

Extent of Interest of Tourist Facilities in Providing Services for Tourists with Mobility Disabilities in Jordan: A Case Study Ajloun City

Aababneh Samer*¹

Al-Balqa Applied University, Tourism Management Department, Ajloun, Jordan

Khasawneh Mohammad²

Al-Balqa Applied University, Tourism Management Department, Ajloun, Jordan

Almakahdmeh Isamm³

Al-Balqa Applied University, Tourism Management Department, Ajloun, Jordan

Bashar Al NajdawKhalid⁴

Al-Balqa Applied University, Tourism Management Department, Aqba, Jordan

Abstract

This study aims to evaluate the tourism services provided to local tourists with mobility disability in the tourist destination. In order to work on improving these services to attract a new segment of tourists and then increase sales. The importance of the study lies in showing the availability of services and facilities for local tourists with mobility disabilities in the main tourist sites in the city of Ajloun, and the needs and desires of the target group to be satisfied. Also this study sheds light on an important segment of society that did not receive the attention of the concerned authorities to provide appropriate services that suit their life needs, and satisfy their desires to enjoy the tourist trip despite losing some of their important functional capabilities. This study followed the descriptive approach (quantitative analysis) based on data collection, classification, organizing and analysis, to evaluate the

services and facilities provided to the segment of tourists with mobility disabilities in the tourist sites and their suitability for them. The study relied on the questionnaire as a tool in data collection; the determinants of the study are the small sample size, the lack of theoretical studies that have been written on this subject and the poor services available for tourists with mobility disabilities in the places of tourist attractions (The study community in Ajloun). The results showed that the conditions for licensing tourist facilities with a rating of less than four stars issued by the Jordanian Ministry of Tourism did not take into account the requirements for persons with disabilities. On the other hand, the results of the study indicated that the infrastructure and superstructure of some tourist facilities in Ajloun city are still not sufficiently suitable for tourists with mobility disabilities; which led to a low level of tourist services provided to them in accommodation and entertainment places.

The study concluded that local tourists with mobility disabilities have the right to participate in tourism and recreational activities on an equal basis with others, tourist establishments should pay attention and be committed to providing infrastructure and logistical services that local tourist with mobility disabilities in tourist destinations. As well as providing suitable tourism programs for local tourists with mobility disabilities; in order to relieve psychological pressure on them and improve their performance. In addition to holding educational courses for workers in tourist facilities to identify the needs and desires of local tourists with mobility disabilities and ways to deal with them.

Key words: disability, mobility disabilities, Tourist Facilities, Tourist Services, Jordan, Ajloun.

1- INTRODUCTION

The tourism market is highly competitive (Connell & Stephen, 2019), with tourism companies and organizations aiming to satisfy the customer (Vila, 2020). However, some tourist facilities still do not adapt their services adequately to the needs of tourists (Weng & Kim, 2017). Especially people who have mobility or visual impairments even though they have the same expectations, dreams and desires as normal people (Nyman et al, 2018). They also like to enjoy life, have fun, learn and travel (Solmaz et al, 2021). A study of Alice (2016) indicates that among the most common travel motives for people with disabilities are: learning new things, recreation, health, prevention or healing, religious motivation, and shopping. According to the United Nations Human Rights Organization, statistics indicate that the proportion of persons with disabilities is (15%) of the world's population (Solmaz et al, 2021).

In addition, the number of tourists with disabilities amounted to (10%) of the total number of tourists around the world (Sung et al, 2021).

On the other hand, the positive and effective design of tourist facilities that enable tourists of all segments to easily reach them contributes to attracting the largest possible number of tourists and prolongs their stay, which contributes to increased sales (Jonas, 2019). Moreover, Tourism is a basic human right and must be accessible to all people (Allan, 2014). According to Guanghui (2021), the lack of services for tourists with disabilities in tourist facilities affects the local and incoming tourist movement. Thus, tourism programs require adding more services and facilities that fit this category (Nyman et al, 2018). Therefore, this study came to assess the current status of the services provided by the tourist facilities in the city of Ajloun and their suitability for people with movement disabilities. The importance of this study is embodied in its connection with the following elements:

- Few previous studies.
- This study is a simple contribution to the field of science and knowledge.

2- LITERATURE REVIEW

Disability

People with disabilities were classified according to the type of disability (Marcus et al, 2021):

- Mobility disabilities (the physically injured person).
- Sensory impairment (auditory, visual, verbal or speech).
- Social disability (in the event that an individual suffers from a mental or physical disability or both).

A person with a physical or mental disability that affects his ability to carry out normal daily activities is considered a person with disabilities (Porto et al, 2019). According to (Marcus et al, 2021) that people with disabilities may have one of the following problems (physical disability, cognitive / intellectual disability, sensory disability, emotional disability, developmental disability, hearing disability) or a combination of them.

Travel is viewed as an activity performed only by those who are physically and financially healthy (Weng & Kim, 2017). In addition, many people believe that persons with disabilities do not care about tourism and travel, moreover, tourism facilities rarely take this group of people seriously and truly into account, knowing that this segment may have different types and levels of disability (Eugenia & Elisabeth, 2018). At the same time, people with disabilities have friends from different parts of the world and they enjoy their lives a lot by discovering new parts of the world through travel (Zhang & Shu, 2016).

According to Allan (2014) tourism facilities should increase their awareness towards the needs and requirements of people with disabilities. In addition, it is extremely important to know these different needs in order to provide them with appropriate information and help them engage in different tourism experiences (Eichhorn et al, 2008).

Previous Studies:

1. Study of Vila, T., González, E., & Darcy, S. (2020). The study focused on analyzing the travel experience of people with visual impairment and the obstacles they face. One of the results of the study is that the participation of people with visual disabilities in tourism activities is a continuous

interactive participation. They also rely on "a negotiation strategy" to reduce the obstacles facing their travel experience.

2. Study of Michopoulou, E., Darcy, S., Ambrose, I. & Buhalis, D. (2020). Titled "Accessible tourism futures: the world we dream to live in and the opportunities we hope to have". The purpose of this paper is to examine the key concepts and global initiatives that will shape the accessible future of tourism. One of the results of the study is that the future of tourism for persons with disabilities is affected by basic concepts related to accessibility and sustainability. In addition, knowing their travel motives and aspirations contributes to the diversity of tourism markets.
3. Study of Cassia, F., Castellani, P., Rossato, C. & Baccarani, C. (2020). The study aimed to know the role of digital ecosystems towards high-quality and accessible tourism. One of the findings of the study is that high-quality tourism experiences for people with disabilities (PwD) remains a major challenge. For example, poor coordination among the many actors involved in the co-creation of tourism experiences.
4. Study of Darcy, S., McKercher, B. & Schweinsberg, S. (2020). Titled "From tourism and disability to accessible tourism". The study aimed to develop a concept of accessible tourism for non-disabled tourists. One of the results of the study is the availability of equal offer for non-disabled tourists through

access to the main sectors of tourism (such as transportation, accommodation and tourist attractions).

5. Study of Tao, B. C., Goh, E., Huang, S., & Moyle, B. (2019). Titled " Travel constraint perceptions of people with mobility disabilities: A study of Sichuan earthquake survivors "The study aimed to find out the effect of social and demographic characteristics on the travel restrictions of people with mobility disabilities from the Sichuan earthquake. One of the results of the study was that the severity of people's disability does not affect their desire and ability to travel. While social and demographic variables have an impact on the choice of type of travel.

People with disabilities in Jordan

According to the statistics of the Higher Population Council in Jordan for the year 2020; the percentage of People with disabilities reached 11.2% of the total population (hpc.org.jo). Table No. (1) Shows the percentage of people with disabilities in Jordan in terms of gender, type and the highest prevalence rates.

Table (1) The percentage of people with disabilities in Jordan in the year 2020

The percentage of people with disabilities in terms of gender			
Males		Females	
11.7%		10.6	
Percentage of people with disabilities in terms of type			
Visual disability	Mobility disability	Auditory disability	
6 %	4.8%	3.1%	
The highest prevalence rates			
Type of Disability	Visual impairment	Mobility disability	Auditory disability
City	Aqaba city	Irbid city	Ajloun and Tafila cities
Percentage	7.1%	5.6%	3.5%

(Source: Developed by the authors).

Tourist facilities in Ajloun City

Ajloun city is characterized by its mountainous nature, its stock of dense forest trees, and the mild weather in summer and cold in winter. This climate attracts tourists in the spring and summer periods (Gharaibeh, 2015).

Table No. (2) Shows the tourist facilities in Ajloun city according to the statistics of the Jordanian Ministry of Tourist. Where the table shows that the hotels in the city of Ajloun are less than three stars, restaurants are less than four stars, coffee shops are rated as one star, and tourist camps are rated as a category (B, C). This indicates that the city of Ajloun is devoid of tourist facilities with rating of (4&5) stars. The table also appears that the number of workers in tourist facilities in the city of Ajloun with disabilities is (zero).

Table (2) Classified Tourist Facilities in Ajloun City in the year 2021

Hotels	
Trade Name	Classification
Mountain Castle Hotel	**
Ajloun Tourist Hotel	**

Camps	
Trade Name	Classification
Khallet Al Saada Eco Camp	C
Ajloun camp	B

Restaurants	
Trade Name	Classification
Jasmine Summit Tourist Restaurant	**
Rakwa Al Mukhtar Restaurant	***
Bataiat Al Baloot Restaurant	**
The Castle View Restaurant	**

Coffee Shops	
Trade Name	Classification
Jihad Coffee Shop	*
Mohamed Abdel Fattah Coffee Shop	*
Nour Coffee Shop	*

Tour Guides	
Trade Name	Classification
General Guide	16
Site Guide	1

Tourist Offices	
Trade Name	Classification
Anwar Ajloun Foundation for Hajj, Umrah, Tourism and Travel	Hajj and Umrah (C)
Abu Annab Travel and Tourism	Sale and issuance of airline tickets of all kinds (A) Inbound tourism (B) Hajj and Umrah (C)
Khaldoun Al Momani Hajj and Umrah Office	Hajj and Umrah (C)

Oriental Antiques Stores	
Trade Name	Classification
Gilead Oriental Antiques	Popular shop
Jabal Ajloun for Oriental Antiques	Flagship store
rose paper player	Operator
henna shop	Popular shop
Saad Rabadi Bazaar	Popular shop
Sana Ali Bani Atta for oriental embroidery	Popular shop
Habib Yaqoub Store	Popular shop

Number of Employees			
Gender	Directly	Indirectly	Total
Male	600	1750	2350
Female	50	1750	1800
Employees with Disabilities	0	0	0
Total	650	3500	4150

(Source: Developed by the authors).

3- Methodology

This study followed the descriptive approach based on collect, classify, organize and analyze data, to evaluate the services and facilities provided to the segment of tourists with mobility disabilities in the tourist sites and their suitability for them.

Study community and sample:

- Study population: Tourism institutions that provide services and facilities in the Ajloun city.
- The study sample: Workers in tourist

establishments in the city of Ajloun, and the number of forms that were distributed to the respondents were (84) questionnaires.

Study Questions:

The current study aimed to identify the current reality of services provided to tourists with mobility disabilities in the tourist destination in the city of Ajloun. Therefore, the study tried to answer the following questions:

- What is the level of tourism services provided to tourists with mobility

disabilities in the places of accommodation?

- What is the level of tourism services provided to tourists with mobility disabilities in recreational places?

Study tool: The study relied on the questionnaire as a tool only in data collection, and it consists of a number of questions divided into two groups:

- Personal data (gender, age, and nationality).
- Objective data (evaluation of the services provided and their suitability for people with mobility disabilities). Yousef et al. (2018) scale was used.

The number of forms that were distributed to the study sample amounted to (100) questionnaires. On the other hand, (16) questionnaires that were not valid for statistical analysis were excluded. During the period (1/8/ 2022 - 25/4/ 2022). Moreover, a binary Likert scale (agree, disagree) was used to assess the extent to which tourist facilities are interested in tourists with mobility disability.

Data analysis tools: The researcher used (Repetitions, Percentages, Mean and Standard Deviation) to describe and diagnose the study variables.

4- Results and Discussion

Table (3) Shows the data for the study

sample, as the results show that the percentage of males was (61.9%) of the total sample of the study, while the percentage of females was (38.1%) of the total sample. The results of the study also show that the percentage of ages under thirty was (45.2%), while the percentage of ages of the study sample over thirty was (54.8%).

Table (3): Demographic variables of the respondents

variable		Repetition	percentage
Gender	Male	52	61.9%
	Female	32	38.1%
Total		84	100%
Age	less than 30	38	45.2%
	More than 30	46	54.8%
Total		84	100%
Nationality	Jordanian	84	100%
	Foreign	0	0%
Total		84	100%

(Source: Developed by the authors).

Table No. (4) Shows the arithmetic averages and standard deviations of the level of tourism services provided to tourists with mobility disability in places of accommodation. The results show that there is agreement for the study sample about the lack of services suitable for tourists with mobility disability in the places of residence. Whereas, the answers of the study sample were "Disagree" in all dimensions of the axis.

Table (4): Arithmetic averages and standard deviations of the level of tourist services provided to people with mobility disability in the places of accommodation.

The Dimension	Repetition				Means	Standard deviation	sample direction
	Agree	%	Disagree	%			
There is an employees with a disabilities	0	0.0	84	100.0	1.0	0	Disagree
There are parking spaces for people with disabilities	7	8.3	77	91.7	1.2	0.14	Disagree
The entrances are suitable for the entry and exit of tourists with mobility disability	15	17.9	69	82.1	1.3	0.24	Disagree
Elevators are suitable for tourists with mobility disability	5	6.0	79	94.0	1.1	0.12	Disagree
There are special toilets for tourists with mobility disability	4	4.8	80	95.2	1.1	0.11	Disagree
There are facilities in the room suitable for people with mobility disability.	6	7.1	78	92.9	1.2	0.13	Disagree
Persons with mobility disability can easily move between the hotel accommodation facilities	13	15.5	71	84.5	1.3	0.21	Disagree
Hotel (Accommodation) staff are good at dealing with tourists with mobility disability	4	4.8	80	95.2	1.1	0.11	Disagree

(Source: Developed by the authors).

Table No. (5) Shows the arithmetic averages and standard deviations of the level of tourism services provided to tourists with mobility disability in places of residence. The results show that there is agreement for the

study sample about the lack of services suitable for tourists with mobility disability in the recreational places. Whereas, the answers of the study sample were "Disagree" in all dimensions of the axis.

Table (5): Arithmetic averages and standard deviations of the level of tourism services provided to tourists with mobility disability in recreational places

The Dimension	Repetition				Means	Standard deviation	sample direction
	Agree	%	Disagree	%			
There is an employees with a disabilities	0	0.0	84	100.0	1.0	0	Disagree
There is car parking for tourists with mobility disability in the entertainment areas	6	7.1	78	92.9	1.2	0.13	Disagree
Entrances and exits to recreational areas are suitable for tourists with mobility disability	15	17.9	69	82.1	1.3	0.24	Disagree
There are special seats for tourists with mobility disability in the entertainment areas	7	8.3	77	91.7	1.2	0.14	Disagree
There are special toilets for tourists with mobility disability in the entertainment venues	4	4.8	80	95.2	1.1	0.11	Disagree
There are special lifts for tourists with mobility disability in the entertainment venues	5	6.0	79	94.0	1.1	0.12	Disagree
tourists with mobility disability can easily move around in places of entertainment	13	15.5	71	84.5	1.3	0.21	Disagree
There are sign language guides at the entertainment venues	0	0.0	84	100.0	1.0	0	Disagree
the staff are good at dealing with tourists with mobility disability in places of entertainment	4	4.8	80	95.2	1.1	0.11	Disagree
Swimming pools are suitable for tourists with mobility disability	6	7.1	78	92.9	1.2	0.13	Disagree
Shower places are suitable for tourists with mobility disability	4	4.8	80	95.2	1.1	0.11	Disagree

(Source: Developed by the authors)

5- DISCUSSION

The main objective was to identify the current reality of the services provided to people tourists / local tourists with mobility disability in the tourist destination.

The study showed that the level of tourism services provided to tourists with mobility disability in hotels and entertainment venues is low. This is consistent with the results of a study (Weng & Kim, 2017) that the services of some tourist facilities are still not adequately adapted to the needs of tourists, especially people with mobility or visual impairments. On the other hand, the results of the study (Marcus et al, 2021) indicated that people with mobility disability have the same expectations, dreams and desires as ordinary people. According to Guanghui (2021), the lack of services for tourists with mobility disability in tourist facilities affects the local and incoming tourist movement. Therefore, the researcher suggests that tourism companies should satisfy all customers.

The results showed that among the most common motives for people with mobility disability: travel, learning new things, entertainment and shopping (Alice, 2016).

6- CONCLUSIONS

The demand for tourism products is constantly increasing, as this demand is not limited to a certain segment of society. On the contrary, the demand for tourism products includes a large segment of the world's population, even people with disabilities, which are greatly underestimated, whether economically or numerically. Although these people have the same desires to obtain these products. According to the results of the study, the researcher recommends the following:

- Conducting more studies on the needs and desires of people with disability

due to the scarcity of studies and the importance of the topic.

- The need for attention and commitment to providing services, infrastructure and logistics that suit people with disability in tourist destinations that facilitate the movement and movement of people with different disabilities.
- Providing suitable tourism programs for people with disability in order to relieve their psychological pressure and improve their performance.
- The necessity of having sign language guides.
- Holding seminars, courses and educational training lectures for workers in tourist establishments to identify the needs and desires of people with disability and ways to deal with them.

7- **Research constraints/implications:**

This study presents variables to assess the current status of services provided by tourist facilities in the city of Ajloun and their suitability for people with mobility disabilities that can be applied to a variety of economic activities. In addition, the limited sample size increases the issue of generalization, which must be addressed in future research. On the other hand, in this study, a quantitative analysis approach was used. Therefore, future studies can adopt a qualitative approach with semi-structured interviews that may increase the understanding and assessment of the desires of people with mobility disability and work to achieve them.

Practical effects: Disability is a phenomenon that exists and is widespread in all societies and generates a set of psychological pressures

on the disabled himself and the family and society as a result of the challenges posed by the disability due to the different environmental and social situations to which they are exposed. Where tourism plays an effective role in the formation of the personality of people with disability. Therefore, this study provides valuable information that all institutions can benefit from. By deepening the knowledge of the needs and desires of people with disability and working to achieve them to contribute to relieving psychological pressure and improving their performance. Moreover, this study also aims to educate academics, researchers and government officials in the tourism industry to increase interest in this segment of tourists, and serious endeavor to understand their needs and desires, and to allocate a joint committee from the Ministry of Tourism, Health and Social Affairs to study international standards for people with disabilities, and work to harmonize them with the services and facilities provided to them in tourist and recreational sights.

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