



Best Practice in Accessible Tourism (Aspects of Tourism)

Dimitrios Buhalis, Simon Darcy, Ivor Ambrose

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This volume presents an international selection of invited contributions on policy and best practice in accessible tourism, reflecting current practices across a range of destinations and business settings. It brings together global expertise in planning, design and management to inform and stimulate providers of travel, transport, accommodation, leisure and tourism services to serve guests with disabilities, seniors and the wider markets that require good accessibility. Accessible tourism is not only about providing access to people with disabilities but also addresses the creation of universally designed environments, services and information that can support people who may have temporary disabilities, families with young children, the ever-increasing ageing population, as well as creating safer work places for employees. The book gives ample evidence that accessible tourism organisations and destinations can expand their target markets as well as improve the quality of their service offering, leading to greater customer satisfaction, loyalty and expansion of business.

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