

## Accessible Tourism

Accessible Tourism is a growing market, it is not just for people with a disability, it is for everyone.

Tasmania has the oldest population in Australia and is ageing faster than any other state and territory. Furthermore, Tasmania has a higher prevalence of people with disabilities than any other state or territory in Australia, combined that is a significant domestic and local tourism market.

People with disability wish to participate in society and travel, just like anyone else. Tasmania can and should be able to provide some great experiences for all people and abilities.

It is about customers not just people with a disability, accessibility can contribute to a business being competitive and help differentiate from competitors.

### How can a business be more inclusive?

- Incorporate accessibility into your business plan, this can be achieved through co-design and collaboration with like-minded organisations.
- Facilitate accessibility awareness training to your staff, education around disability is important and greatly assists in developing awareness and shaping a positive attitude towards people with a disability. Accessibility awareness training can also help reduce awkward moments and potential negative feedback.

For businesses who wish to provide a greater quality of experience and provide the wow factor, a business needs to put the customer first and think about the necessary access requirements.

**Below are some simple and easy to implement tips for businesses to become more accessible.**

*\*The below does not focus on compliance issues, just some simple suggestions that a business can utilise to be more accessible.*

### General Tips

- Provide clear, detailed information up front, this can be with images and a description of the image. This enables people to make an informed decision as to whether the facility is suitable for their needs.
- Offer multiple options for booking: web, email, phone.
- Accept the Companion Card, more information can be found [HERE](#).
- Provide assistance with booking arrangements (for instance providing clear itineraries with instructions on what to do at destination points.)

### **For the Mobility Impaired**

- Provide different types of seating (seating with arm rests in waiting areas).
- Have floor coverings that are firm and slip resistant
- Have wheelchair access to activities such as boating, flying foxes, tour rides.
- Have doors that are easy to open or automatic.
- Have step free entrances.
- Have handrails where there are steps.
- Have an accessible bathroom.



## **For the Hearing Impaired**

- Have TV with captioning on.
- If providing verbal commentary, provide a printed or digital equivalent for people to understand.

## **Vision**

- Provide information in large print (menus, booklets, etc.).
- Provide information in an audio format.
- Use easy to read fonts with signage.
- Have an area for assistance dogs for toileting.

## **Sensory**

- Provide a quiet area within the venue.
- Consider reducing music volume.

*This list is by no means definitive but more of a guide and simple ideas that can be easily implemented or for business to think about.*

## **Resources and Contacts**

### **ParaQuad Tasmania**

- W: <http://www.paraquadtas.org.au>
- Ph: (03) 6272 8816

### **Disability Voices Tasmania**

- W: <https://www.facebook.com/DisabilityVoicesTas>
- Ph: (03) 6215 6800

### **European Network for Accessible Tourism**

W: <https://www.accessibletourism.org/>

### **Inclusive & Accessible Travel Guidelines April 2021**

- W: <https://www.accessibletourism.org/?i=enat.en.reports.2232&fbclid=IwAR0zycAStwLoeHc4TXyGg0C4TGdNkDiJd1cU6hZbuViSoFKv1faHrRmw-Nc>

### **Sources :**

W: <http://travability.travel/>