

INCLUSIVE TOURISM ON DOT (*DEPARTMENT OF TOURISM*) ACCREDITED HOTELS IN TAGAYTAY CITY, CAVITE PHILIPPINES: BASIS FOR A PROPOSED ACTION PLAN

¹Jeline Anne Villamayor, ²Danica May Arguel, ³Marinet Medina Oquailda
⁴Dr. Jimford Tabuyo

^{1,2,3,4}DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management

Tourism Management Department

Abstract: The study is about the compliance of the selected DOT (Department of Tourism) accredited hotels in the city of Tagaytay towards inclusive tourism. Inclusive tourism trend has been growing in the past years and the main benefactors of these types of tourism are the PWD's and senior citizens. The study assesses if the DOT accredited hotels complies with the universal standard for inclusion tourism. The study is qualitative in nature and use checklist and interview with the hotel manager to come up with the result there are two selected hotels in the study the Escala hotel and Hotel Kimberly. The result shows that both the hotels complied with the standards of the tourism inclusion however both have different incompliance with the standards for the Escala Hotel the visibility of the signages, absence of crosswalk pathways, absence of another handrail and the lack of contrasting color of steps. The restroom direction of opening and closing, the lack of grab bars, the food menu that is hard to read and the lack of advocacy for the PWD's. While the Hotel Kimberly had incompliance with the signages contrasting colors, lack of crosswalk pathways, lack of handrails, lack of contrasting colors on the steps, the direction of the doors in the restroom, the lack of removable shower, the parking distance to the hotel, the lack of advocacy for the PWD's and the lack of training to the employees about first aid and emergency response.

Keywords: DOT (Department of Tourism), inclusive tourism, advocacy for the PWD's.

1. INTRODUCTION

Inclusive tourism trend has been growing in the past years many establishments have follow the standards for inclusion tourism. It is necessary for different establishment to cater to the needs of the guest even if they are disabled. Usually people with disability were used to be and partially excluded from the leisure activities offered to people without mobility problems. Therefore, tourism should be accessible to more people it is about making it easy for all people, regardless of their gender, age or physical status, to enjoy tourism experiences. It is a set of services and facilities for individuals with special needs, who are for example disabled, elderly travelers, pregnant women, parents pushing their children in strollers or even people with temporary injuries, such as a broken leg or chronic ailments (Munch and Ulrich, 2018).

Inclusive tourism is not just about offering special or separate assistance or a special request needed by a guest with disability but it is also about putting people first and recognizing that all people have different needs abilities that could make their tourism recreation more memorable. Inclusive tourism doesn't require you an expertise in dealing from people

with disabilities. The need to provide and give every one of your customers examples is a friendly welcome and ask them if there is anything you can do to help make their experience enjoyable and memorable or it could be some requests could vary from calling a taxi to filling out a form or to provide a direction to the nearest hospital (Rowett, 2016).

Inclusive Tourism is the tourism is a newly established tourism that will benefit the persons with disability even the senior citizens will benefit from it. People with disability such as person with visual problems, mute condition, deaf and physical disability is one of the focus of the inclusive tourism. There is tremendous economic opportunity in serving travelers with disabilities. These numbers will increase as the aging population increases. On the other hand, Inclusive Tourism can be considered as the systematic application of universal design by the travel and hospitality industry at every stage of its product, service, and policy life cycle. It starts by looking at real people as they exist in all their diversity of abilities. It looks at them at all stages of the human life cycle: children, adults, and seniors (Rains, 2018).

Tourism is one of the main global industries and is amongst those showing greatest growth. Expansion of the tourism industry will be forged in the future by the emerging economies, with most tourism travel being to and from such regions. This means that most wealth and jobs will be created in countries that today are undergoing processes of economic development therefore there is a need for a development of the inclusion tourism to cater different types of people as most countries have also an aging population that needs for a leisure and recreation (UNWTO, 2018).

When it comes to the tourism industry in the Philippines an issue that can be observed is the inclusion tourism. The main issue in the inclusion tourism in the Philippines was the lack of stakeholder participation in decision making process such examples are the local resident's and even representatives of persons with disability are excluded from the decision-making process in tourism planning this in turn have generate problems for tourist destinations for example was the Boracay Island (Tan,2018).

Other issues on the other hand such as the hotel accommodation are generally the main topic when it comes to inclusion tourism because mainly hotels usually cater to the guest with a physically fit attributes and usually does not focus when it comes to the welfare of the Person's with disability this could be attributed to the lack of Social awareness with the persons with disability and their possible contribution to the economic aspect of inclusion tourism (UNWTO. 2018)

Usually when it comes to the hotel accommodation for the persons with disability the universal design guideline for inclusive tourism should be followed but sadly most hotel accommodation does not comply with the standards such as Door width, Type of beds available, Largest, free space at side of bed, Height of bed, Clear space, under bed, Height of desk and even the bathroom guidelines such as Shower handrail, Remote shower head, Toilet height. These requirements all in all have standard sizes as indicated on the Universal guidelines for inclusive tourism this concept will be used in the study (Goodwin, 2018).

The gap of the research was the specification of each room in a hotel accommodation these have become a problem in order to know if a particular hotel had the necessary things needed that can accommodate persons with disability for inclusion tourism.

In the country the DOT (Department of Tourism) is an important branch of government that deals with the development of tourism in the country. They are also responsible in accrediting hotels that will ensure not only the economic activity they give to the local residents on an area but emphasize as well on the satisfaction of the tourist that will visit the area. The department of Tourism is also responsible for the inclusion tourism although it is still a new field and the DOT does not have the standards for inclusion tourism. The department makes accreditation for the hotels as rules and regulations are implemented for the accredited hotels. Currently there are seven hotels in Tagaytay City that is accredited by the department. (DOT Office of Tourism Standards and Regulations- Accreditation Division, 2016).

The law of the inclusive tourism in the Philippines is the R.A 9593 the law is also known as Barrier-Free tourism program which initiates the improvement of the policies for he person with disability for inclusive tourism the agency that is responsible in making the guidelines and improvement of the policy is the NCDA (National Council on Disability Affairs) (Tourism.gov.ph, 2018).

The City of Tagaytay, located in the southern part of the province of Cavite, located 55km from Manila, Tagaytay city emerge from being a small town to become a tourist city; a major tourist destination as it is near from the capital Manila. The city is known for its cool climate since the city is located in a high upland area. (Tagaytay City Ecological Profile, 2017).

The city boasts the tourism industry as an important sector because mostly their income comes from this industry itself, as the view of the Taal Volcano, is the major tourist spot in the area. There are also several recreational facilities for the tourist available. Accommodation is not a problem since there is also a lot of hotels in the area currently there are seven hotels that are accredited by the Department of Tourism (Tagaytay Ecological Profile, retrieved from the government of Tagaytay City). Observations suggested that there is a lot of accommodation interest in the city of Tagaytay different establishment ranges from reasonable price to different class of services. Establishments such as hotel, motel, inn, pension house are available in the area. (Tagaytay City Ecological Profile, 2017).

Currently there are 7 accredited hotels in the city of Tagaytay such as Escala Tagaytay Hotel, Hotel Kimberly Tagaytay, One Tagaytay place, Summit Ridge Tagaytay, Taal Vista Hotel, Tagaytay viewpark hotel and the Junciton Tagaytay. These establish hotels follows the standards as set by the Department of Tourism to ensure quality service and accommodation to the tourist.

The Escala Hotel located in Tagaytay is a DOT accredited hotel which boast 60 rooms the hotel is one of the newest accommodation establishments. The hotel is a 5-star hotel in which the hotel is luxurious and the view of the Taal lake is magnificent. The main attraction of the hotel is the Infinity pool the hotel also boasts a good dining experience through the in-house restaurant in the hotel. While the Taal Vista hotel was also a DOT accredited hotel and was established in 1939 making the Taal Vista hotel a classic hotel in the area which also boast a stunning view of Taal lake. Although the hotel is old the management continues to renovate the rooms and refurbishing making the hotel compliant with the new standards.

The study used the concept of Rains (2018). On the universal design of inclusion tourism for the hotels the universal design includes the right dimensions needed for a better access consideration which deals with signs and objects the Pathways and Roads which deals with the Pathways for persons with disability, the Ramps and Steps which deals with the right ramp and handrails. The entrances and doors which deals with the right width of the door and entrances for persons with disability the interior access which deals with the pathway, wall space and door width while opening it.

The multi-story access which deals with the stairs and elevators specifications. Next is the restrooms in which deals with the specification of the bathroom. The guest room and bathrooms which deals with the bed height and the bed space. The food service and retail which deals with the floor space and reach and table and seating. The parking which deals with the parking space for the persons with disabilities. The lightning which deals with the source of lights for persons with disability and education training and communication to the public which deals with the education and training of the staffs.

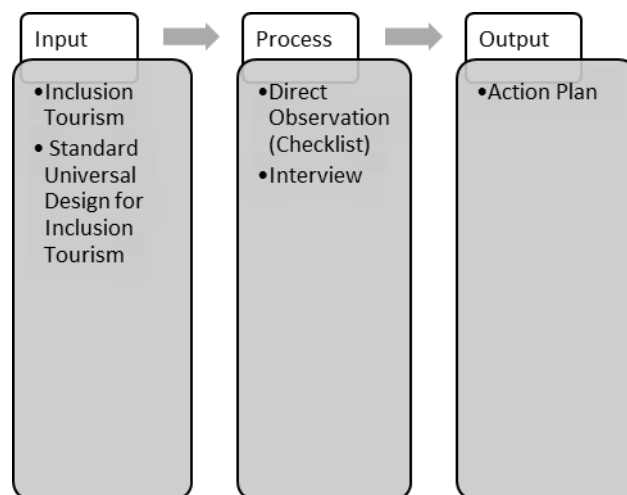


Figure 1: Conceptual Paradigm

The table above shows the conceptual paradigm of the stud uses IPO model Input which is the Inclusion Tourism and the concept by Rains (2018) on the Universal design for Inclusion Tourism the process of the study was the use of direct observation and Interview while the output of the study was the action plan to improve the inclusion tourism of the selected DOT accredited hotels.

The proposed study would like to assess the inclusion tourism capabilities of hotel the DOT accredited hotels in the city of Tagaytay using the concept of universal guide for inclusion tourism. The study sought to answer the following questions:

1. What facilities does the DOT accredited hotels have for inclusion tourism based on:
 - a. Basic Access Considerations
 - b. Pathways and Roads
 - c. Entrances and Doors
 - d. Restrooms
 - e. Guest Room and Bathrooms
 - f. Food Service and Retail
 - g. Parking
 - h. Education Training and Communication to the Public

2. How does the respondents assess the hotel's facilities for inclusion tourism?

3. Based on the Findings what action plan can be proposed?

The study was very helpful to the city of Tagaytay so that they can realized the importance of inclusion tourism in the already establish tourism industry in the area. Other significance of the study will be for the DOT accredited hotels in order to better accommodate persons with disability so that they can enjoy the same service and the satisfaction they needed and lastly the study was very beneficial to the employees of the DOT accredited hotels so that they can understand the importance of inclusion tourism and to provide better services to different types of customers including persons with disability.

The study scope was the DOT accredited hotels in the city of Tagaytay while the study was limited to the data gathering process such as direct observation by the researchers and the Interview to the experts which is the managers of the hotels.

2. METHODOLOGY

The researchers use the qualitative type of research for their study and descriptive research method in the said destination. The researchers conducted the study with the time to them, in order to successfully collect all the data needed and achieve the objectives of their study. A sample of two (2) respondent was chosen for the interview and expert sampling was used for it.

The target population for this study was the managers of the DOT accredited hotels in the city of Tagaytay there are 7 DOT accredited hotels in the city of Tagaytay but the researchers opted to study 2 DOT accredited hotels. The sampling technique that was used in the study was expert sampling since the study had needs experts with the inclusion tourism and the managers of the hotel is suitable for the study.

The selected accredited hotels that was subjected to the study was Escala Tagaytay Hotel, and Hotel Kimberly.

As for the data gathering, the instrument that the researchers were using interview questions and direct observation which was prepared by the researchers themselves. For the direct observation the researchers make a letter for them to be allowed to study the DOT accredited hotels.

The researchers visited the hotel one per weekly basis and checked the inclusion tourism facilities using the universal guidelines for the inclusion tourism. For the interview the researchers make sure to have the questions approved and signed by the researchers' thesis adviser and along with this, was the consent form that was given before the interview in order for the respondents to be aware that a study was taken place at their respective hotels.

The researchers also make sure that the questions prepared was easy and quick to be understand by the respondents. Also, they make sure to be careful and considerate with the questions. An email then was sent to the respondents informing them of the interview and ask what is the suitable time and place for them to conduct the interview. The questions were also be given in advance.

The researcher personally meets the respondents face to face in the respondents' preferred location and time and on the day of the scheduled interview, the researchers was asked permission from the respondents if they could record a video the whole interview. If ever they found it uncomfortable and prefers to keep their identities hidden, the researchers will completely respect their decision and ask for an alternative and used a voice recorder instead.

The respondents were informed that all the information that was gathered and was guarded with the utmost confidentiality and was for educational purposes only. Any questions from the respondents was entertained by the researchers and do the best that they can to provide a satisfying answer. Upon accomplishing the interview, the researchers have thanked the respondents for giving sharing their time and effort for the interview.

The study uses deductive approach and in order to reduce the statements and to come up with the main idea as the result of the study this method was used to form a narrative about the inclusion tourism compliance based on the universal guideline for inclusion tourism.

3. RESULTS

Table 1: Basic Access Consideration Direct Observation

Basic Access Considerations	Observations	
	Escala Hotel	Hotel Kimberly
Information should be displayed using easy-to-read type, with contrasting colors and/or backgrounds	From the entrance it is not visible because there is no specific light that actually showing the Escala.	From the entrance the sign is visible during daytime at night it is much harder to notice because the colors are not contrasting
Doorways need a minimum width of 85cm. 100cm or more	Follows the standards can fit a wheelchair	Follows the standards can fit a wheelchair
Objects should be no higher than 120cm and no lower than 40cm. Everything should be in reach for anyone standing, sitting, and people short of stature.	Follows the standards all objects are within 120cm to 40cm range	Follows the standards all objects are within 120cm to 40cm range
Pathways should have a clear width of 100cm, or at least 150cm to allow people to pass each other.	Follows the standards has a wide pathway	Follows the standards has a wide pathway
Spaces need to be evenly lit with minimal shadows and minimal glare.	Spaces are well lit with warm white color	Spaces are well lit with warm white color
Security systems and all types of communication to the general public should be both heard and seen	There is a security system CCTV upon request of the guest for cases	There is a security system CCTV upon request of the guest for cases

The table above shows the result on the direct observation on the basic access considerations of the hotels the result shows that most of the basic access considerations were followed from the doorways to the objects and the pathways, even the spaces lit and the security features of the hotel were followed however there are some basic access considerations that were not followed in the standards.

Such as the information it can be observed that Escala hotel entrance is not that visible because the specific light that needs to show the sign is absent. This can be also observed with the Hotel Kimberly Entrance the entrance sign is visible in the day however at night it is much harder to notice because the sign is not in contrasting color the color light brown and the silver metal embellishment is not contrasting therefore the sign can be harder to observe.

The probable reason as to why there the information can be hard to read and the contrasting colors could be the design that is approved by the respective hotels. The hotels probably did not notice that the standards that is needed to follow when it comes to the inclusive tourism.

According to Goodwin (2018), the information about the hotel such as the signages is very important when it comes to inclusive tourism since this type of tourism should accommodate any type of tourist whether of their background either they are fully functional normal or even PWD tourist therefore the information on the signages should be readable because there are some people that has problems reading sign. Signages and information on hotels should be large and readable that they will notice that this place is for accommodation.

Table 2: Pathway and Roads Direct Observation

Pathways and Roads	Observations	
	Escala Hotel	Hotel Kimberly
Street crossings should be clearly indicated with crosswalks.	There are no crosswalks outside the hotel	There are no crosswalks outside the hotel
No pathway should have cracks or gaps over 5mm wide.	Pathways does not have any cracks or gaps	Pathways does not have any cracks or gaps
Pathways and crosswalks should be at least 180cm wide to accommodate groups of people traveling in different directions	Pathways are wide enough to accommodate people	Pathways are wide enough to accommodate people
Paths should be free of obstructions, and all pathways between destinations should connect without requiring the use of any steps.	Pathways are free obstructions	Pathways are free obstructions
Two handrails provided on each side of a ramp, one at 100cm for people walking, and a lower one at 75cm	There is only one handrail which is 75 cm	There is no handrail available
Contrasting color should be used to indicate transition of the step	No contrasting colors to indicate transition of the step	No contrasting color to indicate transition of the step

The table above shows the result of the direct observation when it comes to the pathways and roads the result shows that most of the checklist where observe and the most of the guides where followed by the hotel from the pathway cracks and gaps to the wideness of the pathways and free from obstructions however there are some things that were not followed by the hotel such as the crosswalks, handrail availability and the contrasting colors.

When it comes to the crosswalk it is noticeable that both the hotels do not have crosswalk outside in which it can be dangerous to cross the street. When it comes to the handrails the Escala hotel only include one handrail while the standard should have two handrails the hotel had one handrail which is 75 cm for people on wheelchair however the Kimberly hotel does not have any handrail and this can be a problem for people on wheelchair.

Another problem that can be observed is the transition step does not have any contrasting color and this can become a problem because there is no sign that the step is a step and these can be observed both on the hotels.

A probable reason as to why there are no crosswalk outside is because these is not part of the hotels anymore the streets are public roads and the local government is the one that should be responsible in putting crosswalks. When it comes to the handrail maybe the management forgot that there is a need for handrail especially for the senior citizen and people on wheelchair although the Escala hotel has one the standard is two and the Hotel Kimbely altogether forgets the handrail as important. plus, the contrasting color on the steps to indicate that is a step is also missing.

According to Rains (2018), the pathway and roads are crucial to when it comes to inclusive tourism because many accidents does not come inside but usually outside and following the standards for the inclusion tourism on the pathway and roads will certainly minimize the accidents specially to the senior citizens and PWD tourist.

Table 3: Entrances and Doors Direct Observation

Entrances and Doors	Observations	
	Escala Hotel	Hotel Kimberly
Width clearance in doorways should be a minimum of 85cm for access by a wide variety of people	Doors follow the standards	Doors follow the standards
Doors should be easy to open or close, without the requirement to grip or pinch	Doors can be easily accessed	Doors can be easily accessed
The main entrance should be wide enough to accommodate guests.	The entrance is wide enough to accommodate a lot of guests	The entrance is wide enough to accommodate a lot of guests

The table above shows the result on the entrances and doors direct observation the result shows that both of the hotel follow the standard on the inclusion tourism from the width clearance, the type of door if it can be easily open or close and the main entrance if it is wide enough to accommodate a lot of guest.

The probable reason as to why the hotels follows the standard is because the entrance should always be big because it reflects the hotel because guest always enter at the entrance a big entrance will add a grandeur feeling the guest will perceived.

According to Roweet (2016) entrances reflects the quality of hotel and is an important aspect when it comes to inclusion tourism because big entrances by the hotel means that the hotel can cater to different types of guest from normal functioning person to persons with disabilities.

Table 4: Restrooms direct observation

Restrooms	Observations	
	Escala Hotel	Hotel Kimberly
Toilet seat height should be 45-50cm from the floor. There should be 120cm of floor space in front of the toilet and 90cm to the side to facilitate a transfer from a wheelchair.	The toilet has a proper distance, follows the standards	The toilet has a proper distance, follows the standards
Restrooms should be easily located within short walking distances from attractions and public spaces.	Restrooms are easily located and has available signages	Restrooms are easily located and has available signages
Doors should open outwards or be sliding to maximize floor space inside the restroom. Minimum doorway width is 85-90cm	Restrooms are wide enough door movement is not outward	Restrooms are wide enough door movement is not outward
Everything should be in easy reach (height: 90-120cm) of a person, regardless if they are seated or standing.	Objects can be easily at reach follows the standard	Objects can be easily at reach follows the standard

The table above shows the result on the restroom direct observation of the hotels the result shows that when it comes to the restrooms both the hotels follows the standard from the toilet seat distance to the restroom location and the objects accessibility, however there is one aspect that both the hotels have not complied when it comes to standards and that is the doors should be outward when it is open.

The researchers have observed that both the restrooms in the hotel have a mechanism to be push when entering and pulling when exiting the restroom although the restroom is big enough the pulling action when exiting the restroom does not comply with the standards.

The probable reason as to why the door does not complying when it comes to the exit of the restroom could be because the hotels are not aware that this kind of action of the door in the restroom is not in complying terms when it comes to inclusive tourism.

According to Rains (2018) restroom are very crucial when it comes to inclusion tourism because people with disabilities have much more special need especially when it comes to bath rooms and rest rooms because it is much harder for them to do it. Therefore, accommodations provider such as hotels should pay attention closely to these needs.

Table 5: Guest Room and Bathrooms Direct Observation

Guest Room and Bathrooms	Observations	
	Hotel Escala	Hotel Kimberly
Light switches, electrical sockets, and access to heating and cooling controls should be no higher than 90-120 cm and no lower than 40 cm.	The hotel follows the standards	The hotel follows the standard
Low storage and hangers for clothing or towels should be no more than 90-120cm from the floor.	The hotel follows the standards	The hotel follows the standards
Bed height should be around 55cm.	The bed height follows the standards	The bed height follows the standards
Grab bars should be 80cm from the floor	There are no grab bars especially in the bathtub	There is a grab bar in the bath tub follows the standards

Floor space in guest rooms is important for daily tasks. Turning radii of 150cm are necessary in guest rooms and bathrooms.	Floor space is large enough, follows the standards	Floor space is large enough, follows the standards
Shower heads should be hand-held and removable from the wall, located in an adjustable position between 95-220cm from the floor.	Shower heads are removable	Shower heads are not removable

The table above shows the result on the guest room and bathrooms direct observation on inclusion tourism the result shows that most of the rooms on the hotel have followed the standards of the inclusion tourism from the light switches to the electrical socket to the storage and the bed height and the floor space however there are also some observed non compliance when it comes to inclusion tourism.

The Escala hotel does not follow the grab bars especially in the bath tub probably this is because of their interior bathtub design which is single bath tub that is not embedded on the walls as compared with the Hotel Kimberly which includes the grab bars since the tub is embedded on the wall. There are also differences between the two shower heads in Escala Hotel the shower heads are removable and can be moved as compared with the Hotel Kimberly which uses a modern square shower that is not removable.

According to Rains (2018) when it comes to the inclusion tourism in regards with the accommodation the restroom should be the main focus when it comes to inclusion tourism because most of the senior citizens and PWD's have issues when it comes to the use of bathrooms since due to their situation could find hard to use therefore it is the job of the accommodations such as hotel that they should do all their best in order to comply when it comes to inclusion tourism.

Table 6: Restaurant Direct Observation

Food Service and Retail	Observation	
	Escala Hotel	Hotel Kimberly
The ability to move around a facility and reach other destinations (such as bathrooms) requires floor space with 100-120cm of clearance in-between objects, such as tables or displays. Pathways and aisles should be free from obstacles.	The restaurant has a wide space and can accommodate lots of people	The restaurant has a wide space and can accommodate lots of people
Signs should be easy to read, using contrasting color with easy-to-read type.	The menu is not easy to read because of the font used	The menu is easy to read follows the standards
Tables with center supports allow individuals who want to remain in a wheelchair the ability to roll underneath comfortably. The underside of table should be between 70-75cm in height.	The tables can cater guest that use wheelchair follows the standards	The tables can cater guest that use wheelchair follows the standards

The table above shows the result on the Food and Service retail direct observation of the researches the result shows that Hotel Kimberly complies with the standards for inclusive tourism from the floor space of the restaurant, the restaurant menu and the table that can support wheelchairs which indicates that the hotel follows the standard for inclusive tourism.

On the other hand the Escala Hotel although they have follow the tables that can accommodate wheelchair and the ability to move around it indicates that the menu is not easy to read probably this is because of the font that is used in the menu because according to the manager it indicates that Escala tries to imitate a fine dining experience and those font that is used in the menu reflects it that the manager also admits that it is hard to read.

According to Munch and Ulrich (2018) inclusive tourism should be accessible to all from the accommodation to the dining experience a guest of any background whether they are senior citizen or PWD should not be compromise. If where going to look at the result the Escala Hotel have compromised the style of the menu for a fine dining experience in which the hotel should consider that some of their customer such as senior citizen and PWD could have a hard time reading their respective menu.

Table 7: Parking Direct Observation

Parking	Observations	
	Escala Hotel	Hotel Kimberly
All accessible parking should be close to the main entrance, labeled by markings on the ground and signs. Bike storage should also be present.	Parking is very close to the entrance there is a marking and bike storage is present	Parking is somehow far to the entrance there is a need to walk markings are present and bike storage as well
Parking should not have any bumps, gaps, or cracks. and be well-maintained. Parking spaces should be on a flat surface, with a slope of no more than 1:50.	Parking is well maintained	Parking is well maintained
Every parking space can be designed without access aisles, but 3.5m wide for increased usability.	The parking space follows the standard	The parking space follows the standard

The table above shows the result on the parking direct observation of the researchers the result shows that when it comes to the parking space both of the hotel that is subjected in the study have followed the standards when it comes to the inclusion tourism from the accessibility of the parking, to the parking free of bumps, gaps and cracks and the parking space design.

However when it comes the accessibility although both exhibit that their parking is accessible it is also observed that the parking in Hotel Kimberly there is a need to walk since their designated parking space is pretty far with the entrance as compared with the parking space in the Escala Hotel which is already on the side of the main entrance.

The probable reason as to why the parking in Hotel Kimberly is much farther is because of the layout itself maybe the management have decided to create the parking space much further away from the main entrance of the hotel.

According to Rains (2018). Parking is very important when it comes to inclusion tourism because parking is where accessibility starts in an accommodation and a good parking will indicate that the accommodation have considered the accessibility of the guest of the hotel in which is can be observed in Escala Hotel but not Kimberly Hotel.

Table 8: Education Training and Communication with the public Direct Observation

Education Training and Communication to the Public	Observations	
	Escala Tagaytay	Hotel Kimberly
Online Information and Design	There is an online website but there is no online information if the Hotel can handle Inclusive Accommodation	There is an online website but there is no online information if the Hotel can handle Inclusive Accommodation
A rating scale may help visitors gauge their own abilities based on the content presented. This must be based on a knowledge and understanding of how people function in regard to accessibility, inclusion, and tourism.	There is a feedback form given to the guest	There is a feedback form given to the guest
Staff need to be educated about the potential needs of guests. Training sessions for emergencies, customer service, and communicating accurate and well-thought-out information is important for safety. Disability etiquette training will help create more comfortable conversations and experiences.	The management have training especially for the employees such as first aid and emergency response	The management does not have a training to the employees in regards to first aid and emergency response

The table above shows the result of the education training and communication with the public direct observation of inclusive tourism the result shows that the Escala Hotel had a website but there is information on the website if the hotel can handle inclusive tourism although it can be observed that the hotel provides a feedback form towards the guest in

order to improve the hotel to better cater towards inclusive tourism. The management also provides special training to each employee such as first aid and emergency response which can become handy at times if there are some special cases with the guest that needs these kinds of application.

In relation with the result however the same with the Hotel Kimberly the hotel had a website but there is also no information whether the hotel can handle inclusive tourism. Although there is a given feedback form to the guest in order to improve the facilities of the hotel to better cater for inclusive tourism. One of the important things to notice here is that the hotel does not provide training to the employees towards first air response and emergency response which is very important when it comes to inclusive tourism.

According to Rains (2018) when it comes to the inclusion tourism the most important factor is the Education training and communication with the public because it provides awareness to the employees that inclusive tourism exists and there should be no compromise with it to different kinds of people such as senior citizen and PWD. It is the responsibility of the hotels to put information on what facilities and features does the hotel has for inclusive tourism as well as the trainings that the hotel should provide to the employees in which is very important in case that there are some things that might happen first air training and emergency response training is very important for the employees to be aware and practice towards inclusive tourism.

Table 9: Interview Results with the Manager for Inclusive Tourism

Inclusive Tourism	Escala Hotel	Hotel Kimberly
Basic Considerations	<ul style="list-style-type: none"> - From the entrance it is not visible because there is no specific light that actually showing the Escala. - We are following the minimum and standard width of the doors. - The objects in the hotel are easy to reach - They are wide enough for the people avoid bumping each other. - The room light that we are using are warm light - Normally we allow the request of the guest depend on the gravity of the issue. For example; loss of things or some issues. 	<ul style="list-style-type: none"> - The sign can be easily seen during the day but at night it is hard - I think the doors have standards and the hotel follows the standards - The objects in the hotel are easy to reach - The pathways are wide enough - There is enough light on the spaces - We have CCTV for security and we allow the guest to see depending on the case of request
Pathways and Roads	<ul style="list-style-type: none"> - We don't have a pathway crossing - We don't have cracks and gap for the floor - Yes, the pathways are wide enough 	<ul style="list-style-type: none"> - We don't have a pathway crossing - No presence of cracks and gaps - If you observe we have a very wide pathway
Entrances and Doors	<ul style="list-style-type: none"> - In terms on the lobby entrance it is wide enough for lifting guest to go in - When in terms of pushing the doors, it is easily to access - The entrance can accommodate PWD's 	<ul style="list-style-type: none"> - The entrance is wide isn't it obvious - There are no problems with the doors - No problems with handling PWD's in the entrance
Restrooms	<ul style="list-style-type: none"> - The toilet has a proper distance - The toilet can be easily access with the signages - I think no the hotel restrooms opened inward - There are no grab bars installed 	<ul style="list-style-type: none"> - The toilet is big enough - Going to the toilet has signages - The doors in the restroom opens inward - Grab bars are installed on the restrooms
Guestrooms and Bathrooms	<ul style="list-style-type: none"> - The hotel follows the standards when it comes to switches and sockets - The rooms here in the hotel are very spacious for the beds it depends on the size but we 	<ul style="list-style-type: none"> - The hotel follows the standards when it comes to switches and sockets - The rooms in the hotel are big

	<ul style="list-style-type: none"> follow standards - There are no grab bars because the bath tub has a minimalist design - The shower head is removable 	<ul style="list-style-type: none"> enough and the bed size follows the standards - There is grab bars on the bath tub - The shower head is not removable but there is a bathtub
Food Service and Retail	<ul style="list-style-type: none"> - Our restaurant can fit a hundred thirty people very spacious - To be honest the menu in the hotel are not friendly to the eyes because of the font use - The tables can handle PWD's I have seen it 	<ul style="list-style-type: none"> - The restaurant is wide enough - The menu is easy to read and very brief - The tables can handle PWD's I think because the tables are standard
Parking	<ul style="list-style-type: none"> - We have proper markings and we have bike storage - Parking is well maintained - Parking follows the standard 	<ul style="list-style-type: none"> - There are markings and bike storage - Parking is well maintained - Parking size is wide enough follows the standard
Education Training and Communication to the Public	<ul style="list-style-type: none"> - We don't have advocacy for people with disability to be honest but we promote tourism in Tagaytay - We have the information about the hotel and it is updated regularly. - We have a feedback form it is put in the restaurant and the hotel room. - In terms in handling emergency situations we have several trainings like CPR, Basic Life Support and we also have training for Earth Quake. 	<ul style="list-style-type: none"> - We don't have advocacy for the people with disability but we welcome them in the hotel - We have the information through our website and it is regularly updated - We provide a feedback form to the guest - Currently we don't have trainings with the employees

The table above shows the result of the interview with the hotel managers regarding the compliance of the hotels when it comes to the inclusive tourism when it comes to the basic access both the hotels follows the standards however the problem lies with the signages for both the hotels have issues with it Escala hotel does not have noticeable entrance signage while the Hotel Kimberly have issues with the color because it is not contrasting. Therefore, when it comes to basic access considerations the signages are the main issue that the hotels need to solve.

According to Rains (2018), basic access considerations are the basic things that accommodation provider such as hotels need to give importance because this basic access considerations are applicable to all kinds of tourist whether they are normal human or PWD's it is added that basic access considerations such as signages adds identity that it is an accommodation provider and problems with the signages could cause problems with the hotels itself because they were not noticeable especially to the tourist that needs accommodation.

In relation with the result with the pathways and roads the main problem that can be observed based on the interview was the lack of pathways crosswalks this is a problem for the hotels since some guest cross the street and lack of indication is detriment to the safety of the guest particularly senior citizens and PWD's therefore the hotels should pay attention to this.

According to Tan (2018), the inclusive tourism goal is to provide a safe tourism experience and recreation to different kind of people regarding of their status, and a lack of crosswalks for the guest means that the hotel somehow will have problems dealing with the safety of the guest because there are no crosswalks that is available.

When it comes to the entrances and doors it can be observed in the content of the interview that both of the hotel have follow the standards when it comes to the entrance of the hotel and the doors in the hotel which means that both the hotel can handle PWD's and senior citizen with no problem in their respective hotel.

According to Goodwin (2018) when it comes to accommodation in inclusive tourism the entrances is important because it gives representation to the hotel and the doors should be able to have a standard so that it can accommodate people of different sizes and heights. Therefore, it can be observed that when it comes to the entrances and doors both the hotel has handle the standards pretty well.

The result on the interview with the managers about the restrooms of the hotel have shown the main issue and that is the door itself in which the standard for universal inclusive tourism states that doors should be open outward; but both the hotels have problems with it because it is open inward and this could become a major issue when it comes to inclusive tourism because PWD's that use wheelchair could have problems exiting the restroom because the doors are inwards.

According to Rains (2018) restroom are very important when it comes to inclusive tourism because this is the aspect that the PWD's and senior citizens always have problems when dealing with therefore an accommodation provider should always follow the standards when it comes to the inclusive tourism because usually restrooms are the ones that is always neglected when it comes to inclusive tourism.

In relation with the result when it comes to the guestrooms and bathrooms both the hotels have different problems for the Escala Hotel the main problem that can be observed is the lack of Grab Bars in the bath tub and this is very important because a lack of grab bars is detriment to the safety of the guest however the hotel have a removable shower head in which it can accommodate people with disability. The problem with the Hotel Kimberly is not the grab bars because it is present in the bath tub but the shower itself because it is non removable which cannot handle people with disabilities.

According to Rains (2018), the main problem with the inclusive tourism always lies in the restrooms and bathrooms because most hotel compromise the design for the functionality, this can be observe in Escala Hotel where the hotel has a bath tub that is minimalist that lack grab bars so it sacrifice the form over functionality the same with Hotel Kimberly that has a square shower but not removable again a case of form over functionality.

When it comes to the food and service retail of the hotels the result shows that both the hotels have followed the standard to accommodate people with disability, however the Escala Hotel have problems with the menu because the fonts that is use in the menu is not easy to read particularly for the Senior Citizens and PWD's which could be have compromise eyesight.

According to Roweet (2016), inclusive tourism should not compromise any type of background in order to enjoy and have recreation and having a hard time to read the menu could compromise the need for recreation. Again, the setting is form over functionality which is indicated by Rains (2018), that some accommodation provides more form over functionality and the menu font style that is hard to read is a case again of form over functionality.

In regards with the parking of both of the hotels it can be observed that there is no problems with it since both the hotels have markings, bike storage and proper parking sizes in which it complies with the standard for tourism inclusion.

According to Rains (2018), Parking is very important when it comes to inclusion tourism because parking is where accessibility starts in an accommodation and a good parking will indicate that the accommodation have considered the accessibility of the guest of the hotel in which is can be observed in Escala Hotel but not Kimberly Hotel.

Lastly the result on the Education Training and Communication to the Public shows that both of the hotels does not have advocacy for PWD's however both tried their best to promote tourism and to cater to the needs of the guest and that is acceptable since inclusive tourism is still a new concept of tourism. However there is one edge that the Escala Hotel has over Hotel Kimberly and that is the training that it provides towards the employee to better cater PWD's and Senior Citizens, since according to the manager the management provides training to the employees when it comes to first aid training and emergency response in which the Hotel Kimberly does not have.

According to Tan (2018) advocacy and the public communication about the inclusive tourism is very important because it provides awareness that PWD's can also have tourism in which they can enjoy tourism activities but also it also raise awareness to the accommodations provider that these people also have special needs in this case if something happens the employees of the hotel should also be ready to response to emergency situations that there is a need for them to be trained about first aid response and emergency response.

4. CONCLUSION AND RECOMMENDATION

The result of the direct observation shows some various issues with both the Hotels in terms of the basic access considerations both the problems had issues with the signages the Signage of the Escala Hotel is not visible while the signage of the Hotel Kimberly is not in contrasting colors. In terms of the pathways and roads both of the hotel does not have crosswalks pathways, while the Escala hotel does have handrail which is one the Hotel Kimberly does not have any handrail and both of the hotels does not have contrasting color for their steps. However, when it comes to entrances and doors both the hotel follows the standard and when it comes to restrooms both the hotel does not comply with the

direction of the doors on the restroom because it can be opened inwards. In regards with the guest room and bathrooms the hotel has different issues the main issue with the Escala Hotel is the lack of grab bars while Hotel Kimberly is the lack of removable shower. Although both the Hotel follows the standards when it comes to restaurant and food retail Escala menu had problems with reading because of the font use. While the result of the parking shows that Hotel Kimberly parking distance from the hotel itself is somehow far as compared with Escala Hotel and lastly in terms of Education and Training and Public Communication the Escala Hotel has edged over Hotel Kimberly because of the trainings the management of Escala provide to the employees such as first aid training and emergency response.

The result of the interview shows that when it comes to the basic access considerations the problem with the signage is identified for both of the hotels. When it comes to pathways and roads there is no identified problems and the entrances and doors. However, there is an identified problem with the restroom because of the door direction because it is opened inward and not outward as suggested by the guidelines. In terms of guestroom and bathrooms the hotel has different problems identified for Escala Hotel the lack of grab bars in the bath tub and for Hotel Kimberly the lack of removable shower heads. For the parking there is no identified issue and lastly when it comes to the Education Training and Communication to the Public problems identified such as the lack of advocacy for both the hotels and the lack of training for the employees regarding the first aid response and emergency response.

Based on the findings the researchers have concluded that both the hotels complied with the standards of the tourism inclusion however both have different incompliance with the standards for the Escala Hotel the visibility of the signages, absence of crosswalk pathways, absence of another handrail and the lack of contrasting color of steps. The restroom direction of opening and closing, the lack of grab bars, the food menu that is hard to read and the lack of advocacy for the PWD's. While the Hotel Kimberly had incompliance with the signages contrasting colors, lack of crosswalk pathways, lack of handrails, lack of contrasting colors on the steps, the direction of the doors in the restroom, the lack of removable shower, the parking distance to the hotel, the lack of advocacy for the PWD's and the lack of training to the employees about first aid and emergency response.

Based on the findings the researchers have created two recommendations one for each of the hotels to improved their compliance with the inclusive tourism.

Escala Hotel

1. Change the signage so that it will become more noticeable
2. Provide crosswalks pathways
3. Add additional handrail (100cm)
4. Change the steps transition with contrasting colors
5. Change the direction of the doors when opening and closing in the restrooms
6. Add Grab bars in the bath tub
7. Change the font of the Menu to be easy to read
8. Provide an advocacy on the PWD's to the employees



Hotel Kimberly

1. Change the color of the signage to be contrasting
2. Provide crosswalks pathways
3. Provide two handrails (75cm and 100cm)
4. Change the steps transition with contrasting colors
5. Change the direction of the doors when opening and closing in the restrooms
6. Change the showers to be removable
7. Change the parking and bring it closer to the hotel
8. Provide an advocacy on the PWD's to the employees
9. Train the employees about first aid and emergency response



5. OUTPUT

Based on the finding the researchers have recommended to create an action plan each for the hotel that is subjected in the study one for Escala Hotel and one for Hotel Kimberly the basis of the objectives was to improved the inclusive compliance of each of the hotel in order to better accommodate all kinds of people especially the senior citizens and the persons with disability.

Escala Hotel

The action plan for the Escala hotel has 8 objectives the first objective for the Escala hotel is to change the signage because the signage is unnoticeable the proposed signage for the Escala Hotel should be big enough for everyone to read and with contrasting color the probable cost for the implementation of the signage is around 30 thousand pesos and can be done in a span of 2 weeks.



Figure 1: Hotel Signage with Contrasting color adapted from: technicalsigns.com.uk

The second objective for the Escala Hotel is to provide crosswalks pathways especially outside the hotel since there is no available crosswalk pathways for the guest that walks on the street the probable cost of the crosswalk pathways is around 1,000 pesos and can be done in a span of 1 day.

The third objective for the Escala Hotel is to add additional handrail since the standard for inclusive tourism is 2 handrail but the hotel has one which is 75 cm adding additional handrail with a length of 100 cm will comply with the standards for inclusive tourism the probable cost for adding additional handrail is around 10,000 pesos and can be done in a span of 1 week.



Figure 2: Crosswalks needed to be applied in front of the hotels photo adapted from: injurytriallawyer.com

The fourth objective is to change the step transition there should be a contrasting color because if there is no transition the safety of the guest is detrimental. This can be done by painting the first step transition with different color and the probable cost is around 500 pesos and can be done in a span of one week this will improve the safety of the hotel towards PWD and senior citizens.

While the fifth objective of the study is to change the opening and closing of the doors in the restroom this is very important so that the PWD and senior citizen can access the restroom more easily this can be done by changing the doors in the restroom and probably will cost around 50,000 pesos and can be done in a span of one week.

The sixth objective for the hotel is to add grab bars especially in the bath tub to increase the safety of the guest the probable cost of adding grab bars is around 10,000 pesos and can be done in a span of 1 week.

The seventh objective for the hotel is to change and redesigned the font of the menu of the hotel because it is very hard to read. Changing the menu will improve the readability of the menu changing the menu will probably cost 1,000 pesos and can be done in a span of 1 week included is the design creation of the new menu.



Figure 3: Restroom with outwards opening action photo adapted from: spicspanconstructions.com.au



Figure 4 Grab Bars in the Bathtub which is necessary to be added by the Escala Hotel photo adapted from: Pinterest.ph

And lastly the last objective for the hotel is to provide an advocacy training towards the employees in accommodating guest that have disability and the senior citizens alike. This will improve the knowledge of the employee in handling guest with these conditions and will probably cost 5,000 pesos for the training and can be implemented in one day the management of the hotel will be responsible for the training on advocacy.



Figure 5: Advocacy training for the hotels is a must for inclusive tourism photo adapted from: lgnsw.org.au

Hotel Kimberly

The action plan for the Hotel Kimberly hotel has 9 objectives the first objective for the Hotel Kimberly is to paint the signage because the signage color is not contrasting the painting of the signage cost is about around 1,000 and can be done in a span of 1 day this will improve the logo of the Hotel Kimberly because it becomes more noticeable.

The second objective for the Kimberly is to provide crosswalk pathways especially outside the hotel since there is no available crosswalk pathways for the guest that walks on the street the probable cost of the crosswalk pathways is around 1,000 pesos and can be done in a span of 1 day.

The third objective for the Hotel Kimberly is to add handrail since the standard for inclusive tourism is 2 handrail but the hotel has absent handrail which is 75 cm and 100 cm putting a handrail will comply with the standards for inclusive tourism the probable cost for adding additional handrail is around 20,000 pesos and can be done in a span of 1 week.

The fourth objective is to change the step transition there should be a contrasting color because if there is no transition the safety of the guest is detrimental. This can be done by painting the first step transition with different color and the probable cost is around 500 pesos and can be done in a span of one week this will improve the safety of the hotel towards PWD and senior citizens.



Figure 6: Step Transition in stairs with contrasting color will indicate of the steps photo adapted from: [pinterest.ph](https://www.pinterest.ph)



Figure 7 Handrails with different lengths is necessary with 75cm and 100cm length Photo adapted from: titanramps.com

While the fifth objective of the study is to change the opening and closing of the doors in the restroom this is very important so that the PWD and senior citizen can access the restroom more easily this can be done by changing the doors in the restroom and probably will cost around 50,000 pesos and can be done in a span of one week.

The sixth objective for the hotel is to change the shower heads into a removable one in order to accommodate the guest such as PWD that use wheelchair and senior citizen the probable cost of adding removable showers is around 10,000 pesos and can be done in a span of 1 week.



Figure 8: Removable showerheads is important to accommodate PWD's in hotel photo adapted from: thespruce.com

The seventh objective for the hotel is to change the parking lot and move it much closer to the hotel since the parking has some distance to the hotel. The new parking space should be near to the hotel itself this can be done by changing the layouts and put some parking marks and will probably cost around 5,000 pesos and can be done in a span of 2 weeks. This will improve the accessibility of the parking towards the guest with PWD and senior citizens.

The eighth objective for the Hotel Kimberly is to provide an advocacy training towards the employees in accommodating guest that have disability and the senior citizens alike. This will improve the knowledge of the employee in handling guest with these conditions and will probably cost 5,000 pesos for the training and can be implemented in one day the management of the hotel will be responsible for the training on advocacy.

And Lastly the ninth objective is to provide training to the employees of the Hotel Kimberly about the first aid and emergency response since this is very important for the employees so that they will learn how to act if cases such as emergency or the need of the first aid is needed. The training of the first aid and emergency response will probably cost around 50,000 pesos and can be implemented in a span of one week the management of the hotel will be responsible in arranging the training with third party first aid and emergency response trainer provided.



Figure 9: Trainings on first aid and emergency response is very important in emergency situations photo adapted from: able-training.co.uk

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