



Study on the current situation of tourism market development of disabled groups in Anhui Province

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Abstract: With the rapid development of China's tourism industry, the tourism market is also showing a trend of increasingly fine differentiation. The tourism demand of disabled groups has increasingly become a concern of all sectors of society. According to the analysis of relevant data, the disabled group is a huge tourism market, but its market development is still in its infancy, and its development prospect can be expected in the future. Through the investigation and Research on the current situation of the tourism market of disabled groups in Anhui Province, this project analyzes their tourism psychology and consumption ability, and explores the development path of the tourism market of disabled groups according to the basic situation of the number, economic income, education level and psychological consumption expectation of disabled groups in Anhui Province. By investigating the survival status of the disabled groups, designing relevant tourism products that meet the needs of the disabled groups, and putting forward the corresponding tourism market development plan for the social disabled groups, we can expand the tourism coverage and improve the life happiness index of the disabled groups in the current global tourism environment.

Keywords: Disabled groups, Tourism market, Barrier free tourism, Tourism development.

1. Introduction

Through the investigation and analysis of the tourism status of disabled groups in Anhui Province, this paper constructs the development model of the tourism market for disabled groups. The research of this topic is relatively few in the tourism market. If this research is carried out successfully, it will provide some new inspiration for its later research. It has a positive impact on the development of physical and mental

tourism for disabled groups and social public welfare.

2. Current situation of tourism development for the disabled in Anhui Province

At present, there are 4.015 million disabled people in Anhui Province, accounting for 5.85 percent of the total population of the province. By the end of 2018, among the permanent residents in the province, the population over 60 years old was 11.597 million, accounting for 18.34%, 0.44 percentage points higher than the national average; The population over 65 years old was 8.202 million, accounting for 12.97%, 1.07 percentage points higher than the national average. In addition, there are a large number of injured patients, children and other social groups with special needs. The number of people with actual needs for barrier free environment is relatively large. The tourism consumption base is huge, but the tourism consumption market needs to be updated. It is mainly reflected in the following five aspects.

2.1 The contradiction between the low income level of some disabled groups and high consumption Tourism.

Due to the physical defects of disabled groups, many disabled people have no work and life security. Even if these groups want to travel, they can't meet the tourism consumption after meeting the basic life because they have no money in their pockets or the income level is too low. Moreover, in the era of big data development, tourism enterprises pay more attention to technology construction. The application of many technologies costs high costs, so the tourism price is also very expensive. The income level of most disabled groups is not high, and the relative cost of tourism products for disabled groups is high, and the product price also restricts the purchasing power of tourists with disabilities; Disabled groups have higher requirements for tourism environment, and the choice of tourism destinations for disabled groups is limited to scenic spots and regions with high safety factor.

2.2 Weak market supply

Due to their own particularity, there are many uncontrollable factors in the process of tourism, which makes the suppliers of tourism products bear too high safety risks. To provide tourism services for disabled groups, it is necessary to increase corresponding facilities and equipment and hire relevant tour guides with professional knowledge and skills, which increases the hidden cost of travel agencies. At present, the tourism products on the market are not targeted to the disabled groups. Once the tourism products of the disabled groups are developed, due to its high development cost, most tourism enterprises will follow the developed tourism products, which is easy to lead to vicious competition such as business war and homogenization of tourism products.

2.3 Lack of social environment

The tourism activities of normal people have become the mainstream of the tourism market. The relevant national policies and the public do not pay enough attention to the tourism of disabled groups, which makes the tourism market of disabled groups in the bud. The social environment of China's tourism market for disabled groups is imperfect, such as the development of barrier free catering system, accommodation, transportation system, scenic spot facilities and barrier free tourism information system is not standardized. This market situation increases the travel difficulties of disabled groups and weakens the development degree and strength of the tourism market for disabled groups.

2.4 Barrier free tourism facilities can not meet consumer demand

In the process of the development of tourism enterprises, most tourism enterprises still meet the tourism needs of normal people, and many disabled groups need essential goods for tourism, including crutches, wheelchairs and other facilities are not perfect; Or in tourist attractions, there are not many barrier free facilities for the disabled, which is difficult for the disabled to be satisfied in the process of tourism. For example, in some tourist attractions, there are not many people who can help them, and there is no special technical equipment to meet their needs.

2.5 The content of travel agencies' reception for disabled groups needs to be enriched

At present, facing the increasingly fierce competition between online and offline tourism intermediary media, the list of travel agencies in Anhui Province has exceeded 2000 by 2020. However, the homogenization of service content has seriously exacerbated the fierce competition. As a result, travel agencies focus their services on tourist travel publicity. Secondly, for travel agencies, barrier free tourism belongs to a relatively small tourism and tourism market in Anhui tourism market, and the development of barrier free infrastructure needs to be improved. Secondly, the cost of early construction is huge, the quality of tour guides is higher, and the cost of ground connection service, transportation service and safety guarantee is high.

3. Suggestions on the development of barrier free tourism for disabled groups in Anhui Province

At present, the tourism industry system of Anhui Province is becoming more and more perfect, but compared with other tourism developed provinces, there is still a certain gap in the construction of barrier free facilities and services for special groups. Whether it can meet the tourism needs of disabled groups inside and outside Anhui Province is not only a test of tourism reception capacity and service level, but also reflects the supporting and humanization of a regional tourism industry.

3.1 Integrate travel agency resources and build professional tourism institutions for disabled groups

At present, Anhui travel agencies are many but not precise, and their service contents are homogeneous to avoid resource waste. They should strengthen resource integration, innovate service contents, and focus on reforming and promoting personalized services. Professional tourism institutions for disabled groups are an important driving force for the development of tourism for disabled groups. It generally includes two categories: one is the institutions that provide tourism services for disabled tourists; The other is educational institutions dedicated to knowing how tourism can better receive tourists with disabilities.

3.2 Increase the construction of barrier free tourism infrastructure

The accessibility of tourism facilities is an important prerequisite for the tourism development of disabled groups. Tourism facilities are the key to carry out tourism activities. For the disabled groups, whether the tourism facilities such as transportation, accommodation and scenic spots are accessible to them directly determines whether their tourism activities can be carried out smoothly.

3.3 We will improve the legal mechanism for the protection of the rights of disabled groups and increase support for the barrier free tourism market

The continuous improvement of the legislation on the protection of the rights of disabled groups is a strong guarantee for the development of tourism for disabled groups. Among them, there are corresponding legislation to protect the rights of disabled tourists and promote the improvement of tourism facilities to make disabled tourists accessible, so as to protect the rights of disabled groups to participate in leisure and tourism.

3.4 Rich barrier free tourism information to increase the tourism decision-making of disabled groups

It is an important foundation for the tourism development of disabled groups. The search of tourism information is the primary part of tourism decision-making. Disabled tourists urgently need to know whether they have access to transportation, accommodation and scenic spots in tourism decision-making. This information will become an important reference for disabled tourists in tourism decision-making, greatly reduce their risk expectation and enhance their travel confidence to some extent.

3.5 Focus on the pain points of tourism consumption of disabled groups and increase the consumption confidence of disabled groups

At present, because the development of barrier free tourism market is still in the initial stage, the travel cost of disabled groups is high. However, the income and tourism expenditure of disabled groups are extremely unbalanced. Therefore, we should seize

the travel pain points of disabled groups and reform transportation, accommodation and toilets. At the same time, the Civil Affairs Department of the disabled persons' Federation and social enterprises should actively accept the work of disabled groups. From the source, realize the "increasing revenue and reducing expenditure" of the disabled groups, and promote the consumption confidence of the disabled groups.

4. Summary

At present, as a well-known tourism province in China, the development of barrier free tourism market for disabled groups is of great significance to the development of tourism market and tourism development strategy in Anhui Province. The development of barrier free tourism for disabled groups is conducive to better improve the tourism market. It is also an important way for disabled groups to obtain equal rights, participate in social activities and share social civilization. It is also one of the important methods to achieve social equity. Whether disabled groups can effectively overcome the obstacles encountered in tourism activities plays an important role in their decision whether to travel and the satisfaction of tourism experience. Therefore, in carrying out tourism activities, relevant personnel must fully understand the obstacles encountered by the disabled groups in participating in tourism, and take targeted solutions to help the disabled groups effectively overcome the obstacles, so as to promote the better development of the tourism market for the disabled groups.

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