

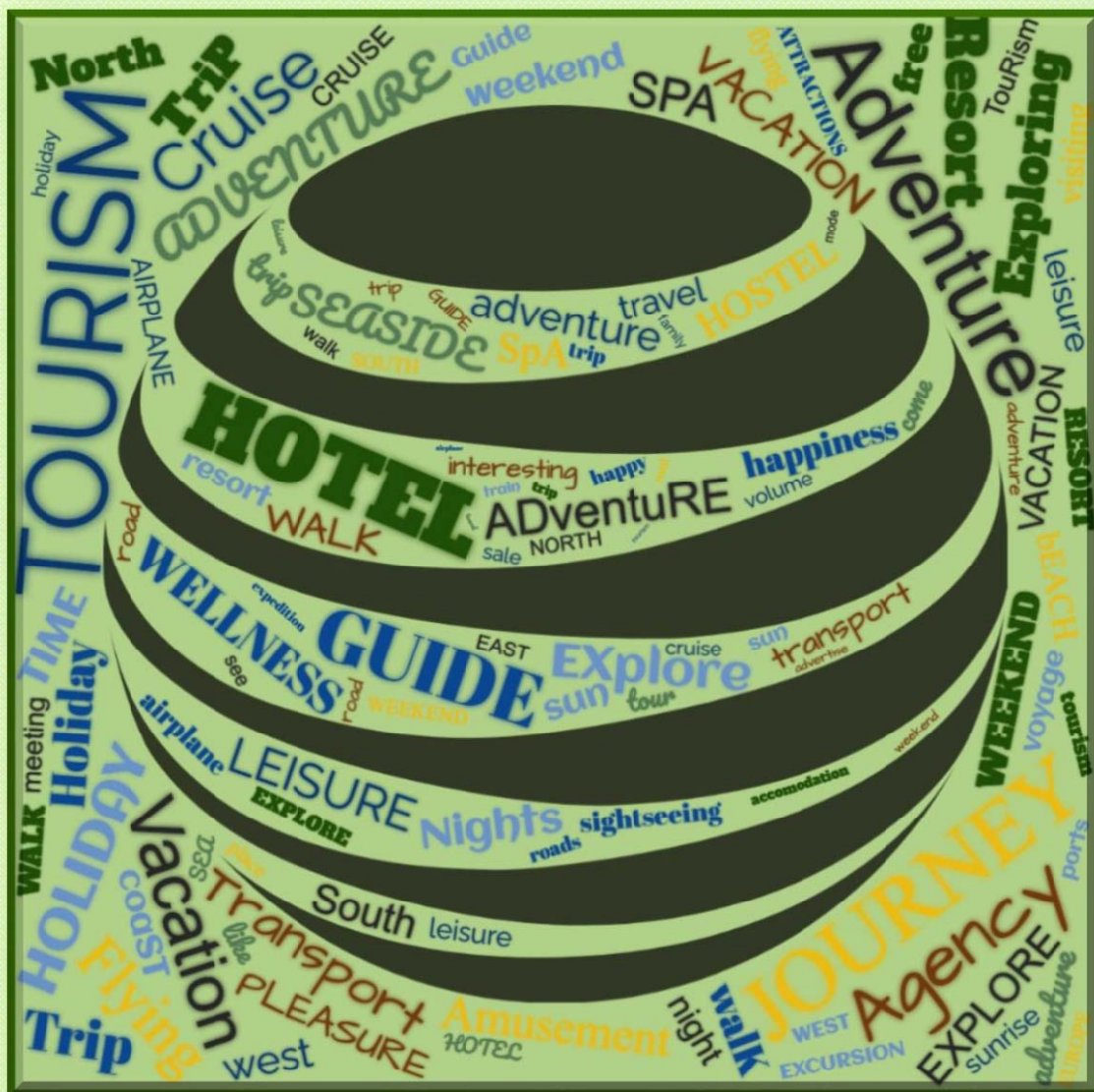


# СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА

## CONTEMPORARY TOURISM CHALLENGES

### ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА

### DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO



**СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА**  
СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ  
12 МАЙ 2022 ГОДИНА

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PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE  
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# THIRD AGE TOURIST: ACCESSIBILITY IN BARS AND RESTAURANTS OF BESSA BEACH IN THE CITY OF JOÃO PESSOA/PB

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***Abstract:** Verifying the indispensability of accessibility inserted both in destinations, equipment and tourist spaces and with the expansion of the segment of tourism for the elderly in Brazil, as well as the elderly tourists being seen as a potential audience that mitigates the tourist seasonality, since they travel at any time of year, due to their availability of time and income, is that we sought to analyze whether the bars and restaurants located on Bessa beach on the north coast of the city of João Pessoa/PB are prepared and able to provide the needs of this audience when it comes to accessible and inclusive environments, considering that, due to age advancement, a portion of this audience has some kind of limitation, temporary or not. That is why it is necessary that the tourist trade pays attention to make or adapt these equipments and accessible spaces to provide and accommodate the elderly tourist who visits the tourist destination. With that, it was applied a checklist with accessibility items in accordance with the technical standard of the Brazilian Association of Technical Standards, the NBR 9050/2015 in the bars and restaurants catalogued in the Bessa beach. The results show that in general the studied establishments offer in their environments means so that the elderly public can have a reasonable experience, but not completely satisfactory, because some particularities related to the inclusion of this public are not found in the available spaces to circulation of these consumers.*

***Keywords:** Accessibility. João Pessoa. Restaurants. Elderly Tourist. Tourism.*

## 1. Introduction

When visiting a tourist destination, tourists seek for places that have minimum infrastructure in their equipment and attractions. And when it comes to the elderly tourist, they seek aspects such as tourism infrastructure and development aimed at accessibility, from the moment they arrive at the destination, as well as during their stay, ensuring that they experience and the perception will take from the place is as satisfactory as possible.

Even if the elderly people nowadays are seen as active, who practice physical activities, even so one cannot fail to mention that a portion of this public, due to age advancement or other pre-existing diseases, have some kind of limitation or difficulty, "given their reduced mobility, flexibility, motor coordination or perception" (Brazil, 2016, p. 11) and it is looking at this group of people that the public and private places must pay attention to offer comfort and safety to

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these elderly people or any others who have some kind of reduced mobility, whether temporary or not.

The segment of elderly tourist has been constantly expanding and realizing that the potential audience for tourism, has free time, income availability, for most often already retired, seek new social interactions, for exchanges of experiences, these tourists make the tourist seasonality is mitigated by traveling at any time of year (Melo, Vanzella and Brambilla, 2019). Therefore, the Ministry of Tourism strategically envisioned the growth of this segment for tourism in Brazil launching in 2016, the primer on how to serve well elderly tourists. One of the points of the primer was accessibility, so that the whole trade through the guidelines outlined in this primer can adapt or develop both spaces and accessible and inclusive tourist services and products, in various environments including those related to the food and beverage sector, as in the study at hand, bars and restaurants.

As explained by Duarte, Santos and Souza (2015), accessibility refers to the act of welcoming, while hospitality can be seen not only by the act of welcoming tourists, but also to welcome them well, i.e., they are closely interconnected concepts. This accessibility includes signage, offer of accessible tourist services and products, as well as the quality of service and training of its employees to serve this specific public. These aspects must be observed and applied throughout the tourism trade, considering that this accessibility must be considered in any destination, attraction, enterprise and/or tourist spaces, considering that accessible environments prevent accidents and also provide a better quality of life to these people as Ashton, Cabral, Santos and Kroetz (2015) corroborate.

The elderly public likes places that invest in accessibility, that aim for inclusion and they are increasingly demanding when it comes to the theme, since they seek well- signposted environments that provide safety and autonomy when moving around. The ambiance is one of the primordial factors for accessibility and one of the determining points of the business when referring to the sector of bars and restaurants. It is noteworthy that people seeking such services go to places where they feel good, comfortable, "airy and generous spaces that facilitate the circulation" as analyzed by Maricato (2009, p. 99).

In this perspective is that the bars and restaurants must pay attention to insert in their projects or adapt them, making the accessibility a mandatory and indispensable feature to the provision of services in the food and beverage segment, i.e., they must be prepared and trained to receive this elderly tourist, meeting them in their specific needs and building customer loyalty.

In this way, it was verified the importance to study about the accessibility and to analyze if the bars and restaurants of the beach of the Bessa, urban beach of the north coast of the city of João Pessoa are attending to the necessities of the elderly tourist, for this it was verified if the norm of the ABNT (Brazilian Association of Technical Norms), the NBR 9050/2015, that says respect to the accessibility in the construction and adaptation of urban environments and equipment are being applied in the scope of the bars and restaurants on the part of the managers of the sector of food and drinks of the capital of Paraíba.

## **2. Methodological Procedures**

This article was developed based on the Project of Scientific Initiation that is part of the Institutional Program of Scholarships for Scientific Initiation (PIBIC) under the Group of Culture and Tourism Studies (GCET) through the Pro-Rectorate of Research of the Federal University of Paraíba (Propesq/UFPB). It began on September 1, 2021 and is still in progress, with completion scheduled for August 30, 2022, whose title is "Accessibility for the elderly: a study applied in restaurants in the city of João Pessoa- PB.

It used the bibliographic, documentary and descriptive research with qualitative approach, whose research instrument developed was the checklist with accessibility items in line with the technical standard NBR 9050/2015, being applied based on the survey previously made of bars and restaurants located on the beach of Bessa. The field research and the observation in loco occurred in the period of March 2022.

The research took place at Bessa Beach, covering two neighborhoods of the city of João Pessoa, the Bessa beach, which gives its name to the beach, and Jardim Oceania. It is an urban beach, being the first one of the northern coast of João Pessoa with an extension of approximately 6 km (SILVA, 2021), Bessa is one of the most sought after beaches by local residents and especially by tourists visiting the coast of the capital of Paraíba.

## **3. Analysis and discussion of the results**

As research instrument it was applied a checklist with accessibility items according to the standards of NBR 9050/2015, to which some aspects were observed, whose results are presented below:

Of the points observed, the route that must be taken from the entrance of the establishments to the space where the tables are available was one of the most important, because in order to remain in the bar or restaurant the consumer must be able to accommodate himself adequately to enjoy the service offered there. Of the bars and restaurants visited, about

81% have tables connected to an accessible route, with regular and obstacle-free floors all the way from the entrance to the tables and restrooms. Still in relation to the available tables, it was observed the height of the tables that to be accessible must be between 0.75 cm and 0.85 cm from the floor, on this point 72% of the visited establishments are in compliance.

In relation to the available menus, it was observed the existence of menus in Braille or with enlarged characters to help reading. In some cases, the establishment had only a virtual menu, and therefore, the accessibility of the menus was not analyzed since the cellphones used to access the menus have the option to enlarge the text, which facilitates reading. This way, the places that have physical menus, only 30% of the establishments had menus in Braille or with enlarged font. It was also observed if the menus had strong colours that could improve visualization for people with low vision, in this aspect, 63% of the bars and restaurants visited had menus with colours that helped them to be read.

**Figure 1** - Example of a Braille menu found in the research



*Source: personal archive, 2022.*

In concerning to the restrooms, all of the bars and restaurants visited have accessible restrooms that have support bars and more space inside so that they can be used in the best way by people with some type of disability. Still in relation to the restrooms, none of the places visited had hygienic chair.

**Figure 2** - Accessible restroom found in a restaurant surveyed



*Source: personal archive, 2022.*

With regard to accessibility in the car park, it was observed that in all the establishments that have a car park, 62% have a minimum number of parking spaces reserved for wheelchair users. Of these, only 12% have vertical signs and directional space of 1,20m beside the parking space and 50% have visible horizontal signs. Finally, it was observed if the spaces were located in an accessible route, in a way that avoids circulation of other vehicles that hinder the movement of people towards the entrance of the establishment, at this point 25% of the bars and restaurants visited leave their reserved spaces in a strategic location for the entrance of the place.

**Figure 3** - Signposted car park of the restaurant surveyed



*Source: personal archive, 2022.*

Considering the common areas of the bars and restaurants, it was observed if the floor was non-slip, if they had tactile signs, and if the mats and rugs were fixed to the floor in order



to avoid possible accidents. In relation to the floor, it was verified that 45% have non-slip floors in the common areas and only 18% of the total number of establishments visited have these floors in slippery areas. In none of the establishments was verified the existence of tactile signs on the floor, as well as the fixing of carpets that were arranged on the floor of common areas.

With regard to visual or audible signage on the escape route/emergency exit of the bars and restaurants, it was found that none had audible alarms and 54% had visual alarms, such as signs informing the side of the emergency exit and emergency lights that are switched on if necessary.

Finally, the managers were asked about the existence of training of employees to assist people with some kind of disability. Of the places visited, 27% offer or have already offered some kind of training to their employees regarding differentiated service.

#### **4. Final considerations**

During the visitation of a tourist destination, it is normal that tourists search for places that fulfill their desires and needs. In the case of the elderly, who are people who usually have some kind of limitation, this point becomes extremely important so that they can have a satisfactory experience in the places they visit. All spaces, whether they offer tourist services or not, must be adapted so that all people, regardless of the limitations they may have are included and able to move around with comfort and dignity.

Thus, the bars and restaurants visited for this research present in most part accessible environments for the elderly public who have physical or even visual limitations, allowing easy movement in their common areas, easy access to bathrooms and availability of accessible toilets that improve the experience of consumers in the places frequented. In general, the points examined during the application of the object of research, indicate a high percentage of adaptation of establishments to receive and welcome the public who have some kind of limitation, but it is worth noting that in none of the places visited it was possible to verify total inclusion of the target audience of the study. What indicates the need for greater integration, involvement and especially knowledge about the real needs of this public, so that safe environments can be created for their locomotion.

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