010), which aims to present disabled people as an attractive customer base, for SMEs in particular. It attempts to do so by providing a convincing case for all kind of SMEs "to focus on disabled people as customers”. The report provides an estimation of the market size and growth, the buying patterns of disabled people and a cost/benefit analysis. Additionally, it provides examples of SMEs that have successfully benefited from meeting the needs of accessible people, some of them related to the tourism sector. It concludes with a number of recommendations addressed to the SMEs on how to improve the way they deal with disability, and how to build a stronger relationship with organisations for disabled people. Moreover, in the United Kingdom, the public administration has been showing a strong commitment to develop and promote the business case for accessible tourism, attempting to engage the existing tourism or supporting entrepreneurship. This translates into efforts aimed at convincing businesses of the economic opportunities that lie behind accessible tourism. Accordingly, a number of initiatives have been launched

online, providing guidance, business advice and compilations of good practices, including case studies. Here there is a compilation of the most known UK websites of public sector organisations or of disability organisations.

The website realising-potential.org, run by the Employers' Forum on Disability (efd.org.uk), provides a great many resources that not only support the business case, but provide practical information and examples for those interested in “building disability confidence” in their business.

Business Link (businesslink.gov.uk) offers information on several topics, mostly related to employment and service provider issues. The Equality and Human Rights Commission (equalityhumanrights.com) provides a range of Codes of Practice, guidance and business advice. The National Register of Access Consultants (cae.org.uk) and the Centre for Accessible Environments (accessgroupresources.co.uk) offer consultancy, training and publications.

The European Union-supported programme “Make it accessible!” (mitmakeitaccessible.eu) aims to promote barrier-free travelling for senior citizens and people with handicaps through innovative marketing strategies based on awareness of specific requirements, needs and active interest in social inclusion”.

Persons with RPA are travellers with habits, preferences and goals similar to those of the general population. While these individuals do have specific needs in some respects, only a small portion of these travellers requires sophisticated equipment. Access varies depending on disability. According to Simon Darcy (1998), access has three main dimensions:

- (a) Physical access, which involves persons with physical disabilities requiring the use of wheelchairs or walking aids and, consequently, the provision of, for example, handrails, ramps, lifts and lowered counters.
- (b) Sensory access, which involves persons with hearing or sight impairments, necessitating the provision of, for example, tactile markings, signs, labels, hearing augmentation-listening systems and audio cues for lifts and lights.
- (c) Communication access, which involves those persons who have difficulty with the written word, vision, speech, and hearing impairments of persons from other cultures.

Persons with RPA have a right to, and do want to, enjoy travel and leisure experiences. Like everyone else, tourists with RPA want to visit places with which they identify, places consistent with their lifestyle, where they can find pleasure, safety and comfort. They also seek friendly, inhabited places.

However, their travel experiences are still characterized by numerous constraints.

Transportation is a crucial issue, representing a major portion of a tourism-related trip. While air travel in general has become easier and airlines increasingly provide user-friendly services to these travellers, some problems still arise from time to time that can seriously inconvenience a

traveller with RPA. For example, an issue among some travellers with RPA is the damage to and loss of wheelchairs on airplanes. Other constraints facing wheelchair travellers include the difficulty of boarding and disembarking the aircraft, changing flights, and the inaccessibility of airplane restrooms. For persons with visual impairments, identifying and retrieving luggage becomes another obstacle in the course of their already difficult journey. For local or regional trips, persons with RPA use various modes of transportation trips – such as car, bus or train. Private automobiles equipped with customized features have the advantage of providing schedule flexibility if used for pleasure travel. However, only a small group of affluent persons with RPA can afford such cars. Modern technology greatly facilitates bus travel, as those with RPA can now journey in buses equipped with hydraulic lifts, which help them to board easily. “Low-floor” buses are gradually becoming the standard for intra urban public transportation in a growing number of countries. These buses have the floor some 50 cm above street level. They feature a hydraulic “kneeling” function, which reduces the step to some 25 cm. However, in most countries the availability of such specially designed buses remains limited. While trains could better accommodate the travel needs of persons with RPA, the gap between car door and platform is often too wide; access to toilets and compartments also remains a constraint, especially for persons with physical disabilities and wheelchair users.

Accommodations and restaurants are frequently ill equipped to meet the needs of tourists with RPA. The lack of suitable accommodations will often limit persons to up-scale hotels, which are most often the only establishments that are accessible. For example, very few hotels offer accessible rooms with wide entrances or low switches, hand dryers, towel racks and beds. Of the rooms available, few are on the ground floor. Access throughout hotels is also problematic. Few hotels have elevators to all floors, access to reception, pool or bar areas, clear signage, visual alarms, and complete access through the entire building. While the majority of hotels provide special parking areas, these are often uncovered and quite distant from the main hotel entrances, often requiring that steps be negotiated in order to enter or exit buildings. Many travellers with RPA have difficulty accessing restaurant establishments within tourist destination areas. Others encounter problems after making hotel reservations. In some instances, rooms that were promoted as accessible were actually inaccessible to persons with RPA. For example, showers with handrails may well accommodate some people, but, for many wheelchair users, bathtubs present a major barrier.

Major barriers for travellers with RPA involve physical obstacles that limit access to tourism sites and attractions, the very elements that underlie, or enhance, a journey. Attractions may

include leisure-based activities, such as visiting theme parks or participating in sport events; nature- or historical-based activities, such as visiting museums or a patrimonial site; and socio-cultural activities, such as festivals or exhibitions. In these activities, most of the constraints encountered by tourists with RPA involve site inaccessibility. For example, beaches are often not equipped to accommodate wheelchair users. Similarly, poor access to museums, historical monuments or shopping areas restricts persons with RPA from participation in these activities.

For travellers with RPA, planning a vacation can be somewhat daunting. Their constraints lead such travellers to ensure that proper attention will be given to their special needs. Arrangements cannot be made without the assistance of travel agencies that cater to those special needs. For several years, accessible tourism has shown promising signs of expansion. Yet tour operators have only recently started to appreciate the potential of this market. Many opportunities exist for the distribution network to market products and services that are underused.

Very often services providers are uncomfortable in direct contact situation with persons with RPA because they don't know what is required from them. There is a range of disabilities which may have different implications. Usually, these customers require no additional assistance, although many of them will appreciate it. Staff training is important at all level of the tourism organization not only for those employees in direct contact with clients but also housekeeping and support staff who might encounter clients in the performance of their duties. Often, simply increased awareness, good communication will be even more important than the assistance techniques.

2.8 Universal Design

The tourism industry needs to design and deliver offerings and services that are suitable to all potential users and remove any physical or organisational barriers that can prevent visitation. UD incorporates the accessibility requirements of people with the widest possible range of abilities, so that the greatest number of people can use mainstream products and services without the need for adaptations or special interfaces. Additionally, mainstream products and services should use interface standards which match those of technical aids, so allowing disabled people to access and use mainstream equipment. UD has been defined as:

“Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. The intent of the

universal design concept is to simplify life for everyone by making products, communications, and the built environment more usable by more people at little or no extra cost. The universal design concept targets all people of all ages, sizes and abilities. The Universal Design approach goes beyond traditional design, which tends to focus on the ‘average’ user. Universal Design is a design approach, reflecting a way of understanding people’s needs. It is not a list of particular solutions, measurements, or products – Universal Design is the way to reach the solution, contributing to social inclusion (cited in Center for Universal Design, 2009; and first articulated by Mace, 1985).”

Applying the principles of UD can be seen as a way of developing tourism environments, transportation, services and offers, underpinning sustainable communities and businesses. Today, according to a recent study by European Network for Accessible Tourism (2015a) and partners, less than 10 per cent of tourism suppliers in Europe offer “accessible” tourism services, while demand for such services is set to increase due to the ageing population and continuing upward trend in market demand. Adopting UD enlarges the target markets of destinations as well as ensures that more pleasant experiences can be delivered. Therefore, it can increase the market base, reduce seasonality and support the competitiveness of destinations (Buhalis, 2000). Yet, few studies have examined accessible tourism in relation to destination management and only recently has accessible tourism been examined from destination competitiveness perspective (Domínguez Vila et al., 2015).

RESEARCH METHODOLOGY

CHAPTER –3

RESEARCH METHODOLOGY & PROFILE OF THE STUDY AREA

3.1 Introduction

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered. The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

3.2 Descriptive Research

Descriptive Research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

3.2.1 Definition

According to Grinnell (1999) research is a structure inquiry that utilized acceptable scientific methodology to solved problem and create new knowledge that is general acceptable.

3.3 Research Design:

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the ‘research onion’ respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

Research design is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose without deviating from scientific procedure, the research design is the conceptual structure -the thing which research is conducted; measurement and analysis of data. Descriptive research design is used for the study where the

questionnaire was given to the respondents to gather information systematically. For a better understanding concerning the behavioural styles of the respondents, analytical research is also been utilized for the study where hypothetical relation between the variables could be established.

3.4 Sampling Design

Strategy

In order to address the research aim the participants were selected using a non-probability sampling method.

Types of universe

For the purpose of the study, in and around Pollachi respondents were selected as population.

Sample size

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 257 from Malabar region (Malappuram, Calicut, Wayanad)

Sampling procedure

The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in accessibility to the local residents. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

3.5 Source Of Data

Primary data

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected as structured questionnaire and multiple choice questions. It covers in and around Pollachi.

Secondary data

Secondary sources are those data which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

3.6 Data Collection

Questionnaire:

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple choice questions and Likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

3.7 Tools For Analysis

Questionnaires used as the primary research instrument were distributed to respondents for their feedback. From the collected back questionnaires further coding and analysis was done for each question to reach at to the findings suggestions and thus come into the conclusion for the study. The scaling techniques used in the research method for the questionnaire is Likert's Five Point Scale. It considered of the points like Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The statistical analysis was done using the software SPSS version 25.0.

3.8 Analysis Of Data

Data were analysed using methods such as:

- Frequency Analysis
- Descriptive Statistics
- Factor Analysis

3.8.1 Frequency Analysis

A frequency is a descriptive statistical method that show the number of occurrences of each response chosen by the respondents. The study of quantitatively describing the characteristics of a set of data is called descriptive statistics. Frequency analysis is a part of descriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency analysis is

an important area of statistics that deals with the number of occurrences and analyses measures of central tendency, dispersion, percentiles.

3.8.2 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis they found the basis of virtually every quantitative analysis of data.

3.8.3 Factor Analysis

Factor analysis seeks to resolve a large set of measured variable in term of relatively few categories known as factors. This technique allows to group variables into factors so derived may be treated as new variables and their value derived by summing the values of the original variables which have been grouped into the factor.

3.9 About The Study Area (Malabar Region)

Malabar District, also known as Malayalam District, was an administrative district on the southwestern Malabar Coast of Bombay Presidency (1792-1800)[3] and Madras Presidency (1800-1947) in British India, and independent India's Madras State (1947-1956). It was the most populous and the third-largest district in the erstwhile Madras State. The British district included the present-day districts of Kannur, Kozhikode, Wayanad, Malappuram, Palakkad (excluding Chittur town), Chavakad Taluk and parts of Kodungallur Taluk of Thrissur district (former part of Ponnani Taluk), and Fort Kochi area of Ernakulam district in the northern and central parts of present Kerala state, the Lakshadweep Islands, and a major portion of the Nilgiris district in Tamil Nadu. The detached settlements of Tangasseri and Anchuthengu, which were British colonies within the kingdom of Travancore in southern Kerala, also formed part of Malabar District until 1927. Malayalam was administrative as well as most spoken Lingua franca of Malabar District during British Rule. Jeseri, a distinct dialect of Malayalam, was spoken in the Laccadive Islands. Malabar District merged with the erstwhile state of Travancore-Cochin (1950-1956) to form Kerala according to the States Reorganisation Act, 1956. On the same day, the present Kasaragod district of South Canara District was also attached to Malabar, and the Laccadive & Minicoy Islands of Malabar were reorganised to form a new Union Territory. Malabar was trifurcated to form the districts of Kannur, Kozhikode, and Palakkad, on 1 January 1957.

The city of Kozhikode was the capital of Malabar. It was divided into North Malabar and South Malabar in 1793 for administrative convenience, with their regional headquarters at Thalassery and Cherpulassery (Later changed to Ottapalam) respectively. During the British rule, Malabar's chief importance laid in producing pepper, Coconut, and Tiles. In the old administrative records of the Madras Presidency, it is recorded that the most remarkable plantation owned by Government in the erstwhile Madras Presidency was the Teak plantation at Nilambur planted in 1844. The District of Malabar and the ports at Beypore and Fort Kochi had some sort of importance in the erstwhile Madras Presidency as it was one of the two districts of the Presidency that lies on the Western Malabar Coast, thus accessing the marine route through Arabian Sea. The first railway line of Kerala from Tirur to Beypore in 1861 was laid for it. The work Malabar Manual authored by William Logan as two volumes explain the characteristics of Malabar.

The district lay between the Arabian Sea on the west, South Canara District on the north, the Western Ghats (the princely states of Coorg and Mysore, and Nilgiris and Coimbatore districts) to the east, and the princely state of Cochin to the south. The district covered an area of 15,027 square kilometres (5,802 sq mi), and extended 233 km (145 mi) along the coast and 40–120 kilometers (25–75 miles) inland. The name Mala-bar means the "hillside slopes".

All the major pre-independence political parties of Kerala such as Indian National Congress, Communist Party of India, and Muslim League started their functioning in Kerala at Malabar District as a part of the freedom struggle. Kerala Pradesh Congress Committee was formed in 1921 at Ottapalam, on the bank of river Bharathappuzha. In July 1937, a clandestine meeting of Congress Socialist Party, which was the political party formed by socialists of Congress, was held at Calicut. The Communist Party of India in Kerala was formed on 31 December 1939 with the Pinarayi Conference, held near Thalassery. It was the erstwhile leaders of Congress Socialist Party, such as E. M. S. Namboodiripad and A. K. Gopalan, who formed CPI in Kerala. The Muslim League was also formed in the 1930s, on a meeting held at Thalassery.

3.9.1 Places Of Interest

Malabar is a picturesque beautiful town, famous for the beaches and vast stretch of coast line. It is calmly located in the northwestern part of Kerala. The coast line of east is gorgeously flanked by range of evergreen hills, Western Ghats, Arabian Sea and virgin forests makes this as picture perfect spot to chill out. Malabar is a perfect choice to spend vacation with friends and families. One can enjoy the endless nature beauty, bird sanctuary, gardens and museums. Famous Malabar boat ride is the top of the attraction.

- Beypore Beach
- Kappad Beach
- Ezhimala Beach
- Moppila Bay Beach
- Bekal Fort Beach
- Meenkunnu Beach
- Thusharagiri Waterfalls
- Pazhassi Dam
- Malampuzha Dam
- Pazhassiraja Museum
- Thalasseri Fort
- Bekal Fort
- Tipu Sultan Fort
- Parambikulam Wildlife Sanctuary
- Silent Valley National Park

**ANALYSIS
AND
INTERPRETATION**

4.1 Demographic Questions

Table 4.1.1

AGE

AGE	Frequency	Percent
Below 20 years	18	7.0
21 -30years	81	31.5
31-40 years	57	22.2
41-50 years	63	24.5
51 to 60 years	22	8.6
above 60 years	16	6.2
Total	257	100.0

From the above table 4.1 it is inferred that 31.4 percent respondent are of 21-30 years of age, followed by 24.5 percent for the age group 31-30 , 22.2 percent for the age group 31-40 years , 8.6 percent for the age group 51-60years, 7.0 percent for the age group of Below 20 years and 6.2 percent for the age group above 60 years . Thus, a majority respondent belongs to 21 - 30 years age groups.

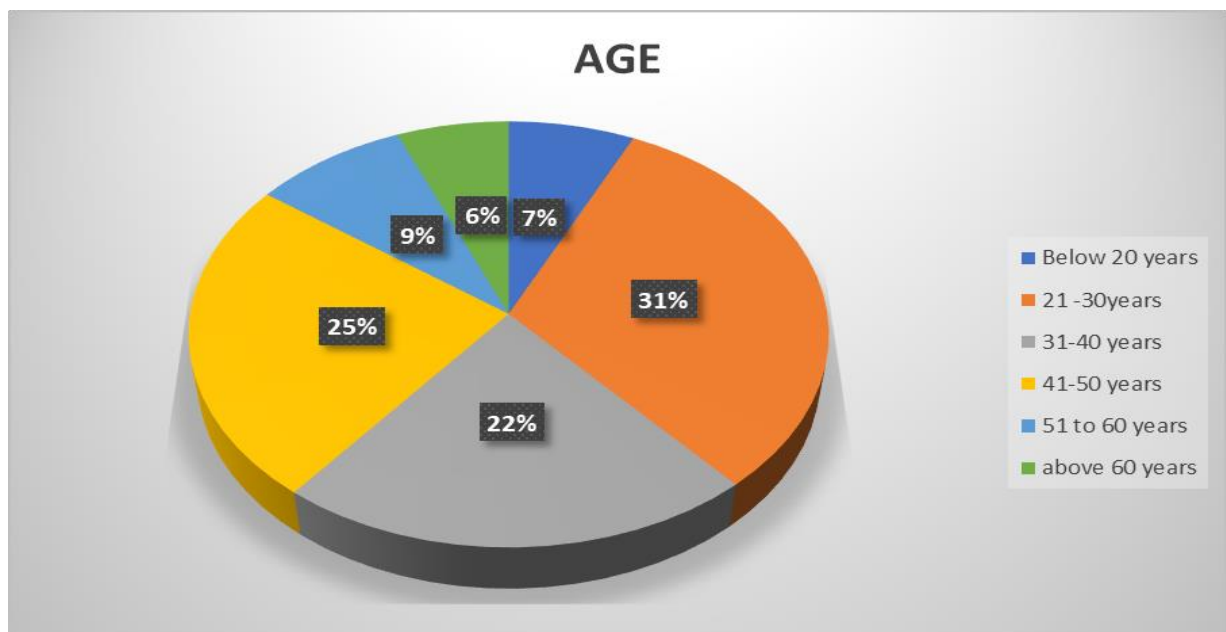


Table 4.1.2

GENDER

Gender	Frequency	Percent
Male	123	47.9
Female	134	52.1
Total	257	100.0

From the above table 4.2 it is inferred that 52.1 percent are Female respondents and 47.9 percent are male respondents. Majority o are female.

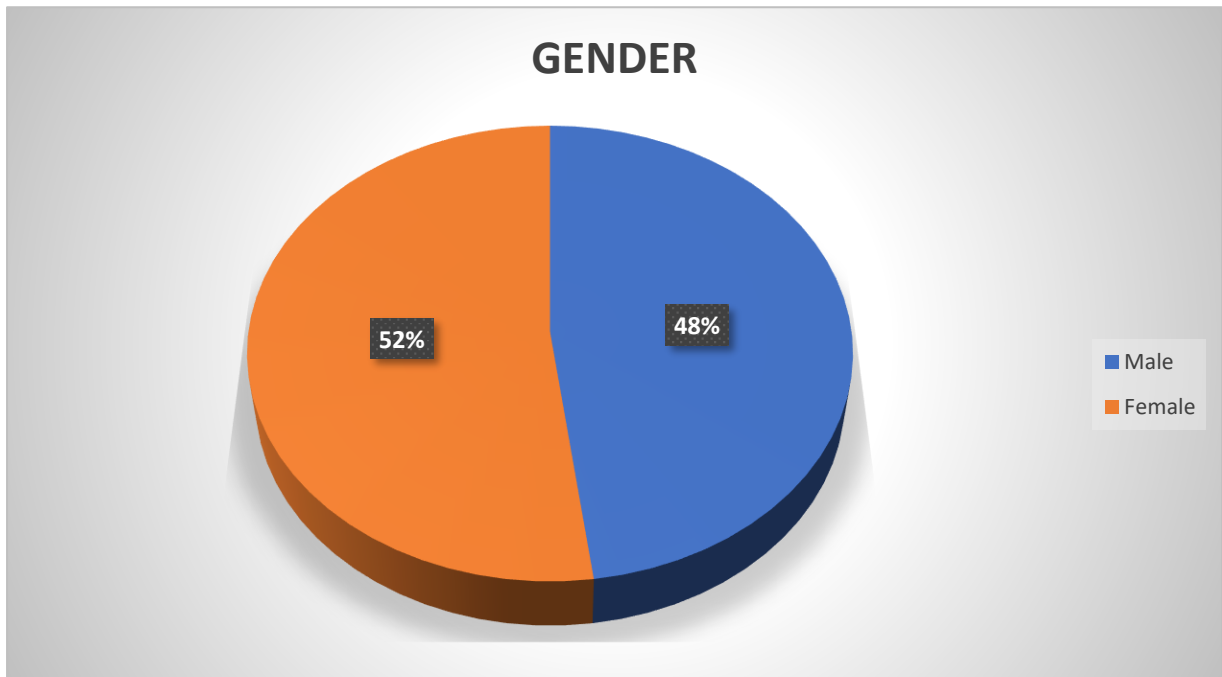


Table 4.1.3
EDUCATION

EDUCATION	Frequency	Percent
SSLC	4	1.6
HSC	8	3.1
Diploma	38	14.8
Undergraduate	98	38.1
Postgraduate	99	38.5
Doctorate	10	3.9
Total	257	100.0

From the above table 4.3 it is inferred that 38.5 percent respondents are post graduate, followed by 38.1 percent with under graduate and 14.8 percent are completed diploma, 3.1 percent with HSC, 3.9 percent with doctorate and 1.6 percent with SSLC. Thus, majority of respondents have Post-graduation level of educational qualification.

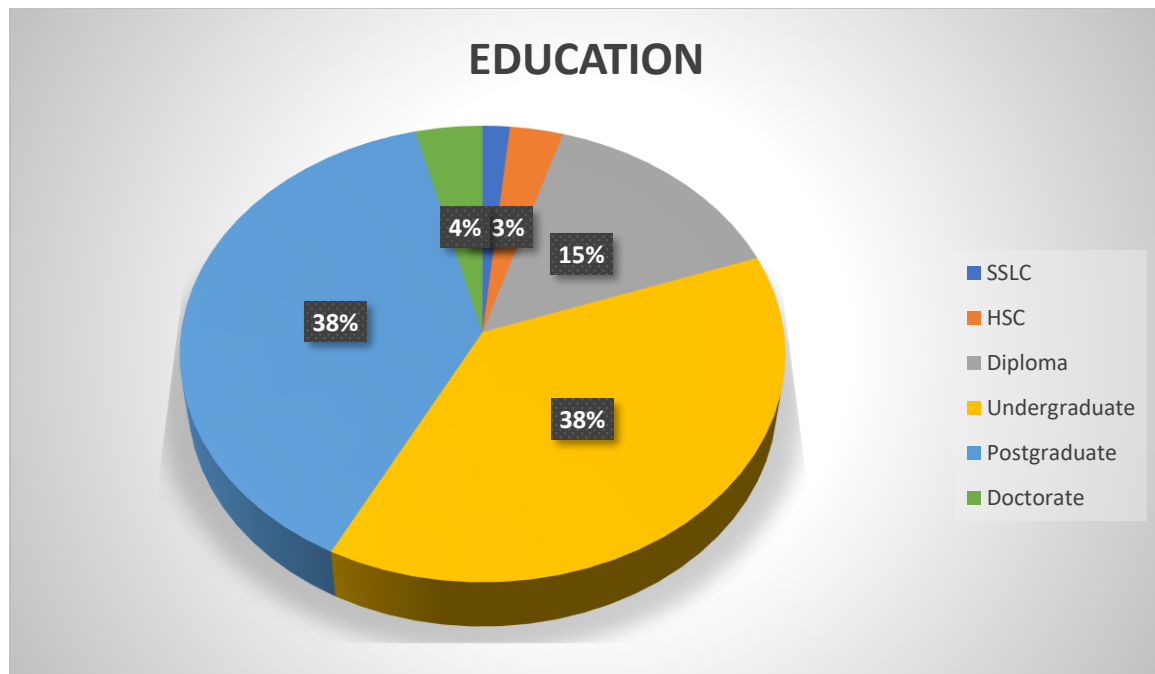
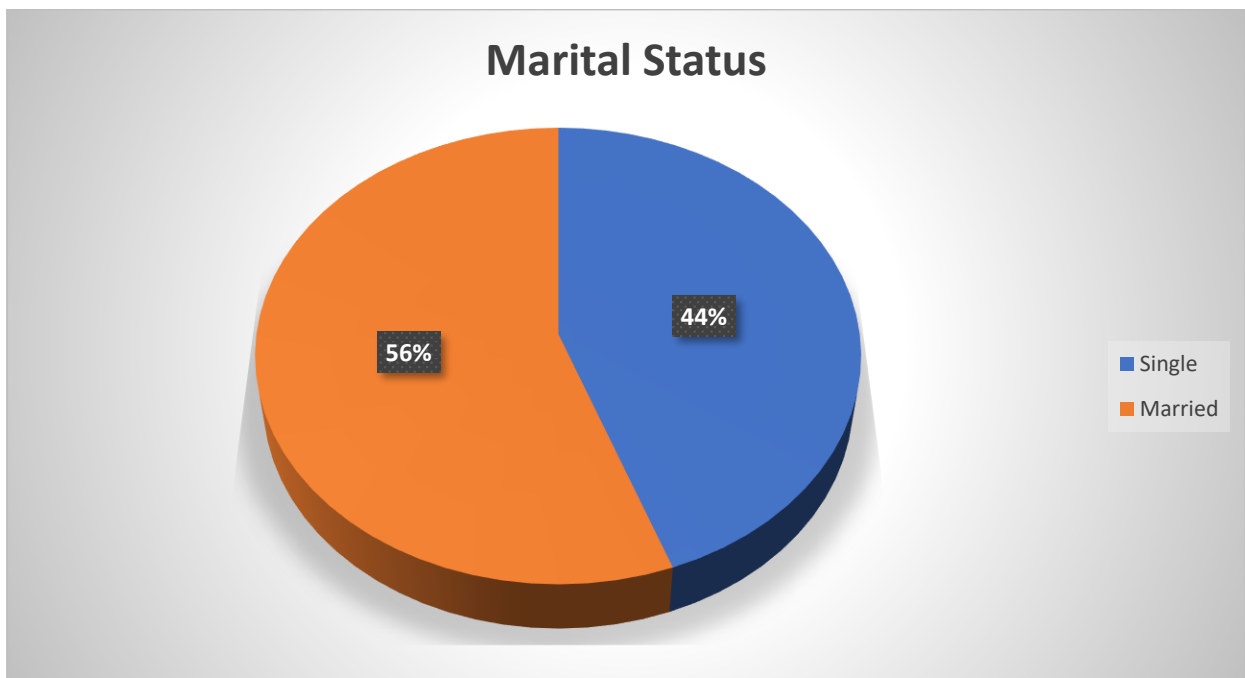


Table 4.1.4
MARITAL STATUS

MARITAL STATUS	Frequency	Percent
Single	114	44.4
Married	143	55.6
Total	257	100.0

From the above table 4.4, it is inferred that 55.6 percent are single, followed by 44.6 percent are married. Majority of the respondents are married.



**Table 4.1.5
OCCUPATION**

OCCUPATION	Frequency	Percent
Self Employed	35	13.6
Government sector	11	4.3
Private Sector	102	39.7
Professionals	109	42.4
Total	257	100.0

From the above table 4.5 it is inferred that 42.4 percent respondents are professionals, followed by 39.7 percent of respondents are private sector, 13.6 respondents are self employed and 4.3 are government sector. Thus the majority of respondents from the private sector.

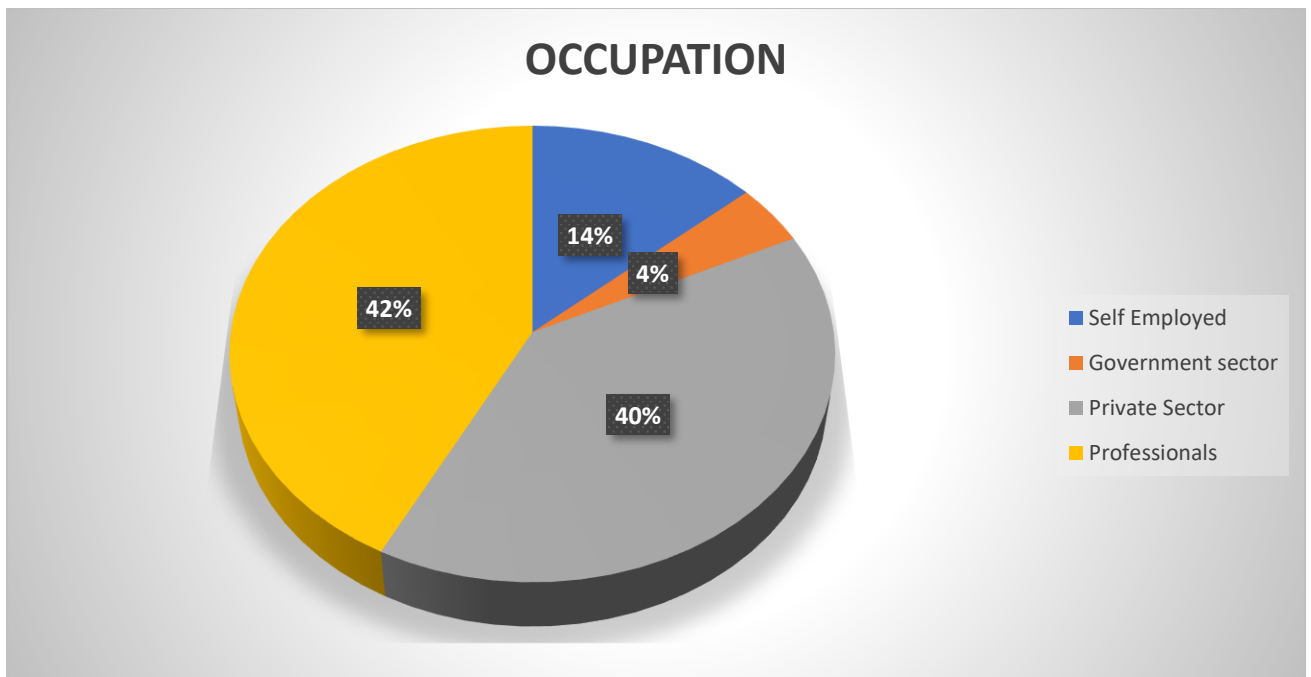


Table 4.1.6

ANNUAL INCOME

ANNUAL INCOME	Frequency	Percent
Below Rs. 1, 00,000	57	22.2
Rs. 1, 00,001 to Rs. 5, 00,000	81	31.5
Rs. 5, 00, 001 to Rs. 10, 00,000	98	38.1
Above Rs. 10, 00, 001	21	8.2
Total	257	100.0

From the above table 4.6, it is inferred that 38.1 percent of respondents earn 5,00,001 to 10,00,000 followed by 31.5 percent who earn from below 1,00,001 to 5,00,000, 22.2 percent who earn from below Rs. 1,00,000 and 8.2 percent of respondents earn above Rs. 10,00,001. Thus the majority of respondents earn 5, 00,001 to 10, 00,000 per annum.

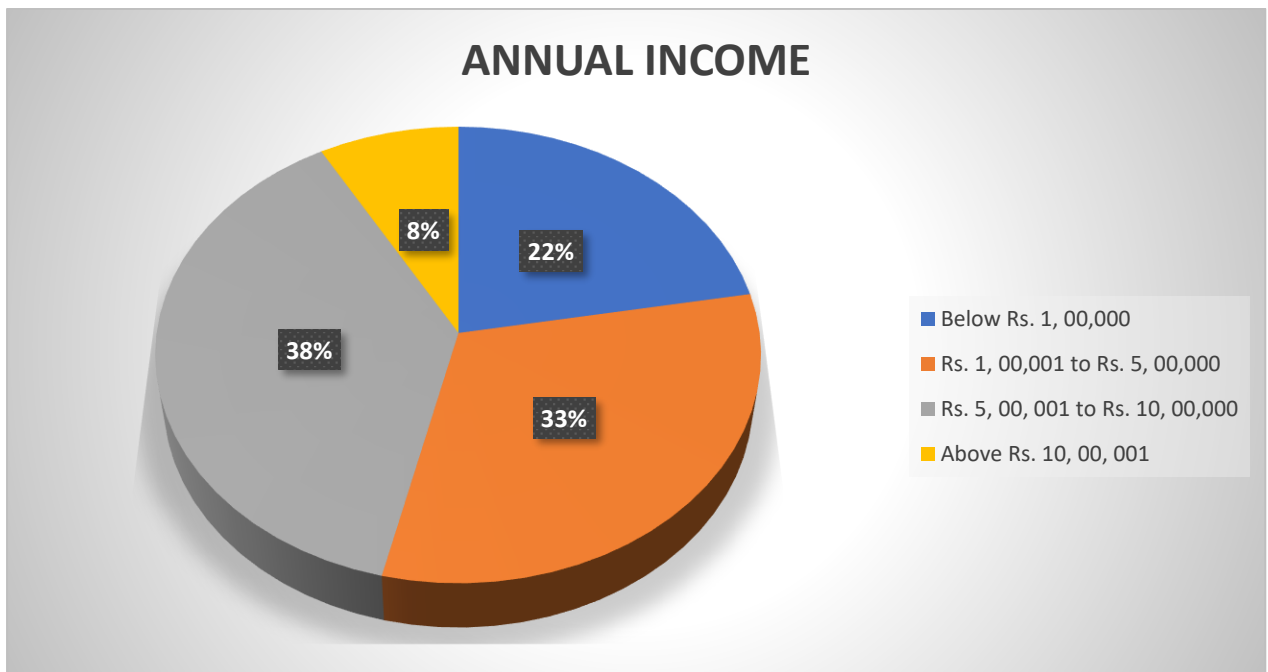


Table 4.1.7

YEARS OF EXPERIENCE

YEARS OF EXPERIENCE	Frequency	Percent
1-3 Years	66	25.7
4-6 Years	105	40.9
7-9 Years	55	21.4
More than10 Years	31	12.1
Total	257	100.0

From the above table 4.7, it is inferred that 40.9 percent of respondents have been in the market for about 4-6 years, followed by 25.7 of whom occupied the market for 1-3 years, 21.4 percent of the remained in the market for 7-9 years and 12.1 percent of them satyed for more than 10 years.. Thus the majority of respondents have been there in the market from 4-6 years.

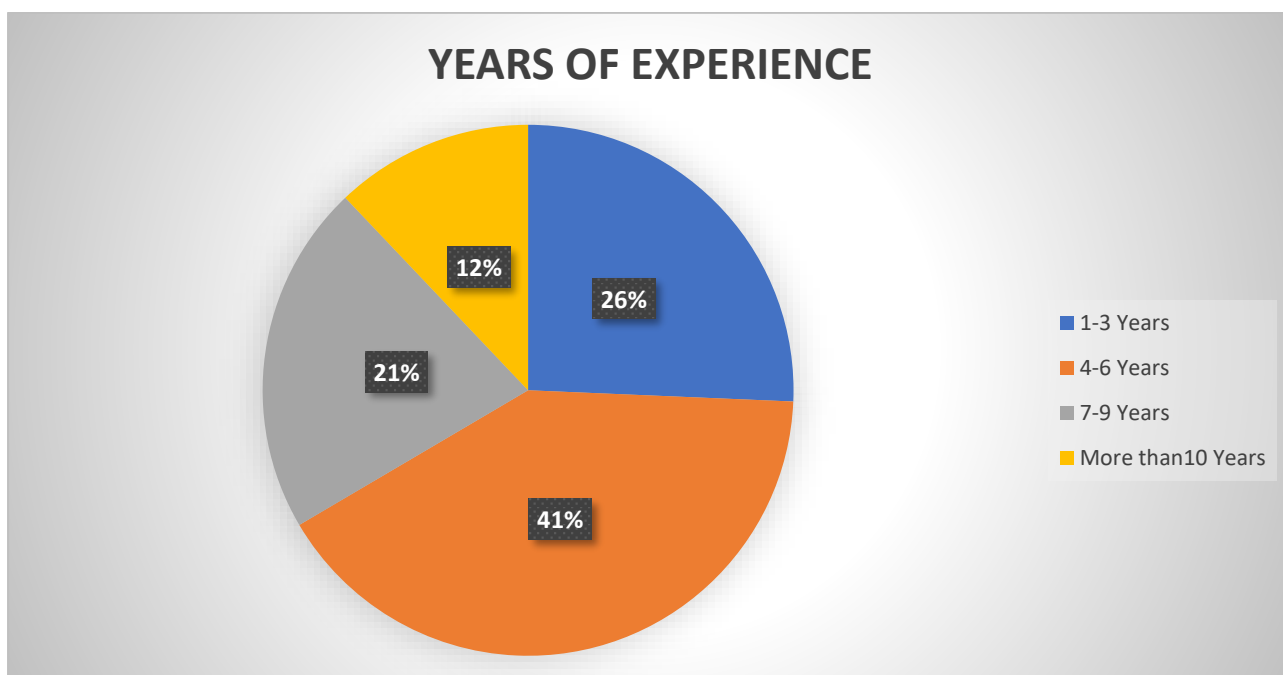


Table 4.1.8

DIFFERENT KINDS OF SERVICES OFFERED

DIFFERENT KINDS OF SERVICES OFFERED	Frequency	Percent
Outdoor recreation activities	19	7.4
Ticket Booking	198	77.0
Room booking	33	12.8
Car rental	7	2.7
Total	257	100.0

From the above table 4.8, it is inferred that 77.0 percent of respondents offer ticket booking facility followed by 12.8 percent who provide room booking facilities, 7.4 percent of them provide outdoor recreation activities and 2.7 percent of them provide car rental services. Thus the majority of respondents provide ticket booking facilities.

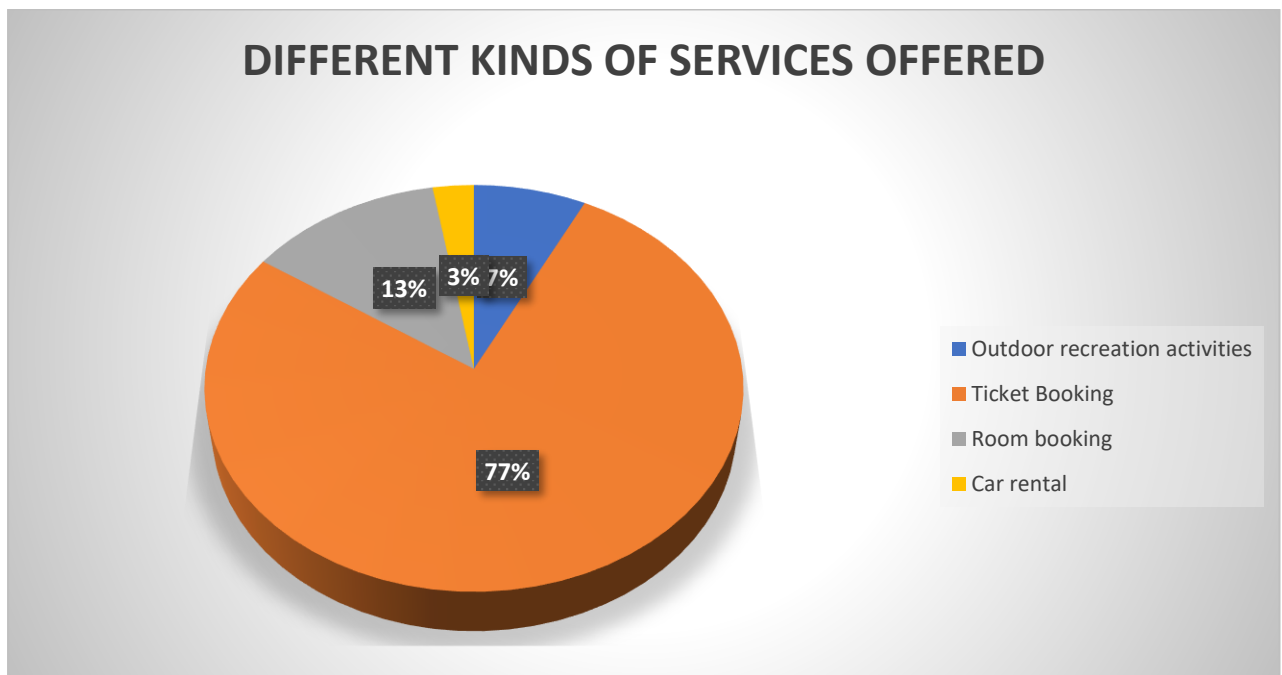


Table 4.1.9
SPECIAL PACKAGES

SPECIAL PACKAGES	Frequency	Percent
Yes	13	5.1
No	244	94.9
Total	257	100.0

From the above table 4.9, it is inferred that 94.9 percent of respondents do not offer special package programs designed for the disabled it is followed by 5.1 percent of respondents who does have special package programs for disabled. Thus the majority of respondents do not provide special package programs designed for the disabled.

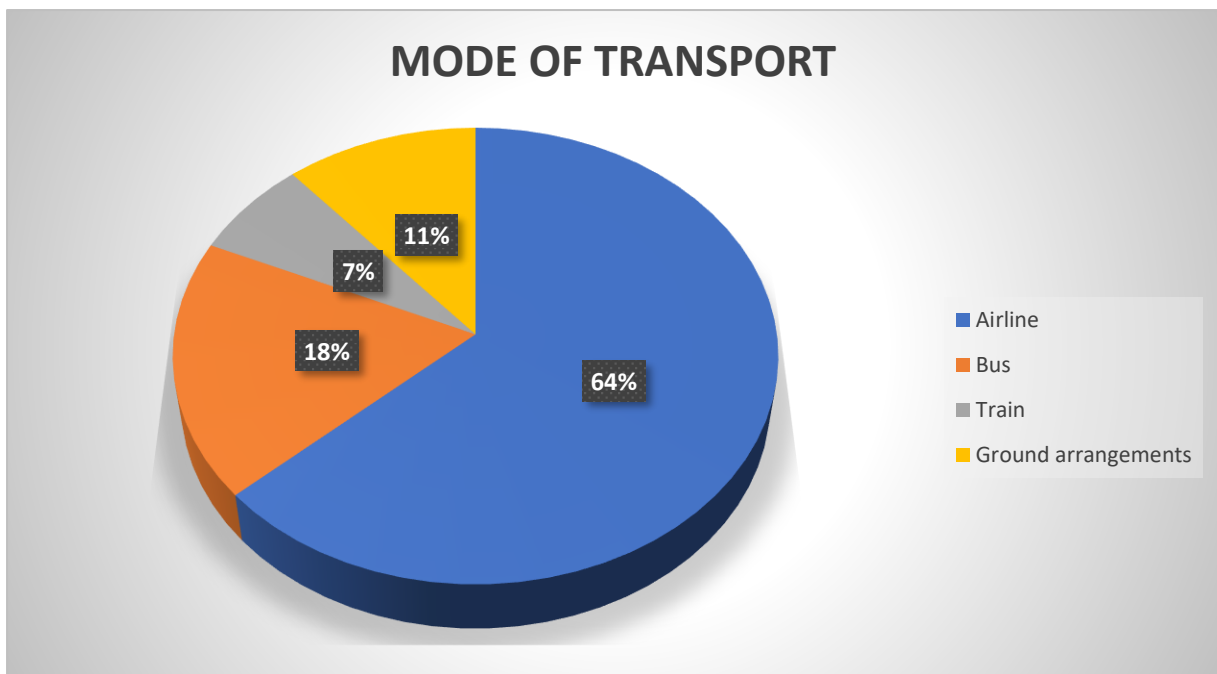


Table 4.1.10

MODE OF TRANSPORT

MODE OF TRANSPORT	Frequency	Percent
Airline	163	63.4
Bus	47	18.3
Train	18	7.0
Ground arrangements	29	11.3
Total	257	100.0

From the above table 4.10, it is inferred that 63.4 percent of respondents use airline as the mode of transport followed by 18.3 percent use bus services as the mode of transport, 11.3 percent of them prefer ground arrangements and 7.0 use train as their mode of transport. Thus the majority of respondents use airline as the mode of transport.



DESCRIPTIVE ANALYSIS

Table:4.2

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Equal access to tourism products and services	257	1	5	4.53
Special tourism products and services	257	1	5	4.29
Infrastructure made in line with international standards	257	1	5	4.36
Tourism superstructure made in line with international standards	257	1	5	4.23
Tourism products and services within a service chain	257	1	5	4.42
Planning and application arrangements of tourism activities	257	1	5	4.23
Participation of disabled people in the development of products and services	257	1	5	4.42
Legal legislation regarding a sustainable financial incentive system	257	1	5	4.29
International and national tourism demands	257	1	5	4.44
Active and passive incentives provided to tourism enterprises	257	1	5	4.21
Various tourism projects developed to encourage	257	1	5	4.43
Disabled people's demands and enriched with the cultural values unique	257	1	5	4.24
Enterprises giving suitable services	257	1	5	4.36
Accessible tourism offered in the curriculum	257	1	5	4.26
Training given to employees of tourism institutions	257	1	5	4.43

National and international arrangements made to encourage	257	1	5	4.19
Products and stakeholders participate in the preparations	257	1	5	4.15
Tourism services do not generate a disproportionately high cost	257	1	5	2.68
NGOs addressing the issues of the disabled assume an active role in making	257	1	5	2.84
Legal arrangements made to encourage disabled friendly	257	1	5	4.25
providing public and private sector coopertaion encourage the enterprises	257	1	5	4.13
Training offered in tourism enterprises	257	1	5	3.04
Arrangements for accessible tourism are difficult to make in a short period	257	1	5	3.18
Accessible tourism is not a profitable investment	257	1	5	4.17
Enterprises was capable of rendering service	257	1	5	4.28
participation in tourism activities increases the performance of enterprise	257	1	5	4.24

The expectation of the supplyside towards the accessible tourism in Malabar Region ranges from 4.53 to 4.13 and it is clear that majority of the respondents agrees the fact Equal access to tourism products and services so the highest mean value as 4.53

It is also clear that respondents disagree to the factors like Tourism services do not generate a disproportionately high costs and NGOs addressing the issues of the disabled assume an active role in making. The value ranges from 2.84 to 2.68. Tourism services do not generate a disproportionately high costs has the lowest mean value as 2.68.

Table 4.3.1

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.911
Bartlett's Test of Sphericity	Approx. Chi-Square	4933.237
	df	325
	Sig.	.000

The above table explains the sample adequacy of the collected data to run the data reduction analysis. The Kaiser Meyer Olkin measure of sample adequacy proves to be 0.911 which is above 0.6, a measure enough to carry out the factor analysis. The Bartlett's test of sphericity also proves to be significant to proceed with factor analysis.

Table 4.3.2

Total Variance

Total Variance Explained			
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	10.972	42.201	42.201
2	3.113	11.971	54.172
3	2.110	8.115	62.287
4	1.445	5.559	67.847
5	.885	3.402	71.249
6	.747	2.872	74.121
7	.709	2.726	76.847

8	.598	2.300	7e.147
9	.571	2.196	81.343
10	.503	1.935	83.278
11	.471	1.813	85.092
12	.407	1.563	86.655
13	.400	1.539	88.195
14	.375	1.442	89.637
15	.347	1.336	90.973
16	.319	1.228	92.200
17	.299	1.151	93.351
18	.265	1.019	94.370
19	.251	.967	95.337
20	.235	.903	96.240
21	.230	.884	97.125
22	.175	.673	97.798
23	.168	.644	98.442
24	.157	.605	99.047
25	.125	.482	99.529
26	.122	.471	100.000

The above table shows the Eigen values and % of variance for each component of positive values.

Table 4.3.3
Factor Analysis

Rotated Component Matrix^a				
	Component			
	1	2	3	4
Equal access to tourism products and services	.680			
Special tourism products and services		.756		
Infrastructure made in line with international standards	.753			
Tourism superstructure made in line with international standards		.786		
Tourism products and services within a service chain	.729			
Planning and application arrangements of tourism activities		.814		
Participation of disabled people in the development of products and services	.803			
Legal legislation regarding a sustainable financial incentive system		.775		
International and national tourism demands	.774			
Active and passive incentives provided to tourism enterprises		.821		

Various tourism projects developed to encourage	.738			
Disabled people's demands and enriched with the cultural value unique		.782		
Enterprises giving suitable services	.720			
Accessible tourism offered in the curriculams		.698		
Training given to employees of tourism institutions	.760			
National and international arrangements made to encourage		.714		
Products and stakeholders participate in the preparations	.611			
Tourism services do not generate a disproportionately high cost			.864	
NGOs addressing the issues of the disabled assume an active role in making			.865	
Legal arrangements made to encourage disabled friendly		.506		.505
providing public and private sector coopertaion encourage the enterprises				
Training offered in tourism enterprises			.866	
Arrangements for accessible tourism are difficult to make in short period			.842	

Accessible tourism is not a profitable investment				.806
Enterprises was capable of rendering services				.717
participation in tourism activities increases the performance of enterprise				.736

From the above four factors were identified for positive impacts. The factors includes :

Factor 1; Expectations: Equal access to tourism products and services, Infrastructure made in line with international standards, Tourism products and services within a service chain, Tourism products and services within a service chain, Participation of disabled people in the development of products and services, International and national tourism demands, Various tourism projects developed to encourage, Enterprises giving suitable services, Training given to employees of tourism institutions, Products and stakeholders participate in the preparations

Factor 2; Strategies: Special tourism products and services, Tourism superstructure made in line with international standards, Planning and application arrangements of tourism activities, Legal legislation regarding a sustainable financial incentive system, Active and passive incentives provided to tourism enterprises, Disabled people's demands and enriched with the cultural values unique, Accessible tourism offered in the curriculams, National and international arrangements made to encourage, Legal arrangements made to encourage disabled friendly

Factor 3; Responsibilities: Tourism services do not generate a disproportionately high cost, NGOs addressing the issues of the disabled assume an active role in making, Training offered in tourism enterprises, Arrangements for accessible tourism are difficult to make in a short period

Factor 4; Performance: Legal arrangements made to encourage disabled friendly, Accessible tourism is not a profitable investment, Enterprises was capable of rendering services, participation in tourism activities increases the performance of enterprise

Expectations:

- Equal access to tourism products and services
- Infrastructure made in line with international standards
- Tourism products and services within a service chain
- Tourism products and services within a service chain
- Participation of disabled people in the development of products and services
- International and national tourism demands
- Various tourism projects to disabled markets
- Enterprises giving suitable services
- Training should given to employees of tourism institutions
- Products and stakeholders participate in the preparations

Strategies:

- Special tourism products and services
- Tourism superstructure made in line with international standards
- Planning and application arrangements of tourism activities
- Legal legislation regarding a sustainable financial incentive system
- Active and passive incentives provided to tourism enterprises
- Disabled people's demands and enriched with the cultural values unique
- Accessible tourism offered in the curriculums
- National and international arrangements made to encourage
- Legal arrangements made to encourage disabled friendly

Responsibilities:

- Tourism services do not generate a disproportionately high cost
- NGOs addressing the issues of the disabled assume an active role in making
- Training offered in tourism enterprises
- Arrangements for accessible tourism are difficult to make in a short period

Performance:

- Legal arrangements made to encourage disabled friendly
- Accessible tourism is not a profitable investment
- Enterprises was capable of rendering

**FINDINGS, SUGGESTIONS AND
CONCLUSION**

CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

From the data collected following findings were made:

- By using Frequency analysis it is found that the data was collected mostly from the people who are of the female of 52.1 percentage. 31.4 percentage of the respondents belongs to the age group of up to 21-30 years. Majority of the visitors are female. 55.6 percent of respondents are of the unmarried category. This shows that the unmarried supply side servicers are frequently respondents. 38.5 percent of the respondents are of the educational qualification of post graduats. This shows that the majority of the customers are of the students category 42.4 percent of the respondent's are professionals . 38.1 percent average annual income is rupees 5,00,001 to 10,00,000. 40.9 percent of respondents have 4-6 years experience in the market. 77% respondents provide ticket booking services in majority. About 94.9 percent of respondents do not have a special package program designed for the disabled. 63.4 of respondents use Airline as their mode of transport.
- By using Descriptive statistics it is found that The expectation of the supplyside towards the accessible tourism in Malabar Region ranges from 4.53 to 4.13 and it is clear that majority of the respondents agrees the fact Equal access to tourism products and services so the highest mean value as 4.53 ,It is also clear that respondents disagree to the factors like Tourism services do not generate a disproportionately high costs and NGOs addressing the issues of the disabled assume an active role in making. The value ranges from 2.84 to 2.68. Tourism services do not generate a disproportionately high costs has the lowest mean value as 2.68
- By the help of Kaiser Meyer Olkin measure of sample adequacy proves to be 0.91 which is above 0.6, a measure enough to carry out the factor analysis. The Bartlett's test of sphericity also proves to be significant to proceed with factor analysis

- By factor Analysis it is clear that four factors were found from the Factor Analysis. Factor one has components like Expectations of the supply side. Factor two has components like Suggestions of supply side. Factor three has components like challenges. Factor four has components like current scenario. The factor analysis shows values above .60 and is significant.

- By using Eigen value the first component has an Eigen value of 10.9 and the percentage of variance is 42.20. The second component has an Eigen value of 3.11 and the percentage of variance is 11.97. The third component has an Eigen value of 2.11 and the percentage of variance is 8.11. The fourth component has an Eigen value of 1.44 and the percentage of variance is 5.55. The fifth component has an Eigen value of .885 and the percentage of variance is 3.40. The sixth component has an Eigen value of .747 and the percentage of variance is 2.87. The seventh component has an Eigen value of .709 and the percentage of variance is 2.72. The eighth component has an Eigen value of .598 and the variance is 2.30. The ninth component has an Eigen value of .571 and the percentage of variance is 2.19. The tenth component has an Eigen value of .503 and the percentage of variance is 1.93. The eleventh component has an Eigen value of .471 and the percentage of variance is 1.81. The twelfth component has an Eigen value of .407 and the percentage of variance is 1.56. The thirteenth component has an Eigen value of .400 and the percentage of variance is 1.53. The fourteenth component has an Eigen value of .375 and the percentage of variance is 1.44. The fifteenth component has an Eigen value of .347 and the percentage of variance is 1.33. The sixteenth component has an Eigen value of .319 and the percentage of variance is 1.22. The seventeenth component has an Eigen value of .299 and the percentage of variance is 1.15. The eighteenth component has an Eigen value of .265 and the percentage of variance is 1.01. The nineteenth component has an Eigen value of .251 and the percentage of variance is .967. The twentieth component has an Eigen value of .235 and the percentage of variance is .903. The twenty first component has an Eigen value of .230 and the percentage of variance is .884 and the twenty second component has an Eigen value of .175 and the percentage of variance is .673. The twenty third component has an Eigen value of .168 and the percentage of variance is .644. The twenty fourth component has an Eigen value of .157 and the percentage of variance is .605. The twenty fifth component has an Eigen value of .125 and the percentage of variance is .482 and the twenty sixth component has an Eigen value of .122 and the percentage of variance is .471.

5.2 SUGGESTIONS

- There should be special parking spaces with proper identification for vehicles of persons with reduced mobility, as near as possible to the entry and exit points of buildings or tourist attractions.
- The use of sign language, Braille, and augmentative and alternative ways, means and modes of communication and all other ways, means and formats of communication chosen by persons with disabilities should be accepted and facilitated.
- Multi-storey structures should have an adequate number of elevators wide enough for a person using a wheelchair to enter and move easily.
- Whenever possible, the building environment should be at the same level or equipped with ramps where there is a change in floor levels. Where necessary, provisions should include access ramps, elevators or platform lifts.
- At the same place where toilets are located, accessible toilet stalls and washbasins should also be installed. In these stalls, the dimensional aspects and the necessary technical aids needed to transfer between the wheelchair and the toilet should be taken into account.
- Staff should be trained to treat people with disabilities with courtesy and efficiency, provide complete information on services and facilities available, and facilitate access to non-accessible services.
- Staff should provide accessible information for people with disabilities about mobility aids, technical devices and assistive technologies, including new technologies and other forms of assistance, support services and facilities available at the establishment.

5.3 CONCLUSION

Despite a growing interest in accessible tourism, delivering high-quality tourism experiences to people with disabilities (PwD) remains a major challenge. Beyond a number of acknowledged barriers (e.g. cultural, architectural, relational), the main issue is the lack of coordination amongst the various factors participating in the co-creation of the travel experiences.

The provision of safe, convenient and economical transport and other tourism-related infrastructure is the main factor for the success of accessible tourism. Infrastructure that does not cater adequately for the needs of people with disabilities, including infants and the elderly, excludes many destinations from this promising market. However, due to the way our surroundings, transport systems and services are designed, people with disabilities and people experiencing problems regarding mobility or access to information are often unable to enjoy the same freedom to travel as other citizens. Accessibility must be present throughout the supply side chain, the links between all sites, services and activities must be well planned and tested.

By now, the tourism industry should recognize that people with disabilities have equal rights to tourism services and opportunities: independent travel, accessible facilities, trained staff, reliable information and inclusive marketing. As the demand for accessible tourism for all is growing, it is now seen as an opportunity rather than an obligation.

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ANNEXURE

ANNEXURE

Dear respondent,

I am Susmitha Suresh M.P, as a part of my Master of Business Administration (MBA) in Tourism and Travel Management, I need to complete a project. I am doing a study on“ ACCESSIBLE TOURISM IN MALABAR REGION : A SUPPLYSIDE PERCEPTION”. I will be happy if you provide the appropriate information. The information provided will be used only for research and academic purpose. I assure that your responses will be kept confidential.

PART A (Kindly fill in)

General Information of the Respondent:

Please make a Tick (✓) in the appropriate box

PART – A

1) Age:

- a) Below 20 years b) 21 -30years c) 31-40 years
d) 41-50 years e) 51 to 60 years f) above 60 years

2) Gender:

- a) Male b) Female c) others

3) Education:

- a) SSLC b) HSC c) Diploma
d) Undergraduate e) Postgraduate f) Doctorate

4) Marital Status:

- a) Single b) Married

5) Occupation:

- a) Self Employed b) Government sector c) Private Sector
d) Professionals e) Student

6) Annual Income:

- a) Below Rs. 1, 00,000 b) Rs. 1, 00,001 to Rs. 5, 00,000
c) Rs. 5, 00, 001 to Rs. 10, 00,000
d) Above Rs. 10, 00, 001

7) How long You are in the market?

- a) 1-3 Years b) 4 – 6 Years c) 7-9 Years d) More than 10 Years

8) What are the different kinds of services you offer?

- a) Outdoor recreation activities b) Ticket Booking c) Room booking d) Car rental

9) Do you have special package programs designed for the disabled?

- a) Yes b) No

10) which is the mode of your transport?

- a) Airline b) Bus c) Train d) Ground arrangements

Rate the below Questions in regard with Accessible tourism in Malabar Region

Please evaluate on a point of 5 point Likert's scale

(SA = Strongly Agree; A = Agree; N = Neutral; D = Disagree and SD = Strongly Disagree)

PART - B

SL.No	SUPPLYSIDE PERCEPTION	SA	A	N	SD	D
1.	Disabled people and othertourists visiting Malabar region (Malappuram, Calicut & Wayanad) should have equal access to tourism products and services.					
2.	Special tourism products and services should be available in Malabar region for disabled people.					
3.	Malabar region's infrastructure should be made, in line with international standards for disabled people.					
4.	Tourism superstructure facilities in Malabar region should be made more suitable, in line with international standards for disabled people.					
5.	Disabled people visiting Malabar region should utilize tourism products and services within a service chain prepared according to obstacle type.					

6.	A holistic and participant management structure in Malabar region is necessary to include disabled people in the planning and application arrangements of tourism activities.					
7.	It is necessary to have the participation of disabled people in the development of products and services related to accessible tourism.					
8.	Legal legislation regarding a sustainable financial incentive system is necessary to provide for full participation of disabled people in tourism activities.					
9.	International and national tourism demands should be analyzed.					
10.	In order to develop State-sponsored accessible tourism, active and passive incentives should be provided to tourism enterprises in Malabar (such as providing VAT - Value Added Tax - exemptions, long term credits with low interest, etc.).					
11.	Various social tourism projects should be developed to encourage disabled people to make better use of tourism opportunities.					
12.	Products and services must be developed specific to disabled people's demands and enriched with the cultural values unique to Malabar region .					

13.	Enterprises giving suitable services for accessible tourism should be certificated by the Ministry of Culture and Tourism.					
14.	Lessons related to accessible tourism should be offered in the curriculums of educational institutions at every level providing instruction regarding accessible tourism.					
15.	Training should be given to employees of tourism institutions in Malabar region regarding the service standards required by disabled tourists.					
16.	National and international stakeholders should participate in the preparations by Malabar region for accessible tourism.					
17.	Special transportation and accommodation facilities should be planned to provide for the transportation of disabled people to the tourism enterprises in Malabar region.					
18.	Tourism services prepared particularly for the disabled do not generate a disproportionately high cost.					
19.	NGOs addressing the issues of the disabled should assume an active role in decision making and inspections related to the development of Malabar region for accessible tourism.					

20.	Legal arrangements should be made to encourage disabled friendly tourism enterprises.					
21.	It is important to provide public and private sector cooperation encouraging the progress of accessible tourism.					
22.	Training should be offered in tourism enterprises as a way of appraising personnel to be employed in accessible tourism enterprises.					
23.	Arrangements in Malabar region for accessible tourism are difficult to make in a short period of time due to cost and issues with management infrastructure.					
24.	When the existing tourism product and service infrastructure in Malabar region is taken into consideration, accessible tourism is not a profitable investment when a cost-benefit analysis is done.					
25.	Generally, I wish that my enterprise was capable of rendering services to disabled people.					
26.	Generally, having disabled people participate in tourism activities increases the performance of my enterprise.					

Thank You for your valuable support!!

