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Action

SSAT 2021

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Parallel session 1

Technology and accessible tourism

Porto Gestual - Uma aplicação móvel em LGP para visitar o Porto

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Abstract I Resumo

O setor do turismo tem vindo a afirmar-se como fundamental para o desenvolvimento económico e social de um qualquer destino. Por esse motivo, é fundamental permitir o acesso de todos os cidadãos à experiência turística, promovendo o bem-estar social, permitindo o acesso pleno a bens, equipamentos, atrativos e serviços turísticos, garantindo, assim, a igualdade de direitos e condições a todos os cidadãos, como tal a "acessibilidade é um elemento central de qualquer política de turismo responsável e sustentável" (UNWTO, 2014:6).

Segundo as estatísticas internacionais, existem cerca de 15% de cidadãos com deficiência, necessitando, por isso, de cuidados especiais e diferenciados do turista comum. Porém, nem todas estas pessoas necessitam destes cuidados quando fazem turismo, pelo que pode considerar-se como relevante para o estudo do turismo acessível uma percentagem de 10% da população mundial (WHO, 2011).

Sendo a acessibilidade no turismo um fator fundamental para o desenvolvimento do setor, importa ter em conta não só a existência de barreiras físicas (cidadãos com problemas de locomoção), mas também a existência de barreiras de comunicação, que afetam os cidadãos surdos. Uma grande maioria da população surda comunica através da Língua Gestual Portuguesa (LGP), que é a sua língua natural, tendo o direito ao acesso à informação nesta mesma língua, que foi reconhecida pela Constituição Portuguesa como língua oficial em 1997.

Assim, urge a necessidade de eliminar barreiras de comunicação, nomeadamente quando um cidadão surdo pretende visitar um museu, realizar uma rota ou comprar um serviço turístico. Em resposta, e porque vivemos numa era tecnológica, a ideia de criar uma aplicação móvel, que permita a tradução da informação de Língua Portuguesa para LGP, é algo que contribuirá, significativamente, para o aumento da acessibilidade aos cidadãos surdos.

Considerando que não existe nenhuma aplicação baseada nestes pressupostos que possa ser utilizada no Centro Histórico do Porto, este projeto constitui-se como algo inovador no destino turístico e na região.

Assim, com este projeto aplicado pretende-se contribuir para fomentar o turismo acessível, no Centro Histórico do Porto, através da elaboração do protótipo de uma aplicação para telemóvel para cidadãos surdos. Embora se pretenda alargar o âmbito da sua utilização aos monumentos mais visitados do Centro Histórico do Porto, o protótipo apresentado apenas integra a Sé Catedral do Porto.

Para tal, após a revisão bibliográfica para desenho do estado da arte, foi definido o trabalho de campo como a metodologia do estudo empírico a adotar, pelo que se

procedeu à visita presencial ao monumento e à gravação integral da visita guiada realizada por uma Guia-Intérprete oficial, em maio de 2021.

Com base nos dados recolhidos através do registo áudio e fotográfico da visita guiada, foi transcrito e coligido o conteúdo base que foi interpretado em LGP, por uma intérprete profissional certificada, e que integra os conteúdos da aplicação móvel. Na análise dos conteúdos transcritos da visita guiada foi aplicada uma abordagem interpretativa, cujo objetivo é adaptar para o turista surdo a relevância e a pertinência da informação turística padronizada.

Definido o guião em LPG, passou-se ao processo de criação da aplicação móvel, utilizando o APPmachine, um kit de ferramentas de software, gratuito online, que permite fazer aplicações móveis profissionais.

As aplicações móveis criam melhores oportunidades de envolver os turistas surdos, e de uma forma mais forte. O smartphone permite uma constante interação o que os torna mais interessados na visita e prolonga e melhora a experiência turística.

Em suma, os resultados deste estudo são importantes para discutir a importância da informação turística customizada para turistas com deficiência auditiva e, sobretudo, para a valorização e reforço da imagem do Porto como destino acessível. Implicações práticas são fornecidas.

Keywords I Palavras-chave: turismo acessível; comunidade surda; língua gestual portuguesa; dispositivos móveis; centro histórico do porto

Tourism information and web accessibility – a case series report

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Abstract I Resumo

Introduction
Information access is a centerline for the development of high-quality accessible tourism [1] with the use of the Internet as one of the most important sources to plan a tourism trip [2]. In 2016, the European Union approved a directive on web accessibility for the public sector bodies [3], that ended its compliance phase, for websites realized before September 2018, in September 2020 [4]. Although the directive only applies to public bodies, entities linked to the tourism sector are likely to be most interested in adopting inclusive procedures, not only for reasons of equity but also due to the importance of the perception of the public about social justice issues. This work aimed to analyze the web accessibility of relevant websites for accessible tourism at the global, national, and local levels.

Methods
This case series study included six websites (two by level). At the global level, an airline (ryanair.com) and an accommodation booking company (booking.com) were considered. For the national level (Portugal), the railway company (cp.pt) and the official site related to tourism (turismodeportugal.pt) were selected. For the local level, the selection fell on urban transport (aveirobus.pt) and the museum of the city (mca.cm-aveiro.pt) of Aveiro. Version 2.1 of Access Monitor Plus (acessibilidade.gov.pt) is a tool for web accessibility analysis which complies with WCAG2.1 guidelines [5]. The tool retrieves a general score ranged between 1-10 - where 10 is a 'good practice'- and a list of accessibility issues, where non-acceptable problems are reported from the total practice assessed. Analysis was carried out in June 2021.

Results
Access Monitor Plus retrieved the highest scores for Ryanair.com (8.7; 1/10) followed by AveiroBus.com (7.3; 3/13). The lowest scores were found for the trains company (4.2; 8/17) and the Portuguese official entity (4.3; 6/14). Booking.com achieved a score of 5.7 (4/16) and the city museum of Aveiro a score of 5.0 (4/10).

Discussion
There seems to be less concern with web accessibility on the part of official entities or with crucial responsibilities to favor tourism for people with disabilities. In addition to complying with legislation, it is urgent to develop activities that allow for a broader awareness of this issue.

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Keywords I Palavras-chave: web accessibility; accessible; tourism.

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Web accessibility in travel agencies and museums in algarve

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Abstract I Resumo

According United Nations, accessible tourism enables all people to participate in and enjoy tourism experi- ences. In an increasing digital world, tourists usually search the Internet for information about the main touristic and cultural attractions. However, sometimes the information in websites or tools is not accessible to persons having some disabilities.

Web accessibility specifies the possibility of accessing to information on the Internet, through websites con- sidered as accessible, so that the websites can be used by any person, having some disability or not. A set of guidelines (Web Content Accessibility Guidelines – WCAG)[1] to standardise web content so that people with disabilities can increasingly access and use the most varied services available on the Internet is proposed by the World Wide Web Consortium - W3C.

The WCAG 2.1 (2018) include 13 guidelines that provide basic goals that authors should work toward in order to make content more accessible to users with different disabilities. The conformance to each guideline is rated with three levels identified with the acronyms: A (lowest), AA (double A) and AAA (triple A, highest). While not a legal obligation, it is desirable that all public institution Web sites have at least AA level of accessibility.

In Europe, the rules for web accessibility to websites and mobile applications of public sector bodies are defined by the EU Directive 2016/2012 [2] of the European Parliament and the Council of The European Union.

In the present work the level of web accessibility of travel agencies and museums in the Algarve region was analysed to identify the level of integration of good pratices and guidelines in websites tourism related.

Algarve is the southern most region of Portugal, a country on west Europe where the tourism industry plays a great impact on the country economy.

For the analysis of the websites the evaluation tool AccessMonitor was used. This tool is available in the web (https://accessmonitor.acessibilidade.gov.pt) managed by the Portuguese Agency for Administrative Modernisation (Agência para a Modernização Administrativa, I.P.). The tool perform the evaluation of single websites regarding the Web Content Accessibility Guidelines (WCAG 2.1) and return the level of conformance of the website contents with each guideline, and a global score (x/10) of the website.

The results of this work show that web accessibility level of the selected museums of Algarve compare better than the web accessibility level of the selected travel agencies. Globally, about 70% of the observed museums exhibit good or better accessibility practices against only 32.06% of the travel agencies.

However, besides good global scores, a high number of level A errors was observed as well. Level A errors indicate higher priority issues that must be fulfilled.

This study showed that some good practices for web accessibility in websites are already present. However, more efforts are needed to a wide spread of the importance of including the WCAG guidelines in the design of the websites and mobile applications. And, in this way contribute to enable more persons having some disabilities to access information available in the web, tourism related or not.

Keywords I Palavras-chave: Web accessibility; Accessible tourism; Inclusive tourism

Designing and instantiating a conversational assistant for accessible tourism

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Abstract I Resumo

1. Motivation and goal - Information on accessibility of different spaces and infrastructures plays an important role in how people with different types of disability can plan their lives including their touristic experiences and this can play a pivotal role to improve their physical and mental health and contribute to a greater quality of life [1]. In this regard, it is important to understand that accessibility information can be vast, explored from different perspectives (e.g., does a place have a certain characteristic or which attraction provides a certain accessibility) and should, most importantly, be accessible in a wide range of contexts and by a very diverse public.

Dialogue in natural language, whether by voice or writing, can bring the advantages of speech communication, our most natural and efficient form of communication, as a complement or an alternative to more common interfaces, potentially making it more accessible for people with disabilities (PwD) to interact with the system and deal with all the information available on touristic offers in a way that may be more intuitive than learning how to use a new system. Considering these challenges and potential, this work aims to propose a conversational assistant to support a PwD in obtaining information about tourism related places (e.g., hotels) and their accessibility.

2. Methods - the work being developed entails multiple stages: (a) Users, motivations - adopting a user-centred design (UCD) methodology and relying on information gathered from questionnaires and focus groups with PwD, four personas and their motivations regarding planning touristic experiences and obtaining accessibility information. were identified [2]. Examples of these personas are: INÊS, a university student who is blind and would like that all the information was compiled in one system instead of different platforms; and JOSÉ, 37, a maths teacher who is deaf and wants to be able to search for information in a simple and accessible language. (b) Requirements - After analysing the personas and their motivations, scenarios were elaborated, for each persona, enabling the identification of the main system requirements; (c) Design and instantiation of conversational assistant - From the dialogs contained in the scenarios, several intents (what the user wants to know) and also responses/actions (how the assistant responds) were identified. Stories were also implemented to identify the flow of some expected conversations (e.g., respond with a greeting when the user says "hi!"). With all of that, the assistant was implemented using RASA [3]; and (d) Conversational-driven Development (CDD) .

Designing a conversational assistant to provide a good performance from the start is very difficult, since it needs to be trained considering a wide range of examples for the expected conversations. In CDD, a first version of the assistant is instantiated, supporting a basic set of features, and made available to users, so that it can be improved by their inputs. In this regard, we adopted RASA X [4] which provides both an interactive frontend for using the assistant, along with backend tools for analysing the interactions and improving the assistant with that data.

3. Conversational Assistant - At this point, a first version of the assistant has been instantiated supporting a basic set of features to be used by users with experience in accessible tourism and with PwD in this context.. Figure 1 depicts an example of a conversation between a possible user of the system and the assistant to search hotels in Lisbon and ask about accessibility details. In parallel, work is also required in gathering and structuring the accessibility data to be able to "feed" the assistant. This is the goal of a broader effort also being addressed by project ACTION.

Keywords I Palavras-chave: accessible tourism; people with disability; conversational assistant.

Parallel session 2

Sustainability and health

Air quality and respiratory diseases: implications on tourists' choices and behaviors

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Abstract I Resumo:

The number of people with respiratory diseases has been growing worldwide with air pollution as one of the major causes. The impact of air pollution on respiratory diseases will tend to increase due to the continuous pressure of polluting activities, resulting in threats to human health. In turn, health is one of the relevant dimensions of quality of life, influencing people's daily lives and their leisure behaviours. In the tourism field, health is also a matter of concern when people engage in tourism trips, influencing the propensity to travel to specific destinations, travel planning and on-site behaviour. Air pollution represents a higher health risk for those suffering from respiratory problems. This may force this segment to avoid specific destinations, adopt protective measures or perform activities with less air pollution exposure, which may cause negative consequences on destinations' image and economic development. Accessible tourism may enable people with respiratory diseases to engage, in an autonomous way, in tourism activities. This requires a joint effort, involving all the stakeholders in the supply of tourism products adapted for all. Despite the relevance of people with respiratory diseases as a growing segment within the accessible tourism market, little is known about their travel behaviour, specifically about the impact of air pollution. To extend knowledge in this field, this study intends to examine the impact of air pollution on travel planning and behaviour during a tourism trip of people with respiratory diseases.

To achieve the above-mentioned aims, a mixed-methods approach was used, including qualitative and quantitative data collection techniques and data analysis methods. This study was carried out in 2019, in the Central Region of Portugal, where some air pollution problems have been observed. A questionnaire survey was carried out to the visitors of this region, using a cluster sampling approach. A total of 738 valid questionnaires were collected. Only 16.9% of the sample revealed to have respiratory diseases.

To complement data obtained from the questionnaires and gain further insights, semi-structured interviews were conducted with 26 visitors of this region, of whom 12 revealed having respiratory diseases.

The results of the questionnaires were analysed using SPSS and descriptive and bivariate data analyses were carried out. The NVIVO software was used to analyse the discourses obtained from interviews.

Results reveal that respondents claiming to suffer from respiratory diseases were most commonly affected by allergic rhinitis and/or asthma, although other respiratory issues such as bronchitis, respiratory infection, and chronic obstructive pulmonary disease were also identified. Globally, the results from both methods show that people with respiratory diseases are more aware of air quality implications, which reflects on higher importance being assigned to air quality in the selection of a tourism destination and on a greater likelihood to adopt adaptive behaviours during tourism trips when facing air pollution episodes. Moreover, interviewees' discourses allowed the identification of some search practices concerning information about air quality before and during the trip and also shown that those who engage in tourism trips to destinations known by regular episodes of air pollution demonstrate a greater tendency to search for air quality information.

This is one of the first attempts to examine the implications of air pollution on tourists with respiratory diseases. Thus, theoretical contributions are provided on how important air quality is for this segment and on how it influences their travel behaviours. Moreover, practical contributions are also provided to improve the attractiveness and accessibility of tourism destinations. Thus, it is proposed to tourism management entities to provide information about air pollution levels and to support the implementation of strategies to decrease the impact of air pollution on tourism experiences.

Keywords I Palavras-chave: air quality; respiratory diseases; tourism experience; accessible tourism; mixed-methods.

Acknowledgments I Agradecimentos

Sustainable tourism & responsible consumption. A case study from Pakistan

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Abstract I Resumo:

Tourism can be a source of income and development for local communities, but it may also be a source of problems (e.g. overtourism, pollution, etc.). For this reason, sustainable and responsible tourism is promoted, to obtain the benefits of the tourism but preventing its inconveniences.

This paper presents the "Clean Hunza Project", a CSR initiative promoted by Nestle Pakistan focused on the waste segregation and recycling system for Hunza, a popular Pakistani tourist area that was facing the growing problem of how to manage the garbage left behind by tourists (plastic packaging in particular). The goal of this initiative is to make a waste-free region and promote sustainable tourism in the area through responsible consumption, according to the Sustainable Development Goal (SDG) 12 ("Sustainable Consumption and Production"), proposed by the United Nations.

Sustainable practices of nature tourism: a case study of the Litoral Norte Natural Park

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Abstract I Resumo:

Protected areas are an important tourist resource for a tourism destination, which must be preserved and protected. The Litoral Norte Natural Park (LNNP) has implemented some sustainable practices to promote nature tourism. This study analyses the development of sustainable tourism in the LNNP, identifying the tourism sustainability practices implemented. A qualitative methodology was adopted through an embedded single case study method, exploratory and descriptive. Four semi-structured interviews, direct observation and documentation of the PNLN were carried out. The information collected was treated through content analysis.

There were several sustainable practices implemented in the LNNP over the years, due to the several partnerships with the Esposende City Hall, associations, tour operators and research institutions. The LNNP is one of the main tourist attractions in Esposende, and it's promoted by the Institute for Nature Conservation and Forests, Esposende City Hall and the Porto and North Regional Tourism Entity. However, it is difficult to control the carrying capacity, because there is no system for controlling entrances and exits. Soon, the LNNP will have co-management, where the City Hall will play an important role and involve other stakeholders. Contributed to better knowledge about the management of Natural Parks.

Keywords I Palavras-chave: sustainable practices; nature tourism; natural parks.

Parallel session 3

Accessibility of tourism supply

Tourism Graduates and the Accessible Tourism Market: What competences should they have?

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Abstract I Resumo:

Tourism, when accessible for all, is one of the main instruments for social inclusion of people with disabilities (PwD), contributing to increase their self-confidence, self-esteem, and autonomy. For this reason, some international organizations (e.g., World Tourism Organization – UNWTO- and the United Nations - UN) have been promoting the development of accessible tourism through the adaptation of tourism supply to the particular needs of this market. In Portugal, this topic has been addressed with special interest by public authorities, namely through the design of policies aimed at improving the accessibility of the tourism industry. So far, the results of these policies have been promising, with Portugal being recognized at the international level: in 2019 the UNWTO has awarded the country the title of "most accessible destination in the world". However, there are still many barriers that hinder the full participation of PwD in tourism activities in Portugal, some of them related to tourism professionals' unawareness of the specific needs of this market. Therefore, it becomes relevant to identify which competences should tourism higher education graduates acquire during their studies to become the future professionals that the tourism sector requires to meet the needs of people with disabilities.

The few studies published on this topic reveal that so far most Portuguese tourism higher education programmes (THEP) do not offer education or training on accessible tourism as part of their curricular offer, a situation that can also be extended to the rest of Europe. Moreover, research on the competences that tourism professionals should have to meet the needs of PwD is still very limited. To increase knowledge in this field, this paper intends to identify the competences tourism graduates should have to successfully work with PwD.

To achieve the above-mentioned aim, a mixed methods approach was used, involving a systematic literature review, two focus groups conducted with directors of Portuguese THEP and 30 semi-structured interviews with social organizations (SO) working in Portugal with PwD.

The systematic literature review (content analysis of 38 papers) allowed to identify 29 competences tourism professionals should have to work with PwD, the most frequent being "knowledge about disability", "inclusive communication", "awareness", "practice", "attitudes" and "empathy". These results were corroborated during the interviews and focus groups, where some other technical and practical competences were also suggested. According to the views of SO, the most valued competences to deal with PwD are "awareness", "Knowledge", "practice" and "ability to put themselves in the other person's place", "contact" and "communication". For the THEP coordinators, "knowledge" and "awareness" are the competences usually developed in tourism students. However, the coordinators also identify "practical skills",

"communication" and "empathy" as competences essential to serve PwD which, therefore, should also be promoted in THEP's students.

There are no considerable differences between the views of the SO and the coordinators of THEP regarding the needed competences to deal with PwD. However, there are differences between these two groups when it comes to where these competences should be acquired. Whereas some THEP coordinators assume that they should be acquired by graduates when already in the labour market, the SO representatives claim that the competences should be developed during their education in THEP.

Overall, the research undertaken launches some clues on the competences' tourism graduates should possess to adequately deal with PwD, providing relevant theoretical and practical contributions to a neglected research area that is crucial for the success of the accessible tourism market. Furthermore, these findings will allow the design of new curricula promoting these competences more effectively in THEP's students.

Keywords I Palavras-chave: higher education; accessible tourism; tourism graduates; competences; people with disabilities.

Challenging students "to meet" accessibility in tourism: a case study from the University of Évora

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Abstract I Resumo:

Objectives | There is currently a context of international reflection about the need to reinvent curricula and their training dynamics (e.g. Hoidn & Kärkkäinen, 2014; OECD, 2016; Stergiou, Airey & Riley, 2008). Initiatives that involve innovative educational dynamics and that are able to instil in students the human qualities are valued. These kind of dynamics is believed to allow students to develop a more critical sense about the social problems that really affect our society and, consequently, may have positive effects on the level of competitiveness of companies.

In this context, this article aims to present the context in which the Tourism Degree of the University of Évora promoted a voluntary initiative to celebrate the World Tourism Day, in 2016 and 2021, under the theme Accessible Tourism.

Methodology | The present case study used an exploratory qualitative approach, which allowed for a detailed analysis of the phenomenon under analysis (Jennings & Nickerson, 2006). The initiative, entitled "Discovering tourist accessibility in the Historical Centre of Évora", was planned based on three main actions. The first action involved an information session for students on Tourism For All, with the aim of providing them with the necessary background information to understand the scope of this theme. The second action involved a group activity, which took place in the public space of the Historical Centre of Évora (UNESCO World Heritage Site), in which students had to make a photographic report to identify constraints and facilities with influence on the tourist experience of visitors with some kind of disability and had to share their conclusions with the colleagues. The third action consisted in the fulfilment, by the students (N=95), of a small questionnaire regarding the evolution of their interest and awareness.

The data analysis was made through the content analysis of the presentations made by the students and through the statistical analysis of the data obtained via questionnaire.

Results | The initiative was very well received by the students, who from the first action, questioned some concepts and participated in discussions about the relevance of the theme and the general implications for the tourism sector. In their presentations constraints and facilitating elements related to issues of physical accessibility of spaces were most referred to. However, a considerable part of the groups identified more issues, for which they are usually not so alert, such as sensory accessibility and interpretation issues. They also presented solutions that seemed feasible to overcome the identified constraints, trying to find solutions that involved not only physical interventions but also creativity and commitment of the human resources of the identified sites. At the end of the different presentations, the discussion focused on the implications that those findings would have for future tourism professionals.

The students actively participated in the discussion, showing interest in the topic and recognizing that, although before the activity they did not have this awareness, the theme is very important to be considered by the sector, even if the market segmentation is not specific for people with disabilities. This result was strengthened by the data obtained from the questionnaires, which showed that students consider that, after this activity, their level of knowledge about the topic increased 2 points (in a 5-points Likert scale), as well as their interest about it (increased 1point). Additionally, the students recognized accessibility as an important (mean=4,33 in a 5-points Likert scale) issue to be addressed in Tourism courses in order to strengthen students' professional skills.

Contributions | In recent years it has been notorious the influence that various international institutions seek to have on universities, so that they stimulate in their students responsible attitudes, knowledge and motivation to get involved with current challenges and themes that raise universal concern. Since the Degree in Tourism does not yet have a formalized course unit exclusively dedicated to the subject of accessible and inclusive tourism, some teachers decided to make students aware of the importance of this subject. It was observed that initiatives of this type motivate students to learn about an issue that has received increasing concern in the tourism sector. Students showed interest and involvement in the initiative, and the discussion generated about new/emerging issues for them ranged from the definition of disability itself, to sensory accessibility issues and tourist interpretation itself. It would be interesting to develop similar initiatives between higher education institutions, in order to make comparisons about the reality of different types of students.

Also, it is important to highlight that if an important topic like this, addressed in an isolated educational initiative, has the potential to influence the students' education and awareness, it may, as a result, in the medium term, have very positive and modifying effects on the sector's trends.

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Keywords I Palavras-chave: accessible tourism; educational initiatives; Tourism Degree; Portugal; UNESCO World Heritage Site.

The antecedents of co-creation in museums in the case of people with sensory impairments

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Abstract I Resumo:

Even if people with sensory impairments (PwSI), such as vision or hearing loss, represent a large portion of the population, they are among the most marginalized groups in society. In spite of the growing concern of museums to improve inclusion and their enormous potential to host and promote participative, significant and memorable experiences, the access and enjoyment of people with sensory impairments is still limited, given the disabling barriers they often face. Active and more value-based participation of PwSI can be improved in cooperation with the museum staff and using assistive technologies, allowing meaningful interaction with museum exhibitions, as well as with the whole physical, digital, and social environment of the museum. Unfortunately, substantial constraints remain. Addressing disability, the biopsychosocial model considers that disability emerges from the interaction of biological, social, environmental, cultural, and economic factors. Therefore, both individual and environmental conditions should be taken into account to approach disability, promote accessible activities and appropriate public policies. Hence, disability is regarded as an outcome of the combination of impairment, activity limitations, and participation restriction in a certain environment. Environment can be even more disabling than impairments themselves. Disabilities are thus dynamic interactions between health conditions and contextual factors that include attitudinal and environmental barriers.

In the context of museums, while some constraints are associated with the lack of access to museum objects and the remaining physical environment, other regard the information provided, and the museum staff's attitudes. Nevertheless, there are few studies that provide insights on the influence of factors that can hinder or stimulate active participation and interaction of disabled people while visiting museums. Moreover, there is not a broad perspective on factors that may affect the PwSI' degree of co-creation in these institutions.

This paper aims to analyse the influence of antecedents that interfere in the PwSI' co-creation during museum visits, encompassing both antecedents related to the visitors and the museums. To accomplish this aim, a questionnaire survey was carried out with PwSI, namely people with visual impairments and people with hearing impairments, who had visited museums in the last three years. Questionnaires were administered face-to-face to PwSI living in Portugal and online to others living in Portugal and other countries, from September 2020 to June 2021. A total of 254 complete questionnaires were obtained. Furthermore, multiple linear regressions were undertaken to analyse the impact of antecedents related to the visitors and to the museums on the co-creation undertaken by PwSI in these cultural attractions.

Results reveal that constraints related to visitors – type and degree of impairment –, as well as different constraints related to museums, have a significant impact on various

dimensions of PwSI' co-creation in museums. Moreover, the impact of these variables varies according to the different dimensions of co-creation. The paper ends with a set of conclusions and recommendations to the museum managers to foster more inclusive and value-added experiences.

Acknowledgments I Agradecimentos:

The inclusion of people with disabilities in the events market

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Abstract I Resumo:

The events market generates around 7.5 million jobs in approximately 590 thousand events with over 200 million participants, representing 4.3% of Brazil's GDP. The activity grows approximately 14% each year, and has the sociocultural market share as its greatest representative, followed by gatherings and business meetings (ABEOC, 2014).

In Brazil, numbers collected by IBGE, in the 2010 Census, indicate that 23.9% of the population declares having at least one of the disabilities, which represents about 45 million people. These high rates show how important it is to be aware of disabilities and work so that we can help to live in a truly more inclusive society.

Based on this information, this study aims to verify the possibilities of including people with disabilities (visual, auditive and mobility impaired) in the workforce for the events market, as well as the interior building and furnishing adaptations for a better labor performance. In 2020, the mixed survey was applied to 123 (one hundred and twenty-three) event planners or managers of events companies, using a questionnaire from the google forms platform.

The main results demonstrate that the vast majority of respondents have never hired people with motor, hearing or visual impairments. In order to investigate the possibilities of performance of the disabled in these events, respondents were asked in which functions of the ceremonial team they could be allocated. In a list of twenty-one options, the most indicated were: accreditation, procession preparation, checklist, pre and post events reports.

In regards to the hearing impaired, respondents indicated floor support and gift-giving, checklist, pre and post events report and chat administration. Regarding the visually impaired, none of the options were the best suited, followed by classroom support. Most respondents mentioned that the main reasons for believing that people with disabilities are not suited for any of the functions of a ceremonial team is the difficulty to train, followed by having never thought about this possibility.

Nevertheless, a great interest was identified in event managers and ceremonialists in training processes that enable them to act with professionalism and empathy, including people with disabilities in their teams, as well as enabling people with physical, hearing or visual disabilities to act in specific roles in events.

Keywords I Palavras-chave: events; inclusion; people with disabilities.

SSAT

Parallel session 4

Inclusive tourism and people with intellectual disabilities

SSAT

Dementia and the UK's cultural sector: improving accessibility in visitor attractions and cultural venues to help people live well after a dementia diagnosis

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Abstract I Resumo:

Dementia is a progressive disorder that affects how the brain works, and in particular the ability to remember, think and reason. Modern approaches to understanding dementia encourage society to critically reflect on how people living with dementia can live as rich a quality of life as possible and remain connected to their own communities. These approaches focus on ensuring that people with dementia see the diagnosis not as the beginning of the end of their life, but rather as the beginning of a new chapter of their life. There is a growing area of literature around social care and palliative care and making sure that people can live actively in their own home and remain connected to their community. However, one area of dementia care that is under-explored is how events and cultural activities specifically produced for people with dementia enable them to live well after their diagnosis. This research explores how visitor attractions and cultural venues cater programming to the needs of the wider dementia community and examines how these events become an instrument for social inclusion facilitating social networks and combating social isolation. It also explores the importance and value of the PWD (people living with dementia) community to the cultural sector. We undertook qualitative research in the form of 7 semi-structured interviews and one small focus group of 4 was undertaken with events programmers in cultural venues and visitor attractions in order to understand the value of culture in the context of dementia care. The use of thematic analysis aided in the comprehensive and analytical evaluation of data gathered. Our results sufficiently highlighted the value of the PWD community and the need for a more rigorous approach to dementia awareness, education and policy promotion. Visitor attraction and cultural venue managers were seen to identify the challenges and barriers associated with dementia accessibility, but they now need to work towards actively facilitating their removal through the appropriate use of available resources. Some excellent case study examples of cultural organisations and visitor attractions working together to facilitate "Dementia Friendly Socials" are highlighted and can be used as inspiration for other future events aimed at this market. This research identifies areas of best practice within the Arts and Culture sector and offers recommendations for improvement in how cultural managers make their events innovative and accessible and a positive experience for those living with dementia.

Keywords I Palavras-chave: Dementia; Quality of Life; Visitor Attractions; Cultural Venues; Senses Framework; Collaboration; Accessibility.

Inclusive tourism (IT) and Children with Diagnosis of Autism Spectrum Disorders (CwDASD): a systematic review (SR) of the literature

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Abstract I Resumo:

Background: In recent years has been defended the notion that IT should not be limited to economic criteria, being conceptualized in a much broader and transformative perspective – tourism that ethically provides the involvement of marginalized groups, including CwDASD. Considering the evidence of economic profitability and greater competitiveness of tourism directed at people with disabilities, including CwDASD and its caregivers - associated with the imperative of inclusion, there is an increasingly growing interest of tourism in offering specific products for this population. Goal: Given the specificities of CwDASD it is crucial to obtain information based on the literature and research on tourism aimed at CwASD and their families. Method: SR, using PRISMA-P guidelines. Eligibility criteria were elaborated, with inclusion and exclusion criteria. The research was carried out in five electronic databases and data collection and analysis process was carried out by two independent researchers.

Results: Few publications on IT aimed at families with CwDASD (n=10). Most of them are qualitative studies. They focus on the needs of families, from which they draw implications in terms of necessary practical responses. Except for a study on the airport context, there are no studies that seek to empirically validate responses or tourist products aimed at families with CwDASD.

Discussion: The need for empirical validation of tourist offers that are truly inclusive and beneficial to the psychological well-being of families, and especially for the development and well-being of children themselves. Some important guidelines/evidence that must be met in IT aimed at this population are highlighted.

Keywords I Palavras-chave: inclusive tourism; autism spectrum disorders; systematic review; well-being; families.

It's not about the journey, but with whom you travel – people with intellectual disabilities and tourism

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Abstract I Resumo:

Despite the recent increase of the research about tourism practices of people with disabilities (PwD), most studies focus on the tourism practices of people with physical disabilities and people with visual impairments. Only a limited number of studies examines the tourism practices of people with intellectual disabilities (PwID). This scarcity of studies may be related to the ethical and methodological difficulties in assessing and evaluating the tourism experiences through the voices of PwID. In fact, the majority of the few studies focusing on the tourism experiences of PwID, take the perspective of their (formal or informal) caregivers, while the narratives of PwID are frequently ignored. To fill this gap and to extend knowledge in this field, this study aims to examine the tourism experiences of PwID analysing both the perspectives of (formal and informal) caregivers and of PwID. Topics such as benefits sought in tourism experiences, travel constraints and strategies to overcome them, travel planning and travel behaviour of PwID are examined through a triangulation of qualitative and quantitative methods directed at the mentioned groups. First, interviews were conducted with PwID (N=16) and with social organisations providing support to these people (N=12). Next, a questionnaire was administered to Portuguese people with special needs (N= 504) to unveil the benefits sought in tourism trips, travel constraints encountered and the characteristics of their tourism experiences. In this study, only the segment of people with intellectual disabilities is analysed (N=173). Results reveal that 35,8% of the respondents has never made a tourism trip and therefore the participation in tourism activities is a dream that has not yet come true. Nevertheless, these individuals are strongly motivated to participate in tourism, due to the perception of important benefits they may obtain from these activities in terms of quality of life, namely through positive feelings, such as happiness, pleasure and enjoyment, which tourism experiences may induce. However, participation in tourism is hindered not only by various intrapersonal constraints but also by structural ones, such as financial difficulties, lack of autonomy and lack of tourism products adapted to their needs. One of the frequent strategies to overcome these difficulties is to resort to the help of a (formal or informal) caregiver to participate in the trips and experiences. This help is crucial – as revealed by the interviewees – to the enjoyment of the tourism experience, caregivers playing a prominent role both in the planning and in all the activities developed during the trip. The number of tourism activities performed during the trip tends to be limited and most require few physical and intellectual challenges.

SSAT

Considering both the lack of research on the topic and the need to make tourism a more inclusive industry, this study provides important theoretical and practical contributions concerning the tourism experiences and needs of PwID.

Keywords I Palavras-chave: People with intellectual disabilities, social organizations, caregivers, benefits sought, travel constraints, travel planning, travel behaviour.

Parallel session 5

Tourism experiences of people with disabilities

Are the wine routes prepared to receive visitors with disabilities?

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Abstract I Resumo:

Wine tourism is a growing tourism product with connections to agri-food and cultural tourism. This product is frequently defined as visits to wine destinations with the purpose of participating in experiences related to wine (e.g. visit wine houses, participate in wine workshops, festivals and wine tasting). In a country like Portugal, wine tourism has an important role in economic development. However, this product is not accessible to all. People with disabilities (PwD) are frequently excluded from the wine experiences, as a consequence of the several constraints they face to visit wine destinations. To overcome these constraints, it is relevant to examine the accessibility level of wine tourism supply agents, but the research in this field is very scarce. To extend knowledge in this field, the present study seeks to understand the role ascribed to and interest of wine tourism supply agents in targeting the market of travelers with disabilities. This study uses data collected during a research project on wine tourism experiences in rural areas, which comprehensively studies diverse facets of the rural wine tourism experience, as co-created by supply, communities and visitors, living and sharing such experiences, considering views from all stakeholders involved. Data were collected through in-depth interviews with wine tourism suppliers from the central region of Portugal, namely the Bairrada, Dão and Beira Interior wine routes. Wine route stakeholders interviewed for this study included wine producers offering traditional wine tasting, opportunities for purchasing wines and winery tours, accommodation unit owners, restaurant managers, tour operators/ travel agents and companies with two or more of these business types. Interviewees were asked to report whether their establishments and the services they provided were accessible and whether they intended to invest in more accessible supply. In each case they were requested to specify how they tried or will try to cater to the needs of PwD. In total, discourses from 108 interviews were subjected to content analysis, using NVivo 14. The results showed that, in general, the interviewees have a limited vision of accessible tourism, as they almost always referred only to people with motor disabilities, either from the perspective of the current conditions they provide, or from the perspective of medium-term investment intentions. In terms of the accessible conditions available, there are suppliers that comply with legal requirements regarding the preparation of their infrastructures, especially when establishments are more recent and focus on physical accessibility.

However, other suppliers co-exist with this first group, who do not offer these conditions because their facilities are older (e.g. traditional cellars) and any change in accessibility conditions would represent a high cost. Most of the interviewees of this second group anticipate they will have no economic return from investments to increase accessibility due to insufficient demand. It is curious that some participants see the improvement of accessibility as being mostly an issue of a social/solidarity nature and not as a potentially profitable investment or business opportunity. However, there is a small part of the sample that intends to invest in accessible offerings in the future.

SSAT

Family-friendly wine tourism? The challenge of child-inclusive wine terroir experiences

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Abstract I Resumo:

Wine tourism is traditionally associated with an activity aimed at adults, being its practitioners generally described as couples without children (Charters & Ali-Knight, 2002). However, some studies suggest that families with children may be a potential market for the activity, constrained by the lack of facilities and programs for children (Cho, Bonn & Brymer, 2017; Cohen & Ben-Nun, 2009; Gu & Huang, 2019).

Meanwhile, there is evidence of family-friendly wineries in different countries, with facilities like playgrounds, kids clubs, swimming pools and little farms (Malerba, Kastenholz & Carneiro, 2020). Family and child-friendly products provided vary from simple discounts in wine tours to family experiences – picnics and bike trails – and specific experiences designed to satisfy children's needs, mixing elements from grape production with environmental, rural and cultural aspects, like juice tastings, creative workshops with corks or label production, treasure hunts and games in the vineyards (Malerba et al., 2020).

The inclusion of children in wine tourism is, however, complex. Besides the lack of proper facilities, there are constraints concerning the ethical issues of combining a wine context and children (Sigala, 2018). Despite these controversies, this market may represent a development opportunity for wine regions (Cho et al., 2017; Gu & Huang, 2019). Moreover, providing equal access to all potential visitors is a prerequisite for sustainability (Karagiannis & Metaxas, 2020).

In Central Portugal, Bairrada and Dão regions are known as family tourism destinations. The Dão wine tourism market is predominantly made up of families with children (Carvalho, Barroco, & Antunes, 2017). The Bairrada Route Association, in turn, developed an initiative to better welcome children in its information centre and its events, named Bairrada dos Pequeninos.

This study aims to analyse how wine tourism attractions from two wine routes in Central Portugal cater to families with children, understand the general attitude of their managers towards this market and the constraints to host this segment.

This study is based on thematic content analysis of 27 qualitative in-depth interviews conducted with winery and wine estates managers that provide wine tourism experiences in the Bairrada (13) and Dão (14) wine routes, in Portugal. Interviews were conducted during 2020 by telephone or videoconference, following an interview guide. They were recorded and further transcribed, codified and analysed.

Most of the respondents show a positive attitude towards hosting children, sometimes even referring to them with an affectionate and caring tone. However, this does not mean that the attraction they run is inclusive since the absence of child-friendly provisions is evident.

Only eight respondents mention actual child-friendly offerings, such as: playgrounds, a table with books and painting activities, feeding or interacting with animals and creative workshop. Others refer to activities and facilities suitable for the whole family like peddy-paper, vineyard trails and horse riding. Respondents without child-friendly offerings sometimes refer to ways that the children can entertain themselves – as playing with cellar boxes or walking around the garden – or simple adaptations they make to amuse young visitors, like telling stories during the tour.

Participants who reveal a negative attitude towards child-inclusive wine tourism refer to the small participation of this public among their visitors or concerns related to wine consumption, the lack of safety to visit the facilities and the inappropriate behaviour of children and their parents. Results show that the visit to wine attractions by families with children and the offer of activities aimed at them seems to be more evident in the Dão route, however.

Although Bairrada and Dão are regions sought by families with children on their leisure trips, it can be noticed that wine tourism attractions do not properly address this market's specific needs. Results suggest an unawareness of this potential market, despite the multiple possibilities of wine tourism experiences. This study contributes to broadening the knowledge of this subject, which is still little explored by the academic literature. It also helps to understand the reality of two Portuguese wine routes.

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Keywords I Palavras-chave: wine tourism; family tourism; children; inclusive tourism; wine tourism attractions.

Acknowledgments I Agradecimentos:

Accessible tourist experiences in rural destinations: the view of visitors with visual disabilities

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Abstract I Resumo:

The gradual ongoing increment of participation of people with disabilities in tourism is a trend already studied by academia. However, a limited number of studies examine the participation of people with visual disabilities (PwVD) in tourism activities. Moreover, within the scope of tourism, the search for rural destinations, where contact with nature and knowledge of local traditions are a reality, has grown considerably in recent years. Nevertheless, the literature on the demand for rural tourism destinations by PwVD is scarce. To increase knowledge in this field, and due to the growth of demand for this particular type of tourism destination, this study aims to identify the main constraints faced by PwVD when visiting a rural tourism destination, as well as the benefits sought through the participation in rural tourism. Furthermore, this study also intends to identify the characteristics that a rural tourism destination should have to be considered an accessible tourist destination to PwVD.

To achieve the aforementioned objectives, a mixed method approach was used to collect and analyse the data. First, a checklist of accessibility requirements was developed based on: (i) international and national literature; (ii) the current Portuguese legislation regarding the accessibility requirements of public spaces and tourism facilities; and (iii) the principles of universal design. Second, several online forums and blogs posts related to tourism experiences of PwVD were examined to identify the travel constraints that they face when travelling to rural tourism destinations. To complement the information obtained in this source, fifteen semi-structured interviews were conducted with Portuguese PwVD, during June of 2021, to examine the travel experience and travel constraints that they face to visit a rural tourism destination. Finally, a specific tourism destination located in the Central region of Portugal (Vilarinho de São Roque) was visited by three PwVD with different needs in terms of mobility (namely, accompanied by a guide-dog, using a "white" cane, and needing the support of a personal assistant), to identify the accessibility problems observed in this rural destination and to identify changes that should be made in this destination to improve its accessibility.

Results obtained from forum and blog posts show that rural tourism experiences of PwVD are still negatively impacted by the lack of public transportation and accessible information, constraints that are often overcome by the use of various smartphone apps. The results obtained from the interviews confirm these evidences and also reveal that PwVD find rural destinations attractive, looking for cultural authenticity and sensorial stimuli in nature. However, the lack of public transports connected to main hubs, combined with the inaccessible public rural space associated with potentially dangerous situations, such as non-signalized slopes, gaps and cliffs, dissuades PwVD from seeking tourism experiences in rural areas. Through the comparison of the checklist accessibility requirements to existing resources in Vilarinho de São Roque a set

of structural barriers was identified, as well as the need of accessible transportation and safe and accessible paths, particularly in nature trails. The visits carried out by PwVD to Vilarinho de São Roque corroborated these claims, as visitors pointed out the need of eliminating physical barriers and creating safe and adequately signalized pathways, suggesting the use of ropes as path indicators in the nature trails. The lack of accessible information in the destination was also identified as one relevant travel constraint. However, the PwVD mentioned that this travel constraint could be easily overcome with the help of residents (information providers). Based on the results obtained in this study, a set of guidelines is proposed to improve the level of accessibility of rural tourism destinations.

Keywords I Palavras-chave: rural tourism destinations; people with visual disabilities; mixed method approach; checklist of accessibility requirements; universal design.

Slow, Sensory and Smart: A framework for designing accessible tourism experiences

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Abstract I Resumo:
The emergent research area of slow tourism (ST) is based on the idea of deceleration of the rhythm of life during holidays. Previous research shows the potential of a holistic approach to multi-sensory elements in developing enhanced and accessible ST experiences, remotely and in loco. Contemporary studies reveal a knowledge gap regarding the optimisation of multi-sensory stimuli in designing tourism accessible experiences with the aid of technology. Therefore, the main goal of this research is to propose a theoretical framework focused on the development of ST through sensory stimuli and smart technologies. To this end, a critical approach to literature was undertaken to contribute to theory by combining three areas of literature: ST, multi-sensory tourism experiences design, and smart destinations. The relevance of this framework is threefold: 1) it reinforces local identities and contributes to sustainable tourism by interactively involving the community; 2) it promotes more perceived authentic experiences in the destination from the perspective of diverse stakeholders; and 3) it enhances the different stages of the visitor experience (before, during and after the visit) in an accessible manner via smart technologies. A six-step process is proposed to implement the framework in tourism destinations based on participatory methods.

Keywords I Palavras-chave: multi-sensory experience; slow tourism; accessible tourism; smart destination; universal design; ICTs.

Parallel session 6

Motivations and travel constraints of people with disabilities

Constraints and travel accessibility for tourists with disabilities

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Abstract I Resumo:

The travel and tourism markets are becoming more specialized in serving select groups and shares of consumers. This accessible tourism enables people with specific needs to perform their leisure activities independently and share the same rightfulness of equality and dignity through products, services, and disability friendly environments.

People with disabilities face functional and social barriers that most times can negatively impact the accomplishment of travel and tourism, and the consumption of touristic services in general. Going on a trip for tourists with disabilities (TWD) goes beyond buying a plane ticket or booking an apartment in a hotel, considering many other challenging aspects to be faced before and during the trip.

This paper aims to identify the main travel accessibility and constraints of TWD in traveling. The methodology used was qualitative based on data collected in two focus groups. The first was carried out in an association of people with hearing impairment, deaf people who travel frequently with the help of an interpreter. The second was held with the help of ONCE Foundation and had the participation of tourists with motor, intellectual, visual, and sensory disabilities, both associations are in Canary Island. The methodological instrument that conducted the focus groups was designed by selecting TWD who had experience traveling inside and outside Spain, including trips to the Canary Islands. In addition, it was also considered the consumption of tourist equipment, means of transport and support equipment, products for people with disabilities and reduced mobility for locomotion adaptation and health control. Key informants were interviewed individually following the order of the three scripts to consolidate responses dealt with during the focus group. Data analysis was systematized in four stages: (1) organization of the material collected and relevant to the research; (2) encoding: record / analysis of context units. (3) systematization to analyze the facilities and limitations of TWD. (4) preparation of the textual corpus, and submission to the Iramuteq software. The results show that the most common problems faced by this kind of TWD are subway mobility, moving around with luggage and communication (tourist guides trained in sign language). The main travel accessibility found were the existence of organized groups of people with the same disabilities, people available to help and the organization of reduced travel groups. It was observed that most respondents travel more than three times a year accompanied by a family member or friends. It is recommended that, when collecting data through focus groups, the division is done by type of disability. It should be considered the increase in time of the meeting, and the support of professionals specialized in conducting the interview script.

Further research will be able to clarify the real influences from disability studies on understanding the individual impairment constraints.

Keywords I Palavras-chave: Accessible tourism; tourist experience; travel planning; constraints; travel accessibility.

SSAT

Participation of the blind people in recreational and tourism activities during the COVID-19 pandemic: constraints and negotiation strategies

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Abstract I Resumo:

The COVID-19 pandemic, caused by the SARS-CoV-2 virus, has been having not only biomedical and epidemiological repercussions on a global scale, but also social, economic, political, and cultural impacts. Despite these impacts have affected the lives of all citizens, some groups in society have felt them with greater intensity, as is the case of people with disabilities (PwD). PwD is one of the groups most affected by the lockdown and the social distancing measures adopted. However, since this is a heterogeneous group in terms of characteristics and needs, the impacts of COVID-19 were also experienced differently. Thus, for example, the impact of COVID-19 on the lives of blind people will be different from the impact on the lives of deaf people. For blind people, this situation is particularly uncomfortable, as they "access the world" through touch, something that was strongly discouraged during the implementation of measures to control the spread of the virus. However, there are few studies analysing the constraints and challenges experienced by blind people during COVID-19. To extend knowledge in this field, this paper examines the impacts of COVID-19 on various domains of blind people's lives, analysing with more detail the influence on leisure, recreation, and tourism activities. Specially, this study intends to identify the constraints and challenges faced by blind people during the COVID-19 pandemic and the individual strategies used to overcome these constraints and challenges.

To achieve the above-mentioned objectives, a qualitative methodology was adopted, using in-depth interviews with blind people. This approach allows to give voice to those frequently forgotten, knowing their stories concerning the main changes that COVID-19 brought to their lives, and examining their narratives, which was done through content analysis.

Results obtained reveal that COVID-19 has had considerable impacts in all domains of blind people's lives (e.g. personal life, social interactions, leisure, and health). This pandemic has had multiple negative impacts on all spheres of their lives, as a consequence of lockdown and the imposition of rules including physical and social distancing. Firstly, since their "access to the world" depends on touch, many activities of daily life (e.g. shopping, using public transportation) were compromised as a result of the fear of virus transmission via surfaces (e.g. shopping, using public transportation).

Furthermore, interviewees report that the confinement and social distance measures originated the suspension of many support activities, not only health support activities but also daily support or personal assistance services. However, not only formal support networks have ceased, but also informal support networks (as friends and family), leaving many people with no appropriate support. Consequently, all interviewees reveal great social isolation, with negative impacts on their social life and mental health. The results also reveal a great difficulty in accessing leisure, recreation, and tourism activities, even for those who had an active life outside the home. Most of the interviewees evidenced that the COVID-19 pandemic has suspended the majority of culture and tourism habits and forced them to look for new activities that could be done within the domestic sphere. These effects were felt with more intensity by the interviewees who regularly participated in leisure, recreation, and tourism activities, many of them with the participation of other people (friends, family, and social organisations). The paper ends with a discussion on strategies used by blind people to overcome all the constraints related to COVID-19.

Keywords I Palavras-chave: COVID-19; constraints; strategies; blind people; daily life; recreation; tourism.

Senior travel behavior before and after retirement

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Abstract I Resumo:

Seniors, and particularly, retired seniors have become an increasingly attractive target market for tourism sector due to their availability of time (they may stay longer in each destination or even become permanent residents), less work and less responsibilities. Therefore, it is important to study and understand the aspects that distinguish them from other tourists. Besides that, emotional and psychological well-being is vital for healthy aging, and it has been proven that tourism has a positive psychological impact on seniors, their well-being, quality of life, health, and satisfaction. This study sought to understand the travel behavior, that is, the habits, preferences, and motivations of seniors, and to study whether, and in what way, retirement influences them. It was also intended to perceive the impact of the Covid-19 pandemic on their travel behavior. The literature review addresses the main concepts related to senior tourism, tourist motivations and the impact of the pandemic on tourism industry and tourist's behavior. With 286 valid survey answers from Portuguese seniors aged 55 years or older, it was possible, using the principal component analysis, to identify 3 factors related to tourist motivations: To have new experiences; To socialize and do physical exercise activities; To relax and spend time with family and friends. Using non-parametric tests (Mann-Whitney U test and Kruskal-Wallis test), it was possible to conclude that seniors' motivations depend on sociodemographic variables. The motivation "To have new experiences" differs according to the gender and level of education. The motivation "To socialize and do physical exercise activities" differs according to the gender, and the motivation "To relax and spend time with family and friends" differs according to the age group, gender and whether the senior is retired or not. With the development of the study, it is expected to be able to contribute to understanding seniors, especially retirees, and to help create knowledge that can be applied by destination managers and tourism companies to meet their needs and improve their satisfaction and wellbeing.

Keywords I Palavras-chave: Senior Tourism; Travel Behavior; Travel motivations; Travel restrictions; Retirement.

Accessibility in hotels: needs and constraints perceived by Portuguese guests with disabilities

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Abstract I Resumo:

The participation in tourism activities is viewed as a universal right that contributes to improve the quality of life. Therefore, this participation should be accessible to all. However, people with disabilities (PwD) still face various obstacles (environmental and interactive) that hinder their participation in tourism activities. Many of these obstacles are found in the hotel units. However, little is known about the main obstacles faced by PwD for booking and use a hotel on tourism trips. To increase knowledge in this field, the present study intends to examine the needs and the constraints perceived by guests with motor disabilities and guests with visual impairments during their stays in hotels. More specifically, this study aims to meet the following objectives: (i) to examine the needs of PwD (visual and physical) in terms of the requirements that hotels should have to be used by these visitors; (ii) to identify the constraints that people with physical and visual disabilities face when using hotels on tourism trips; (iii) to analyse the differences in terms of needs and constraints according to the type of disability of the guests (differences between people with visual disabilities and people with physical disabilities), and (iv) to identify strategies that can be adopted by hotel managers to overcome the obstacles experienced by guests with physical and visual disabilities.

To achieve the aforementioned objectives, a qualitative methodology approach was used. Specifically, semi-structured interviews were conducted, using a snowball sampling procedure, with 33 people with disabilities (visual or physical), of Portuguese nationality, who used hotels for overnight during their tourism trips. The results obtained from interviews were analysed using content analysis.

The results obtained in this research reveal that, similarly to other segments, people with disabilities do not only travel for leisure/holiday reasons, but also for work reasons, preferring hotel units to overnight at the visited destination. However, based on the experiences of the interviewees, hotels are not yet fully prepared in terms of accessibility to receive people with disabilities without any kind of constraints. It was found that both interviewees with physical disabilities and interviewees with visual disabilities face a great number of environmental and interactive constraints. However, people with physical disabilities highlight the environmental obstacles, while people with visual disabilities reveal that the main difficulties are related to the lack of accessible information. Based on the perceived constraints, guests with physical disabilities report the need to overcome physical and architectural obstacles at the hotel access, common areas, rooms and bathrooms. In turn, guests with visual disabilities mention the need for adaptation of the information in accessible and alternative formats, as well as well-trained staff available to help.

Both theoretical and practical contributions may be identified from this study. Firstly, a deeper analysis of the needs of people with disabilities and the constraints most faced by these people to use an hotel in a tourism trips are identified.

Secondly, this study also provides relevant insights for hotel managers to improve the accessibility level of their offers.

Keywords I Palavras-chave: People with physical disabilities; People with visual disabilities; hotels; needs; constraints.

Why participate in tourism activities? Travel motivations of people with disabilities

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Abstract I Resumo:
The tourism experience is a collection of small individual and collective moments and emotions, which enable an impression and, consequently, a memory that invariably has a significant impact on people's lives. Knowing that the tourism experience has the power to transform and shape lives, especially, in the case of people with disabilities (PwD) (), it becomes important to better understand the benefits sought by this special population. In this sense, the aim of this study is to identify the motivations that lead the PwD to make the decision to participate in tourism and to verify whether there are differences in these motivations between PwD with tourism experiences and PwD without tourism experiences. To achieve this goal, and after analysing diverse motivation theories and their applicability to the context of tourism and disability, a guiding research model was created based on the mechanism of Self-Determination Theory (SDT), through which, it was possible to make a clear distinction between two fundamental and controverse questions in motivation: "why" (intrinsic or self-determined motivations) and " what for" (external or controlled motivations). To accomplish the aims of this paper, a mixed methodology approach was used. First, semi-structured interviews were conducted with a sample of people with disabilities living in Portugal (N = 29). Second, a questionnaire was administered to a sample of Portuguese with disabilities, between 23 of July of 2019 and 31 of January of 2020, (N =348). Results obtained highlight that people with disabilities are strongly motivated to participate in tourism activities, mainly because of the benefits they expect to gain from these experiences. However, a great number have never had the possibility to participate in tourism activities (28.4% of the respondents). Therefore, the intrinsic or self-determined motivations such as the demand for tourism experiences that promote pleasure, increased knowledge, well-being and personal development (abilities, autonomy and social relationships), stand out as the benefits most sought by PWD. However, statistically significant differences were found in the benefits sought between PWD who have already participated in tourism activities and those who have not. PWD who have never had the opportunity to participate in tourism activities perceive more benefits than those who have already participated. Paper ends with the theoretical and practical implications of this study, the limitations and future research to increase knowledge in an area that has been little explored in the literature.

Keywords I Palavras-chave: Accessible tourism; Disability; Travel motivations; SDT; Mixed methods.

Acknowledgment I Agradecimentos:

Parallel session 7

Accessibility of cultural and nature-based tourism destinations

How to create accessible tourism routes in urban destinations for people with disabilities: the case of Aveiro city

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Abstract I Resumo:
The development of accessible tourism is a priority in the European Union due to the increase in people with accessibility requirements that desire to participate in tourism activities. Accessible tourism can bring several benefits to the development of tourism in Portugal. These tourists are less dependent on the seasons; they usually travel with companions and visit different types of tourism destinations, including urban destinations. However, the travel experiences in Portugal are still highly restricted by physical accessibility, lack of information on the accessibility of tourist destinations, low accessibility of some information resources/sites, lack of services and experiences developed according to the need and desires of people with disabilities (PwD). The lack of adequate accessibility can become a significant obstacle on vacation for people with some specific needs. Moreover, tourists with special accessibility needs are not one homogeneous group and can have different disabilities, such as reduced mobility, visual impairment, hearing impairment, developmental disabilities, mental disabilities, and learning disabilities. There are still invisible disabilities, such as asthma or diabetes, that are often not obvious. Additionally, some elderly also belongs to this group and require special attention. Understanding the special needs of each group of people with disabilities is a fundamental requirement for the development of accessible destinations. It is essential to involve people with disabilities at the planning stage of developing tourist services and products to make them accessible to the most significant number of people. However, a limited number of studies examine the methodologies and approaches that can be used to develop accessible tourism routes in urban destinations specifically to people with visual disabilities and people physical disabilities. To extend knowledge in this fill, this paper presents the results of a study that aims to develop accessible routes in Aveiro, a Portuguese city that has recently aroused the interest of several tourists, to people with visual disabilities and to people with physical disabilities. Based on a triangulation of qualitative methods, two accessible routes were proposed to Aveiro city. Eight people with motor and visual disabilities were interviewed to understand the difficulties they feel, what they would like to visit and what could be improved to increase the accessibility of this city. Based on the results of interviews and the literature review, an accessibility checklist was developed, covering three main areas: physical accessibility of the environment; accessibility of tourism services; and accessible Information presentation. This checklist will allow you to define pedestrian routes adapted to the needs of this population and test their accessibility. This study can be an incentive for Portuguese tourist companies to test their products/services and improve their accessibility conditions.

The analysis of the collected data made it possible to identify the main accessibility barriers in Aveiro and define some proposals for improving tourist routes. In addition, the results show the importance of designing tourist routes that are not only physically accessible to people with disabilities but also pleasant in terms of the distribution of natural and cultural attractions, according to their interests.

Keywords I Palavras-chave: accessible tourism; urban destinations; accessible tourism routes; Portugal; people with visual disabilities; people with physical disabilities.

Accessible tourism destination: The case of Lake Balaton

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Abstract I Resumo:

Objectives

This paper discusses the current situation of accessible tourism on Lake Balaton, focusing on the perspectives of tourism stakeholders. The research explored various issues, such as: a) the "general" accessibility of the destination in terms of the current state of the accessibility of the destination as well as the accessibility of information, transport, accommodation, hospitality services, tourist attractions, funds and know-how; b) factors that make the destination Lake Balaton competitive as an accessible destination; and c) the general attitude of tourism stakeholders towards accessible tourism. The research focus was on the destination itself, not on individual attractions or tourism service providers.

Methodology

In order to assess the current situation and future prospects for accessible tourism at Lake Balaton, a quantitative survey was conducted among stakeholders. The Balaton Tourism Research Centre (BATUKI) at the University of Pannonia runs a tourism stakeholder survey three times a year (since 2015), which allows collecting longitudinal and topical data from a panel consisting of representatives of municipalities responsible for tourism development, DMOs, tourism, and hospitality businesses and non-governmental organizations (NGOs).

For the purpose of this study, additional questions were designed to explore the perceptions of tourism stakeholders about accessible tourism in the Balaton region. These questions (11 questions in total) were based on the conceptual framework developed through the literature review (Vila et al., 2015), with the adaptation of the specific characteristics of Lake Balaton. Respondents were asked to evaluate the 'general' accessibility of the destination (5 items Likert-scale), and also the accessibility for specific groups. In addition, the survey mapped the available accessible tourism products, services and information. Stakeholders also shared their views on future development needs related to accessible tourism at Lake Balaton.

The online survey ran between September 5 and October 5 2020. A total of 39 stakeholders participated in the survey, of which 11 local municipality stakeholders, 9 local destination management organisations, and 20 tourism service providers (accommodation, catering or attractions/sights).

Main Results and Contributions

The survey represents one of the rare studies on accessible tourism in the Balaton region from a destination perspective. The results show the Lake Balaton destination accessibility is currently in an early stage of development. Accessible tourism is

perceived by the majority of tourism stakeholders in the area as mostly non-existent or as a future market opportunity. The results of the study show that destination is more adjusted to groups of costumers with low accessibility demands and less adjusted to those with high accessibility demands, indicating the early stage of the destination`s accessibility development.

The results show that the most accessible are tourism attractions, catering services and information available on-site; the most 'popular' communication channels include the respondent's own website, on-site information, and own social media platforms. There is a development potential regarding resources dedicated to local DMOs with the objective of developing accessible tourism, and their know-how. Namely, according to the stakeholders involved, there is a need for additional professional knowledge and funding regarding accessibility and accessible market. The lack of know-how and funding are two additional indicators of the early stages of accessibility development at the destination.

Among the factors of destination competitiveness for the accessible tourism market, the highest ranked are supporting factors (e.g. infrastructure, and the commitment of stakeholders), followed by resources and attractions (landscape, climate, activities, culture, history, tourism service providers, and events) and the quality factor (including price-value ratio, safety, perception and image). Planning and management (including positioning and branding) are the lowest ranked factors, which is a concerning issue since they represent critical factors and foundations for the development of accessible tourism provision. Additionally, the inconvenient situation regarding financial resources, general infrastructure (e.g. transport, beaches) and the attitudes of both stakeholders and travellers are not adequately addressed in order for the destination to compete for accessible market.

Keywords I Palavras-chave: accessible tourism; lake Balaton; tourism stakeholders; destination.

Accessible tourism and cultural heritage: Accessibility of Machado de Castro and Leiria museums (Portugal)

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Abstract I Resumo:

Despite the exponential growth of the tourism sector in recent decades, which has greatly helped societies and economies, such as that of Portugal, yet it is not possible to affirm that tourism is assumed to be accessible to all individuals, regardless of their condition, with some type of disability. In fact, there are several examples of tourism related organizations that do not have basic accessibility conditions and provided for in the legislation.

This research has thus sought to demonstrate that the growing concern about accessibility in the tourism sector to people with disabilities or reduced mobility is a topic that has only recently begun to be studied and deepened, and it is important and necessary to give this group of people the possibility to enjoy tourist services also such as people without reduced mobility or disabilities, and to offer autonomy. It is necessary to rethink the existing barriers and reformulate so that all services become universal and adapted to the specificities of the needs of these tourists. This concept can be achieved through Universal design for example, making everything around them more accessible. Thus, despite the improvements achieved, there is still currently a lack of adapted equipment, adapted transport, hotel units with accessibility to people with disabilities or reduced mobility and there is a lack of information and training of human resources in the tourism sector on what support should be provided and how.

In terms of theoretical implications, this research sought, in addition to mentioning the knowledge of definitions and the evolution of terms such as accessibility and disability, to advance knowledge related to its connection with the tourism and heritage sector in general, and with museum centers in particular. More specifically, interesting conclusions were obtained regarding the general characteristics of the Museums of Leiria and Nacional Machado de Castro and in relation to their degrees of accessibility, from the point of view of visitors, and the difficulties felt in this context, from the point of view of the managements of the two museums. Otherwise, it was also possible to conclude that this market should not be seen as a burden, but rather as a potential opportunity, since individuals with some type of disability usually bring some family member or friend who takes care of them on the trip, which translates into an increased profit for the entity. That is why it is even more important to provide the necessary conditions to accommodate all types of people, not only for respect for human rights, but also for the financial benefits that can come from the situation.

Considering this situation into account, this research aims, within the framework of the museological centers, to approach two museums considered very good examples within the area of accessibility, specifically the Leiria Museum and the Machado de Castro National Museum in Portugal.

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In this way, a brief review of the literature was developed that sought to consolidate knowledge related to concepts such as tourism and its evolution, culture and cultural heritage, disability and accessibility and museums as attractions for the tourism sector, always considering, on the one hand legislation, international and Portuguese an one considered opportune to be presented, and on the other hand the Portuguese case, where both museums are located. After this literature review was presented and the methodology of this investigation, which is assumed to be mixed, concentrating both the qualitative methodology, through depth interviews with both museums' directors, and the quantitative methodology, through questionnaire surveys to visitors, applied in the two museums. The methodology defined, thus, as a study of case. As it should be, the results of both methodologies were then analysed, and the main conclusions were presented.

Thus, with this investigation, it was possible to conclude that both museums are considered accessible by their visitors and directors, but that constant efforts must be made to train their own collaborators to act in accordance with the situations, and also to evolve in terms of accessibility and signage, always aiming to improve the experience of those who visit the Museum of Leiria and the National Museum Machado de Castro in Portugal.

Keywords I Palavras-chave: Tourism; accessible tourism; cultural heritage; accessible museums.

Bairr'art project: accessible cultural tourism in COVID 19

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Abstract I Resumo:

The cultural and accessible tourism for all has an important role in the territorial social cohesion, including for the social project "Bairr' art". This project was implemented since 2015, by the Municipality of Loulé, and at the moment it is in the responsibility of the Municipal Housing Management Division. Its main goal is to find solutions to social problems, included inclusion and community cohesion. It consists of a project open to the community in geral, but with a greater focus on the needy population or those living in social neighbourhoods. The Project "Bairr' art" proposed tours in the Algarve region based on cultural experiences through walks/touristic routes with heritage and landscape value. This was before the epidemic period COVID 19. In the epidemic period (2020) other types of experiences were explored closer to the territory of residence, within the city of Loulé.

This study consists of a brief analysis of the development of a social project, the Projeto "Bairr' art" before and during the COVID 19 epidemic period. The aim is to verify the impacts that an epidemic period has on a project of social inclusion and cohesion, in terms of its sustainability and implementation. This study aims to verify the consequences of the COVID 19 epidemic period on the users of this project, and how the restrictions imposed caused a decrease in territorial integration.

The methodology applied in this study consists first of a brief literature review, on various topics such as: heritage, cultural tourism, senior tourism, social cohesion and educational territory. The data presented consists of the implemented activities of the social Project "Bairr' art", before and during the epidemic period. In order to obtain data on the impact of the epidemic period on the users of this project, satisfaction questionnaires were carried out with the participants. As a complement to the interpretation of the aforementioned data, exploratory and participatory observation was applied during these two years.

With this study it is possible to verify the importance of accessible cultural tourism for the social development of the territory. It was also verified that the inhibition of "cultural consumption" became a lack, often experienced by the memories and the nostalgia of the participants for the experiences and moments obtained by the tours. During this COVID 19 epidemic period, tourism in the city of residence was the alternative applied in the "Bairr'art" project. Recognising their city led the participants to have contact with the local identity through creative tourism. In this specific case, the creative experiences can be considered very enriching, as it awakened the interest in learning about other local arts, such as palm frond making. Thus, creative tourism played an important role in disseminating the tangible and intangible cultural heritage, identity and diversity of local culture. The sustainability of these measures lies in Loulé Municipal Council taking advantage of its own resources and applying them to improve the quality of life of its

residents. Accessibility to heritage has made it possible to create more accessible and inclusive creative tourism. In this way, accessible cultural tourism can promote innovation in other segments, making it more attractive to the senior market.

The originality of this work lies in the demonstration of the processes of inclusion and social cohesion that can be triggered before and during the COVID 19 period, through cultural and accessible tourism. This segment has an educational and social welfare promoting role. Another performance it may have is to be an instrument promoting the objectives of the UN Agenda 2030: non-poverty; good health and well-being and inclusive and sustainable cities or communities. Cultural and accessible tourism can thus contribute to a sustainable socio-urban development, not only in terms of resources but also of the enjoyment of urban.

Keywords I Palavras-chave: accessible cultural tourism; cultural heritage inclusion and social cohesion; sustainability.

Parallel session 8

Technology and competitiveness
of tourism destinations

Smart accessibility: Improving destination competitiveness through value co-creation

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Abstract I Resumo:

Multiple arguments have been presented over the years for introducing and implementing accessibility at destinations. Such arguments have been focusing on different aspects of value for the destinations; be it economic value (i.e., overall expenditure, overnight stays, multiplier effects), social value (i.e., inclusion, participation, quality of life), or legal mandates (i.e., building infrastructure under universal design principles). However, so far, the concept of value has been viewed monolithically, mainly perceived as an exchange between parties, largely assuming a duality of actors/beneficiaries, i.e., visitors and local businesses, businesses and local government, or visitors and destinations. Still, the process of creating value is neither linear nor should be examined under the restricted view of dualities.

Hence, we propose that the concept of value co-creation is revisited within the realms of accessible tourism, to encompass the variety of stakeholders across different value chains. We should also acknowledge that value is co-created by accessible tourism stakeholders for accessible tourism stakeholders in a non-linear manner; rather the multiple actors within the accessible tourism ecosystem constantly and concurrently cooperate and collaborate to deliver value for everyone involved.

At this point, it is important to consider the role of ICTs in facilitating and enabling value co-creation within the accessible tourism ecosystem at destinations. The use of ICTs as a strategic competitive advantage has long been recognised by destinations, and many have or are in the process of becoming 'smart' destinations. The concept of smartness assumes that technology is embedded in all components of the destination and it manifests through different types of technology such as Internet of Things (IoT), Augmented (AR) Virtual (VR) or Mixed Reality (XR), and Near Field Communication (NFC). The array of such technologies enables the multitude of AT stakeholders (both primary and secondary, including public sector organisations, tourism providers, local businesses, residents as well as tourists) to 'plug and play', optimising operations for the supply side and improving experiences for the demand side of AT. Hence, by integrating and sharing near-real-time real-world data destinations have the distinct advantage of responding to both business and travellers needs in a more direct, efficient, and effective manner.

This is particularly important for the demand side of AT, be it tourists or local residents. Participating in tourism and leisure activities has traditionally been cumbersome if not impossible for many PwDs across destinations (so much so that it has been raised as a human rights issue by the UN since 2006). Whilst there is a proliferation of technology use across tourism markets and is evident in peoples' daily lives, it is perhaps intensified within the bounds of AT. For PwDs, planning and participating in tourism and leisure endeavours is a particularly information-intensive activity. ICTs are therefore

predominately used to access, collect, and process accessibility related information both before as well as during these endeavours. And as important as it may be to process information before the trip (especially by those restricted by the veto principle) ICTs and smart technologies can be particularly useful during leisure activities at location. For instance, in smart destinations users have access to real time data which can help mitigate negative implications of unforeseen events (i.e., dealing with road/service closures and finding suitable accessible alternatives).

In conclusion, we propose that destinations should focus on both accessibility and smartness as key drivers of competitiveness. Whilst some destinations have already adopted accessibility guidelines and design for all principles in their strategies as a means of competitive advantage and others have successfully embraced the concept of smart cities and smart destinations, it is the implementation of smart accessibility that can really drive innovation forward. Hence, smart accessible destinations will empower co-creation of innovative living working and playing conditions, resulting in constant dynamic engagement with all stakeholders delivering value for all.

Access@Tour: a platform for the promotion of accessible tourism

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Abstract I Resumo:

Technology is changing the tourism sector, with new digital trends emerging every day. Nevertheless, the implementation of technological solutions brings not only benefits but also challenges for the tourism industry. A big challenge emerging recently is how new technologies can contribute to the social inclusion of people with disabilities (PwD), integrating both accessibility concepts and a necessary user-centered design perspective. Accessible tourism is a crucial topic for the development of a more inclusive society, where PwD are not discriminated, due to their limitations. Since technology needs to be at the service of society, the integration of accessibility in various tourism activities, through various technologies can be seen as a great example. Tourism is an activity that enriches people in many dimensions. However, it is difficult for visitors with disabilities to travel without any constraint. Often people with reduced motor/cognitive skills come up unable to travel due to various factors such as transport and accommodation. Besides this, tourism supply agents have difficulties in promoting accessible offers and reach the accessible tourism market. Moreover, several other stakeholders (e.g. tourism teaching institutions) have difficulties getting be involved in the creation of accessible tourism offers. Unfortunately, the integration of the stakeholders in the accessible tourism market is still limited, creating accessibility issues in tourism information (in the planning and during a tourism trip) available for PwD.

To address these problems and use technologies to improve accessible tourism, the main objective of this work is to create a concept of a Web-Based Information System (WBIS), named Access@Tour, which can support information management in the context of accessible tourism. Essentially, this system will work as a communication tool between offer and supply, focusing on the stimulation of information about accessibility. The development process of the WBIS will incorporate the contributions of different stakeholders: (i) consumers (PwD – e.g. the elderly and other people with functional limitations); (ii) supply agents (e.g. producers – accommodation units, food & beverage units, transport and tourism animation enterprises, intermediaries – travel agents and tour operators, and public organizations with responsibility in the sector); and (iii) institutions responsible for training in tourism (e.g. universities and other higher education institutions). After a process of retrieving the main requirements from the different stakeholders, a prototype of the intended WBIS was developed. The prototype combines accessibility features together with all the needed types of information flows, necessary to ensure the promotion of accessible tourism.

The new digitalization era primarily focuses on improving connectivity, thus making information a critical factor. There are new technologies, developing connectivity and with the ability to carry the concept of Smart Tourism even further and at the same time, contribute to more accessible tourism. Web applications, like the one that will be built

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within the scope of this work, illustrate how the new digital is revolutionizing accessible tourism, improving accessibility through information and connectivity. In a nutshell, this project could be of high importance for engineering information systems for tourism, and have a big social impact, especially for PwD.

Keywords I Palavras-chave: accessible tourism; web platform; tourism information technologies.

Digitalization and social networks as an instrument to increase the visibility of emptied Spain and prevent its depopulation

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Abstract I Resumo:

Objectives. The objective of this research is to show that the use of social networks by municipalities, associations of towns and small rural enterprises of Guadalajara positively influences the visibility of a region, generating, in turn, interest in visiting the area and promoting the economic development of the area, thus avoiding its depopulation.

Methods. To carry out this research, a methodology that combines qualitative and quantitative techniques is proposed. From a qualitative point of view, in-depth interviews and focus group will be used. In this first phase, interviews with people familiar with the surroundings of Guadalajara towns at risk of being depopulated will be conducted. In addition, focus group will be generated with citizens and with experts on issues of the use of social networks to address the problems and possible solutions. Apart from these qualitative techniques, a cross-sectional descriptive study will also be carried out through a survey that will study how society uses social networks, especially Instagram, to document and discover new tourist areas and weekend plans. With the results, it is intended to demonstrate that social networks are a key instrument in this process of discovering new places and activities, and therefore, should be used by destinations and small rural enterprises to encourage their visit. In this context, it would be interesting to assess the role of "micro-influencers" in this discovery process. Additionally, the use of a second survey can be proposed to analyse the real use that rural institutions in Guadalajara, as well as small rural enterprises, make of these channels to reach their audience.

Results. The results will show the direct relationship between good communication on social networks and an increase in interest in a certain tourist area at risk of depopulation, directly avoiding depopulation. In this context, it will be shown how and why it is convenient to make use of social networks by city councils, associations of towns and small rural enterprises located in the province of Guadalajara, since their use directly impacts visibility, importance, and economic growth of the province and, consequently, avoids the depopulation of the area.

Theoretical and managerial implications. As contributions to the academy, the detailed analysis of the literature related to the use of social networks (Facebook, Twitter, Instagram, among others) to improve the visibility of certain unpopulated areas stands out, increase its tourist interest and, consequently, avoid depopulation. As contributions to the management, it is expected to demonstrate the important role that social networks have in the communication process of rural destinations and enterprises, contributing to their growth and reducing the depopulation of the areas in which they

are located. Some tips for making use of social networks will be presented with the aim of increasing and consolidating interest in the province in general and the different towns. With all this, city councils, village associations and small rural enterprises in the area will be able to make decisions and consider the use of these channels when it comes to making themselves known and improving their reach and relationship with their potential audiences.

The Importance of Social Media to Create a Stronger City Brand Personality During Covid-19 Pandemic

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Abstract I Resumo:

Social media have an important role in the promotion of destinations. Communication through social media promotes and encourage a direct interaction between users, such as, municipalities, residents, or visitors, since residents are co-creators of the city brand campaign. City brand personality has been discussed for years and the first-time scholars heard about it was with Aaker's study in 1997. She developed a theoretical framework for the construction of a brand personality scale (BPS), suggesting five dimensions of brand personality, namely, sincerity, excitement, competence, sophistication, and ruggedness. This study pretends to understand the importance of social media in the creation of a city brand personality. It means the way municipalities use social media to promote all kind of events with their main target being the residents and the attempt to attract visitors. It is important to have the resident perspective about Ponta Delgada to create a stronger CBP. Based on Aaker's (1997) BPS, this study customized this scale to investigate the determinant attributes of City Brand Personality (CBP) that influence strategic communication of Ponta Delgada, on the island of São Miguel, Azores, Portugal. It also aims to portrait the relation between covid-19 pandemic, city brand personality and the use of social media. As a part of a quantitative approach, statistical methods are applied to data collected through a questionnaire administered to 456 residents of the city in 2021. This study shows that the more residents see information about Ponta Delgada on social media the stronger the CBP will be. Not to forget that Facebook is the one with a higher score from the resident's perspective. This study also offers an insight about the way covid-19 change the life of residents and all the changes in tourism infrastructures.

Keywords I Palavras-chave: city brand personality; social media; destination.

Parallel session 9

Accessibility of tourism destination

How diverse is the accessibility level of the tourist entertainment companies? The case of Portugal

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Abstract I Resumo:

There has been an increase in the number of people with disabilities worldwide. This growth is related to the development of a concept that, initially focused on the individual, evolved to a multidimensional interpretation, focused on the weaknesses of the relationship between the individual and the environment. However, despite this evidence, the tourism industry is not yet capable of meeting the needs of all people, including people with disabilities. Within the tourism industry there are also different levels of accessibility. Tourism entertainment companies are one of the tourism supply agents that face several challenges to make their entertainment activities accessible for all, due to the diversity of the type of activities, as well as due to the different environments (natural and/or built) where these activities take place. Despite the relevance of improving the level of accessibility of supply agents that are part of the tourism industry, including tourism entertainment companies, little research has been conducted on this topic. To extend knowledge in this field, this study examines the accessibility level of tourist entertainment companies located in Portugal. Specifically, this study intends to identify if there is heterogeneity in terms of the level of accessibility of Portuguese tourism entertainment companies.

To accomplish the aim mentioned, a quantitative methodological approach was used. Between July and October 2017, a questionnaire was sent, through the Lime Survey tool, to all tourist entertainment companies included in the National Register of Tourist Entertainment Agents (1067 companies). 192 complete questionnaires were obtained (corresponding to 18% of the study population). A hierarchical factor cluster analysis, based on the accessibility level of services offered by the tourist entertainment companies, was carried out to identify homogeneous groups. To compare the clusters identified, bivariate tests (Chi-square and ANOVA) were used.

The results obtained reveal that tourist accommodation companies located in Portugal are not prepared to work with people with special needs, since their level of accessibility is very low. Despite this low level of accessibility, there is heterogeneity in the level of accessibility of tourist entertainment companies. Consequently, three cluster were identified (cluster 1 – "The least accessible companies", Cluster 2 – "The moderately accessible companies" and cluster 3 – "The most accessible companies"). Differences in terms of physical and communicational accessibility of the tourist entertainment companies and of their services were observed. Moreover, the tourist entertainment companies included in cluster three attribute greater relevance to training in accessible tourism in order to improve the level of accessibility of their services.

This study provides relevant theoretical and practical contributions. In a theoretical point of view, this study proposed a group of requirements that tourist entertainment companies should accomplish to satisfy the needs of people with special needs.

In terms of practical contributions, this study provides relevant insights to managers of this type of tourism enterprise to design strategies to improve their services.

Keywords I Palavras-chave: people with special needs; accessible tourism; level of accessibility; tourist entertainment companies.

The potentialities of Accessible Tourism at the municipality of Esposende (Portugal)

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Abstract I Resumo:

Tourism is a right of all citizens and is a challenge for politicians and also for all those who wish to enjoy the various segments of tourism and leisure activities. Accessible Tourism has been assumed as a market niche that tries to respond favorably to citizens who, for some reason (temporary or permanent), need adaptations in buildings, on public roads, services, and in the products so that they can enjoy what the tourist destination has to offer with quality and safety. The elderly (people aged 65 and over) and those with some disability(ies) are, within this group, those who most need accessibility in the various tasks and displacements in their daily lives (European Commission, 2010, 2013, 2014, 2019a; Bekiaris et al., 2018, D'Arino, 2018, Grammenos, 2018).

Data published in 2018 in the European Comparative Data on Europe 2020 & People with Disabilities report revealed that 24.1% of the population in the European Union had some incapacity to perform daily tasks, such as bathing or preparing their own food. In Portugal this figure is 33% (Gramennos, 2018).

Based on these assumptions, this paper focuses on a study in progress, with the aim of evaluating the potential of Accessible Tourism and proposing the creation of an institutional network based on the reality of two European municipalities. The selected municipalities were Esposende (Portugal) and Desenzano del Garda (Italy), having strategic objectives in their policies at the municipal level focused on Accessible Tourism, in addition to some similar geographic and socioeconomic characteristics and this study can contribute to the more sustainable development of this type of tourism.

It is a mixed study (quantitative and qualitative) and we chose to use primary and secondary sources supported by fieldwork, questionnaires and interviews.

With regard to primary sources, we highlight the creation of a grid based on the Matrix for the Diagnosis of Accessibility, created, in 2021, by the Department of Studies, Projects, Works and Inspection (DEPOF) of the Directorate-General for Cultural Heritage. Our grid has 157 questions to be answered based on the observation of the heritage or tourists' resources within the scope of accessibility. This paper focuses on the analysis of data obtained from the application of this grid to the municipality of Esposende.

Low accessibility was diagnosed, especially related to accesses via public transport to tourist places, and by people with wheelchairs. The São Lourenço Interpretation Center deserves special attention, as since 2014 the technicians organize guided tours for people with special needs using an inclusive methodology. For the deaf persons, there is an audio description of all the historical and archaeological content, which is available through earphones, a service that is, however, suspended due to the ongoing period of the COVID-19 pandemic. Activities directed at the blind have been identified as suspended, namely the experience with touch.

Also noteworthy is the fact that the Interpretation Center has elements aimed at the blind tourists, and access from the parking lot to its interior.

The results of our investigation can be used by the mayor and eldermen of the Municipality of Esposende in order to promote an improvement in the offer of Accessible Tourism, based on a work in partnership with local stakeholders.

Keywords I Palavras-chave: accessible tourism; tourism for all; barriers; Esposende.

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A Acessibilidade no Património da Rede de Castelos e Muralhas do Mondego: Diagnóstico e Contributos

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Abstract I Resumo:

Nos últimos anos, tem-se assistido a um maior interesse em torno da temática do Turismo Acessível, sustentado na inclusão e na necessidade de garantir, cada vez mais, condições de igualdade no acesso às atividades turísticas por parte das pessoas com necessidades especiais.

O objetivo desta investigação é estudar a acessibilidade no património cultural, especificamente nos monumentos que integram a Rede de Castelos e Muralhas do Mondego, procurando identificar as principais barreiras arquitetónicas que impedem as pessoas com mobilidade reduzida de visitar e usufruir destes espaços. A investigação pretende, assim, avaliar as condições de acessibilidade física dos onze monumentos que compõem a Rede de Castelos e Muralhas do Mondego e propor estratégias de intervenção sustentadas nos conceitos e temas relacionados com a acessibilidade, baseada na legislação em vigor e nos princípios de desenho universal. O desafio é grande por se tratar da acessibilidade do património em construções de origem medieval, tendo como base a arquitetura militar, o que exige diferentes e criativas abordagens de acessibilidade, que permitam equilibrar a necessidade de preservação do património e, ao mesmo tempo, promover a melhoria da acessibilidade para os visitantes com mobilidade reduzida.

Para dar resposta aos objetivos referidos, foi construída uma matriz de análise com base na revisão da literatura, em relatórios técnicos e na legislação portuguesa. Esta matriz, que integra diferentes dimensões de acessibilidade, foi a base para a recolha de informação nas visitas de campo efetuadas aos onze monumentos, realizadas durante o mês de maio com o apoio da equipa coordenadora da Rede. Depois do diagnóstico inicial, foram identificadas as principais necessidades de intervenção nos monumentos de modo a colmatar as barreiras encontradas. Os dados assim recolhidos permitiram ainda o desenvolvimento de uma proposta de classificação de acessibilidade destes monumentos, com diferentes níveis e escalas, suscetível de vir a ser utilizada no futuro para a disponibilização da informação aos turistas.

Foi possível verificar que existem diferentes níveis de acessibilidade nos monumentos em análise, o que exige também abordagens heterogéneas de intervenção. Verificou-se também que as intervenções já realizadas em alguns destes monumentos permitiram melhorias significativas na sua acessibilidade física, o que nem sempre tem sido acompanhado por uma adequada divulgação e formação dos profissionais neste domínio.

Espera-se que este estudo de investigação aplicada possa ser de grande utilidade, não só para o aprofundamento do conhecimento nesta área, mas também pelas implicações práticas na melhoria da acessibilidade dos monumentos da Rede.

Por outro lado, o levantamento e a sistematização, da informação pormenorizada no âmbito da acessibilidade, poderá ser muito útil para disponibilizar aos potenciais visitantes destes monumentos, ou outros agentes da oferta, que dela precisem para organizar as suas visitas.

Keywords I Palavras-chave: Turismo acessível; acessibilidade física do património; castelos e muralhas; desenho universal; mobilidade reduzida.

Nível de acessibilidade da oferta turística: uma revisão sistemática da literatura

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Abstract I Resumo:

O conceito de turismo acessível evidencia o processo colaborativo estabelecido entre os mais diversos atores do sistema turístico, com o objetivo de promover a adaptação do turismo a todos os visitantes, de acordo com suas necessidades de acesso, permanente ou temporária, visíveis ou invisíveis, mais ou menos severas, de modo que possam usufruir de autonomia, igualdade e dignidade, sem barreiras físicas ou relacionadas a serviços, produtos e ambientes. O desenvolvimento do turismo acessível implica que os diferentes agentes da oferta turística adotem medidas relacionadas ao design universal que contribuam para que os produtos turísticos possam ser adquiridos por todos. Nesse contexto, é importante analisar os estudos que têm sido publicados relacionados ao nível de acessibilidade da oferta turística. Apesar da relevância da oferta turística no desenvolvimento do turismo acessível, não há estudos de revisão sistemática da literatura sobre o nível de acessibilidade do turismo e as abordagens metodológicas que têm sido utilizadas. Com o objetivo de aumentar o conhecimento nesta área, este estudo pretende, através de uma revisão sistemática da literatura de estudos que abordam o turismo acessível na perspectiva da oferta turística, dar resposta aos seguintes objetivos: (i) identificar os agentes da oferta turística que têm sido mais analisados, (ii) analisar os grupos de pessoas com incapacidade que têm tido mais atenção na literatura; (iii) identificar os parâmetros metodológicas utilizadas, (iv) identificar os principais barreiras que as pessoas com incapacidade têm que ultrapassar para ter acesso a turismos turísticos e (v) identificar as lacunas existentes na área de investigação. Para dar resposta aos referidos objetivos, foi o seguinte processo metodológico. Foi realizada uma revisão sistemática da literatura dos artigos que integram o SCOPUS sobre turismo acessível na perspectiva da oferta turística. Nesse sentido, uma pesquisa foi realizado em maio de 2021, utilizando os seguintes termos de pesquisa no campo título, resumo e palavras-chave: "acessível turismo" (OR "turismo para todos" OU "inclusive turismo") AND "turismo supply" OR (hotel OU hospitalidade OR museu OR viagem OR bebida OU transporte OR operar). Desta pesquisa foram identificados 99 documentos. Após a análise do título e resumo do artigo, vinte artigos foram identificados para realizar a realização desta sistemática. Uma análise do conteúdo destes vinte artigos permitiu verificar que existe alguma heterogeneidade nas abordagens metodológicas que têm sido utilizadas para estudar este tópico, bem como nos tipos de agentes da oferta turística que têm sido objeto de análise. Verificou-se também que, apesar de os agentes da oferta turística revelarem uma preocupação crescente sobre a relevância de oferecer produtos acessíveis, ainda existem muito requisitos em termos de acessibilidade que não são valorizados pelos agentes da oferta turística, não apenas em termos de acessibilidade física, mas também em termos de informação disponibilizada e atitudes dos profissionais do setor.

Esta revisão sistemática da literatura também permitiu identificar que o estudo do turismo acessível de acordo com a perspectiva da oferta é uma área onde a literatura é muito escassa. Neste contexto, o artigo termina com sugestões de investigação futura nesta área.

SSAT

New paradigms of accessible cultural tourism: digital spaces of the tourist routes of Portimão and Loulé

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Abstract I Resumo:

Cultural routes are innovative and competitive tourism products that tend to contribute to the sustainable development of territories. Being organized spaces, they can contribute to a dynamic urban heritage area in a safe way, in the context of COVID19 period. Consist in a tourism products developed according to the territorial resources of a certain place, contributing to authenticity and cultural identity.

The aim of this study is to characterize two routes taking in consideration their spatiality and digital communication. The routes analysed are the Accessible Route of Portimão and the itineraries "Heritage" and "Commerce" of Loulé city. The aim of this work is to verify the existence of a link between Digital Tourism and Cultural and Accessible Tourism.

Touristic itineraries can provide an innovative digital communication, as they have an important role in the dissemination of material and immaterial cultural heritage, local identity or even its cultural diversity. Information and communication technologies (ICT) are a fundamental tool for cultural tourism by enabling its consumers to communicate in a more accessible and effective way. ICT is understood as all digital technical means used to process information and aid communication, e.g. computer hardware, clouds, networks or even mobile phones. Digital tourism is thus a fundamental tool for make an innovative accessible cultural tourism. Can also be an element that provides greater attractiveness to new consumers and young people.

The methodology applied first had a theoretical basis of literature review on interdisciplinary themes allusive to spatial and cultural sustainability, heritage, tourism and accessible cultural tourism. The qualitative information was used to establish indicators and to make an inventory of the objects under study. These constitute elementary points regarding accessible communication in a smart cities context. The data are of qualitative and quantitative origin. During the visits to the places under analysis, exploratory and participatory observation took place, regarding the consumers' modes of use.

With this research it is possible to verify the existence of creative means of accessibility and digital communication. The development of sustainable urban environments/landscapes is present in the historical areas of the cities of Portimão and Loulé. Tourist routes are thus a fundamental basis for the performance of a more inclusive and sustainable tourism. In both routes, cultural tourism makes ICT available to achieve a more effective and accessible communication with cultural consumers. The Accessible Route of Portimão has a digital tourism of proximity communication, transmitting heritage values through interactive panels, QR, App, virtual visits and websites with updates. On the other hand, The Loulé itineraries have a digital tourism more of an omnichannel presence, focused on cultural spaces.

It stands out the existence of ICT in innovative cultural spaces and developed by the University of the Algarve. The processes of implementation of touristic pedestrian routes, the preservation of historical urban environments and the consideration of digital instruments contribute to promote a cultural and accessible tourism of quality. They are also considered processes with a sustainable aspect. Tourism is an industry that has an important weight for the local economy in both cities. The new capabilities of 5G should trigger new tourism strategies/products or experiences in urban spaces, requiring greater digital competences in heritage public spaces and cultural spaces and ensuring greater digital literacy for the employees/staff of these places.

Keywords I Palavras-chave: accessible cultural tourism; cultural walking paths; digital cultural heritage; digital and accessible communication; spatial and cultural sustainability.

Parallel session 10

Tourism and sustainable development of destination

Cycling tourism and cross-border cooperation: the case of the Eurocity Chaves-Verín

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Abstract I Resumo:

The use of bicycles in tourism is gaining an increased number of supporters around the world. It is clear that cycling tourism has a significant potential for tourism and territorial dynamisation. This article aims to identify the potential of cycling tourism in the Eurocity Chaves-Verín, focusing on several areas: cycling routes, accommodation and restaurants, activities and events, and bike-friendly entities. An analysis was performed in the territory located in the North Region of Portugal and Galicia (Spain) – the Eurocity Chaves-Verín, which pioneers in cross-border cooperation. The literature review focused on the topics of cycling tourism and cross-border tourism. The methodology used for this work was qualitative, namely content analysis of interviews and tourist brochures. The interviews were conducted with organisations with territorial development and management roles and with knowledge of bicycles and their market. The WebQDA software was used to analyse the interviews. The results demonstrate that the organisations are aware of the importance of this type of tourism in the territory and its capacities for cycling tourism. However, it was found that there are still limitations, especially in accommodation and restaurants, and the integration of bike-friendly entities that are aware of the cycling market. This study revealed interesting contributions to cycling tourism in this territory, allowing a better perception in academic and territorial terms, and the pillars to invest in the sustainable development of cycling tourism in this Eurocity.

Keywords I Palavras-chave: Cycling tourism; bicycle; cycle-touring routes; cross-border cooperation; Eurocity Chaves-Verín.

Intentions of online visits to cultural attractions: a quasi-experimental approach based on different pandemic-related scenarios

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Abstract I Resumo:

The ever-growing influence of technology has had an increasing impact on the access to cultural attractions and on their experience portfolio, generating new channels and ways that improve visitor engagement and heritage availability. COVID-19 pandemic and the restrictive measures imposed by governments around the world, which deprived cultural sites and museums of being open to the public, have fuelled this process.

This study mainly focusses on potential intentions of remote technology-mediated engagement to museums' exhibits and cultural heritage, adopting a quasi-experimental approach based on different pandemic-related scenarios. To this end, a snowball sampling approach allowed to collect data using an online survey addressed to Portugal population. Manipulation using different photographs and information about the time when the COVID-19 pandemic would be controlled or eliminated generated three respondents' groups: control, negative evolution scenario and positive evolution scenario. For data analysis, a stratified approach was employed using SPSS' random sample of cases, which permitted a balanced selection of respondents (N= 420), with the same number of individuals (n = 140) and similar age and gender characteristics allocated to each one of the three different scenarios, in order to eliminate biased analysis.

Results suggest the impact of the evolution of COVID-19 pandemic on short-term intentions regarding both on-site and online visits to cultural attractions. Specifically, both negative evolution scenario and positive evolution scenario groups reveal higher intentions of online visits to heritage attractions and museums in comparison to control group, not subjected to manipulation. Even if the negative evolution scenario group exhibits the higher mean on this respect, suggesting a substitution effect of on-site visits by online access, also the positive evolution scenario group show higher intentions than the control group regarding online visits, with respondents in view of being able to quickly resume visits to museums and heritage attractions showing also greater interest in online interaction with these attractions.

Findings thus confirm the effect of COVID-19 pandemic on increasing online access to museums' exhibits and cultural heritage, as well as the role of remote experiences in the context of decision-taking and information search, potentially attracting on-site visitors. Results obtained give relevant insights about the cultural enjoyment during pandemic and corroborate the relevance for museums and cultural heritage attractions to develop and communicate a digital portfolio of meaningful and appealing experiences to promote visitor engagement and attract new audiences.

Keywords I Palavras-chave: online visits; museums; heritage attractions; COVID-19; tourism; technology.

SSAT

The impacts of geotourism on local communities: the case of Alvarenga village in Arouca Geopark, Portugal

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Abstract I Resumo:

In recent decades, geotourism has been gaining an increasing interest especially with the emergence and growth of geoparks´ networks worldwide, and in particular in Europe. This is mainly due to the recognition of its potential, both for geoconservation, and as a tool for sustainable tourism development, especially for rural and inland territories. Nevertheless, geotourism development potential can only be effective if well managed, avoiding direct threat to sites and resources of geological interest, and enhancing geoconservation and local community development. Understanding local communities' insights about the impacts of geotourism, particularly concerning geoparks' infrastructures in destinations, is paramount to trigger sustainable forms of tourism in fragile landscapes, such as those recognized with the award of UNESCO Geopark status. By examining the Arouca Geopark in Portugal, this paper aims to analyze the perceptions of the local community regarding the impacts generated by one of its main infrastructures, the iconic Paiva 's wooden river pathways - "Passadiços do Paiva". Considering Alvarenga as the village with the most significant geotourism development generated by this infrastructure, a qualitative methodology was used through the application of semi-structured interviews and direct observation within this local community, between 22nd April and 2nd May of 2021. A sample of thirty interviews (N=30) was obtained among Alvarenga's inhabitants and micro, small and medium enterprises (MSMEs). Results reveal that MSMEs and residents' perceptions corroborate scientific literature, with mostly positive attitudes towards geotourism development and in particular the Paiva's wooden river pathways. Despite the recognition of the important role of geotourism for the region and community development, almost half of the residents are against the expected increase of visitors, mainly due to the recently inaugurated "516 Arouca Bridge" – hailed as the world's longest suspension bridge. Apart from this concern, a few negative impacts were highlighted, especially related to mismanagement, emphasizing car traffic congestion and the lack of peace and quiet at the local river beaches. Ultimately, theoretical, and managerial implications are discussed and some recommendations regarding sustainable geotourism development are presented.

Keywords I Palavras-chave: Arouca geopark; geotourism; impacts; local communities; sustainable development.

Acknowledgment I Agradecimentos:

Promoting tourism sustainability through intangible cultural routes: Funchal Case Study

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Abstract I Resumo:
The tangible and/or intangible cultural heritage promoted in cultural routes is an important area in the territories for constituting an additional tourist offer and for being able to provide local development in these territories. Cultural routes are increasingly directly integrating the principles of tourism sustainability, since, in order for them to be successful in tourist destinations, cultural routes must promote a set of requirements, such as the preservation and dissemination of heritage. There are several agents or interested parts that can benefit in different ways with this type of cultural and tourist products and offers, namely tourists, communities and local companies. This investigation integrates the theme of intangible cultural heritage and has as main objectives: (i) know the concept of cultural heritage, its specificities and its relationship with tourism; (ii) identify cultural routes as products of heritage enhancement and tourist sustainability of destinations; (iii) characterize the municipality of Funchal in terms of tourism and heritage; (iv) propose an immaterial cultural route to the municipality of Funchal, as a sustainable tourist offer and organized leisure for different persons. In methodological terms, this study assumes an exploratory character applied to a case study which is Funchal on the island of Madeira. In this study, relevant secondary data from national and international institutions as well as authors on the identified theme are used, the considerations of the Municipality of Funchal, following the elaboration of a questionnaire developed by the researcher of this study, to understand certain realities, trends and to obtain primary data on the intangible cultural heritage as well as existing routes in the municipality. The main contributions of this study are the proposal of an immaterial cultural route in the municipality of Funchal and the cartographic representation, through Google Maps, as well as the suggestion of its integration in the Smart Tech application (Smart Tech – Self-Monitoring, Analysis, and Reporting Technology), to make the route more appealing and likely to be used by different audiences, promoting the touristic sustainability of the destination in social, economic and environmental terms. The clear connection between intangible cultural routes and their role in enhancing the tourist sustainability of territories is also pointed out as something that should be deepened in future research and should be a topic to be considered by the local authority to diversify the tourist offer and protect the local cultural heritage.

Keywords I Palavras-chave: intangible cultural routes; cultural heritage; local development; tourist sustainability; Funchal.

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