



Received 10 September 2024

Revised 10 November 2024

Accepted 21 December 2024

Destination Tourism for All: Transforming Hospitality through Accessibility Features, Guest Experience, and Loyalty in Hotels

Sarinya La-ong-in Thayarnsin

University of the Thai Chamber of Commerce

Abstract

This research explores the intersection of accessibility, inclusivity, and guest loyalty within hotels, focusing on people with disabilities, elderly travelers, and families with children. Anchored in the principles of "Tourism for All," the study evaluates perceptions, experiences, and loyalty levels of diverse traveler groups regarding accessibility features in Bangkok's hotels. Utilising a mixed-methods approach, the study integrates quantitative data from 401 international tourists with qualitative insights from industry stakeholders, yielding a comprehensive understanding of accessibility's role in shaping guest satisfaction and retention. Findings underscore that positive perceptions and experiences with accessibility features are pivotal in enhancing guest loyalty, mediated by well-maintained amenities and trained staff. Structural barriers, inadequate sensory accommodations, and inconsistent service quality emerged as critical challenges. The study highlights the under-addressed needs of neurodiverse travelers, emphasising the urgency for tailored interventions like sensory-friendly environments and personalised services. This research advances actionable strategies, including design innovations, digital accessibility, and comprehensive staff training, to foster inclusivity while aligning with Sustainable Development Goal 11. By addressing these gaps, the hospitality sector can redefine guest experiences, ensuring that accessibility transcends compliance to become a strategic advantage. The findings contribute to the academic discourse on accessible tourism and offer practical recommendations for industry practitioners to create sustainable, inclusive hospitality environments that resonate with diverse global audiences.

South Asian Journal of
Tourism and Hospitality
© Faculty of Management
Studies
Sabaragamuwa University
of Sri Lanka
ISSN: 2756- 911X

Keywords: Tourism for all, accessibility features, experience, loyalty, hotels

*Corresponding author: sarinya_lao@utcc.ac.th

ORCID: <https://orcid.org/0000-0002-9668-3269>



Articles in SAJTH are licensed under a Creative Commons Attribution-No Derivatives 4.0 International License (CC BY-ND 4.0). This license allows reusers to copy and distribute the material in any medium or format in unadopted from only so long as attribution is given to the creator.

INTRODUCTION

Tourism is a cornerstone of global economic growth, cultural exchange, and social development, offering opportunities for connection and enrichment across diverse populations. Despite its significant contribution to global GDP and its role in fostering intercultural understanding, the benefits of tourism often remain inaccessible to specific groups, including individuals with disabilities, neurodiverse travelers, elderly tourists, and families with young children (United Nations World Tourism Organization [UNWTO], 2020). "Tourism for All" has emerged as a rallying call to create inclusive tourism ecosystems, ensuring equitable access and enjoyment for all, regardless of abilities or needs.

Among the various sectors within tourism, the hotel industry plays a pivotal role in facilitating accessibility and inclusivity. Hotels are not merely places of accommodation but serve as crucial touchpoints where travelers' perceptions and experiences of inclusivity are formed. Their capacity to address diverse needs—from physical accessibility features to sensory-friendly environments and family-oriented amenities—directly impacts the realisation of "Tourism for All." However, significant gaps persist in understanding and implementing inclusive practices within the hotel industry, particularly in developing countries like Thailand (Darcy et al., 2021; Scheyvens & Biddulph, 2018). Despite progress in promoting inclusivity, the hotel industry faces several barriers. Limited awareness among hotel operators and insufficient facilities often result in a lack of compliance with universal design principles and Sustainable Development Goals (SDGs), such as SDG 11, which advocates for inclusive and sustainable urbanisation (World Health Organization [WHO], 2011). These shortcomings frequently lead to dissatisfaction among travelers requiring assistance, perpetuating their exclusion and hindering the broader realisation of accessible tourism (Leidner, 2022). Among the most underserved populations are neurodiverse travelers, particularly individuals with Autism Spectrum Disorder (ASD). Hotels are often ill-equipped to accommodate these

travelers, who face challenges such as sensory sensitivities, communication barriers, and the lack of tailored accommodations (Lam et al., 2020). Families traveling with neurodiverse children encounter additional stressors due to inadequate preparation and a dearth of inclusive resources. These gaps highlight the urgent need for targeted interventions within the hotel sector to create sensory-friendly and supportive environments that align with the ethos of "Tourism for All." Furthermore, research underscores that elderly travelers and families with children frequently encounter hotel obstacles, including inadequate physical access, ineffective information dissemination, and inconsistent service delivery. While features such as ramps and elevators are essential, these physical adjustments alone are insufficient to create a genuinely inclusive environment (Small & Darcy, 2020). Addressing these pain points requires a more profound exploration of travelers' perceptions, experiences, and satisfaction levels, particularly in the context of hotel stays, which remains underexplored in existing literature (Hwang et al., 2020).

Despite the growing emphasis on inclusivity, several critical research gaps remain within the hotel sector. Addressing the Nuanced Needs of Neurodiverse Travelers: While sensory-friendly environments are gaining traction, applying such practices in hotels remains limited. Existing studies fail to address how hotels can integrate adaptive communication tools, customisable room features, and staff training to cater to neurodiverse travelers effectively (Sedgley et al., 2017; Freund et al., 2022). Educational Gaps in Hospitality Training: Equipping hotel staff with the skills to address diverse guest needs is crucial, yet there is a lack of research on the long-term impact of professional training programs. Innovative approaches such as experiential learning and design thinking show promise but remain underexplored in hotel-specific contexts (Garcia-Rosell, 2013; Joppe & Elliot, 2015). Leveraging Technology for Inclusive Hotel Experiences: Emerging technologies like artificial intelligence (AI),

the Internet of Things (IoT), and augmented reality (AR) have significant potential to enhance accessibility in hotels. However, adopting IoT-enabled room controls, AI-driven personalisation tools, and AR-based virtual tours remains inconsistent and under-researched (Smith & Lee, 2023; Brown et al., 2024). **Understanding Accessibility's Impact on Guest Loyalty:** While studies have explored general satisfaction metrics, there is limited insight into how specific accessibility features influence long-term guest loyalty, repeat stays, and recommendations within the hotel sector. Investigating these dynamics is critical for developing effective retention strategies (Echtner & Ritchie, 2021). **Policy and Collaboration in the Hotel Sector:** The hotel industry's contribution to inclusive tourism requires systemic support through policies and cross-sector collaborations. Research on how hotels can engage with advocacy groups, governments, and urban planners to develop and implement inclusive policies is notably absent (Mendez et al., 2022). **Gaps in Family-Oriented Accessibility:** Families with young children often encounter unique challenges in hotels, such as a lack of child-friendly dining options, unsafe play areas, and inadequate room configurations. Addressing these needs requires targeted research and design innovations that remain largely unexplored (Kozak et al., 2021).

This study aims to address the gaps in accessibility and inclusivity in the hospitality industry by pursuing the following objectives:

- To investigate the specific accessibility needs of tourists requiring assistance, including people with disabilities, elderly travellers, and families with children.
- To assess the perceptions, experiences, and loyalty levels of people with disabilities, elderly travellers, and families with children toward hotels offering accessibility features.
- To explore the relationships among perceptions, experiences, and loyalty levels of people with disabilities, elderly travellers, and families with children regarding hotels with accessibility features.

- To propose actionable strategies for hospitality providers to enhance inclusivity and accessibility for neurodiverse travellers while aligning with the Sustainable Development Goals (SDG 11).

By addressing these objectives, this research aims to contribute to developing best practices and actionable insights for fostering an equitable and inclusive hospitality industry that fully embodies the vision of "Tourism for All."

LITERATURE REVIEW

The growing demand for accessible tourism has shifted the hospitality industry's focus towards creating environments that cater to diverse groups, including people with disabilities, elderly travelers, and families with children. The concept of accessibility within hotels involves more than just physical adjustments like wheelchair ramps and elevators; it encompasses the design of spaces, the quality of services, and the overall guest experience (Buhalis & Darcy, 2020). Previous studies suggest that the availability and quality of accessibility features in hotels can significantly influence guest perceptions and satisfaction, ultimately affecting loyalty levels. In this context, experiences with accessibility features are increasingly recognised as mediators between perceptions of those features and guest loyalty. This section explores the theoretical underpinnings of the variables involved: perceptions of accessibility features, actual experiences, and loyalty levels among travelers with specific needs.

Perceptions of Accessibility Features: Perceptions of accessibility features refer to how individuals evaluate the adequacy, comfort, and functionality of accommodations designed to meet their needs. Positive perceptions can be shaped by various factors, such as clear communication, the visible presence of accessible amenities (e.g., ramps, wide doorways, and adaptive rooms), and the overall commitment of the hospitality provider to inclusivity. According to Darcy

and Dickson (2016), the perceived quality of these features significantly impacts guest satisfaction, particularly among individuals with disabilities. Additionally, accessible design elements, including sensory-friendly rooms and assistive technologies, contribute to guests' feelings of safety, comfort, and well-being, enhancing their perceptions of the hotel (Loo, 2019). The perceived effectiveness of these features influences guests' immediate satisfaction and willingness to return, creating a direct link to loyalty outcomes.

Experiences with Accessibility Features: While perceptions of accessibility features reflect guests' initial impressions, their experiences directly shape their satisfaction and loyalty. Actual experiences with accessibility features include the functional use of these amenities and the effectiveness of staff interactions in facilitating a seamless stay. According to Hwang et al. (2020), travelers with disabilities often face frustration when accessibility features are either poorly maintained or insufficient for their needs. Conversely, positive experiences, such as ease of room access, well-designed bathrooms, and proactive staff support, lead to high satisfaction levels. The experience of accessibility features can either confirm or disprove initial perceptions, reinforcing or diminishing guests' perceptions of the hotel's commitment to inclusivity. For example, families with children may perceive a hotel as family-friendly if it offers accessible play areas. However, their experience of those areas (e.g., safety features, cleanliness, and staff availability) will ultimately determine their satisfaction and loyalty (Kozak et al., 2021).

Loyalty Levels: Loyalty levels are defined by guests' willingness to revisit a hotel and recommend it to others based on their experiences and perceptions. For people with disabilities, elderly travelers, and families with children, loyalty is strongly influenced by the presence and quality of accessibility features. According to Baker and Crompton (2022), loyal customers often return to es-

tablishments that consistently meet their needs, particularly regarding accessibility. Previous studies suggest accessible features, such as wheelchair ramps, sensory-friendly rooms, and specialised staff training, improve guests' experiences and foster loyalty (Poria et al., 2020). Loyalty is further influenced by the perceived value of the accommodation and the ability of the hotel to create a comfortable, inclusive environment where guests feel their needs are understood and prioritised (Kozak et al., 2022). As a result, the relationship between perceptions, experiences, and loyalty among travelers with specific needs becomes essential to understanding customer retention in the context of accessible tourism.

Mediating Role of Experiences: The relationship between perceptions of accessibility features and loyalty is not always direct. Instead, experiences with accessibility features often mediate this relationship, meaning how guests interact with and experience these features plays a crucial role in determining their loyalty. Perceptions may create expectations, but real-world experience confirms or disconfirms these expectations and shapes future behavior. For instance, positive perceptions of a hotel's accessibility may lead to a higher likelihood of choosing that hotel. However, their loyalty is only solidified when the guest experiences those features as functional and beneficial (Echtner & Ritchie, 2021). The mediating effect of experiences underscores the importance of designing accessible environments and ensuring that the quality of the guest experience is consistent with initial expectations.

In conclusion, the literature highlights the complex interplay between perceptions of accessibility features, experiences with these features, and loyalty levels among people with disabilities, elderly travelers, and families with children. Visible and perceived accessibility features influence perceptions, while experiences validate these perceptions and directly influence loyalty. Ensuring that hotels meet the accessibility needs of diverse groups is a matter of compliance and a strategic approach to fostering long-term guest loyalty.

Conceptual model and proposed hypotheses

The integration of accessibility features in hotels has emerged as a critical factor influencing guest satisfaction and loyalty, particularly among individuals with disabilities, elderly travelers, and families with children. Accessibility features not only enhance the physical usability of hotel spaces but also address the specific needs of these diverse traveler groups, leading to better travel experiences and repeat patronage.

Positive perceptions of accessibility features are significantly associated with higher loyalty among people with disabilities, elderly travelers, and families with children. Various studies support this relationship. Research demonstrates that individuals with disabilities are likely to become repeat customers at establishments that offer accurate information, provide informed assistance, and have a welcoming attitude (U.S. Department of Justice, 2006). Wheelchair-accessible sinks, check-in desks, and other accessible amenities enhance comfort and satisfaction, fostering guest loyalty. Although limited research focuses explicitly on elderly travelers, analogous reasoning suggests that accessibility features benefiting individuals with disabilities would also enhance satisfaction and loyalty among elderly guests, who may face similar mobility challenges. Studies within family tourism indicate that meeting parents' expectations regarding amenities significantly influences their satisfaction, even if these studies do not explicitly link accessibility features to loyalty (Kozak et al., 2022). These findings suggest that well-designed accessibility features enhance guest satisfaction and loyalty across diverse traveler groups.

Hypothesis 1 (H1): Positive perceptions of hotel accessibility features are significantly associated with higher loyalty among people with disabilities, elderly travelers, and families with children.

The relationship between perceptions of accessibility features and actual experiences is particularly relevant for individuals with disabilities, elderly

travelers, and families with children. For instance, individuals with sensory disabilities frequently encounter travel barriers, such as inadequately trained staff and inaccessible amenities, which negatively impact their experiences (Kowalska et al., 2022). Families traveling with disabled children often face mobility-related constraints, emphasising the importance of accessibility features in shaping travel decisions and experiences (Kozak et al., 2021). Similarly, older adults often encounter challenges related to public transportation, underscoring the need for accessible infrastructure to improve their travel experiences (Lindström et al., 2014). These findings highlight the significance of enhancing perceptions of accessibility features to improve travel experiences for these groups.

Hypothesis 2 (H2): There is a positive relationship between people's perceptions of accessibility features and their actual experiences, especially those of people with disabilities, elderly travelers, and families with children.

Positive experiences with accessibility features are strongly associated with higher loyalty among people with disabilities, elderly travelers, and families with children. Accessible accommodations, such as adequately outfitted showers and wheelchair-friendly facilities, enhance guest comfort and satisfaction (U.S. Department of Justice, 2006). Furthermore, hotels catering to families by providing safe play areas and accommodations suitable for baby strollers enhance overall satisfaction and encourage repeat visits (Hotel Link Solutions, 2023). Research on accessible tourism also emphasises that accessibility is not merely a functional requirement but a fundamental human right, which drives inclusive tourism practices and fosters loyalty among individuals with disabilities, the elderly, and others facing mobility challenges (Papadopoulos et al., 2022).

Hypothesis 3 (H3): Positive experiences with hotel accessibility features are significantly associated with higher loyalty among people with disabilities, elderly travelers, and families with children.

Mediation Role of Experiences

Experiences are a critical mediator between perceptions of accessibility features and loyalty levels. For individuals with disabilities, barriers such as inadequate staff training or inaccessible infrastructure can substantially diminish travel satisfaction (Kowalska et al., 2022). Families with disabled children facing mobility challenges often prioritise destinations with accessible features that facilitate smoother travel experiences (Kozak et al., 2021). Likewise, elderly travelers, who frequently encounter transportation and mobility barriers, benefit from improved infrastructure and accessibility, which enhance their overall travel satisfaction (Lindström et al., 2014). These findings suggest that enhancing perceptions of accessibility features positively impacts experiences, fostering loyalty.

Hypothesis 4 (H4): Experiences mediate the relationship between perceptions of accessibility features and loyalty levels among people with disabilities, elderly travelers, and families with children.

In summary, this conceptual model underscores the importance of accessibility features in enhancing guest perceptions, experiences, and loyalty across diverse traveler groups. The proposed hypotheses provide a framework for further research into the interplay between accessibility, guest satisfaction, and loyalty.

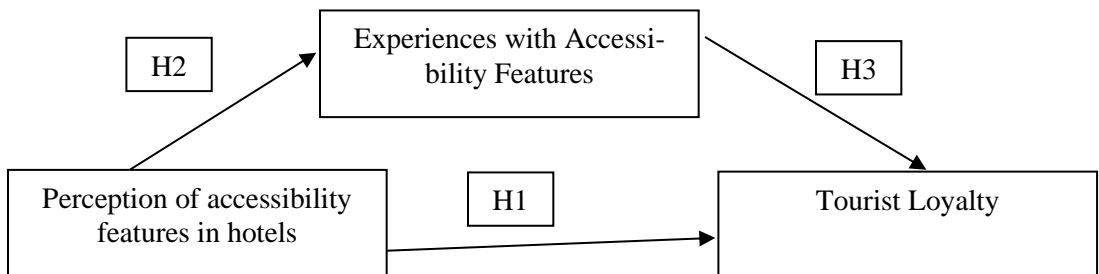


Figure 1: Conceptual model

Source: Author's own

RESEARCH METHODOLOGY

In contemporary hospitality research, particularly in the domain of accessibility and inclusivity, a nuanced understanding of both numerical trends and lived experiences is essential. This study adopts a mixed methods approach, integrating both quantitative and qualitative research paradigms to comprehensively explore accessibility within the hotel industry in Bangkok, Thailand. The rationale for employing this approach lies in the complexity of the research objectives, which require both statistical generalizability and in-depth contextual insights. As Creswell (2013) and Strauss and Corbin (1990) highlight, qualitative research is indispensable for capturing participants' lived experiences and perspectives, uncovering dimensions that purely numerical analysis may overlook. Meanwhile, the quantitative approach enables the systematic examination of relationships between key variables, ensuring a broad applicability of findings (Creswell, 2002; Yin, 2003). By integrating these methodologies, this study achieves a balanced analysis that neither method alone could provide, ensuring depth and breadth in understanding accessibility-related experiences in hospitality. The study employs a sequential explanatory design, where the quantitative phase precedes the qualitative phase. This design is particularly well-suited for research that seeks to explain patterns observed in numerical data through a deeper qualitative exploration (Ivankova et al., 2006). Initially, quantitative data is collected and analysed to establish statistical relationships between perceptions, experiences, and loyalty levels among tourists requiring accessibility accommodations, including people with disabilities, elderly travelers, and families with children. This phase provides a broad, generalisable framework for understanding accessibility concerns. Subsequently, the qualitative phase is conducted using semi-structured interviews to enrich and contextualise the quantitative findings. This allows for a more detailed exploration of individual experiences and the identification of nuanced challenges and oppor-

tunities that may not be evident from statistical analysis alone (Denzin & Lincoln, 2011). This integration enhances the interpretability of the results and ensures that the recommendations for accessibility improvements in hotels are empirically grounded and contextually meaningful.

The quantitative approach

This study adopts a quantitative approach to systematically examine the relationships among perceptions, experiences, and loyalty levels of people with disabilities, elderly travellers, and families with children regarding hotels offering accessibility features. As Creswell emphasised (1994, 2002), quantitative research focuses on numerical data and statistical analysis to test hypotheses and establish relationships among variables. This approach facilitates generalizable insights while balancing depth and breadth by addressing specific research objectives (Yin, 2003). The following objectives guide this study:

- To assess the perceptions, experiences, and loyalty levels of people with disabilities, elderly travelers, and families with children toward hotels offering accessibility features.
- To investigate the relationships among perceptions, experiences, and loyalty levels of people with disabilities, elderly travelers, and families with children regarding hotels with accessibility features.

The study targets international tourists with disabilities, elderly travellers, and families with children who have stayed in hotels in Bangkok, Thailand. A sample size of 401 valid responses was determined using Cochran's formula, ensuring statistical adequacy after pretesting and refinement. Purposive sampling focused on participants with direct and relevant experience in the study, aligning with best practices for qualitative relevance (Palinkas et al., 2015).

Data Collection Instrument

A structured questionnaire was developed using validated constructs to measure key variables: demographics, perceptions, experiences, and loyalty

levels. A 5-point Likert scale captured quantitative and qualitative nuances, ensuring the instrument's reliability and depth (DeVellis, 2016). The questionnaire underwent a rigorous pretesting process to refine clarity and validity, ensuring it effectively captured the constructs under investigation.

Analytical Tools and Techniques

Data analysis used SPSS Statistics 20 and AMOS 23 to ensure robust and comprehensive insights. The methodology involved the following key steps:

- **Descriptive Statistics:** To summarise demographic data and understand baseline characteristics of the sample population.
- **Confirmatory Factor Analysis (CFA):** To assess construct validity and reliability, ensuring that measurement models accurately represent the underlying variables (Hair et al., 2014).
- **Structural Equation Modelling (SEM):** This technique tests hypothesised relationships among perceptions, experiences, and loyalty levels, providing insights into direct and mediated effects. SEM is particularly suited for exploring complex interrelationships among latent constructs (Kline, 2015).

Model Fit and Validation

The study used a range of fit indices, including the Comparative Fit Index (CFI) and the Root Mean Square Error of Approximation (RMSEA), to validate the structural model's robustness. These indices provide benchmarks for evaluating model accuracy and ensure the data aligns with theoretical expectations. Fit indices such as a $CFI \geq 0.90$ and $RMSEA \leq 0.08$ were deemed acceptable, reflecting a well-specified model (Hair et al., 2014).

This rigorous and methodologically sound approach provides a comprehensive understanding of how perceptions and experiences of accessibility features influence loyalty among diverse traveller groups. By focusing on international

tourists in Bangkok, the study offers actionable insights for the hotel industry, highlighting the importance of accessibility in fostering loyalty and enhancing guest experiences. Additionally, the findings contribute to the broader discourse on inclusivity in hospitality, emphasising its role in customer retention and satisfaction.

The qualitative approach

Qualitative research prioritises understanding phenomena within their natural contexts, emphasising lived experiences and the meaning participants construct from them (Creswell, 2013; Strauss & Corbin, 1990). Unlike quantitative methods, which often focus on measurable variables, qualitative research seeks to uncover the nuances of human behavior and social phenomena that are often overlooked, offering rich, contextually grounded insights (Denzin & Lincoln, 2011). It is particularly valuable for exploring complex, multifaceted issues, generating theories, and complementing quantitative findings with depth and detail (Merriam & Tisdell, 2016; Miles et al., 2014). This study employs semi-structured interviews to address two key objectives:

- To investigate the specific accessibility needs of tourists requiring assistance, including people with disabilities, elderly travelers, and families with children.
- To propose actionable strategies for hospitality providers to enhance inclusivity and accessibility for neurodiverse travelers while aligning with the Sustainable Development Goals (SDG 11).

Data Collection Method

Semi-structured interviews balance flexibility and structure, enabling participants to share in-depth insights while ensuring the discussion remains focused on the research objectives (Flick, 2002; Creswell, 2002). This method is especially effective for examining personal experiences and generating actionable strategies, as it allows researchers to explore the accessibility needs and

lived experiences of diverse tourist groups (Smithson, 2008).

An interview protocol guided the data collection process, ensuring alignment with the study's objectives while allowing for the emergence of unanticipated themes. A purposive sampling approach was used to select 20 key informants, including C-level executives in the hotel industry, subject-matter experts, academics, international tourists with disabilities, elderly travelers, and families with children. This sample size adheres to qualitative research standards, focusing on achieving data saturation without sacrificing depth and richness (Mason, 2010; Creswell & Plano Clark, 2011). Participants were chosen based on their expertise, experience, and relevance to the study, ensuring diverse perspectives and context-specific insights.

Data Analysis

Data collection involved conducting semi-structured interviews recorded with participant consent to ensure accuracy and enable detailed analysis. The data were analysed using Miles and Huberman's (1994) qualitative framework, a systematic approach that includes:

- **Data Reduction:** Coding and identifying recurring themes to focus on relevant information.
- **Data Display:** Organizing themes and patterns visually to facilitate interpretation.
- **Conclusion Drawing and Verification:** Synthesizing findings into coherent conclusions while rigorously verifying their credibility and reliability (Creswell & Poth, 2018).

This structured analysis enhances the study's methodological rigor, ensuring that insights are reliable and actionable.

By exploring the specific accessibility needs of diverse tourist groups and identifying strategies for enhancing inclusivity, this qualitative approach addresses significant gaps in the hospitality sector's understanding of accessibility. The findings will provide actionable insights for hospitality providers,

helping them align their services with the Sustainable Development Goals, particularly SDG 11, which emphasises inclusive, safe, and sustainable urbanisation. Moreover, integrating the perspectives of key informants ensures that the proposed strategies are not only theoretically sound but also practical and applicable in real-world settings. This approach underscores the value of qualitative research in addressing pressing social issues within the hospitality industry.

FINDINGS

Analysis of Qualitative Approach

Investigate the specific accessibility needs of tourists requiring assistance, including people with disabilities, elderly travellers, and families with children.

When the researcher engaged stakeholders—including C-level executives from hotels, industry experts, academics, and end-users such as customers with disabilities, elderly travelers, and families with children—the findings highlighted significant accessibility challenges and needs. The results are summarised below, starting with the insights from individuals with disabilities.

Key Accessibility Needs for People with Disabilities

The stakeholders identified and ranked the critical accessibility needs for people with disabilities based on frequency and consensus among key informants.

Wheelchair Accessibility: Structural adaptations were deemed the most critical need. Stakeholders emphasised the importance of ramps with appropriate inclines, spacious elevators to accommodate wheelchairs, and wide hallways for easy navigation (Interviewee III, IV, VIII, X, XII, XV and XIV). Hotels that lacked seamless pathways or had steps without ramp alternatives were flagged as significant barriers (Interviewee IV and XII). For example,

"Navigating hotels can be incredibly frustrating when ramps are too steep or simply nonexistent. Some hotels have elevators, but they are too small for a wheelchair user to turn comfortably" (Interviewee III)

"I had to change my accommodation because the hotel had a step at the entrance and no ramp. It was impossible to enter independently" (Interviewee IV)

"Wide hallways and accessible pathways are not a luxury; they are a necessity. Hotels that fail to consider this make mobility very difficult for wheelchair users" (Interviewee VIII)

Accessible Restrooms: Respondents stressed the need for restrooms to meet universal standards, including grab bars, lower sinks, accessible mirrors, and emergency call buttons (Interviewee I, III, V, VII and XIII). Many participants reported frustration with restrooms that claimed to be accessible but failed to account for practical usability, such as inadequate door widths or misplaced fixtures (Interviewee III and V). To illustrate,

"Many hotels claim to have accessible bathrooms, but when you get there, you realise the grab bars are either missing or placed too far to be useful" (Interviewee V)

"I was once in a hotel where the bathroom door was so narrow that my wheelchair could not even fit through it. How is that considered accessible?" (Interviewee III)

"Emergency call buttons should be standard in accessible restrooms. In case of an accident, I need to know that help is available" (Interviewee XIII)

Visual and Auditory Aids: Features like braille signage for visually impaired guests and visual alarms for those with hearing impairments were highlighted as essential. (Interviewee V, VIII, XI, XIII, XV and XIV). The lack of

these aids often resulted in guests feeling unsafe, particularly in emergencies such as fire alarms (Interviewee V). For example,

“I rely on braille signage in public spaces, but in most hotels, it is either missing or only available in certain areas, making navigation incredibly difficult.” (Interviewee XI)

“There was a fire alarm in my hotel, but there was no visual alert. I only found out about the emergency when someone knocked on my door.” (Interviewee V)

“Hotels need to install visual alarms for those with hearing impairments. It is not just about comfort—it is about safety.” (Interviewee XV)

Clear Navigation Signage: The absence of consistent, clear, and accessible signage was a frequent complaint. Respondents identified that tactile and high-contrast visual cues and multilingual instructions were crucial for inclusive navigation (Interviewee II, IV, VI, VIII, XII and XIV). A particular concern was raised about digital information kiosks inaccessible to those relying on screen readers or physical buttons (Interviewee VIII). For example,

“I often struggle to find my way around hotels because the signage is unclear. Simple improvements like high-contrast text and tactile markers would make a huge difference.” (Interviewee IV)

“The hotel had a digital information kiosk, but it was not compatible with screen readers. I could not access the basic information I needed.” (Interviewee VIII)

“Multilingual signage should be standard in international hotels. It helps not only disabled guests but all travelers.” (Interviewee XII)

Open-Ended Feedback from Respondents with Disabilities: Stakeholders with visual impairments described challenges with inconsistent tactile path-

ways, such as floor markings that abruptly ended or led to incorrect areas (Interviewee III). Several participants pointed out the absence of braille or large-print options in essential hotel directories, menus, and safety instructions (Interviewee IV, V, XI and XIII). Emotional feedback from respondents indicated feelings of exclusion and frustration, mainly when staff lacked awareness or training to assist effectively (Interviewee IV).

“Tactile paths should be continuous and lead to useful destinations, not just be decorative features.” (Interviewee III)

“I have often felt invisible in hotels. The lack of braille menus and safety instructions makes me feel like my needs are an afterthought.” (Interviewee IV)

“Staff training is crucial. I have experienced hotel employees who simply do not know how to assist visually impaired guests.” (Interviewee XIII)

Key Accessibility Needs for Elderly Travelers

Elderly travelers face unique challenges that require targeted adaptations to ensure their comfort, safety, and satisfaction during their stays. The findings from stakeholders, including elderly respondents themselves, identified the following accessibility needs:

Handrails and Non-Slip Flooring: Safety was highlighted as the top priority for elderly travelers. Handrails along hallways, staircases, and bathrooms were essential for preventing falls (Interviewee III, VI, IX, XIII and XIV). Non-slip flooring was a critical requirement, particularly in wet areas such as bathrooms and swimming pools. Respondents noted that slippery surfaces posed significant risks and often deterred them from using certain facilities (Interviewee VI and XIII). For example,

“Handrails should be everywhere—hallways, bathrooms, and staircases. Without them, I feel unsteady, especially in unfamiliar surroundings.” (Interviewee IX)

"Slippery floors in hotel bathrooms are a serious hazard. I nearly fell once because there were no non-slip mats provided" (Interviewee VI)

"I avoid using hotel pools because the surrounding tiles are usually too slippery. I do not want to risk a fall" (Interviewee XIII)

Quiet and Noise-Controlled Environments: Noise sensitivity was identified as a significant factor affecting elderly travelers' satisfaction. Respondents preferred accommodations with soundproof walls, quiet corridors, and noise-controlled common areas (Interviewee III, IV, VI, VII, XI and XIII). Nighttime disturbances from neighboring rooms, HVAC systems, or outdoor events were frequently mentioned as sources of discomfort (Interviewee III). To illustrate,

"Getting a good night's sleep is essential for me, but many hotels do not seem to consider noise control. Thin walls and loud hallways make it difficult to rest" (Interviewee IV)

"The air conditioning unit in my room was so noisy that I had to turn it off to sleep, but then I was too hot. It was a lose-lose situation" (Interviewee III)

"I specifically ask for a quiet room when booking, but sometimes I still end up near a noisy common area or a busy street" (Interviewee XI)

Proximity to Amenities: Convenience was a recurring theme. Elderly travelers valued accommodations near essential services such as pharmacies, grocery stores, and healthcare facilities (Interviewee II, VIII, XI, XIII and XX). On-site amenities such as accessible dining options, fitness centers with senior-friendly equipment, and well-maintained walking paths were also highly appreciated (Interviewee VIII, XI and XX). For example,

"I always check if a hotel is near a pharmacy or a grocery store before booking. If I need something urgently, I do not want to travel far to get it" (Interviewee II)

"Having easy access to senior-friendly fitness equipment makes my stay more comfortable. I want to maintain my routine even while traveling" (Interviewee VIII)

"Well-maintained walking paths around the hotel are critical to me. I like to take short walks, but uneven or poorly lit paths can be dangerous" (Interviewee XX)

Medical and Emergency Services Availability: Confidence in quick access to medical assistance was deemed crucial. Respondents preferred hotels with an on-call medical professional or were close to hospitals or clinics (Interviewee I, III, IV, IX, XI and XIII). Features like easily visible emergency call buttons in rooms and common areas and staff trained in basic first aid were highly valued (Interviewee IX). For example,

"I feel more secure in hotels that have an on-call doctor or at least a clear policy on medical emergencies" (Interviewee III)

"Emergency call buttons in hotel rooms should be standard. If I ever need urgent help, I do not want to waste time looking for a phone" (Interviewee IX)

"Hotel staff should be trained in basic first aid. Accidents can happen, and immediate assistance could make a big difference" (Interviewee XIII)

Open-Ended Feedback from Elderly Respondents: Insufficient seating in public areas. Many elderly respondents expressed frustration with the lack of comfortable seating in lobbies, hallways, and outdoor spaces. They noted frequent breaks were necessary during their activities, and the absence of seating options made them inconvenient (Interviewee II, V and XI). Inconsistent availability of health-related information: Elderly guests highlighted a lack of clear and accessible information about nearby medical services, dietary options tailored to specific health needs, and physical activity recommendations (Interviewee III and V).

"I often need to rest while walking through a hotel, but there are hardly any seats in hallways or outdoor areas. It makes moving around much harder" (Interviewee II)

"Many hotel lobbies only have a few seats, and they are usually taken. Elderly guests need more seating options in common spaces" (Interviewee XI)

"It is difficult to find information about nearby hospitals or clinics in hotels. They should provide a clear guide for elderly guests" (Interviewee III)

"I have dietary restrictions, but many hotels do not offer detailed menus or clear options for people with specific health needs" (Interviewee V)

Key Accessibility Needs for Families with Children

Families traveling with children present unique requirements beyond traditional accessibility, emphasising safety, convenience, and child-centered amenities. The findings from stakeholder discussions, including input from families themselves, identified the following key areas:

Family-Sized Rooms: Adequate space was a top priority for families. Respondents highlighted the need for larger rooms or interconnected units that provide enough space for children to move freely without feeling cramped (Interviewee I, III, V, VII, VIII and XVIII). Amenities such as extra beds, cribs, and fold-out sofas were frequently mentioned as essential for accommodating different family sizes (Interviewee III, V, VI, IX, XI, XIII, XV and XX). Storage space for strollers, toys, and other family essentials was another recurring theme, as standard rooms often lacked sufficient storage solutions (Interviewee V, XII, XVI and XIX). For example,

"A single hotel room often feels too cramped when traveling with kids. We need more space for them to move around freely" (Interviewee III)

"Interconnected rooms are a lifesaver for families like ours. It allows us to stay close while giving everyone enough space to be comfortable" (Interviewee XVIII)

"Hotels should provide more storage for strollers, toys, and baby essentials. We always struggle to find space for our things in standard rooms" (Interviewee V)

Child-Friendly Facilities: Play areas and swimming pools were ranked highly important. Families favored hotels with safe and engaging play zones that cater to different age groups, as these areas allow children to stay entertained while parents relax (Interviewee IV, VI, VIII and XIII). Swimming pools with child-specific safety features, such as shallow zones and lifeguards, were particularly valued. Respondents also mentioned the appeal of splash pads or mini water parks within the property (Interviewee VI and VIII). For example,

A good play area makes all the difference. If my children are entertained, I can relax and enjoy my vacation." (Interviewee IV)

"Hotels with shallow pools and splash pads are ideal. It is safer for young kids and gives parents peace of mind" (Interviewee VI)

"Lifeguards at hotel pools should be a standard feature. It is reassuring to know there is someone trained to watch over the kids" (Interviewee VIII)

Childcare Services: The availability of babysitting or supervised childcare services was seen as a valuable addition, particularly for parents seeking occasional breaks or the opportunity to enjoy adult-focused activities (Interviewee II, VIII and XIII). Respondents emphasised the importance of qualified, trained staff who could provide care in a safe and stimulating environment (Interviewee VIII and XIII). To illustrate,

"We love hotels that offer babysitting services. It allows us to enjoy a nice dinner while knowing our kids are in safe hands" (Interviewee II)

"A supervised kids' club with trained staff would be a fantastic addition. It gives children something fun to do while parents get a break" (Interviewee XIII)

"Childcare staff should be trained in first aid and child development. Parents need to feel confident that their children are in good hands" (Interviewee VIII)

Child-Friendly Menus: Limited dining options for children emerged as a frequent source of dissatisfaction. Families noted that menus often lacked nutritious, appealing, and age-appropriate options for kids (Interviewee III, IV and XIII). Hotels with flexible dining arrangements, such as high chairs, booster seats, and child-friendly tableware, were rated more favorably (VII, IX, XII and XIV). For example,

"Most hotel restaurants do not offer enough variety for kids. A few bland options on the menu are not enough" (Interviewee III)

"It would be great if hotels provided healthy and tasty meals specifically designed for children" (Interviewee IV)

"Something as simple as offering child-sized portions and colorful plates can make mealtime much easier for families" (Interviewee XII)

Open-Ended Feedback from Families: *Safety Concerns:* Unsafe balconies with low railings or wide gaps were a significant concern for families, as they posed risks for young children. Respondents called for childproofing measures in rooms, including safety locks on windows and electrical outlet covers (Interviewee II, IV, VI, VII, IX, XII, XV and XVIII). *Inadequate Entertainment Options:* Families expressed frustration over the lack of diverse entertainment options for children, especially during inclement weather. Indoor activities, such as game rooms, arts and crafts sessions, or movie screenings, were suggested as potential improvements (Interviewee IV and VII). *Check-In and Check-Out*

Challenges: Long wait times at check-in and check-out processes were highlighted as stressful for families, particularly when traveling with restless children (Interviewee IX, XII and XVIII). For example,

"The balcony railing in our hotel room was too low for comfort. We had to watch our toddler to ensure safety constantly" (Interviewee IX)

"Hotels should install childproof locks on windows and electrical outlets. Parents should not have to worry about basic safety in their room" (Interviewee XV)

"Waiting in long check-in lines with restless kids is exhausting. Hotels should have a separate priority line for families" (Interviewee IX)

"Late check-out options would be beneficial for families. Packing up with kids takes more time, and a little flexibility goes a long way" (Interviewee XII)

"It rained during our trip, and there was nothing for the kids to do indoors. A small game room or craft area would have made a big difference" (Interviewee VII)

Analysis of Quantitative Approach

To address the second and third research objectives, this section provides an in-depth analysis of the quantitative phase, encompassing demographic profiles, descriptive statistics, Structural Equation Modelling (SEM), and hypothesis testing. The focus is on exploring the relationships between perceptions, experiences, and loyalty levels of international tourists with disabilities, elderly travellers, and families with children regarding hotels with accessibility features in Bangkok, Thailand. The study was grounded in 401 valid responses from these diverse traveller groups.

The demographic profile revealed a near-equal gender distribution, with 50.85% male and 49.15% female respondents. Most participants were between 41 and 50 years (45.12%), reflecting a mature age group more likely to prioritise accessibility features. Additionally, 61.54% of respondents were single, and

69.76% held a bachelor's degree, suggesting a well-educated sample with potentially higher awareness and expectations regarding accessibility. Descriptive analysis focused on customer perceptions, experiences, and loyalty levels related to hotel accessibility features. Skewness values ranging from -1.06 to -0.20 and kurtosis values between -0.77 and 1.87 indicated normal data distribution, enabling the application of SEM for hypothesis testing. The results highlighted generally high satisfaction levels among respondents regarding their perceptions ($M = 4.25$), experiences ($M = 4.35$), and loyalty ($M = 4.21$). These findings suggest that accessibility features significantly enhance these traveller groups' overall experience and loyalty.

SEM was conducted using AMOS 23 to evaluate the relationships between perceptions, experiences, and loyalty. The measurement model demonstrated strong reliability and validity, with Cronbach's alpha values exceeding the acceptable threshold (≥ 0.78) and fit indices indicating a robust model ($CFI = 0.933$, $RMSEA = 0.089$). The structural analysis provided empirical support for the hypothesised relationships: Perception of accessibility features positively influences loyalty ($\beta = 0.063$, $p < 0.01$). Perception of accessibility features positively influences experience ($\beta = 0.076$, $p < 0.05$). Moreover, experience positively influences loyalty ($\beta = 0.065$, $p < 0.01$). These findings substantiate the central role of accessibility perceptions and experiences in driving loyalty among international tourists with disabilities, elderly travellers, and families with children.

Hypothesis Testing

The empirical results from SEM validated all hypothesised direct effects. Table 1 outlines these relationships, confirming the positive and significant impact of accessibility features on loyalty, both directly and indirectly through experience. These results underscore the importance of investing in high-quality accessibility features to foster loyalty among diverse traveller

groups.

The quantitative phase provides compelling evidence that perceptions of and experiences with accessibility features are critical determinants of loyalty among international tourists with disabilities, elderly travellers, and families with children. The robust analytical framework, supported by reliable data and SEM analysis, highlights actionable insights for the hospitality industry. Hotels that enhance customer loyalty should prioritise accessibility features, as they significantly influence traveller experiences and long-term patronage. These findings contribute to a deeper understanding of the interplay between accessibility, customer satisfaction, and loyalty in the context of inclusive tourism. International tourists' perceptions of hotel accessibility features significantly influenced tourist loyalty and their overall experience. The analysis revealed a positive relationship between perceptions of accessibility features and tourist loyalty ($\beta = 0.056$, $p < 0.05$), supporting Hypothesis 1. Similarly, perceptions of accessibility positively influenced tourists' experiences ($\beta = 0.048$, $p < 0.01$), confirming Hypothesis 2. These findings underscore the critical role of accessibility in shaping tourists' emotional and practical satisfaction with their accommodations. Further analysis supported Hypothesis 3, which proposed that tourists' experiences with accessibility features are positively linked to their loyalty. This indicates that beyond mere perceptions, the actual experiences of using these features significantly enhance tourists' likelihood of revisiting or recommending the hotel. The results affirm that integrating well-designed and functional accessibility features is pivotal in fostering loyalty among diverse travellers.

Table 1: Hypothesis testing

Hypotheses	Structural paths	Std. Estimate	T-value	Hypothesis result
Hypothesis 1	PAFH --> TL	0.056	5.678**	Supported
Hypothesis 2	PAFH --> PI	0.048	5.354*	Supported
Hypothesis 3	EXP --> TL	0.089	5.407**	Supported
Variance explained R ² (PAFH) = 0.579 R ² (EXP) = 0.523		Indirect effect: PAFH --> EXP --> TL =.545**		

Note 1. ** p< 0.01; *p<0.05

Note 2. PAFH = Perception of accessibility features in hotels, EXP= Experience and TL= Tourist loyalty

Source: Author's own

Enhancing Inclusivity and Accessibility for Neurodiverse Travelers

To address the objective of proposing actionable strategies for hospitality providers to enhance inclusivity and accessibility for neurodiverse travelers, it is essential to analyse the intersection of inclusivity, accessibility, and sustainability in alignment with the United Nations Sustainable Development Goal (SDG) 11—"Sustainable Cities and Communities." SDG 11 advocates for inclusive, accessible, and sustainable urban development, emphasising equitable and safe travel experiences for all individuals, including those with diverse cognitive and sensory needs (United Nations, 2020). Neurodiverse individuals—encompassing those with conditions such as autism, attention-deficit/hyperactivity disorder (ADHD), dyslexia, and other cognitive differences—often encounter significant barriers during travel. These challenges are particularly pronounced in the hospitality sector, where the design of services and environments frequently overlooks their specific needs (Zhao et al., 2021). Despite increasing awareness of neurodiversity, research continues to reveal considerable gaps in how the hospitality industry accommodates the needs of neurodiverse

travelers (McKinney et al., 2022). A critical analysis of existing literature identifies specific barriers and proposes evidence-based strategies to mitigate these challenges, thus enhancing inclusivity in hospitality settings.

Neurodiverse individuals often face various barriers that hinder their ability to engage fully with tourism experiences. The primary challenges are sensory sensitivities, inadequate or non-tailored communication strategies, and the lack of safe spaces. Traditional hospitality environments tend to neglect the sensory needs of neurodiverse travelers, which can lead to feelings of exclusion or discomfort. For instance, sensory overload—caused by harsh lighting, excessive noise, or crowded spaces—frequently disrupts the travel experience for individuals on the autism spectrum (Andrews & Bell, 2023). Additionally, the lack of clear and concise communication or insufficient staff training in handling neurodiverse needs exacerbates the problem. These barriers limit access to tourism and undermine the hospitality industry's potential to serve a diverse range of clients effectively (McKinney et al., 2022).

SDG 11 stresses creating inclusive, safe, and accessible cities and communities. For the hospitality sector, this means ensuring that urban environments, including hotels, restaurants, and transport facilities, are designed to accommodate the diverse needs of all travelers. Neurodiverse travelers represent a significant yet often overlooked group within this inclusivity framework. Enhancing accessibility for neurodiverse individuals directly contributes to achieving SDG 11 by fostering social inclusion and equitable access to tourism infrastructure (United Nations, 2020). Creating environments that are sensory-friendly, inclusive, and responsive to neurodiverse needs aligns with broader sustainability goals, ensuring that the benefits of tourism and urban development are accessible to all segments of the population, regardless of cognitive or sensory differences.

Proposed Actionable Strategies to Qualitative Findings

Actionable strategies are necessary to bridge the gap and meet the needs of neurodiverse travelers. Qualitative research should inform these strategies, such as interviews with key informants from the hospitality industry and a comprehensive literature review. The following strategies are drawn from recent studies and best practices in inclusive tourism:

1. *Designing Sensory-Friendly Environments to Promote Accessibility and Inclusivity:* Creating sensory-friendly environments in hospitality settings is a crucial step toward enhancing accessibility for neurodiverse individuals and aligning with the principles of Sustainable Development Goal (SDG) 11, which advocates for inclusive and equitable urban development. Sensory-friendly accommodations address challenges faced by individuals with autism spectrum disorders and other sensory sensitivities, fostering inclusivity while benefiting all travelers by reducing environmental stressors. Hospitality establishments can incorporate sensory-friendly elements such as quiet zones, soundproofed areas, neutral color palettes, and adjustable lighting to minimise sensory overload. These adjustments cater to the needs of neurodiverse individuals while creating a universally calming environment (McKinney et al., 2022). Modular designs in hotels and resorts allow for customisable spaces tailored to specific sensory preferences. For example, accommodations can offer options for rooms with blackout curtains, noise-canceling features, or minimalistic decor, ensuring personalised guest experiences (Andrews & Bell, 2023). Examples of sensory-friendly initiatives are already visible in industry leaders. Theme parks like Disney have introduced sensory-friendly maps, quiet zones, and noise-canceling headphones to accommodate individuals with autism spectrum disorders (Disney Parks Blog, 2022). These practical steps highlight the scalability and effectiveness of inclusive design in enhancing guest satisfaction. The implementation of sensory-friendly environments not only improves accessibility for neurodiverse travelers and aligns with SDG 11's objective to make cities and

human settlements inclusive, safe, and sustainable. By enhancing urban infrastructure through inclusive design, hospitality providers contribute to equitable urban development, ensuring that diverse traveler needs are met. Additionally, reducing environmental stressors benefits a broader range of guests, showcasing how inclusivity positively impacts overall guest experience.

Designing sensory-friendly environments represents a critical and actionable strategy for advancing inclusivity in hospitality. By adopting evidence-based adjustments and leveraging modular design principles, establishments can cater to neurodiverse individuals while aligning with global sustainability goals. This approach not only enhances accessibility but also establishes a benchmark for equitable and inclusive hospitality practices.

2. Enhancing Digital Accessibility and Personalization in Hospitality:

Advancing digital accessibility is essential for creating inclusive hospitality experiences, particularly for neurodiverse travelers. Implementing features such as simplified navigation, text-to-speech options, and customisable display settings for color and font size on websites and mobile applications can significantly enhance user experience. Adhering to the Web Content Accessibility Guidelines (WCAG 2.1) provides a robust framework for achieving these standards (World Wide Web Consortium, 2018). For instance, Marriott International is dedicated to providing an equivalent digital experience for all guests, regardless of physical or cognitive ability, by adhering to WCAG 2.1 Level AA standards in designing, testing, and developing their global digital experiences. This commitment ensures that content is accessible to all, including those who rely on assistive technology. In addition to accessibility features, leveraging technology for personalisation can further enhance the travel experience for neurodiverse individuals. Implementing mobile applications with customisable interfaces that provide sensory maps, travel tips, and pre-arrival virtual tours can help travelers prepare for their journey and reduce anxiety associated with

new environments (Smith & Lee, 2023). Furthermore, utilising artificial intelligence (AI) to tailor recommendations based on user preferences can reduce uncertainties and create a more comfortable experience for neurodiverse travelers (Brown et al., 2024). These technological advancements not only improve accessibility and personalisation but also align with Sustainable Development Goal 11's emphasis on fostering inclusive urban environments and using technology to enhance inclusivity. By reducing dependency on physical resources, such as printed materials, and promoting eco-friendly practices, these digital solutions contribute to the sustainability of urban infrastructure.

In conclusion, integrating digital accessibility enhancements and personalised technological solutions in the hospitality industry is critical to creating inclusive and sustainable environments for all travelers, particularly neurodiverse travellers. By adhering to established accessibility guidelines and leveraging innovative technologies, hospitality providers can ensure equitable access to their services, thereby supporting the broader objectives of sustainable urban development.

3. Comprehensive Staff Training for Neurodiverse Inclusion in Hospitality: To foster inclusivity and accessibility in hospitality, comprehensive training on neurodiversity is essential. These programs enable frontline workers, such as hotel receptionists, restaurant staff, and tour guides, to understand and address the unique needs of neurodiverse travelers. By cultivating empathy and equipping staff with skills to offer tailored services, hospitality providers can create welcoming and supportive environments for all guests. Focus areas include understanding sensory sensitivities, communication challenges, and structured preferences (Cocchiara et al., 2023). Scenario-based learning helps staff anticipate and address common challenges neurodiverse individuals face, enhancing service delivery. Virtual reality (VR) simulations immerse staff in experiences faced by neurodiverse travelers, fostering more profound empathy

and comprehension (Zhao et al., 2021). Interactive modules and AI-driven scenarios allow personalised training experiences that adapt to diverse learning styles. Programs like the Autism Travel initiative showcase the effectiveness of neurodiversity-focused training. Trained staff create inclusive environments through clear communication, structured itineraries, and sensory-aware accommodations (Autism Travel, 2023). Aligned with Sustainable Development Goal (SDG) 11, which emphasises inclusive urbanisation and equitable access to services, neurodiversity training promotes social sustainability. Empowering staff with the knowledge to accommodate diverse needs fosters a sense of belonging among neurodiverse travelers while contributing to a broader culture of inclusion. Moreover, these programs enhance organisational reputation, increase customer loyalty, and provide a competitive advantage. Hospitality providers demonstrate their commitment to sustainable and inclusive business practices by prioritising such initiatives.

Comprehensive staff training on neurodiversity is a critical strategy for hospitality providers to ensure equitable experiences for neurodiverse travelers. Through evidence-based modules, technological integration, and real-world applications, such training fosters empathy and inclusivity, aligning with global sustainability goals. This approach not only supports SDG 11 but also enhances the overall quality of service, making hospitality environments more welcoming and accessible to all.

4. *Fostering Inclusivity Through Collaboration with Advocacy Groups and Policy Development:* Collaboration with neurodiversity advocacy groups and developing inclusive policies are vital for ensuring accessibility and inclusivity in hospitality and tourism. By leveraging insights from advocacy organisations and engaging stakeholders, hospitality providers can co-create solutions that genuinely address the needs of neurodiverse individuals. This approach aligns with Sustainable Development Goal (SDG) 11's emphasis on inclusive urbanisation and ensures long-term systemic improvements in accessibility

standards. Some direct quotations from Interviewee I, IV, VIII, and XIII to support the theme are as follows.

"Partnerships with advocacy groups are essential because they provide firsthand insights into what neurodiverse travelers need" (Interviewee I)

"Many hospitality providers create policies without consulting the very people affected by them. Collaborating with advocacy groups can change that" (Interviewee IV)

"Advocacy groups can act as bridges between businesses and neurodiverse communities, helping to develop meaningful, actionable policies" (Interviewee VIII)

"Policymaking in hospitality should not be a top-down process. Engaging stakeholders—including guests, advocacy groups, and staff—ensures that inclusivity is more than just a checklist" (Interviewee XIII)

Key Strategies for Collaboration and Policy Development include:

Engagement with Advocacy Groups. Partnerships with neurodiversity advocacy organisations, such as the National Autism Society, provide critical insights into the lived experiences of neurodiverse individuals. Co-designing facilities and services with these groups ensures that initiatives are user-centered and address genuine accessibility needs. For example, community engagement programs can lead to the creation of sensory-friendly accommodations and inclusive travel experiences.

Stakeholder Collaboration. Engaging urban planners, government agencies, and private stakeholders in the design of inclusive tourism policies fosters multi-sector collaboration (Mendez et al., 2022). Public-private partnerships can facilitate the development of universally accessible tourism infrastructure, ensuring a broad societal impact.

Development of Regulatory Frameworks. Encouraging governments to establish mandatory accessibility standards ensures that inclusivity becomes a systemic priority rather than an optional feature. These standards should encompass public and private tourism infrastructure, with clear guidelines for sensory-friendly designs, staff training, and technological accessibility.

Long-Term Impact on Inclusivity. Collaborative efforts establish robust frameworks that support the long-term vision of SDG 11 by creating sustainable, inclusive urban environments. Systematic policy development ensures consistency and scalability of initiatives, enabling broader adoption across the hospitality and tourism sectors.

While collaboration with advocacy groups ensures the relevance and effectiveness of accessibility measures, its success depends on consistent stakeholder engagement and adequate resource allocation. Policies must be enforceable and supported by ongoing training and education to ensure that inclusivity remains a core organisational value. Furthermore, these initiatives enhance community well-being by reducing inequalities, a fundamental goal of SDG 11. The hospitality industry can set benchmarks for sustainable development and equitable urbanisation by fostering collaborative governance and inclusive practices.

Collaboration with neurodiversity advocacy groups and the development of inclusive policies represent a comprehensive approach to addressing the accessibility needs of neurodiverse travelers. Through stakeholder engagement, regulatory advancements, and community-driven initiatives, the hospitality sector can align with SDG 11's principles of inclusivity and sustainability. These efforts not only improve accessibility but also establish a foundation for long-term social equity and urban inclusivity.

5. Data-Driven Monitoring and Inclusive Communication in Hospitality.

A data-driven approach to monitoring and inclusive communication is critical for fostering accessibility and inclusivity in the hospitality sector. By leveraging

feedback mechanisms and adopting inclusive marketing strategies, hospitality providers can ensure continuous improvement in addressing the needs of neurodiverse travelers. These initiatives align with Sustainable Development Goal (SDG) 11 principles by promoting equitable access and inclusivity in urban environments. From the findings of qualitative studies, it was stated that:

"Hotels need to actively collect guest feedback, not just for complaints but to understand what truly makes a stay more inclusive" (Interviewee I)

"Inclusive communication starts with marketing. If hotels do not represent neurodiverse guests in their advertising, it signals that they are not considering them" (Interviewee III)

"A feedback system that specifically asks about accessibility and neurodiverse needs would be invaluable for continuous improvement" (Interviewee VI)

"Hotels that use guest data ethically to anticipate needs, like offering sensory-friendly room options at booking, are setting a new standard for inclusivity" (Interviewee XVI)

Strategies for Continuous Improvement and Representation include:

Data-Driven Monitoring and Feedback. Feedback Mechanisms: Implementing customer satisfaction surveys tailored to neurodiverse individuals—such as those using simplified language, visual scales, or assistive technologies—ensures meaningful input. Such tools empower neurodiverse guests to share their experiences, highlighting areas for improvement (Buhalis & Darcy, 2020). Data Analytics: Hospitality providers can analyse feedback trends to identify systemic gaps, optimise service delivery, and measure the effectiveness of inclusive initiatives over time.

Inclusive Marketing and Communication. Content Representation: Featuring neurodiverse travelers in marketing campaigns normalises diversity in

travel experiences and reinforces the hospitality industry's commitment to inclusivity (Brown et al., 2024). This approach also challenges stereotypes and promotes broader societal acceptance of neurodiversity. Accessible Content: Providing marketing and informational materials in diverse formats—such as easy-to-read text, visual guides, infographics, and videos—caters to varied cognitive and communication preferences. This ensures that all individuals can access essential information without barriers.

While data-driven monitoring systems are pivotal for identifying service gaps, their success relies on the proper design and accessibility of feedback tools. Surveys and data collection methods must avoid overcomplication and respect the privacy of respondents to encourage participation. Similarly, inclusive marketing efforts must avoid tokenism and authentically represent neurodiverse travelers to build credibility and trust. These efforts contribute to the inclusivity and sustainability objectives of SDG 11 by fostering equitable urban services and amplifying the voices of marginalised groups. Additionally, accessible communication practices reduce information disparities, creating a more inclusive tourism ecosystem.

Integrating data-driven monitoring systems and inclusive communication strategies allows hospitality providers to better address the needs of neurodiverse travelers. By leveraging meaningful feedback and representing diversity in marketing, the industry improves service quality and advances broader societal inclusivity. These practices support the goals of SDG 11 by promoting accessible, equitable, and sustainable urban environments.

6. Tailored Guest Services: Enhancing Inclusivity and Personalization in Hospitality. Personalized guest services are a cornerstone of creating inclusive and welcoming environments for neurodiverse individuals. By anticipating and accommodating specific needs, hospitality providers can significantly enhance the experiences of neurodiverse travelers, aligning with the principles of Sus-

tainable Development Goal (SDG) 11, which advocates for inclusive urbanisation and equitable access to services. For example, interviewees II, V, VIII and X stated that:

"Personalized service makes a huge difference. When staff take the time to understand our specific needs, it transforms the entire experience" (Interviewee II)

"Having a designated point of contact for special requests helps neurodiverse travelers feel more comfortable and supported" (Interviewee V)

"Hotels that offer quiet check-in options and sensory-friendly spaces show they truly care about inclusivity" (Interviewee VIII)

"Small adjustments, like allowing flexible dining times or providing advance details about hotel layouts, can reduce stress for neurodiverse guests."

"Training staff to recognise and respond to neurodiverse needs should be a standard practice in hospitality" (Interviewee X)

Key Strategies for Tailored Guest Services include:

Pre-Arrival Consultations. Hospitality providers can implement pre-arrival consultations to identify and address specific guest needs, such as dietary restrictions, sensory preferences, or room arrangements. This proactive approach allows for the seamless customisation of services, ensuring that neurodiverse guests feel valued and supported from the outset.

Innovative Practices in Hospitality and Travel. Industry leaders, such as Emirates Airlines, have introduced sensory kits for passengers with autism, demonstrating how small, thoughtful gestures can make travel more accessible and comfortable (Emirates, 2021). Hotels and resorts can expand on this concept by providing sensory-friendly room options, quiet dining areas, or structured activity schedules tailored to individual preferences.

Collaborative Customization. Partnering with neurodiversity advocacy groups and incorporating their feedback into service design ensures that personalised offerings meet the intended audience's needs. This collaboration fosters trust and authenticity, enhancing the credibility of inclusive initiatives.

Impact and Alignment with SDG 11. Tailored guest services exemplify actionable inclusivity, directly supporting SDG 11's objectives of fostering inclusivity and accessibility in urban and hospitality settings. By addressing the needs of underserved populations, these initiatives contribute to community well-being and advance equity in the travel and tourism industry. Moreover, personalised services create a ripple effect, encouraging other sectors to adopt similar practices, thereby normalising inclusivity as a standard in urban development. This approach not only improves the quality of life for neurodiverse individuals but also enhances the overall guest experience, benefiting all travelers.

Providing tailored guest services is a practical and impactful strategy for hospitality providers to advance inclusivity and personalisation. Through pre-arrival consultations, sensory-friendly accommodations, and thoughtful service innovations, the industry can better meet the needs of neurodiverse travelers. These efforts align with SDG 11 by promoting equitable access, enhancing urban inclusivity, and fostering sustainable community development. By prioritising personalisation, the hospitality sector can set a benchmark for inclusivity and accessibility in global travel.

DISCUSSION

This research underscores the pivotal role of positive perceptions of accessibility features in fostering guest loyalty, mediated by the quality of their experiences. These findings resonate with existing literature, highlighting the critical connection between perceived service quality, guest satisfaction, and loyalty, particularly in accessible tourism (Darcy & Dickson, 2016; Kozak et al.,

2022). The results indicate that when travelers perceive accessibility features as adequate and functional, they are likelier to have satisfying experiences that enhance their loyalty. This aligns with Darcy and Pegg (2021), who assert that the perceived quality of accessibility features directly impacts customer satisfaction, particularly for individuals with disabilities. Moreover, accessible amenities such as ramps, adaptive rooms, and sensory-friendly accommodations create a sense of inclusion, contributing to repeat patronage and positive word-of-mouth referrals (Hwang et al., 2020). However, the mediating role of actual experiences suggests that perceptions alone are insufficient to guarantee loyalty. High-quality, consistent experiences must reinforce positive perceptions. For example, Poria, Reichel, and Biran (2020) emphasise that while accessibility features may initially attract guests, their actual usability and staff responsiveness in addressing accessibility needs determine the overall satisfaction and likelihood of revisiting. Despite these benefits, the research identifies significant gaps in implementing accessibility features. Poorly maintained facilities and inadequately trained staff often undermine positive perceptions, leading to dissatisfaction and a decline in loyalty. This finding echoes the work of Small and Darcy (2020), who report that inconsistent accessibility practices, such as malfunctioning elevators or lack of tactile signage, frequently result in frustration for guests requiring assistance. Moreover, staff training remains a critical yet often overlooked component. Sedgley et al. (2017) highlight that untrained staff can inadvertently create barriers, particularly for neurodiverse travelers who may require specific accommodations or communication approaches. Comprehensive training programs that foster empathy and equip staff with practical skills are essential for bridging these gaps and ensuring that positive perceptions translate into meaningful experiences (Cocchiara et al., 2023). The study also sheds light on the unique accessibility needs of different traveler groups, such as sensory-friendly environments for neurodiverse individuals, physical adaptations for people with disabilities, and family-friendly amenities.

These findings align with McKinney et al. (2022), who emphasise that sensory-friendly spaces, such as quiet zones and adjustable lighting, are crucial for accommodating neurodiverse travelers. However, such accommodations remain scarce in many hospitality establishments, limiting their inclusivity. For individuals with physical disabilities, accessible design elements like wide doorways, adaptive bathrooms, and tactile navigation aids are indispensable. Darcy and Buhalis (2011) argue that these features enhance mobility and create a sense of safety and independence, which are critical for guest satisfaction. However, inconsistent implementation of these features hinders the broader realisation of accessible tourism (Leidner, 2022). Families with children present additional requirements, including spacious rooms, safe play areas, and child-friendly dining options. According to Kozak et al. (2021), these amenities significantly influence families' satisfaction and loyalty, contributing to a stress-free and enjoyable travel experience. However, lacking these features often leads to dissatisfaction, particularly when hotels fail to address the diverse needs of traveling families.

These findings have several practical implications. First, hospitality providers must move beyond compliance with accessibility standards and adopt a guest-centric approach to inclusivity. Universal design principles, such as ramps with proper inclines, adaptive rooms, and tactile signage, should be integral to property development and renovations. Second, the industry must recognise the importance of sensory-friendly spaces for neurodiverse individuals, incorporating quiet zones, adjustable lighting, and noise-reduction features. Third, service quality can be significantly improved through comprehensive staff training programs that foster empathy and equip personnel with the skills to cater to diverse guest needs.

The study aligns with Sustainable Development Goal 11, which emphasises creating inclusive, safe, and sustainable urban environments. By prioritising accessibility and inclusivity, the hospitality industry can contribute to the broader

societal goal of reducing inequalities and fostering equitable access to services. Hotels and other establishments must adopt policies and practices that reflect these values, ensuring that inclusivity becomes a fundamental aspect of their operations rather than an ancillary feature.

Academically, this research contributes to the growing body of literature on accessible tourism by emphasising the nuanced needs of diverse traveller groups. While previous studies have explored general accessibility issues, this study advances the discourse by focusing on the experiences of neurodiverse individuals and the unique challenges they face. Moreover, the mixed-methods approach enriches the understanding of how perceptions and experiences influence loyalty, offering a robust framework for future research.

The findings also highlight the mediating role of guest experiences in the relationship between accessibility perceptions and loyalty. This underscores the importance of operational excellence in maintaining accessibility features and delivering consistent service quality. Researchers can build on this foundation by exploring other mediating factors, such as cultural differences or the impact of digital tools, in enhancing inclusivity in hospitality.

Recommendations for the Hospitality Industry. **Design Innovations:** Hospitality establishments should invest in universal design elements that cater to a wide range of needs. For example, hotels can implement modular designs allowing customisable room configurations, ensuring comfort for families with children or individuals with specific requirements. **Digital Accessibility:** Enhancing digital accessibility ensures equitable access to information and services. Websites and mobile applications should adhere to the Web Content Accessibility Guidelines (WCAG) to support travelers with visual, auditory, or cognitive impairments. Personalized digital tools like sensory maps and virtual tours can help neurodiverse individuals prepare for their stays. **Comprehensive Training Programs:** Staff training should focus on building awareness and empathy while providing practical skills for assisting guests with diverse needs.

Virtual reality simulations and scenario-based learning can enhance understanding and preparedness, enabling staff to handle complex accessibility challenges effectively. Collaborative Policy Development: The hospitality industry should engage with advocacy groups, government agencies, and urban planners to develop inclusive policies and standards. Public-private partnerships can facilitate the creation of universally accessible tourism infrastructure, ensuring consistency across the sector. Continuous Monitoring and Feedback: Establishing robust feedback mechanisms allows hospitality providers to identify gaps and improve accessibility features. Data-driven insights from guest surveys and reviews can inform operational decisions and strategic planning.

CONCLUSION AND IMPLICATIONS TO THE PRACTICE

This study highlights the critical role of inclusivity and accessibility in shaping guest experiences and loyalty within the hospitality industry, particularly for people with disabilities, elderly travelers, and families with children. By addressing the interplay between perceptions, experiences, and loyalty, the findings underscore the importance of creating inclusive environments that align with the principles of "Tourism for All." The research confirms that positive perceptions of accessibility features significantly influence guests' loyalty, mediated by their experiences. For instance, travelers who perceive accessibility features as adequate are more likely to have satisfying experiences, enhancing their loyalty. However, gaps in implementation, such as poorly maintained facilities or untrained staff, can negate these positive perceptions. The study also identifies specific accessibility needs, such as sensory-friendly environments for neurodiverse travelers, physical adaptations for people with disabilities, and family-friendly amenities, often inconsistently addressed by hospitality providers.

In conclusion, while this study lays the groundwork for understanding the relationship between accessibility, guest satisfaction, and loyalty, the hospitality industry has substantial opportunities to innovate and evolve. By embracing

accessibility as a core value and leveraging emerging technologies, robust policies, and continuous staff development, the industry can create meaningful, inclusive travel experiences for all guests. Future research should build on these findings to address existing gaps, ensuring that "Tourism for All" is not merely an aspiration but a tangible reality across the global tourism landscape.

Limitations and Future Research Directions

This study provides critical insights into the role of accessibility in fostering guest loyalty within the hospitality industry, yet it is not without limitations. The research focuses exclusively on hotels in Bangkok, Thailand, which may restrict the generalizability of its findings to other regions or types of accommodations. Future studies could expand the geographic scope to include diverse locations and explore different tourism industry segments, such as transportation, attractions, or cultural landmarks, to develop a more comprehensive understanding of accessibility across the broader tourism ecosystem. Another limitation lies in the study's cross-sectional nature, which simultaneously offers a snapshot of guest perceptions and experiences. While valuable, this approach cannot capture the dynamic and evolving nature of guest interactions with accessibility features. Longitudinal research could address this gap by tracking changes in perceptions, experiences, and loyalty over time, mainly as accessibility improvements are implemented and operationalised. The study also identifies the unique needs of neurodiverse travelers, people with disabilities, and families with children, yet it lacks a qualitative exploration of these groups' lived experiences. Qualitative studies involving in-depth interviews or focus groups with these travelers could provide richer insights into their specific challenges and preferences, enabling hospitality providers to develop more targeted and effective interventions. Furthermore, the integration of emerging technologies such as artificial intelligence (AI), the Internet of Things (IoT), and augmented reality (AR) presents exciting opportunities for enhancing accessibility and inclusivity. These technologies can transform how hotels cater

to diverse needs. For example, AI-driven personalisation tools can recommend sensory-friendly environments or accessible room features based on guest preferences (Smith & Lee, 2023). IoT-enabled devices, such as voice-activated room controls, can enhance convenience for individuals with mobility or sensory impairments. Similarly, AR-based virtual tours can allow guests to preview accessibility features before their visit, reducing uncertainty and fostering confidence. Future research should investigate the effectiveness of these technologies in creating inclusive guest experiences and their potential to redefine accessibility in the hospitality industry. Another critical area for future exploration is the role of policy and collaboration in advancing accessibility. While this study highlights operational and design interventions, systemic changes require robust frameworks supported by public-private partnerships. Studies examining the development and implementation of inclusive tourism policies can show how governments and industry stakeholders can work together to achieve Sustainable Development Goal 11, which advocates for inclusive and equitable urbanisation. Finally, the importance of staff training cannot be overstated. While this research emphasises the need for empathy-driven and skill-based training, future studies should evaluate the long-term impacts of such programs on service quality and guest satisfaction. Investigating the effectiveness of innovative training methods, such as virtual reality simulations and scenario-based learning, can provide actionable insights for hospitality providers seeking to elevate their inclusivity efforts.

ACKNOWLEDGEMENT

The author thank the reviewers and the editorial board for their valuable feedback, which helped refine this manuscript to a publishable standard.

CONFLICT OF INTEREST

The author declares no conflicts of interest.

REFERENCES

- Andrews, M., & Bell, J. (2023). Sensory design in hospitality: Enhancing guest Experiences for neurodiverse travelers. *Journal of Sustainable Tourism*, 31(4), 567–582.
- Autism Travel. (2023). Resources for inclusive travel. Retrieved on November 23, 2024, from <https://autismtravel.com/>.
- Baker, D. A., & Crompton, J. L. (2022). The influence of destination image on loyalty in the context of tourism. *Journal of Travel Research*, 58(6), 867–883.
- Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harper Business.
- Brown, T., et al. (2024). AI-driven personalisation in tourism: Opportunities and Challenges. *Tourism Management*, 50, 123–135.
- Buhalis, D., & Darcy, S. (2011). *Accessible tourism: Concepts and issues*. Channel View Publications.
- Buhalis, D., & Darcy, S. (2020). *Accessible tourism: An introduction*. Channel View Publications.
- Creswell, J. W. (2002). *Research design: Qualitative, quantitative, and mixed methods approaches* (2nd ed.). Sage Publications.
- Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). Sage Publications.
- Cocchiara, F., et al. (2023). Staff training for inclusive hospitality: A systematic review. *International Journal of Hospitality Management*, 45(2), 234–248.
- Darcy, S. (2012). *Hospitality and disability: Toward inclusive tourism*. Channel View Publications.
- Darcy, S., & Dickson, T. J. (2016). *Accessible tourism: Concepts and issues*. Channel View Publications.

- Darcy, S., Cameron, B., & Pegg, S. (2021). Accessible tourism and sustainability: Principles for developing inclusive destinations. *Journal of Sustainable Tourism*, 29(3), 345–362.
- Denzin, N. K., & Lincoln, Y. S. (2011). *The Sage handbook of qualitative research* (4th Ed.). Sage Publications.
- Disney Parks Blog. (2022). Creating inclusive environments for all guests. Retrieved on October 21, 2024, from <https://disneyparksblog.com/disney-experiences/a-place-where-everyone-is-welcome/>.
- Echtner, C. M., & Ritchie, J. R. B. (2021). The meaning and measurement of loyalty in Tourism. *Journal of Travel Research*, 60(7), 1569–1583.
- Emirates. (2021). Sensory kits for passengers with autism. Retrieved on September 15, 2024, from <https://www.emirates.com/media-centre/emirates-arranges-autism-familiarisation-flight-and-travel-rehearsal-for-30-families/>.
- Freund, D., Iñesta, A., & Castelló, M. (2022). Tourism for all: Educating to foster Accessible accommodation.
- Garcia-Rosell, J. C. (2013). Inclusive education in tourism: Empowering professionals through experiential learning. *Tourism Review International*, 19(3), 267–282.
- Hmelo-Silver, C. E. (2004). Problem-based learning: What and how do students learn? Hotel Link Solutions. (2023). Embrace accessibility: Creating an inclusive hotel Experience for all. Retrieved from <https://blog.hotelinkolutions.com/embrace-accessibility-creating-an-inclusive-hotel-experience-for-all>
- Hwang, J., Lee, S., & Chen, M. (2020). Exploring the role of hospitality service quality in the satisfaction and loyalty of travelers with disabilities. *Journal of Hospitality & Tourism Research*, 44(3), 347–365.

- Ivankova, N. V., Creswell, J. W., & Stick, S. L. (2006). Using mixed-methods sequential Explanatory design: From theory to practice. *Field Methods*, 18(1), 3–20. <https://doi.org/10.1177/1525822X05282260>
- Kolb, D. A. (2014). *Experiential learning: Experience as the source of learning and development*. Pearson Education.
- Kowalska, A., Kwiatkowska, A., & Kwiatkowski, S. (2022). Travelling from the perspective of Persons with disability: Results of an international comparative study. *International Journal of Environmental Research and Public Health*, 19(24), 16556. <https://doi.org/10.3390/ijerph192416556>
- Kozak, M., Kozak, N., & Kozak, N. (2021). Accessible tourism experiences: The voice of People with visual disabilities. *Sustainability*, 13(9), 4972. <https://doi.org/10.3390/su13094972>
- Kozak, M., Kozak, N., & Kozak, N. (2022). Services and amenities offered by city hotels within family tourism: Meeting parents' expectations. *Sustainability*, 14(14), 8326.
- Lam, C., Ariza-Montes, A., & Han, H. (2020). Autism spectrum disorder and travel: challenges and opportunities for inclusive tourism. *Tourism Management*, 81, 104164.
- Leidner, R. (2022). Accessibility challenges in tourism: A critical review of inclusive practices. *Tourism Review International*, 26(2), 175–192.
- Leonard, D. (2015). Action learning in education: A case study.
- Lindström, M., Rosvall, M., & Östergren, P. O. (2014). Overall accessibility of public Transport for older adults. *European Journal of Ageing*, 11(3), 229–237. <https://doi.org/10.1007/s10433-014-0321-0>
- Loo, B. P. (2019). Inclusive tourism: An exploratory review. *Tourism Review*, 74(1), 58– 69.

- McKinney, L., et al. (2022). Barriers to travel for neurodiverse individuals: A global Perspective. *Annals of Tourism Research*, 45(3), 189–202.
- Mendez, R., et al. (2022). Policy frameworks for inclusive tourism development. *Sustainable Tourism Policy Quarterly*, 6(2), 98–115.
- Papadopoulos, S., Pappas, N., & Vassiliadis, C. (2022). Empowering tourism Accessibility: A digital revolution in Pieria Region, Greece. *Applied Sciences*, 14(23), 11136.
- Poria, Y., Reichel, A., & Biran, A. (2020). Accessible tourism in Israel: Motivations, Barriers and travel behavior of people with disabilities. *International Journal of Hospitality Management*, 78, 200–211.
- Scheyvens, R., & Biddulph, R. (2018). Inclusive tourism development. *Tourism Geographies*, 20(4), 589–609.
- Sheldon, P. J., & Fesenmaier, D. R. (2015). Sustainability in tourism education.
- Slavich, G. M., & Zimbardo, P. G. (2012). Transformative learning and pedagogy: A Human-centered approach.
- Small, J., & Darcy, S. (2020). Mobility, tourism, and disability: New directions in accessible tourism research. *Annals of Tourism Research*, 85, 103081.
- Smith, K., & Lee, H. (2023). Technology and accessibility in tourism: Bridging the gap for neurodiverse travelers. *Tourism Review*, 78(1), 78–93.
- Strauss, A., & Corbin, J. (1990). Basics of qualitative research: Grounded theory, Procedures, and techniques. Sage Publications.
- United Nations. (2020). Sustainable Development Goals: Goal 11. Retrieved on November 11, 2024 from <https://sdgs.un.org/goals/goal11>
- UNWTO. (2020). Inclusive tourism for all: A global perspective. United Nations World Tourism Organization.
- U.S. Department of Justice. (2006). Accessible customer service practices for hotel and lodging guests with disabilities. Retrieved from <https://archive.ada.gov/accesscust.htm>

- WHO. (2011). *World report on disability*. World Health Organization.
- World Wide Web Consortium (W3C). (2018). Web content accessibility guidelines (WCAG 2.1). Retrieved on October 14, 2024, from <https://www.w3.org/TR/WCAG21/>.
- Yin, R. K. (2003). *Case study research: Design and methods* (3rd ed.). Sage Publications.
- Zhao, Y., et al. (2021). Understanding neurodiversity in tourism: Insights from an accessibility lens. *Tourism Economics*, 27(3), 654–678.