

ABSTRACT

Currently, physically disabled tourists are becoming an important market segment of international tourists for destination countries, and attending to their needs is becoming important for competing travel destinations. This study is designed to ascertain the socio-demographic profile and tourism patterns of disabled tourists visiting Bangkok, Thailand. To explore among disabled tourists visiting Bangkok, Thailand differences in the perception and understanding of the availability of support facilities. To provide insight into the experiences of disabled tourists visiting Bangkok, Thailand. Finally develop recommendations for the government and the tourism industry to better serve the tourism needs of physical disabled tourists.

It presents and discusses empirical findings from a survey of 119 disabled tourists in the Bangkok area. The study utilized the one-way ANOVA, the chi-square test and independent sample t-test to analyze the data collected from all the respondents.

The findings of this study suggest that the type of disability significantly influenced the travel patterns, the tourists' perceptions and travel experiences of people with disabilities in Bangkok. The results also implied the tourists with physical or mobility and less agreement in tourists' perceptions and travel experiences than other three kinds of disabilities. Moreover, the study also found, the gender was significant influenced travel patterns, but tourists' perceptions and travel experiences in some items gender are not as strong as significantly influence compare to type of disability. Furthermore, the study found the less support facilities for disabilities was major barrier for tourist with physical disabled to travel around Bangkok. Finally, the study was able to

identify items and aspects of travel that most concern tourists with disabilities while traveling in Bangkok.

The findings of this study imply that the Thai government needs to build more accessible support facilities for people with disabilities to move around Bangkok. In order to provide more detailed information for people with disabilities, the Thai government needs to work on efficient methods to disseminate sufficient information. Also, the travel and hospitality industry needs to improve their service and provide for the special needs of tourists with disabilities.

Keywords: people with disabilities; tourists' perception; tourists' experiences; Bangkok

