

Famtrip Diffable: Development of Inclusive Tourism as an Effort to Realize Disability-Friendly Tourism

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Abstrak

In line with the urge for Inclusive Tourism Development, the tourism and hospitality industries have continuously faced a limited source of literacy on disability-friendly tourism. This is to achieve chance equality in the tourism sector. Other than facilities, inclusive tourism can be created and developed by creating a program or event. The program implemented can be designed to suit the needs of people with disabilities. "Fam trip Diffable" is one of the flagship programs organized by the Kulon Progo Regency Tourism Office to simultaneously publish or campaign for Inclusive Tourism Awareness which has been forgotten and abandoned and also educate people with disabilities in addition to traveling at the same time. Hence this paper aims to campaign the Disability-Friendly Tourism as one of the Inclusive Tourism Development movements that need to be considered. The "Famtrip Diffable" is one of the case studies in this qualitative approach research. With that, the Kulon Progo Regency Tourism Office can simultaneously promote the top tourist destinations in Kulon Progo Regency amid the pandemic. Considering this activity is carried out during the pandemic, of course, many things need to be considered such as health protocols and physical distance restrictions. Considering that this program involves many disabled friends ranging from deaf, mute, and blind people, this program is also designed to be able to adjust to the special needs of diffable friends. Such as collaborating with the Medical Team, Rescue, and Interpreter. Possible obstacles that may occur during the event can be prevented and overcome. This event also collaborates with Kompas TV in the Jalan-Jalan Lets Go" program which can expand publications, educate and inform the wider community about extraordinary programs by the Kulon Progo Regency Tourism Office. In summary, conclusions are drawn and some suggestions are offered regarding the topics that are likely to provide opportunities for future research directions.

Keyword : Inclusive; Tourism development; Disability-friendly tourism; Famtrip diffable.

Famtrip Diffable: Pengembangan Pariwisata Inklusif sebagai Upaya Mewujudkan Pariwisata Ramah Disabilitas

Abstract

Sejalan dengan dorongan Pengembangan Pariwisata Inklusif, industri pariwisata dan perhotelan terus menghadapi keterbatasan sumber literasi tentang pariwisata ramah disabilitas. Hal ini untuk mencapai kesetaraan kesempatan di sektor pariwisata. Selain fasilitas, pariwisata inklusif dapat diciptakan dan dikembangkan dengan membuat program atau event. Program yang dilaksanakan dapat dirancang sesuai dengan kebutuhan penyandang disabilitas. "Famtrip Diffable" merupakan salah satu program unggulan yang diselenggarakan oleh Dinas Pariwisata Kabupaten Kulon Progo untuk sekaligus mempublikasikan atau mengkampanyekan Inklusivitas Pariwisata yang selama ini terlupakan dan ditinggalkan dan juga mengedukasi penyandang disabilitas selain bepergian dalam waktu yang bersamaan. Oleh karena itu, tulisan ini bertujuan untuk mengkampanyekan Pariwisata Ramah Disabilitas sebagai salah satu gerakan Pengembangan Pariwisata Inklusif yang perlu diperhatikan. "Famtrip Diffable" adalah salah satu studi kasus dalam penelitian pendekatan kualitatif ini. Dengan itu, Dinas Pariwisata Kabupaten Kulon Progo dapat sekaligus mempromosikan destinasi wisata unggulan di Kabupaten Kulon Progo di tengah pandemi. Mengingat kegiatan ini dilakukan di masa pandemi, tentunya banyak hal yang perlu diperhatikan seperti protokol kesehatan dan pembatasan jarak fisik. Mengingat program ini melibatkan banyak teman difabel mulai dari tunarungu, bisu, dan tunanetra, program ini juga dirancang untuk dapat menyesuaikan dengan kebutuhan khusus teman-teman difabel. Seperti berkolaborasi dengan Tim Medis, Rescue, dan Interpreter. Kemungkinan hambatan

Naskah diterima: 2022-12-24, direvisi: 2023-09-30 disetujui: 2024-03-31

<http://ejournal.bsi.ac.id/ejurnal/index.php/khasanah>

yang mungkin terjadi selama acara dapat dicegah dan diatasi. Acara ini juga berkolaborasi dengan Kompas TV dalam program "Jalan-Jalan Let's Go" yang dapat memperluas publikasi, mengedukasi dan menginformasikan kepada masyarakat luas tentang program-program luar biasa yang dilakukan oleh Dinas Pariwisata Kabupaten Kecamatan Kulon Progo. Singkatnya, kesimpulan diambil dan beberapa saran ditawarkan mengenai topik yang kemungkinan akan memberikan peluang untuk arah penelitian di masa depan.

Kata kunci: *Inklusif; Pengembangan pariwisata; Pariwisata ramah disabilitas; Famtrip diffable.*

INTRODUCTION

The pandemic has been enough to suppress the economy in the tourism industry. In addition to the economy, its development has also begun to be slowed down (Saga, *et al.*, 2021). The need to improve services for the tourism industry after the pandemic to face the challenges of the tourist wave that will occur after the pandemic period ends (Faidatun, 2021). Tourist services do not look at the condition of tourists including disabled tourists. Because many tourism destinations today, especially in Indonesia, are still not representative of all people, especially people with disabilities. The provision of public service facilities is considered necessary in realizing inclusive tourism development (Agovino, *et al.*, 2017; Churilina, *et al.*, 2021; Rebelo, *et al.*, 2022).

Currently, there are still many problems regarding the provision of public facilities and facilities that do not meet the needs of people with disabilities in Indonesia. One of the many needs is the need for a disability-friendly tourism model. Everyone, poor or rich, old or young, sick or healthy, ordinary or disabled, should have the same rights to travel. Everyone has the same rights and opportunities when it comes to traveling. So far, the concept of tourism is only for ordinary people, but not for people with special needs. If they are unfit and cannot travel, they aren't able to visit places of great historical value. For tourism to be inclusive of people with disabilities, it is necessary to create a tourism concept that is friendly to people with disabilities. For example, the concept of disability-friendly tourism has the urge to provide a variety of facilities and accessibility in all tourism destinations or attractions that tourists/ people with disabilities desperately need. For example, providing a special translation of communication for the deaf and blind, providing wheelchairs for those who

cannot walk, and other supporting facilities (Carolina, *et al.*, 2022).

Other than facilities, inclusive tourism can be created and developed by creating a program or event. Programs that include people with disabilities become participants. Hence, the program implemented can be designed to suit the needs of people with disabilities. In addition, this event can also simultaneously publish or campaign for Inclusive Tourism Awareness which has been forgotten and abandoned. And it can also educate people with disabilities in addition to vacationing or traveling at the same time.

Kulon Progo as one of the tourism developing areas especially in the Special Region of Yogyakarta has been a good example regarding tourism development. As the New Yogyakarta International Airport moved to Kulon Progo Regency, tourism has massively developed. In line with the high number of tourists visiting Kulon Progo, The Tourism Office was trying to bring more attraction with various tourism destinations, programs, etc. The easy access from tourism departure makes Kulon Progo popular for spending time after a long trip by plane.

That was enough reason for Kulon Progo Tourism Office to design a program that can invite disabled tourists to travel to 4 areas in Kulon Progo to embrace the awareness of inclusive tourism. The program entitled "Famtrip Diffable" is aimed at educating and introducing tourism in the Kulon Progo area to tourists/ people with disabilities. This program is also an effort of campaigning for disability-friendly tourism as one of the movements that need to be considered by everyone.

Motivated by the above explanation, we present a study on Disability-Friendly Tourism as one of the Inclusive Tourism Development movements that need to be considered. The "Famtrip Diffable" is presented as one of the Disability-Friendly Tourism activities. The "Famtrip Diffable" took place in Kulon Progo

Regency during the midst of the Covid-19 pandemic.

Lack of accessible tourist attractions such as a program has not been found in the region or tourism destinations in the area. With the increase of inclusive tourism development awareness, Kulon Progo shows its dedication to becoming an area of increasing accessible tourism and concern for tourists with disabilities. When people with disabilities part of citizens lack traveling opportunities because of lack of accessibility, they are likely to become more excluded over time, leading to an erosion of trust in equal opportunities in the matter of tourism. Addressing this problem will have practical benefits for Kulon Progo and the region around it to contribute to the understanding of this widespread phenomenon.

With those problems being stated, the objective of writing this paper is to embrace the awareness of developing inclusive tourism with "Famtrip Diffable" as the pilot project of Kulon Progo Tourism Office in realizing Disability-Friendly Tourism.

RELATED WORKS

The World Health Organization, more than 1 billion people (about 15% of the world's population) have some form of disability. From 110 million (2.2%) to 190 million (3.8%) people over the age of 15 have functional problems. More importantly, WHO points out that the problem of aging and the deteriorating health of the world's population will increase disability rates (WTO, 2022). Hence inclusive tourism has been a thing as the data from WHO said that the population of people with disabilities will increase shortly. Disability-friendly programs are the ones to achieve equal opportunities for people with disabilities to travel and access tourist destinations. As we speak about tourism, tourist the subject of tourism can achieve their personal transformation and well-being, but they can encounter many unpleasant situations while traveling (Noviyanti, *et al.*, 2021; Taleska, *et al.*, 2021; Zivitere, *et al.*, 2019; Medarić, *et al.*, 2021).

The embarrassing situations caused by customs, culture, language differences, transportation, housing, and financial transaction difficulties are just a few ways the vulnerabilities can be exposed. In addition to these embarrassments, some tourists of vulnerability can have physical, mental, and cognitive disabilities, adding to the limitations that may be encountered in the tourism experience. They face physical, financial, and

informational barriers, but for people with disabilities and their caregivers will be a benefit (Smith, *et al.*, 2022). Therefore, accommodation accessibility, smart guides, sensory representations of space, accessible information systems (Hersh, 2016; Hersh and Ramirez, 2016), and accessible travel products are more expensive but are very important to people with disabilities (Masitry, 2013; Lyu, 2017).

This paperwork examines the perception of travelers who are vulnerable to disability (Masitry, 2012). Such travelers are vulnerable due to their physical condition. Disability is a physical condition that does not always affect a person. Various models explain the disabilities. These models are located in the middle of two extremes, one considering the medical aspect (medical model) and the social aspect (social model) (Oliver, 1996). The medical aspect defines disability as an individual's caused by a pathological, anatomical change, or accident. Social models see obstacles as a result of social construction. People with disabilities become disabled only because they live in a physically and socially disabled environment with a hostile social attitude (Corrêa and de Sevilha Gosling, 2021).

From past studies, we state that Inclusive Tourism Development has been part of the tourism that has been developed by many countries around the world including Indonesia. Disabilities as part of the society were able to travel and access the tourism destination freely through the disability-friendly program and facilities. The initiatives of these developed tourist countries are taken as approved examples that can be applied to the tourism destination. In conclusion, society and stakeholders accepted the idea of the disability-friendly program as inclusive tourism development through working out tourist programs, which consider the needs of persons with disabilities, which will lead to an increase in a tourist attraction (Putri, *et al.*, 2023).

In the meantime, the past paper that has been collected in the same fields mostly prepared the facilities and infrastructure of the tourist destination itself (Pareira, 2021; Zahra, *et al.* 2022; Khang & Lynn, 2023; Mudjawil, & Isdarmanto, 2021). There is a lack of effort in building and holding a special program that pointed to tourists with disabilities. This paper will focus on inclusive tourism development through a design program as an effort in realizing disability-friendly tourism and "Famtrip Diffable" as the model for example.

METHOD

In this paper, case studies were chosen as the method to collect data and use a descriptive qualitative approach include being descriptive, the data collected is in the form of words, and pictures, not numbers in this paper. Descriptive qualitative research is research that only describes situations and events. Thus, the research report will contain quotations and data to illustrate the presentation of the report.

The data may come from interview scripts, field notes, photos, videotapes, personal documents, notes or memos, questionnaires, and other official documents. The researcher uses the descriptive qualitative research method because the author wants to make an analytical description of the inclusive tourism development: "Famtrip Diffable" as an effort in realizing disability-friendly tourism. Researchers accumulate data to make conclusions from the overall data studied. From the data that has been collected, the findings will draw to state how the events/program are held. Implications and conclusions will also draw to summarize the result and some suggestions are offered regarding the topics that are likely to provide opportunities for future research directions.

RESULT AND DISCUSSION

A. Program Design

It is one of the flagship programs organized by the Kulon Progo Regency Tourism Office by the spirit of Sambanggo, namely Sambang Gisik, Sambang Gawe, and Sambang Gunung which raises the theme of inclusive tourism or tourism involving all parties. This program is also recognized as a Famtrip program that invites the first Disabled friends in Indonesia. Hence the Kulon Progo Tourism Office is the initiator and this program is a pilot project for the Tourism Office or related agencies. It can be said that inclusive tourism is one of the paradigms that have the intention to provide equal opportunities for all parties including in this case people with disabilities who are now starting to be forgotten their diversity in traveling or enjoying tourism activities (Baramuli, 2021). With that said, the bureaucracy that holds this business, or in this case the Kulon Progo Regency Tourism Office designs programs that can be realizing inclusive tourism. The program entitled "Famtrip Diffable" is the first program in Indonesia that is packaged with the concept of inviting disabled friends, to travel to the tourist

destination of Kulon Progo Regency. With that, the Kulon Progo Regency Tourism Office can simultaneously promote the top tourist destinations in Kulon Progo Regency amid the pandemic. Considering this activity is carried out during the pandemic, of course, many things need to be considered such as health protocols and physical distance restrictions. To be noted, considering that this program involves many disabled friends ranging from deaf, mute, and blind people, this program is also designed to be able to adjust to the special needs of diffable friends. Such as collaborating with the Medical Team, Rescue, and Interpreter. Hence obstacles that may occur during the event can be prevented and overcome. This event also collaborates with Kompas TV in the Jalan-Jalan Lets Go" program which can expand publications, educate and inform the wider community about extraordinary programs by the Kulon Progo Regency Tourism Office. The Kulon Progo Tourism Office has a mission to make local tourism that pays attention to the needs of people with disabilities a world-class tourism destination. Therefore, we can support this movement by working with stakeholders and other tourism developers.

B. Program Implementation

The disabled famtrip was held on Saturday, November 13, 2021, and was attended by 60 disabled friends. 40 of them are people with disabilities from Kulon Progo Regency and 20 others from the outside Kulon Progo Regency. The program opened with acoustics featuring musicians from Kulon Progo which started in Laguna Pantai Glagah also attended by the Head of the Yogyakarta Special Region Tourism Office Mr. Singgih Raharjo, SH., M.Ed, The Regent of Kulon Progo Mr. Drs. Sutedjo and the deputy regent of Kulon Progo Mr. Fajar Gegana. Followed by a laguna tour using a motorized canoe which of course also invites people with disabilities.

The activity continued by dividing people with disabilities into 2 groups. The two groups visited different attractions due to limited time and are also still in a pandemic situation so there are restrictions.

Group 1 made the first visit to Ngargosari Tourism Village. This tourist village located in the mountains not only presents beautiful natural scenery but a thick culture and noble values. As shown on the Angguk

Dance attraction which is a culture that has existed since 1900. In addition, people with disabilities are also invited to make hand sanitizers and scrubs using tea ingredients that have been prepared by Pokdarwis (Tourism Conscious Group) of Ngargosari Tourism Village. Furthermore, the activity was closed by eating typical Kulon progo dishes and snacks including Sego Inkung and Geblek. The journey continues to Nglinggo Village which is located in the tea hills in the highlands. People with disabilities were greeted by Lengger Tapeng Dance, a traditional mask dance performance accompanied by Javanese gamelan and Javanese songs (see Figure 1).



Figure 1. Lengger Tapeng Traditional Dance

After the show was over, people with disabilities in Pokdarwis Nglinggo Village learned to read and write Javanese characters/scripts on a typical scarf of Nglinggo Village (see Figure 2). This is so that Javanese characters can be known to the wider community and not eroded by the times. Then the activity was closed by enjoying the typical tea drink of Nglinggo Village.



Figure 2. Learn to read and write Javanese Characters

Group 2 started the journey from Laguna Pantai Glagah to Rumah Teh Gumilir Purwosari Tourist Village (see Figures 3). Similar to the previous group, people with disabilities were greeted with Angguk Dance.

The first activity done by people with disabilities is picking tea. Followed by processing tea by roasting. People with disabilities are also explained how to pick until the tea is ready to brew, not only explained people with disabilities try to do the process. Activities in Purwosari Tourism Village are closed by enjoying the Rumah Gumilir.



Figure 3. People with disabilities try to do the process of making tea

The trip continues to Jatimulyo Tourism Village. People with disabilities were greeted with Kuda Lumpung Dance performed by the local community. Furthermore, people with disabilities do animal education tours, especially birds, because 80% of Jatimulyo Village's land is plantation land so it becomes the natural habitat of more than 106 species of birds. This is further a tourist attraction that is also done by people with disabilities. That is an explanation of the habitat of birds in Jatimulyo Tourism Village in various ways. Blind people can read the explanation provided in braille letters as well as can touch the bird cage that is not used, while the deaf is translated by a sign language interpreter (see Figures 4 and 5). The trip to Jatimulyo Tourist Village is closed by eating Dawet Sambel (see Figure 6). This unique Kulonprogo specialty invites many curious people with disabilities. Because dawet is usually served in sweet and refreshing cold drinks, transformed into a savory, sweet, and spicy food complete with chili sauce, bean sprouts, and fried onions.



Figure 4. Interpreter of sign language



Figure 5. Explanations in braille letters



Figure 6. Dawet Sambel

As the highlight of the Disabled Famtrip event, the two groups ended the trip by gathering in Kiskendo Cave. Kiskendo Cave is famous for its folklore that developed in the community, Sugriwa Subali (see Figure 7). This folklore is what Sendratari looks like at the peak of the Disabled Famtrip event. All the stories spoken are translated by sign language interpreters and at the end of the performance blind people can feel and touch the costumes of the dancer to get a clearer picture.



Figure 7. People with disabilities touch Sugriwa Subali Dancer's costumes

This event was also supported by Kompas TV, by covering the full event on the "Jalan-Jalan Lets Go" program series that

aired on YouTube, TV, and Kompas newspapers (see Figure 8). It can also expand the publication and documentation of this event at the same time. Hence, it can be said that publication plays an important role in the implementation of this Famtrip Diffable event. With the strong publication, we hope that the campaign carried out by the Kulon Progo Regency Tourism Office is to provide the same opportunity to travel, especially in Kulon Progo Regency for all people including people with disabilities.



Figure 8. Kompas TV YouTube Channel

C. Implications

The "Famtrip Diffable" program held by the Tourism Office of Kulon Progo Regency is a very factual and actual example as the role model and initiator of the program related to giving opportunities to people with disabilities. It is mentioned that this program needs special attention regarding fulfilling the needs of participants such as sign language translator (interpreter), medical team, and rescue team. As an example, and the initiator, this program has been held successfully and fulfills all the needs of the participant. The evaluation examines that the program will be held yearly as "Famtrip Diffable" has been effectively on realizing the disability-friendly tourism and hope that this program will be the new trendsetter, hence the policy and practice can implement this program and make this one of serious efforts to achieve the inclusive tourism.

As been stated before policy or the stakeholder related to tourism and society need to consider this program as one of the examples to realize the importance of inclusive tourism. The rights of people with disabilities to freely travel, access the tourist destination, and also enjoy the tourist attraction are another thing to be in mind. As this program effectively held on realizing disability-friendly tourism, this will bring the stable to society and give an equal opportunity to people with disabilities. The head office of the Tourism Office of Kulon Progo Regency has the mission to bring local tourism to world-class tourism that pays attention to the people with disabilities needs. Hence the collaboration with the stakeholder and other tourism developers will support this movement. The movement of Inclusive Tourism will take tourism to the next level. In

line with the SDGs (Sustainable Development Goals), tourism will give an equal travel/tourism opportunity to all societies regardless of their needs. Hence, this paper will enrich the literature that discusses the topic related to Inclusive Tourism and Disability-friendly Tourism as this topic has a very limited amount of literature, especially on the case study. The importance of a case study on developing Inclusive Tourism is to give an actual role model on holding a program of disability-friendly tourism. Through this paper, we aim to encourage and embrace the trend and importance of developing Inclusive Tourism.

D. Tourism Development to Support Disability Tourism Activities

Through the "Famtrip Diffable" program, Kulon Progo Tourism office has successfully developed tourism based on an inclusive tourism approach. This development should be implemented in the tourism destination based on the urge in supporting disability tourism activities. The process of some destinations in realizing disability-friendly tourism is building the program that concern tourist with disability needs in the terms of traveling or enjoying the tourism destination. Although the infrastructure such as wheelchair access, braille explanation, audio and video feature, and the availability of sign language interpreters is considered important. But the program that is designed especially for tourists with disabilities is more personalized for them. Hence both development either infrastructure or non-infrastructure such as programs should be developed in line.

CONCLUSION

Unequal opportunities for traveling or tourism activities have been a problem for years in many countries including Indonesia. "Famtrip Diffable" brings hope by holding the program that was specifically created for people with disabilities as the participant. This program has proven that equal opportunities for traveling are a sure thing to become true. To be mentioned this program is also effectively accommodating people with disabilities to travel in some ways, for example, providing an interpreter, providing braille manuscript, experiencing the travel experience by feeling and touch sensors, etc. We were agreeing on the concept of embracing disability-friendly tourism as this issue is essential to the future development of tourism especially inclusive tourism through "Famtrip Diffable" program.

From the state above we may conclude that The "Famtrip Diffable" program, run by the Tourism Office of Kulon Progo Regency, is a very factual and up-to-date example of a program model regarding giving opportunities to people with disabilities. This assessment confirms that the program is implemented as a "Famtrip Diffable" each year, making it a new trendsetter in policy and practice for implementing this program and one of the serious efforts of inclusive tourism. As stated, tourism and social policies and stakeholders should consider this program as an example to recognize the importance of comprehensive tourism. The right of people with disabilities to travel freely, access destinations, and enjoy tourist attractions should also be considered. This program effectively aims to realize tourism that is friendly to people with disabilities, thus providing stability to society and providing equal opportunities for people with disabilities.

The limited literature on Inclusive Tourism and Disability-friendly Tourism is one of our issues that needs to resolve in future literature. Hence future research is expected to give more examples of the disability-friendly program or the ideal way of holding such programs. Thus, in the future will be more literature on this topic and the Inclusive Tourism and Disability-friendly Tourism become the trend and the "Famtrip Diffable" will be the role model.

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