



INTERNATIONAL  
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# **The future of Tourism Management and how people with disabilities may be benefited**

**Kontouli Evgenia**

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Student Name: Evgenia Kontouli  
SID: 1109160014  
Supervisor: Prof. Dimitrios Psychogios

I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook.

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## Abstract

This dissertation was written as part of the MSc in Hospitality and Tourism Management at the International Hellenic University.

Tourism, like any other mass phenomenon, has undergone a profound change closely linked to social change, where the internet and social media play an important role. Tourism has changed, both in form and content. Whereas in the past tourism has been a kind of elitist activity (high cost and culture), it has now become a mass tourism and entertainment (low cost and culture), presenting new trends in the tourism and entertainment sectors around the world, where Europe is no exception. This tourism is transforming into a new social phenomenon in complete transformation, where the travel market offers new opportunities for emerging countries and where new forms of tourism emerge, supported by a thriving tourism industry.

Tourism can be seen as one of the most popular forms of entertainment in the world. The social group that is interested in tourism also consists of people with disabilities and disabilities, whose journey can be difficult to organize and implement. Accessibility is the main obstacle for people with disabilities. People with disabilities want to have the same quality of life and to participate in the process of travel as other members of a society, based on their needs and the institutional framework of equality and equal access to goods and services.

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## Chapter 1

### 1.1 Defining tourism and tourist

Tourism is an important and spectacular potential socio-economic phenomenon. During this time, tourism has changed shape and intensity, and the standards of the economy and society in which it operates and develops are constantly evolving and changing according to developments and trends. Proportionally, traveling can be acknowledged as an activity for the few as a first type of tourism, based on an individual quest for the origins of the past, curiosity about other cultures and wandering to unknown locations. But since the mid-twentieth century, tourism has evolved as a mass phenomenon. It has evolved as a social need, a "right" to recreation, a phenomenon of great importance in terms of both the global economy and the development of a place, based on the individual need for rest. Exemplifying tourism first showed up in the paper "Der Fremdenverkehr im Riesengebirge" in Poser in 1939. Poser differentiates numerous types of tourism: transit tourism, summer relaxation, snow sports, short distance relaxation. Eventually, in 1965, Jülg, and in 1970 Ruppert and Maier acknowledged the presence of six forms of tourism: tourism recreation rehabilitation, visitation reduced range relaxation, tourism transit and professional tourism (Tureac & Anca, 2008).

Despite many attempts, although conceptually the word 'tourism' is difficult to come by, primarily by AIEST (Association Internationale d'Expert Scientifique de Tourisme), some of which were insufficient, a quite general definition of it (Polyzos, 2015).

Of particular value is the definition of Mill and Morrison which states that "tourism as an activity includes everything related to the preparation and realization of the journey, the stay, the return and the memories of it". The complexity of tourism activity, both in terms of demand and supply, makes it difficult to define the concepts of tourism sector and tourism industry. Based on the sources of tourism demand origin, we distinguish tourism as private consumption (household demand), as public consumption (public demand) and as part of production (business demand) (Mill & Morrison, 1992).

Tourists travel to destinations that are accessible to them. They require a stay if they visit a place for more than twenty-four hours. Leisure and business travelers can also visit attractions and enjoy recreational activities. Therefore, tourist destinations should have the right amenities and facilities to best meet the needs mentioned. The different categories of tourism may include urban tourism, tourism abroad, agrotourism, ecotourism, gastronomic tourism, medical tourism, religious tourism, cultural heritage tourism, sports tourism, educational tourism, business tourism (including meetings, conferences and events), among others (Camilleri, M. A. 2018).

Tourism, like any other mass phenomenon, has undergone a profound change closely linked to social change, where the internet and social media play an important role. Tourism has changed, both in form and content. Whereas in the past tourism has been a kind of elitist activity (high cost and culture), it has now become a mass tourism and entertainment (low cost and culture), presenting new trends in the tourism and entertainment sectors around the world, where Europe is no exception. This tourism is transforming into a new social phenomenon in complete transformation, where the travel market offers new opportunities for emerging countries and where new forms of tourism emerge, supported by a thriving tourism industry.

# WHY TOURISM MATTERS



Tourism is more than you imagine!

Figure 1: World Tourism Organization (UNWTO)



## 1.2 Categories of tourism

Tourism has come today as a notion, and the activity has been (and still counting) categorized into different kinds. A number of fresh concepts for supporting tourism are coming up with the growth of new tourism infrastructure and due to the intense competition in the industry. Today's tourism industry seeks to meet the requirements and preferences of all kinds of visitors, and thus seems to take particular regions of concern into account. So, it is appeared a plethora of kinds of tourism and countless choices to choose from today. The first type of categorization is mentioned as:

- According to time period, i.e. in short-term (up to 3 days) or long-term (> 7 days)
- According to the manner of the organization, i.e. organized through a travel agency or individual
- According to the direction of tourist flows i.e. incoming and outgoing tourism

The World Tourism Organization categorizes tourism services according to a number of criteria, including (Petroman, et al, 2013):

- the destination of tourists
- the way to obtain tourism services
- the degree of flexibility in tourism
- the rate of demand and the way to demonstrate the tourism offer
- the means of transport
- the determination of travel
- the socio-economic motivation of tourists

Moreover, as figured below there are several classifications of inbound travelers.

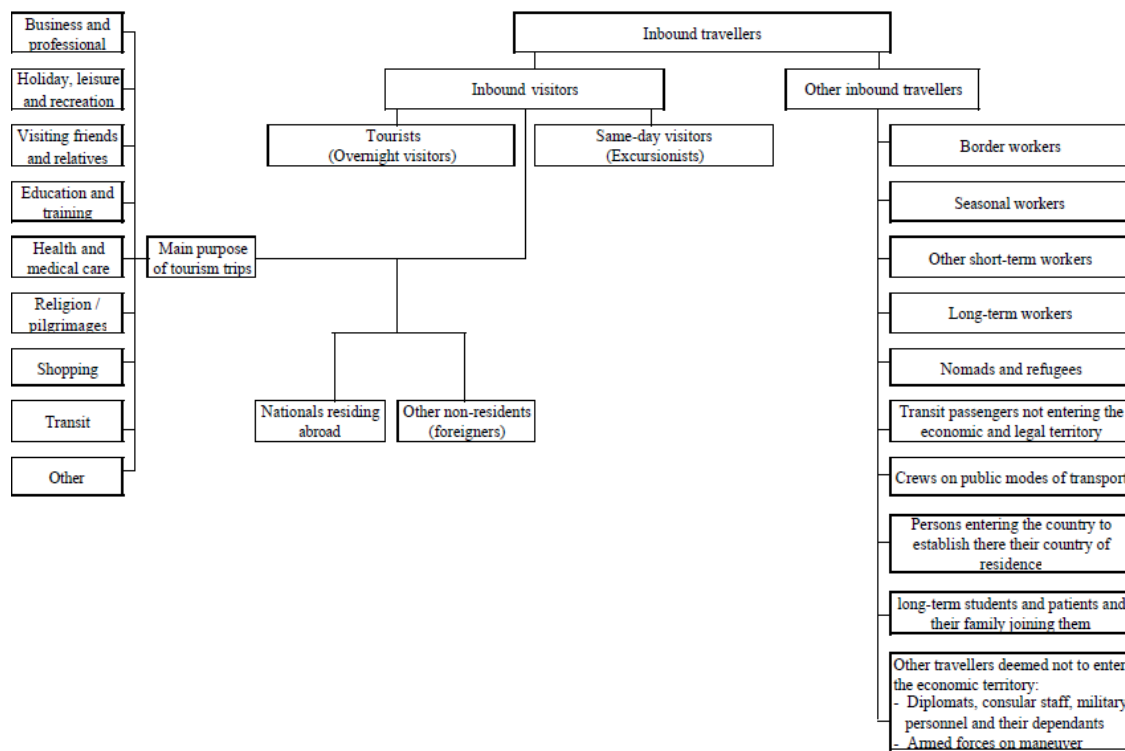


Figure 2: Classification of inbound travelers, source: IRTS, 2008

Finally, as far as the international arrivals and the collation between the different categories of arriving nonresidents and returning residents concerns, there are several subcategories which are specifically seen below.

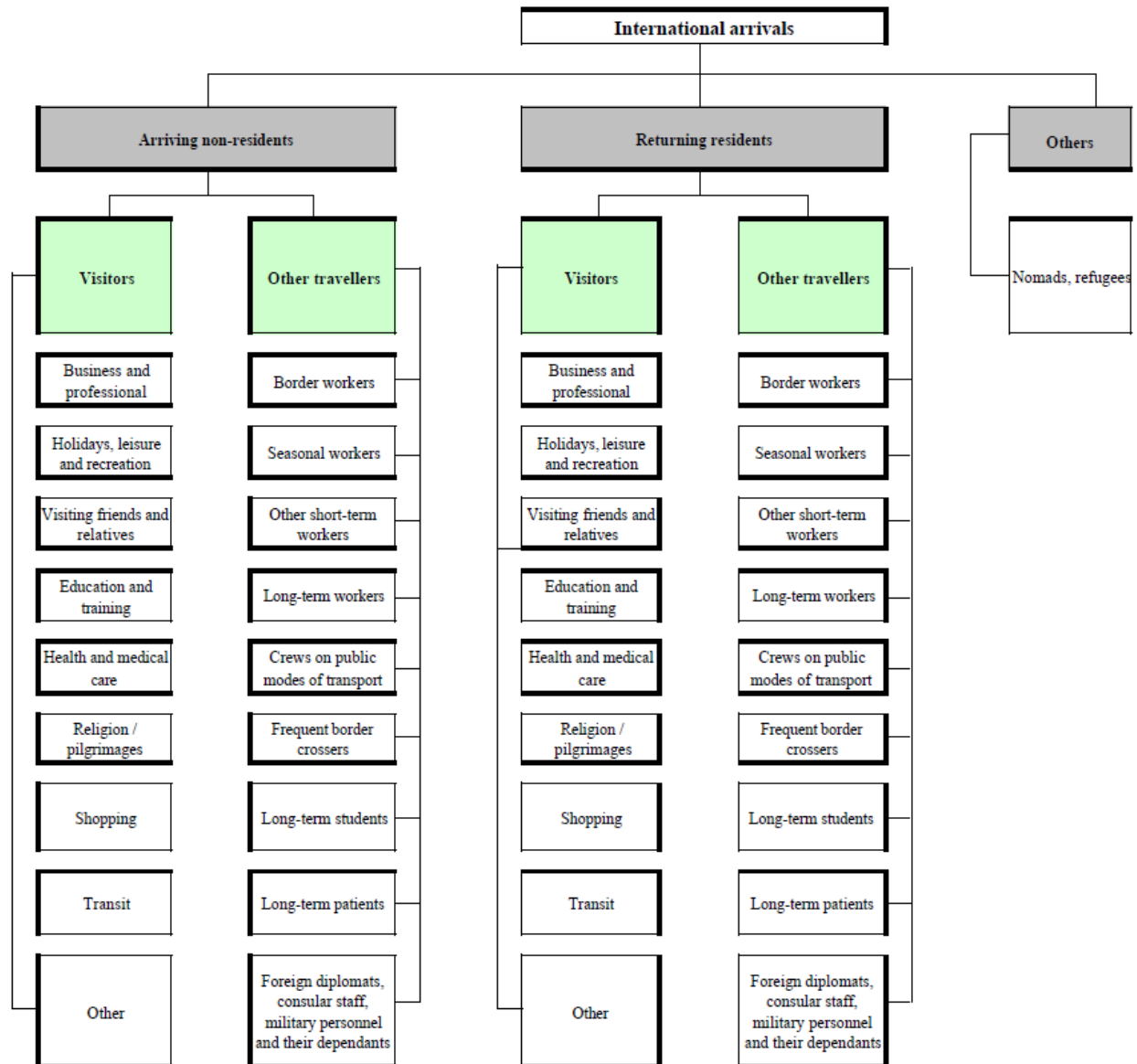


Figure 3: Relationship between international arrivals and different categories of visitors and other travelers. (source: IRTS, 2008)

There are some indications that technically oriented definitions deviate from what tourism means to the general population. Such a gap can have serious repercussions as it calls into question the credibility of tourism statistics and impact studies on the public. In other words, this possible divergence may undermine the credibility of statistical reports aimed at justifying

and promoting the allocation of resources to support tourism. While the definition of international tourism has been the focus of extensive long-term efforts, interest in defining and measuring domestic tourism is relatively recent. Without reference to international borders, this task of defining domestic tourism is inherently more complex. In addition, due to social, economic, cultural and geographical differences between countries, the uniform functioning of domestic tourism is somewhat impracticable. (Yu et al, 2012)

### 1.3 Legislative frame

Tourism, the activity most often associated with rest and relaxation, sport and access to culture and nature, must be planned and implemented as a privileged instrument for individual and collective integration, in accordance with the internationally defined institutional frameworks.

Tourism policy is also a process by which the EU will meet wider opportunities and development objectives. The environmental aspect of tourism will also become increasingly valuable over time and is already part of sustainable fair and ethical tourism initiatives.

Tourism at national level fosters economic activities and economic growth, as it promotes existing social activities and the creation of new ones. The consequence of the above is to meet the needs of tourists and visitors. In particular, the positive effects of tourism on the local community are:

- Creating new jobs
- Increase employees' income
- Regional local development
- Improving the balance of payments

These effects help reduce unemployment, as tourism contributes positively to society as an entity. In addition, the tourist season contributes to the growth of existing and new investments resulting in the creation of new jobs, where this parameter in turn has a positive effect on reducing unemployment through employment. (Christou, et al., 2010)

#### 1.4 Tourism's supply and demand

Tourism has become a major global economic activity. Global tourism has grown faster than global GDP (Gross Domestic Product) over the past thirty years. These forecasts underline, on the one hand, the dynamism of tourism and, on the other, an established belief that tourism will grow in the long run, faster than the global economy, despite potential short-term ups and downs. In developing the economic clarification of tourism, there are numerous attempts to give a comprehensive and precise explanation of the services industry and to make a valid distinction between them and other sectors and industries. (Cuculeski et al, 2015)

The ' product ' of tourism is the experience obtained through the incorporation of a wide range of products and services. (Cuculeski et al, 2015) To travelers, the product is the overall experience, including all facets and elements of the product, namely perceptions and expectations. According to Middleton & Clarke (2001), the underlying tourism product is a set and could be defined in terms of five main components, namely: destination attractions; destination facilities and services; access to destinations (including transport); images, brands and perceptions; visitor prices. The destination is therefore a provider of experience. One of the main characteristics of tourism destinations is that there are no centralized relations between the various organizations that offer products separately. (Zemla, 2016)

One of the major challenges facing tourism entrepreneurs is that the product is essentially intangible. Tangible things are vital and essential, but as soon as they reach a certain level of tolerance, they become incidental. Because they are so hard to distinguish, to be cutthroat, intangibles need to be placed on the market. As tangible, mountains and beaches have a measure of intangibility, because they are more competent than possessed. (Cuculeski et al, 2015) Before a tourism product is created, there is a need to carry out research and analysis on which segment is targeted, where that product will be provided and who will be competing. In addition, several products need to be merged and provided together. This is because tourism is intricate and there is a need to enrich existing products and a very creative policy needs to be established. (Cuculeski et al, 2015)

Tourism demand is characterized by three main parameters (Varvaresos, 1998)

- (a) the diversity of the variety of goods and services that the visitor wants to purchase in order to satisfy his needs, both during the trip and at the place of reception. The element of this demand for tourism, which is essentially a reflection of the overall tourism corporation, is evidently very heterogeneous.
- (b) acquisitions, considering the highly seasonal nature of tourism operation, which is clustered over a few months and causes multiple problems for the overall organization and management of tourism enterprises;
- (c) spatial concentrations that, due to several factors, such as the advancement of air transport, resulting in the geographical mobility of tourists (faster, cheaper, more convenient and healthier travel) and the "hunting" of the new and the old, appear less inelastic at the appropriate time.

In comparison with tourism demand, as a tourist supply, it defines, conceptually, all the scope of tourist goods and services in a region or country (physical and intangible goods and services, institutional types of hospitality that contribute to the development of tourist experience), which are accessible to tourists at a specific time and which, due to their high level of experience, are available for consumption at a specific time. (Komilis and Vagonis, 1999).

The parameters of tourism supply, the lack of which negatively affects the tourist development of a place, are (Kokkosis and Tsartas, 2001):

- (a) the natural and cultural richness of the region, which is the first component of primary tourism supply and has a significant impact on forms of tourism demand, e.g. the natural environment, customs, cultural events, etc.
- (b) person-made resources relating to the urban landscape, e.g. museums, monuments, historic centers of cities, recognized traditional settlements and constitute the second component of the primary tourist supply.
- (c) all infrastructure and services related to the tourist accommodation sector in one place, e.g. The catering, the leisure, the overnight, the tour operators and the secondary tourism supply.

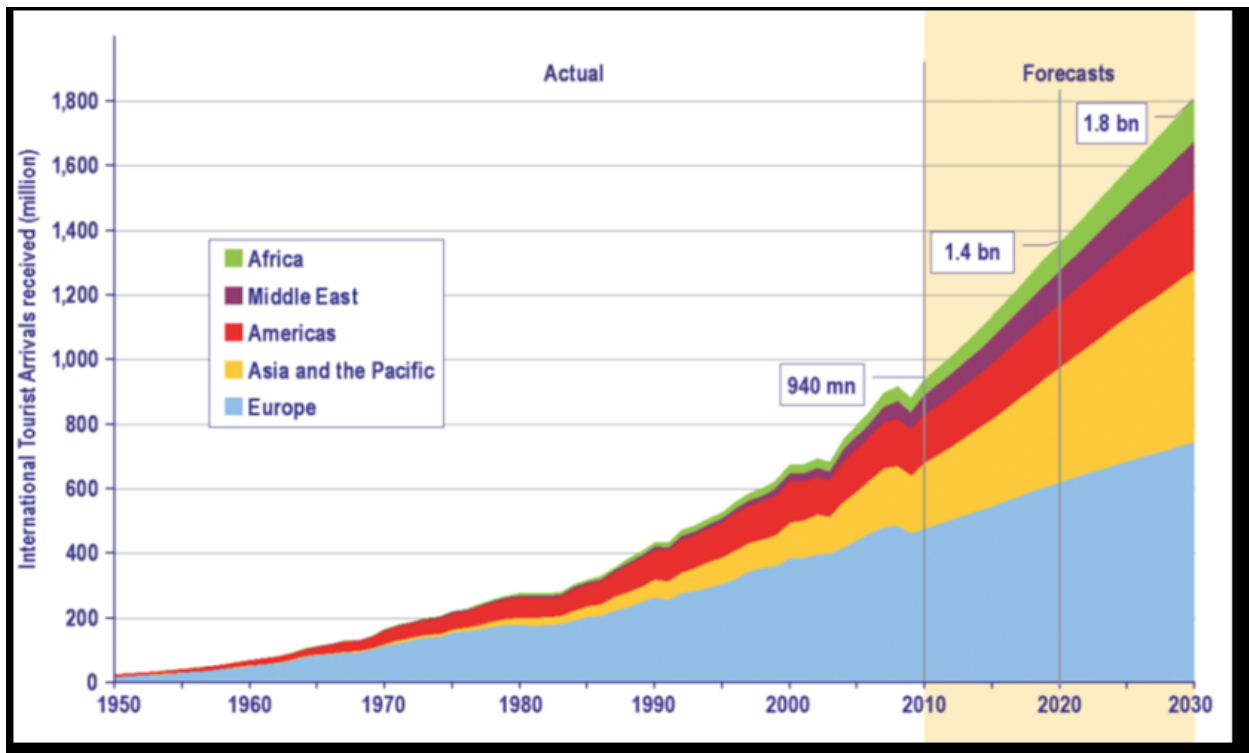


Figure 4: International Tourism in 2030 at the Forecast of the World Tourism Organization (UNWTO) Source: UNWTO, Tourism Highlights, 2015 Edition



## 1.5 The Greek reality in numbers

In Greece, the Ministry of Tourism Development (YTAN), which was established by Law 3270/2004, is responsible for planning the tourism. According to the law, the YTAN supervises the Hellenic Tourism Organization (EOT), the Tourism Education and Training Organization (OTEK), and the Hellenic Chamber of Hotels (Hellenic Tourism Association) The National Tourism Council also assists in the planning of tourism policy. The current picture of the economic existence of Greek tourism and its organic relationship to the development and functionality of the Greek economy is that of generating and disposing of an annual high level of tourist consumption for the subsistence of some 18 million incoming tourists. (Zacharatos, G., Papatheodorou, A. and Sartzetakis, E. (2014)

The main elements of the Greek tourism system are as follows: The current capacity of the classic hotel, which now exceeds 9,500 units with more than 312,000 rooms and more than 600,000 beds, constitutes the fundamental element of the tourist superstructure on which tourism consumption in the country is based on the systemic evolution of the level of production and disposal of the year. The numerous other types of accommodation facilities, which have long since departed from the original model of single room rentals, currently number around 30,000 companies with more than 500,000 beds and are largely composed of self-catering accommodation. Accommodation, travel and, in particular, absorption of 17 million visitors per year with more than 180 million overnight stays are supported by a circuit dedicated to the production and distribution of tourist goods and services in the following wholesale sizes:

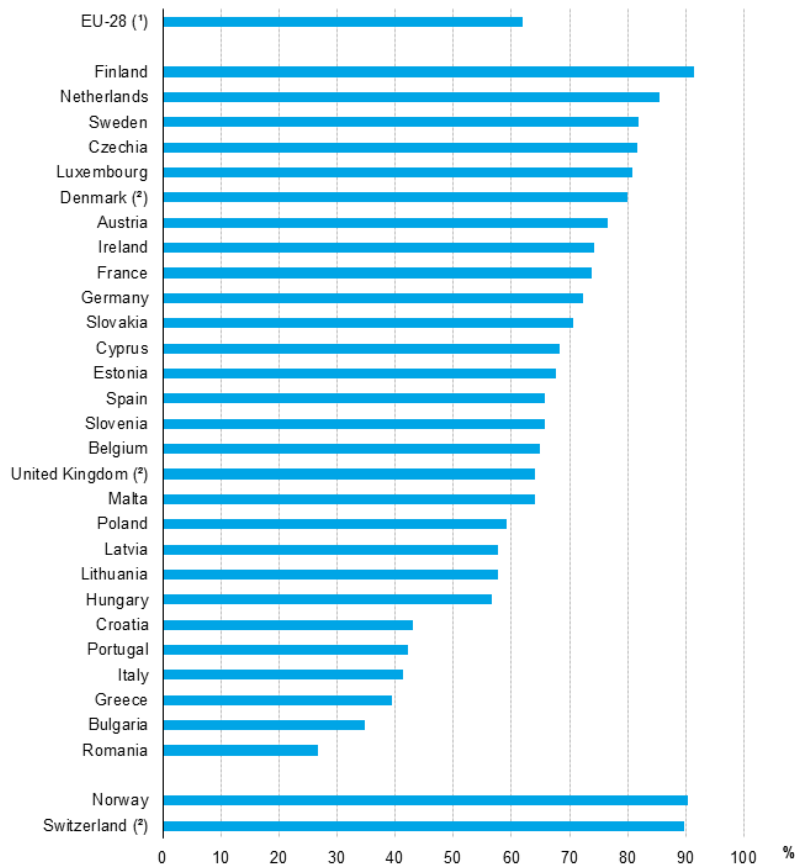
- 4.850 Tourist Offices
- 750 Tourist road transport companies
- 1,500 car rental companies
- 200 freight companies representing more than 4,500 pleasure craft
- 30,000 catering entertainment and commercial souvenirs
- 2,000 trained tour guides as licensed professionals

- 350 campsites with nearly 34,000 camping sites. (Zacharatos, G., Papatheodorou, A. and Sartzetakis, E. (2014)

Although the 4S (sun, sand, sea and sex) tourism model was the cornerstone of the Greek tourism, initially offering high-intensity development to large stratification of small and medium-sized tourists, the rate has decreased and resumed as long as continuous investment is needed, generating a relative price increase (Varvaresos, 1998). This is due to an increase in the cost of using resources and development factors, which yields in a limited increase in productivity, which in turn leads to an increase in the price of tourist products, creating an environment of economic suffocation (high cost and low production quality).

The Greek tourist brand centers around the main tourist pillar "Sun and Sea" and to a lesser extent than the international one, as shown in the diagram below. This qualitative distribution is completely justified by the geographical location of the country on the world map and its accessible natural and cultural richness, while at the same time leading the researcher to a heavy seasonality of the tourism product with all its adverse consequences (EOT, 2000).

**Share of population participating in tourism, 2017**  
 (% of population aged 15 years or more)



(\*) Estimate made for the purpose of this publication, using the latest available data for the EU Member States.  
 (†) 2016.  
 Source: Eurostat (online data code: tour\_dem\_ttot)



Figure 5: Share of population participating in tourism, 2017 (Source: Eurostat)

In the case of Greece, the Hellenic Tourism Organization, an institution of the Greek National Tourism Organization, is responsible for developing and enacting studies and gathering information to potential investors on the potential for financing in alternative forms of tourism in the country. (Greek National Tourism Organization)

Greece has made a spectacular climb of 7 positions to reach the 24th place in the world rankings for 2017. This performance is linked to Greece's extraordinary efforts to value its

natural resources, both directly through stronger digital demand and indirectly, through environmental protection and the business process. At the same time, prices, competitiveness have increased significantly thanks to reduced cost of living for international tourists, lower fuel costs and reduced ticket taxes and airport charges for direct incentives to tourism. These policies have contributed to the creation of more international arrivals, but have had mixed results in terms of revenue. Improving visa policy is another measure that will affect revenue and international arrivals with minimal financial investment. (World Economic Forum, 2017)

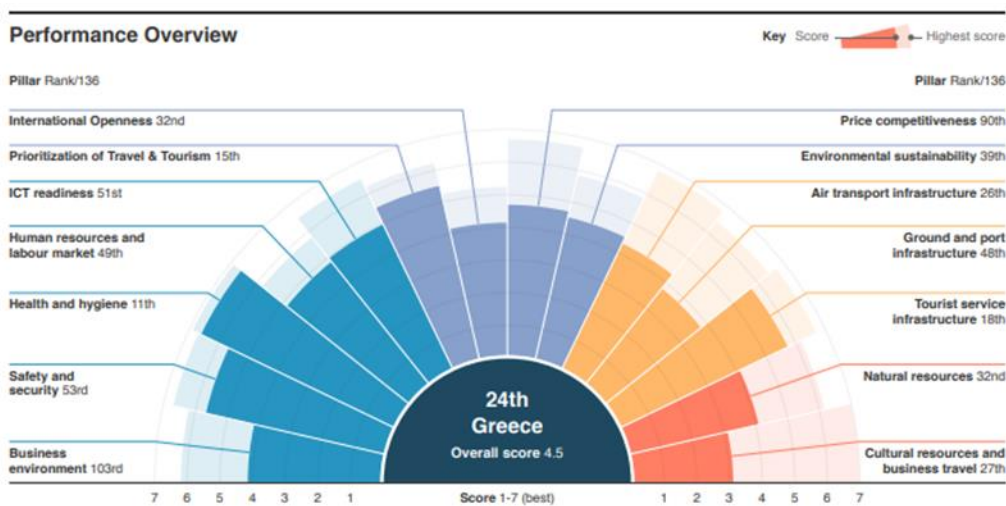


Figure 6: Performance Overview (World Economic Forum, 2017)

The "democratization" of information has led to improvements in the reach of potential customers, bringing innovation and revolution in the tourism offering structure, leading to even greater competition among suppliers (tour operators, airlines, hotels, travel agencies, etc.). At the same time, there is a particularly worrisome situation surrounding the quality image of Greek tourism, which is created and sustained by a vicious circle of cause and effect between the reduced quality of the infrastructure and a large part of the tourist superstructure. This situation clearly or undeniably inhibits the promotion of the benefits of the Greek tourism

industry and the excellent efforts made by many Greek tourism companies in terms of the quality of their products and, ultimately, the overall tourism product and thus the overall competitiveness of the Greek tourism industry. (Zacharatos, G., Papatheodorou, A. and Sartzetakis, E. (2014)

## Chapter 2

### 2.1 Definition of people with disabilities and categories

Disabilities is a term that covers malfunctions and restrictions on participation and activity. An impairment is a problem in the functioning of the body, a limitation of activity is the difficulty a person faces in performing an action, while a limitation of participation is a problem that a person faces in life situations. Disability is a complex phenomenon, which is not only a health problem, but a phenomenon that shows the interplay of the characteristics of the body, depending on the society in which it lives. Interventions are needed for the environmental and social barriers facing people with disabilities. (WHO, 2011)

For the first time in 1975, the United Nations General Assembly acknowledged the rights of persons with disabilities. The Assembly affirmed human rights and stressed that all persons with disabilities, irrespective of gender, age, race, language of religion, origin, family or other status, have the same fundamental rights as other citizens of the same age, which means first and foremost the right to enjoy one's life as normal and complete as possible. The International Classification of Dysfunctions, Disabilities and Disabilities was compiled by the World Health Organization and published in 1980. According to the World Health Organization, 13-14% of the West's economically advanced countries have some degree of disability.

People with disabilities have the same needs as people with disabilities. They need access to entertainment venues, cultural sites, hotels, restaurants and more. (WHO, Disabilities 2018)

A person's state of health is directly linked to the socioeconomic space that is manifested. Countries with low development have high rates of communicable diseases and few old age-related diseases. In contrast, developed countries provide technological and medical aids to a large number of people whose health is a condition considered incurable in poorer countries. In this context it seems that socio-economic situations are causing diseases. A condition in a particular place and in a particular period of time is not the same in other conditions. (Susser & Watson, 1971, p. 35, in Oliver, 2009).

In recent decades, the movement of people with disabilities, as well as health sciences researchers, has identified social and physical barriers to disability. There is the "medical model" and the "social model" in which people are seen as disabled by society and not by their bodies. Disability should not be regarded as a medical approach but not as purely social, there is a divide between them. People with disabilities often face problems that result from their health problems. We need to adopt a balanced approach to the various aspects of disability. (Susser & Watson, 1971, p. 35, in Oliver, 2009)

The conceptual framework in the World Disability Report understands functioning and disability as a dynamic interaction between health conditions, both personal and environmental. It is a bio-psychosocial model and was defined as the compromise between the medical and social model.

The United Nations Convention on the Rights of Persons with Disabilities was approved by the UN General Assembly in December 2006. Article 9 of the CRPD on Accessibility requires Contracting States to take appropriate measures to ensure equal access for persons with disabilities. people with disabilities in the natural environment, information, transport and other facilities and services opened or provided to the public. It also calls for the reduction of accessibility barriers and barriers, including all transport and facilities. In addition, Article 30 on participation in cultural life, leisure, leisure and sports also requires States Parties to ensure that persons with disabilities enjoy the benefits of tourism (Richards, et al., 2010).

The CRPD in 2009 states that disability is an "evolving concept" and that "disability is the result of interactions between people with reduced mobility, environmental barriers that impede their full and effective participation in society on an equal footing with others."

## 2.2 Needs of people with disabilities and existing models

Accessibility is defined by the National Confederation of Persons with Disabilities (ESMAA) as a qualitative feature of the environment, service or good that enables each user to have equal and fair access to it, regardless of age, impairment, physical or other characteristics (height, strength, good vision and hearing, mental status, etc.). According to Leidner (2006), there are two classifications-views of accessible tourism. Sociological approach describes accessible tourism as giving people the opportunity with disabilities to manage their holidays. On the contrary, the reasonable approach maintains that accessible tourism is open to all people, regardless of age, race, disability or other issues. This second definition appears to dominate at international level in recent years and there is a change from the word ' Tourism for Disabled People ' to the exclusive usage of the phrase ' Accessible Tourism For All. '

People with disabilities should have access to information as well as service systems that can also be obstacles. In Australia, for example, health providers have not offered additions, often needed, to people with disabilities or receiving treatment in hospitals, as the funding system reimburses a fixed amount per patient, according to the World Health Organization.

Negative images and stereotypes - deep-rooted - continue to be accepted by people with disabilities around the world. Also, a negative attitude towards people with disabilities can lead to negative treatment of these people:

- Children who bully children with disabilities
- Buses that do not support access needs
- Employers discriminate against people with disabilities
- Strangers mock people with disabilities

The negative effects of these behaviors on children and adults with disabilities usually lead to low self-esteem. When these people feel embarrassed because of their disability, they avoid going to places they would otherwise go to, changing their routine. (WHO, 2011)



These discriminations could be combated through direct personal contact and also through marketing. The World Psychiatric Union has been campaigning against the stigma of schizophrenia for over ten years and in eighteen countries. Evidence has shown that after one year of information campaigns the time of diagnosis was reduced from 114 weeks to 20 weeks due to early recognition and intervention in patients. (WHO, 2011)

Helen Liggert, in 1988, talked about American disability policy, which makes the 'handicapped subject'. Referring to Foucault's ideas of the prison network, through regulatory theory, he concluded that both normal and abnormal identities are a product of discipline and clearly members with normal identities have greater social power. Through this aspect, there is a difference between people with disabilities and people without disabilities. (Liggert, 1988, in Oliver & Barnes, 1998)

It therefore concludes that any attempt to approach disability through state outflows will contribute precisely to this divide between disability and non-disability, making social discipline strategies stronger. (Liggert, 1988, in Oliver & Barnes, 1998).

A more comprehensive approach is the sociologist with disabilities Abberley (1987), who understands the social oppression of people with disabilities in a dialectical relation to the ideology that justifies this oppression and perpetuates it. (Abberley, 1987, in Oliver & Barnes, 1998).

As mentioned in McCabe's critical review "People talk about their holidaying/travel/tourist experiences (and those of others) in reference to social/cultural discourses of holidaymaking and social life. People classify their own behaviour in relation to that of others and use terms and categories in specific occasioned ways". (McCabe, 2005)

Europe's tourism market accounts for 27% of the total population and 12% of the tourism market. Elderly people (over 60 - 22% by 2050), people with disabilities and families with young children need access to every destination that is ready to receive and serve them. (World Tourism Day, 2016)

Tourism companies have a great opportunity ahead of them, as the tourism market must be accessible to everyone. However, a small change in services alone may not be enough to meet this high market demand. Access to the environment and the special services offered must be improved, thus improving the final tourist product. (World Tourism Day, 2016)

According to Darcy (1998), in Australia people with disabilities and people traveling with them contribute up to \$ 1,500,000 in total tourism spending. As pointed out by Shaw & Coles, (2004) and Yau, McKercher & Packer (2004), people with disabilities usually travel with family or friends, meaning that the number of people involved in tourism with people with disabilities are actually much larger than the number of people with disabilities themselves. Despite the large number of disabled tourists and the professional opportunities created by the tourism industry, disability is still a neglected subject in the field. research in the field of tourism. (Richards, Pritchard & Morgan, 2010)

### 2.3 Changes and interventions based on accessibility

To achieve universal access to tourism, much more needs to be done, as it encapsulates a change in mentality in the provision of tourist services that is needed. Tourism is a right for people with disabilities and their families, as well as a new market that could increase the competitiveness of tourism businesses. (World Tourism Organization (UNWTO), 2016)

Accessibility is traditionally associated with individuals with disabilities and the elderly and reflects the attempts made to meet the demands of the prescribed code for individuals with disabilities. However, owing to latest technological innovations (e.g. proliferation of interaction systems such as wireless computing, wearable machinery, user terminals), the demographic range that may gradually face accessibility issues expands beyond the handicapped and elderly user population. (Bergman and Johnson, 1995; Story, 1998)

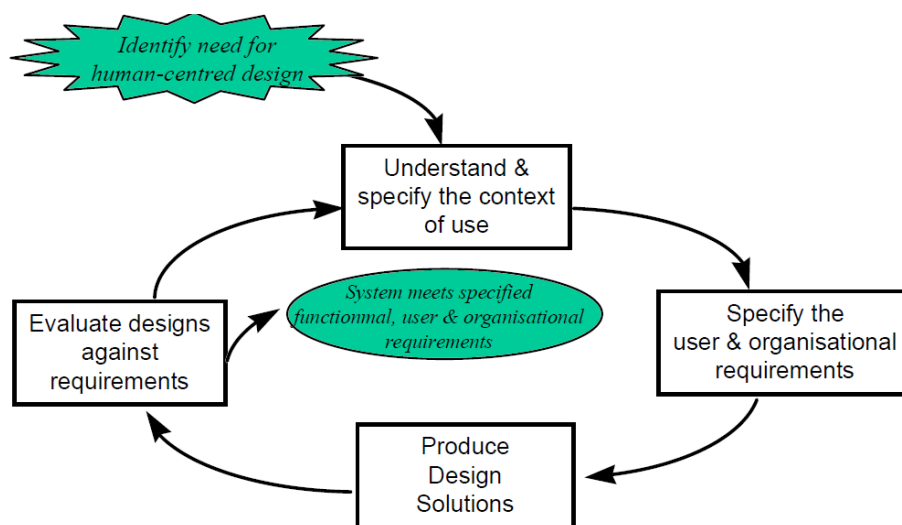


Figure 7: Human Centered Design activities (Stephanidis et al, 1997)

Despite the developments in the tourism sector, the lack of products / services that are appropriate for the travel rights of people with accessibility needs is one of the barriers that must be overcome. Accessible tourism is one of the keys to the survival of specialized travel

agencies in the future. Providing the right product / service to people with accessibility needs along with a right approach and strategy, specialist travel agencies will be able to have a competitive advantage and continue their business. Also, this market segment will create sustainable activity and a golden opportunity for specialist travel agencies in the future. (Ogzogul, G. & Baran, G. 2016)

Since participation in tourism and travel opportunities is seen as a fundamental social right (European Forum for Disability, 2001), the tourism industry must play an important role in the process of implementing and enforcing this right.

## Chapter 3

### 3.1 The term universal design or design for all - Segmentation of the market

Tourism is an opportunity to exploit protected areas in a sustainable manner. At the same time, this is a way of using, maintaining and improving a living environment rich in natural and man-made elements and materials. The production of alternative forms of tourism is of particular importance in areas where there is genuine nature and cultural heritage linked to the possibility of leisure, fun and cultural experience. (Cuculeski et al, 2015)

Tourism is a complicated socio-economic phenomenon that has evolved quickly on a worldwide stage in latest decades. Its development is the result of a number of factors influencing mainstream Western societies (Dimitris G. Lagos, Tourism Economics).

Many in the tourism industry are increasingly adopting the sustainability program. This includes some of the smaller and larger tour operators, hotel groups and travel organizations. The next challenge is for industry to recognize that true sustainability means adopting a human rights approach to tourism. The human rights approach means recognizing and addressing the multiple impacts and issues related to tourism. This includes risk management, competitive advantage, social sustainability and business leadership and ethics.

Sustainability in terms of developing and managing tourism supply and demand pays particular attention to a set of ethical values and principles that guide action in a responsible and harmonious manner, incorporating the environmental and social consequences of the actions, as well as the economic objectives. The term 'sustainable' is currently used in a variety of areas, such as tourism, architecture, agriculture and the development of society in general. For example, the tourism industry, which is one of the fastest growing industries in the world, is now trying to move towards sustainable and responsible practices. In addition, tourism, which is considered an indispensable sector for both economic and social development, can have a positive impact on employment, mixed income and production. On the other hand, it can have a negative impact on the environment. If tourism is not properly planned and managed at

institutional level but also in marketing terms, it can cause permanent damage to the physical, social, cultural and economic environment of a tourist destination. That is why it is important that different stakeholders should focus on sustainable tourism as an important issue. Such reasons as the loss of ecological balance due to global warming, the loss of social values and the failure to preserve natural, historical, social and cultural goods make sustainable tourism indispensable. (Kisi, 2019)

### 3.2 Cost and utility for Universal design

Accessibility is not only linked to large financial investments. Even small changes and clever solutions can have a positive effect. Examples of low-cost actions with a positive impact on tourists with accessibility needs are:

- Inclusive marketing
- Accessible web pages and alternative format information (embossed text, audiovisual material, simple and comprehensible language, good contrast between text color and background, convenient easy-to-read font, etc.)
- Valid information on accessibility of facilities and services
- Trained staff
- Technical assistance and equipment for lending or renting (wheelchairs, bath chairs, toilet lifts etc.)
- Free entry with guide dogs
- Rest areas where guests can sit
- Good lighting
- Tourism products and activities based on the principles of Universal Design.

Accessibility investment efficiency is usually calculated as the cost relative to the number of visitors with disabilities. In essence, accessibility measures improve the safety and comfort of all. That is why investing in accessibility must be understood as an investment in dignity and quality for all.

### 3.3 Adoption policies and concerns arising from the use of new technologies in tourism

The conjugation between technology and tourism can be justified entirely due to the necessity of tourism information and update. The promotion is orchestrated by means such as: advertising, publicity in various ways, public relations. Tourism should be understood as consumption rather than production and services so the tourist-consumer is the main starting point in this field. Marketing features and strategy include the following data: production policy, pricing policy, distribution points, promotion, marketing research, communication outlets, publicity, public relations, advertising and so many others.

The several policies and the advance of technology and its revolution has profound consequences for economical and social development. It has permeated every aspect of human life, whether it is nutrition, education, politics, democracy, culture, etc. The differences between the two eras in tourism are revealing a significant amount of aspects as shown in the figures below.

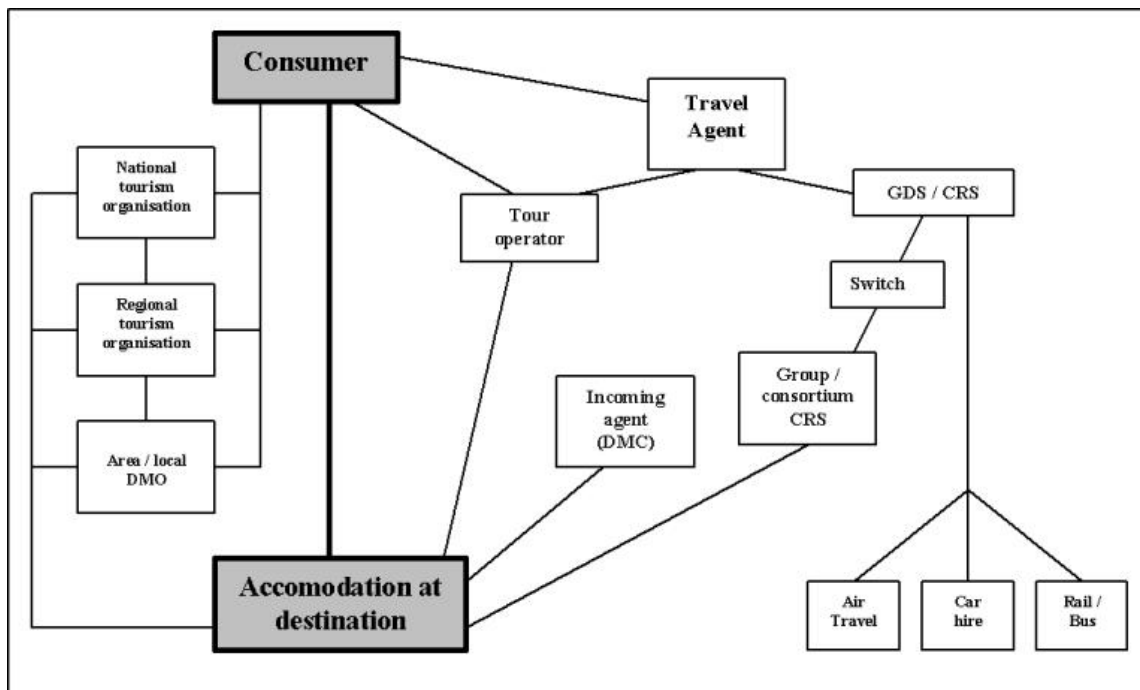


Figure 8: Presentation of the traditional values of chains (source: Shanker, 2008)



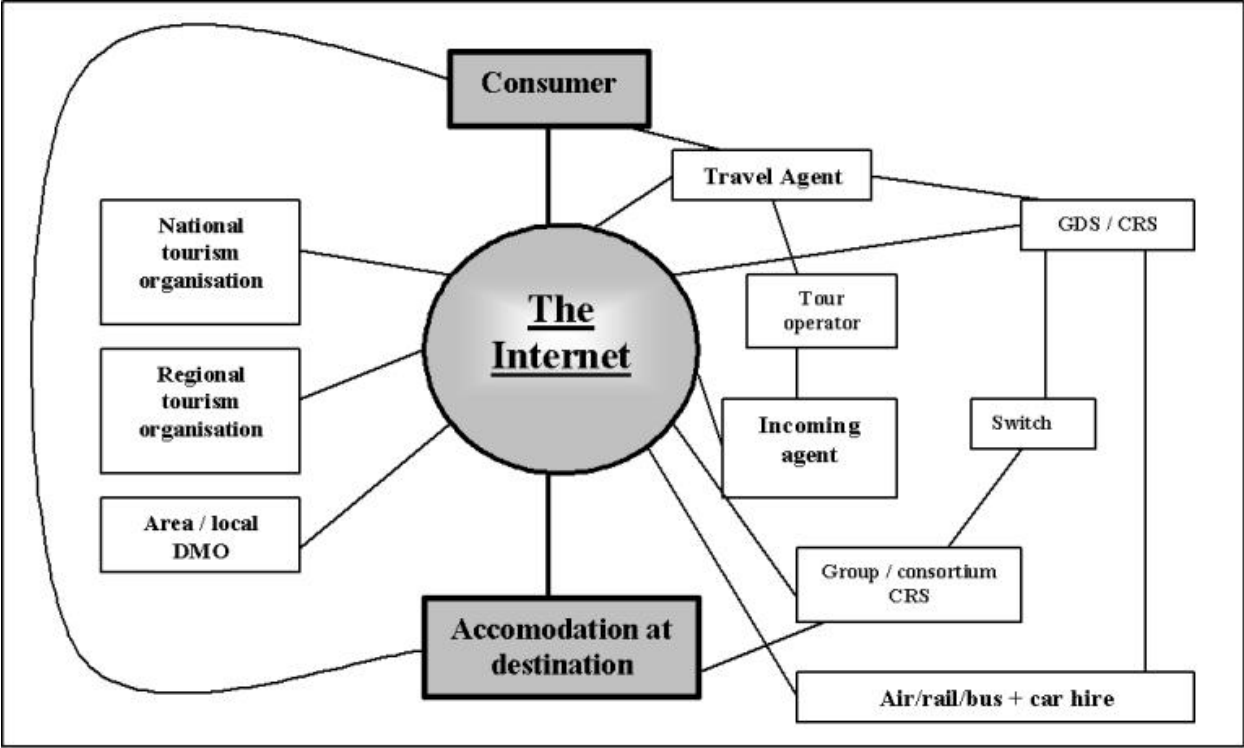


Figure 9: Presentation of the internet based value chains (source: Shanker, 2008)

### 3.4 Social Networking and WEB 2.0 Technologies

The world trade system is emerging in the 21st century, in much the same way that national markets have evolved from local and regional networks. This new technological period is evident by increased investment in computer storage and data processing equipment in the manufacturing and service industries and communications infrastructure, as well as its extensive use in government agencies, academic institutions and, more recently, the household sector. As a result of this technological advancement, the introduction and implementation of information technology is a major leading force behind many socio-economic changes. Because the use and commercialization of IT is becoming more pervasive throughout most of the world, the implementation of new IT can give rise to new investment opportunities and additional benefits. (Ghobakhloo et al, 2012)

Social networking is something of a social media. Social networking sites enable users of the Internet to communicate with people and to build knowledge. Social networking sites were initially used for entertainment purposes, but the increase in the use of Web and information technological developments has changed the way people interact with each other, particularly in the accommodation and tourism industries. (Assenov & Khurana, 2012; Clark & Roberts, 2010)

International practice and experience in the field of destination marketing requires the centralized management of information for each destination through advanced web portals that provide geo-referenced information, interactive maps, rich multimedia content, alternative advertising and viewing channels (Facebook, Twitter, YouTube, Flickr, Tripadvisor, Tripit, Blogger, etc.), while their key element is the active participation of the user (visitor) in the shaping of the content and general strategy of promotion, as well as the integration of information from both public data sources (e.g. museums, tourist organizations and collective bodies) and private entities (e.g. implementation of unified booking systems for hotels, accommodation, tickets etc.).

For example, social networking sites include Facebook offer the opportunity for registered users to connect internationally and anonymously with people who share the same interest by uploading images, sharing content, chatting interacting on posts and also getting answers, which allows businesses to receive instant input from customers, while consumers are able to respond instantly. Such software and engineering tools that are accessible on social networking sites are also component of the Web 2.0 platform (Seth, 2012).

As mentioned by Buhalis and Foerste “Social context mobile (SoCoMo) marketing as a new framework that enables marketers to increase value for all stakeholders at the destination. Contextual information is increasingly relevant, as big data collected by a wide range of sensors in a smart destination provide real-time information that can influence the tourist experience. SoCoMo marketing introduces a new paradigm for travel and tourism. It enables tourism organizations and destinations to revolutionize their offering and to co-create products and services dynamically with their consumers. The proposed SoCoMo conceptual model explores the emerging opportunities and challenges for all stakeholders.” (Buhalis and Foerste, 2015)

## Chapter 4

### 4.1 The role of social media

The proliferation of new technologies and digital media has provided new opportunities and incentives for the development of tourism activities, reshaping the distribution network, which is also immediately followed by unrestrained economically unviable phenomena. Social networking via Internet implementations, the diverse applications of smartphones, the sharing economy through online booking platforms are spreading like wildfire, with unidentified end-limits and unforeseen impacts on-demand developments. On the other hand, the continuous reform of the public administration process, the polynomial and regular adjustment of the institutional framework regulating the licensing of tourism undertakings and the conditions of the facilities, the volatile and ever-changing tax regime, which does not create an enabling atmosphere for rationally designed tourism activities and projects. Sufficient development of new facilities and public infrastructure is debilitating, whereas tourism exposure is inevitably guided by limited resources under conditions of intense global competition. (Chatzidakis, 2015)

## 4.2 The role of social media in tourism

Through incorporating and disseminating the interactive features and apps of Web 2.0, tourism markets have become real discussions about one of the most fascinating subjects for a human being. This is especially true for OSNs, which seem to have rapidly gained significant interest from Internet users of all ages. They are known almost universally as the busiest places, and this is especially true for Facebook, which in a few years has become the largest (in number of users) and the most popular (in geographical terms) online social network in the world. (Milano R., Baggio R., Piattelli R, 2011)

In this cycle of learning travel experience, three phases are necessary (Milano, 2010):

- a. Pre-experience, based on travel stories of other people, before travelling;
- b. Experience when traveling or staying, which is rapidly exchanged in real time via mobile applications;
- c. Post-experience that spreads thoughts, observations, emotions.

The transition in consumer behavior was primarily affected by social networking sites that provide forums for customers to communicate with businesses and other consumers. (Bilgihan, Peng & Kandampully, 2014)

The continued growth of the population of Internet users and social networking sites has also had a huge impact on the hospitality and tourism sector, with customers changing the advertising laws. To order for a corporation to be financially successful, it is important for marketers to undertake decisions on the basis of consumer needs, changes in society and the technological development. Thereby, it not only benefits consumers but also enhances the connection with customers to assure that they make another appearance. In general, social networking sites often tend to archive consumer data so that it can be easily accessed whenever necessary. (Assenov & Khurana, 2012) In addition, social networking sites also provide social interaction tools that could increase consumer awareness and build a good picture for the brand. (Bilgihan, Peng & Kandampully, 2014)

### 4.3 The Social Media Marketing

Many hotel chains are convinced that social networking sites are essential for them to gain followers in order to raise consumer awareness. (Assenov & Khurana, 2012) Hospitality and tourism industries that engage in social networking sites often have to remain active online so as not to skip out on any comments. Therefore “hotels are working on investing more in social media in terms of personnel and time as currently for them it is not a very high investment” (Assenov & Khurana, 2012, p. 331). All these time and money investments on social networking sites are considered a decent-cost but allow for efficient and reliable use as a marketing tool.

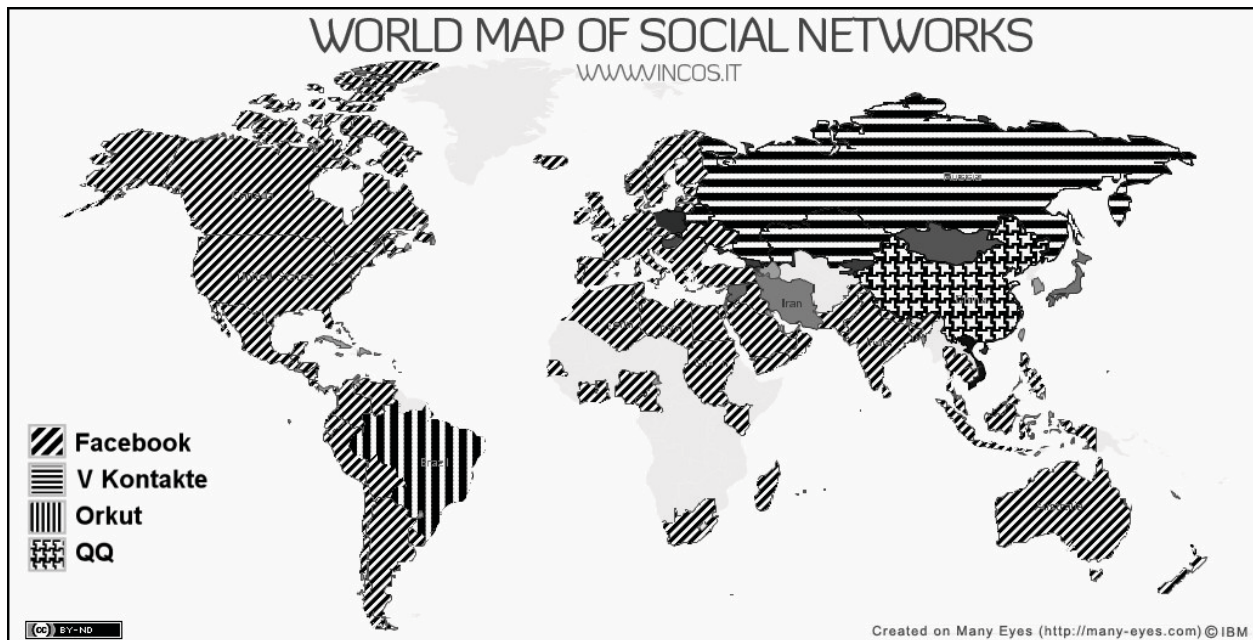


Figure 10: The World Map of Online Social Networks, source Cosenza, 2010

#### 4.4 The use of Social Media in Tourism and the possible impact on users' decisions

In addition, social networking sites are beneficial because they facilitate access to customer responses. In particular, the use of better communication technology provides more performance, coordination and versatility to the company's suppliers. (Lange-Faria & Elliot, 2012) Use of the networking sites like mobile applications can also boost the social networking strategy due to easier access compared to mobile browsers and can be accessed off-line, which is handy. (Bredican & Vigar-Ellis, 2014)

Furthermore, browsers have become another indispensable tool because there is too much information online. (Xiang & Gretzel, 2010) Access to the Internet does not take quite a long time, and browsing the Internet is fast and reliable, so people tend to concentrate on the Internet as their information source. (Dina & Sabou, 2012) A business should understand more about the desires and actions of its customers. They may also enhance their Customer Relationship Management (CRM) via social networks. When a business recognizes what its customers need on the grounds of their earnings, it is easier to identify their consumers and encourage them to buy their products and services. To order to determine the actions of buyers, the idea is to show their decision-making on transactions to depth. (Twumasi & Adu-Gyamfi, 2013)

Social networking sites have the ability to spread the word, making it easier for marketers to engage their customers and meet their target consumers. (Murray & Waller, 2007)

#### 4.5 Advantages and Disadvantages of Using Social Media in Tourism Businesses

As Fotis, Buhalis and Rossides (2011) mentioned *“The importance of the tourism industry, and in particular its holiday segment is well documented: With export earnings in the area of US\$ 852 billion in 2009, tourism is among the world’s fastest growing economic sectors, with a volume that can easily be compared with that of oil, food products, or automobiles”*. As in the case of social media, their effect on the tourism industry is expected to be immense. Knowledge acquisition advantages are considered to be the most significant influencing factors that motivate engagement in online travel communities (a subset of social media), but there are also other variables such as socio-psychological and hedonic, along with creativity, aesthetics and sign needs. In the sense of tourism, decision-making on holiday travel transactions is a complicated knowledge demanding process requiring not only one but a set of acquisitions, which are attributed to the cumulative and analytic nature of the tourism product. (Fotis, Buhalis and Rossides, 2011)



## Chapter 5

### 5.1 Purpose of the study

Tourism is the most popular form of entertainment in the world. However, the social whole can also be separated from individuals, such as people with disabilities, which this form of entertainment can be a difficult process, either in terms of organizing the journey or in realizing it. Accessibility is the main obstacle for people with disabilities. In particular, this social group wishes to have the same quality of life as the general population and to participate in the journey process as the rest of the community. Tourism and accessibility for people with disabilities should be welcomed in the context of the recent and future trend of tourism, including the humanitarian aspect, ie tourism for all, of the commercial and economic aspects, ie employment of all persons. in all services, empowerment for the employment of people with disabilities, psychosocial perspective, ie prevention, relaxation, personal or group challenge, knowledge and skills, social contacts.

The main purpose of this thesis is to present the reality of people with disabilities, the difficulties they face in choosing a destination and the problems in terms of accessibility in their choice of tourism. The primary objective of the research is therefore to perform a longitudinal questionnaire survey of the views of people with disabilities on accessibility and coverage of their basic needs during a travel. In addition, the purpose of this study is to analyze, to a certain extent, the factors that may differentiate and change the attitude of a particular demographic towards the tourism facilities already provided, and thus their perception of that quality.

## 5.2 Methodology

The research part of this study was carried out using a field research questionnaire and therefore the quantitative approach was chosen to analyze and investigate the attitudes and awareness of the disabled community. The research was carried out through the google forms platform and the questionnaire was promoted online to various groups and associations of people with disabilities through social media and email, trying to integrate as many people as possible to cover the diversity of age, educational and financial profile required during the research process. During the research study, the problem of collecting the questionnaires was encountered and therefore, questionnaires were distributed to various persons with disabilities in person.

To optimize the results, specific criteria were set for respondents, such as residents in Greece, speakers of Greek or knowing the Greek sign language. The questionnaires were processed from July 2019 to December 2019. The questionnaire was completed in their spare time which means acceptance of participation, and it took approximately 5-10 minutes to complete.

In the Appendix the questionnaire is in Greek language as it was distributed to the respondents, is cited in order to fulfil the context of reliability of the study.

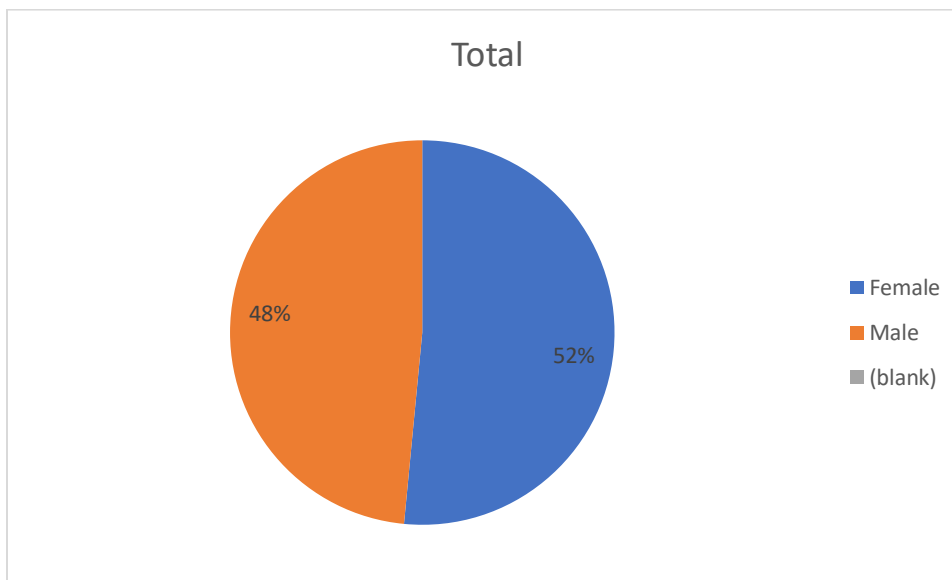
### 5.3 Data collection process

The questionnaire was handled through Google forms and various networking tools, such as Facebook and personal email addresses especially from disability associations and federations. The main reason for choosing this method of distribution of questionnaires was to include as many people as possible of diverse age, educational and economic profile. Through the closed-ended type of questions selected for the survey, the respondent is 'forced' to answer specific choices given on the questionnaire. In addition, the researcher is given the advantage of faster and more accurate statistical analysis. The majority of questions were multiple choice or graded answer questions (Likert-type scales). Before filling in the questionnaire, there was a brief discussion with the respondents who responded by living to better understand it and its aims (in the context of a postgraduate study). The questionnaire was also provided with a document or sent to their e-mail address, stating clearly the purpose of the thesis and anonymity. The questionnaire is listed in the annex to this study.

## Chapter 6

### 6.1 Results

The study involved 99 participants, with gender distribution plotted in Figure 1 and percentages being in favor of women versus men at 52% and 42% for both sexes, respectively, and were characterized as non-statistically significant. Moreover the mean of the participants were 37.5 years old.



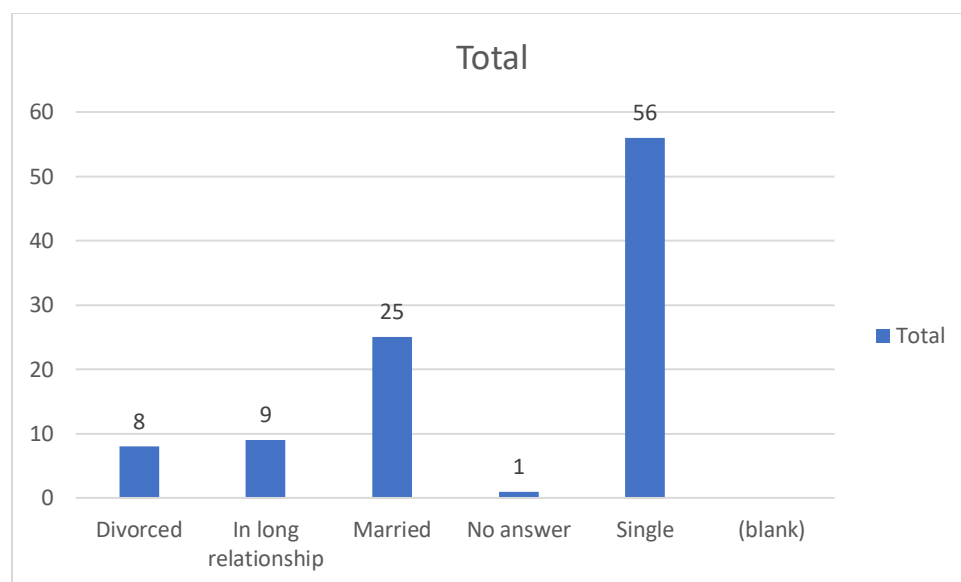
Graph 1. Gender distribution

Row Labels	Count of Marital status	Count of Educational status
<b>Divorced</b>	<b>8</b>	<b>8</b>
Higher Education (HEI)	4	4
Post-secondary education (IEK-KEK)	1	1
Primary Education (Primary)	1	1
Secondary education (Gymnasium-Lyceum)	2	2
<b>In long relationship</b>	<b>9</b>	<b>9</b>
Higher Education (HEI)	6	6
Postgraduate Education (Postgraduate - Doctoral))	1	1
Post-secondary education (IEK-KEK)	2	2

<b>Married</b>	<b>25</b>	<b>25</b>
Higher Education (HEI)	7	7
Postgraduate Education (Postgraduate - Doctoral))	1	1
Post-secondary education (IEK-KEK)	5	5
Primary Education (Primary)	2	2
Secondary education (Gymnasium-Lyceum)	10	10
<b>No answer</b>	<b>1</b>	<b>1</b>
Post-secondary education (IEK-KEK)	1	1
<b>Single</b>	<b>56</b>	<b>56</b>
Higher Education (HEI)	11	11
Postgraduate Education (Postgraduate - Doctoral))	2	2
Post-secondary education (IEK-KEK)	7	7
Primary Education (Primary)	19	19
Secondary education (Gymnasium-Lyceum)	17	17
<b>(blank)</b>		
(blank)		
<b>Grand Total</b>	<b>99</b>	<b>99</b>

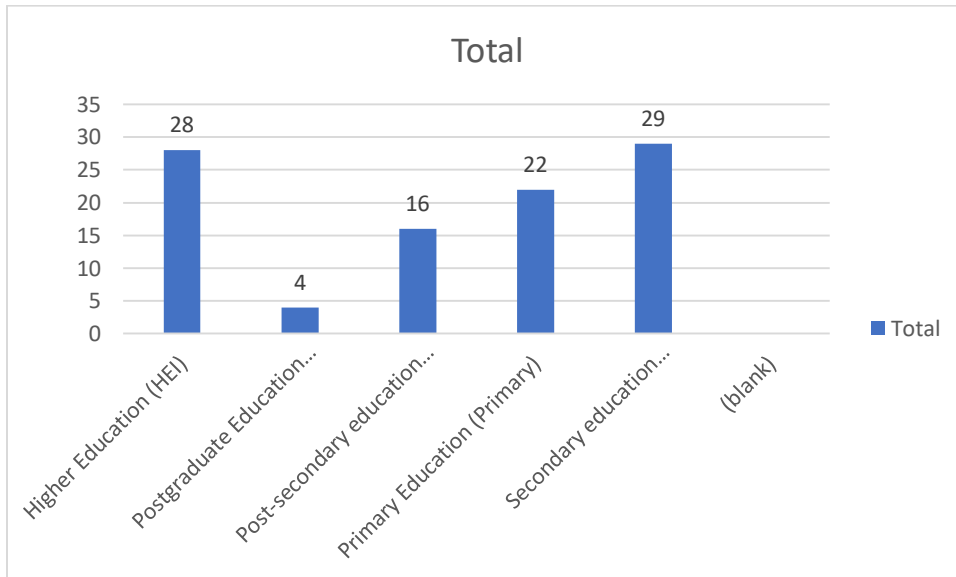
Table 1. Datas for marital and educational status

As far as marital status concerned the vast majority stated that were single, ie 56.6%, as presented in Graph 2.



Graph 2. Marital status

Regarding the educational level of the respondents, the majority was of secondary education, 29.3% with higher education of 28.3%. As shown in Graph 3, the other options are statistically significant with remarkable participants' number.



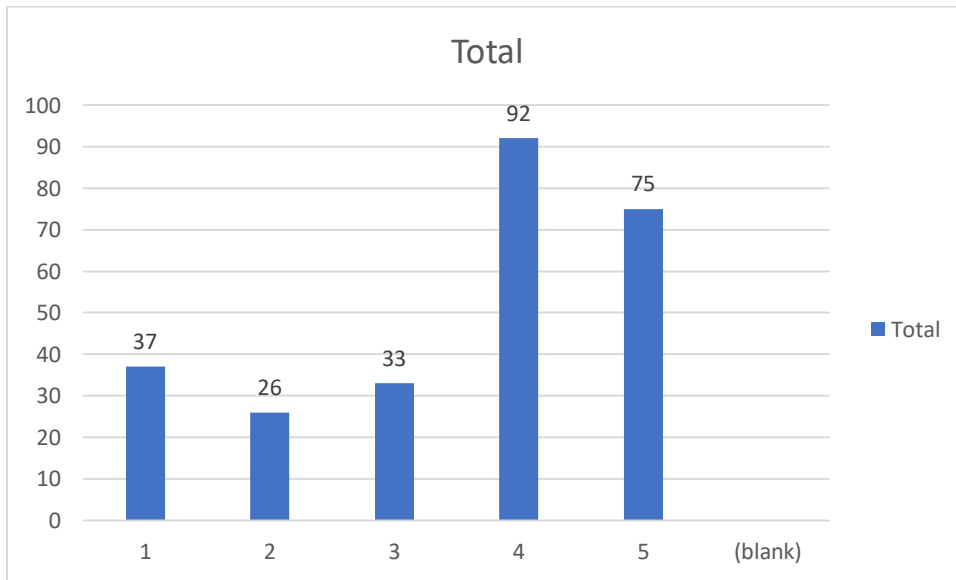
Graph 3. Educational status

The 46.5% of the participants stated that they are working in a full-time job with the 42.4% of being unemployed. Moreover, the two dominant types of disability were diabetes and mental retardation.

In the second part of the questionnaire, respondents in the study were asked if they answered limited questions about travel frequency and choice. Specifically, the majority of respondents said that they usually travel with friends with 26.3%, while the second option seems to be with a partner without children. 45.5% responded that the main purpose of the trip is leisure, while the majority chose 46.5% for their hotel accommodation.

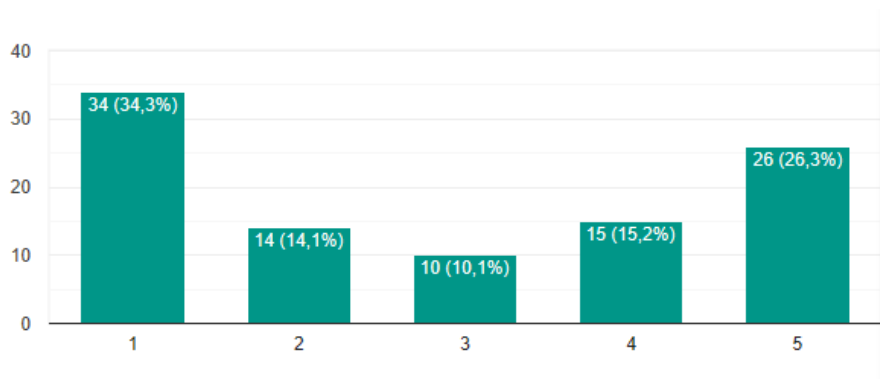
The results of the question concerning the extent to which the type of disability determines the respondent's destination are particularly striking. Although 37.4% did not answer at all, it is

particularly important to summarize the percentage that considers that the type of disability affects their destination, i.e. 38.4%, as shown in Graph 4.



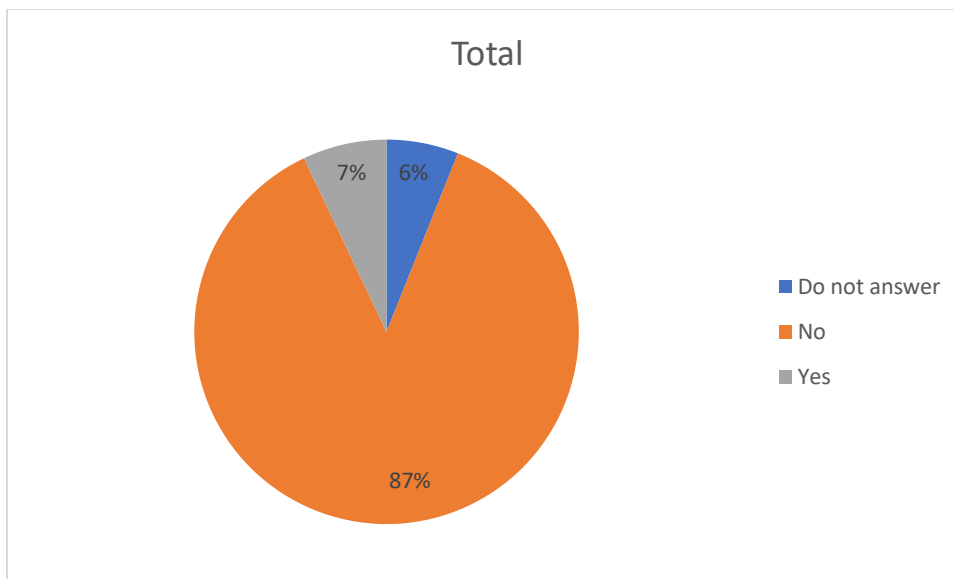
Graph 4. To what extent the disability determines the destination

In the third part of the questionnaire, respondents were asked to answer questions about the travel process and are the main part of this exploratory effort. Therefore, in the first question the respondents were asked to answer on the information they received about accessibility before the journey. As shown in Graph 5, the majority of respondents, i.e. 34 out of 99 responded that they were not informed at all about the accessibility of the site prior to making the trip. But a significant 26.3% answered exactly the opposite, namely that they are very much informed. The answers show that people with disabilities are particularly disadvantaged based on their needs, the type of disability and their experiences.



Graph 5. Answers for “Prior to making your trip, are you aware of the accessibility of your disability area?”

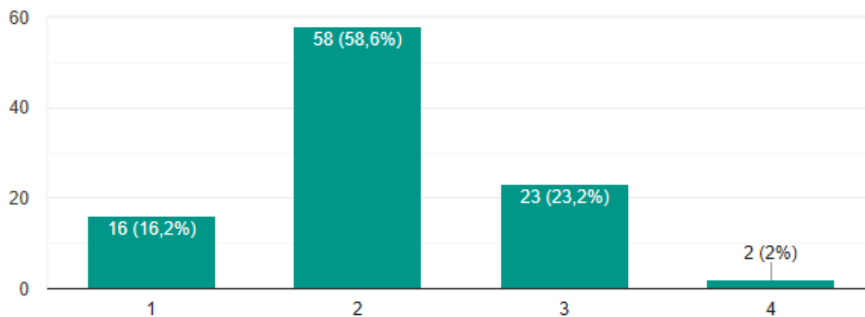
The findings of this study revealed the power of intrinsic motivation to stimulate people with disabilities to engage in different tourism activities. It could be argued that the incentives for tourist experience activities for tourists with disabilities are stimulated by internal and personal needs more than external motivations. Specifically, regarding the completeness of the accessibility criteria that tourists face in Greece, the majority of respondents answered in the negative (86.9%), which is especially important if one considers that Greece is an important tourist destination.



Graph 6. Completeness of the accessibility criteria that tourists face in Greece

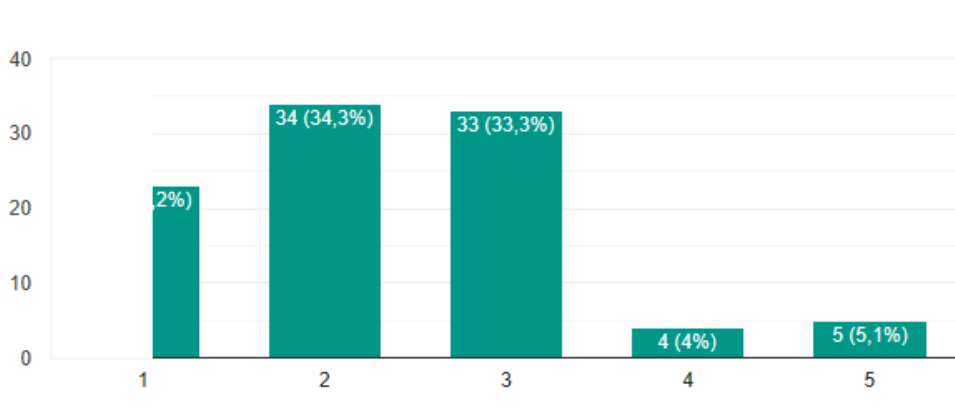


As far as the grade that employees are familiar with the service of tourists with disabilities concerned, the majority of the responders are not satisfied with a percentage of 58.6%, as shown in Graph 7. Of great interest, the choice of answer of “very much” did not gather none answer, specifying the problem of lack of education of the employees in the context of confrontation of people with disabilities. A good incentive is also training programs for local business staff to service and communicate with people with access needs. The creation of guidelines and advisory services for the creation of accessible tourist facilities and services is also one of the positive incentives that can help improve the supply of accessible tourism.



Graph 7. The grade that employees are familiar with the service of tourists with disabilities

Accessibility itself refers to the physical accessibility of the infrastructure, facilities and services to the holiday location, as well as the accessibility and availability of accessibility information at the place of choice. In order to cope with accessible tourism, the tourism industry can gain economic advantage and added value for tourist destinations, which attract the developed market of all tourists. The growth of tourism in Greece for disabled people is judged to be insufficient by 67.6% of the respondents as shown in Graph 8.



Graph 8. The growth of tourism in Greece for disabled people

The next challenge is for industry to recognize that true sustainability means adopting a human rights approach to tourism. The human rights approach means recognizing and addressing the multiple impacts and issues related to tourism. Has business logic at various levels. This includes risk management, competitive advantage, social sustainability and business leadership and ethics. Everyone in the tourism industry knows that people who need extra services have the right to experience the same services and opportunities as everyone else: independent travel, accessible facilities, trained staff, reliable information and inclusive marketing. Accessible tourism benefits everyone. The fact that more and more people are enjoying the opportunity to travel means that the tourism industry has more visitors, longer stays, more seasonal jobs and regular incomes. Society as a whole is benefiting from new employment opportunities, more tax revenue for the government and an accessible environment for both residents and visitors.

## 6.2 Restrictions on research

Questionnaires with closed-ended questions, such as this research, usually have specific advantages such as the direct communication that characterizes the process between the researcher and the respondents always in agreement with the data collection method. Simple random sampling with specific population criteria can ensure that every member of the population in the group has the same probability of being included in the sample.

In the process of distributing the questionnaires, of course, certain limitations should be identified regarding the representativeness of the sample and the fact that the sample may have been affected by the grouping of the different categories of social media used. In addition, respondents' answers may not be fully valid due to the non-immediacy of the procedure, which may have been addressed in this study.

It is also recommended to conduct further research and preferably through interviews to reduce the likelihood of incorrect answers, but also to include more people to derive safer statistical results. In addition, it is suggested to incorporate different disabilities into the study and record the needs and experiences of people with disabilities of varying age, educational background, residents not only in Greece but also in other European countries, so that an adequate comparison of results with the tourist infrastructures and abroad and the expectations of tourists who choose Greece for their holidays and belonging to some category of people with disabilities.

## Chapter 7

### 7.1 Discussion

The population of people with disabilities has increased significantly over the past century. Based on data from the National Health Survey (NHIS), two different trends have contributed to an increase in the overall prevalence of disability: a gradual increase, mainly due to demographic shifts associated with an aging population, and a rapid increase due to diseases and accidents. (Chhabria & Dharaskar, 2011) In Greece today, people with disabilities make up about 10% of the general population. According to the latest update on the employment of people with disabilities from the "European Union Labor Force Survey", Europeans aged 15 to 64 with disabilities represent ~ 45 million, ie 14% of the population. Other international studies have estimated the global disabled population at 15%. This group of people requires accessible and comprehensive tourism resources without obstacles that hinder their use. Therefore, it is important that the information provided by public and private organizations is verified, clear, effective and often up to date. Information and communication technologies are called upon to play a fundamental role in the well-being and integration of people with disabilities and chronic diseases into society. To this end, new tools and applications should be made available to assist them in their daily lives. (Mayordomo-Martinez et al, 2019)

There are several significant benefits of following a tactical marketing strategy. These benefits typically involve: determining the overall targets and strategies, presenting a reasonable basis for marketing decision-making and laying the foundations for the efficient enactment of the marketing plan. Indeed, managers should be aware of the pitfalls and limitations of the planning model. The marketing strategy for both national and international tourism needs to be derived solely from the development strategy and from the need to frame an oriented and beneficial image. Maintaining a close bond with the development strategy, which stresses brand enhancement and diversification, is a core principle used in the formulation of the marketing strategy. (Cuculeski et al, 2015)

In the sense of integrated quality management of a tourist destination, it is important that any intervention at the destination level takes into account and has a beneficial impact on the activities of tourism professionals visitors, the indigenous population and the environment (i.e. economic, cultural and human resources). In addition, integrated quality management approaches applied to different destinations will appease visitors as one of their main concerns. The results of any Tourist Preferences Survey, as this thesis concerning persons with disabilities, should therefore be shared with all stakeholders from both the tourism business sector and the local government. This consultation is expected to produce positive results and recommendations, which will then enable the implementation of a detailed text with proposed policies to improve tourism competitiveness.

The ' Calypso ' initiative emphasizes on the promotion of social tourism for older citizens, vulnerable young people, deprived families and people with limited mobility. The goal is to provide as many people as possible the opportunity to travel, while at the same time supporting to stabilize the seasonal distribution of tourism. The project accounted for the co-financing of a variety of transnational alliances aimed at collaborating and sharing frameworks in the field of social tourism. Among other activities, the EU endorsed the development of an e-Calypso network linking supply and demand for inclusive tourism. (EU, 2019)

To date, there have been many discussions on the issue of tourism activities for people with disabilities in Jordan. In addition, studies of tourists with disabilities in Jordan is an unusual area of study. Allan's study aims to understand the motivations of tourists with disabilities for tourism activities and the preferred types of tourism activity in Jordan. A quantitative methodology was used, consisting of a questionnaire that included a sample of 200 tourists with disabilities in 2013. The results of this study reveal that the motivation for people with disabilities to engage in tourism activities in Jordan was "interest / enjoyment" and activities that the respondents wanted to participate in were historical and cultural activities, followed by ecology-based activities. The quantitative results of this study showed that the initial motivation for people with disabilities to engage in tourism activities was 'Interesting / Enjoying'. Therefore, the findings appear to be consistent with other research that has found that enjoyment is one of the traditional drivers of the tourist experience. The findings of this

study revealed the power of intrinsic motivation to stimulate people with disabilities to engage in different tourism activities. It could be argued that the incentives for tourist experience activities for tourists with disabilities are stimulated by internal and personal needs more than external motivations. This conclusion is in line with Neulinger's (1974), arguing that most leisure studies have shown that leisure is intrinsically motivated and that people experience it on their own without expecting external rewards. Previous studies of tourists with disabilities have confirmed that people with disabilities have the same desire to enjoy travel and participate in travel activities. This view was supported by Yau et al. (2004), who suggested that in terms of mobility behavior, the findings revealed that although facing further obstacles, people with disabilities expressed the same desire to engage in leisure activities, like those without disabilities. (Allan, 2013)

A study by Mayordomo-Martínez et al presents a comprehensive study of beach accessibility in the Murcia region, complemented by the design and development of an innovative application for people with mobility difficulties, which includes up-to-date, detailed and reliable information that acquired by architects and technical architects of the FAMDIF regional organization. Overall, there was a high level of accessibility, with 36.9% of beaches being at upper levels (levels 8 and 9). Only 27.9% are inaccessible or cannot be reached by people in wheelchairs (levels 0 to 2). However, there are many beaches at intermediate levels, 35.2%, some but not fully equipped. Significant statistical differences were found between the two designated study areas, which are the more relevant tourist areas, the more comprehensive. These major differences, among other factors related to visibility and popularity, may ultimately have an impact on funding availability to carry out service improvement activities. (Mayordomo-Martinez et al, 2019)

## Conclusion

The multifaceted nature of tourism makes it undoubtedly a prominent factor in the development of the host country, having a large impact on its economy, society, environment and culture. In order to create a positive visitor experience, a key factor in achieving economic benefits, the tourism industry must pay attention to all the elements that contribute to it, particularly accessibility. Accessibility of visitors includes all tourism markets, including seniors and people with disabilities, designated through accessible tourism.

Tourism and accessibility of people with disabilities should be accepted as recent and future trends that include the humanitarian aspect: tourism for all, the commercial and economic aspect: employment of all persons in services, empowerment of people with disabilities, the psychosocial aspect: prevention, relaxation, personal / group challenge, knowledge and skills, social contacts.

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## Appendices

### Questionnaire:

#### Δημογραφικές ερωτήσεις

1. Φύλο:

- Γυναίκα
- Άντρας
- Δεν απαντώ

2. Ηλικία: .....

3. Οικογενειακή κατάσταση

- Έγγαμος
- Διαζευγμένος – χήρος
- Ελεύθερος
- Σε μακροχρόνια σχέση
- Δεν απαντώ

4. Μορφωτικό επίπεδο

- Πρωτοβάθμια εκπαίδευση (Δημοτικό)

- Δευτεροβάθμια εκπαίδευση (Γυμνάσιο-Λύκειο)
- Μεταδευτεροβάθμια εκπαίδευση (ΙΕΚ-ΚΕΚ)
- Τριτοβάθμια εκπαίδευση (ΑΕΙ-ΤΕΙ)
- Μετατριτοβάθμια εκπαίδευση (Μεταπτυχιακό-Διδακτορικό)

5. Εργασιακή κατάσταση:

- Πλήρης απασχόληση
- Μερική απασχόληση
- Δεν εργάζομαι – Είμαι άνεργος

6. Ποιο είναι το είδος αναπηρίας που αντιμετωπίζετε;

- Κινητική αναπηρία
- Πολλαπλές αναπηρίες
- Τύφλωση
- Κώφωση
- Αυτισμός
- Καρδιολογικό – ενδοκρινολογικό πρόβλημα
- Ψυχική αναπηρία
- Νεφρική ανεπάρκεια
- Άλλο
- Δεν απαντώ

## A μέρος

1. Ετησίως κατά προσέγγιση ο αριθμός των ταξιδιών που πραγματοποιώ είναι: .....
  
2. Κατά μέσο όρο ημέρες διαμονής στον εκάστοτε προορισμό: .....
  
3. Συνήθως ταξιδεύω με
  - Μόνος (ποτέ – πάντα)
  - Με σύντροφο, χωρίς παιδιά (ποτέ – πάντα)
  - Με σύντροφο, με παιδιά (ποτέ – πάντα)
  - Με φίλους (ποτέ – πάντα)
  - Με γονείς (ποτέ – πάντα)
  - Με συναδέλφους (ποτέ – πάντα)
  - Με συνοδό (ποτέ – πάντα)
  
4. Ο κύριος σκοπός ταξιδιού είναι:
  - Αναψυχή (ποτέ – πάντα)
  - Δουλειά (ποτέ – πάντα)
  - Οικογενειακοί λόγοι (ποτέ – πάντα)
  - Εκπαιδευτικοί – επαγγελματικοί λόγοι (ποτέ – πάντα)
  - Άλλος λόγος (ποτέ – πάντα)

5. Το είδος καταλύματος που επιλέγω συνήθως είναι:

- Ξενοδοχειακή οργανωμένη μονάδα (ποτέ – πάντα)
- Ενοικιαζόμενα δωμάτια (ποτέ – πάντα)
- Airbnb (ποτέ – πάντα)
- Κάμπινγκ (ποτέ – πάντα)
- Φιλοξενία σε σπίτι τρίτου προσώπου (ποτέ – πάντα)
- Άλλο (ποτέ – πάντα)

6. Σε τι βαθμό το είδος της αναπηρίας σας καθορίζει τον προορισμό σας;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

## B μέρος

1. Πριν την πραγματοποίηση του ταξιδιού σας ενημερώνεστε για την προσβασιμότητα του χώρου σε ότι αφορά την αναπηρία σας;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ



2. Πιστεύετε ότι οι τουριστικές εγκαταστάσεις στον ελλαδικό χώρο πληρούν τα κριτήρια προσβασιμότητας για τα ΑΜΕΑ;

- Ναι
- Όχι
- Δεν ξέρω – δεν απαντώ

3. Εφόσον μείνετε ικανοποιημένος-η από ένα τουριστικό κατάλυμα που διαθέτει κατάλληλες υποδομές για εσάς, πόσο πιθανό είναι να το προτιμήσετε πάλι;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

4. Πόσο θεωρείτε ότι οι υπάλληλοι είναι εξοικειωμένοι με την εξυπηρέτηση τουριστών με αναπηρία;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

5. Πόσο θεωρείτε ότι είναι χρήσιμο για μια επιχείρηση να εκπαιδεύει τους εργαζόμενους της σε ότι αφορά τα ΑΜΕΑ;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

6. Πόσο σημαντική θεωρείτε την αγορά των ΑΜΕΑ;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

7. Πως κρίνετε την ανάπτυξη του τουρισμού ΑΜΕΑ στην Ελλάδα;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

8. Θεωρείτε ότι ο τουρισμός που εμπεριέχει και την προσβασιμότητα των ΑΜΕΑ αποτελεί μία σημαντική πτυχή για την οικονομία της Ελλάδας;

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

9. Τα μέσα κοινωνικής δικτύωσης αποτελούν κύριο μέσο για τον προγραμματισμό ενός ταξιδιού.

- Καθόλου
- Λίγο
- Μέτρια
- Πολύ
- Πάρα πολύ

10. Τι θεωρείτε ότι θα μπορούσε να βελτιωθεί σε ότι αφορά την προσβασιμότητα των ΑΜΕΑ στις τουριστικές επιχειρήσεις; .....

Ευχαριστώ για τη συμμετοχή σας.