**Applied Tourism** 

Programa de Pós-Graduação em Turismo e Hotelaria Universidade do Vale do Itajaí (UNIVALI)



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#### Artigo Científico

# ACCESSIBILITY FOR THE THIRD AGE IN THE HOTEL INDUSTRY OF JOÃO PESSOA-PB

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ABSTRACT: This research focuses on accessibility for Third Age guests in the coastal hotels of João Pessoa, through the Institutional Program of Scientific Initiation Scholarships, together with the Pro-rectorate of research of Universidade Federal da Paraíba (Propesq/UFPB). Its object of study is hotels located in the city of João Pessoa, in the Brazilian state of Paraíba. The general objective of the study was to investigate whether the conditions of accessibility at these accommodation establishments meet the needs of the Third Age public, a growing sector of potential guests that has more free time and disposable income than ever before, and is seeking travel, knowledge and new experiences. However, the tourism trade, especially the hotel sector, must be prepared to offer good quality service, exceeding expectations and meeting the needs of this tourist sector, as it is a public that often requires greater attention and care due to issues of decreased mobility. This research was conducted using the descriptive method, with quantitative/qualitative analysis. Field research was carried out, firstly, through in loco observation and then through the application of a checklist, which was sent to the email due to Covid-19 restrictions, to sixteen coastal hotels in the municipality, based on bibliographic and documentary research. The results show that accessibility needs to be improved for this public, as some sectors do not offer accessibility to areas such as the reception, restaurant and swimming pool, preventing these guests from making full use of the services offered and even, in some cases, creating unsafe conditions. This study is important for the academic community, the tourism industry, and society as a whole, as its results will enable hotel managers to identify weaknesses and improve their establishments, as well as training their employees to serve this public and building customer loyalty through excellence in the provision of services.

Keywords: Tourism; Third Age; Accessibility; Hotel Industry; João Pessoa.

Info do artigo: Aceito 18/Dez/2020 Publicado 26/Ago/2021

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DOI: <u>https://doi.org/10.14210/at.v6n2.p30-41</u> ©2021 autores. Publicado por Univali Esse artigo é de livre acesso sob a licença



## INTRODUCTION

In recent decades, with the improvement in living conditions and medical breakthroughs, the life expectancy of the Brazilian population has increased, giving people more time to be involved in activities after retirement.

One of the activities increasingly sought by the Third Age – people aged over sixty – is travel, as it enables them to escape the day-to-day routine, meet other people, and get to know other cultures.

It is important to pay attention to the specific needs of this target public, as age brings with it some limitations. However, these need not be impediments to travel if tourist sites are properly prepared to receive this public, being attentive to the conditions of accessibility. Thus, accessibility is understood as the possibility and condition of achieving, perceiving and understanding, for the safe, independent use of spaces, urban equipment, buildings, and means of transport, as well as other services and facilities for private or collective use (ABNT, 2015).

Considering the tourist potential and the demand for trips to the city of João Pessoa by the public aged over sixty years, this study analyzes accessibility for the Third-Age public at the coastal hotels of João Pessoa/PB. Specifically, it aims to catalog the hotels located at or near the João Pessoa seashore; to elaborate and apply a checklist as a research instrument to evaluate accessibility for the Third-Age public, and to propose recommendations where necessary.

To give the reader a better understanding, the report of experience is structured as follows: after the introduction, the research problem is presented, contextualizing its relevance in the framework of the hotel industry and the Third-Age public. This is followed by the methodology, which explains the methods used, and then the presentation of the results, which details and discusses the findings, and the possibility of replicating this research and coordinating the themes of Hotel Industry, Third Age and accessibility, among other aspects. The final considerations present the main applications of this research for the Hotel Industry, Third Age and accessibility, pointing out the main contributions to the public and private tourism sectors of João Pessoa-PB.

## RESEARCH PROBLEM AND RELE-VANCE

The growth of the Third Age population, along with increased life expectancy, have led to discussions in the tourism sector aimed at making improvements to better serve this segment, which is marked by the aging process, with functional and psychological changes that can cause the individual to become less able to adapt to their environment (SILVA and FREITAS, 2008). However, this scenario is now changing and these individuals are becoming more independent, wanting to enjoy new experiences.

According to Machado (2016), the tourism sector has noticed these changes and has created a Third Age tourist segment for this population, identifying their main interests and desires and focusing on their needs. Oliveira (2001) states that the people who comprise the Third-Age segment are in better health than ever before, and more able to enjoy various tourist activities.

The Northeast region of Brazil has a warm climate all year round and an extensive coastline, giving it strong appeal for this public and making it one of the most sought-after destinations for the Third-Age segment (BRAZIL, 2014). The city of João Pessoa can, therefore, benefit from this demand, as its coastline makes it an important tourist destination, with beaches of unique beauty and a rich cultural heritage that attract visitors and give the city great tourist potential, especially for Third-Age visitors. Defining tourism as visits to places other than one's home town, it is clear that one of the main requirements is accommodation establishments, which allow people to travel to different places often far from home, relying on hotels to stay overnight and enjoy food services, fun and rest, since hotels are not only places to spend the night but are important factors of attractiveness and support for tourist activities. Therefore, the conditions of accessibility offered at these accommodation establishments are fundamental for the hospitality of Third-Age guests and other publics in general.

Hotels offer services that should meet and exceed their

guests' expectations. In this context, the needs of this public must be fully met. The hotel segment has grown considerably, and it is vitally important that hotels address accessibility issues, in order to meet the needs of the Third-Age public. Considering hospitality as the act of welcoming, all visitors should be welcomed, and this includes the accessibility offered by hotels, such as facilitated access for the Third-Age public and the ability to move around independently during the stay. Besides being a legal requirement, accessibility also gives establishments a valuable competitive advantage when it comes to the consumer's decision-making. This research seeks to answer the following question: Do the coastal hotels of João Pessoa have conditions of accessibility that meet the needs of Third-Age tourists?

### METHODOLOGY

This study was characterized as a bibliographic, documentary and descriptive research with quantitative/ qualitative analysis, initiated through field research with in loco observation and the subsequent application of a checklist, which was sent to the hotels by email due to restrictions brought the Covid-19 pandemic. Bibliographic research was carried out, searching on books, and national and international scientific articles on issues related to the Third Age, aging, tourism, accessibility and accommodation establishments, for a better interpretation of the results.

For the documentary research, the following documents were obtained and read: legislation on accessibility and the Third Age, including NBR 9050 (ABNT, 2015), the Elderly Statute (Law No. 10,741/2003 and its Decree no. 5,934/2006), the legislation on priority of care for the elderly (Law No. 10,048/2000), and the National Policy for the Elderly (Law No. 8,842/1994). The following documents were also consulted: United Nations Principles for the Elderly (United Nations General Assembly Resolution 46/91 of December 16th,1991); Status of the Elderly; Decree No. 5,296 of 2004; Decree No. 5,934 of 2006; Law No. 8,842 of 1994 and Law No. 13,146 of 2015. All these documents were used to prepare the checklist (Appendix A).

The empirical field was the coastal strip of João Pessoa, specifically, the beaches of Bessa, Manaíra, Tambaú

and Cabo Branco, as these are where most of the city's hotels are concentrated. There were a total of forty-nine hotels located in the area of the research. Of these, sixteen responded to the survey, constituting a representative sample.

To investigate the issues involving accessibility, a checklist (see appendix) was created, with aspects relating the hotels, their structures, and the analysis of the requirements defined in the specific legislation to enable the Third-Age public to enjoy these tourist elements safely and independently. For the elaboration of research instrument, the researchers followed the guidelines for tourist enterprises and attractions aimed at the Third-Age public, contained in the handbook of tips for welcoming elderly tourists, produced by Brazilian Ministry of Tourism, the United Nations principles for the Elderly, which are included in Resolution No. 46/91 of the United Nations General Assembly of December 16th, 1991 and the Decrees and Laws on the Statute of the Elderly. The refor filling out the checklist were: sponses "Compliant" (C) when an item met the accessibility requirements; "Non-compliant" (NC) when an item did not meet the requirements, and "Not Applicable" (NA) when it was not possible to perform this analysis, e.g. where the hotel did not have the item being evaluated, such as a pool.

The initial questions of the checklist sought to identify the hotel. These were followed by items related to the accommodation units (rooms and bathrooms), restaurant, swimming pool, parking lot, elevators, staircases, and other areas of the hotel (see appendix). After applying the checklists, the collected data were tabulated and analyzed using quantitative and qualitative analyses and a final report was produced on the accessibility conditions of the hotels studied.

During all stages of the research, weekly meetings were held with the academic advisors to check the progress of the research and ensure the established schedule was being adhered to. These meetings mainly involved readings on the subject, guidelines for the data collection, tabulation of collected data, and analysis and elaboration of reports of the findings.

## RESULTS

This study is the result of the research project "Third-Age and Accessibility: a study in hotels in João Pessoa/ PB", which is part of the Institutional Program of Scientific Initiation Scholarships, through the Pro-Rectorate of Research of Universidade Federal da Paraíba (Propesq/UFPB) within the scope of the research group GCET (Group of Culture and Studies in Tourism). The project started on August 1st, 2019 and was concluded on June 30th, 2020, focusing on accessibility in the hotel industry.

The methodology was used as the nature of the experience, through the methods of bibliographic, documentary and descriptive research with quantitative/ qualitative analysis, based on the results of field research with in loco observation, followed by the application of a checklist to the managers of each of the hotels identified. The sixteen participating hotels were evaluated in regard to their accessibility for the Third-Age public, bearing in mind that this segment represents a significant portion of tourists to the town.

This research was low in cost, the only expenses being traveling to the city by car, to apply the checklists in the hotels. It is highlighted that this research is of relevance both for society in general and for those directly or indirectly involved in tourism. It can also be replicated in other contexts, such as hotels in other parts of Brazil, without having to alter the checklist. Therefore, the same methodology can be used to evaluate accessibility in hotels throughout Brazil. The results may also be useful not only for the participating hotels, but also for Brazilian Hotel Industry Association of the State of Paraíba (ABIH/PB), enabling hotels to adopt the suggested measures, where necessary, and generating improvements in the hotel Industry in general. This research is interdisciplinary as it touches on various fields of knowledge, such as tourism, hospitality, accessibility, Third Age and marketing.

The results are presented below, divided by the areas of the hotel analyzed (see graphs in Appendix B):

1. Accessibility of the rooms and en-suite bathrooms:

It was found that these sectors have minimal accessibility when it comes to the requirements of NBR 9050/2015, as they lack some essential items that would enable Third-Age guests to use the facilities with independence, comfort and safety. Some adaptations or additions are needed so that guests can use doors more easily, in accordance with the technical standards, or the installation of emergency signaling next to the toilet and shower that can be activated in case of a fall, among other aspects.

2. Accessibility of the swimming pool:

It was found that none of the coastal hotels of João Pessoa had the safety items specified in the standards. For example, there were no submerged steps leading into the pool, and other items related to getting into the water and using the pool were deemed unsafe, especially for Third-Age guests or those with some type of impairment, as they prevented the pool from being used independently and safely and could even lead to accidents in this area.

3. Accessibility of the restaurant:

It was observed that the coastal hotels of João Pessoa do not have minimum accessibility in their restaurants. For example, the restaurants did not have a Braille menu available for visually impaired diners (the standard recommends at least one copy of the menu in Braille and with enlarged text) and there was no specific training of professionals to assist these guests. Therefore, it is evident that the hotel managers still lack the awareness that training their employees brings benefits for the hotel, as it improves the quality of services and meets the needs of a wider range of guests, especially the Third-Age public, which sometimes needs more attention and care.

#### 4. Car parking spaces:

The standard determines that indoor or outdoor parking lots of all public buildings must have a minimum number of parking spaces reserved for elderly and disabled people, with the percentages of the total being set out in the specific legislation, and that these parking spaces must be clearly demarcated, vertical or horizontally, with the international access symbol or description. Disabled parking spaces should be positioned near entrances, so that the distance to walk to the building is shorter, and they must also be located so the person is not required to move between vehicles, ensuring greater safety. It was observed that this measure has been adopted by the participating hotels, ensuring accessibility and safety for guests and ena-



bling them to move independently in the communal areas leading to the parking lot.

#### 5. Elevators:

It was observed that in terms of accessibility, the hotel elevators meet the requirements indicated by the ABNT technical standard NBR 9050/2015. The elevator panels had buttons in Braille and mirrors above the handrail, and the elevators were located in easily-accessible locations.

#### 6. Staircases:

NBR 9050/2015 states that "ramps or stairs must incorporate safety elements such as beacon guide and railings, and the other safety items of this standard must be respected, such as dimensions, handrails and signs" and visual and tactile signs must be installed and positioned on the side walls, with optional tactile signs. It was found that the hotels have minimal accessibility on the staircases when it comes to railings and signs in general, as there were still some important items missing, such as the tactile floors with warnings, and signs in Braille on the handrail.

#### 7. Communal areas:

According to the technical standard, "floorings and coverings must have regular, firm, stable, non-shaking surfaces for wheeled devices and must be non-slip in any conditions (dry or wet)". Carpets and mats must be fixed down, fitted, or firmly laid, and should be avoided on accessibility routes, according to NBR 9050/2015. Tactile warning tiles on the floor helps people with visual impairment or low vision to walk independently and safely, in order to avoid accidents or embarrassing mishaps. It was found that the hotels have minimal accessibility regarding the items present in the checklist. To enable people to move around independently and safely, non-slip flooring needs to be installed in slippery areas, and tactile warning tiles in the communal areas of the hotels, to prevent accidents for those with limited mobility.

#### 8. Safety:

The standard states that there should be emergency signs with visual, sound and tactile information, "to indicate escape routes and emergency exits from buildings, spaces and the urban environment, or to warn of danger." It was observed that in terms of safety, the hotels have conditions of accessibility, as guests' safety is of paramount importance, whether or not they have limited mobility, as is sometimes the case with guests classified as Third Age.

#### 9. Reception area:

It was noted that not all the hotel reception desks had lowered sections to enable access by wheelchair users, or employees specially trained to serve people with impairments or reduced mobility. Hence, these environments lacked the minimum conditions of accessibility that would ensure a humanized and inclusive service of excellence, according to the ABNT standard.

Based on the findings of this research, it was seen that the hotels that participated in this study are not yet fully accessible in some environments, namely: a) the reception area, which lacked tactile maps, lowered desks, or specially trained employees; b) the restaurant – which lacked accessible bathrooms, menus in braille, and specially trained employees; and c) the swimming pool, which should not have excessively slippery or abrasive floor surfaces, and should have ramps or submerged steps to get into the water, handrails, etc. This scenario is a cause for concern, as these facilities are intended to prevent accidents for those with limited mobility, as is the case with many Third Age guests, and without them, these environments cannot be considered completely safe.

It is clear that this research has important implications for practical application in the market, providing the tourism sector, hotel management and public management with an opportunity to focus their attention on the theme of accessibility in their spaces, providing facilities for the development of a more inclusive tourism. It is also important for the academic community which, through its teachers and students, helps to create and develop projects to improve accessibility, from the plant or even future necessary adaptations, in partnership with public management and tourism trade.

### PRACTICAL IMPLICATIONS AND CON-CLUSIONS

This study focused on the coastal hotels of João Pessoa, specifically those at the beaches of Bessa, Manaíra, Tambaú and Cabo Branco, where most of the city's hotels are concentrated. This study is innovative because



it investigates accessibility in these hotels based on checklist derived based on the Brazilian legislation. Thus, all the establishments were evaluated by the same criteria, and the results enable the creation of commitment efficiency scales for each establishment, or of all of them, in a unique scenario, with the accessibility issue. Investigating the reality of each establishment is important for planning improvements and correcting faults and failures. With this in mind, this research is presented as a guide for creating opportunities and organizing priorities for improving accessibility in the hotel industry of João Pessoa.

Based on the results of this study, the hotels will be able to verify their flaws and promote corrections, in order to implement accessibility in their areas, aiming to create a scenario that will give them competitive advantage and that promotes social inclusion while at the same time, creates a positive image for the establishment, which may be reflected in the other tourist sectors of the city.

This study is replicable and low cost, as the checklist survey can be used for other hotels in Brazil, without adaptation, as an important mechanism for indicating the need for better accessibility.

For the Third Age segment, accessibility leads to increased demand for hotels, contributing to job creation and improved working conditions for tourism and hospitality professionals, in a market with great potential for growth. This study of accessibility and the Third Age sector, in the hotels of João Pessoa, was an initiative aimed at creating conditions for improving the inclusion of this public, in tourism activities and in society in general, in order to remain active. The study may also give hotel managers, the tourism trade in general, public authorities, and society a vision focused on the needs of the Third Age individuals, and a concern to ensure the inclusion of all, in their various activities.

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# APPENDIX A – CHECKLIST

#### INFORMATION ON THE ACCOMMOCATION ESTABLISHMENT

Name		
Location		
Year opened		
Number of rooms		
Amount of accessible rooms		
Respondent's job title		
ACCESSIBLE.		
BATHROOM IN ACCESSIBLE ROOMS		
	1	
Is it possible to maneuver a wheelchair inside the room? (Room dimensions)		
Peepholes installed on doors at a height of between 120 and 160 cm		
Magnetic door locking system in the rooms that give independence to visually and/or hearing impairment guests.		
Embossed information, grooves or cuts in reading bins and magnetic cards.		
Bell (door knocker) and intermittent sound and flashing bell, in yellow		
Emergency sound and flashing light, showing red warning signal in case of fire or danger.		
ROOMS TELEVISION set with hidden caption receiv-		
ers and secondary audio devices.		
Telephone with enlarged typology and signal ampli- fier		
In accessible isolated toilets it is necessary to install		
emergency signaling device next to the toilet and		
the shower, at a height of 400 mm from the floor,		
for activation in case of fall.		
Support bars		
Availability of a commode chair		
ACCESSIBILITY IN THE POOL		
The flooring around the pool must not have a slip-		
pery or excessively abrasive surface		
Steps leading into the water mut have rounded edg-		
es.		
Access to the water must be via steps, submerged		
ramps, transfer slopes, or special equipment.		
Submerged steps or ramp must have handrails at		
three heights on both sides: 0.45 m, 0.70 m and 0.92		
m. The free distance between the handrails must be		
between 0.80 m and 1.00 m		
Submerged steps must be at least 0.46 m on the		
horizontal sides and not more than 0.20 m on the		
ACCESSIBILITY IN THE RESTAURANT		
Tables that are accessible for physically impaired,		
with height of between 0.75 m and 0.85 m from the floor		
Menus in Braille	L	
The menu is in bold colors that are easy to see		
Accessible bathrooms		
Trained employees to wait on tables		

VACANCY FOR VEHICLES		
It has the minimum quantity required by law		
Vacancies have horizontal accessible signaling		
The vacancies have accessible vertical signaling		
It has directional space with minimum width of 1.20m		
They are linked to accessible paths.		
They are located so that it is not necessary to move between vehicles		
ELEVATOR		
New lifts for the use of guests with impairments must be located in places that are accessible for the disabled person. The door system must be of automatic horizontal		
sliding type, opening simultaneously inside the elevator and to the floor outside.		
Door: Minimum free width should be 80 cm and minimum headroom should be 2m		
Mirrors, if installed, must be located above the handrail. Braille buttons		
Sound and visual signs		
STAIRCASE		
Railings		
Signs Braille on handrails		
Tactile warning tiles on floor		
FLOOR OF COMMON AREAS		
Anti-slip and anti-shaking		
Carpets and doormats fitted or firmly attached		
Tactile signs and differentiated chrome on the floor		
Non-slip floor in slippery areas, with different tex- tures and contrasting colors		
SECURITY		
Visual and sound emergency signs on the escape path		
Tactile information on the floor number, next to the fire door or installed on the handrails.		
Audible alarm at the emergency exit		
Visual alarm at the emergency exit		
RECEPTION		
Lowered reception desk for wheelchair users		
Employees qualified to serve customers with visu- al, hearing and others impairments.		
Tactile map		



# **APPENDIX B – GRAPHICS**

#### 1. For accessible rooms:

Figure 1 - Is it possible to maneuver a wheelchair inside the room?

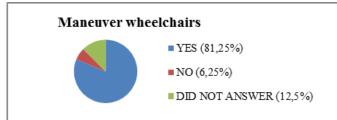


Figure 2 - Peepholes installed on doors at the heights of between 120 cm and 160 cm.

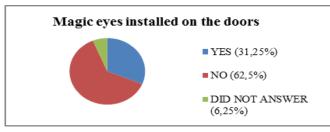


Figure 3 - Magnetic locking system on bedroom doors that allows independence for visually and/or hearing impaired guests.

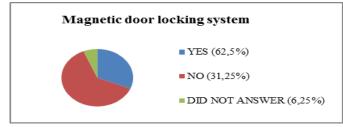


Figure 4 - Embossed information, grooves or cuts on reading bins and magnetic cards

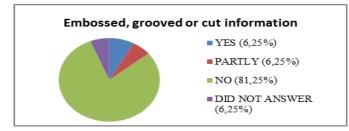


Figure 5 – Bell (door knocker) and intermittent sound and flashing bell, in yellow

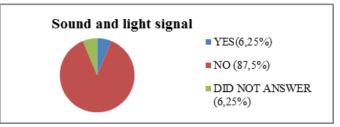


Figure 6 – Emergency sound and flashing light, showing red warning signal in case of fire or danger.

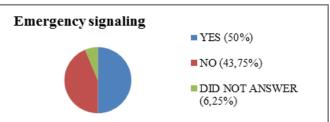


Figure 7 - TV set with closed caption and secondary audio receiver devices

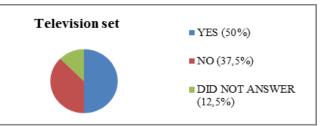
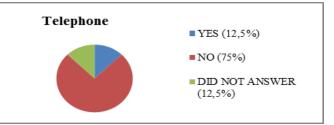


Figure 8 - Telephone device with enlarged typeface and sound amplifier



#### **1.1 Accessible bathrooms (in the rooms):**

Figure 9 - In accessible insulated toilets, an alert device should be installed next to the toilet and shower, at a height of 400 mm from the floor, for activation in case of a fall.

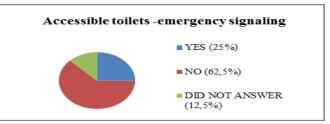
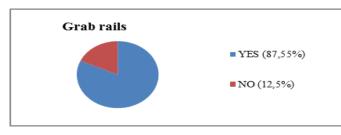
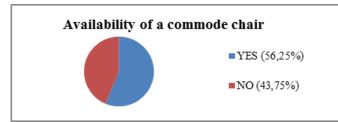


Figure 10 – Grab rails







#### 2. Swimming pool:

Figure 12- The flooring around the pool must not have a slippery or excessively abrasive surface.

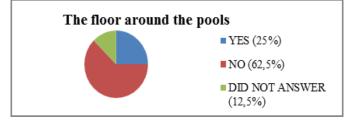


Figure 13- Steps leading into the water mut have rounded edges.

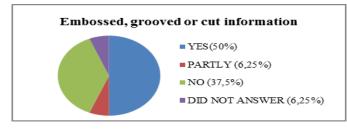


Figure 14- Access to the water must be via steps, submerged ramps, transfer slopes, or special equipment.

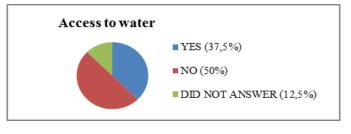


Figure 15- Submerged steps or ramp must have handrails at three heights on both sides: 0.45 m, 0.70 m and 0.92 m. The free distance between the handrails must be between 0.80 m and 1.00 m.

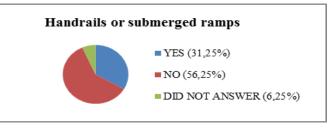
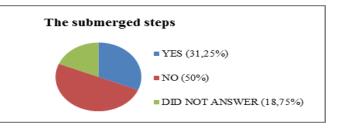


Figure 16- Submerged steps must be at least 0.46 m on the horizontal sides and not more than 0.20 m on the vertical sides.



#### 3. As for the restaurant:

Figure 17- Are there accessible tables, with a height of between 0.75 m and 0.85 m from the floor?

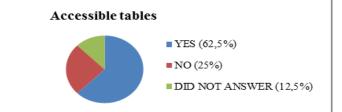


Figure 18- Is there a menu in Braille?

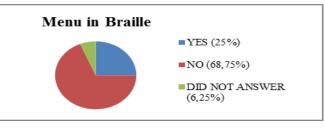
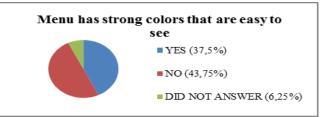


Figure 19– Is the menu in bold colors that are easy to see?



#### Figure 20- Are there accessible restrooms?

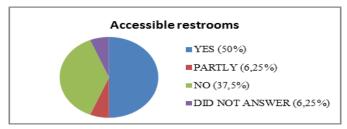
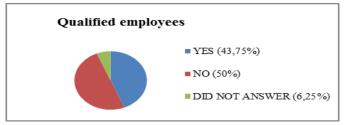


Figure 21–Does it have qualified employees for specific positions?



#### 4. Vehicle spaces:

Figure 22–Does it have the minimum number of spaces required by law?

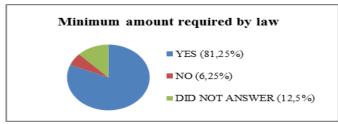


Figure 23–Do the parking spaces have horizontal accessibility signs?

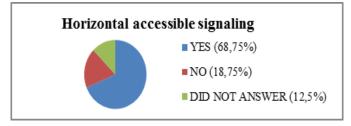


Figure 24–Do the parking spaces have vertical accessibility signs?

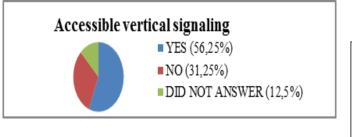


Figure 25–Does the parking space have directional space with a minimum width of 1.20m?

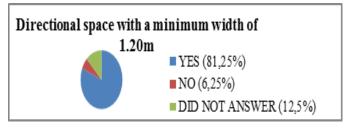


Figure 26–Are they linked to accessible paths?

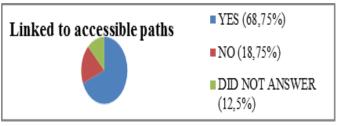
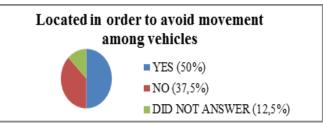


Figure 27 – They are located so that it is not necessary to move between vehicles?



#### 5. Elevators:

Figure 28–The new elevators to be used by a person with physical impairment must be located in places accessible to the disabled person.

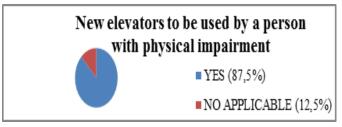
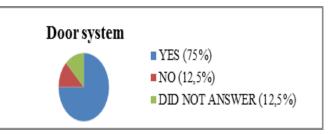


Figure 29 – The door system must be of automatic horizontal sliding type, opening simultaneously inside the elevator and to the floor outside.



Soares, E. R. N.; Brambilla, F.; Brambilla, A.; Vanzella, E.(2021). Accessibility for the Third Age in the Hotel Industry of the City of João Pessoa -PB. *Applied Tourism*, 6(2), 30-41.



# Figure 30– Door: Minimum free width should be 80 cm and minimum headroom should be 2m

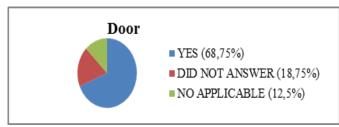
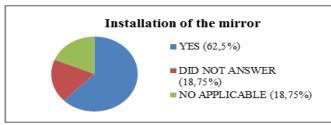
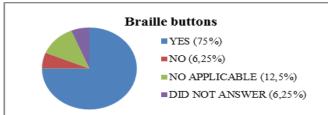


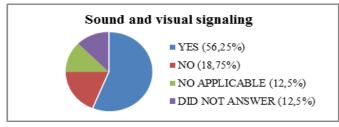
Figure 31–Mirrors, if installed, must be located above the handrail.



#### Figure 32–Buttons in Braille

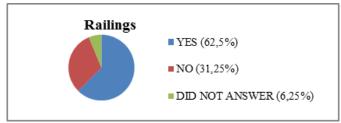


#### Figure 33–Sound and visual signs?

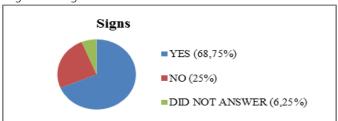


#### 6. As for the staircase:

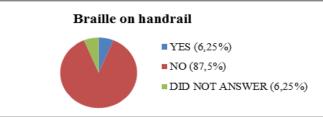
Figure 34–Railings?



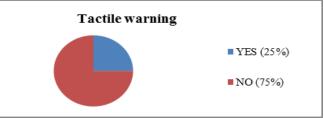








#### Figure 37–Tactile warnin?



#### 7. As for the floors of the common areas:

Figure 38–Anti-slip and anti-shaking

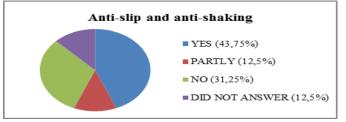


Figure 39–Are carpets and doormats fixed or fitted?

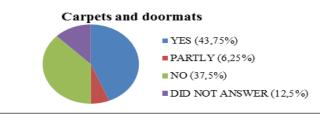
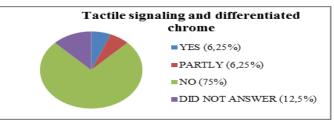
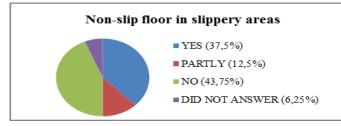


Figure 40–Tactile signaling and differentiated chrome on the floor?





#### Figure 41 –Non-slip floor in slippery areas, with different textures and contrasting colors?



#### 8. As for safety:

Figure 42–Visual and sound emergency signaling on the escape path?

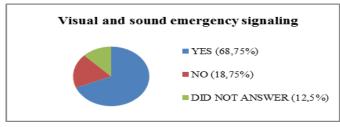


Figure 43–Tactile information on the floor number, next to the fire door or installed on the handrails?

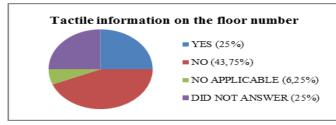


Figure 44- Audible alarm at the emergency exit?

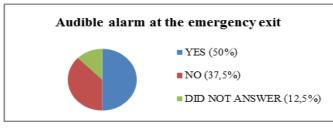
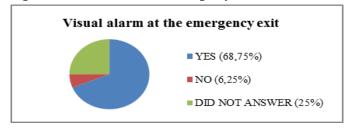


Figure 45- Visual alarm at the emergency exit?



#### 9. Reception:

Figure 46- Is the reception desk lowered?

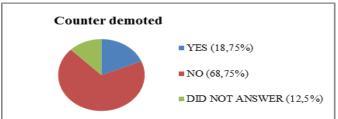
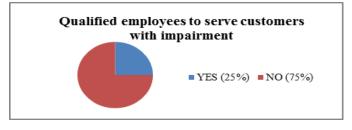


Figure 47– Employees trained to serve customers with visual, hearing impairment, among others?



#### Figure 48–Tactile map?

