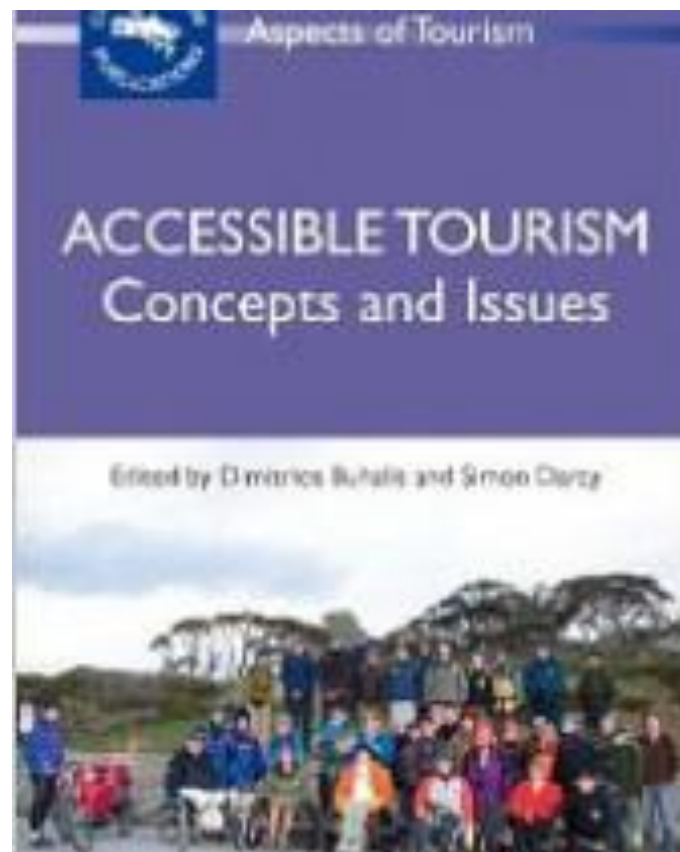


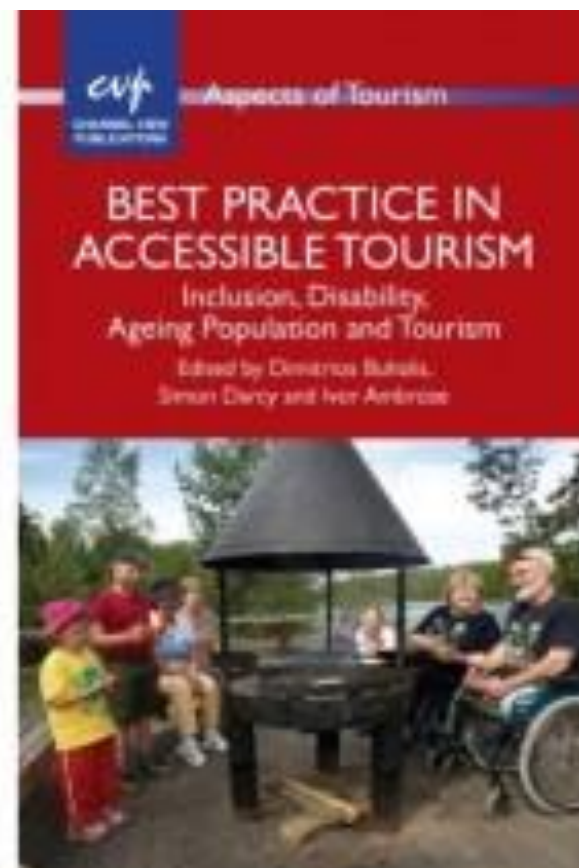
Accessible Tourism Marketing Strategies and social media

Professor Dimitrios Buhalis
Bournemouth University
www.buhalis.com

Excellent Accessible Tourism Books



Dimitrios Buhalis and Simon Darcy 2011
ACCESSIBLE TOURISM Concepts and
Issues ISBN 1845411609 Channel View
Publications <http://goo.gl/VRbkk5>



Buhalis, D. Ambrose, I., Darcy, S., 2012,
BEST PRACTICE IN ACCESSIBLE
TOURISM : Inclusion, Disability, Ageing
Population and Tourism, ISBN 1845412524
<http://goo.gl/iWQeAa>

The Accessibility Market

Accessibility concerns everyone...



Parents with
prams...



Elderly...



The Accessibility Market

Accessibility concerns everyone...

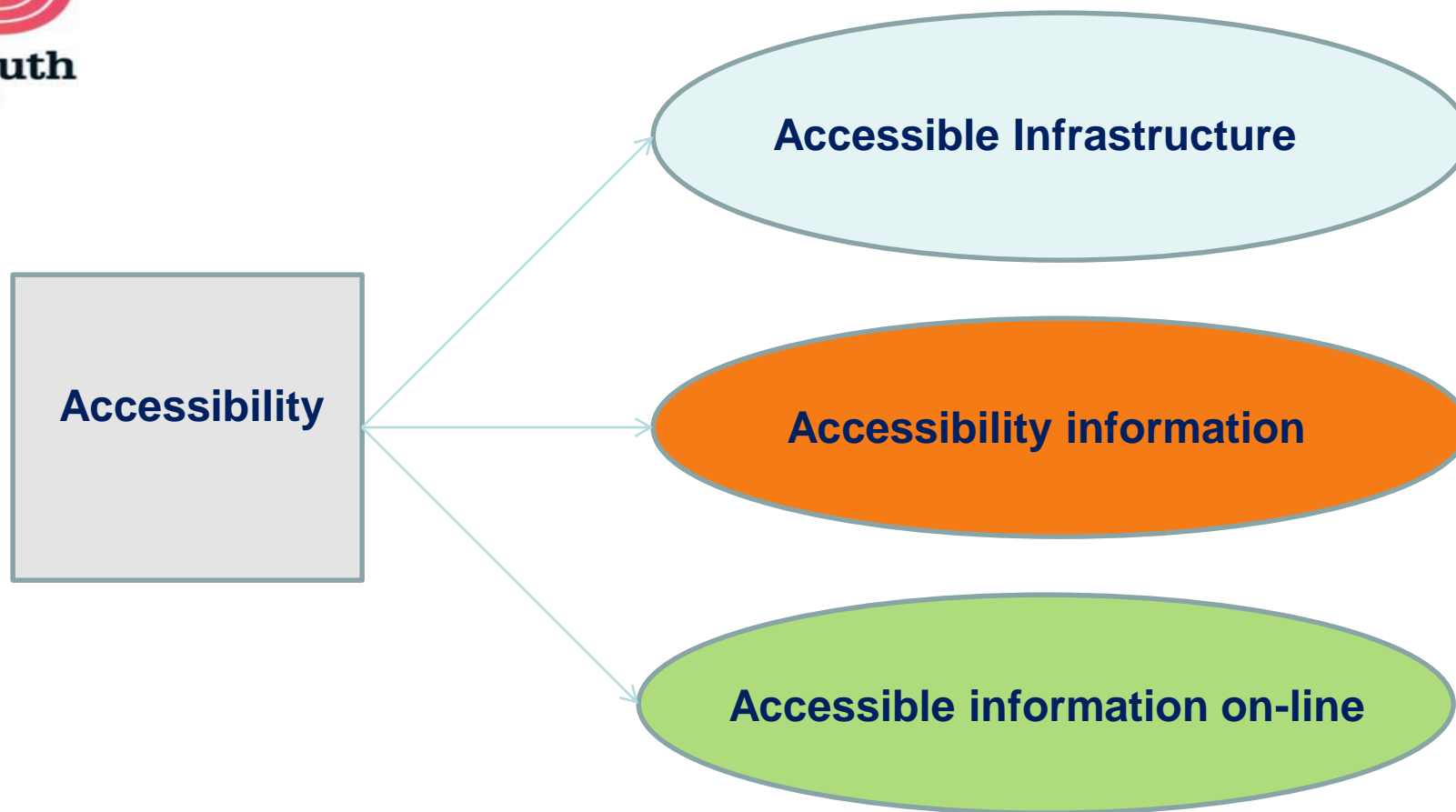


Obese...



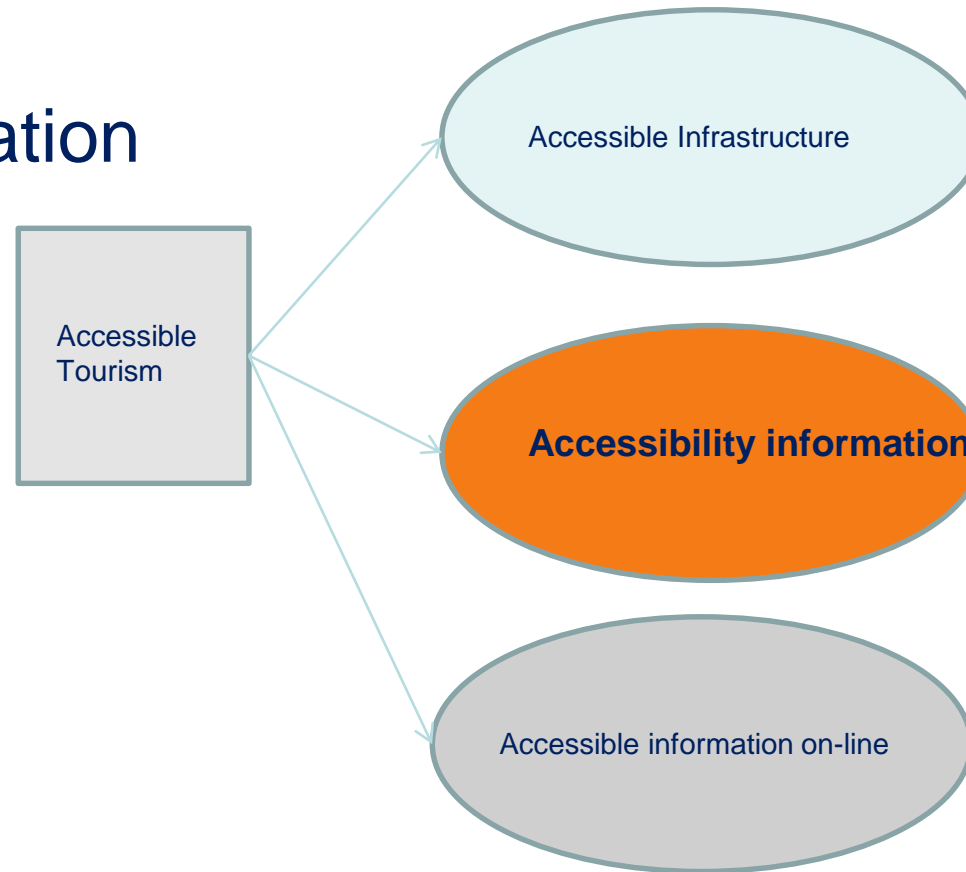
Temporal disability...

Market Requirements



Market Requirements

- Richness of information
- Accuracy
- Inclusion
- Access Paths
- Reliability
- Trust

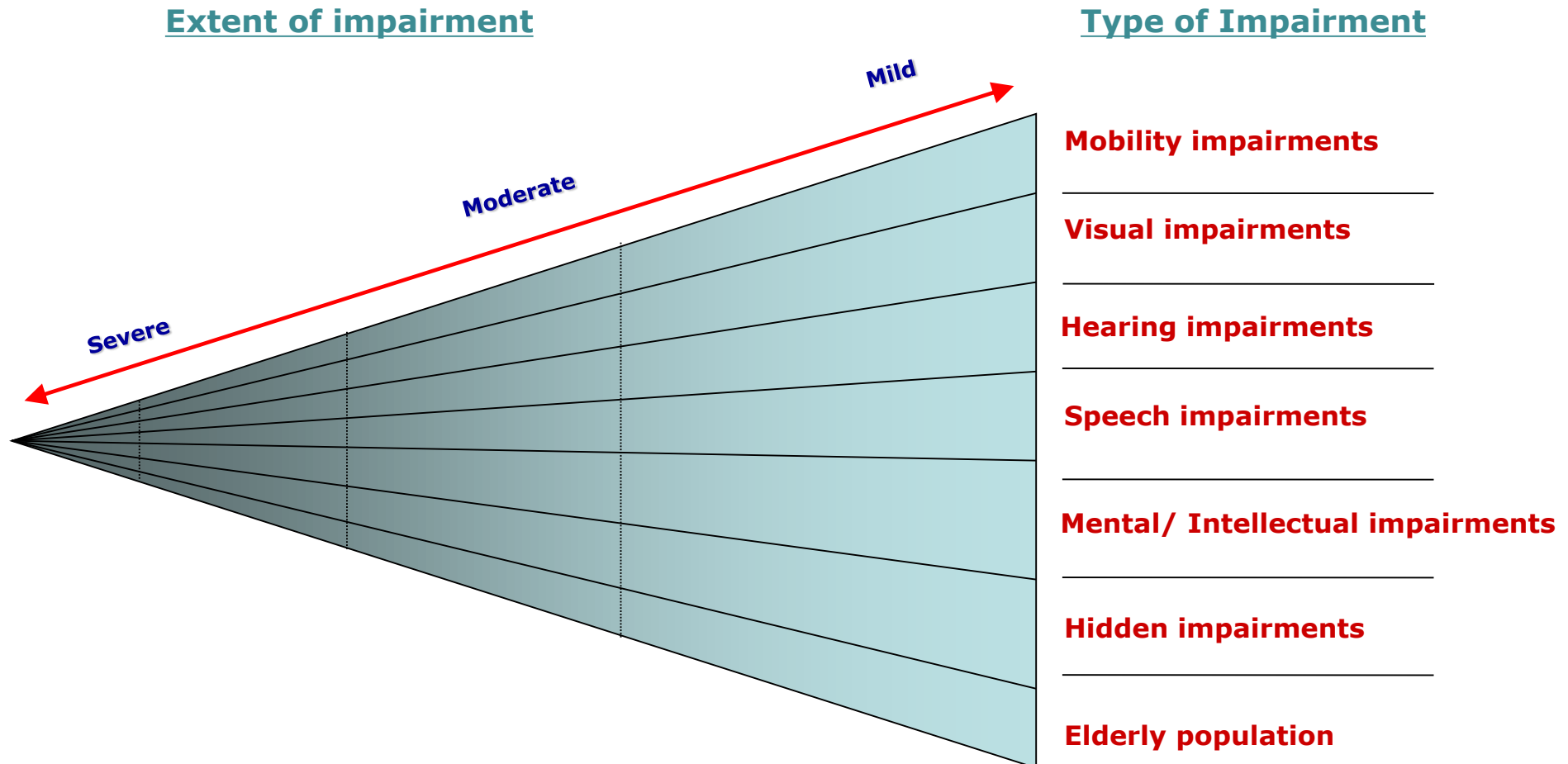


Market Requirements

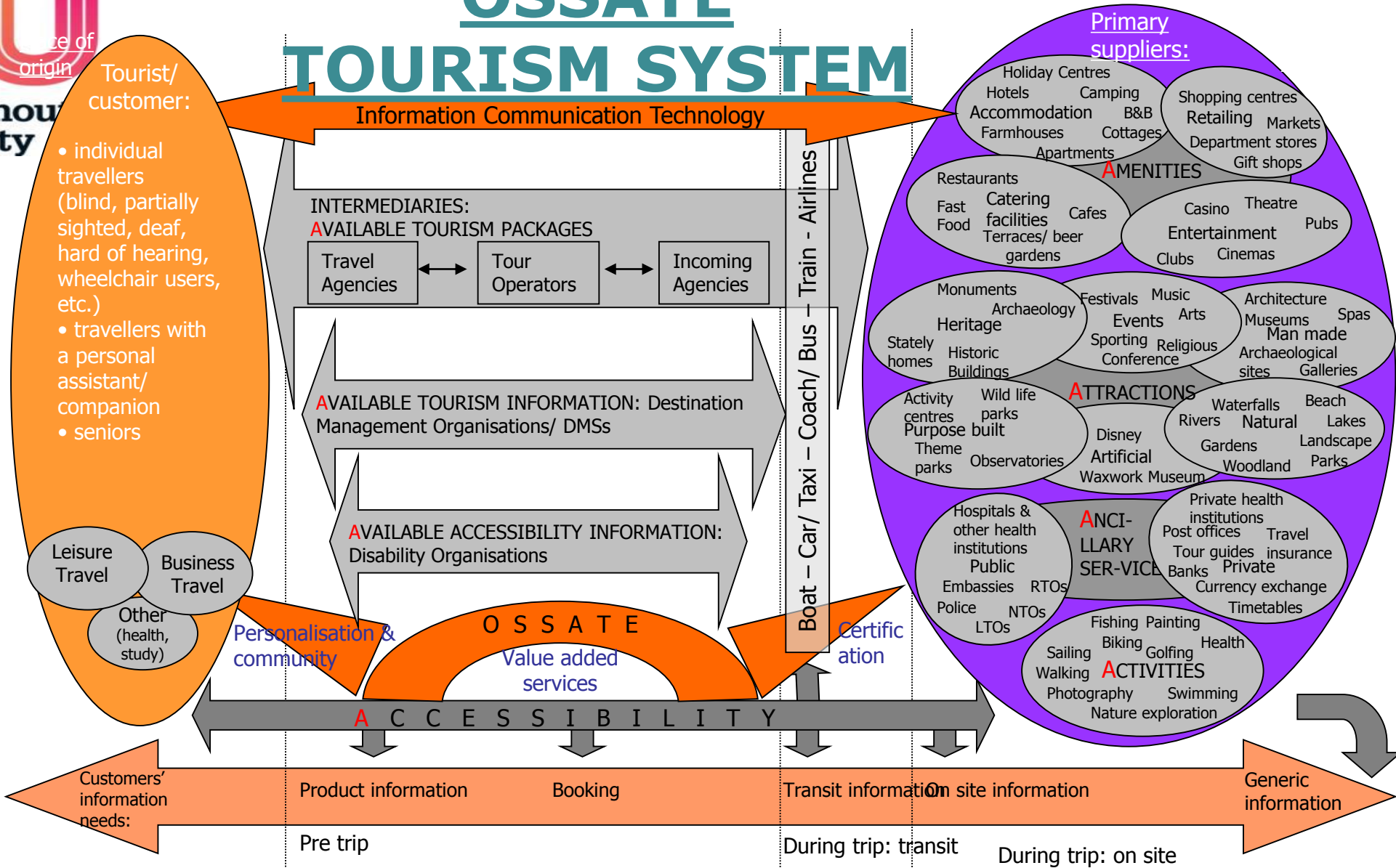
**The higher the degree of disability
the more information is required**

**Providing information about accessibility
to these groups determined whether they
will engage in the travel process or not**

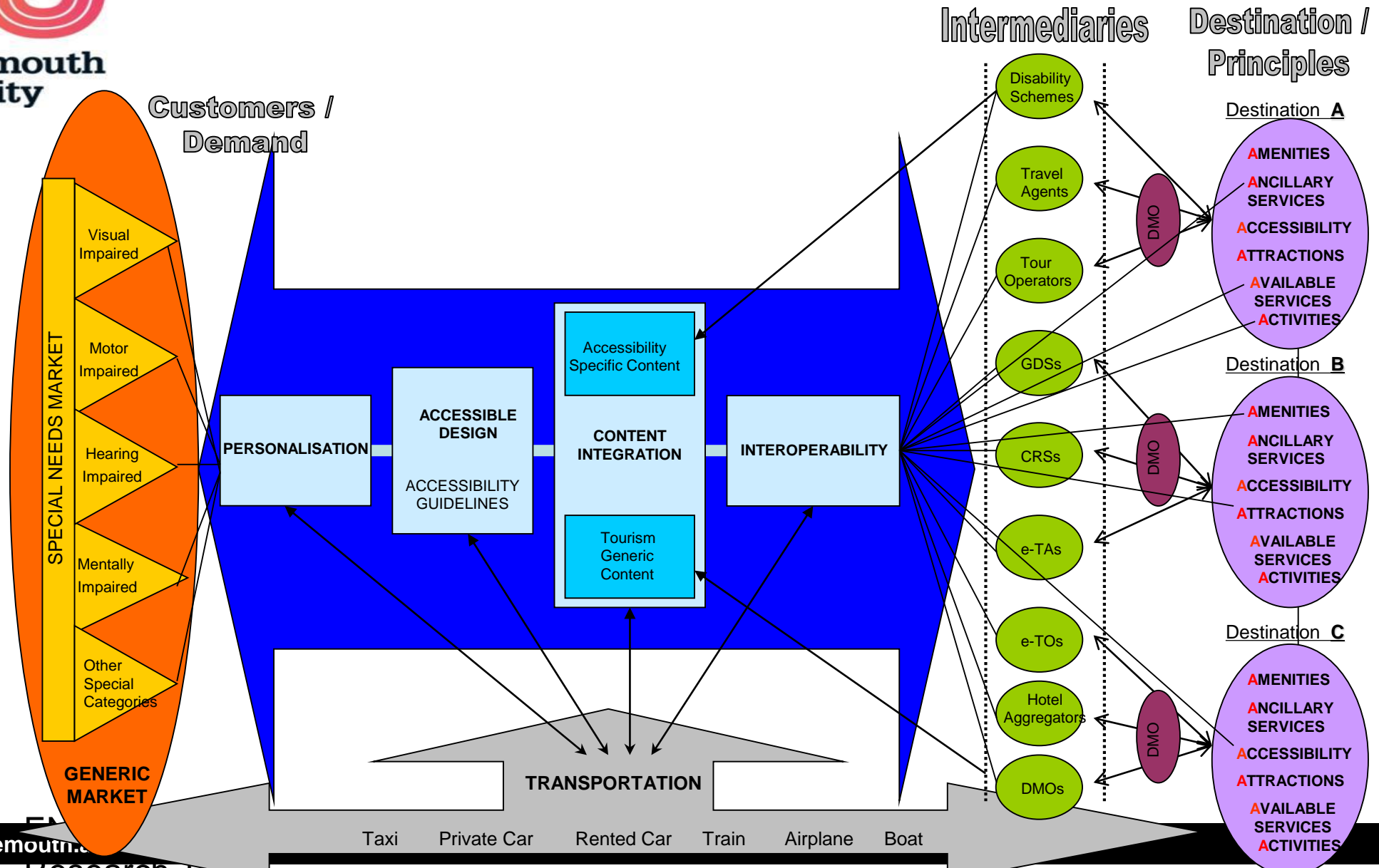
The Disability Market



OSSATE TOURISM SYSTEM

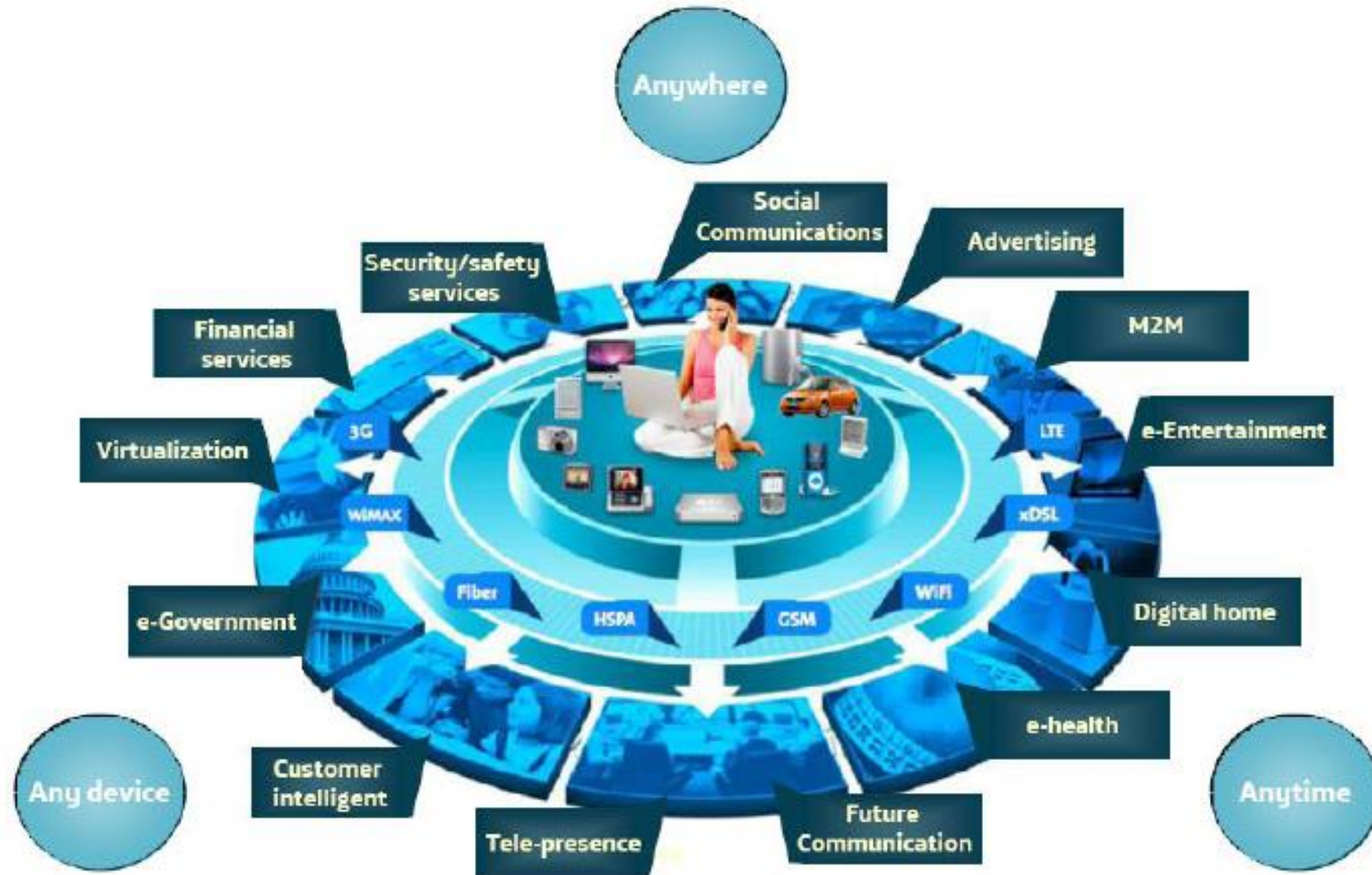


Technical Challenges



We Are Facing A Digital Revolution That Will Radically Change Industries

O₂



DIMENSIONS FOR ACCESSIBLE TOURISM

INDUSTRY REQUIREMENTS	SECTOR	DISABILITY
Think	Destination	Mobility impairments
Design	Hotel	Visual impairments
Respect	Restaurant / Bar	Hearing impairments
Inform	Cultural Attraction	Speech impairments
Network	Theatre/Cinema	Mental/ Intellectual impairments
Engage	Beach/Lake	Food intolerance
Improve	Park/Recreation	Hidden impairments
		Elderly population

Accessible Tourism

The screenshot shows the 'Official Travel Guide to Oslo' website. The header includes the 'visit OSLO' logo, navigation buttons for 'Transport', 'Accommodation', 'Restaurants and nightlife', 'Activities and attractions', and 'What's on?'. A sidebar on the left says 'Explore the region'. The main content area is titled 'Oslo for all!' and contains 'Accessibility information' with links to search for venues, project background, and useful links. It also features a video blog titled 'Accessibility at attractions in Oslo' and a video player showing a person in a wheelchair. A right sidebar shows a booking summary for Hotel, Packages, Sightseeing, Oslo Pass, and Tickets, totaling 0 NOK. A large grey oval at the bottom right contains the text 'Accessible information on-line'.

visit OSLO

Official Travel Guide to Oslo

Travel trade, media and cruise
Meetings
VisitOSLO

Transport Accommodation Restaurants and nightlife Activities and attractions What's on?

visitoslo.com Oslo for all

Oslo for all!

Oslo aims to be a city for everyone, and through the site www.visitoslo.com Oslo can now offer integrated specified information about physical accessibility at a number of accommodations, meeting facilities, restaurants and museums in the city. We provide this information in order to make it easier for everyone to plan their visit to Oslo, and because we know that visitors with different disabilities need different kinds of information.

When you see this symbol on our web site, it means that we have assessed the premises and that there is information about accessibility. We would like to point out that our main focus has been on presenting information about the actual conditions – we leave it up to you to find out which places meet your requirements through the possibility of searching for crucial elements.

The [search engine](#) searches exclusively in the places we have assessed. In each presentation you can see when the assessment took place. Tick the type of disability that is relevant for you (multiple selections possible), and then tick what type of information to search for.

Welcome to Oslo!

Accessibility information

- Search for venues assessed by VisitOSLO
- Project background
- Useful links

Video blog:
Accessibility at attractions in Oslo

See videos below and [read the blog here](#).

Book online here

Hotel	0
Packages	0
Sightseeing	0
Oslo Pass	0
Tickets	0
Total:	0 NOK

To my booking ...

Like 13 people like this.

Accessible information on-line

See video below and [read the](#)

Promoting your accessible business

Social Media

There are many **blogs** written by disabled travellers, which could give you an opportunity to provide information and advice (as long as you clearly identify yourself and your business as the source).

Example of a blog written by a wheelchair user based in South East England. It was used by VisitBrighton recently to promote accessible holidays: [@WheelTravelBlog](#)

Social media outlets are valued for providing advice and help. You would quickly lose all trust if you just used them to promote your company.



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Wheelchair Travel Netherlands – Links & Blogs

June 18, 2013 in [Netherlands](#)

Wheelchair Travel in the Netherlands



Topics

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Rolling Rains Report

Precipitating Dialogue on Travel, Disability, and Universal Design

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Welcome to the Rolling Rains Report

Trying times call for trying something new!

People are asking, "*Does it really have to be this **un**comfortable to travel?*" .

The travel & hospitality industry is sensing the spark of something new as people answer, "No, and we plan to do something about it."

Fresh thinkers are testing countless breakthrough ideas on accessible travel. They are rubbing ingenuity against continuity to enkindle a new flame.



Image via Wikipedia

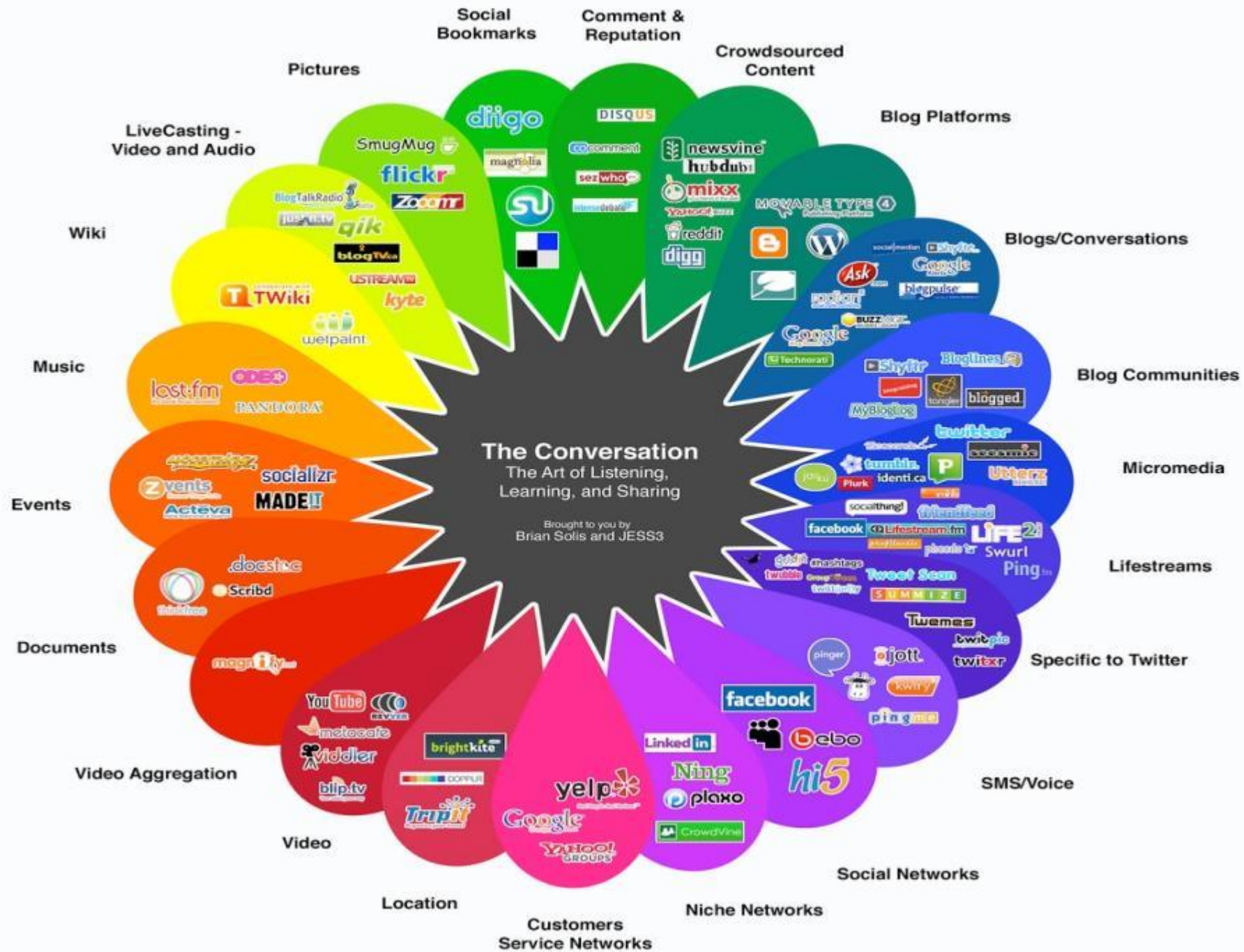
RECENT ENTRIES

[US Access Board Releases Proposed Guidelines for Passenger Vessels](#)

The Access Board has released for public comment proposed guidelines for passenger vessels. Developed under the Americans with Disabilities Act (ADA), the guidelines...

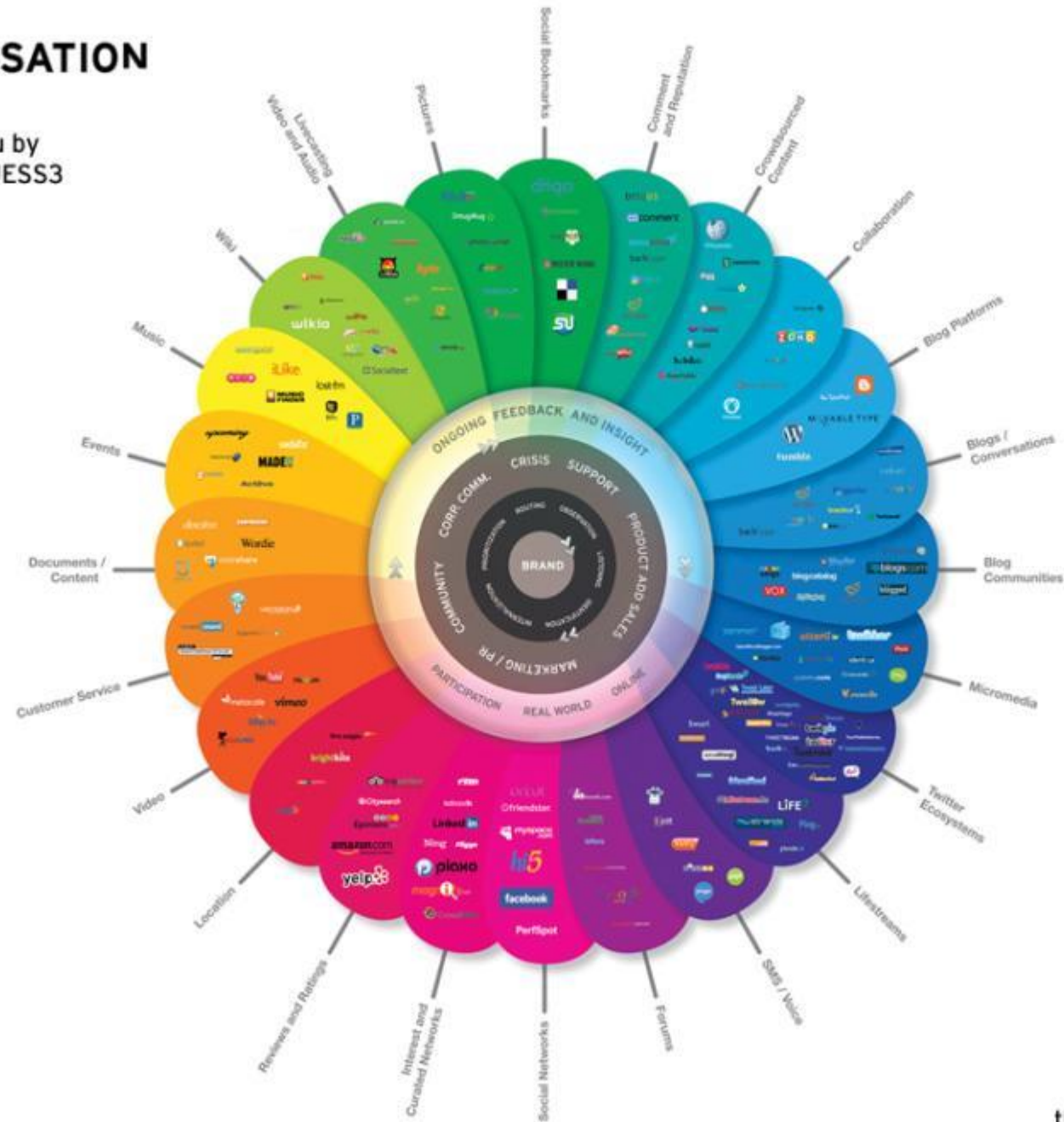
By Scott Rains | [Comments \(0\)](#)

[Women's Stories: The Brilliant & Resilient Photography Book](#)



THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



theconversationprism.com

Promoting accessible business

Social Media

- Start by telling your story – use news, articles, pictures and videos to share your journey and aims with your customer. People like human stories.
- Be honest and direct
- Build your community – respond to requests for information and start to build trust with your target audience.
- Create advocates promoting your story
- Provide detailed floor plans, measurements and accessible paths
- Include a call to action – once people are engaged with you then you can announce your latest discount or new service.

Promoting Accessibility on social media

Blogs, Facebook, Twitter, Youtube, Pinterest, Instagram


Facebook is often used between friends. However, many companies and organisations have a Facebook page, finding it a useful platform to receive customer feedback and promote their latest news.


CREATE COMMUNITY AND SHARE RELEVANT CONTENT

Twitter is used by disabled travellers in two ways. One is to follow key tweeters (bloggers, magazines etc.) and obtain relevant information. The second way is to build up a following of like minded people, share information, and when necessary ask a question from your community. Also #accessible

HAVE A PUBLIC CONVERSATION AND ALSO DEAL WITH NOW

facebook
 Search for people, places and things
 Dimitrios B







Tourism for All UK
 611 likes · 38 talking about this · 2 were here


✓ Liked
 Message


Charity Organisation · Disability services · Tourist information
 A charity supporting leisure and tourism opportunities for all, working with older and disabled people and the industry and government.

About · Suggest an Edit


 Photos


611
 Likes



 Give as you Live


 Videos


Highlights

Post
 Photo / Video

Write something...


Tourism for All UK shared a link.
 10 minutes ago near Kendal, Jawa Tengah

17 Friends
 Like Tourism for All UK


 +8

Suggest Tourism for All UK to Your Friends

www.bourn.ac.uk

21

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Tourism for All UK

@tourismforalluk

Photos and videos >



Who to follow · Refresh · View all

- Intel ITC @Intel_IT_Center
Follow Promoted
- Oscar Hotel Kos @OscarHtl
Followed by Alpha Marketing and...
Follow
- Epikaira Online @epikaira
Follow



Tourism for All UK

@tourismforalluk

A charity supporting leisure and tourism opportunities for all, working with older and disabled people and the industry and government. Tweets from Carrie-Ann, Kendal, Cumbria, UK · tourismforall.org.uk

8,283
TWEETS

1,970
FOLLOWING

4,303
FOLLOWERS



Follow

Tweets



Tourism for All UK @tourismforalluk

15m

Gigs 'humiliate and isolate' disabled fans independent.co.uk/arts-entertain... via @MDCTrailblazers #AccessibleLiveMusic
View summary



Tourism for All UK @tourismforalluk

2h

Save up to 30% on last second holidays @lastminute_com
giveasyoulive.com/emails/33860/s... raise £ for us at no extra cost
#justbyshoppingonline
Expand



Tourism for All UK @tourismforalluk

20h

A pleasure @OGGSVenue, always like to spread the word about the great #accessibility that our members have!
View conversation



Tourism for All UK @tourismforalluk

22h

@giveasyoulive pic.twitter.com/G0h87B43sa



Dogs for the Disabled

6,219 likes · 880 talking about this

[Like](#)[Message](#)

Charity Organisation

Dogs for the Disabled trains assistance dogs to enable adults and children with disabilities and families with a child with autism, to lead more independent lives.

[About](#) · [Suggest an Edit](#)



Photos



Our Website



Support Us



Donate Now

Highlights

Post

Photo / Video

Write something...



Dogs for the Disabled

19 hours ago

Happy Dog Charity Funday (9 photos)

Great family fun day to raise money for Dogs for the Disabled. A grand total of £3,000 pounds was raised. Thank you to everyone involved in the organising of the event, volunteers, supporters and participants. More photos are available at <https://www.facebook.com/happydogcharityfunday>



Suggest Dogs for the Disabled to Your Friends

[See All](#)



Stavros Kefalas

[Invite](#)



Chawannuch Uthayan Oglesby

[Invite](#)



Hotel Plessas Palace

[Invite](#)

Recent Posts by Others on Dogs for the Disabled

[See All](#)



Paula Cole

Can someone tell me if there is a coat specially designed tha...

3 · Monday at 15:46

Create Page

Now

2013

2012

2011

2010

Founded

Sponsored

Create Advert

Try HootSuite Pro Free!

hootsuite.com



Schedule Tweets and Manage up to 100 Social Accounts. Try Now for as low as \$8.99 a Month!

FREE Vegas Suite Upgrade

hilton.com



Book a Studio at Elara, a HGV Hotel thru 12/31/13 & enjoy a free upgrade to a Junior Suite

Find New Event Venues



Discover new and unusual event venues. Click to see pictures and prices.

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ocado.com



Join Ocado today, save £20 on your first order, delivered tomorrow.

Algarve villa deals



Enjoy a sunny villa holiday at unbeatable prices. Save on cost not on fun!

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- JohnKenVideos
- Josi Sierra Oranila
- KUM Royal Bulch Al...
- loutrak13
- Love H Ecampaign
- mythicalpeloponn...
- Nolichas Margarita
- Panos Sabzioglou
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tourismforall.org.uk

Tourism for All UK

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http://www.youtube.com/watch?v=Vhr5OSHZ5T8&feature=bulletin



ite (Accessible Tourism for Europe) project - meetin...
by as sociation ANBBA
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by Stefano Calandra
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by tourismforalluk
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London Taxis and Wheelchair Ramps
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Dr Martin Sabry & easyJet
2,823 views 1 year ago



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Xristos Roditis · 2 videos

722 views



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SEATRAC 2012

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ΣΥΡΤΙΣ ΜΑΓΙΑΤΙΚΟ 88 ΚΙΛΑ!!

by Ioannis Skepezikis
4,310 views



NEW SEATRAC MODEL - autonomous
sea access for disable

by Ignatios FOTIOU
667 views




SEATRAC - AMEA - Prosbasi sti
thalassa - disable entering sea.MP4

by Ignatios FOTIOU
8,270 views






Κατασκήνωση ΑμεΑ, Ε.Ε.Θ.Ι.Ι.Ε.
GSATRH

by GSATRH
829 views





Scott Rains









Repost from

 Shane Frodo


 Kieran Brattmeyer









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Travel with a Disability




110 pins














The Accessible Bathroom




45 pins














Beach Accessibility





14 pins







The Accessible Hotel Room

Room	Room	Room
1-10	11-20	21-30
31-40	41-50	51-60
61-70	71-80	81-90
91-100	101-110	111-120
121-130	131-140	141-150
151-160	161-170	171-180
181-190	191-200	201-210
211-220	221-230	231-240
241-250	251-260	261-270
271-280	281-290	291-300
301-310	311-320	321-330
331-340	341-350	351-360
361-370	371-380	381-390
391-400	401-410	411-420
421-430	431-440	441-450
451-460	461-470	471-480
481-490	491-500	501-510
511-520	521-530	531-540
541-550	551-560	561-570
571-580	581-590	591-600
601-610	611-620	621-630
631-640	641-650	651-660
661-670	671-680	681-690
691-700	701-710	711-720
721-730	731-740	741-750
751-760	761-770	771-780
781-790	791-800	801-810
811-820	821-830	831-840
841-850	851-860	861-870
871-880	881-890	891-900
901-910	911-920	921-930
931-940	941-950	951-960
961-970	971-980	981-990
991-1000	1001-1010	1011-1020







When Daily Life is a Park...









Kitchen Accessibility with ...









Automobiles & Universal D...









great investments



Health tips



Promoting your business

Mobile Media and location based services

The user is able to 'check in' and share their visit with their social media following and users can leave a comment on the accessibility of a place. There is not an accessibility category as yet, but even without it the site is likely to become well used by disabled people.

Disabled people tend to be enthusiastic mobile phone users and while there are few disability specific apps as yet, disabled people are simply using many of the mainstream ones in an inclusive way.

For example, Foursquare is a geo satellite positioning app showing cafes, bars, restaurants, museums, hotels and attractions.

Disabled people download apps for blogs, magazines and news sites, so if you can get yourself published or listed by the publishers of these sites then you will find yourself on their apps too.

Manhattan

Crowd-sourced community accessibility collected by your friends and neighbors. You can [get involved](#) right now.

Search for your favorite business, restaurant or groc

Find a place not listed





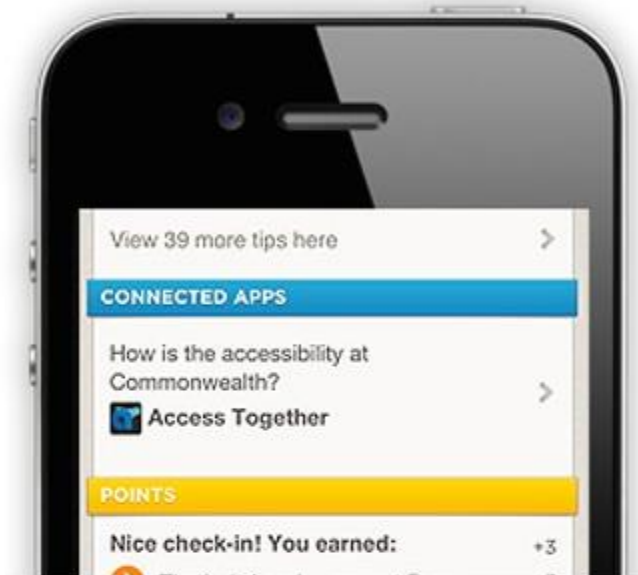
GEOTAGGED
ACCESSIBILITY
USER GENERATED CONTENT

Foursquare connected app helps fill a database of accessibility information for the disabled

0 Comments and 0 Reactions on November 7th, 2012

For someone in a wheelchair, knowing in advance that a place has stairs at the entrance or inaccessible bathrooms may make the difference between deciding to go there and skipping it to go somewhere else. There's an effort underway to create a crowd-sourced database of the accessibility features of businesses to make it easier for someone to learn if they have Braille signs or handicap parking spaces, for instance.

Foursquare users can contribute to that database each time they check in, thanks to a Foursquare [connected app](#) created by the [Access Together](#) project. When you add the app, every time you check in somewhere, you'll be asked to answer a few questions about the place's accessibility features. Does it have accessible bathrooms? Is there a lot of background noise? Is there an elevator to move between floors? You don't need to be an expert on disabilities to answer most of the questions.



SEARCH

Recent

Popular

Comments

Foursquare adds the ability to check in your friends (with their permission)

June 25, 2013

Sunrise adds past Foursquare check-ins to your calendar

June 24, 2013

Wallaby for iPhone turns 2.0; adds Foursquare integration and more

June 20, 2013

Let Thrillist help make tomorrow the Best Day of Your Life and earn yourself a Foursquare badge in the process

June 20, 2013

Foursquare's post check-in advertising spotted in the wild

June 19, 2013

CATEGORIES

Traveling With Disabilities Forum

1-78 of 315 topics

1 2 3 4 5 6 7 8 9 28

Topic	Replies	Last post
Accessibility Checklist for Hotel Accommodation by MithiMxandmatch	72	09 June 2013 by wzh1956
Mum, teen , autism & anxiety - Nice locations? by nress m	5	23 June 2013 by EssentWardere...
knee replacement & airport security test by bvt1947	5	22 June 2013 by johnb121
Traveling with scooters on flights by buzz j	12	22 June 2013 by busy-retired
Your Disable Badge by jgm74114	8	21 June 2013 by Busy-retired
looking for a wheelchair friendly hotel in Thailand? by gdm188	13	21 June 2013 by TineAron
Article In Mail on Sunday by hermanaciza	0	17 June 2013 by hermanaciza
Electric adjustable beds (profiling beds) by gillianmanning	4	17 June 2013 by hermanaciza
Villa holiday help please by wilkinnilys	4	16 June 2013 by wilkinnilys
Advice please first time abroad with disabled husband. by Zemmie	16	15 June 2013 by Dixie987
Help! What are my rights in public places in the USA?	1	14 June 2013



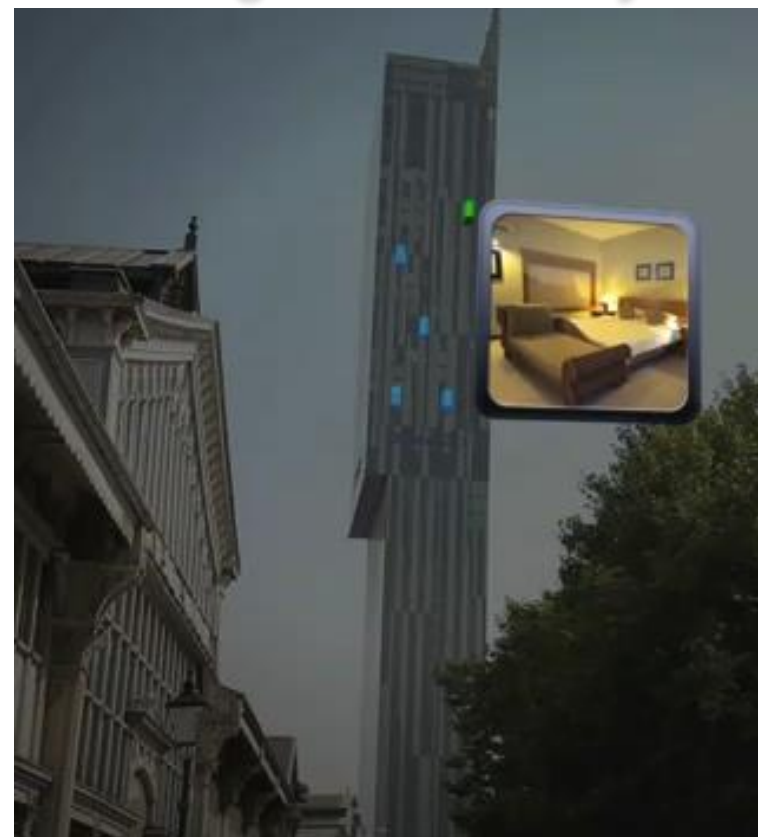
AUGMENTED REALITY FUTURE OF ETOURISM

WHAT IS AUGMENTED REALITY

Reality



Augmented Reality



POTENTIAL OF AR FOR TOURISM

Interested in
surroundings

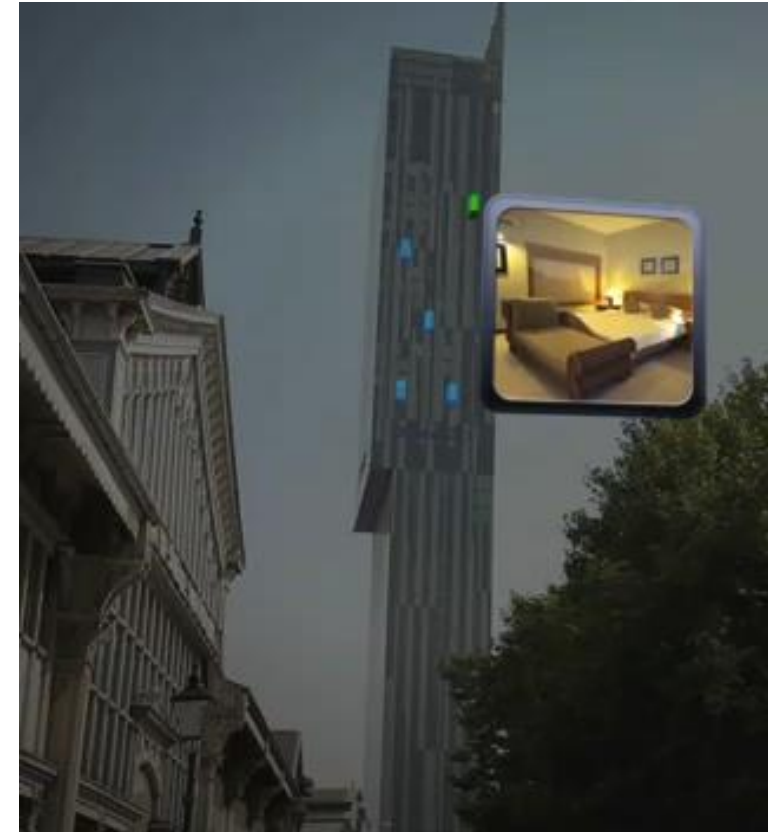
Information
attached to PLACE

Time-pressured
Information
within FIELD-OF-
VIEW

Unfamiliar environment

Information
In CONTEXT

Augmented Reality





20FOURLABS

Future of Social Networking with Augmented Reality

Concept investigation by Matthew Buckland (matthewbuckland.com) and Philip Langley (@royalalien) of 20fourlabs.com



CONTEXT-AWARE AR FOR TOURISM

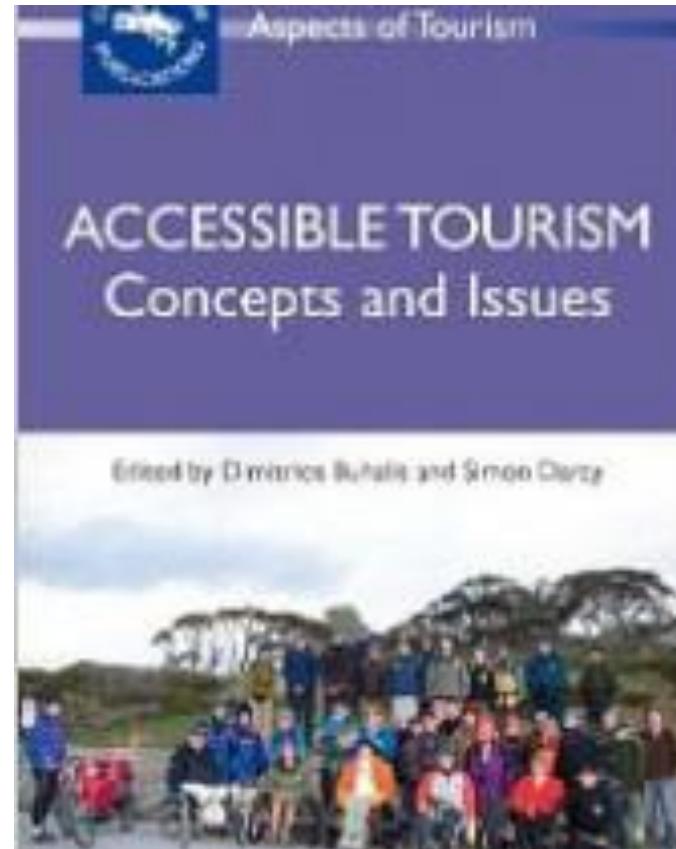


Conclusion

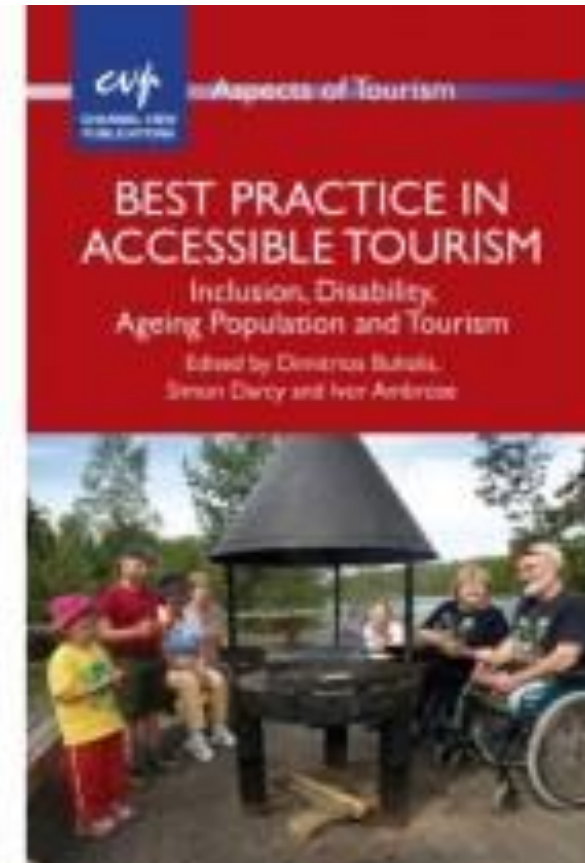
- ✓ The disability/aging population market is considerable with a significant spending power
- ✓ The fundamental requirement of this market is accessibility in terms of built environment but more importantly with regards to information
- ✓ To address these requirement both demand and supply need to have a better understanding of each others priorities and constraints and work together
- ✓ Like any other matchmaking it needs to work for both sides
- ✓ a system is needed, designed to allow interoperability amongst different industry players and integrate and distribute relevant content in an accessible manner, enabling personalised service provision



Excellent Accessible Tourism Books



Dimitrios Buhalis and Simon Darcy 2011
ACCESSIBLE TOURISM Concepts and
Issues ISBN 1845411609 Channel View
Publications <http://goo.gl/VRbkk5>



Buhalis, D. Ambrose, I., Darcy, S., 2012,
BEST PRACTICE IN ACCESSIBLE
TOURISM : Inclusion, Disability, Ageing
Population and Tourism, ISBN 1845412524
<http://goo.gl/iWQeAa>

Stay in touch with Dimitrios



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<http://www.bournemouth.ac.uk/services-management/>
<http://www.bournemouth.ac.uk/icthr/> and
http://www.bournemouth.ac.uk/icthr/about_us.pdf

Dimitrios Blog: <http://buhalis.blogspot.com/>

Live spaces: <http://buhalid.spaces.live.com/>

Facebook: <http://www.facebook.com/buhalis>

Twitter: <http://twitter.com/buhalid>

YouTube: <http://www.youtube.com/buhalid>

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