

# Accessible Tourism:

Etiquette and Resources

# Overview

- Learn to interact more effectively with people with disabilities.
- Discover ways to market your services to travelers with disabilities.
- Increase your knowledge of key accessibility features.

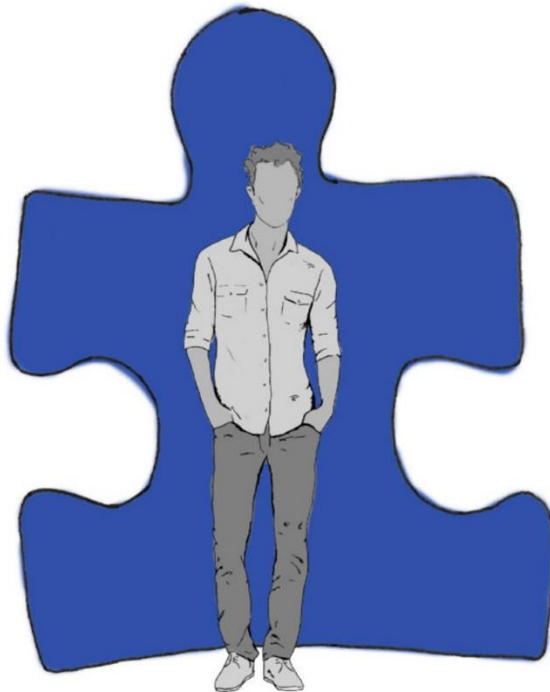
# Disability Sensitivity Training Video



# Words Matter

- Our language shapes our attitudes, our attitudes shape our language.
- Our attitudes and language drive our actions!

## IDENTITY-FIRST



'autistic person'

## PERSON-FIRST



'person with autism'

# Terminology

## INSTEAD OF

- the handicapped or disabled
- she's learning disabled
- he's a quadriplegic/crippled
- she's wheelchair-bound or confined to a wheelchair
- crazy
- brain damaged
- handicapped parking

## SAY

- ?
- ?
- ?
- ?
- ?
- ?
- ?



**1** **in** **4** American adults  
has a **DISABILITY.**

# Communicating with people with various disabilities

## **General Tips:**

- When being introduced to someone with a disability it is appropriate to offer to shake hands. People with limited hand use or who wear an artificial limb can usually shake hands (shaking hands with the left hand is an acceptable greeting.)
- If you offer assistance, wait until the offer is accepted. Then listen or ask for instructions.
- Treat adults as adults.



# Communicating with people with various disabilities (cont.)

## General Tips:

- Relax. Don't be embarrassed if you happen to use common expressions such as "see you later," or "did you hear about that?" that seem to relate to a person's disability.
- Don't be afraid to ask questions when you're unsure of what to do.
- Speak directly to the person with a disability, not their interpreter or anyone with them.
- People with disabilities are not here to be an inspiration.
- Don't assume, doubt, or question someone's disability status.
- Kids can be curious, and that's okay.

# Blind/Low Vision/Visual Disability

- Speak to the individual when you approach him or her.
- State clearly who you are; speak in a normal tone of voice.
- Keep walkways clear of obstructions.
- Tell the individual when you are leaving.
- Do not attempt to lead the individual without first asking.
- Be descriptive when giving directions. Verbally give information that is visually obvious to those who can see.

# Deaf/hard of hearing/auditory disability

- Gain the person's attention before starting a conversation (tap the person gently on the shoulder or arm or wave your hand).
- Ask how they prefer to communicate. You may need to use written communication.
- If the individual uses a sign language interpreter, speak directly to the person, not the interpreter.
- Be aware of the environment. Large, crowded rooms and hallways can be difficult for individuals who are hard of hearing.

# Mobility and Physical Disability

- If possible, put yourself at the wheelchair user's eye level when having a longer conversation.
- Never move a wheelchair or assistive device without asking for permission.
- Maintain accessible aisles and pathways.
- Provide lower registration desks, teller windows, and tables.
- Do not assume the individual wants to be pushed – ask first.

# Speech Disability

- If you do not understand something the individual says, do not pretend that you do. Ask the individual to repeat what he or she said and then repeat it back.
- Try to ask questions which require only short answers or a nod of the head.
- Do not speak for the individual or attempt to finish her or his sentences.
- If you are having difficulty understanding, consider writing as an alternative means of communication, but first ask the individual if this is acceptable.

# Cognitive/Developmental/ Intellectual Disability

- Adults with intellectual disabilities should be treated and spoken to in the same fashion as other adults.
- When giving instructions, use clear language that is concise and to the point. You may have to repeat yourself several times for the individual to understand the information.
- Allow the person time to respond.

# Psychiatric Disability

- The terms mental illness and psychiatric disability are essentially interchangeable. A possible alternative is to describe a person who has mental health issues.
- This disability may be hidden and not obvious. Assume stated conditions and limitations are real.
- People are more than their diagnosis.
- The mental health community is very diverse.

# Neurodiversity

- Neurodiversity is a term used for all brain types and functions.
- Use clear language and ask straightforward questions.
- Be mindful of possible sensitivities.
- Individuals who are neurodivergent may react differently in social interactions.



# Service Animals

- Can perform a wide variety of tasks.
- Must be housebroken and always under the handler's control.
- Must be allowed anywhere the public is allowed (with few exceptions), even if there's a "no animals" policy.
- Never touch or distract a service animal without first asking the owner.
- Only two questions are permitted when inquiring about a service animal:
  - Is the service animal required because of a disability?
  - What work or task has the service animal been trained to perform?

# Remember

- People with disabilities should be treated with the same respect, patience, and courtesy as anyone else.
- Follow the person's lead when it comes to language, methods of communication, and providing help.

# Marketing & Customer Service

- Total disposable income (what's left after taxes) - \$490 billion (US) & \$13 trillion (globally)
- Even with lower overall income, adults with disabilities have significant spending power.
- Third largest market segment in the US.
- People with disabilities are the largest minority group in the world.

# Product & Service Development

- Work with people with disabilities from the start – listen to lived experience.
- Offer products, services and/or experiences that are life-enhancing, seamless or address a barrier.
- Focus not only on accessibility, but usability.
- Bake access in from the start – not as an overlay or add-on after the fact.
- Create and update accessibility features on an ongoing basis.

# Marketing & Advertising

- Showcase people with disabilities in everyday life – normalize living with a disability.
- Develop more inclusive storylines.
- Use inclusive language.
- Include various formats and accessibility features in content.
- Hire more content creators with disabilities.
- Less than 1% of current advertising includes disability-related themes, visuals, or topics. (Nielsen)

# Goal for Inclusive Marketing & Development

- Prioritize representation, accessibility, and continued learning in everything your organization does throughout the year (not just during awareness months).
- Tell the stories of the disability community AND amplify the voices of the community to tell their own.
- Include the disability community's input and get their feedback throughout development/before launch.
- Hire disabled talent.

# Ways to Make Your Events & Meetings More Inclusive for People with Disabilities

- **Events and meetings** – Create an environment that is welcoming to everyone. Ask what accommodations a person with a disability or group might need and contact them for information on how to best meet their needs.
- **People communicate in different ways** – Try to use different forms of outreach to connect with people about events (e.g. email, social media, texting, phone calls, USPS, and even face-to-face).
- **Alternate formats** – Have a plan and know who to contact for American Sign Language (ASL) and alternate formats when they are requested (e.g. Braille, large print, captions, remote options via video call, webinars, recordings, etc.)







# Ways to Make Your Events & Meetings More Inclusive for People with Disabilities (cont.)

- **Accommodations** – Making an accommodation may seem scary or intimidating, but it doesn't have to be. Accommodations can be things like providing a document in larger print and enabling captions on a zoom call.
- **Know your surroundings** – Know where someone can find accessible restrooms, telephones, and water fountains in the building. That way if you're asked, you can readily answer the question.
- **People have different needs, and they know what they are** – When you can, ask people what they need to participate. One way to find out what your attendees need before an event or meeting is to have a place where they can request accommodations on your registration and RSVP forms. It can be as simple as a blank form with the question: "Please describe any accommodations related to your disability that you will need in order to participate."

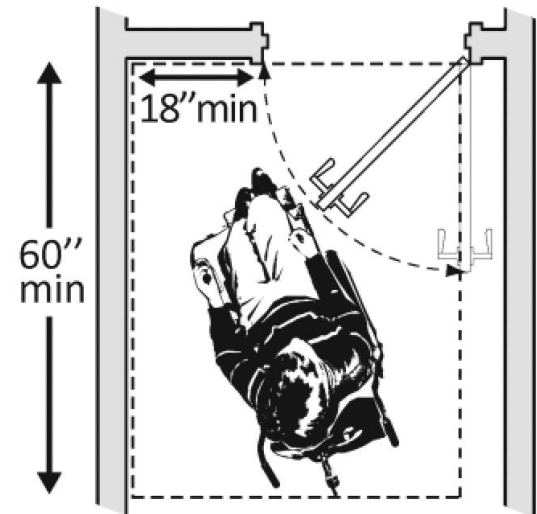
# Four Priority Areas under the ADA

- Getting through the Door
- Access to Goods and Services
- Restrooms
- Remaining Barriers





# Getting through the Door



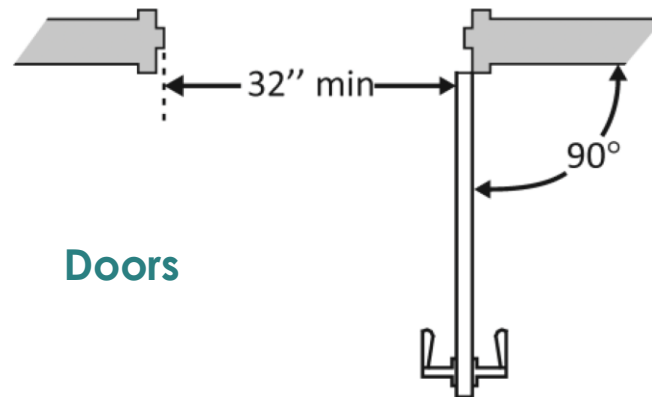
# Access to Goods and Services



Routes



Lifts

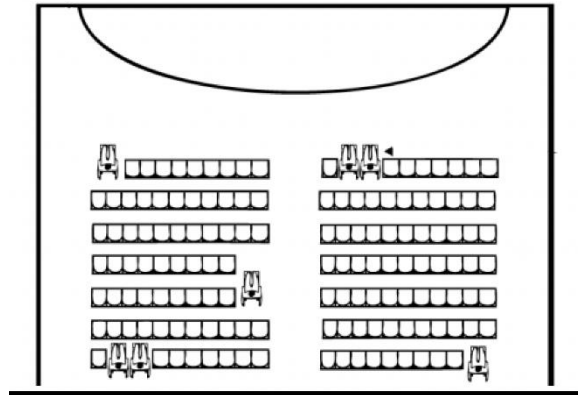


Doors





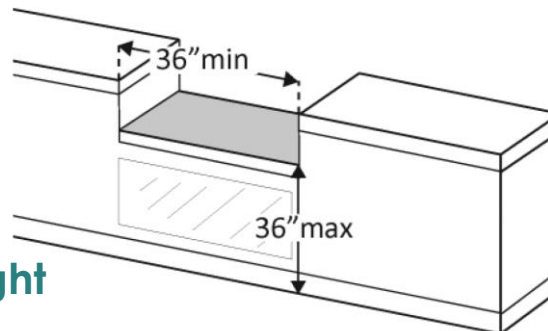
# Access to Goods and Services (cont.)



Wheelchair Spaces



Dining Surfaces

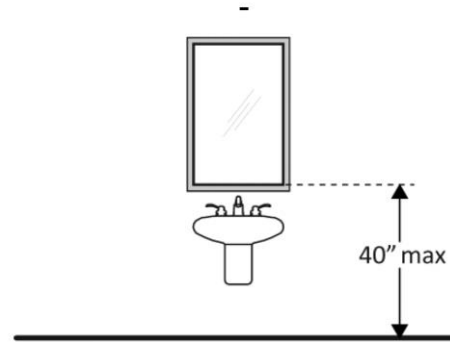


Counter Height

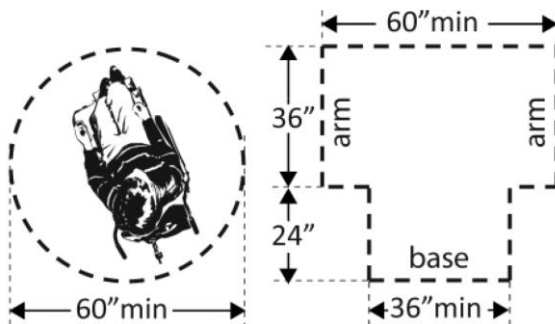
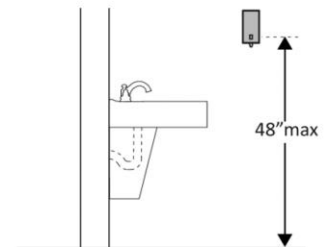
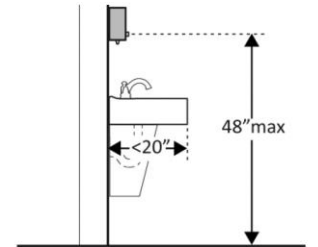
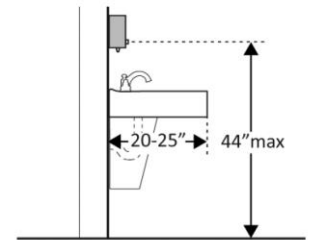
# Restrooms



Accessible Signage



Mirrors



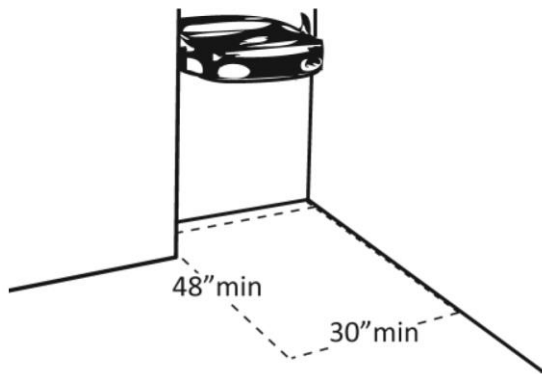
Wheelchair Turn Around

Soap Dispenser





# Remaining Barriers



Drinking Fountains



Fire Alarms

# Resources

- ADA Checklist: <https://www.adachecklist.org/>
- Rocky Mountain ADA Center:  
<https://rockymountainada.org/>
- Kulture City: <https://www.kulturecity.org/>
- ADA National Network: <https://adata.org/>

# Questions?

# Thank You!



Vicki Stewart

- Employment Disability Resources
- [www.edrdsd.org](http://www.edrdsd.org)
- [vicki@edrdsd.org](mailto:vicki@edrdsd.org)
- 605-215-1760