

Hotel Accessibility for Boomers

Kara Seiler

Kansas State University

Abstract

One of the largest generations of all time, the Baby Boomers are headed into retirement. By 2030 there are estimated to be 73 million Baby Boomers over the age of sixty-five (Armstrong, Medina, & Vespa, 2018). This generation has grown up being hard working and goal oriented. As the Baby Boomers start to retire, they have been found to have more free time, better health and a disposable income, allowing the Baby Boomers to travel and try new experiences. According to the American Association of Retired Persons (AARP) 2018 travel trends, Baby Boomers anticipated taking four to five leisure trips throughout the year (Gelfeld, 2017). The Baby Boomers main drive for travel is to spend time with family and friends, relax, and get away from their everyday lifestyle (Gelfeld, 2017). However, as Baby Boomers become older, the natural aging process might change their traveling experience.

Along with their aging bodies comes common aging attributes, such decrease in eyesight, hearing loss, and mobility impairments. Regardless of their aging bodies, Baby Boomers are still spending their time traveling and have a necessity to stay in hotels. The lodging market needs to become equipped for this older market segment and be aware of the provisions necessary to accommodate guests with changing needs and disabilities of aging bodies. Hotels have been found to not meet complete accessibility to those individuals who need greater lighting, clearer signage, and lower noise levels, are only a few of the issues that the aging Baby Boomers face. This paper will explore what the Baby Boomer population needs to feel comfortable, independent and safe in the hotel environment as their bodies age. The hopes of this paper are to narrow down on key ways hotels can

improve their accessibility standards for their aging guests.

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Introduction

Baby Boomers have new found time as they retire and have a disposable income to use. But as this generation grows older, the relationship between disability and aging is undoubted and presents a challenge for the tourism industry. Baby Boomers are beginning to need provisions as their sensory and tactile sensitivities decline. The tourism and hotel industry need to be marketing towards the Baby Boomer generation, by catering and designing for their new aging needs. Hotels have always been a common accommodation for travelers on business or on vacation. Hotels are constantly evolving and keeping up with the changing market trends and different generations of people and their new wants and needs.

The topic of this paper will focus on hotels, the history, the components of hotels, as well as the needs and wants of the aging Baby Boomer client. It will then focus in on accessibility in hotels and what will need to be improved for the aging Boomers as they are one of

the largest consumer markets for hotels. The Americans with Disabilities Act will be covered as well as the Principles of Universal Design and how that has impacted the hotel environment. The paper will introduce the emerging term of “accessible tourism” and how hotels can apply this new trend to create an environment that is accessible to anyone. Accessible tourism is based on a new emerging niche market in the tourism industry related to disabled travelers and seniors (Darcy & Dickson, 2009).

“Tourism is a right of citizenship and the tourism industry needs to be inclusive of people with disabilities, and seniors, as part of the accessible tourism market.”

(Darcy & Dickson, 2009)

Literature Review

The literature that was covered over this topic ranged from who the Baby Boomer generation is, their characteristics and needs, the lodging industry and the different types of hotels and components, Americans with Disabilities Act, Universal Design, Environmental Press Theory, and how it all relates into creating an accessible hotel environment for the aging Baby Boomer generation. The resources in this paper were retrieved from the following sources: K-State Search It, ProQuest, ScienceDirect, and Google Scholar as well as Google. In the databases the keywords used included: accessibility AND hospitality, hotels AND accessible design, hotels AND baby boomers, disabilities AND accessible tourism, older generation AND

travel, accessible tourism AND universal design, Americans with Disabilities Act AND hotels, baby boomer generation AND hotels, baby boomers AND travel, hotel trends AND accessibility, disability AND hotels, disability AND accessible design, universal design AND hotels, universal design AND aging generation. The criteria for the literature was chosen if it included the key words that were applied in the search and if the abstract of the found literature expressed a similar theme of research as my chosen topic.

Understanding Trends in the Hotel Industry

The hospitality and tourism industry have been around for centuries and have significantly evolved over the years due to changing trends and technology advancements. One segment of the hospitality industry that has been constant throughout time is the Lodging Industry. Lodging has been around since 800 B.C. when mineral and hot spring resorts were started in Ancient Greece. Hotels, motels, and resorts have been accommodating travelers of all types with a place to sleep (“Hotels: A History”, 2009). Since then, hotels have grown in magnitudes, both in size and quantity. Today, there are over 54,000 hotel properties, creating over 5 million guest rooms in the U.S. (American Hotel & Lodging Association, 2018).

Hotels are constantly evolving and keeping up with the changing market trends and different demographics of people and their new wants and needs. Hotels come in a wide range of variety and can accommodate many different styles and services needed. Today, hotels offer more than just “room and board” Depending on the type of hotel, there are

numerous amenities provided outside of the guest room, such as exercise facilities, laundry services, business centers, conference rooms, pools and spas, and bars and restaurants. Hotels attempt to cover any need a guest might have during their stay.

Each hotel, motel and resort are organized under the lodging categories of commercial, airports, residential, resort, boutique, bed and breakfast, time-share, casino, and conference center (Stutts & Wortman, 2016). Hotels are then categorized by the level of services it may offer. These three categories include Limited Service, Extended Stay, and Full Service (Stutts & Wortman, 2006).



Graphic 1: Categories of Hotel Service

As shown in the graphic to the left, Limited Service hotels will provide the minimum of complimentary food and does not typically provide any extra amenities.

The Extended Stay Hotels provide more amenities, such as small kitchenettes in the guest room, along with exercise facilities and business centers. The Full Service hotel will provide all the above and more. Including room service, meeting and banquet rooms, valet parking, premium amenities, and exceptional guest service. Baby Boomers book a variety of hotels, depending on the services they want.

Baby Boomer Client

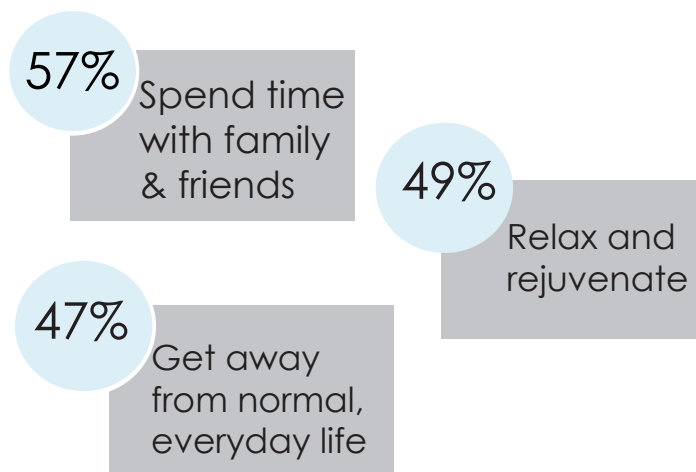
One of the largest generations emerging as a major consumer market for hotels, are the Baby Boomers. "Baby Boomers", is the term used to describe the increase in births worldwide between the years of 1946 and 1964 following World War II. Baby Boomers make up 28% of the U.S. population (Senior Living, 2018). This generation of 76 million people were born in an era that experienced U.S. political and social turmoil, from race riots to Civil Rights Movement, and assassinations of John F. Kennedy and Martin Luther King Jr. (Senior Living, 2018). The Baby Boomers were raised to be a hard-working generation but desired a higher quality life. They value individual choice, have great self-actualization, adapt easily to change, and are goal-oriented individuals (The Baby Boomer Generation, 2018).



Graphic 2: Characteristics of Baby Boomers

The Baby Boomers ages currently range from the youngest of the Boomers being fifty-four to the oldest of the Boomers being seventy-two. With a large portion of Baby Boomers entering retirement age, they are also entering their peak spending years as they retire and are healthier and wealthier than the those before them. Baby Boomers are also expected to live longer and enjoy more years of retirement (Burritt, 2001).

With multiple years of retirement ahead, Boomers are making plans for travel. According to American Association of Retired Persons (Gelfeld, 2017) travel trends of 2018, Baby Boomers anticipate taking four to five leisure trips. They also estimated to spend \$6,300 across all trips total.



Graphic 3: Common Motivators for Baby Boomer Travel

Baby Boomers are driven to travel by the bucket list concept. Forty-nine percent of Boomers are making plans for domestic only travel, while forty-seven percent of Boomers have their sights set on both domestic and international travel. Other than the traveling for their bucket list, Baby Boomers are traveling mainly to spend time with family, relax and rejuvenate, and get away from normal, everyday life (Gelfeld, 2017).

Research has also shown that Baby Boomers, as travelers, have a wide variety of activities they enjoy. The tourism industry must not consider the older generation as one single group, but a mixed group of people with a broad range of ages. Each decade of people has lived a through a particular part of history that makes them distinct from other (Patterson, 2009). The Baby Boomers are split into different segments based on what they prefer doing during their travel. One segment of boomers are fans of active relaxation, and activities such as laying by the pool, golfing, hiking, massages, and wine tasting tours. They also enjoy taking their family along on trips and spending quality time together ("What hoteliers need to know about attracting Baby Boomers", 2015).

A second segment of Boomers are looking for new experiences as they are life-long learners and have a greater desire for self-fulfilling experiences that are physically challenging, more meaningful and authentic ("What hoteliers need to know about attracting Baby Boomers", 2015). The third segment of Baby Boomers is wanting a memorable experience. A memorable experience for a Baby Boomer is when the individual feels that there is some emotional, intellectual, physical, and/or spiritual stimulation that absorbs them and brings them closer and feel more attached to the atmosphere or setting, such as in a resort or hotel (Patterson, 2017).

Although they are retiring and aging, Boomers still have energy to travel and don't like to be called old or disregarded for their aging. "Baby Boomers are a very contemporary, vibrant audience who don't want to be characterized like previous generations." (Wolff, 2007). While each segment of Baby Boomers is ready to travel and try new experiences and explore new activities, they cannot

prevent the natural aging process that might change their traveling experience. By 2030 Baby Boomers are projected to make up a population of 73 million when the youngest of the Boomers reaches the age of sixty-five (Armstrong, Medina, & Vespa, 2018). With Baby Boomers aging more each day, there are impairments that can arise from aging bodies including mobility, visual, and auditory decreases. Baby Boomers are going to continue being a large consumer market in the Hotel Industry and hotels need to be prepared to improve the accessibility experience for their aging guests. The graphic below represents how many older adults 65 and older have a disability in the U.S. and how common it is.

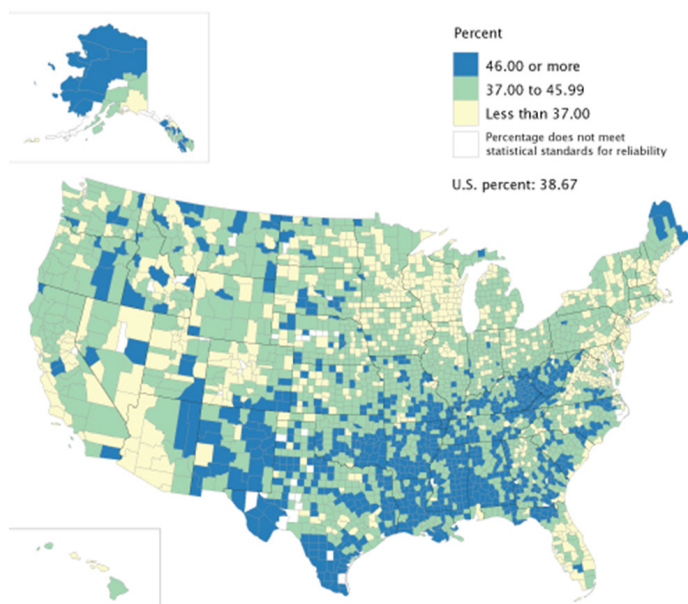


Image 4: U.S. Census Percentage of Population Country Population age 65 and over with a Disability: 2008-2012

Designing Inclusive Attributes for Hotels

The theory of Environmental Press was brought forth by M. Powell Lawton. The theory seeks to understand how a person “fits” into their environment and explains the role of the environment on the

physical health and emotional well-being of older people. Environmental press theory focuses on adaption and how an aging individual will adapt to physical constraints in their environment.

For example, steps leading up to a front door does not permit a person in a wheelchair access. The environment must be altered to adapt to the individual, for example installing a wheelchair ramp to access the front door. When the environment supports the physical needs of the individual, the person and the environment are said to be in equilibrium (Brynes, Litchenberg, & Lysack, 2012).

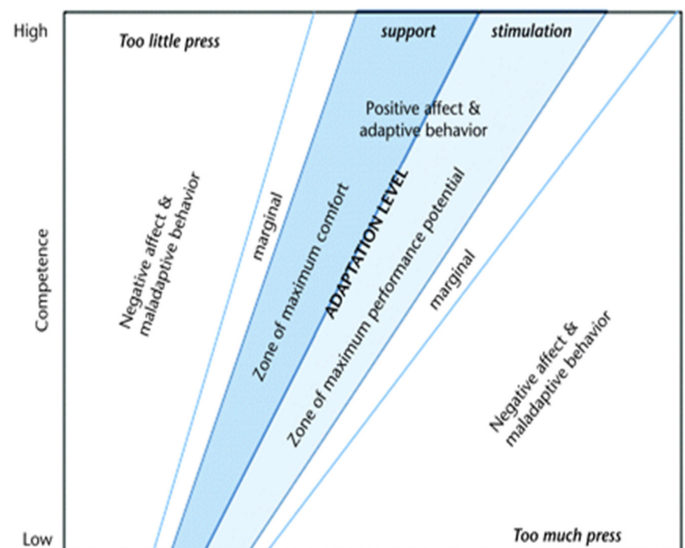


Image 5: Environmental Press Model

The image above represents the model of Environmental Press Theory. The competence of an individual relies on their physical or mental health, intellectual capacity or ego strength. The competency of an individual ranges from low to high. Poor physical health, age-related sensory losses, mental health problem and so on can result in lowered competency. The Environmental Press is an aspect of the environment that leads to a behavior-activating response for some individuals. The strength of press is varied in positive, neutral or negative ways (Cvitkovich & Wister, 2001).

Analyzing this theory and applying it to how well an aging Baby Boomer will “fit” into the hotel environment creates an opportunity to learn how Baby Boomers personally feel when staying at a hotel and what is needed to make them feel more comfortable. According to Lawton, if an individual cannot adapt to the physical conditions of a place, or a place is unable to be altered to the changing needs of an aging individual, the environment may press upon an individual in such a way that hinders the older adult (Brynes, Litchenberg, & Lysack, 2012). The physical environment of older people either makes or breaks a good experience. This theory poses the question of what needs to change and be improved in the hotel environment that will allow for an aging or disabled individual to feel connected and comfortable in their environment.

The implication of the Environmental Press Theory can be done through using ADA design standards and Universal Design Principles. ADA was established in 1990 as a federal law that prohibits discrimination against qualified individuals with disabilities and ensures access to the built environment for people with disabilities. It establishes design requirements for the construction and alteration of facilities subject to the law (Davies & Beasley, 1993). These enforceable standards apply to places of public accommodation, commercial facilities, and state and local government facilities. ADA addresses only the needs of a narrow group of people with disabilities, mainly physical impairments such as mobility, visual and auditory. It stigmatizes those individuals with disabilities

While Universal Design is voluntary and done mainly by the builders, architects, and interior designers of the building. The intent of Universal Design is

to simply life for everyone. ADA compliant design is not universal. Universal Design is accessible by all ages, sizes and abilities. Universal Design is broken up into seven principles as listed in the graphic on the right. (The 7 Principles, 2018)

Each principle is used to help create an inclusive environment for all, including people in wheelchairs, using crutches or a cane for assistance, people pushing strollers or pulling heavy luggage, people with different physical or mental abilities, and young children.

Principle 1: Equitable Use

Principle 2: Flexibility in Use

Principle 3: Simple and Intuitive

Principle 4: Perceptible Information

Principle 5: Tolerance for Error

Principle 6: Low Physical Effort

Principle 7: Size & Space for Approach

Graphic 6: The Seven Principles of Universal Design

A few examples listed below of the common way Universal Design principles are used in every day environments:

Principle 1: Equitable Use is having smooth and level flooring at entrances into buildings. As well as creating a smooth transition between different flooring materials, such as tile to carpet flooring, preventing a tripping hazard.

Principle 2: Door handles that don't require twisting and turning.

Principle 4: Design displays, signage,

and floor finishes with a high contrast will increase visibility.

Principle 6: Low Physical Effort is including automated doors into the entrance of a building, to ensure usability and provide access for all.

Implementing both ADA standards and Universal Design Principles combines and creates the emerging term of Accessible Tourism. Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. It includes people in wheelchairs, walking canes or crutches, and disabled tourists with visual, hearing and mobility impairments. Combining both ADA design standards and the Universal Design Principles can create a hotel environment that is not only accessible to the aging Baby Boomers but also benefits everyone else. The implication of this design approach is that access would become central to design, rather than an add-on for compliance reasons. As the quote below mentions, our built environment is what is broken and disabled. The built environment must be built for all individuals no matter their different capabilities.

“Humans are not disabled. A person can never be broken. Our built environment, our technologies, are broken and disabled. We the people need not accept our limitations but can transcend disability through technological innovation.” -Hugh Herr

A research article *Accommodating the needs of disabled hotel guests: Implications for guests and management* by Kim, Stonesifer, and Han compiled interview responses from 2012 of disabled hotel guests and how hotels are not completely accommodating their specific needs. The hotel guests' responses are broken down by the disabilities of vision, hearing, and mobility (Kim, Stonesifer & Han, 2012).

Visual Impairment

Identifying signs for items in the room
Keep furniture out of high traffic areas
Braille or large print label near key room features
Lighting and color contrast are of great importance
Clear pathways to front desk, restaurants, bathrooms, etc.

Hearing Impairment

Free Internet so they can use laptop to make video calls
Fire alarms should be brighter
Acoustic application for noisy environments

Mobility Impairment

Keep furniture out of high traffic areas
Entering room with key cards can be a problem
Accessible fitness facilities are important
Place accessible rooms closer to elevator

These responses still represent common stressors for older adult that could still be over looked in hotel environments. With many Baby Boomers traveling and requiring a lodging accommodations, hotels should be prepared to offer their guests the best accesible experience. they can. Reducing the cause of environmental stressors will create more reasons for Baby Boomers to travel and more bookings and incomes for the hotel industry.

Method

The proposed question to study for this research paper is **“What needs to be improved to create an inclusive hotel environment for the aging generations?”**

The proposed method of research would be done through a quantitative research method. Quantitative research is concerned with discovering facts about social phenomena and is about measuring data. The research could be done with a survey for disabled hotel guests at large chain hotel brands, such as Marriott, Hilton, and Hyatt. The survey could be provided during check out for older adults, 65 years or older who just finished their stay and can comment on any stressors caused in the hote that impacted their competence.

The survey needs to focus on defining what in the hotel environment is a stressor for older adults. The survey should also be targeted towards older Baby Boomers with loss of sensory and tactile sensitivities such as hearing, vision, and mobility.

Another quantitative survey could be conducted to collect information on different hotels accessibility offerings, this would provide an idea of how many hotels have accessible guest rooms, and if they

offer any special accommodations. The surveys would be sent to the same large hotel chains as mentioned previously. The surveys conducted to older Baby Boomers and hotel companies could include questions from the following.

Survey questions to Baby Boomers with a disability:

How often do you travel?
What amenities do you prefer to have in a hotel when visiting ?
Do you feel safe in the hotel environment?
Do you feel independent?
What might prevent you from not feeling safe or independent?
Do you have any personal problems with accessing the hotel environment due to poor lighting, acoustics, mobility issues, or
trouble wayfinding?
Is the guest room completley accessible?
Are the bathrooms accessible?

Survey questions to Hotel companies:

How many guest rooms does the location have?
How many of the guest rooms are accessible?
What extra ammenities does the hotel provide to disabled guests?
Are staff trained to accommodate the needs of disabled guests?

Conclusion

Based on the research found and discussed through the paper on the trends of the aging population of Baby Boomers, the stressors an environment can create

on older adults and the emerging term accessible tourism, that improvements need to be made in the hotel environment that minimizes problems Baby Boomers might face. Hotels should offer information about all the services and equipment that they provide for people with disabilities. Information could be categorized specifically for each hotel area according to disabilities (e.g. mobility, visual or hearing impairments). Detailed audio and visual information about the accessibility of all areas can be given via phone, email, website, or in another format. This can help reach more individuals with disabilities and increase occupation for hotels (Tutunca & Lieberman, 2016).

With the previous research found and the proposed research in this paper, some implications that could be made in hotels that apply to the guests with mobility, visual, and auditory impairments are broken up by each impairment with different suggestions that apply to that specific disability.

Visual Impairment

Apply more direct lighting at the reception desk, areas of main circulation, hallways, and guest room entrances.

Guests also desire control of their lighting. Applying dimmers to the guest room lighting allows the guest to control how much or how little lighting they need at any given time. Incorporate the drapery and blinds into the dimmer controls as well

Clear signage with contrasting colors, large letters, and zero glare of materials

Hearing Impairment

Using acoustical materials in the ceiling, flooring and walls to help minimize excessive noises.

Clear wayfinding throughout the hotel

Mobility Impairment

Accessible entrances created by using even and smooth materials

Sliding doors into guest room and bathrooms

Eliminating obstacles in pathways by creating main circulation paths of 34" minimum and having a turning radius of 60"

The hopes of the survey would be to discover what must be improved to create a fully accessible hotel environment. Then the future steps that could be taken is by applying these solutions to all hotels to create a lodging industry that is accessible to any individual with any physical, mental, or cognitive ability. Then providing another survey with the same questions and comparing the responses with the first survey. The hopes would be that the improvements were successful in creating a hotel environment that minimizes or eliminates all stressors for older adults so that they feel safe and comfortable within any hotel they stay with.

Reference List

Image Citations:

Graphic 1: Categories of Hotel Service

Graphic made based on information found from book:

Stutts, A., & Wortman, J., (2006) Hotel and lodging management. John Wiley & Sons. Second Edition pp.11-14.

Graphic 2: Characteristics of Baby Boomers

Graphic made based on information found from: The Baby Boomer Generation.

Senior Living. Retrieved from <https://www.seniorliving.org/guides/baby-boomers/>

Graphic 3: Common Motivators for Baby Boomer Travel

Gelfeld, V. (2017) Travel research: 2018 travel trends. AARP Research. pp. 2-47

Recreated from https://www.aarp.org/content/dam/aarp/research/surveys_statistics/life-leisure/2017/2018-travel-trends.doi.10.26419-2Fres.00179.001.pdf

Image 4 : (2014) Mobility is Most Common Disability Among Older Americans, Census Bureau Reports. United States Census. Retrieved October 7, 2018 from <https://www.census.gov/newsroom/press-releases/2014/cb14-218.html>

Image 5: Roden, P (2013). Environmental Press. Aging in Place and Environmental Press. Retrieved October 2, 2018 from <http://aginginplace.com/aging-in-place-and-environmental-press/>

Graphic 6: Seven Principles of Universal Design

The 7 Principles. The National Disability Authority. (n.d.). Retrieved from <http://nda.ie/The-7-Principles/>

Recreated from:
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Tutuncu, O., & Lieberman, L. (2016). Accessibility of hotels for people with visual impairments: From research to practice. *Journal of Visual Impairment & Blindness*, 110(3), 163.

What hoteliers need to know about attracting Baby Boomers (2015). Insights. Retrieved from <https://insights.ehotelier.com/insights/2015/07/22/what-hoteliers-need-to-know-about-attracting-baby-boomers/>

Wolff, C. (2007). Getting older, thinking younger. *Lodging Hospitality*, 63(5), 29-32.

Annotated Bibliography

BOOK.....

Beasley, K., & Davies, T. (1988). *Design for hospitality: Planning for accessible hotels and motels*. New York: Nichols Pub.

The book was developed by the Paralyzed Veterans of America (PVA) to help hotels and motels design and accommodate for people with disabilities. It discussed accessible design and the growing population of older adults. Accessible design is applied to elements of the physical environment that can be approached, entered, and used by people with physical disabilities. It covers statistics from the Department of Commerce on the number of people with disabilities and the number of people aging. Life expectancy has greatly increased, from 1900 to 1980 the life expectancy increased from 47 to 73 years old. In 1900, only 4 percent of the population was over the age of 65. Today, this group makes up 13 percent of the total population. By 2040, 22 percent will be 65 or older. This is one in every five people. The book covers important areas of lodging facilities such as the site access, entry and lobby, the guestrooms, as well as restaurants and meeting facilities. It covered important elements of design that should be incorporated for people with disabilities to help improve the space. Within the sections there are checklists, charts, and helpful illustrated diagrams with measurements.

Davies, T., & Beasley, K. (1993). *Accessible design for hospitality: ADA guidelines for planning accessible hotels, motels, and other recreational facilities* (2nd ed.). New York: McGraw-Hill.

This is the second edition of the previous book. A few items were changes and some additions were added such as a section over the Americans with Disabilities Act.

Suntikul, W. (2014). Best practice in accessible tourism: Inclusion, disability, aging population and tourism. *Current Issues in Tourism*, 17(1), 102-104.

World Health Organization (WHO) states that "Almost every one of us will be permanently or temporarily disabled at some point in life" and that "we must do more to break the barriers which segregate people with disabilities..." The book is broken down in to five different sections, including policies and strategies, networks and partnerships, the accessible tourism value chain, destination development, and accessible tourism experiences. This book focuses on understanding and applying best practices in accessible tourism in return provide a higher quality of tourism experience for all.

GOVERNMENTAL REPORT.....

United States. Department of Justice. Disability Rights Section (2001). Guide for places of lodging: Serving guests who are blind or who have low vision

The article discussed the ADA obligations public accommodations must provide to people who are blind or have low vision, such as following accessibility standards when constructing, make reasonable modifications in policies and procedures, provide auxiliary aids and services. Statistics were given about how many people are blind or have low vision. Approximately 2.5 million people in the U.S. are "legally blind"- meaning that with corrective lenses, they have less than 20/200 visual acuity. Tips and suggestions were made for helping your guest through your facility. Other facilities besides hotels were also mentioned, such as restaurants and lounges, gift shops, and recreational facilities.

United States. Department of Justice. Disability Rights Section (1999). Common ADA problems at newly constructed lodging facilities.

This article went over common problems found in lodging facilities. Any hotels, motels, inns, and other places of lodging designed after January 1993 must comply with the Americans with Disabilities Act. Common problems included the following: doors and doorway widths are too narrow, ADA guestrooms do not come with choice in number of beds, visual alarms are not provided for people who are deaf, door handles are not accessible, braille signage locations and incorrect, full size passenger elevators are not provided, and shortage in parking stalls, etc. A result of the problem was listed, and the ADA standard requirement was also listed for correction of the problem.

JOURNAL ARTICLE.....

Afiya, A. (2014). Hotels are Failing People with Disabilities. Caterer & Hotelkeeper, 203(4813), 14-15.

A survey was conducted over 276 members of Disabled Motoring UK in 2013. They created charts based off the research and information learned about how accessible hotels are for disabled users. Overall people reported that hotels are not catering to people with disabilities as much as they need to be. Most disabled people reported hotels to be 'okay' or 'poor' when rating the questions. But on the bright side people rated all staff to be very helpful when needed accommodations of booking the room, check-in, quality of direction, etc.

Armstrong, D., Medina, M., & Vespa J. (2018). Demographic turning points for the

The U.S. Census report for 2020 to 2060 population estimates and projects that the older adult population will be increasing in the next few decades. The nation's 65 and older population is projected to nearly double in size from 49 million today to 96 million people in 2060. The article broke it down between race and ethnicity. Graphs and charts were used to graphically show the changing demographics in the coming decades.

Bowen, J., & Whalen, E. (2017). Trends that are changing travel and tourism. *World wide Hospitality and Tourism Themes*, 9(6), 592-602.

There are four big trends changing the tourism environment. These trends include technology, big data, social media and online communities, and the sharing economy. The first technology trend talked about the future of robots and having less human interaction in tourism and hotels. The second trend big data talked about how hotels and other businesses can collect data on clients and customers and analyze information. The third trend social media and online communities talked about how social media allows people to quickly and easily people can share anything online in an instant. It also allows millions of people to see it and for it to become viral. Online communities provide powerful partners for brands, organizations, destinations, and interests along a wide spectrum of consumer needs, including healthcare and lifestyle, travel and tourism, arts and entertainment, and many more. The fourth trend the sharing economy brings up the new companies like Uber and Airbnb and how they have made an impact in the tourism environment and how people are willing to share their car and home with people as an experience for others and an extra income for the host. Overall the technological advancements being made has made this a very exciting time for travel and tourism industry.

Byrnes, M., Lichtenberg, A., & Lysack, C. (2012). Environmental Press, Aging in Place, and Residential Satisfaction of Urban Older Adults. *The Gerontologist*. 40(5) 549-556.

This article introduces and discusses the theory of Environmental Press. It focuses on aging in place for adults in residential and urban environments. A data sample was collected from older adults in Detroit who have health needs. The tested the demographics, home hazards, neighborhood hazards, and competencies. Tables are shown with the information gathered. Results are listed and discussed.

Burritt, C. (2001). Aging boomers reshape resort segment. *Lodging Hospitality*, 57(3), 31-32

Baby Boomers are entering their retirement years. They now have time means and time to travel and sample the best that the lodging industry has to offer. With a large

amount of the population retiring it will create many opportunities for resorts, but it will also create many changes. Baby Boomers currently account for 40 percent of all travel, according to the American Automobile Association. While hotels and resorts need to focus on baby boomers for the immediate future, but they should keep in mind the 56 million Generation Xers that will still follow. This group is a little more consumer savvy with less consumer loyalty than boomers. This generation is entering their peak earning years and will be looking to travel as well. They are looking for new experiences and adventures as well and will pay the price to have it. Overall, resorts and hotels that provide guests the maximum experience in the most convenient way will thrive the most.

Darcy, S. (2010). Inherent complexity: Disability, accessible tourism and accommodation information preferences. *Tourism Management*, 31(6), 816-826.

A research study was done in Australia to find out what disabled people deem as important in accessible accommodations in lodging. Similar to the ADA regulations in the U.S., buildings are regulated by the Disability Discrimination Act, 1992 (DDA) in Australia that makes it illegal to treat a person with a disability differently. Research found that constraints to accessible accommodation provisions as the lack of accessible accommodation, accommodation that did not comply to access standards, the importance of accessible accommodations to a trip, trouble accessing accommodations, low level of accuracy for accommodations. An online questioner was developed and targeted to the population of PwD (people with disabilities) who use accessible rooms designated under the Building Code of Australia while traveling. The questioner was broken down into six different components and each component was broken down into smaller details and rated on importance. Each component is then broken down and discussed individually. Overall the research provided information and a better understanding of access considerations for people with disabilities. It highlighted the complex level of information required for people to make an informed decision about their accommodation needs.

Darcy, S., & Dickson, T. (2009). A whole-of-life approach to tourism: The case for accessible tourism experiences. (Report). *Journal of Hospitality and Tourism Management*, 32-44.

This article was about accessible tourism in Australia. An estimated 30% of the population of Australia will have access requirements at any point on time, and most people will have a disability at some stage during their life. A 2005 Sustainable Tourism Cooperative Research Centre funded workshop for accessible tourism created a working definition of accessible tourism as, "a process of enabling people with disabilities and seniors to function independently and with equity and dignity through the delivery of universal tourism products, services and environments. The definition is inclusive of the mobility, vision, hearing, and cognitive dimensions of access." The definition is grounded on three core values, independence, equity, dignity. 'Accessible tourism is about making it easy for all people to enjoy tourism

experiences. The seven principles of Universal Design are also discussed as well as a way to help make tourism enjoyable for anyone and everyone. The Australian population is aging like the American population. From 1988 to 2003, 17% of the population aged over 60 years. Disability in the community has also increased from 15 to 20% at the same time. "Accessible destination experiences take direction from universal design principles to offer independent, dignified and equitable quintessential experiences that from a 'sense of place' within the destination region for people with access requirements." Unfortunately, people with access requirements are left to find their own path and to create their own experiences and find their 'sense of place'.

Cvitkovich, Y., Wister, A. (2002) Bringing in the life course: A modification to Lawton's ecological model of aging. *Hallymn International Journal of Aging*. 4 (1) 15-29.

This article presents a medication to Lawton and Nahemow's Ecological Model of Aging and the person-environment fit (P-E). It gives a brief understanding of the Model of Aging. The model is simple to understand and illustrates the interaction between personal competence and environment demands. Lawton stated that the objective environment used in the ecological model of aging is defined as "what is outside the individual and is capable of being rated by observers other than the individual". The model can be used to better understand the impacts and effects of the environment to older adults in their homes. It may be useful as planning and service allocation tool targeting individuals at different points in their life course.

Gelfeld, V. (2017) Travel research: 2018 travel trends. AARP Research. pp. 2-47

This article is broken up into different slides and sections covering the 2018 travel trends of Baby Boomers. Many are traveling and plan to take 4-5 leisure trips in 2018, for which they will spend \$6,300 across all trips. Their main motivators for travel consist of spending time with family and friends, relax and rejuvenate, and get away from normal everyday life. Bucket lists are also a big contributor to travel for Baby Boomers as they have retired and more free time to spend. They also prefer to stay in hotels rather than Airbnb or VRBO. They prefer to have the amenities such as, room service and concierge options. Baby Boomers are compared to the younger generations before them and their travel trend differences. Graphs and figures help break down the different topics and sections covered.

Gillovic, B., McIntosh, A., Darcy, S., & Cockburn-Wootten, C. (2018). Enabling the language of accessible tourism. *Journal of Sustainable Tourism*, 26(4), 615-630.

This article addresses the correct terms to use when speaking about a disabled person. There are new terms that are becoming more popular that don't make people feel like they are being discriminatory towards others. An alternative concept, "accessibility" is becoming more popular than focusing solely on "disabled". Other

terms include “barrier-free tourism”, “disabled tourism”, “easy access tourism”, “inclusive tourism” and “tourism for all” to the more recent concept of “accessible tourism as quoted by the other from another article. (Darcy & Buhalis, 2011).

Hotels: A history. (2009). *Hospitality Design*. 31(9), 86-87

This infographic hotel timeline breaks down the history of hotels. From their very beginning of mineral and hot springs in Greece during the Ancient Times to 2010 and the impacts of technology, robots, and personalization. Sustainability in hotels also becomes a new benchmark for hotels. It points out some of the “hotel booms”, such as during the 1950's the expansion of hotels was generated by the expanded education and mass travel happening. “Hotel boom” number three in 1980 was generated by innovative marketing and the development of specialized

Kim, W., & Stonesifer H., Han, J. (2012). Accommodating the needs of disabled hotel guests: Implications for guests and management. *International Journal of Hospitality Management*, 31(4), 1311-1317.

United States Censes reports that 49.7 million people are living with disabilities in 2000, that's 19.3% of the American population. The article did a two-part research, one to identify disabled guests views of their hotel experience and two identify the probability of implanting disabled guest' suggestions in hotel design and service policies. One on one interviews were conducted by using a semi structured list of questions. The interviews were done in a two-phase approach: one focused on persons with disabilities and phase two focused on hoteliers. Examples of the question for the guests with disabilities included, what methods are most commonly used in making a reservation, and what are the benefits and challenges of these methods? What components of the room should be added, removed, or modified to make accessibility easier? What specific needs do you require from the staff, and does the staff adequately meet those needs? Phase two was interviews with ten hotel managers in Florida from different hotel segments including, luxury, full-service, mid-scale, and budget and represented different departments.

O'Brien, K., & Caires, B. (1999). Universal design' presents new way to address accessibility. *San Antonio Business Journal*, 13(21), 23.

This article goes of the basics of Americans with Disabilities Act Accessibility Guideline and the importance of removing barriers to accessibility. Common disabilities were discussed as well as temporary ones and how easily any one can become disabled during their lifetime. Employers are encouraged to seek out qualified professionals when changing the facility and to ensure all ADA issues are addressed. Qualified professionals such as architects, designers, and educators are calling the new approach of ADA accessibility, Universal Design. New accessibility trends from Universal Design are discussed.

Ohlin, J. B. (1993, October). Creative approaches to the Americans with Disabilities Act. *Cornell Hotel & Restaurant Administration Quarterly*, 34(5), 19-22.

An Embassy Suites Resort in Lake Buena Vista, Florida took a creative approach to designing the new resort and complying with the Americans with Disabilities Act. Creative approaches include colorful décor in the public areas. The high contrast color schemes for doors and walls is to assist visually impaired guests. Paintings, murals, and sculptures were chosen with rich texture that make them tactilely inviting and are placed throughout the space. To help maneuver on uneven floor levels, steps with lighted strips were added. Elevators doors in the public areas operated on slow timers allowing people to enter without rushing. Guest rooms are designed with king sized beds with frame style beds enabling guests using wheelchairs to position their feet under the bed making it easier to maneuver from the wheelchair to the bed. All amenities in the bedroom were designed to be within easy reach to any guest in a wheel chair. A roll in shower with a bench are installed in each room along with grab bars strategically placed on the bathroom walls. Other common impairment features are included in the room. Embassy Suites also trained their employees to be aware of guest's special needs. Before the resort opened all 111 employees attended a three-day training session to educate them in providing superior customer service to any traveler with a disability. In the food service department, the hotel's full menu is available on cassette tape for guests with visual impairments. Overall guests with disabilities have been very appreciative in Embassy Suites dedication.

Patterson, I. (2017) Changing Trends in the Baby Boomer Travel Market: Importance of Memorable Experiences. *Journal of Hospitality Marketing & Management*, 26(4), 347-360.

This article is about creating memorable experiences for the guests at hotels. As they age they have demonstrated that they are willing to participate in new and memorable experiences where they can learn and broaden their minds through travel. Baby boomers are a mixture of diverse group with a distinct range of needs, abilities, and interests that are different from previous generations. Baby boomers are "younger" than previous generations. They feel and act younger than their chronological age. They are living longer and are better educated than previous generations. They are more adventurous, they want more experimental learning, they want to discover, and be involved in the activity. Baby boomers are also becoming more confident in using social networking activities on the Internet. If they have a disability or health problem they still want to travel. Research has found that some of them are not in as great a shape as others and have found obesity to be a common issue between them. Hotels should be prepared and aware of the special provisions needed for older guests with a disability. A memorable experience for a baby boomer is when the individual feels that there is some emotional, intellectual, physical, and/or spiritual stimulation that absorbs them and brings them closer and

feel more attached to the atmosphere or setting, such as in a resort or hotel.

Patterson, I. (2009). Marketing the Leisure Experience to Baby Boomers and Older Tourists. *Journal of Hospitality Marketing & Management*, 18 (2-3), 254-272.

Baby boomers are an emerging market that is openly embracing the 'leisure experience' in the tourist activities. By 2050 it is estimated over two billion people will be aged 60 years and over. Baby boomers are placing travel as a higher priority in their retirement years. They are feeling healthier, wealthier, and better educated. Baby boomers are turning 50 at the rate of one every ten seconds. They are looking for leisure experiences to spend their new-found time on, such as, hobbies, arts and crafts, new relationships, revitalized interests. Some of the most popular activities people spend their time on when traveling include city sightseeing, visiting historical places, restaurant dining, and shopping. Less popular activities were hunting and fishing, water sports and sunbathing, and camping and hiking. Some baby boomers are interested in more adventurous activities. Literature has found that many baby boomers have a greater desire for self-fulfilling experiences that are physically challenging, more meaningful and authentic. The tourism industry must not consider the older generation as one single group, but mixed group of people with a broad range of ages. Each decade of people has lived a through a particular part of history that makes them distinct from others. They also have distinct characteristics, needs and interests that segregate them into different groups. These segregated groups include, age, income, gender, education, and health. Overall, baby boomers are more adventurous than their parents, and are driven to discover new destinations and to try new and exciting leisure activities. The tourism industry must quickly adapt their marketing strategies to this emerging market otherwise they will be left behind.

Poria, Y., Reichel, A., & Brandt, Y. (2011). Dimensions of hotel experience of people with disabilities: An exploratory study. *International Journal of Contemporary Hospitality Management*, 23(5), 571-591.

This article discusses the hotel experience for Israeli people with disabilities. The research is part of a series of studies focusing on the tourism experiences of Israelis with diverse disabilities. Three terms were clarified before examining the hotel experience of people with disabilities. These terms are impairment, disability and handicapped. Impairment is defined as a loss or abnormality of psychological or anatomical structure or function. Disability is restriction or lack (resulting from an impairment) of ability to perform an activity. Handicap is a disadvantage for a given individual that limits or prevents the fulfillment of a role that is normal for that individual (depending on age, gender and social and cultural factors).

Stutts, A., & Wortman, J., (2006) *Hotel and lodging management*. John Wiley & Sons. Second Edition pp.11-14.

This book is over the management of lodging but has great information about Hotels

and the growth and development of the Lodging Industry. Other topics covered in this book are the different job organizations within a hotel, such as the front office, housekeeping, marketing and sales department, human resource management, hotel food and beverage, security, and the different management positions. This book did not completely pertain to my topic but did provide helpful information for the lodging section of my topic.

Tutuncu, O., & Lieberman, L. (2016). Accessibility of hotels for people with visual impairments: From research to practice. *Journal of Visual Impairment & Blindness*, 110(3), 163.

Traveling with a visual impairment can be difficult. Studies show that people with a visual impairment want the same tourist experience as their seeing peers. Qualitative research methods were used to explore how hotels are not accessible for people with visual impairments. An online questionnaire was sent out to organizations for visually impaired individuals in the U.S. The study was intended to focus on both negative and positive experiences in the context of qualitative research. Common trends that emerged from the data were separated into three main settings: entrances, guest rooms, and other hotel areas. Each setting was then broken down into smaller categories and the weaknesses and strengths of each are discussed. A list is created for hotel managers as recommendations for corrections in their facilities.

Walker, B. H. (1993, October). What's ahead: a strategic look at lodging trends. *Cornell Hotel & Restaurant Administration Quarterly*, 34(5), 28+.

This article covered the growth of hotels and the supply and demand need for them. This article does not pertain to my topic of research.

Wazzan, W. (2015). My accessible room is not accessible, applying human factors: Principles to enhance the Accessibility of Hotel Rooms. *Procedia Manufacturing*, 3, 5405-5410.

This article discussed accessible design in hotel rooms and using the seven universal design principles to 'design for all'. They researched some of the most common complaints of accessible hotel rooms through internet resources. Three main complaints were found. One was the role in shower in the accessible guest bathroom. Guests complained about not being able to operate the faucet to the shower. Second complaint was about the elevated toilet seat being too high to access. Third complaint was about the room guide not being legible for people who are blind and should be print in braille as well. The discussed solutions to each common complaint. The research was surprising to find that even hotel guest rooms labeled accessible are not completely accessible for all users.

Wolff, C. (2007). Getting older, thinking younger. *Lodging Hospitality*, 63(5), 29-32.

This article was an overview about Baby Boomers and how they travel. They make up nearly one third of the population of the U.S. They are a large market for the Hospi-

tality Industry. They spend an estimated \$1.7 trillion to \$2 trillion on goods and services each year. Baby Boomers don't like to be called old or confronted by their aging. They still enjoy traveling and experiencing new adventure, they are lifelong learners. Dorothy Dowling the marketing and Sales SVP says 50 is the new 30". "Baby Boomers are a very contemporary, vibrant audience who don't want to be characterized like previous generations." Hotels should still market to older generations like Baby Boomers. This generation has taken better care of themselves than other generations before them. With better health they are still very active and are willing to try new experiences such as white-water rafting. But you can stop the aging process like diminishing eye sight and mobility. So you should offer different options of the same activity because Baby Boomers are all going to be in a different stage and ability.

Yau, M., Mckercher, B., & Packer, T. (2004). Traveling with a disability. *Annals of Tourism Research*, 31 (4), 946-960.

This article is an overview of traveling with a disability in the Asian culture. It provides insight into the tourism experiences of people with disabilities, in particular those with mobility or visual impairment. Disability conditions include hearing, vision, mobility, intellectual, and psychiatric disorders. In Asia 5 % and 20% of the population are disabled. Based on self-report, in Hong Kong, 4% of the population of 6.7 million have at least one type of mental or physical disability, and another 1.5% an intellectual handicap. The number of people with a disability is expected to increase to double to around 100 million people by the year 2030. Indepth interviews and focus groups were used to capture the lived experience of participation on tourism. Participants were either a mobility or visual impairment disability. All participants reported that their disability has affected their tourism experience and behavior. After the study and results the article broke up into four stages to analyze and discuss the research. The stages in order include, Personal Stage-Acceptance and Reintegration, Reconnection Stage- Exploration for Future Traveling, Travel Analysis State- Search for Information, and the Experimentation and Reflection Stage- Different Tastes of Traveling. Overall the findings of the study clearly suggest that the process of becoming travel active for those with disabilities is more than just removing physical barriers. Being able to travel is a meaningful task that they have recovered or stated to regain their control over destiny and to assert their future quality life.

THESES PAPER.....

Wakiya, T. (2011). Overcoming the barriers toward inclusive design of tourism.

This thesis paper is broken down into five sections. First are the research questions, are disabled people included/excluded in the design of tourism and two, how can the barriers toward inclusive design be overcome? Next is the literature review on disability, social exclusion, and inclusive design of tourism. Third is the research mythologies and methods, interpretivism informed by critical perspective and semi-

structured interviews, fourth is the findings and discussions including, barriers to involving disabled people in the design of tourism and ways toward inclusive design of tourism, and finally the conclusion. The findings of the research questions show that both inclusionary and exclusionary practices exist in the design of tourism.

ONLINE WEBSITE.....

ADA Checklist for New Lodging Facilities. (n.d.).
Retrieved from <https://www.ada.gov/hsurvey.htm>

A self-help survey of requirements and regulations from the Americans with Disabilities Act that must be met for owners, franchisors and managers of a lodging facility. For a new lodging facility to open and to accommodate guests with disabilities. It is in a survey format that asks questions in a "yes/no" format allowing the owners to identify if they have any ADA mistakes in their facilities.

American Hotel & Lodging Association (AHLA). n.d.
Retrieved from <https://www.ahla.com/>

This web page for the American Hotel and Lodging Association is a great resource for anyone in the lodging industry. It has some information about the lodging industry and basic facts about hotels specifically under the frequently asked questions page. It is more of a resource and membership for a owner or manager of hotel and did not pertain to my topic as much but still provided good information over hotels in general.

Disability and health (2011, June). World Health Organization.
Retrieved from <http://www.who.int/>

This website page is an overview on disability and health. It includes key facts and statistics about how many people have a disability. Over a billion people are estimated to live with some form of disability. The International Classification of Functioning, Disability and Health (ICF) defines disability as an umbrella term for impairments, activity limitations and participation restrictions. There are many people who are struggling to receive or access health services. There are barriers such as, limited availability of services and inadequate skills and knowledge of health workers. There are plans to fix it through financing, service delivery, and human resources.

The Baby Boomer Generation. Senior Living. Retrieved from <https://www.seniorliving.org/guides/baby-boomers/>

This article was an overview of the baby boomer generation. A Baby Boomer is a term used to describe people that were born during the period of time right after World War II. Statistics were listed about baby boomers. They make up 28% of the

population and control 80% of personal financial assets. Characteristics were also listed about baby boomers. They value individual choice, they are self-actualizing, hard-working, adapt easily to change, and are goal oriented. Other topics discussed were about the other generations before and after the baby boomers and their differences, and why baby boomers are so significant.

The 7 Principles. The National Disability Authority. (n.d.). Retrieved from <http://nda.ie/>

The webpage over the UD principles provided great information over the seven principles of Universal Design. It provided the definition of each principles along with the guidelines to follow. The National Disability Authority website also provided more information about Universal Design from the definition, overview, examples, history, policy and legislation.

What hoteliers need to know about attracting Baby Boomers (2015). Insights. Retrieved from <https://insights.ehotelier.com/insights/2015/07/22/what-hoteliers-need-to-know-about-attracting-baby-boomers/>

Although Millennials are a large generation many hotels focus on marketing to, who are tech savvy and fast-paced, hotels shouldn't forget about the generations that came before them. The baby boomers have recently been put on the back burner when it comes to marketing for them. But baby boomers are still traveling and are responsible for 80% of travel spending and over \$150 billion a year on travel. It's important for hotels to understand the characteristics of baby boomers to help market then more effectively. Baby boomers don't see themselves as "old" and actually themselves as being forever young. They can be tech savvy but still value face-to-face interaction than other generations. They see travel as necessity and will pay for luxury and convenience. They also value family and will bring them along on trips. By incorporating their characteristics and things they value, hotels can market towards this large generation more easily.