

Motivations, facilitators, and inhibitors in the choice of tourist destinations by people with visual impairments

Vivian Strehlau

ESPM

Aline Delmanto

ESPM

Cite as:

Strehlau Vivian, Delmanto Aline (2022), Motivations, facilitators, and inhibitors in the choice of tourist destinations by people with visual impairments. *Proceedings of the European Marketing Academy*, 51st, (106811)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Motivations, facilitators, and inhibitors in the choice of tourist destinations by people with visual impairments

Abstract

This work aimed to identify the influence factors on the travel destination choice for the visually impaired who travel for leisure. This exploratory qualitative research has 15 respondents in a non-probabilistic sample by Juris and snowball. We used Atlas TI as support for the content analysis developed. We concluded that the stage of acceptance of the disability and the way the individual is willing to face the barriers imposed on tourist consumption determine the influencing factors in the choice of destination. There is a behavioral difference in the studied groups, although a behavior similarity between the congenital disabled and people with acquired disability is perceived. People with visual impairments who have a guide dog consider the dog's well-being to influence the decision process directly. Physical accessibility is not the determining factor when choosing a destination, but it works as a complement that improves the lived experience.

Keywords: *Consumer Behavior; Destination Choice; Visually Impaired Tourist*

Track: Tourism Marketing