Implementation of accessible tourism concept at museums in Jakarta

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Abstract. Accessibility, sustainability and equitable participation by all makeup what is known as Tourism for All. Tourism product must be designed for all people despite the age, gender and ability as one of the requirements to comply the accessible tourism concept. Museum as one of the elements of tourism chain must adhere to accessible tourism concept thus able to be enjoyed for everyone regardless of one’s abilities. The aim of this study is to identify the implementation of accessible tourism concept at the museum in Jakarta and to provide practical accessibility- improvement measures for the museum in Jakarta towards accessible tourism concept. This research is qualitative- explorative research. Jakarta Tourism Board website was used as the main reference to obtain which museum that was selected. Primary data collect from direct field observations and interview. The results outline museum implementation of accessible tourism that classified into five criteria; information, transport, common requirements, universal design, and accessibility. The implication of this study provides recommendations to enhance museums’ accessibility performance expected to be in line with accessible tourism concept.

Keywords: accessible tourism, museum, accessibility

1. Introduction
The tourism industry is made up of some categories of product providers including museums [1]. A museum is a non-profit making, permanent institution in the service of society and of its development, and open to the public, which acquires, conserves, researches, communicates and exhibits, for purposes of the study, education and enjoyment, material evidence of people and their environment [2]. Destinations need to differentiate their tourism products including museums [3]. This diversifying is essential to keep the destination competitive [4]. Accessible tourism as an emerging field of study will influence tourism destination competitiveness in the future [5]. Earlier the museum’s prime responsibility was to its collections, rather than to the visitors, but during the recent years, the focus has shifted vice versa [6]. This change describes museum focus from the collections towards the people [7]. People with accessibility requirements have the desire, and the right to travel like everyone else thus should have the possibility to access all areas [8]. With populations aging rapidly, the number of persons experiencing obstacles when traveling will only rise [9]. Making tourism facilities more accessible to people with disabilities, is considered a golden opportunity for business [4, p. 1].

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Accessibility improvement must be carried out for cultural heritage monuments buildings [10]. Provision of accessible facilities is more important in doubt to achieve barrier-free tourism for people with disabilities [11, p. 3]. The success of accessible tourism implementation lies in the hand of industry where the need for accessibility and universal design extends the most [12]. However, there is still lack of awareness in the tourism industry of accessible travel and the extent of the demand for accessibility [13]. This problem can cause disable people receive less facility and service than what they deserve to have while they are traveling [14].

On 2010, Ministry of Culture and Tourism of Indonesia initiate a program called Visit Museum Year Program. The program seeks to encourage people to visit museums as alternative destinations for leisure time [15]. To support the program, the museum should be able to be accessed by all people. The approach of this research is the highlight on tourism study. The purpose of this study is to identify the implementation of accessible tourism concept at museums in Jakarta. This research provides practical measures in accessibility improvement for the museum in Jakarta towards accessible tourism concept. Furthermore, it aims to answer three questions; (a) Do museums implement accessible tourism concept? (b) How each dimension in accessible tourism implemented by each museum? (c) What dimension that implemented the least and the most by majority museums?

2. Literature review

2.1. Tourism for all
Accessibility, sustainability and equitable participation by all makeup what is known as “Tourism for all” [16]. Persons with disabilities and specific access requirements are increasingly calling for a place in tourism activities [17]. This is precisely why Accessible Tourism for All is essential. That is, ensuring that persons with disabilities have access, on an equal basis with others, to the physical environment, transportation, information, communications and public facilities [18].

2.2. Accessible tourism
Accessible tourism means enabling people with access requirements including mobility, vision; hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed products, services, and environments [19, p. 6]. The concept of Accessible Tourism refers to the adaptation of environments and tourism products and services to enable access, use and enjoyment by all users, under the principles of Universal Design [16]. All people demand accessibility, for example, people with disability, illness, accident, pregnancy, advanced age and who are carrying big size luggage [16]. Accessibility provides benefits for business and destinations such as improve quality, differentiate, new market opportunities, more competitive, social responsibility, repeat visits, economic- social- environment sustainability [20]. Accessible tourism consists of five dimensions; information, transportation, common requirements, universal design and accessibility that further describe as below:

Information. Besides considering how information needs to be presented to be accessible to all visitors, there are important features regarding what kinds of information are required and how it should be delivered [21]. These are five elements keys to provide accessible information [21]: (a) Provide information regarding accessibility of the infrastructures and services, (b) Assure to provide a point of contact in order to enable the reader to obtain more information, (c) Assure the information is consistent across all media and channels of communication, (d) Provide training for information managers in the specific techniques that are indicated in accessible recommendations, (e) Assure all information content provided are up-to-date, such as print material, digital documents, audio- visual content, websites, mobile applications, self- service terminals and mobile smart devices, and signage.
Transportation. There need to be suitable means of transport to reach the destination and to move around within it [16]. Accessibility considers as a transport concern only for individuals with particular mobility difficulties [22]. As transportation options consist of own transport, public transport and walking. Own transport can be a car, motor, and bicycle. While public transport can be buses, train, and taxi. Accessibility is one of the key aspects of current transport planning, especially in reliance to public transport and pedestrian traffic facilities [23]. There are several problems outline in literature such as delay of an arrival time of public transport, lack of physical facilities, difficulty traveling by air and safety measurements [11]. Generally in term of physical facilities of the public transports are insufficient, this is because the public buses mostly not provided with convenience facilities to the disabled person who is using a wheelchair [11].

Common requirements. General or common requirements that tourism facilities and sites should comply are consist of seven components [24]. (a) Parking area; there should be special parking spaces with proper identification for vehicles of persons with reduced mobility, as near as possible to the entry and exit points of buildings or tourist attractions. Parking spaces should be monitored to prevent their use by non-disabled people [24]. (b) Communication; The use of sign language, Braille, and augmentative and alternative ways, means and modes of communication and all other ways, means and formats of communication chosen by persons with disabilities should be accepted and facilitated [24]. Telephones and other public communication systems (the internet, fax) shall be designed and made available for public use so that they can be used by everyone regardless of their height, their mobility problems or sensory problems [24]. To this end the height, approach space, sound amplification, the formats in which information is provided, and so on shall be taken into account [24]. (c) Signage; The information, check-in, and ticket sales counters should be marked and have an accessible area reserved for use by persons with reduced mobility located as close as possible to the entrance [24]. Announcements should be both visual and audible [24]. Accessible services and facilities should be marked with easily understandable symbols of an appropriate size and color which contrast with the background [24]. Fire alarms should emit both visual and acoustic signals [24]. The marking of emergency exits must be clear and well lit [24]. Facilities must have maps that are showing meeting points and evacuation procedures [24].

(d) Horizontal movement; Effective measures should be taken to ensure that persons with disabilities can move around the venue with the greatest possible independence [24]. Corridors and passageways should be free of physical and visual barriers and have a width to permit the passage of two wheelchairs side-by-side and do not block the circulation, or otherwise provide passing points [24]. (e) Vertical movement; consist of stairs, elevators, and ramps. Multi-story structures should have an adequate number of elevators wide enough for a person using a wheelchair to enter and move [24]. They should be specially designed and equipped for easy use by all including for blind people (i.e., the location of the control buttons, Braille signage, information in both written and audio form). They should be equipped with emergency systems accessible to the hearing impaired [24]. Whenever possible, the built environment should be at the same level or equipped with ramps where there is a change in floor levels [24]. (f) Public hygiene facilities; at the same place with the toilets, accessible toilet stalls and washbasins should also be installed. A system should be provided to allow persons inside the toilet stalls to find and use emergency lighting signs and switches [24]. (g) Prices; the costs of implementing physical accessibility measures must include in the budget for maintenance or general improvement works [24]. Additional costs required to provide accessible services and facilities shall not entail an increase in rates for customers with disabilities [24].

Universal design. It means the design of products, environments, programs, and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design [25]. The universal design shall not exclude assistive devices for particular groups of persons with disabilities where this is needed [17]. Seven principles of universal design are [25]; (1) Equitable use
where the design is useful and marketable to people with diverse abilities [25], (2) Flexibility in use where the design accommodates the range of individual preferences and abilities [25], (3) Simple and intuitive use where use of the design is easy to understand, regardless of the user’s experience, knowledge, language skills, or current concentration level [25], (4) Perceptible Information where the design communicates necessary information effectively to the user, regardless of ambient conditions or the user’s sensory abilities [25], (5) Tolerance for error where the design minimizes hazards and the adverse consequences of accidental or unintended actions [25], (6) Low physical effort where the design is efficient and comfort to use with a minimum of fatigue [25], (7) Size and space where appropriate for approach, reach, manipulation, and use regardless of user’s body size, posture, or mobility [25].

Accessibility. Accessibility includes access control that contains posters with museum’s opening and closing times, the estimated time needed to cover all museum area and recommendations for appropriate behavior in the location [24]. Accessibility also refers to available guided tour in museums, both for domestic or international visitors, and for disable people [24]. The museum must also provide a map that gives details location of each object or collection and diver form of transport with stops close to the entrance, the accessible sanitary facilities, and parking area for people with reduced mobility and eating area [24].

3. Methodology
This research is qualitative exploratory research. Exploratory researchers must be creative, open minded, and flexible, adopt an investigate stance and explore all source of information [26]. The research objects are museums in Jakarta. Official Jakarta Tourism and Culture Board website (www.jakarta-tourism.go.id) was used as the main reference to obtain which museums that were selected, as of January 2017. As a result, there are 12 museums in Jakarta that include as research objects. Table 1 shows research object information that further are abbreviate on finding and analysis. Primary data collect through observation. Secondary data collect from documentation and literature study such as UNWTO documents, UNWTO reports, and research journals.

| No | Name                          | Abb  | Address                           |
|----|-------------------------------|------|-----------------------------------|
| 1  | Museum Nasional               | MNS  | Jl. Medan Merdeka Barat No.12. Jakarta Pusat |
| 2  | Museum Tekstil                | MTS  | Jl. KS. Tubun No.4. Jakarta Barat |
| 3  | Museum Taman Prasasti         | MTP  | Jl. Tanah Abang No.1 Jakarta Pusat |
| 4  | Museum Sejarah Jakarta        | MSJ  | Jl. Taman Fatahillah No.1 Jakarta Utara |
| 5  | Museum Maritim                | MMM  | Jl. Pasar Ikan No.1, Penjaringan. Jakarta Utara |
| 6  | Museum Wayang                 | MWY  | Jl. Pintu Besar Utara No. 27 Jakarta Utara |
| 7  | Museum Bank Mandiri           | MBM  | Jl. Lapangan Stasiun No.1 Jakarta Barat |
| 8  | Museum Bank Indonesia         | MBI  | Jl. Pintu Besar Utara No. 3 Jakarta Barat |
| 9  | Museum Keramik dan Seni Rupa | MKS  | Jl. Pos Kota No 2 Jakarta Barat |
| 10 | Museum Naskah Proklamasi      | MNP  | JI Imam Bonjol No. 1 Jakarta Pusat |
| 11 | Museum Joang’ 45              | MJO  | Jl. Menteng Raya No. 31 Jakarta Pusat |
| 12 | Museum Basoeki Abdullah       | MBA  | Jl. Raya Keuangan No. 19 Cilandak Jakarta Selatan |

Source: www.jakarta-tourism.go.id, 2017

The observation was conduct within three months from January 2017 to March 2017 in all 12 museums listed in table 1 by all three researchers with the objective to obtain a clear picture of an actual situation. Researcher took up to five hours to observe each museum. Observation checklists
uses as a guideline for each research object. Several open ended questions proposed to museum staff to obtain more initial data.

The observation guide allowed for structural guidance to cover all indicators of accessible tourism. Observation guideline consists of six parts; (1) general information about museum, day, date, time of observation conducted, (2) information checklist and notes, (3) transportation checklist and notes, (4) common requirement checklist and notes, (5) universal design checklist and notes, and (6) accessibility checklist and notes. Documentation was conduct in the same time frame with observation. Documentation was conduct from supporting document of each museum such as marketing tools, from each official museum website, from each museum official social media and tourism information channel such as Jakarta Tourism Information Office located at Jl. M.H Thamrin.

Once the observation complete and all six parts of guideline filled, combine with all the finding data from the documentation, then it will be analyzed. Data were analyzed by systematically arranging the observation guideline, field note, pictures, and other material such as marketing tools and online information. The research process analysis consists of four steps; organize the data findings, identify framework, sort data into framework, use the framework for descriptive analysis. Data were analyzed with domain analysis. Through domain analysis, researchers can describe museum accessibility based on criteria listed in research guideline.

4. Findings
Findings elaborate in five subsections; information, transportation, common requirements, universal design, and accessibility. Each museum name will be abbreviated refer to Table 1.

4.1. Information
MNS, MTS, MSJ, MMM, MWY, MBM, MBI, MNP, MJO, MBA have the official website, while MTP, MKS do not have the official website but do available in other web pages. All museums information can be found in web engine such as Google. Not all official website listed as number one in the search engine but mostly located on the first page. MNS has social media such as Facebook, Instagram, Twitter, and YouTube. MBI has only Facebook and Twitter. All website comply with contact numbers such as telephone and email but without detail adequate time allocated to be contacted. None has private messaging service. Other association related museum and community does provide museum information in an online form. The basic information such as museum history is mostly contain the same information, but other is slightly different. Some information is not up to date. Only some museums listed information regard accessibility of the infrastructure and services.

4.2. Transportation
Due to public transportation access, Jakarta as the capital city of Indonesia provide many choices for public transportation such as bus, trans Jakarta, train, taxi as well as online transportation. Five museums (MSJ, MWY, MKS, MBI, MBM) location are in Kota Tua District in Jakarta Utara which is close to one another within walking distance. To reach this district, trans Jakarta is the best option. It cost 3.500 IDR flat for any distance. It is very affordable for everyone, even for International and domestic tourist. Other bus is also available. Two museums (MNS, MTP, MNP, MJO) location is in Jakarta Pusat where public transport is at ease in the main road. MTP and MBA located a bit far from the main road, thus required effort to reach this place. For online public transportation, it won’t be a problem as it can be reached by car and bike. Due to own transportation access, all museums can be accessed by own transportation. Due to walking access, less facility is available. Surround all museums pedestrian area is not proper for walking, especially for disabled people.
4.3. Common requirements
Due to a parking area, there is appointed parking area in five museum that located in Kota Tua
District. This parking space is 500 meters away from main museum location, for both car and bike.
Unfortunately, there is no signage that points the parking space and no shuttle that can transport visitor
from parking space to museums. It has to be by walking, but the pedestrian area is not proper and
requires crossing the main street. Most parking spaces for the museum are for car and bike but not for
a big bus, only MBI and MTS equipped with space for big bus. Though, another space to park is
available. Due to communication, MBI provides both visual and audio mode of communication to
explain museum collection. It is a good example for museum facility. Meanwhile, other museums
provide only visual. MKS equipped with audio, but unfortunately, the audio hardware is not working
properly. Though the audio is not provided for all collections, there is audio room so that visitor might
watch the history related to the museum such as in MJO. MNP cooperate with SIJI to provide
complete and accessible museum collection information. SIJI is marker- less-image- recognition
platform for smartphones designed to convert real world media, brands and products into instant
digital experiences. Due to signage, most museums provide proper ticket sales counters that marked,
except MTS and MKS that allocate ticket counter in main entrance with only one table, even though
there is a proper counter on the other entrance, but somehow they do not use that space. Most of the
announcement is visual, printed- display in a board or printed- as a guide book or information book for
the visitor. Entrance- exit signage can be easily found everywhere, as well as toilet signage and
emergency signage. Some signage comes only in symbol, some in written text with symbol, and some
only in written text.

Due to horizontal movement, museum entrance equipped with access for a wheelchair. If, the level is
difference, ramps are mostly provided. Due to vertical movement, MNS, MSJ, MMM, MWY, MBI,
MBM, MKS, MNP, MBA are multi story building, while MTS, MTP MJO are single floor only. MNS
equipped with lift and elevator. Lift complies with braille for blind people. MBA equipped with a lift.
MBI has a lift but strictly only for disable visitor. Others equipped only with stairs. Due to public
hygiene facilities, a toilet is provided in all museums. Toilet equipped with signage so that visitor is
able to locate the location. Some provide with direction, but some do not. The toilet room is divided
for male and female. Washbasin also provided, without the different level for children and disabled
people. The toilet space is adequate but will be challenging for people using wheelchair. Due to prices,
the ticket price to enter the museum ranging from IDR 2.000 to IDR 10.000. The price is different
between adult, children, foreign visitor and groups with minimal 20-30 persons. Cash only accepted
and no debit card and credit card accepted. MSJ, MMM, MWY, MKS accept Bank DKI Debit Card
as they have cooperation and plan to have all ticket fee cashless in the future.

4.4. Universal design
Most of the information board are in the height of people, and not for children and disabled. Some
museums have collection catalog that complies with dual language; Bahasa Indonesia and English, but
some are only in Bahasa Indonesia. Audio, as well as visual information, is also not available
throughout all museums and all collection. Regards to cleanliness, it is not strictly free of garbage, but
it can be considered clean, despite all building design that looks old. Passage and hallway are also free
of physical barrier so that visitor can walk around the museum easily. Most of the emergency facilities
can be seen and noticed by visitors.

4.5. Accessibility
Most museum opening and closing time written in the ticket counter, some written in the ticket, but
unfortunately there is no information related to estimating the time needed to cover all museum area.
Guided tour is available upon request. MNS for example, collaboration with Indonesia Heritage
Society to provide tour guide in several languages such as English, France, Mandarin, Korean, and
Japanese. Most of the guided tour is free of charge but do require advanced booking. Museum map
provides in big board near entrance area and some with map. It is interesting that MMM has library that cooperate with a mobile application named “Jakarta” act as Digital Library Application thus enable visitor to cope with digital information. It also provides the visitor with e- Reader to access reading in eBook form.

5. Discussion and Analysis
The findings identify how each dimension of accessible tourism implements by each museum. Accessible tourism implementation is not only for people with disability but also older people, people who came with children, with a baby stroller, with big luggage. Refer to information findings; two museums have no official website and only one who has complete access to social media. Good information design is also good for business [21]. Once a museum website is established, it is good practice to put in place procedures and a budget for maintenance of the site [27]. Museums website in Jakarta still have a lot of dead links, appropriate information placement, use of colour, good list of contact (except for MMM and MJO), appropriate easy to use- easy to find (except for MSJ and MWY), but gave a slow access [28]. Thus, it is a must for the museum to not only have an official website, but also maintain the website, make it concise, up-to-date, and have two ways communication options. In whatever form information is available it should meet the four criteria; clear, concise, accurate, and timely [21]. Refer to transportation, all museums can be reached by any mean of transportation; public and own transport, but not recommended by walking distance as pedestrian facilities is not comfortable. Refer to common requirements findings, all museums do not provide a complete version of information, either information in the official website, in other association- community, in information or desk counter, in collection catalog information as well as in ticket counter. Visitor pathway is not adequate for two people walking together in a different direction. One museum provides no ramp at the main entrance as stairs replacement. Six museums provide proper signage all around the area that covers in- out signage, emergency signage, safety security signage, toilet signage, and direction. All museums comply with very affordable ticket fee. Everyone can purchase the museum ticket despite the economic level. Refer to universal design findings; museums cannot be said usable by all people as there is still a lack of facilities. Children, older people and disable people need for particular design. Refer to accessibility findings, guided tour is the best of all, it is available, free of charge but do require advanced booking with limited language choices.

6. Conclusions
Refer to research questions; all museums do not yet implement accessible tourism concept comprehensively, but partially. MBI and MNS are good examples of the museum that implements accessible tourism for all five dimensions. MTS holds the second place; implement accessible tourism but still lack in information. MTP is a graveyard, so it is hard to adjust the facilities as an ordinary museum in structure building. MSJ, MMM, MWY, MKS, MBM that located next to each other and under the same management from DMO Kota Tua have more opportunity to enhance the facility to cope with accessible tourism requirements. MBA consider as a new museum, so it is still in the progress of developing many facilities. Both, MJO and MNP must improve many facilities. Among five dimensions of accessible tourism, transportation becomes the most suitable factor, not because of the museum but because of its location and Jakarta government who provide the transportation channel. On the other hand, communication becomes the least suitable implementation by all museums. It is advisable to have a strategic plan for accessibility in destinations so that actions are structured in accordance with the needs identified in terms of accessibility [16]. Rifai said that accessible tourism does not only benefit persons with disabilities or special needs; it benefits us all [24]. Thus, museums as one of tourism object must adhere to accessible tourism concept to be able beneficial for all.
7. Recommendations and future research

It is recommended for museum management which is Dinas Pariwisata dan Kebudayaan Pemerintah Provinsi DKI Jakarta to always improve facility and accessibility infrastructure such as information should be minimal in dual language (Bahasa and English), assure to have museum catalogue and no running out of stock so that, cooperate with Heritage Indonesia Society and other community-association to provide guided tour in many language, enhance audio visual facilities, provide parking space including visitor with bus and wheelchair, provide training for museum staff on how to handle visitor with disability, add more signage in public space and in public transportation to locate the museum, provide suggested behaviour on estimated time needed to cover all museum area. Future research should be conduct by involving visitor to ask for their perception on accessible tourism and conduct a focus group discussion with museum management, heritage community, the museum employee, and accessible tourism expertise. This research acknowledges for researcher in the field of accessible tourism and museum.

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