

INVESTIGATING ACCESSIBILITY STANDARDS AND THEIR EFFECTS ON THE TOURISM EXPERIENCE FOR DIFFERENTLY ABLED TOURIST IN INTRAMUROS

ABSTRACT

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KEYWORDS

*inclusive tourism;
accessibility; intramuros;
differently-abled tourists; staff
training; government support*

ARTICLE ID

AASGBCPJMRA-B93720

This research explores the influence of accessibility standards on the tourism experiences of differently-abled tourists in Intramuros, Manila. It aims to identify the specific barriers faced by individuals with mobility, hearing, and speech impairments, and to assess how these challenges affect their overall travel experience. The study further seeks to offer practical recommendations to improve accessibility, ensure inclusivity, and enhance the quality of tourism services for persons with disabilities. This study employs a descriptive research design, utilizing a structured questionnaire to collect data from 30 individuals with disabilities who have visited tourist attractions in Intramuros. Participants were selected through purposive sampling to ensure the relevance of their experiences. The questionnaire was designed to capture information on the respondents' demographic profiles, their experiences with accessibility, and the specific challenges encountered during their visit. The collected data were analyzed using frequency distribution, ranking, and weighted mean to effectively interpret the results. The findings of the study indicate that most respondents were aged 31 and above, with a higher representation of female participants. Mobility impairments emerged as the most common type of disability, followed by speech and hearing impairments. While general navigation and mobility within Intramuros were rated positively, specific accessibility features—such as ramps, elevators, and accessible restrooms—received lower evaluations. Accommodations and services were generally viewed favorably, with staff knowledge and training identified as key factors contributing to a positive tourism experience. Although information availability was considered adequate, some respondents reported difficulties in locating comprehensive and reliable details about accessible sites. Technology was highly valued for its potential to improve accessibility and support travel planning. The most significant challenges highlighted by respondents included the lack of reliable information on accessible attractions, minimal support from local government, and inadequate infrastructure to fully meet the needs of differently-abled tourists. The findings highlight the pressing need to improve accessibility infrastructure in Intramuros, particularly with regard to essential features such as ramps, elevators, and accessible restrooms. Enhancing the availability and reliability of information, along with the integration of assistive technologies, is vital in addressing both mobility and informational barriers. The study also underscores the importance of comprehensive staff training, strategic public-private partnerships, and strong governmental support in fostering a more inclusive and accessible tourism experience for differently-abled individuals.

RECOMMENDED CITATION

Baledoya, M. A., Cariño, L., Laurecio, J., Menor, D. R., & Zuñiga, J. A. (2025). Investigating Accessibility Standards and Their Effects on the Tourism Experience for Differently Abled Tourist in Intramuros. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 189.