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Role of tourist guide in Accessible Tourism (Tourism for special needs)

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الملخص:

يعتبر المرشد السياحي أحد أهم ركائز السياحة بشكل عام والسياحة الميسرة (ذوي الهمم) بشكل خاص، حيث يرافق المرشد السياحي السائح منذ لحظة وصوله إلى مصر حتى نهاية زيارته. السياحة الميسرة هي نوع مهم من السياحة، حيث تشير التقديرات العالمية إلى أن عدد الأشخاص ذوي الاحتياجات الخاصة قد وصل إلى أكثر من مليار شخص، الذي يمثل حوالي 15 % من مجموع سكان العالم، ويشكل هذا الجزء 10 % من مجموع حركة السياحة الدولية، بالإضافة إلى ما يقرب من ملياري شخص يمكن أن يكونوا رفقاء لهم أو مقدمي خدمات، الذي يشكل ثلث سكان العالم، يمكن أن يكون سوقًا ضخمة محتملة للسفر والسياحة. يجب أن يكون المرشد السياحي المصري جاهزًا للتعامل بشكل صحيح مع السائحين الغير قادرين ومساعدتهم على الاستمتاع بزيارتهم إلى مصر. تهدف هذه الدراسة حول لقاء الضوء على أهمية دور المرشد السياحي في السياحة الميسرة ، نظرًا لأهمية هذا النمط من انماط السياحة بمصر.

Abstract:

The tour guide is considered one of the most important pillars of tourism in general and the accessible tourism in particular, as the tour guide accompanies the tourist from the moment he arrives in Egypt until the end of his visit. Accessible tourism is an important type of tourism, as global estimates indicate that the number of people with special needs has reached more than one billion people, which represents about 15% of the total world population, and this segment constitutes 10% of the total international tourism movement, in addition to nearly two billion people who can be their companions or service providers, which makes up a third of the world's population, it could be a huge potential market for travel and tourism. Egyptian tourist guide should be ready to treat with disables and help them to enjoy their visit to Egypt. This study revolves around the importance of role the tourist guide in Accessible Tourism, in view of the need to define accessible tourism and its importance.

Keywords: sign language, special needs, tourist guide.

Introduction:

Disabled persons are viewed as a community with the same equal rights as other members of society and who try to integrate into society in line with these rights, rather than as passive and needy destitute individuals. According to global estimates, the number of disabled people has surpassed one billion, representing approximately 15% of

the total world population, and this segment accounts for 10% of total international tourism movement, arrival of disabled individuals with companions increases the amount of tourism arrivals, in addition to nearly two billion people who can provide services to them, representing a third of the world's population, could be a huge potential market for tourism and travel.

The importance of this study is highlighted the role of tourist guide in accessible tourism who can help disables tourists to enjoy their visit to Egypt. It is important to prepare for receiving this type of tourism, explaining that Egypt has serious steps to receive more disables tourists. The role of Egyptian government to support tourist guide to improve themselves to help disables tourists.

The travel preferences of disabled people confirm their proclivity to travel with their families and friends. It is necessary for promoting more extended stays and develop facilities for tourists to travel with greater numbers of partners, peers and relatives to increase tourist expenses.

Accessible Tourism

Accessible tourism allows tourists with special needs such as hearing vision, movement, and intellectual disabilities¹.

¹ Luiza, Souca Maria. "Accessible tourism—the ignored opportunity." *Annals of Faculty of Economics* 1, no. 2 (2010): 1154-1157.

It is include all disable tourists whether permanent or temporary disability

The World Tourism Organization (UNWTO) define the accessible tourism as the adapting of environments as well as tourist attractions and amenities to allow accessibility, usage, and satisfaction via all users in accordance with Universal Design principles². Accessible tourism is ensure that tourism for all according to The European Network for Accessible Tourism (ENAT)³.

The number of persons with disabilities is rapidly growing⁴. This is related to demographic changes and a rise in chronic health disorders. Most of the people will face some type of handicap, whether temporary or permanent, at some time in

² World Tourism Organization. "Accessible tourism for all: An opportunity within our reach." (2016).

³ Luiza, op.cit,
Mahmood, Samah A., H. I. M. Mahran, and S. K. Kamal. "The Employment of Technology in Enhancing Special Needs Heritage Tourism." *Egyptian Journal of Tourism Studies* 1, no. 1 (2010).

⁴ Lightfoot, Elizabeth. "Community-based rehabilitation: a rapidly growing method for supporting people with disabilities." *International Social Work* 47, no. 4 (2004): 455-468.

their lives⁵. They frequently travel with partners, which increases their importance in tourism industry.

Tourism for all

More than one billion people or around fifteen percent of the worldwide population are disabled in some way according to the World Health Organization⁶. Over the last decade, scholarly and government interest in the interaction of people with disabilities and tourism has grown in Europe, the Americas, and Asia-Pacific. All people can participate in and enjoy tourism experiences thanks to accessible tourism. More people, whether or not they have a physical condition, have access needs. For example, elderly and less mobile people may have access requirements that make travelling or visiting difficult. Thus, accessible tourism refers to the ongoing effort to make tourist destinations, products, and services available to all people, regardless of physical limitations, impairments, or age.

⁵ Darcy, Simon, Bruce Cameron, and Shane Pegg. "Accessible tourism and sustainability: a discussion and case study." *Journal of Sustainable Tourism* 18, no. 4 (2010): 515-537.

⁶ <https://www.who.int/> accessed on December 8, 2021

Tourism attractions, facilities, and services, both public and private, are included⁷.

Tourist guide

The tourist guide is able to turn a tourist's visit from a trip into an experience. He is the vital link among the tourist and the host destination. He is heavily responsible for the general impression and satisfaction of the tourist destination⁸.

The tourist guide is an important figure in providing an interesting and beneficial travel experience. He is frequently enthusiastic about the archaeological sites he is promoting, and he shows that enthusiasm to guests in an applicable way. He is outstanding communicator who is improving his language level according to the requirements of people of various ages and cultures⁹.

⁷Luccio, Flaminia L., and Lisa Beltrame. "Accessible tourism for users with hearing loss." In *Proceedings of the 4th eai international conference on smart objects and technologies for social good*, pp. 243-248. 2018.

⁸ Cohen, Erik. "The tourist guide: The origins, structure and dynamics of a role." *Annals of tourism research* 12, no. 1 (1985): 5-29.

⁹ Ap, John, and Kevin KF Wong. "Case study on tour guiding: Professionalism, issues and problems." *Tourism management* 22, no. 5 (2001): 551-563.

Some types of disabilities and the role of a tour guide in accessible tourism

- **Blindness (visual impairment)**

Visual impairment refers to several stages degrees of vision loss, including poor vision (uncorrectable visual impairment that interferes with a person's ability to do daily tasks), and total blindness (the complete absence of visual sensation)¹⁰.

How could the tourist guide deal with visual impairment?

- Describe the area's most notable features to give tourists a general overview of the area.
- Give visual explanations for artwork and photographs. Start with the subject, scene and size then texture and color.
- You might provide a touchable replica of artifacts that cannot be touched¹¹.

¹⁰ Wang, C., Cecilia LW Chan, and Iris Chi. "Overview of quality of life research in older people with visual impairment." *Advances in Aging Research* (2014).

¹¹ Handa, Kozue, Hitoshi Dairoku, and Yoshiko Toriyama. "Investigation of priority needs in terms of museum service accessibility for visually impaired visitors." *British journal of visual impairment* 28, no. 3 (2010): 221-234.

- Inform tourists with impaired vision that you will be leaving soon; they might not realize you have walked away from them¹²

- Let tourists to ask questions during you explain the object.

- **Deaf (Hearing Impairment)**

Hearing loss is including mild and profound. Those who are hard-of-hearing have mild to severe hearing loss. Those with mild hearing loss can hear everything except extremely high-pitched sounds. People with moderate hearing loss can only hear a conversation with amplification. Deaf is referring to people who have severe to profound hearing loss¹³.

Sign language is a visual communication method that conveys meaning through gestures, facial expressions, and body movements¹⁴. It is primarily used as a first language by people who are deaf or hard of hearing, but it can also be

¹² Yau, Matthew Kwai-sang, Bob McKercher, and Tanya L. Packer. "Traveling with a disability: More than an access issue." *Annals of tourism research* 31, no. 4 (2004): 946-960.

¹³ Davis, Adrian C., and Howard J. Hoffman. "Hearing loss: rising prevalence and impact." *Bulletin of the World Health Organization* 97, no. 10 (2019): 646.

¹⁴ Muir, Laura J., and Iain EG Richardson. "Perception of sign language and its application to visual communications for deaf people." *Journal of Deaf studies and Deaf education* 10, no. 4 (2005): 390-401.

learned and used by anyone who wishes to communicate with those people¹⁵. There are numerous sign languages used around the world, including American Sign Language, British Sign Language, and Australian Sign Language. Each type has distinct rules, grammar, and vocabulary from spoken languages¹⁶.

How could the tourist guide deal with hearing impairment?

- Before beginning to speak, the tourist guide should ensure that the tourists give full attention. Keep eye contact when speaking with a deaf tourist individually. Use your sign language abilities¹⁷.

- Make your speech-reading easier by keeping your hands away from your face and keeping your mouth visible.¹⁸

- You should be patient.

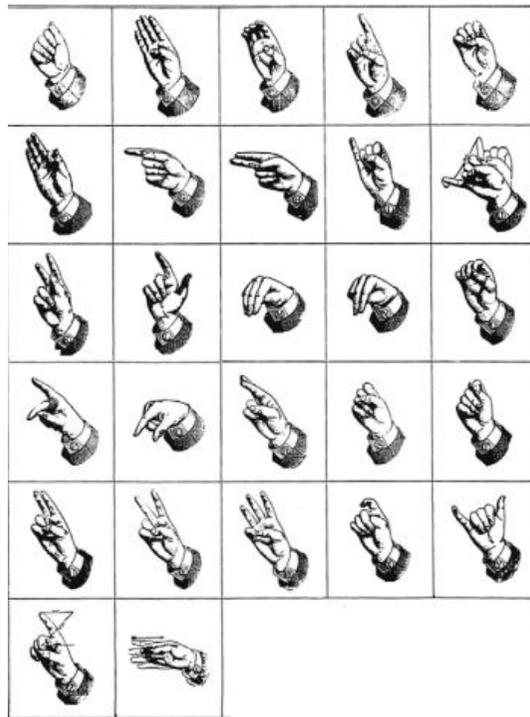
¹⁵ Johnson, Robert E. "Unlocking the Curriculum: Principles for Achieving Access in Deaf Education. Working Paper 89-3." (1989).

¹⁶ Woll, Bencie, Rachel Sutton-Spence, and Frances Elton. "Multilingualism: The global approach to sign languages." *The sociolinguistics of sign languages* 8 (2001): 32.

¹⁷ Wilcox, Sherman, and Phyllis Perrin Wilcox. *Learning to see: Teaching American Sign Language as a second language*. Gallaudet University Press, 1997.

¹⁸ Bell, Alexandria Graham. "Speech-Reading For the Partially Deaf." *American Annals of the Deaf* (1907): 28-30.

- To convey your message, use pantomime. Alternatively, draw a picture of it or write it.
- If you are not understood, repeat please.¹⁹



The Manual alphabet²⁰.

¹⁹Ibid.,

²⁰ Stokoe Jr, William C. "Sign language structure: An outline of the visual communication systems of the



Tourist guide using sign language²¹

American deaf." *Journal of deaf studies and deaf education* 10, no. 1 (2005): 3-37.

²¹ <https://www.museum.com/this-sign-language-project-brings-the-deaf-community-to-museums/> accessed on January 12, 2022



Tour guide using sign language²²

²² Ibid.,



Tourist guides using sign language²³

- **Mobility impairments**

Mobility impairments refer to a group of debilitating conditions that impact movement. The conditions vary from chronic discomfort to quadriplegia²⁴.

²³ <https://www.museum.com/this-sign-language-project-brings-the-deaf-community-to-museums/> accessed on January 12, 2022

²⁴ Tosi, Laura L., Nancy Maher, D. Winslow Moore, Murray Goldstein, and Mindy L. Aisen. "Adults with cerebral palsy: a workshop to define the challenges of treating and preventing secondary musculoskeletal and neuromuscular complications in this rapidly growing

Mobility impairments are frequently a result of incidents or other types of trauma, or even chronic actions that include diseases which develops progressively from birth. A mobility limitation can occur prior to, during, or following being born²⁵.

How could the tourist guide deal with mobility impairments?

- Provide assistance to tourists who appear to have difficulty walking²⁶.
- Never hang on the wheelchair or other mobility assistance of a tourist. These are seen as a part of their physical space.
- If a wheelchair is available, offer it to them. If not, assist them or show them a different path²⁷.

- **Intellectual Disability**

population." *Developmental Medicine & Child Neurology* 51 (2009): 2-11.

²⁵ Ee Kim, Song, and Xinran Y. Lehto. "The voice of tourists with mobility disabilities: insights from online customer complaint websites." *International journal of contemporary hospitality management* 24, no. 3 (2012): 451-476.

²⁶ Imrie, Rob. "Disability and discourses of mobility and movement." *Environment and planning A* 32, no. 9 (2000): 1641-1656.

²⁷ Ibid.,

The level of cognitive functioning that is displayed by individual people is referred to as their intellectual disability. It refers to a situation in which a child's cognitive development is seriously hindered, making it difficult for him or her to successfully comprehend, solves problems with, and adjusts to the information they get from their environment. Intellectually disabled individuals learn slowly and struggle with abstract ideas²⁸.

How could the tourist guide deal with intellectual Disability

-Employ simple, plain language, and try speaking more slowly rather than loudly.

-Treat them as if they your friends²⁹.

-Ask them what they think, and then let them respond.

- try to be patient with them.

²⁸ Shree, Abha, and P. C. Shukla. "Intellectual Disability: Definition, classification, causes and characteristics." *Learning Community-An International Journal of Educational and Social Development* 7, no. 1 (2016): 9-20.

²⁹ Calabrese, Raymond, Jean Patterson, Fuchang Liu, Sherry Goodvin, Crystal Hummel, and Erica Nance. "An Appreciative Inquiry into the Circle of Friends Program: The Benefits of Social Inclusion of Students with Disabilities." *International Journal of Whole Schooling* 4, no. 2 (2008): 20.

- **Older tourists**

Older adults, who are over the age of sixty-five, are more likely to have a wide range of abilities and limitations³⁰. Some older tourists may have a mix of conditions, while others may not have any at all. Not all elderly people are ill and confined to nursing homes. Arthritis is the most common ailment that significantly impairs an elderly person's mobility³¹. Arthritis (joint inflammation) manifests itself in a variety of ways, with symptoms ranging from swelling, pain, and stiffness to irreversible joint shape changes. Mobility aids such as canes, walkers, or wheelchairs may be required for older tourists with arthritis. In the elderly, hearing, eyesight, taste, smell, and touch can all be impaired. When one of these senses fails, the others may step in to compensate³².

The tourist guide should be patient and aware of their needs. He must be patient and attentive to their needs. He must be able to deal with the elderly, keep his voice notify

³⁰ Lee, Tida K., Jack N. Hutter, Jennifer Masel, Christie Joya, and Timothy J. Whitman. "Guidelines for the prevention of travel-associated illness in older adults." *Tropical Diseases, Travel Medicine and Vaccines* 3 (2017): 1-12.

³¹ McKee, Dorothy, and Martin McKee. "What might Brexit mean for British tourists travelling to the rest of Europe?." *Journal of the royal college of physicians of Edinburgh* 48, no. 2 (2018): 134-140.

³² Farage, Miranda A., Kenneth W. Miller, Funmi Ajayi, and Deborah Hutchins. "Design principles to accommodate older adults." *Global journal of health science* 4, no. 2 (2012): 2.

during the explanation, and re-explain some points if they need.

Recommendations

- Sign language should be taught in the faculties and institutes of tourism and hotels, especially the tourist guidance department.
- Giving sign language training drills to tour guides.
- Give trainings to tourist guides to learn about blind tourist's tools to help them during their tours.
- The government should create aids for tourists with special needs to enjoy their tour in museums and archaeological sites, such as wheelchair ramps, special paths and develop of indicative signs and antiques' identification cards in Braille. The government should prepare workshops and seminars for tour guides on how to deal with special-needs tourists.
- Aware the students and tourist guides on the importance of their role in accessible tourism.
- Services, ways to communicate, and the environment as a whole should be carefully planned to meet the requirements of people of all ages.

Conclusion

Accessible tourism is one of the important types of tourism .Accessible tourism aims to deal with the challenges that tourists with disabilities, older people, and others with special needs face when planning a trip. It extends beyond physical accessibility, such as wheelchair ramps or modified hotel rooms, and includes places to visit, eat, travel, and shop. The importance of this type of tourism, that customers are characterized by loyalty and frequent visits, if the services and facilities that meet their needs are available. Disabled families and friends can double the number of tourists coming to Egypt Accessible tourism is a socially responsible involves creating opportunities for people of all ability levels to travel and enjoy the pleasures of tourism. The tourist guide is a responsible leader who assists the visitor in comprehending the locations they visit and plays an important role to facilitate the tourists 'visit thus he is the representative who welcomes guests and promotes the location in a way that encourages them to come back. The Ministry of Tourism should conduct training courses for tourist guides to learn sign language for easy handling of deaf mute tourists and explain antiquities and archaeological sites.

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