Accessible Tourism to People with Disabilities in Africa: A Review of the Existing Literature

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Abstract: *Although most of the African countries have laws and regulations that protect the rights of people with disabilities in every aspect of their lives, including leisure and tourism, people with disabilities still do not enjoy tourism attractions. The main objective of this study was to review the published articles in Google Scholar, EBSCOhost, and Science Directon African accessible tourism. The study specifically analyzed the extent to which the existing published studies have addressed accessibility in accommodation, transportation, destinations, accessible amenities/recreation as well as in information. Based on a content analysis of the analyzed academic articles from both supply and demand side, this study found out that most of the African countries were still not capable of accommodating travellers with disabilities. Limited facilities at the tourist sites, negative attitudes toward disabled people, limited assistive technologies, inaccessible transport facilities as well as the provision of inaccurate and out of date travel information were among the key factors limiting travellers with disabilities from taking leisure trips to African tourist destinations. The African governments have to start preparing the environment conducive for the suppliers to start providing services that will offer positive and memorable tourist experience to travellers with special needs.*

Keywords: Accessible Tourism, Tourism for people with disabilities, People with Disabilities, Africa Tourist Destinations

1.0 Introduction

Tourism is an important sector for the economic development of most African economies (UNCTAD, 2017). The sector has helped most of the African countries to move away from the dependent economy to the service sector (Mariki *et al.,* 2011). It is the fastest-growing sector that contributes significantly to employment creation, foreign exchange, investment, strengthening regional integration, as well as reducing poverty for most of the countries (Africa Tourism Monitor, 2016). This sector also serves as a tool in establishing closer bonds between cultures, countries, and people (Acha-Anyi, 2018). The importance of this sector in African countries has been reflected by the amount of foreign exchange that has been generated over the years. For example, it was reported that the continent received about $ 36.2 billion in 2018 from 62.9 million received in 2016 from the international visitor arrivals (African Development Bank Group News, 2018). It is estimated that the sector will contribute $269 billion to the GDP of the African continent and it is projected to offer 29 million new jobs by 2026(African Development Bank Group News, 2018).

The tourism sector has continued to progressively become a primary social need. The sector is reported to have a positive effect on people that are directly involved in the sector (Ozturk, Yayli, & Yesilitas, 2008; Eichhorn, Miller, & Tribe, 2013). This sector is known for its role in

bringing people together (Edusei *et al.,* 2015). Unfortunately, the participation of people with disabilities in the tourism industry has been limited compared to able-bodied individuals. Globally, it is estimated that about 15% of the world's population, which is around 1 billion people live with some form of disability of which 2% to 4% experience significant difficulties in functioning (World Health Organization, 2019). This figure is expected to increase and reach 1.2 billion people by 2050 (Vila, Darcy, & González, 2015) due to demographic changes, natural disasters, accidents, as well as the increase in chronic diseases such as; diabetes, cardiovascular disease, cancer and other mental health issues (UNWTO, 2011). The global statistics indicate that between 110-190 million people which is 1/5th of the world population in the tourism market would require accessibility (Burnett & Bender-Baker, 2001). Developing countries are estimated to have a higher growth rate (NIA & NIH, 2011), about 75% of the world's disabled population lives in developing countries such as; Africa, Latin America, and South-East Asia.

Due to increase in the number of people with disabilities globally, several initiatives were taken to make sure that the rights of people with disability requirements were protected. In the 1990s, the world started movements to fight for the rights of people with disabilities. Americans with Disability Act of 1990 and the Disability Discrimination Act of 1995 are some of the initial policies and acts that championed the development of social mentality. In the 2000s, other conventions such as; the United Nations' Convention on the rights of persons with disabilities of 2006 under article 9 was introduced to recognize the fact that people with disabilities have a right to access buildings, physical environment, information, and communication and the convention under article 30 claims that disabled people have the right to cultural life including leisure and sport.These acts imply that all individuals regardless of their physical nature are free to participate in social or leisure activities without any hindrances. The outcomes of American's Disability Acts (ADA) and other similar conventions have brought to positive impact on the idea of establishing and providing accessibility features to cater to the needs of all people.

Despite all the efforts to protect the rights of people with disabilities in tourism, the sector is far from being accessible to all and it is like a dream that can never be realised by many(Bélanger & Jolin, 2011). People with disabilities are still excluded from enjoying tourism activities and disabled travel market has been ignored (Florence, 2018) and it is an untapped market for tourism (Avis, Card, & Cole, 2005). As a result, very few countries and companies have shown interest in serving them (Snyman, 2004), because they see it as a niche market (Vila, González, & Darcy, 2019). This is why hotel owners and managers don't take an active role to promote hotel rooms appropriately to people with disabilities(Darcy, 2000).Travel agents, on the other hand, are inhibitors to people with disabilities(McKercher *et al.,* 2003), while some of the service providers are not willing to serve them (Daniels, Rodgers, & Wiggins, 2005). Others service providers are unaware and unresponsive to their needs (Freeman & Selmi, 2010) because they believe that the demand for this target market is weak (Shi, Cole, & Chancellor, 2012) and that people with disabilities have less income and they are highly dependent on their pensions (Souca, 2010).

This travel market is also seen as an expensive tourism market to satisfy (Burnett & Bender-Baker, 2002; Chikuta, Kabote & Chikanya, 2017). Issues such as; building ramps, providing enough parking spaces, constructing disability-friendly rooms as well as installing expensive technology to communicate with disabled people reflect some of the common perceptions

emerging from tourism and travel-related business suppliers regarding serving people with disabilities. Because of such allegations, a good number of researchers thought that there was no need to invest in this area. This is why studies of people with disabilities in tourism are limited (Shi, Cole, & Chancellor, 2012). Most of them started at the end of the 1980s and in the middle of the 1990s (Cavinato & Cuckovich, 1992).

Most of the existing literature on disabilities and tourism is from the United States (Huh & Singh, 2007), Canada (Joppe, 2003) and various countries within European countries (Guzmann, 1999). This is so because; developed economies have introduced laws at the national and supranational level to assist them with the provision of services to people with disabilities (Richards, Pritchard, & Morgan, 2010; Bombom & Abdullahi, 2016). In contrast, there are limited studies that have been done in Africa. This is because; African states started taking their active role in issues related to international rights of persons with disability covenant (UNCRPD) only in 2006. The intention was for the countries to make sure that all citizens with special requirements were provided with opportunities that improved their socio-economic wellbeing (Manatsa, 2015). Even though Africa has been involved in the movement towards protecting the rights of disabled people, the emerging market is still under-represented (Mensah, Badu & Opoku, 2015).

Disabled people in Africa have been facing a lot of barriers regarding leisure and tourists opportunities. Table 1 summarises some of those challenges.

Table 1: Barries Facing Disabled people in Africa

S/No.	Barriers	Source
1.	Negative attitude from the society and service providers	Naami, Hayashi, & Liese, (2012); Oladokun, Ololajulo & Oladele, (2014); Mensah, Badu & Opoku, (2015);Bombom & Abdullahi, (2016); Issahaku, 2017; Adam, Boakye & Kumi-Kyereme, (2017),
2.	Lack of accessible accommodation	Bisschoff & Breedt, (2012); Chikuta, (2015); Khumalo &Ndlovu, (2017); Mangwiro *et al.,* (2018); Meskele, Woreta & Weldesenb, (2018)
3.	Limited facilities at the cultural attraction areas	Lwoga & Mapunda, (2017); Refaat & Ibrahim, (2017); Ibem *et al.,* (2017); Chikuta, Kabote & Chikaya, (2017)
4.	Lack of trained personnel to communicate with disabled people	Tamer, (2011); Oladokun, Ololajulo & Oladele, (2014); Lwoga & Mapunda, (2017); Refaat & Ibrahim, (2017); Chikuta, Kabote & Chikaya, (2017); Chikuta, DuPlessis & Saayman, (2018),
5.	Lack of clear and up to date information	Adam, Boakye & Kumi-Kyereme, (2017); Chikuta, DuPlessis & Saayman, (2018),
6.	Ignorance of service providers	Spencer & Mnqayi, (2017); Abd-Elraof, Dawood &Mohamma, (2018); Chikuta, DuPlessis & Saayman, (2018),
7.	Inaccessible transport systems	Bombom & Abdullahi, (2016); Chikuta, DuPlessis & Saayman, (2018)
8.	Lack of appropriate activity for disabled people	Chikuta, Kabote & Chikaya, (2017)

Scholarly articles reviewed accessible tourism to people with disabilities in Africa in its totality is lacking. Given this lacuna, the intention of this study was to review the scholarly articles on accessible tourism to people with disabilities in the context of Africa. It assessed the extent to which the existing accessible tourism articles published in Africa have focused on addressing issues related to accessible accommodation, accessible transportation, accessible destinations, accessible amenities/recreation as well as access to information. This study focused on those areas because people with disabilities are highly deprived of enjoying tourism offerings because of limited accessible accommodation, limited accessible transport, lack of facilities at the tourism sites as well as unclear and out-dated travel information (Eichhorn *et al.,* 2007). Furthermore, information regarding accessible accommodation and accessible attractions is crucial to people with special needs because they have a significant impact on their decision to select destinations (Gladwell & Bedini, 2004).

This analysis was motivated by the fact that there is an increase in the number of disabilities in Africa. For example, based on 2010 census data, it was reported that 3% of Ghana's total population was covered by people with disabilities (Ghana Statistical Service, 2014), about 10% of the total population in Zimbabwe were disabled people (Choruma, 2007), 7.5% of the population in South Africa was covered by disabled people (Rearden, 2017 cited in Spencer & Mngayi, 2017), Egypt was reported to have 951,152 disabled people (Al-Ahram Weekly Newpaper, 2010). Based on Tanzania's National, Population, and Housing Census data of 2012, it was estimated that 5.8% of all citizens in Tanzania were people with disabilities (URT, 2013). Therefore, these statistics reflect a significant message to tourism industries. Therefore, tourism industries in African countries need to develop an interest to understand the needs of this emerging travel market.

Meeting the needs of people with disabilities helps service providers to attain both social and corporate responsibility (Chang & Chen, 2012). The ability to satisfy this travel market will not only be an obligatory task or a charity case as it used to be seen, but rather a means to attain equity and equality which are pillars of tourism's sustainable development (Lwoga & Mapunda, 2017). The assessment of accessible tourism in the context of Africa will provide insights on what needs to be done to accommodate people with disabilities. Moreover, with the increasing life expectancy in most parts of the world, the growth of urbanization, frequent occurrences of accidents in African countries, the population of disabled people is increasing at a faster rate. The disability travel market is a rapidly growing tourism market that includes people suffering from some form of impairments as well as the aging population which, frequently, develops sicknesses that lead to disability (Buhalis & Michopoulou, 2011). This travel market covers family members, friends, and caretakers/givers. This shows that the disabled travel market is a potential new market in the world of tourism industry; hence it should not be ignored. Furthermore, despite all the challenges affecting them from taking leisure trips, disabled people do travel and they have the same travel motivations just like able-bodied persons (Chikuta, DuPlessis & Saayman, 2017) and they are willing to pay any amount to get their desired services (Mangwiro *et al.,* 2018).

Table 2: African Accessible Tourism in Existing Studies

S/N	Author(s)	Aim of the study	Data analysis	Major Findings
1	Odufuwa (2007	Mobility pattern of disabled people & the barriers that hinder their access to basic needsin Nigerian Cities	Regression statistical techniques.	Determinants of traveling in company of relatives differs by the extent or severity of the physical disability, travel environment, available modes, distance, purpose of travel and immobility of disabled people in developing countries
2	Mensah, Badu, & Opoku (2015)	Barriers persons with disabilities face when accessing recreational facilities in Ashanti region of Ghana.	Descriptive statistics	People with disabilities faced barriers to facilities and structures at tourist destinations.
3	Bisschoff, & Breedt, (2012)	Reports on a consumer service index (CSI) model that was developed for the accommodation industry in South Africa	Qualitative research	Key areas in the hotels with problems were thereception, bathrooms, bar area and swimming pool.
3	Chikuta, du Plessis, & Saayman, (2017	investigated the travel motives of people with disabilities to national parks	EFA ANOVA Spearman correlation	People with disabilitieshave the same motivation for nature-based travel as the able-bodied individuals.
4	Lwoga, & Mapunda, (2017	Barrier approach to examine the challenges faced by cultural tourism sites in Tanzania,	Qualitative case study	To a certain extent, the site caters for people with disabilities.
5.	Issahaku, Akwasi & Kwaku (2016)	Leisure motivations of disabled people in Ghana.	The independent samples one way ANOVA	Leisure motivations of disabledpeople are Heterogeneous.
6	Issahaku (2017)	Explore the leisure aspirations of people with visual impairment in Kumasi Ghana	Discriminant Analysis	Inability to participate in different activities was caused by financial constraints, lack of social support and inaccessible physical environment.

S/N	Author(s)	Aim of the study	Data analysis	Major Findings
7	Chikuta (2015)	Do the facilities meet the expectations of tourists with disabilities in Zimbabwe?	Content Analysis Descriptive statistics	The existing facilities are not user friendly to people with disabilities.
8	Bombom & Abdullahi, (2016)	Travel patterns & challenges encountered by the physically disabled in Jos Nigeria		Physically disabled people feels that the society is discriminating them even in access to transportation.
9	Refaat and Ibrahim (2017)	Accessibility problems & challenges which prevent the improvement of theselected famous ancient sites Monuments in Alexandria (Egypt)	Exploratory study	Sites are partly accessible but not totally disability-friendly.
10	Spencer, & Mnqayi, (2017)	To assess whether owners of accommodation, transport service providers and tourism officials understand the concept of universal accessibility in South Africa.		Tourism service providers in the areas do not theoretically and practically understand the concept of universal accessibility in tourism.
11	Mangwiro et al (2018)	Explore the perceptions of people with disabilities on the compliance of Zimbabwean hotels in the provision of innovative facilities for guests with disabilities in Harare.	Thematic analysis.	Zimbabwe still lag behind in terms of accepting the need to introduce innovative facilities to accommodate people with disabilities.
12	Tamer (2011)	Investigate the ability of the Egyptian hospitality industry to accommodate special needs customers.	Kolmogorov-Smirnov test.	Staff should be provided with the proper training required to attract and satisfy such a sensitive segment.
13	Adam, Boakye, & Kumi-Kyereme (2017)	Leisure constraints of visually and physically disabled people in Ghana	Content analysis	Leisure constraints of visually and physically disabled people involved in the study are human induced.
14.	Ibem et al., (2017)	The extent to which the design, planning, and construction of museum buildings and facilities in Nigeria comply with the principles of universal	Content analysis.	The three museums complied reasonably well when it comes to approachability but performed below average in accessibility and usability parameters.

S/N	Author(s)	Aim of the study	Data analysis	Major Findings
		design and promote users' satisfaction.		
15	Meskele, Woreta, & Weldesenb (2018)	Evaluate accessible tourism challenges and development issues in hotels and attraction sites in Ethiopia.	Cross-tabulation	Ethiopia is facing a lot of challenges in accommodating people with disabilities.
16.	Abd-Elraof, Dawood, & Mohamma (2018)	Explore and evaluate disabled services and facilities provided for persons with disabilities in resorts in Egypt	Descriptive statistics One-way ANOVA	Significant percentages of the approached resorted had provided varied services and facilities for people with disabilities
17	Chikuta, du Plessis & Saayman (2018)	To establish the accessibility expectations of nature tourists in Zimbabwe and South Africa.	A one-way ANOVA Spearman's rank order	People with disabilities, regardless of their type of disabilities regard employee attitudes highly.
18	Khumalo, & Ndlovu, (2017).	Investigate the accessibility of B&B facilities by wheelchair bound persons in Durban.	Cross-tabulation	The majority of B&B facilities were found not friendly to people with disabilities.
19.	Cleopas (2019)	Application of the virtual reality 360° concept to the Great Zimbabwe monument to produce virtual tour videos of this world-scale heritage site.	Thematic analysis	The virtual tour videos are expected to be uploaded on a server for access by the entire world on computers, tablets and smartphones for a fee to allow patrons to navigate the monument's key archeological sites.
20.	Oladokun, Ololajulo & Oladele (2014)	Factors enhancing special needs people participation in recreation and cultural tourism activities in Osogbo Metropolis.	Chi-square	The physical environment, economic conditions and societal attitude limits people with special needs from enjoying tourism.
21	Chikuta, Kabote & Chikanya (2017)	Challenges encountered by tour guides when touring people with disabilities at museum and national parks in Zimbabwe.		Inadequacy regarding equipment to cater for people with disabilities affects tour guides.

2.0 Methodology

The main focus of the current study was to review and analyze all the studies that have been done in the area of accessible tourism in Africa and shed lights as to what extent have the published academic articles addressed issues of accessible tourism in connection to transport, amenities/recreation, accommodation, destination, and information. In the current study, an author-driven review approach was employed. This implies that literature was reviewed from the author's interpretation than from the point of the concepts of view. This method was appropriate in the current study because issues regarding accessible tourism seem to be evolving in the area of tourism and hospitality industry. Additionally, this method helps a researcher to capture the intended meaning of the concepts from the researchers' original idea. The researcher reviewed the academic published articles in the area of accessible tourism in Africa regardless of their years of publications.

This study involved an extensive desk literature review. In this study, only full-length articles published in academic journals, mainly in tourism and hospitality were included. Conference articles, book reviews, abstracts, editor prefaces, internet columns as well as conference proceedings were excluded from the analysis because of their limited if any, contributions to the existing knowledge. However, information from WHO country reports and country statistical data related to disability were used to justify the existing problem. Some of the information such as definitions of key terms such as disabled people and accessible tourism was taken from books. Three main tourism database search engines such as EBSCOhost, science direct, and Google scholar were used to download the reviewed articles. These databases are the largest and most popular online search engine databases used in tourism and hospitality studies (Buhalis and Law, 2008).

In the process of searching for articles, the researcher used several keywords to search for the articles, words such as "accessible tourism" "people with disabilities" "Africa" "tourism" "hospitality" were used separately and at times a combination of words was employed to generate the relevant articles for the study. Additionally, references cited in the published articles were also traced to assess their relevance in the study. The decision to include an article for the analysis was primarily based on its relevance to the theme of the study. The initial search retrieved a total of 258 articles. Then, each article was critically reviewed twice by the researcher to justify its inclusion and to ensure its accuracy and objectivity. The final searching process yielded 21 full-text articles that were considered relevant for the analysis in the current study (Refer Table 1). The researcher reviewed all 21 and assigned them to five research themes both from supplier and demand sides. Finally, it was concluded that "accessible tourism" "people with disabilities" and "Africa" were among the main key search words used to get the final articles. As some studies discussed accessible tourism in several ways, one study was assigned to more than one theme if the study focus was multifaceted.

Content analysis was employed to analyze content and concepts in the studies. This technique is a common data analysis method in the social sciences (Berg, 2009). This method involves a careful, detailed, systematic assessment and interpretation of a particular body of material to identify patterns, themes, biases, and meanings. The technique identifies the meaning of the text

and, therefore, maintains a qualitative textual approach (Elo & Kyngä, 2007). The advantage of this method is that if done properly, it offers replication of outcomes (Duriau, Reger, & Pfarrer, 2007), it is analytically flexible (Duriau, Reger, & Pfarrer, 2007), can be employed for inductive or deductive research (Elo & Kyngä, 2007). This technique allows different levels of analyses to be performed by using qualitative or quantitative approaches (Duriau, Reger, & Pfarrer, 2007).

Table 1 presents the summary of all the accessible tourism studies and their categories in five themes of transport, recreational/amenities, accommodation, destination, and information. The analysis revealed that three (2) articles fell in transport theme; twelve (9) articles were in amenities/recreation theme, seven (7) were in accommodation, three (3) in the destination and none of the studies has focused entirely on assessing accessible information to disabled people. In the subsequent section, the key findings of the existing literature were critically examined. At the end, the study demonstrates the contributions of the study and gives managerial implications.

3.0 Presentations of the findings

3.1 The Concept of Accessible Tourism

Accessible tourism is an evolving concept in the field of study that may affect tourism destination competitiveness in the future (Michopoulou *et al.,* 2015). Generally, accessibility in a simple term entails making all products, services, and the environment available to everyone, and this is considered as a prerequisite to removing discrimination by including people with disabilities in the society. Accessible tourism allows the adaptation of the environmental resources, tourism services, and products to grant an equal opportunity for all visitors to have access and enjoy tourism based on principles of universal design standards (World Health Organization, 2016). Accessible tourism is also referred to as disabled tourism (Burnett & Bender-Baker, 2001), easy access tourism (Cameron, 2000), barrier-free tourism (ENAT, 2017), inclusive tourism (Buhalis et al., 2005) as well as universal tourism. Others have defined it as a form of tourism that involves collaborative efforts between stakeholders that allows people with access needs, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through delivery of universally designed tourism products, services, and environments (Buhalis & Darcy, 2011). This definition did not exclude those travelling with children in prams, people with disabilities and senior travellers. For this study, accessible tourism is simply a form of tourism that allows all travellers regardless of their physical or social, economic characteristics or impairments to enjoy tourism offerings with ease without any barriers.

3.2 Definition of Disabled People

Disability can simply be seen as a restriction or lack resulting from an impairment of ability that one encounters which limits them from performing an activity in the manner or within the range considered as normal for a human being (United Nations, 2008). The United Nations Convention on the Rights of Persons with Disabilities 2008, clarifies disabled persons to include those with hearing, visual, communication, mobility, agility, pain, learning, memory, developmental, or psychological/psychiatric difficulties to the extent that could hinder their participation within

society. In this study, disabled people included senior travellers, those with impairment either mobility, sensory, communication, intellectual/mental, and hidden impairment or some combinations of these that limit them from taking an active role in leisure or tourism activities.

3.3 Accessible Tourism and Transport

Accessible transportation system is crucial for making sure that there is equality for all people in society (Bombom & Abdullahi, 2016). The provision of inclusive transportation services is one of the best strategies to overcome challenges affecting people with disabilities in the society. Several studies have addressed issues related to accessible tourism and transport system in Africa. For example, Odufuwa (2007) examined the sustainability of public transport for disabled people in Nigeria. It was found that immobility in developing countries is one of the major limitations affecting the livelihood of people with disabilities. Transport service providers in Africa are ignorant regarding offering service to people with disabilities. Commercial vehicle drivers are not willing to serve them because they believe that they come from low social status. This negative notion affects the ability of service providers from offering fair treatment to people with disabilities, hence disabled people feel like that the society is discriminating against them even when they can pay for their transport still they end up facing challenges from the providers (Bombom & Abdullahi, 2016).

Using a case study of Kwazulu-Natal, Specer and Mnqayi (2017) assessed whether transport service providers understood the concept of accessibility. It was found out that transport service providers among others were not aware of accessibility issues or how accessibility helped to improve the local economy. Most of them were not convinced that universal accessibility would offer a positive contribution to the economic development of uMhlabuyalinga Municipality hence most of their establishment failed to accommodate the needs of disabled people. The overall findings from Bombom and Abdullahi (2016), Odufuwa (2007), Specer and Mnqayi (2017) implied that disabled people in Africa are not given priority when it comes to the transport system. They are neglected based on their level of impairment and their socio-economic traits. If this situation is not going to change, the continent will lose a significant amount of revenue from this growing travel market. Therefore, special training is needed to train transport service providers regarding the importance of this travel market. The knowledge gained will be able to change their attitude towards disabled people.

3.4 Amenities/Recreation and Accessible Tourism

Mensah, Badu, and Opoku (2015) assessed the barriers affecting people with disabilities when visiting recreational facilities in Ghana. It was found out that disabled people do face a lot of challenges when accessing tourist attractions. These challenges affect their travel behaviour hence hindering them from visiting various attractions. Among the key factors affecting them included; limited income, restrictive physical barriers, and negative attitude from service providers. Furthermore, they were limited by the absence of accessible toilets, flexible tables, and chairs, inaccessible pathways for the wheelchair, and the absence of canopy walkways.

Chikuta, duPleissis, and Saayman (2017) assessed the travel motives of people with disabilities to national parks using respondents from disabled peoples associations in Zimbabwe and South

Africa. It was revealed that disabled people had similar travel motivations as able-bodied persons. This is why they have been seen visiting national parks with their family and friends. Therefore, a notion that people with disabilities were weak and cannot take part in any tourism activity did not hold water. Far from that, disabled people are taking an active role in nature activities just to prove a point that they can do is just like others. They do so also to enjoy the healing effect of being near nature. A year after, Chikuta, duPlessis, and Saayman (2018) assessed accessibility expectations of nature tourists with disabilities at national parks using disabled people representatives from Zimbabwe and South Africa. It was revealed that disabled people were worried about the way service providers were treating them. Furthermore, the facilities at the national parks were not user friendly to people with disabilities. Presence of staircases, lack of information (in accessible format e.g., Braille), negative attitude from employees, lack of knowledge to sign language were among the key problems that affected disabled people.

Chikuta, Kabote, and Chikanya (2017) addressed challenges that faced tour guides when guiding people with disabilities at Antelope Park located outside Gweru off the Harare and Bally Vaughan Bird & Game sanctuary in Harare. The findings from the focus group discussions and interview from tour guides, revealed that there was inadequacy of the facilities such as; vehicles to carry them, limited extra assistive types of equipment such as; wheelchairs, crutches, walking stick, and portable ramps as well as lack of user-friendly activities for disabled people to undertake while they were at the recreational areas.

Issahaku (2017) examined reasons that affected disabled people from enjoying leisure activities at Kumasi Metropolis. Results from the discriminant analysis revealed that disabled people liked jogging, playing board games, playing football, reading, visiting friends as well as visiting recreational sites. However, their desire to take a role in leisure activities was limited by funds, lack of social support as well as the inaccessible physical environment. As a result, visually impaired people thought that the presence of the limitations limited them from enjoying leisure activities.

In the area of cultural tourism, Lwoga and Mapunda (2017) applied the barrier approach to examine challenges affecting disabled people when visiting cultural and heritage sites in Tanzania. The findings from an in-depth interview revealed that cultural sites had limited facilities to cater to the needs of disabled people. Sites have been facing a lack of funds to invest in designing buildings that are disabled user friendly. Limited skilled personnel to communicate using sign languages, also fear to adjust the buildings to accommodate disabled people are among the key issues affecting the effective operation of the sites. In the same field of study, Refaat and Ibrahim (2017) examined accessibility problems that affected disabled people when they visited the famous ancient monument in Egypt. In the study, four historical sites were selected and 30 archaeologists were interviewed. In the end, the study revealed that somehow some of the facilities at the site were disabled people user friendly. However, the site was suffering from not having enough car parking spaces to accommodate wheelchair users, lack of ramps, and lack of front desk operators to assist disabled people. Furthermore, lack of directional signs, underfoot warnings, Braille texts, and seats for wheelchair users were other limitations that affected disabled people from enjoying leisure activity.

In the same area of study, Ibem *et al.,* (2017) examined the extent to which the design, planning, and construction of museum buildings and facilities in Nigeria comply with the principles of universal design and promote user satisfaction. Findings from the content analysis highlighted that three museums somehow complied with the regulations. However, most of the facilities at the museums were not user friendly to people with disabilities. It was noted that two of the museums had applied the approachability standard by having roads that were user friendly to all visitors except the Badagry Museum which showed a low level of compliance. Entries to all three museums were not designed to accommodate disabled people, rather they were meant for able-bodied persons. It was revealed that the entry points had no ramps to assist wheelchair users, the buildings had more than one floor, lack of personnel to communicate with disabled people via sign language, and toilets were not accessible to children and disabled people.

Similarly, Oladokun, Ololajulo, and Oladele (2014) assessed the factors influencing people with special needs to take part in recreation and cultural tourism activities in Osogbo. They employed a questionnaire to members of JONAPWD, an association of special needs in Olorunda and Osogbo Local Government Areas. The study pointed out that inaccessible physical environment, economic, and societal negative attitudes were the key challenges affecting disabled people from enjoying cultural attractions. Therefore, a clear message from this study implies that some of the problems that affect disabled people emanate from the society they are living in.

In the same field of cultural tourism, Njerekau (2019) examined the application of a 360-degree concept to the great Zimbabwe monument to produce virtual tour videos of the one of the world heritage site. Using thematic analysis, it was revealed that having a 360-degree camera was helpful to develop clear images of the monument. The intention of developing that technology was for all people to have equal access to see the beauty of that site without neglecting anybody. The project led to the establishment of 4 virtual videos that would be enjoyed by all people including those with disabilities.

3.5 Accommodation and Accessible Tourism
In the area of accommodation, several studies were done to assess whether the existing accommodations were user-friendly to disabled people. Bisschoff and Breedt (2012) developed a consumer service index to assist the accommodation industry in South Africa to offer flexible service to people with disabilities. Using a qualitative study, it was revealed that reception, bathrooms and swimming pools were not accessible to senior and disabled people. Furthermore, it was highlighted that the then existing accommodations could only offer 15% of all the services needed by disabled people.

Spencer and Mnqayi (2017) assessed whether accommodation service providers understood the concept of universal accessibility at Sodwana Bay and Kosi Bay in Kwazulu-Natal of the uMhlabuyalingana Municipality South Africa. It was found out that somehow the accommodation facilities were able to satisfy the needs of a broad range of customers. It was found out that there was availability of enough parking spaces, clear signs and ramps to assist disabled people. But surprisingly, some of the providers thought there was no need to develop facilities that follow universal designs.

Mangwiro *et al.* (2018) assessed the perceptions of people with disabilities following the compliance of Zimbabwean hotels. Using thematic analysis, it was revealed that Zimbabwe was still lagging when it came to compliance of universally designed facilities, even though disabled people were willing to pay as much as was needed to get accessible facilities. The accommodation facilities lacked electronic ramps, Braille written menu, clear signage and accessible facilities in the rooms.

In Egypt, Tamer (2011) assessed the ability of Egyptian hospitality to accommodate customers with special needs. It was revealed that the hotel staff had failed to communicate clearly to customers. It was found out that the design, layout, entertainment, and hotel rooms lacked accessibility requirements to assist them. In the end, it was advised that hotel staff needed to be trained so that they could communicate clearly with disabled customers. In the same country, Abd-Elraof, Dawood, and Mohamma (2018) examined how resort establishments in Egypt were user-friendly to people with disabilities. Evidence from descriptive statistics and one-way ANOVA revealed that most of the resorts had accessible public toilets, special rooms, enough parking spaces. As a result, the resort owners were able to improve the image of their establishments and increase customer satisfaction. Although the resorts were able to provide what was needed by their customers, few of them managed to rent those resorts. The study further revealed that there were high operating costs, limited facilities to assist communication, and lack of skilled staff to handle disabled people.

Meskele, Woreta, and Weldesenb (2018) evaluated challenges affecting hotels when accommodating disabled customers. Based on thematic analysis, it was revealed that 4 hotels in the cities failed to have an elevator, pushchair, restaurant, and accessible furniture to support disabled people. But on the other hand, most of the hotels were able to provide accessible drop-off areas for a motor vehicle, accessible entry doors with level floors, clear signage, and free space beside toilets. Additionally, some of the hotels in Bahirdar and Gondar had more accessible facilities than hotels from Debark and Lalibela.

Khumalo and Ndlovu (2017) investigated the accessibility of bed and breakfast (B&B) facilities to assist wheelchair users in Durban. It was found out that majority of the establishment facilities lacked user-friendly services; spacious rooms, limited reliable information and the overall environment was not barrier-free hence limiting disabled people from enjoying the accommodation.

3.6 Destination and Accessible Tourism

Issahaku, Akwasi, and Kwaku (2016) assessed the leisure motivations of disabled people in Ghana. They employed the leisure motivation scale in examining visitors' motivation. It was found out that competency, social, intellectual and stimulus avoidance motivated visitors to Kumasi. Furthermore, it was highlighted that visitors' motivation varied across marital status, household size, sex, and employment status. Additionally, the study reported that disabled people were taking similar activities as those undertaken by the able-bodied person. Chikuta (2015), on the other hand, examined whether there were enough facilities to accommodate disabled people in Zimbabwe. It was reported that Zimbabwe as a tourist destination was still lagging behind in terms of providing accessible facilities to accommodate disabled people. As a result, most

disabled people were failing to take leisure trips to Zimbabwe. Additionally, the study revealed that 30% of hotel establishments did not have elevators and ramps to assist disabled people.

Adam, Boakye & Kumi-Kyereme (2017) discussed the leisure constraints of visually and physically impaired people in Ghana. The findings from focus group discussion and interview revealed that the disabled persons were constrained by the behaviour of people in society. Negative attitudes, limited support from family & friends, and exclusion from social and national programmes affected their desire to undertake leisure trips. Furthermore, it was also concluded that society as a whole did not take initiatives to address issues related to disabilities. Therefore, negative perceptions that are involved in people's minds were still clouding their judgment to the point when they did not see the value of taking actions in issues related to disability.

3.7 Information and Accessible Tourism

Most of the African countries are accused of being unable to provide clear and up-to-date travel information to travellers. Most of the websites in African countries have focused only on displaying information related to popular destinations, accommodation, and climate. Due to the limited ability to provide travel information, very few studies have reported issues related to travel information and accessible tourism in Africa. The existing studies have highlighted that lack of trained staff on how to use assistive technologies and those who can use sign language are among the key challenges affecting disabled people when travelling to various attractions (Lwoga & Mapunda, 2017; Chikuta, DuPlessis and Saayman, 2018). This problem has limited them from getting clear and up-to-date information regarding accessible facilities in various destinations. For disabled people to get clear messages, right marketing strategies need to be used. The use of leaflets, booklets &guidebooks, audio media tours &listening devices, tactile media is needed when communicating with disabled travellers. For example, text messaging is needed to help deaf customers when they want to order room services or contact the front office (Chikuta, duPlessis, and Saayman, 2018).The deaf can hardly get a message to public information as both national and private information and communication service providers are neglecting them except for national Televisions (Ghana Federation of the Disabled, 2008) and few private Televisions. In Africa, the major means of communication including newspapers, books, and educational materials are not accessible to disabled people to use them. This study argues that the presence of assistive devices can help people with disabilities be independent and confident to take part in social and leisure activities just like others.

4.0 Discussion and Conclusion

Africa is the second-fastest-growing tourist destination in the world (Adeola, Boso, & Evans, 2018).The continent is blessed with multiple tourist attractions ranging from natural to man-made attractions. As a result, a significant number of international tourists are pushed to visit attractions such as; Mount Kilimanjaro (Tanzania), Masai Mara (Kenya), Dunes (Namibia), Nyika plateau national parks (Malawi) and Pyramids (Egypt) just to mention a few. Yet, despite the attractions, the environment in the African countries is not user friendly to host disabled travellers. This has been revealed from the findings of the existing accessible tourism studies in Africa. In Africa, disabled people are seen as bad luck or punishment that emerged from evil deeds or sin committed by parents or family members (Naami, Hayashi, & Liese, 2012). Society believes that disabled people are cursed hence this perception makes it very hard for the African

community to accept them. Misconceptions and myths involved in disability originate in the cultural belief systems. Unless ethnic groups in Africa are trained to value and respect disabled people, the endless harassment towards them will never end. However, one of the strategies to get rid of the problem could be to enact disability social policy. This policy will help to stop the negative attitude towards disabled people. Through such policy, the African governments can force tourism service providers including transport officers, frontline staff, and destination workers to be supportive and to offer user-friendly services to people with special needs. Change of societal attitude will help disabled people to be active in jogging, playing football, reading as it was highlighted by Issahaku (2017) that disabled people don't participate in those because of lack of social support.

Training of front office staffs, transport officers, hoteliers, destination officers, travel agents operators as well as tour guides on how to use sign language will solve the communication problem to disabled travellers. Furthermore, communication such as sound announcements, video recordings, audio-tours, sound foot warnings can be used by service providers when promoting tourist attractions to the visual, wheelchair as well as to senior travellers while, leaflets, booklets, guide tour-books can be used for hearing-impaired travellers. Since Chikuta, duPlessis, and Saayman (2017) identified that disabled people like nature-based activities such as; visiting museums, monuments as well as visiting national parks, then destination managers need to make sure that they develop a special package to accommodate nature activities when marketing tourist attractions to disabled people. Training of staff will also attract hearing-impaired travellers to travel more to tourist attractions since they place more values on the way front staffs treat them than any accessibility features (Chikuta, duPlessis and Saayman, 2018).

Additionally, existing disability laws and policies in African countries need to be reviewed to impose strict penalties to service providers who refuse to offer accessible services to disabled people. This will force them to follow the guidelines stipulated in the policies. Also, disabled people need to be involved from the development to the implementation stage of those policies since they are the main beneficiaries of those policies.

Ministries responsible for tourism in African countries need to make sure that they evaluate accessibility facilities such as availability of ramps, spacious rooms, spacious parking spaces, directional signs, underfoot warnings, Braille, accessible toilets, and available skilled front office personnel before they grade accommodation establishments. This will force the accommodation owners to develop facilities that are user-friendly to customers with special needs. Frequent visits should be done by tourism officers to accommodation establishments to assess whether the approved facilities are still in good condition to accommodate disabled people. A similar technique should be adapted in other sectors such as transport and attractions sectors. The technique will attract a significant number of disabled travellers because some of them are willing to pay any amount to get the desired experience (Mangwiro *et al.,* 2018). For instance, having space between seats will not only assist wheelchair users to sit comfortably in public transports but will also offer a positive experience to people with mobility challenges (senior travellers, small kids, and pregnant women) since they put more emphasis on public transport more than other accessibility issues.

Furthermore, African countries need to start collecting data because there are no exact actual disability data (Chikuta, 2015; Bombom &Abdullahi, 2016; Lwoga & Mapunda, 2017; Meskele, Woreta & Weldesenb, 2018). The statistics can be used to identify travel behaviour of people with disabilities as well as predicting their activity preferences. Such information can help to monitor behaviour changes from this travel market. Since it is reported that disabled peoples' travel motivations are heterogeneous (Issahaku, Akwasi & Kwaku, 2016); therefore, such information can be useful to service providers when developing marketing strategies.

It is believed that there is a positive relationship between poverty and disability (Odufuwa, 2007). Therefore, service providers in African countries need to set special prices to attract those with low income to visit various attractions. This is important since some of them are unemployed hence they have low income (Mensah, Badu & Opoku, 2015). A low transport cost, accommodation, reasonable entrance fees in parks and cultural attractions should be used as one of the ways to attract them. African governments should also provide support to service providers by reducing taxes when they import assistive facilities such as special cars/ buses, toilets, wheelchairs, walking sticks, beds for people with disabilities. This will push service providers to start offering accessible services.

There should be an agreement between conservationists and tourism developers regarding adjusting cultural and heritage attractions such as museums, monuments, and archaeological sites to meet universal standards without jeopardizing the authenticity of cultural areas (Lwoga & Mapunda, 2017). The two parties need to sit together and see how cultural attractions can be redesigned to accommodate disabled people. However, with ICT in place, cultural attractions can be accessible to disabled people.

The focus of the current study was to exclusively analyse academic articles on African accessible tourism in Africa. After examining twenty one (21) academic journals in the area of accessible tourism, this study has contributed to the existing literature by distinctly answering the research question: "to what extent have the published articles on accessible tourism in Africa focused on addressing issues related to accessible accommodation, transportation, amenities/recreation, accessible destination as well as access information from both suppliers and demand sides?" This study concludes that to the smallest extent, the published works have addressed issues related to accessible information. Most of the studies have addressed challenges affecting disabled people in transport, accommodation, attraction sites as well as when they reach tourist destinations.

Overall, the study concludes that the disabled travel market is the fastest-growing niche that cannot be ignored by the tourism stakeholders in African countries. Therefore, African governments need to develop appropriate marketing strategies using language that is user-friendly to people with special needs. Furthermore, special packages to include nature activities should be developed but the packages have to be of a reasonable price to attract disabled people. Additionally, the existing disability laws and policies in African countries should be reviewed by including disabled people or their representatives via their formal associations. Disabled people have to be involved from the initial stage to the implementation stage of policy development because they are the key beneficiaries of accessible tourism. Frequent visits to tourist offerings by tourism officers should be done to make sure that accessible facilities are available to accommodate disabled people. Travel agents and tourism information centres in African

countries need to make sure that information is given using proper communication channels so that disabled people get clear travel information. Provision of proper communication will help disabled people in choosing proper accommodation, transport, amenities as well as accessible destination.

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