

## Impact Consulting Group

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Seoyoon Jang	2 <sup>nd</sup> year (Master's)	Marketing
Minju Jeong	2 <sup>nd</sup> year (Master's)	Marketing
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**Advisor(s):** Dr. Hyun-sang Shin

**Topic:** Tourism without Barriers

**Audience:** Walk Together Board of Directors

### Sustainable Development Goal

SDG #11: Make cities and human settlements inclusive, safe, resilient, and sustainable

### Executive Summary

The first-ever report on disability, jointly published by the World Bank and WHO, demonstrated that over 1 billion people worldwide suffer from severe cases of physical disabilities. In South Korea alone, over 2.5 million people with disabilities exist, which comprises approximately 5 percent of the Korean population. Although such a number signifies a considerable market potential for tourism and travel, tourism is still not an option for many people with disabilities. The recent statistics published by South Korea's Ministry of Culture, Sports and Tourism showed that only 12.4 percent of the disabled population have travel experience despite having 93 percent of respondents desiring to travel. The poor travel and tourism services for the disabled population are fueled by limited public facilities, poor city infrastructure, discriminatory policies, and a lack of public concern.

Tourism without barriers (also known as "accessible tourism") refers to barrier-free tourism and travel to all people regardless of their disabilities, age, and physical limitations. It aims to remove institutional and attitudinal barriers in the physical environment and civil society. Thus, although the initial goal is to overcome society's physical barriers through accessible tourism, we eventually aim to empower people with disabilities to function with dignity and equity as independent citizens in society. Thus, in our presentation, we explore physical, informational, perceptual barriers to accessible tourism in the South Korean landscape and deliver three matching solutions for each barrier. The detailed recommendations encompass building accessible accommodation platforms, transportation services, mapping systems, and educational programs to improve public awareness.