

# PATA Destination Marketing Forum 2019

*Redefining a Destination – Reviving the past to reimaging the future*

## *Session 2: The Case for Universal Design*

Pattaya Thailand

**Ar. Joseph Kwan**

29 November 2019

# UN Convention on Rights of Persons with Disabilities (CRPD)

Sep 2019 update

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- ▶ **180** signatories to Convention (Thailand - 30 March 2007)
- ▶ **96** signatories to Optional Protocol
- ▶ **162** ratifications of the Convention (Thailand - 29 July 2008)
- ▶ **94** ratifications of Optional Protocol

# Article 2 UN-CRPD

## Definition - *Universal Design*

"**Universal Design**" means the design of  
*products, environments, programmes & services*  
to be *usable by all people*  
to the *greatest extent possible*  
*without the need for adaptation or specialized design*

# Article 30 UN-CRPD

## Addresses cultural life, recreational activities, entertainment and sports

- ▶ Requires **States parties** to take all appropriate measures to assure that people with disabilities have **access, in terms of equal opportunities, to locations providing a service or cultural events, such as theaters, museums, cinemas, libraries and tourism services**, and, as far as possible have **access to monuments and sites of national cultural importance**

# Major Considerations

## ▶ Consumers - **Inclusive & Universal**

### ❖ **People with Disabilities**

- ❖ Mobility Impaired
- ❖ Vision Impaired
- ❖ Hearing & Speech Impaired
- ❖ Intellectually Impaired

### ❖ **Seniors / Older Persons**

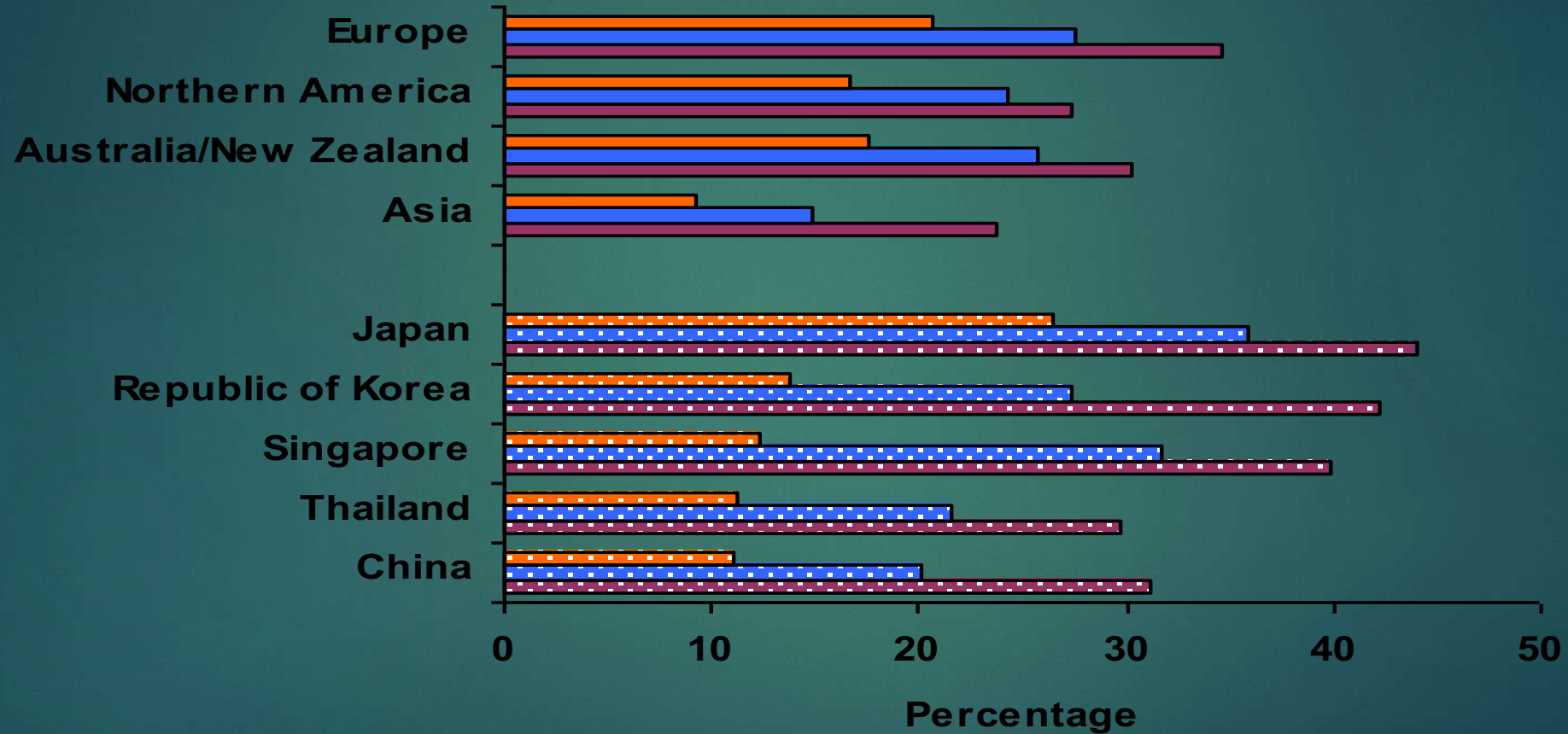
### ❖ **Family with young children**

# People with Disabilities - Global

- estimated **15%** of the world's population has a disability
- more than **one billion** people with special needs worldwide
- an estimated **80%** live in developing countries

(Source: WHO Report, 2011)

# Aging Population - Global



Percentage of population aged 60 years or over in 2005, 2025 and 2050

■ 2050 ■ 2025 ■ 2005

(Source: UN-ESCAP Statistical Book 2008)

# Inclusion & Universal Design



**Universal Accessibility**



# Who will benefit from universal accessible environment

**40%+ of the population**



(Source: Roland Wildberg, Hospitality, Hotel and Travel News, International Tourism Board, 2009)

# Economic Benefits

- ▶ **15%** population with disabilities
- ▶ **38.28** million travelers visited Thailand (2018)
- ▶ 15% of travelers = **5.7** million travelers with disabilities
- ▶ Even 1% = **57,000** visitors with disabilities to Thailand
- ▶ **US\$160.00** avg. spending per person/day + **Companion**
- ▶ The average stay about **9.5 days**
- ▶  $\$160/\text{day} \times 2 \text{ persons} \times 9.5 \text{ days} = \text{US\$}3,040 \times 57,000$
- ▶ **US\$173.28million** for 1% visitors with disabilities

# Major Destination Considerations

- ▶ Accessible Hardware
  - ❖ **Infrastructure** (air, sea, land)
  - ❖ **Built Environment**
  - ❖ **Transportation**
  - ❖ **ICT - Communication**

# Major Destination Considerations

## ▶ Inclusive Software

- ❖ **Services** (air, sea, land)
- ❖ **Policies**
- ❖ **Procedures**
- ❖ **Staff Training**
  - ❖ **Disability Awareness & Sensitivity**
- ❖ **Travel Agency & Tour Operators**

# Accessible and Inclusive Tourism

leave **NO ONE** behind



# Experiences & Expectations

- ▶ Infrastructure
- ▶ Accommodation
- ▶ Transportation
- ▶ Tourist Attractions, Entertainment & Culture
- ▶ **Safety of Places to Visit**
- ▶ **Cities that offered Better Accessibility**
- ▶ **Acts of Prejudice & Reactions**

# Barriers: Built Environment



# Barriers: Built Environment





# Barriers: Built Environment

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# Barriers



# Dangers to Vision Impaired Persons



# Barriers in Public Transport



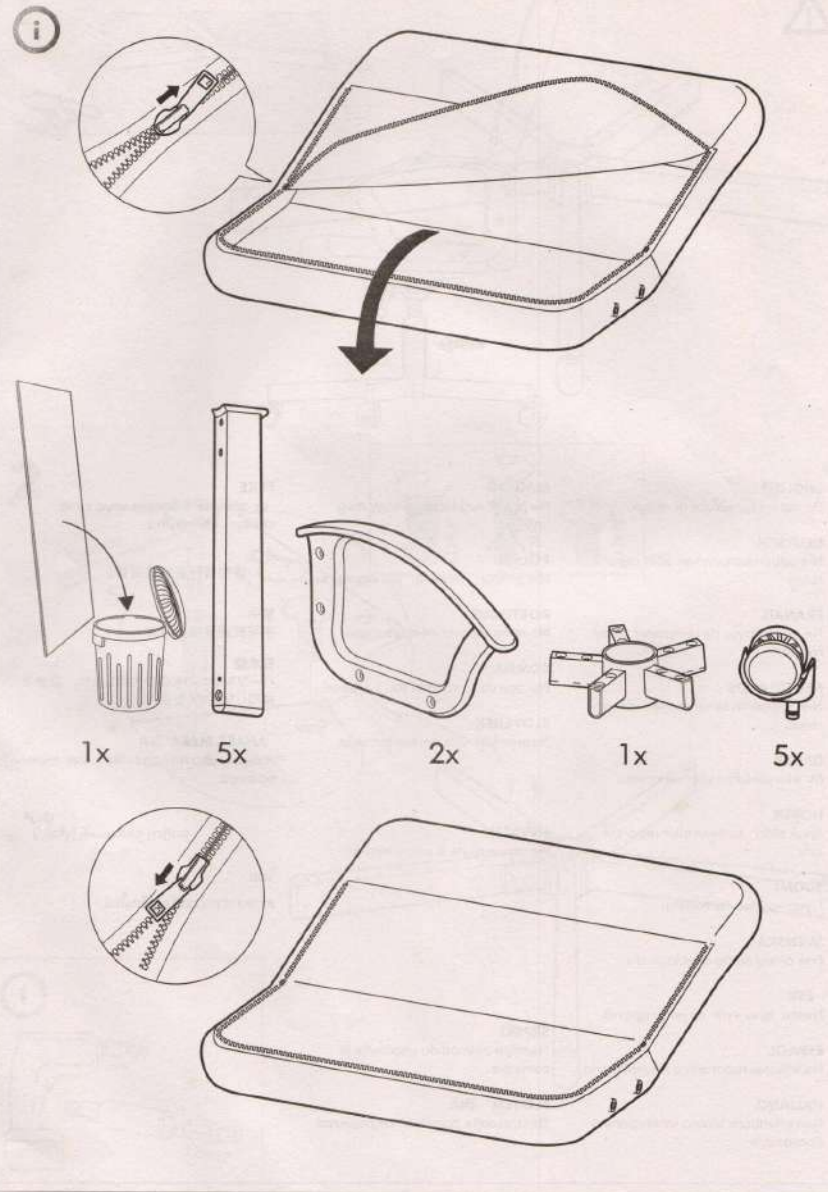
# Seven Principles of Universal Design

- ❖ *Principle 1:* **Equitable Use**
- ❖ *Principle 2:* **Flexibility in Use**
- ❖ *Principle 3:* **Simple and Intuitive Use**
- ❖ *Principle 4:* **Perceptible Information**
- ❖ *Principle 5:* **Tolerance for Error**
- ❖ *Principle 6:* **Low Physical Effort**
- ❖ *Principle 7:* **Size & Space for Approach & Use**

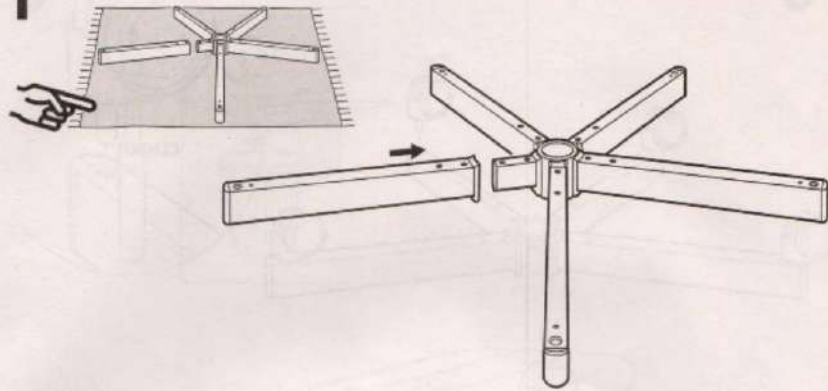
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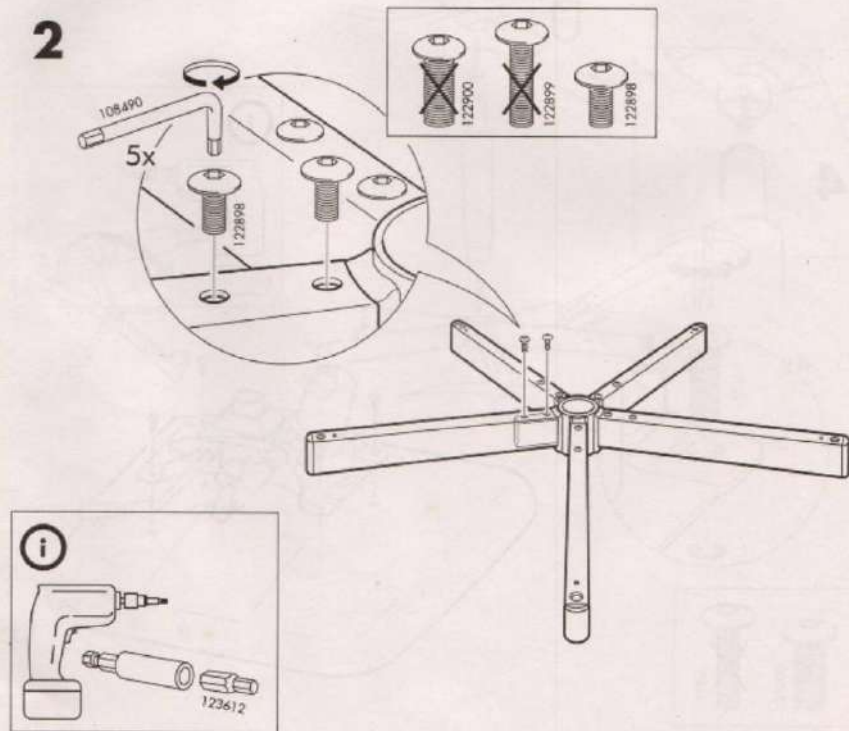
**IKEA**  
Design and Quality  
IKEA of Sweden



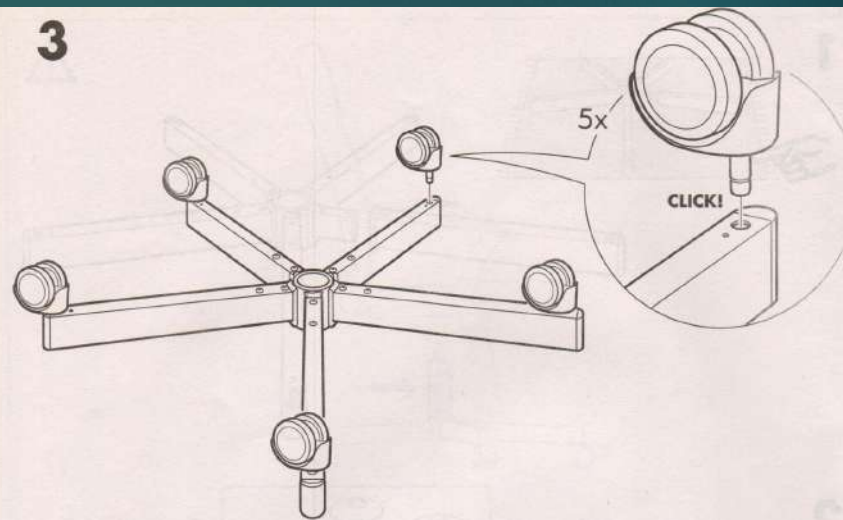
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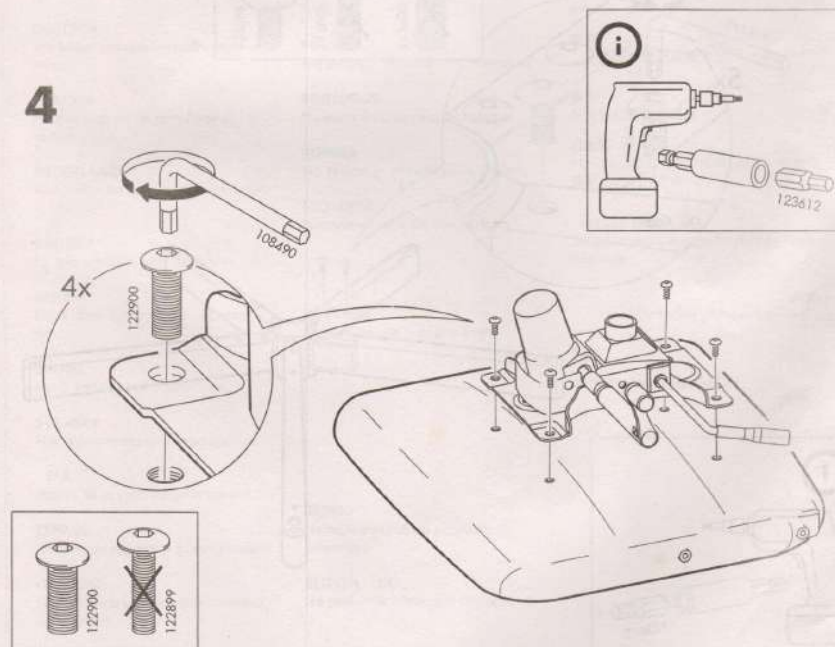
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# Transport to / from Airport





# Transport to/from Airport

Rehabus Service (119 vans)



# Paratransit Buses



# Accessible External Environment



# Accessible Accommodation



- ▶ **Hotels**
- ▶ **Resorts**
- ▶ **Serviced Apartments**
- ▶ **Guest Houses**
- ▶ **Hostels**
- ▶ **Camping Grounds**
- ▶ **Compounds**

# Accommodation - Hotel

## Accessible Hotel Features



# Accessible Hotel Room



# Accessible Bathroom



# Accessible Tourist Venues

## Places of Visits / Sites

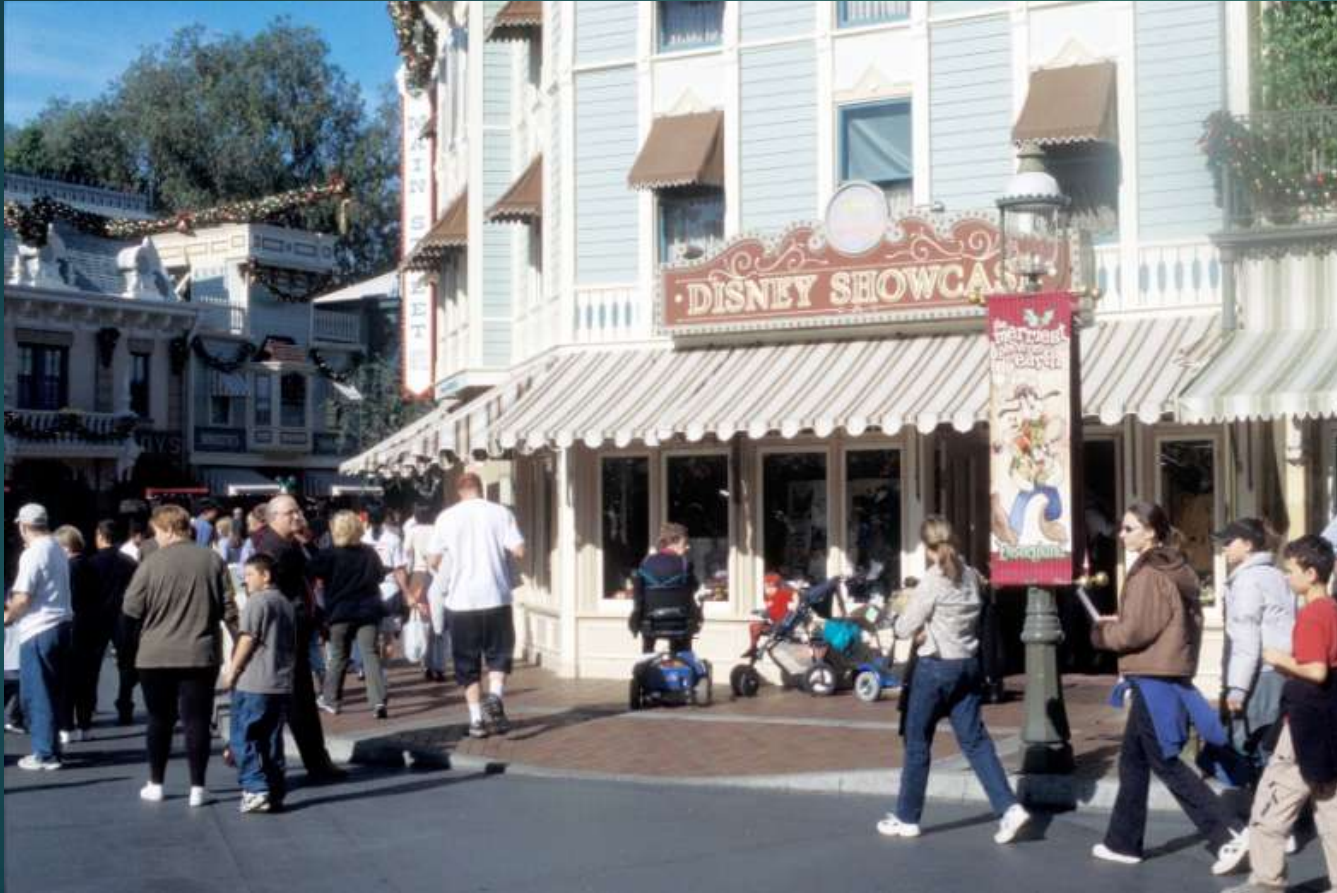
- ▶ Public Buildings & Spaces
- ▶ Museums
- ▶ Sports & Recreation Facilities
- ▶ Historic & Cultural Sites
- ▶ Parks & Gardens
- ▶ Exhibitions, Fairs & Entertainment

## Places of Visits / Sites

- ▶ Shopping & Commercial Centres
- ▶ Theatres & Concert Halls
- ▶ Zoos & Safaris
- ▶ Beaches & Resorts
- ▶ Country Parks
- ▶ Theme & Amusement Parks



# Inclusive Tourist Attractions



# Inclusive Public Toilet



# Accessible Tourism Destinations

- ▶ **Takayama - Japan**
- ▶ **Bali - Indonesia**
- ▶ **Pattaya - Thailand**
- ▶ **Barcelona - Spain**

# Actions to Promote Accessible Inclusive Tourism

## ▶ **Improvement of Existing Facilities**

- ❖ Conduct access audits / surveys
- ❖ Identify areas for improvements
- ❖ Prepare & Implement retrofitting programme
- ❖ Obtain Accreditation and Certification
- ❖ Review & Monitor outcomes
- ❖ Feedback from Consumers

# Summer Destinations



# Summer Activities



















INSPIRATION FOR A *RIDICULOUSLY* GOOD LIFE

A Doubleday Religion International Edition/978-0-307-88832-7

LIFE  
WITHOUT  
LIMITS

NICK VUJICIC



# Thank you

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# PATA DESTINATION MARKETING FORUM 2019



**NOVEMBER 27-29**

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PATTAYA, THAILAND

*'Redefining a Destination -  
Reviving the Past to Reimagine the Future'*