

Tourism Experience in Tourism Villages: Persons with Disabilities (PwD) Perception

Roni A. B. Kusufa, Iva N. Nurfarida, Sri Wilujeng, and Riril M. Firdaus

ABSTRACT

Persons with disabilities have equal rights in society. Likewise for tourism activities. People with disabilities with their limitations, do not have many choices related to their tourist destinations. It is an opportunity for tourist villages to accept them as visitors. Must improve, both in service and in facilities. The point is to create a comfortable and safe atmosphere for them. Friendly facilities for them and trained human resources to deal with persons with disabilities. Research related to persons with disabilities must be special because each type of disability has different needs. It aims to be able to provide comprehensive solutions related to each obstacle. As in this study, the focus is on persons with mobility disabilities in understanding their tourism experience. The research was conducted qualitatively by observing and conducting interviews with tourism business actors and persons with mobility disabilities who are members of the Lingkar Sosial community. Focus on the analysis of their tourism experiences in tourist villages in Malang Raya. The study found that price was not the main factor for persons with mobility disabilities in choosing a tourist destination. Tourist destinations that are able to answer the obstacles they face when traveling so that they get an unforgettable tourism experience are chosen.

Keywords: People with Disabilities, Tourism, Tourism Experience, Tourism Villages.

Published Online: August 2, 2022

ISSN: 2736-660X

DOI: 10.24018/ejdevelop.2022.2.4.126

R. A. B. Kusufa

Universitas PGRI Kanjuruhan Malang, Indonesia.

(e-mail: roniabk@unikama.ac.id)

I. N. Nurfarida

Universitas PGRI Kanjuruhan Malang, Indonesia.

(e-mail: ivanurdiana@unikama.ac.id)

S. Wilujeng*

Universitas PGRI Kanjuruhan Malang, Indonesia.

(e-mail: mymedia@unikama.ac.id)

R. M. Firdaus

Universitas PGRI Kanjuruhan Malang, Indonesia.

(e-mail: ririlnardiana@unikama.ac.id)

**Corresponding Author*

I. INTRODUCTION

Tourism is increasingly becoming a market of opportunities and challenges. Tourism development is moving towards new critical issues such as quality, sustainability, image, innovation, and accessibility (Garcia-Caro *et al.*, 2012). It includes economic, social, cultural, and environmental sustainability. It also includes social sustainability with a focus on poverty alleviation and equal rights (Loi & Kong, 2015).

From the point of view of equality of rights, the tourism industry pays more attention to the needs and demands of tourists by people with disabilities, that these people have the same needs and desires to travel, so the current concept of tourism must be friendly to them. For people with disabilities, the infrastructure created in tourist attractions must prioritize their needs. Publicly accessible transportation, accessible day trips and tours, and public facilities such as toilets, places of worship, and restaurants should be easily accessible to ensure tourists with disabilities can fully participate in the tourist experience.

The emergence of tourist villages today has great potential for the development of Indonesian tourism. Tourism villages have characteristics such as maintaining strong local wisdom, environmental sustainability and empowering the local economy to make this sector increasingly seen for its

existence. At the international level, tourist villages in Indonesia have also received confession. In 2019 there were four tourist villages such as Nglangeran Village, Patuk District, Gunungkidul Regency (DIY), Importantsari, Umbulharjo Village, Cangkringan District, Sleman Regency (DIY), Pemuteran Village, Gerokgak District, Buleleng Regency (Bali) and Penglipuran Village, Bangli Regency (Bali) is included in the Top 100 Sustainable Destinations in the World according to the Global Green Destinations Days version (Mulyati *et al.*, 2020).

Developing a tourist village is never easy due to various obstacles, such as lack of product differentiation, no standardization of tourist villages, tourism products that are not based on local potential, limited access, poor management of tour packages, lack of government commitment, low quality of local human resources, and regulatory issues. Developing a tourist village is never easy due to various obstacles, such as lack of product differentiation, no standardization of tourist villages, tourism products that are not based on local potential, limited access, poor management of tour packages, lack of government commitment, low quality of local human resources, and regulatory issues. This study tries to collect opinions from people with disabilities related to their expectations and assessments of tourist villages in the Malang Raya area, East Java, Indonesia. The tourist villages used as the object of the assessment varied in their themes, such as culture, natural wealth, religion, and

local mainstay products.

Understanding the traveler experience, based on the identification of tourist perceptions and emotions on whether they enjoy the tour, is an illustration to map the segmentation in the future. There are not many studies that discuss it, because this perception is multidimensional, complex, and very diverse in the nature of the tourist experience. Another reason is the fact that satisfaction, quality, and value, are inconsistent and relatively subjective. Meanwhile, the tourist experience felt by tourists is very important for tourism businesses to know to build effective operations and management.

II. LITERATURE REVIEW

A. Tourism Experience

The attraction of someone visiting tourist attractions is an unforgettable tour experience, even with a tourism experience, someone will have a tendency to revisit these tourist attractions and recommend them to others. This confirms the conceptual basis of today's business dynamics that there is a drastic shift or change from product-based to service-based then experience-based (Jorgenson *et al.*, 2019); (Park & Santos, 2017). This shift refers to the evolution that an effective approach to tourism business today is one based on the creation of shared experiences between tourism service providers and visitors (Forlani & Pencarelli, 2019), which is actively created by tourism providers with tourists (Campos *et al.*, 2018) or called co-creation (Cassia *et al.*, 2020) and the value of co-creation has played a major role in several studies discussing tourism, recreation, and hospitality.

Based on this assumption, many tourism businesses emphasize providing an unforgettable experience for consumers (Atmari & Putri, 2021). Travel experience is one factor that influences tourist impressions (Santana *et al.*, 2017). The tourist experience felt by tourists at a destination will have an impact on the overall evaluation of tourism services (Sharma & Nayak, 2019). Tourism Experience forms the image of a destination, which is shown by having an unforgettable tourist experience by involving the senses, physically and emotionally so that it is easily attached to tourist memos (Dagustani *et al.*, 2018). Tourism experiences as experiences that are positively remembered right after the event (Kim, 2018), identify needs that have been met during the trip and are stored in the tourist's memory for a long time (Morgan & Xu, 2009). The tourist experience is the focus of the tourism business which can demonstrate quality and make the tourism provider's position stronger in the market (Mendes *et al.*, 2016).

B. Person with Disabilities (PwD)

Based on the definition contained in the Disability Discrimination Act 1995 (The National Archives, 1995), a 'disabled person' is someone who "has a physical or mental disability" which has a substantial and long-term detrimental effect on his or her ability to carry out normal daily activities. Disability means that a person may have a physical, cognitive/mental disability, sensory, emotional, developmental disorders, or a combination of these (Loi & Kong, 2015). The construct of disability can be divided into physical disability and learning disability. Physical disability

is related to mobility, visual and hearing impairments and learning disabilities are about cognitive, sensory, emotional and developmental impairments (Loi & Kong, 2015).

This study only focuses on the problem of tourist village facilities related to groups of people with mobility disabilities. The researcher believes that travel-related barriers will be different for each person with a disability. Consequently, each type of person with disabilities should be studied as a different tourism market and an in-depth understanding of their barriers can help tourism practitioners to better manage visitors with disabilities.

C. PwD and Tourism Activities

In the past, people with disabilities were considered not interested in traveling. They have the same needs as (Pagan, 2012), but they don't get many opportunities to enjoy tourism. Fortunately, global attention is increasing on the basic needs of persons with disabilities, including the need for travel (Darcy & Pegg, 2011). There are more than 650 million people with disabilities living in the world, equivalent to about 10% of the total world population (Pagan, 2012). From the statistics above, we can see that addressing the needs of persons with disabilities does not only mean fulfilling social responsibilities, but a large number of persons with disabilities worldwide at the same time can bring economic incentives because they can generate new opportunities for tourism industry businesses (Bi *et al.*, 2007).

In the context of the tourism industry, PwD is a market that must be considered and requires a different approach in terms of needs and wants. For people with disabilities, traveling can be a challenge; however, this challenge can also be a burden for tourists with disabilities and can even be scary. In addition to fulfilling human rights for people with disabilities, the tourism business by prioritizing the fulfillment of needs by providing facilities that it is friendly for people with disabilities also has the potential for a large profit. The number of people with disabilities has been recorded, and it shows there is a market available. So there is nothing wrong if the tourism business views visitors with disabilities as the right target audience. Apart from fulfilling social responsibilities.

III. METHODOLOGY

The research approach used in this research is an approach by observing, studying, and understanding the reality and conditions in the field (Mutia *et al.*, 2021), through observation and interviews or referred to as a qualitative approach which produces data obtained from direct research in the field and library data, then analyzed. In this approach, the data required is more monographic. In writing this research, primary data is the result of interviews with several persons with mobility disabilities who are members of the Lingkar Sosial community in the Malang Raya area and several tourism village activists. As supporting data in this study used secondary data such as the results of previous studies and theoretical references.

IV. RESULTS AND DISCUSSION

The idea underlying a tourism experience that can be shared by all visitors, including persons with disabilities, is that everyone has the right to travel (UNWTO, 2001) to meet several needs that are felt differently by each person. For example, the need to enrich personal knowledge by experiencing the local culture in the location visited (Stone & Petrick, 2013) or the need to appreciate diversity and beauty by exploring to answer curiosity (Fourbert, 2018).

Tourism experience analysis involves mapping the perception of a tourist's entire tourism experience, outlining all the stages that a person goes through when experiencing the need to enjoy the tourism (Astrom, 2020). This analysis refers to the concept of customer satisfaction, which is the process that customers go through, at all stages that make up the customer experience (Lemon & Verhoef, 2016).

Mapping tourism experiences is a popular and effective way to understand visitor needs (Rosenbaum *et al.*, 2017). Making tourism products offered can be different in concept from others. For example: providing additional services with the convenience of paying tickets online, providing insurance for visitors, and even some facilities that can be used by persons with disabilities. Provide comfort to them so that they feel privileged and get the same rights as others.

Here, we apply the analysis to the tourism experience in the context of persons with mobility disabilities, bearing in mind that other disabilities may have different needs. However, with the same method, this analysis can be easily extended and replicated. More focus on the tourism experience of persons with mobility disabilities in tourist villages. As can be seen, especially in Indonesia, the government is trying to promote the people's economy to normalize the post-pandemic situation. The tourism village program is one of them. A tourist village with the theme of local wisdom, apart from being a tourist destination, is also a means of learning about culture, superior products, and natural wealth. Packaged at an affordable price, but still, pay attention to the quality of tourist services. This includes creating a friendly atmosphere for persons with mobility disabilities.

Based on the results of interviews with several people with mobility disabilities in the Lingkar Sosial community, there are several tourist villages that have been visited around the Malang Raya area. There are four tourist villages that are frequently visited, that are Kaki Gunung Wedon, Bon Pring Lake, Krabyakan Water Source, and Jenon Lake. One respondent gave reasons why they often visit this tourist destination:

"I feel that I have an interesting tourism experience. These four places provide facilities for people with mobility disabilities like me. They don't just think of providing a wheelchair, but all the available facilities make it easier for me to enjoy this trip. There are sloping and flat roads so it is safe for me, there are straight stairs even though there are stairs too, to public facilities such as toilets, places of worship and parking areas that make it easier for me and do not feel any discrimination".

Facilitating accessibility for persons with disabilities for both domestic and international tourists is a very complex task. However, it must be realized by tourism service providers. The needs of people with disabilities both tourists and residents are likely to create new urban geographies, especially in areas that are developing very rapidly, such as metropolitan areas (Wiesel, 2019). Likewise, with tourist destinations, the bigger and busier the tourist attractions, the fulfillment of these needs must be met. Tourist destinations must apply normative principles inspired by the rights of persons with disabilities.

Opinions from other informants about the friendliness and responsiveness of officers in providing services. People with mobility disabilities certainly cannot quickly move and move from one place to another. They need the sincerity of the officers without them having to ask. The opinions expressed are:

"Kaki Gunung Wedon is my favorite tourist destination. The staff is very friendly and helpful. Starting from the entrance, I could already feel their warm service. They quickly helped me. Actually, I didn't come alone, but it would be more comfortable for me to be assisted by the officers, I didn't want to disturb my group, because they also wanted to enjoy the trip. This tourism experience was very memorable, and I will tell my family and others about this kindness".

The increase in tourists with mobility disabilities, if they experience an interesting tourism experience, is a distinct advantage for the tourism industry. They can be good marketers, by giving positive reviews and building an image. As stated by one of the tourist destination managers who explained:

"We are very lucky to find visitors with mobility disabilities. Not being grateful for their situation, but more about feeling flattered by people with mobility disabilities wanting to visit, let alone conveying about their tourism experiences that attract other visitors. And that makes us even more excited and more committed to providing fair services to visitors, especially visitors with mobility disabilities".

It turns out that the price is not a consideration for persons with mobility disabilities when conveying their tourism experiences. For them, the most important thing is comfort and guarantee of equal rights. If they feel comfortable, they are likely to want to visit again in the future. This is because of their limited mobility, so their tourist destinations are also limited. Tourism activities for them are healing, relaxation, not seeking sensation and renewal. As long as they are comfortable and get good treatment, they will make their choice.

With the growing role of human and social values, the rights of persons with disabilities have begun to attract attention, including the tourism industry. The issue of the availability of social infrastructure, including transportation, is an integral part of integration persons with disabilities into public life (Islambekova, 2021). Thus, this order emerges from the relational synergy between the people who inhabit it

and the environment. Therefore, the stronger the synergy that is built, it is correlated with the high selling power of a location. That is, the long-term attractiveness of a tourist destination comes from the actions of tourists throughout the ecosystem in experiencing the tourism experience, where actors must try to do their best through dialogue with the territorial ecosystem. For this reason, tourism must be understood holistically by implementing planning involving all ecosystem actors and involving all potential beneficiaries of tourism offerings—both tourists with and without disabilities (McKerracher & Darcy, 2018). The tourism industry should understand the barriers faced by persons with mobility disabilities. By knowing these barriers, the tourism industry can find what they want when they want to get a tourism experience (Cassia *et al.*, 2020).

Information barriers refer to difficulties faced by persons with mobility disabilities when they want to independently evaluate and choose their means of transportation, accommodation, vacation schedule, and holiday activities. While there is usually a lot of information available for such services, the information needs of persons with mobility disabilities lead to a higher level of complexity. So the tourism industry must be able to provide a solution to the problem. Provide information in an appropriate manner or if necessary, the information is conveyed directly by an officer who specifically handles this matter. Personal handling will give them a feeling of comfort and respect.

Architectural barriers refer to the obstacles faced by persons with disabilities on holidays because at this time the conditions are very crowded. They find it difficult to be able to move locations quickly, jostling when using public facilities at tourist destinations. This should also be understood by the tourism industry. It's a good idea to have a special day for visitors with mobility disabilities. It can be arranged for a specific day or a specific time so that they can have a meaningful tourism experience.

Cultural barriers refer to the indifference that can characterize the behavior of all persons without disabilities (Gillovic *et al.*, 2018) towards persons with disabilities. This obstacle is manifested in the insensitivity of visitors to persons with mobility disabilities (i.e., skipping queues, parking vehicles in places that have been specifically marked for persons with mobility disabilities or using toilets that are supposed to be for visitors with mobility disabilities). With this, the tourism industry must take strict action against any violations and put up several signs containing an appeal to give priority and respect to visitors with mobility disabilities.

Relational barriers refer to society's disparaging view of persons with mobility disabilities. People think that they are troublesome, dependent, and unable to be independent. What must be considered by the tourism industry is to provide several facilities that allow visitors with mobility disabilities to carry out their recreational activities independently. Such as the availability of flat stairs, the availability of wheelchairs or other means of transportation for inside tourist sites, handrails along roads that become tourist trails, special toilets for people with disabilities, comfortable seats, and the officers swiftly assisting visitors with mobility disabilities. In addition to providing sympathy and empathy, it also keeps other visitors from being disturbed and all can enjoy their tour and get a memorable tourism experience.

Technological barriers refer to the speed of technological change associated with means of transportation and communication, which can create difficult situations for those who are not keeping up with the ongoing changes. To deal with visitors with mobility disabilities, the role of humans remains the most important. Not enough machines or robots to serve it. Persons with mobility disabilities have a sensitive sense that must be managed with great care so as not to offend them. Employee training is needed to overcome this.

Entrepreneurial myopia refers to the inability to appreciate the potential and opportunities of the tourism market for persons with disabilities and the changes taking place in public opinion. This perception does not want to know and does not want to bother, while if the tourism business is managed properly by accepting visits from people with mobility disabilities, apart from benefiting from the large population of people with disabilities, it also has a positive effect on the reputation of the business. The sustainability of the tourism business will be guaranteed because it can touch the sense of the community about the involvement of the tourism business that is run towards the struggle to provide equal opportunities in enjoying tourism activities that provide an unforgettable tourism experience.

By being able to solve the obstacles faced by persons with mobility disabilities, it is certain that the tourist village will be visited by not only non-disabled visitors but also visitors with disabilities. That way, the level of visits will increase, and provide opportunities to become a sustainable, reputable tourism business and become a forum for the community to earn income, empower communities, and as a study center for researchers both practitioners and academics.

V. CONCLUSION

Research related to the tourism experience felt by people with mobility disabilities is considered important for now and in the future. Research provides detailed and accurate information about tourism products and very special market segments. Serving people with mobility disabilities in tourist attractions is not only for profit but there are many lessons to be learned. Equal rights to travel, understand how to handle unique and special consumers, and understand the social conditions of society that continue to shift from time to time. Especially for tourist villages, managing visitors with mobility disabilities requires a relatively large workforce and this is an opportunity for community empowerment.

ACKNOWLEDGMENT

We would like to thank the University of PGRI Kanjuruhan Malang, which has provided the opportunity and support for the completion of this paper.

REFERENCES

- Astrom, J. (2020). Why theming? Identifying the purposes of theming in tourism. *Journal of Quality Assurance in Hospitality and Tourism*, 245-266.
- Atmari, N. V., & Putri, V. (2021). The Effect of Tourism Experience on Revisit Intention through Destination Image and Satisfaction. *Management Analysis Journal*, 85-95.

- Bi, Y., Card, J., & Cole, S. (2007). Accessibility and attitudinal barriers encountered by chinese travellers with physical disabilities. *International Journal of Tourism Research*, 205-216.
- Campos, A. C., Mendes, J., Valle, P., & Scott, N. (2018). Co-creation of tourist experiences: a literature review. *Current Issues in Tourism*, 369-400.
- Cassia, F., Castellani, P., Rossato, C., & Baccarani, C. (2020). Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. *The TQM Journal*, 206-221.
- Dagustani, D., Kartini, D., Oesman, Y., & Kaltum, U. (2018). Destination image of tourist: Effect of travel motivation and memorable tourism experience. *Etikonomi*, 307-317.
- Darcy, S., & Pegg, S. (2011). Towards strategic intent: Perceptions of disability service provision amongst hotel accommodation managers. *International Journal of Hospitality Management*, 468-476.
- Forlani, F., & Pencarelli, T. (2019). Using the experiential approach in marketing and management: a systematic literature review. *Mercati and Competitivita*, 17-50.
- Fourbert, L. (2018). Men and women tourists' desire to see the world: 'curiosity' and 'a longing to learn' as (self-) fashioning motifs (first–fifth centuries CE). *Journal of Tourism History*, 5-20.
- Garcia-Caro, S., de Wall, A., & Buhalis, D. (2012). 24 special needs customer care training for tourism. *Best Practice in Accessible Tourism*, 365.
- Islambekova, Z. (2021). *The opportunities of accessible tourism or disabled people*. Uzbekistan: Yeoju Technical Institute in Tashkent, Tourism Department.
- Jorgenson, J., Nickerson, N., Dalenberg, N., Angle, J., Metcalf, E., & Freimund, W. (2019). Measuring visitor experiences: creating and testing the tourism autobiographical memory scale. *Journal of Travel Research*, 566-578.
- Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 856-870.
- Lemon, K., & Verhoef, P. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 69-96.
- Loi, K. I., & Kong, W. (2015). *People with Disabilities (PwD) In The Tourism Industry - Concepts and Issues*. Macau: Institute for Tourism Studies.
- McKerracher, B., & Darcy, S. (2018). On textualizing barriers to travel by people with disabilities. *Tourism Management Perspectives*, 59-61.
- Mendes, J., Guerreiro, M., & Matos, N. (2016). Monitoring the Quality of Tourism Experience. *The 12th Biennial Conference of Hospitality and Tourism Industry in Asia* (pp. 294-305). Algarve: Asia Tourism Forum.
- Morgan, M., & Xu, F. (2009). Student travel experiences: Memories and dreams. *Journal of Hospitality Marketing and Management*, 216-236.
- Mulyati, T., Rohmatiah, A., Haryani, A., & Susilo, H. (2020). Sinergitas Pemberdayaan Kampung Disabilitas dan Kampung Wisata untuk Mewujudkan Simbatan sebagai Desa Wisata. *Seminar Nasional Pengabdian FlipMAS* (pp. 536-544). Yogyakarta: Prosiding SEMADIF.
- Mutia, N., Gani, I., & Syahbandir, M. (2021). Social Empowerment for People with Disability as Aceh Social Department Responsibility. *Kanun Jurnal Ilmu Hukum*, 211-232.
- Pagan, R. (2012). Time allocation in tourism for people with disabilities. *Annals of Tourism Research*, 1514-1537.
- Park, S., & Santos, C. (2017). Exploring the tourist experience: a sequential approach. *Journal of Travel Research*, 16-27.
- Santana, M., Beerli-Palacio, A., & Nazzareno, P. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 13-25.
- Sharma, P., & Nayak, J. (2019). Understanding tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 504-518.
- Stone, M., & Petrick, J. (2013). The educational benefits of travel experiences: a literature review. *Journal of Travel Research*, 731-744.
- UNWTO. (2001). *Global Code of Ethics for Tourism*. United Nations World Tourism Organisation.



Iva Nurdiana Nurfarida is a doctoral candidate for management and business and now teaches several courses in economics and business. Experience in assisting SMEs throughout Indonesia by providing training on digitalization management for SMEs to penetrate the export market.



Sri Wilujeng is a doctoral candidate and currently teaching for management and business courses, active in social institutions for people with disabilities throughout Indonesia. Provide training for people with disabilities to not depend on others and live independently.



Riril Mardiana Firdaus is a doctorate in economics and business, especially in green economy and digital economy. Experienced as a companion for SMEs for business continuity.



Roni Alim Ba'diya Kusufa is a doctorate in social geography and environmental conservation. Currently actively teaching both undergraduate and master classes on the topic of geography. Actively conducts research on global social issues, population and other related topics. Some of his research has been used by the community, both business, government, and others.