

Business Opportunities with Accessible Tourism

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Abstract

The achievement of accessible tourism plays a key role in meeting the needs of over one billion people globally who live with disabilities. offering opportunities for inclusivity and financial growth. The tourism industry has underperformed in this massive market because of barriers, such as perceived enormous cost, unawareness, technological complexities, and inadequate implementation of the principles for universal accessibility design. The achievement of accessible tourism rests in fully employing the design principles of universal accessibility. Key stakeholders able to implement these design principles involve city planners, hotel owners, convention center administrators, transportation companies, and various policymakers, who play vital responsibilities in this transformation. Transforming the travel and tourism industry demands redesigning the infrastructures and integrating digital accessibility in sync with universal accessibility design principles. Among the key business opportunities of accessible tourism include creating jobs, generating revenue, attaining competitive advantage, and gaining access to government incentives. Overcoming accessible tourism challenges like attitudinal biases, perceptions of high costs, and infrastructure deficits requires collaboration among all key stakeholders, government participation, and the commitment to adhere to the design principles for creating universal accessibility.