

Analysis of the Current Situation and Countermeasures of Barrier-Free Tourism in Chongqing—Taking the physically handicapped people as an example

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Abstract. According to the statistics of China Disabled Persons Federation, there are about 85 million disabled people in China, 60% of them have the will to travel, but only 11.7% of them have realized the travel. The imperfect domestic barrier-free tourism facilities and the lack of barrier-free tourism products and services are the biggest obstacles for people with disabilities to travel. In recent years, the state has continuously issued policies to accelerate the construction of barrier-free facilities and guarantee the travel rights of disabled people, coupled with the accelerated aging, barrier-free tourism will have a huge market. This paper analyzes the existing problems of the barrier-free market and explores the effective ways of accessible tourism for disabled people by taking the overall situation of disabled people's participation in tourism in Chongqing as the sample material, through field research, interview and questionnaire distribution. Based on the specific practice in China and the advanced practice in foreign countries, this paper puts forward proposals for the development of barrier-free tourism in accordance with the actual situation in China, and promotes the development and improvement of the tourism market for the disabled.

Keywords: Barrier-free tourism, Physically Disabled, Chongqing City.

1. Introduction

The results of the sixth national census show that the total number of people with disabilities in China is 85.02 million. According to the data released by the China Disabled Persons' Federation, the number of people with moderate disabilities (Grade 3 disabilities) and mild disabilities (Grade 4 disabilities) in China is 59.84 million, accounting for 70% of the total number of people with disabilities, of which 60% have the desire to travel. This part of the disabled is also a major part of the accessible tourism market, and together with the relatives of the disabled accompanying them, the tourism market has great potential.

Foreign academic research on tourism for people with disabilities began in the 1980s, mainly in the U.S., U.K. and Australia, etc. Kraus points out that people with disabilities participate in tourism activities to help improve the quality of daily life^[1]; Shaw states that people with disabilities have a completely different view of travel and vacation than the general population. They prefer to enjoy the process of travel and enjoy the feeling of freedom, happiness and separation from society. Domestic academic research on tourism with the theme of people with disabilities began in the late 1990s^[2]. Fu Jing analyzed the barriers to travel for people with disabilities from the perspective of domestic tourism market development measures and proposed countermeasures to relevant departments and the tourism industry^[3]. Li Jianbin argued that China's national conditions make it impossible to implement a uniform standard for building barrier-free facilities across the country, but should take the form of a similar barrier-free demonstration city to promote the successful experience to the whole country^[4].

This paper takes the city of Chongqing as an example and conducts a more detailed study on accessible tourism for people with disabilities. The research content of this paper is divided into three main parts:

(1) Background analysis and literature review, which describes the background of the development of the tourism market for disabled people, analyzes the significance of the research, and makes a good theoretical foundation;

- (2) Exploring the barrier factors affecting tourism for people with disabilities, mainly from the policy, market, social and personal levels for in-depth analysis;
- (3) Based on the analysis of previous studies, propose practical suggestions.

2. Research Design and Data Processing

This research study was divided into two stages: pre-survey and formal survey. In the pre-survey stage, we adopted the literature survey method and interview method to ensure the accuracy of the survey results. The interviewees selected for this paper were people with disabilities, some scenic spots, and organizations of people with disabilities. In the formal survey stage, the questionnaire was modified according to the data and findings of the pre-survey, and finally the formal interview questionnaire was formed.

2.1 Interview record processing

The text data for this survey was obtained from the responses of the interviewees during the field visits, and a preliminary screening process was performed during the responses. The word frequency processing was first performed using the re regular method in Python, from which the frequency of key word occurrences was obtained and a word frequency graph was generated. The word frequency graph was visualized, and the final word cloud graph was obtained as follows:

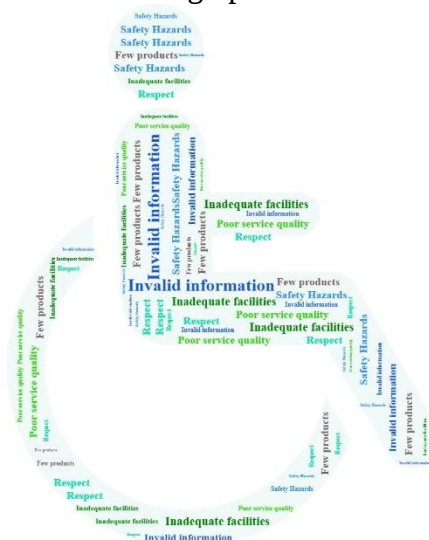


Figure 1. Interview transcript word cloud map

Through the word frequency analysis, we can see that the interviewed people with disabilities and the staff of related professional institutions responded strongly to the three problems of invalid information, inadequate facilities and few products, which are in line with the results obtained from our pre-survey and also the real situation in Chongqing.

2.2 Text mining processing

The text data used in this web survey are comments on popular articles on Today's Headline, and answers and comments on Zhihu. Today's headlines have been downloaded more than 4 billion times, and Zhihu, a high-quality Q&A community, has been downloaded more than 1.2 billion times. The comments of these apps are well represented. We use Python language to write a crawler, call the Requests library to request web pages, and use the Json method to web page parser to extract the required comments from the selected websites.

We pre-processed the comment data, including removing HTML tags and special characters, removing duplicate comments, removing invalid comments, word separation processing, removing deactivated words, lexical annotation and sentiment analysis, aiming to transform the original comment data into meaningful text data, which is convenient for subsequent data analysis and mining.

Based on the above steps, we obtained 2462 valid comments and 164 invalid comments, with an efficiency rate of 93.3% for text data. We obtained the following common complaint issues through keyword as well as word frequency analysis: (1) Inadequate accessibility;(2) Lack of training and awareness;(3) Lack of respect and understanding;(4) Poor quality of services;(5) Safety issues.

3. Results of questionnaire survey

In order to draw the actual situation of barrier-free tourism for disabled people, a questionnaire survey was conducted. Mainly through a combination of online questionnaire and paper questionnaire distribution, 207 questionnaires were distributed to disabled people in Chongqing, 200 of which were returned, of which 198 were valid. The results of the questionnaire are shown in Figure 2.

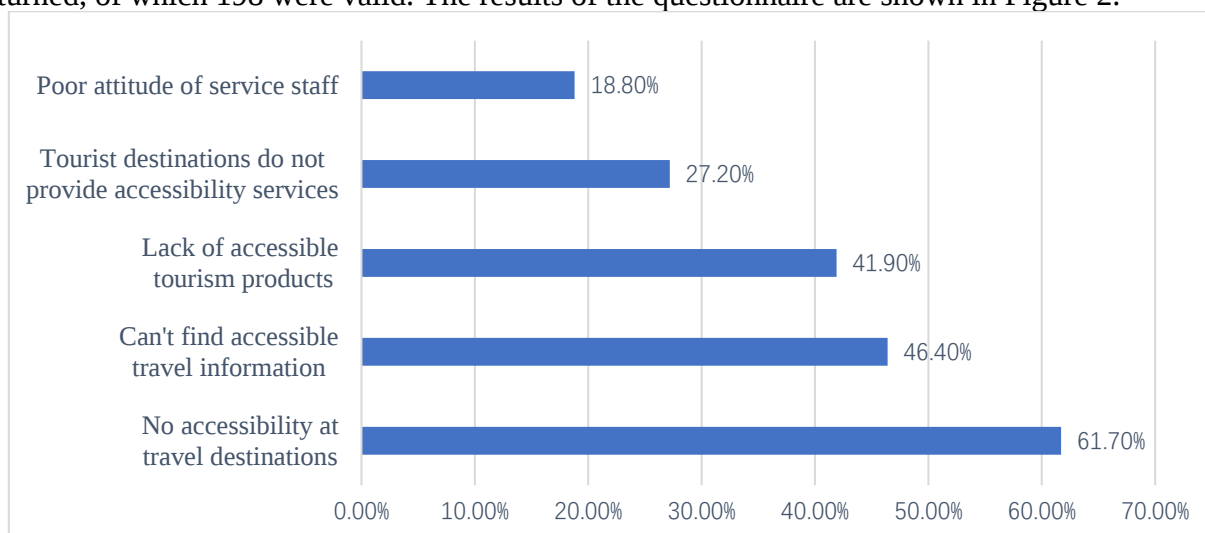


Figure 2. The most problems encountered in accessible tourism in Chongqing

As can be seen from the figure, the problems faced by accessible tourism are as follows:

Lack of accessibility and training on its use. The 2017 Report on the Survey Experience of Barrier-Free Facilities in 100 Cities, jointly released by CCA and China Disabled Persons' Federation at the end of 2017, shows that the current penetration rate of barrier-free facilities in various industries is low, at only 40%. From the viewpoint of the popularity of barrier-free facilities, the penetration rate of commercial centers, restaurants and accommodations is relatively low, 31.2% and 31.7% respectively.

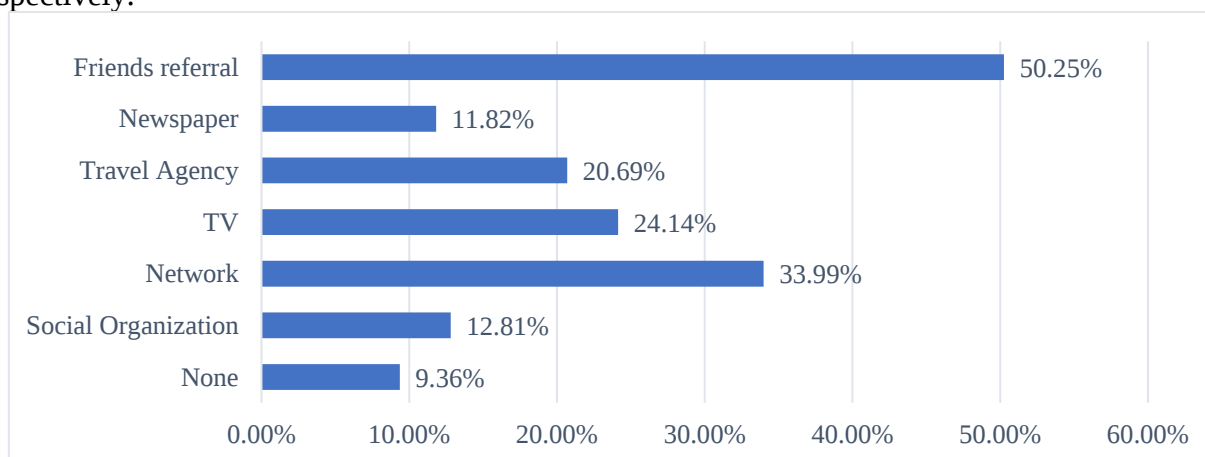


Figure 3. Access to tourism information for people with disabilities in Chongqing

Lack of effectiveness of accessible tourism information. From the survey, it can be seen that the way of obtaining tourism information, the habit of obtaining tourism information from relatives and friends accounts for 50.25%, while the Internet and TV account for 33.99% and 24.14% respectively. It can be seen that most disabled people still get tourism information through the traditional way of

word-of-mouth, which leads to the problems of slow information dissemination, limited dissemination and distorted content.

In addition, issues facing accessible tourism include: (1) Lack of accessible tourism related products; (2) Lack of barrier-free tourism policies and regulations; (3) The problem of travel escorts for people with disabilities is not properly solved; (4) Limited attention and acceptance of physically handicapped people by the society at large.

4. Barrier-free tourism development measures

(1) Introduce preferential tourism policies for persons with disabilities. Support and assistance to the tourism service industry for people with disabilities, such as subsidies and preferential venue rent reductions. Provide fee waivers and concessions for tourism for persons with disabilities, such as no admission fees for persons with disabilities to enter scenic spots. Introduce policies to promote tourism for people with disabilities, such as giving them travel vouchers.

(2) Build a barrier-free tourism service platform and strengthen service team training. The barrier-free tourism service platform should be combined with "online + offline" to build a barrier-free tourism information service platform and provide services for barrier-free tourism nationwide.

(3) Open up accessible tourism information channels. Using big data analysis and new media means, we release barrier-free tourism information through multiple channels, analyze the tourism needs of different categories of people with disabilities according to their different preferences, and actively push tourism information with personalized features to people with disabilities.

(4) Strengthen the barrier-free construction of scenic spots and the development of barrier-free routes. Provide guidance and training to people with disabilities in the use of barrier-free facilities, increase the financial guarantee of barrier-free maintenance and upkeep of scenic spots, and regularly check the function of barrier-free facilities.

5. Conclusions

This paper studies the tourism market development and related products and services for disabled people under the perspective of accessibility, and grasps the main pain points of tourism for disabled people through literature survey, field visits and questionnaires, and then makes some suggestions, which is one of the highlights of this research.

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