

Advocacy Initiatives for Accessible Tourism

Presentation abstract

There exists a lack of online resources enabling informed decisions on destinations and experiences for accessible tourism. People with disabilities find it difficult to identify the available services at individual tourism destinations. The Accessible Tourism in Victoria and Queensland Report suggests a lack of awareness by Australian business of the opportunities available in accessible tourism.

Inclusive Tourism seeks to raise awareness and skills within business and increase the quality of information available to consumers.

This presentation by Inclusive Tourism showcases innovative advocacy initiatives through training, education and marketing activities. These initiatives enable tourism operators to create more accessible experiences as well as providing quality information to the accessible tourism market.

For example:

- Working in partnership with Gold Coast Tourism to improve accessibility of experiences for the Gold Coast as an accessible tourism destination
- Working with City of Gold Coast Council to produce accessible experience guides in the lead up to the Commonwealth Games
- Mentoring programs which increase awareness and reduce barriers to access
- Increasing the quality of online information to enable people to plan according to their needs
- Inclusive consultation and engagement between people with lived experiences and tourism operators

These initiatives are creating behavioural and systemic change in the tourism market as a whole.

Lead speaker : Melissa James

Organisation : Inclusive Tourism

City (Country) : Brunswick Heads(Australia)

Biography : Melissa James is the CEO and Founder of Inclusive Tourism, the parent to the multi award winning accessible tourism website CanGoEverywhere.com.au. She began her accessible tourism journey after experiencing firsthand the difficulties of travelling with people with specific needs and the lack of information available to them. Melissa is a qualified access consultant and has built up a wealth of knowledge in the accessible tourism space. She provides advice and support to operators wanting to implement change within their businesses. She helps them break down barriers, increase staff awareness and create a more welcoming and accessible experience for all.

2nd speaker :



Organisation :

City (Country) : ()

Biography :