

- Fire alarms should make both visual and audio warnings;
- Wireless telephone with text messaging service.

TRANSPORT AND TOURS

- Provide accessible tour buses with safe tie down facilities, sensitised drivers and adequate line of sight for viewing;
- Provide hydraulic lift to larger buses (Quantum)
- Place monitors in train, bus stations and airports;
- Provide information about the tours in Braille, audio and large print during the tour;
- Audible announcement at each destination.



"Because the World belongs to all who live in it"

Useful information to facilitate Universal Accessibility can be obtained from the following organisations:
SOUTH AFRICAN DISABILITY ALLIANCE (SADA): 012 – 452 3811
BRANCH: RIGHTS OF PERSONS WITH DISABILITIES (Presidency): 012 – 300 5488 / 5483
TOURISM GRADING COUNCIL OF SOUTH AFRICA:
www.tourismgrading.co.za, contact: 011-895 3000.

For further information on Universal Accessibility in Tourism Contact:
National Department of Tourism
Private Bag x 447, Pretoria, 0001
Fedshure Forum Building, 315
Pretorius Street, Pretoria
Tel: (+ 27 12) 310 3911
Fax (+ 27 12) 322 2682
Call Centre Number: + 27 86 111 2468
Website: www.tourism.gov.za

Universal Accessibility in Tourism



tourism

Department:
 Tourism
 REPUBLIC OF SOUTH AFRICA

UNIVERSAL ACCESSIBILITY

On the international front, Universal Accessibility has taken the centre stage. South Africa has followed suit and the tourism industry is slowly but surely adapting to the international trend by ensuring Universal Accessibility to this important sector of the market. In order to conform to Universal Accessibility standards, travelling packages and tourism products should be designed to meet and exceed the needs of persons with disabilities, senior citizens and families travelling with children.

WHY IS ACCESSIBILITY IMPORTANT

Tourism products are designed with the sole purpose of being enjoyed by all tourists i.e young, old and persons with disabilities. Statistics from the United Nations Social and Economic Council (UNESCAP) indicate that the potential global market for Universally Accessible Tourism (UAT) is 650 million people with differing disabilities and 600 million older persons. According to UNESCAP, revenue generated by this market is a staggering \$13.6 billion in the United States alone.

Many older persons, families and persons with disabilities are keen to travel, but wide variation in the level of access within destinations, combined with poor information and negative experiences, discourage potential customers.

In South Africa, the potential market for Universal Accessible tourism represent around 30% of the population and a portion of the 30% has adequate disposable income to travel which represent an untapped segment of the market.

The demand for Universally Accessible tourism products needs to be addressed urgently. It would be prudent for the tourism service providers to consider the merits of accelerating measures to address this sector of the market, based on the predicted demand which far exceeds the current availability of Universally Accessible accommodation, services and facilities. Improved accessibility will not only result in economic benefit to the tourism industry but will also assist in overall social integration.

CRITICAL TOURIST TOUCH POINTS FOR UNIVERSAL ACCESSIBILITY

As the National Department of Tourism we believe that Universal Accessibility would be greatly enhanced by up-scaling service delivery in all the critical touch points such as:



ACCESS TO INFORMATION

- Develop in-house programs to raise awareness, sensitivity and skills levels to provide more appropriate services for persons with disabilities;
- Ensure that staff members are trained to inform and advise the persons with physical disabilities about accessible services and attractions;
- Communicate more with persons with disabilities and their organizations to exchange accurate and reliable information for strengthening tourism services to better meet diverse consumer needs;
- Make websites accessible to all persons with disabilities;
- Introduce braille signage and voice-aided facilities in lifts and at all information points and encourage the installation of loop induction systems;
- Involve persons with disabilities in the Tourism Grading process.

ACCOMMODATION

- Provide information about the accessibility of accommodation facilities to all categories of tourists with disabilities;
- Ensure universal design principles are adopted in the design and operation of accommodation facilities;
- Provide a safe and accessible evacuation route and plan;
- Provide vibrating pads for guests with hearing impairments. These should be connected to a fire alarm or smoke alarm;