THE STUDY FOR THE DEVELOPMENT OF COMMUNICATION WITH DISABILITIES IN TOURISM SECTOR

Abstract

People with disabilities have been recognized as an important niche market in tourism sector, solving communication problems they face are identified during the tourism experience that is great importance for the development of the market. The buying process of the tourist product requires to move towards an unknown. Because individuals wishing to tourism activities can not be touched, as with previous experience of eating and if you buy a product that can not see. When considering the information needs of disabled people into the circuit at this point is crucial to effective communicating ways that are offered to them. Even tourism activities available in the area and decided to purchase handicapped individuals who perform to travelling and accommodation during the highly prized need to communicate effectively with them. In this study, using a tree diagram method; the staff opinions and suggestions to improve communication with disabled people aimed to determine what happened in the tourism sector. In the study 50 personnel of tourism enterprises were interviewed in the tourism sector. Communication problems experienced by people with disabilities in this regard were discussed and is presented solutions.

Keywords: Tourism Sector, Disabled, Communication, Tree Diagram