FOR ACCESSIBLE TOURISM EXPERIENCE: EXPLORING THE BLOG SPHERE OF PEOPLE WITH DISABILITIES

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ABSTRACT

Despite the continuous development of the tourism industry, the participation of people with disabilities (PwDs) remains a major challenge. Tourism constraints, whose three categories include: intrapersonal, interpersonal, and structural, make delivering accessible tourism experiences more difficult. Regardless of the growing interest in travel blogs in recent years, blogging about travel experiences through the blog sphere still need more research in tourism literature. Travel bloggers are now seen as a trustworthy source of information to be considered during the process of traveler's decision-making. The authors of accessible travel blogs share their experiences, stories, and accessible travel tips and write reviews on accessible destinations from the perspective of tourists with disabilities. The primary objective of this study is to examine the different constraints that are experienced by disability travel bloggers using the approach developed by Daniels et al. (2005). The second objective is to explore the negotiation strategies proposed by these travel bloggers to overcome travel constraints and to proof disabled travelers that accessible travel is possible. The results of the narrative analysis of 17 travel blogs showed that among many constraints shared by disabled travel bloggers, structural constraints were the most difficult to challenge and placed as the major concern.

INTRODUCTION

Travel and tourism are regarded as basic human rights that can provide better living conditions (Reindrawati et al., 2022). Tourism has become a necessity in people's lives, and recently, the number of people with disabilities who actively participate in tourism has increased (UNWTO,

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2023). The emerging concept of accessible tourism encourages people with disabilities to travel and promotes responsible and sustainable tourism (UNWTO, 2021). Accessible tourism became a flourishing niche market around the world and many studies referred this market as significant, profitable, and it is gaining popularity day by day (Özcan et al., 2021). According to Kusufa et al. (2022), serving people with disabilities is not only for profit; it promotes equal rights to travel and helps to understand how to handle unique and special consumers. The World Health Organization (WHO) estimates that 1.3 billion individuals worldwide have a substantial impairment. This means that improving accessibility in tourism services should be a crucial part of every tourism policy. Currently, the accessible tourism market has a great impact on tourist attractions, hotels, and restaurants claiming to be accessible to travelers with disabilities without understanding their real requirements and needs (Załuska et al., 2022). Nowadays, a number of studies in accessible tourism are concerned with the design of accessible facilities, the motivations of people with disabilities, and the attitudes of accessible tourism professionals (Adhikari, 2017; Asghar et al., 2020; Duignan et al., 2023). Furthermore, some studies pointed out the existence of different barriers and constraints for accessible tourism (McKercher & Darcy, 2018; Šintáková & Lasisi, 2021), and others were interested in understanding the travel experiences of people with disabilities (Reindrawati et al., 2022; Rubio-Escuderos et al., 2021).

Therefore, providing high-quality travel experiences to people with disabilities (PwDs) still poses significant difficulties (Rubio-Escuderos et al., 2021). Service providers and tourism agents must better understand travel constraints to offer more accessible tourism products and services and improve the tourism experience of PwDs (Devile et al., 2023; Załuska et al., 2022). Despite the importance of the participation of PwDs in tourism activities, in-depth studies from their own perspectives are limited (Rubio-Escuderos et al., 2021). McKercher and Darcy (2018) identified that one of the main barriers to providing high-quality travel experiences for PwDs is the trustworthiness of information. Research on the tourism experience of people with disabilities could provide detailed and accurate information about tourism products for these special market segments (Kusufa et al., 2022). This information is the key to fulfilling the requirements of PwDs and achieving accessibility in the travel and tourism industries (Kusufa et al., 2022). Travel blogs have become critical tools for promoting travel experiences and changing how travelers get information. The influence of blogs is increasing on the audience through the sharing of narratives, videos, and photographs. There are many studies on travel blogging, but

these have mainly focused on quantitatively analyzing data from travel blogs or investigating the practice of travel blogging (Bosangit et al., 2015; Chandralal et al., 2015).

Since the role of travel blogs is increasing, the analysis of the travel stories written by bloggers about their travel experiences is now necessary. Writing about accessible information through the tourism experience of travelers with disabilities may inspire people with disabilities to travel and try something they have never done before. Few studies have investigated the role of travel bloggers in creating accessible tourism experiences. To overcome the mentioned research gap, this study aims to be the first to analyze the content of disability travel blogs to understand their travel experiences. In particular, the study focused on the travel constraints that PwDs face, the negotiation strategies that travel bloggers propose for overcoming these constraints, and their reviews of accessible destinations.

LITERATURE REVIEW

Travel Constraints of PwDs

Travel constraints have always been a part of tourism studies, but recently they have become a more concrete concept with potential applications for studying the requirements of PwDs (Kamyabi & Alipour, 2022). However, the travel constraints studies attained a significant level of theoretical sophistication. Travel constraints are widely used in tourism research to analyze factors that limit the travel behavior. The process of travel constraints needs to be more explored to be better explained how these constraints in different travel contexts (Hakseung et al., 2022). In general, travel constraints are used to describe the travel challenges faced by senior travelers and travelers with disabilities. Most current studies address the negative impacts of travel constraints, their effect on travel intention, and how they limit travel participation among PwDs (Hakseung et al., 2022). According to Hung & Petrick (2010), tourism constraints are defined as factors that limit a person's capacity to sustain or increase their frequency of travel, either initially or in the future, and/or negatively impact the way they travel. Several barriers and constraints are identified as reasons to limit the participation of PwDs in leisure activities (Carneiro et al., 2022). Previous studies proposed three main travel constraints that affect travelers travel behavior: intrapersonal, interpersonal, and structural constraints (Shin et al., 2021). Intrapersonal constraints can range from the lack of awareness of the physical or psychological condition of the disabled individual to the attitude towards their dependency (Darcy, 2004; Lee et al.,

2012). Interpersonal or interactive constraints are associated with communication and social interaction with people including service providers (Lee et al., 2012). Daniels et al. (2005) found that structural or environmental constraints are related to the lack of accessible tourist services such as accommodation, attractions, and transportation. In this context, Cassia et al. (2021) also classified travel barriers into seven types: informational, architectural, political, cultural, relational, technological, and entrepreneurial. Despite the studies that tried to expose barriers that prevent PwDs from travelling, there is a lack of research on how they could overcome the numerous obstacles they encounter. Blichfeldt and Nicolaisen (2011) implied that the most important factor is not eliminating barriers but offering a set of efficient circumstances that make participation in tourism activities possible. Daniels et al. (2005) referred to the role of information that can help PwDs travel as well as encourage them to face the different challenges while travelling and the negotiating strategies they can use to overcome travel constraints.

The Negotiating Strategies of Travel Constraints

According to Lyu and Oh (2014), the concept of negotiation strategies means a series of cognitive actions that individuals apply to overcome constraints. Behavioral strategies include schedule arrangements and skill development, while cognitive strategies involve balancing rewards and costs, increasing engagement, and how to deal with stress (Chen et al., 2020). Devile et al. (2023) noted that the negotiation of travel constraints refers to the adoption of creative strategies that may overcome these constraints. Devile et al. (2023) added that the analysis of travel constraints and negotiation strategies should be conducted concurrently due to their inescapable reciprocity. However, most of the tourism literature focuses only on travel constraints and neglects the strategies that handle them. Daniels et al. (2005) pointed out the role of travel planning and extensive travel information research to confirm the accessibility requirements that suit the demands of PwDs. Devile and Moura (2021) suggested that prior travel experiences or the experience gained from the travels may enable the disabled person to approach challenges in a more optimistic and informed manner. Yau et al. (2004) proposed five different stages in the process of becoming an active traveler with a disability. The first three stages are pre-travel. These are the personal or acceptance stage; the re-connection or integration with the community; and the third is analysis or searching for information. The fourth stage is the physical journey, where they try to manage their travel experience, define their potential barriers, negotiate any

difficulties, and overcome them (Michopoulou et al., 2015). The last stage is experimentation and reflection, where their positive or negative experiences play a crucial role in travel decisions again. Disability academic scholarships justify a great deal of understanding based on the type of disability and the level of support needed. This understanding has led to a reconceptualization of the need to provide high-quality, accessible tourism experiences (Darcy et al., 2020).

Accessible Tourism Experiences

Buhalis et al. (2012) defined the concept of accessible tourism as the process of removing the barriers that prevent PwDs from fully enjoying a tourist experience. Cerutti et al. (2020) implied that accessible tourism enables people with special requirements like mobility, vision, hearing, and cognitive impairments, to travel independently and participate in tourism with equity and dignity through universally designed tourism products and services. The term accessible tourism has recently been transformed to the term "inclusive tourism" which is defined by Scheyvens and Biddulph (2018) as "transformative tourism in which marginalized groups are engaged in ethical production or consumption of tourism and the sharing of its benefits". Destinations should enhance the concept of accessible tourism, remove all the barriers that face people with disabilities, and offer a high-quality tourist experience (Kamyabi & Alipour, 2022). Tourism experiences are considered happy memories that are made immediately after the trip (Kim, 2018). Mendes et al. (2016) added that the focus of the tourism industry is the tourist experience, which can demonstrate quality and strengthen the position of the tourism providers in the market. For PwDs, a tourist experience means getting away from their everyday routine, and if the experience is adequate, it fosters a sense of belonging and competence for them (Rubio-Escuderos et al., 2021). There are still substantial barriers and a knowledge gap regarding the requirements of PwDs and their tourism experiences (McKercher & Darcy, 2018). PwDs encounter different obstacles and challenges when travelling. Some of these barriers are physical, and some are architectural (McKercher & Darcy, 2018). For example, they experience different challenges in accommodation, tourist attractions, and transportation (Cloquet et al., 2018; Poria et al., 2011). Poria et al. (2010) referred to flights as the most difficult issue in the tourism experience of PwDs. Feeling humiliated by boarding and security procedures or using the restroom on the plane are some of the difficulties that a PwD individual frequently mentions. Other studies focus on blind and deaf experiences from PwD tourists' perspectives (Devile &

Kastenholtz, 2018; Loi & Kong, 2017; Werner et al., 2019). Their studies reported that tourism barriers are associated with this type of impairment, and PwDs must travel independently to develop sensory and spatial understanding. According to Lee et al. (2012), the lack of information regarding accessibility and accessible facilities is the major difficulty PwDs face. Therefore, the chance for disabled people to participate in tourist activities will increase with the elimination of the tourism constraints they confront during their decision-making process. McKercher and Darcy (2018) pointed out that facilitating the contribution of PwDs to the tourism experience requires creating online communities and social media pages to provide this segment with the needed information to travel.

Travel Blogs and Accessible Tourism Experience

Nowadays, the usage of digital media platforms as a source of information and a means of communication over the internet including websites, emails, blogs, and social networking sites, has expanded (Sizan et al., 2022). Currently, travel blogging is one of the most popular types of blogs on the blogosphere, which refers to the active blogs on the internet (WIX Blog, 2023). Most travel blogs contain rich travel experiences that include invaluable information about tourism destinations and were created by ordinary people who decided to publish their travel stories (Mainolfi et al., 2022). Travel blogs also enable their users to share information, advice, and recommendations through comments about tourism destinations or tourism products and services they encountered during their travel experiences (Hefny, 2016).

Travel blogs are defined as "a digital form of journaling that gathers together an individual's experiences that are 'usually very personal and informal'" (Blaer et al., 2020, p. 2). Tourism organizations have shown a great interest in collaborating with travel bloggers to promote their services on their trips (Maggiore et al., 2022). Moreover, travel blogs could provide a more genuine and unedited glimpse of an informant's travel experience than more conventional researcher-led interviews (Bosangit et al., 2015). Researchers are now paying attention to the role of travel blogs as a source of information and for describing tourist experiences (Maggiore et al., 2022). By examining backpackers' travel blogs, Bosangit et al. (2015) found that stories offer detailed insights about the perceptions of destinations' visitors. Rahman et al.'s (2019) study tried to comprehend the behavior and tactics used by travel bloggers throughout the pre-visit phase of the tourist experience. Their results demonstrated that travel bloggers are motivated by various factors and could interact in different ways with travel blogs.

Zhang et al. (2020) used 196 blog posts from Chinese travelers who visited the Geiranger fjord to explore their tourism experiences.

PwDs use social media to increase their knowledge about venues and locations that are accessible (Altinay et al., 2016). Social media platforms enable accessible knowledge and are helpful for promoting the importance of accessibility (Altinay et al., 2016). Altinay et al. (2016) added that using technology in the tourist experience makes life easier for everyone, but notably for those with disabilities. Özcan et al. (2021) pointed out that PwDs have the ability to read reviews of other people's travel experiences, which help them get information and make their travel decisions. Özcan et al.'s (2021) study proved that one of the determinants of the travel experiences of the wheelchair users traveling to Bodrum is that they have strong holiday aspirations. They also have an intention to travel; nonetheless, they take comparatively few days for holidays each year. According to Devile et al. (2021), PwDs evaluate tourism destinations and make their decisions in a different way from regular travelers where accessibility comes first. The accessible travel blog community is considered a wealth of knowledge regarding accessible travel as well as an inspiration for travelers with disabilities (Hansen, 2017). There are many accessible travel blogs today, and the disability travel bloggers write about their travel experiences or impending information on accessible tourism to help users obtain a sense of current levels of involvement. Chang et al. (2021) implied that the influential role of travel bloggers is not only encouraging people to engage but also motivating their emotional travel behavior. The accessible travel blogs share reviews and tips for disabled travelers and review tourism destinations from the perspective of a disabled person. These blogs are not only informative but also motivational and inspirational for disabled travelers. This study tries to model the travel experiences of disability travel bloggers and their advice for overcoming the accessibility challenges they face.

METHODOLOGY

Due to the nature of the study, a qualitative approach was used. Different qualitative research techniques such as content analysis, narrative analysis, and close reading were conducted in tourism studies, and each has demonstrated its potential for use in studying travel blogs (Banyai & Glover, 2012). The study used narrative analysis, which is considered an in-depth analysis of a told story and can be used with both written and oral sources (Özyıldırım, 2009). As a qualitative approach, the narrative analysis

includes different types. One of the common types is narrative thematic analysis (Kim, 2016). This approach depends on making sense out of the data (Butina, 2015). The narrative analysis has proven useful to examine the travel experience and gain insights into its main characteristics as written in the travel blogs (Banyai & Glover, 2012). Bosangit et al. (2009) also used this technique to analyze travel blogs as textual objects to learn more about how travelers create order and meaning from their experiences. Shi (2015), using narrative analyzed the stories told by the travel bloggers to understand the interpreted meaning of their experiences. Chandralal et al. (2015) considered that using the narratives of travel blogs to examine tourism experiences is a significant technique due to exact authenticity of bloggers' tourism experiences. Such data that is provided by narratives cannot be acquired using different research techniques such as focus groups and interviews (Chandralal et al., 2015). Furthermore, Buzova et al. (2020) examined the Mediterranean cruise experiences of 248 posts on cruise blogs using thematic narrative analysis to evaluate the sensory impressions of tourists' Mediterranean experiences.

Instrument

To analyze the shared tourism experiences of the disabled bloggers, the study benefited from the research of Daniels et al. (2005) which defined 10 themes of constraints to pleasure travel and 10 negotiation strategies could be utilized to overcome these constraints. Daniels et al. (2005) analyzed the tales that were written by travelers with disabilities and the travel accounts that were submitted on a forum for people with disabilities to discuss their special travel needs. Daniels et al. (2005) used narrative analysis and determined the themes for both the constraints faced and the negotiations by persons with disabilities in their travel experience. The study used their previous results on these themes, which were based on informal travel tales, as a starting point to analyze the stories of the disability travel blogs. Daniels et al.'s (2005) study was the first to expand the in-depth understanding of the travel constraints experienced by PwDs and the negotiation strategies used by them. Various prior studies also used Daniels et al.'s (2005) study, such as Devile and Moura, 2021, Melian et al., 2018, Zhang et al., 2019, and Zhang et al., 2020. The study of Daniels et al. (2005) was adapted before the reading of the disability blog posts, not after, to avoid bias in the analysis process. Daniels et al.'s (2005) study determined three main areas of constraints: intrapersonal, interpersonal, and structural. The intrapersonal includes physical/sensory constraint; physical/sensory negotiation; emotional constraint; emotional negotiation; knowledge

constraint; and knowledge negotiation. Interpersonal elements include travel companion constraint, travel companion negotiation, service provider constraint, service provider negotiation, stranger constraint, and stranger negotiation. The eight structural elements include: transportation constraint; transportation negotiation; facility constraint; facility negotiation; environment/geography constraint; environment/geography negotiation; financial constraint; and financial negotiation (Table 1).

Table 1. *The Explanations of the travel constrains and the negotiation strategies*

	Travel Constrains	Explanations	Negotiation strategies	Explanations
Intrapersonal Constraints	Physical/ sensory constraint	Travel bloggers frequently begin their travel experiences by describing their type of impairment	Physical/ sensory negotiation	When a disabled traveler had to physically overcome a barrier on their own, examples of these situations
	Emotional constraint	Addressing the uneasy emotions that people with impairments felt while travelling	Emotional negotiation	What expresses overcoming the intrapersonal emotional, the inner strength, and the mental state needed to enjoy travelling?
	Knowledge constraint	Unexpected situations due to inaccurate information	Knowledge negotiation	Focus on how PwDs have to gather information to make sure their travels go smoothly
Interpersonal Constraints	Travel companion constraint	In a few situations, travel companions cause delays or additional problems	Travel companion negotiation	Situations involve travel companions assistance to get over travel barriers
	Service provider constraint	A service provider's behavior causes discomfort for disabled travelers	Service provider negotiation	The frequent statements about the service providers that are willing to help disabled travelers
	Stranger constraint	When strange circumstances led to difficulties in their travel experience	Stranger negotiation	When travelers praised the kindness and helpfulness of the locals
Structural Constraints	Transportation constraint	Constraints on structural transportation were consistently present in the different modes of transportation	Transportation negotiation	Adaptations that were placed in the transportation means to meet the requirements of PwDs
	Facility constraint	Barriers that are inside hotels, restaurants, bathrooms, and tour sites that prevent PwDs from using	Facility negotiation	Referring to changes made to a specific facility to more comfortably accommodate travelers with disabilities
	Environment/ geography constraint	Difficulties encountered on streets, sidewalks, and when accessing tourist attractions	Environment/ geography negotiation	Locations that had been made deliberately usable or regions that could be used
	Financial constraint	When a disabled traveler had to pay more due to the lack of accessibility	Financial negotiation	A deal for a service that was tailored for a disabled traveler

Daniels et al., 2005

To address the aims of the study, two research questions were proposed:

Question 1: *What are the main constraints experienced by the disability travel bloggers in their travel narratives?*

Question 2: *What are the negotiation strategies that the disability travel bloggers recommend for overcoming travel narratives?*

Sampling and Data Collection

The study used the case of purposive sampling to select the sample based on special characteristics or attributes for analysis. It means that the sample is chosen "on purpose," not randomly (Shaheen et al., 2019). Data were collected from the disability travel blog posts obtained from the Google search engine. The study used a systematic search for personal blogs on Google. Research started with the keywords travelling with disability to reach each phrase relating to disability. The study also used a special search criterion to systematically select the blogs on Google. The blog selection was crucial because one goal of this study was to look at how blogging may foster the disabled community's ability to overcome travel constraints. This criterion depends on the following: (1) blogs are written only in English; (2) they are written by people with different disabilities; and (3) bloggers should have visited several different national and international destinations, which were utilized as a stand-in for influential tourism experiences. Futhermore, (4) bloggers should be in different ages, ranging from 30 to 60 years; and (5) their disabilities may cause by accidents, childhood diseases, or other diseases. Five popular accessible travel blogs were used as a pilot study for the data extraction, which was then adjusted as necessary to decide which blogs would be kept for analysis. The study removed the blogs that weren't personal. For the purpose of this study, content from 17 accessible travel blogs was examined. The selected blogs were carefully read line by line to extract the data. Then, the data were interpreted by defining the bloggers storytelling that categorized under the selected travel constraints.

Measuring The Credibility of Disability Travel Blogs

Validity and Reliability of Data

Validation in qualitative studies occurs throughout defining the steps of the research process and the measures taken in the study to ensure validity and credibility (Creswell, 2014). While reliability indicates that the methodology

of the study is consistent across different studies (Creswell, 2014). To ensure the validity of the data, the study presented detailed steps of the data collection and analysis processes. Considering reliability, the study used a procedure during the coding process consists continually compare data with the codes and produce memos regarding the codes and their definitions for consistency. This procedure is to make sure that there is no drifting in the definition of the codes or shifting in the meaning of the codes (Creswell, 2014). Regarding credibility, most of the studies that measured the blogs credibility depended on assessing the source (the author of the blog), message (the content of the blog), and reception (the blog website) (Cosenza et al., 2014). Wagner et al. (2012) noted that credibility can be assessed by three major indicators: the level of bias, the reflection of transparency, and the field expertise. Rubin and Liddy (2006) suggested four factors for blog credibility assessment: (1) the blogger's expertise and offline identity disclosure; (2) the blogger's trustworthiness and value system; (3) information quality; and (4) appeals and triggers of a personal nature. Ulicny and Baclawski (2007) considered that it is important to measure credibility by author rather than by blog because a multi-author blog gives authors the opportunity to gain a reputation, they have not earned. Ulicny and Baclawski (2007) defined five features for blog credibility: full name, affiliation, unquoted content, links to news sources, and +1 comments. To measure the credibility of the collected data from the disability travel blogs, the study combined indicators used in previous studies, as shown in Table 2.

Table 2. *List of indicators used for credibility assessment*

Credibility indicators	Explanation
Blogger's full name	Whether the blogger of the blog gave his or her first and last name. It was thought more credible to provide names for blogs than those without.
Affiliation	Whether or not the blog stated that it was connected to a certain organization or for-profit business. It was thought more credible to have a nonprofit affiliation than to have neither or any affiliation at all.
Disclosure of Blogger's background & expertise	Whether or not the blogger claimed to have travel experience Authors of blogs with relevant expertise were seen as more credible than authors of blogs without such competence.
Unquoted Content	Whether or not the blog content evidences insight, understanding, or reflective thought about the travel constraints and the negotiation strategies of these constraints for example, travel tips, top accessible destinations, things to do, reasons why the reader should visit specific places, and inspiring travel stories.
Online contact information provision	Whether or not the blogger provides an email address or social media profiles, Bloggers who provide their contact information are considered more credible than those who do not.

Links to external sources	Average number of links that lead to other websites. Blogs with more external links are more credible.
Posting rate	Number of posts published during the study. The higher posting rate was regarded as more credible.
Comments allowed	Whether or not comments are permitted on the blog, Blogs that permit comments are considered more credible than blogs that do not.

Data Analysis

The narrative thematic analysis process consisted of five phases (Braun & Clarke, 2006; Butina, 2015). The study begins with the first phase by reading and organizing the data to search for patterns or meanings. The second phase is generating codes from the selected data and defining the codes that match the study objectives. Even though there are software programs for the coding process, this study completed the phase manually (Butina, 2015). Codes were formed into words or phrases describing to categories that represent the themes that were defined by the study (Braun & Clarke, 2006; Butina, 2015). In this study, the coding process depended more on the themes that were theory-driven than data-driven (Braun & Clarke, 2006). It means that the coding process depends on themes that are driven by the models or theories the study is influenced by, rather than themes that are driven by the collected data itself (Braun & Clarke, 2006). The third phase considered sorting the extracted codes that correspond with the defined themes that were developed by Daniels et al. (2005). In this phase, the study wrote down each code and evaluated their relationships with every theme (Braun & Clarke, 2006). A few of the extracted data points were discarded. In the fourth phase, the themes were revised in relation to the codes to fit each other and form a coherent pattern. The last phase was the interpretation of the data or making meaning from the shared stories of the disability travel blogs (Butina, 2015). Table 3 presents how blogs' narratives were coded and distributed under the themes of Daniels et al.'s (2005) study. Codes summarize the data extracted from the blogs and give an overview of the analysis.

Table 3. *Data Analysis of Disability Travel Blog Narratives Themes*

Themes	Constraints codes	Examples of Data Extracts	Negotiation codes	Examples of Data Extracts
Physical/ sensory	Disability, history of disability, Spinal Muscular, Deaf and low-functioning vision.	*I am a regular guy who happens to have a <u>disability</u> called <u>Spinal Muscular</u> Atrophy and I love adventure travels. (B4)*	Disability, Smooth, not giving up, adventure and challenge.	*Smooth travel with a disability? <u>Smooth</u>- is not the closest I've gotten, and that's only happened a couple of times. I've never considered <u>giving up</u> my <u>adventures</u> just because things have gone wrong at times. (B17)*
Emotional	Feeling, happy, sorry and nervous.	*I can't help <u>feeling</u> <u>nervous</u> about getting a new powered wheelchair. My powered wheelchair enables me to work, travel and socialize. (B9)*	Strong, strengthen, abilities and break our own fears	*Travel has taught me that we must also <u>break our own fears</u> and encourage ourselves to experience them. (B13)*
Knowledge	Information, inaccurate, problems, difficulties, situations and ill-informed	*My guide Fauna would never bite anyone, but having vaccination proof along with a card I can hand out to anyone who questions my rights for access has resoled many <u>situations</u> where restaurant staff were <u>ill-informed</u> about the laws surrounding legitimate service animals. (B11)*	Planning, detailed information, organized and prepared	*The key is <u>planning</u> well. You should figure out what you are comfortable with and how rugged you can go. That said, you should read up on the site you are <u>planning</u> to visit and see if it is wheelchair-friendly. Parks or camping facilities may not be able to give very <u>detailed information</u>. (B9)*
Travel companion	Travel companion, take care, independent and travel solo	*Deaf women are capable to <u>take care</u> of themselves, be <u>independent</u>, and are capable to <u>travel solo.</u> (B7)*	Without help, travel with my (companion), travel buddy, travel solo and travel companions	*Quite frankly, traveling wouldn't be possible for me <u>without help</u>. With this said, I always <u>travel with my husband</u>, who is not only my best <u>travel buddy</u> but also my full-time caregiver. (B16)*
Service provider	Attitude, disability, angry, embarrassed and inhospitable	*In addition to what I judged a fairly <u>inhospitable</u> <u>attitude</u> to hearing my needs made it tough. (B5)*	Staff, respectful and help	*On all four flights we only had positive things to say about the <u>staff</u>, both on the ground (from check in) and in the air. (B15)*
Stranger	Bad incidents, someone, challenge and other people	*Another <u>challenge</u> is that when locals or <u>other people</u> notice we're Deaf, they would try to take advantage of us. (B7)*	Help attitude, local people and helpful	*In my experience people in most places have a want to <u>help attitude</u> and will do everything in their power to <u>help</u>. (B5)*
Transportation	Bad experience, disabled passenger, accessibility, flight trip, accessible obstacles/problems, unacceptable, fly and airport	*I have eliminated a lot of <u>problems</u>, but there is still the toilet to consider. Aircraft have no <u>accessible</u> toilets. Have to simply not drink any water and dehydrate myself in order to <u>fly</u>. (B16)*	Mobility device, special requirements, airport, accessible, transportation, ramps and disability	*To my surprise Rome's public <u>transportation</u> was <u>accessible</u>, we ended up using buses every day. They're frequent, cheap, equipped with manual <u>ramps</u> at the second door, and easy to figure out. Can't say everything went smoothly. (B10)*

Facility	Restaurant, obstacles, disabled people, barriers and challenge	*People with disabilities traveling to Cairo will encounter <u>barriers</u> at every turn, even in a manual wheelchair, the curbs would be a great <u>challenge</u>. Curb heights range anywhere and you'll find yourself trapped and need help. (B6)*	Accessible room, enough, Flash alarms, Hearing aid amplifier, accessible bathroom, remodeled for ADA and accessibility	*Another important consideration in an <u>accessible room</u> is the bed height. If it's too low it's difficult for Carrieanna to get into and out of. Earlier this year we stayed in a hotel in Miami where this was a problem. Although the room had been <u>remodeled for ADA accessibility</u>, the beds were very low. (B13)*
Environment /geography	Not accessible, steps and challenge/problem	*There are approximately 20 <u>steps</u> that lead to the sacred Buddhist Temple in Thailand. Unless you can ascend <u>steps</u> or have people carry you or your wheelchair up the <u>steps</u>, the inside of the temple will not be <u>accessible</u>. (B6)*	Accessible hot air balloon, sign language, access ramps, access audio descriptions, accessible museums, accessible beaches, free beach wheelchairs and accessible restrooms	*Updated <u>accessible beach guide</u> is live on the blog! More than a dozen new <u>accessible beaches</u>, since I originally created the guide three years ago. There are over 20 <u>accessible beaches</u> in New Jersey alone – all with <u>accessible access</u>, <u>free beach wheelchairs</u>, <u>accessible restrooms</u>, and convenient parking. (B14)*
Financial	More costly, accessible, higher price and equal service	*It's important to note that the <u>accessible</u> rooms with ceiling track hoists, aka Liberty Suites, are sold at a <u>higher price</u> point than the standard <u>accessible</u> rooms. However, the hotel is committed to providing an <u>equal service</u> to all. (B3)*	*For free, disability, Discount, Money back and compensation*	*In Jerusalem, you can order accessible taxi, rent a special scooter or a motorized wheelchair. You can make a deposit in a company to rent the wheelchair but once it's returned you get your money back. (B6)*

RESULTS

The examined blogs were selected from 28 active blogs under the category named disability travel blogs (Feedspot, 2023). A total of 17 bloggers met the mentioned criteria and the credibility assessment. Table 4 provides the demographic profiles of the 17 bloggers based on the information in their blogs and posts. The study kept the blog links and names anonymous for the privacy of those who published the blogs but did not give their individual permission for this study.

As presented in Table 4, male bloggers were (6) less than female bloggers (11); in terms of age, 13 bloggers were between 30 and 45 years old, and only 4 bloggers were between 45 and 60 years old. Regarding the type of impairment, the majority (13) of the bloggers have mobility impairments, two have visual impairments, and two have hearing impairments. Eight

bloggers were from the USA, six from the UK, two from Australia, and only one from Canada. 16 bloggers had at least five years' experience blogging, and only one had just four years' experience. Only five bloggers have published posts under 20.

Table 4. *The demographic profiles of bloggers*

Blogger Number & Code	Years of blogging experience	Gender	Nationality	Types of Impairments	Age	Total Blog travel Posts
Blogger 1 (*B1*)	Since 2006	Female	USA	Mobility	Between 30 and 45 years	30
Blogger 2 (*B2*)	Since 2013	Male	Australia	Mobility	Between 45 and 60 years	9
Blogger 3 (*B3*)	Since 2018	Female	UK	Mobility	Between 30 and 45 years	37
Blogger 4 (*B4*)	Since 2011	Male	UK	Mobility	Between 30 and 45 years	420
Blogger 5 (*B5*)	Since 2013	Male	USA	Mobility	Between 30 and 45 years	108
Blogger 6 (*B6*)	Since 2013	Male	USA	Mobility	Between 45 and 60 years	48
Blogger 7 (*B7*)	Since 2015	Female	USA	Hearing	Between 30 and 45 years	17
Blogger 8 (*B8*)	Since 2018	Male	UK	Hearing	from 30 and 45 years	19
Blogger 9 (*B9*)	Since 2014	Female	UK	Mobility	Between 30 and 45 years	27
Blogger 10 (*B10*)	Since 2014	Female	Canada	Mobility	from 30 and 45 years	24
Blogger 11 (*B11*)	Since 2016	Male	USA	Visual	from 45 and 60 years	122
Blogger 12 (*B12*)	Since 2018	Female	UK	Visual	32 years	96
Blogger 13 (*B13*)	Since 2012	Female	USA	Mobility	from 45 and 60 years	10
Blogger 14 (*B14*)	Since 2019	Female	USA	Mobility	from 30 and 45 year	34
Blogger 15 (*B15*)	Since 2013	Female	Australia	Mobility	from 30 and 45 years	40
Blogger 16 (*B16*)	Since 2016	Female	USA	Mobility	Between 30 and 45 years	24
Blogger 17 (*B17*)	Since 2014	Female	UK	Mobility	Between 30 and 45 years	17

Blog Credibility Assessment Results

As shown in Table 5, the results of bloggers' credibility revealed that the majority of the blogs, 10 out of 17, match the eight credibility indicators 100%. Three blogs out of 17 match seven credibility indicators with 87.5%. *B11* provided the blogger's full name, the affiliation, the blogger's

background and expertise, the unquoted content, the contact information, the external sources, and the total number of posts above 20. *B11* disabled comments on the blog. *B13* provided the blogger's full name, the affiliation, the blogger's background and expertise, the unquoted content, the contact information, the external sources, and the comments. The total posts in *B13* were under 20. B16 provided the blogger's full name, the affiliation, the blogger's background and expertise, the unquoted content, the external sources, the comments were allowed, and the total number of posts on the blog was above 20. *B16* missed the online contact information. Four blogs out of 17 match six credibility indicators at 75%. *B2* provided the blogger's full name, affiliation, background, expertise, unquoted content, external sources, and comments. *B2* missed the contact information, and the total posts were under 20. *B7* and *B8* provided the blogger's full name, affiliation, background, and expertise, unquoted content, contact information, and comments. The external sources were missed in *B7* and *B8,* and their total posts were under 20. *B17* provided the blogger's full name, the affiliation, the blogger's background and expertise, the unquoted content, the contact information, and the external sources. *B17* disabled comments on the blog, and the total number of posts on the blog was under 20.

Table 5. *The results of bloggers' credibility*

Ranking blogs credibility according to the achieved indicators																	
Credibility indicators	(B1)	(B2)	(B3)	(B4)	(B5)	(B6)	(B7)	(B8)	(B9)	(B10)	(B11)	(B12)	(B13)	(B14)	(B15)	(B16)	(B17)
Blogger's full name	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Affiliation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Blogger's background & expertise	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Unquoted content	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Online contact information	■		■	■	■	■	■	■	■	■	■	■	■	■	■		■
External Source	■	■	■	■	■	■			■	■	■	■	■	■	■	■	■
Posting rate	■		■	■	■	■			■	■	■	■		■	■	■	
Comments allowed	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■	
Percentage	100 %	75 %	100 %	100 %	100 %	100 %	75 %	75 %	100 %	100 %	87.5 %	100 %	87.5 %	100 %	100 %	87.5 %	75 %

Note: The highlighted cells show achieved indicators

Results of The Main Constraints Experienced by The Disability Travel Bloggers

Referring to the first question, what are the main constraints described by the disability travel bloggers in their tourism experiences, the results of the narrative analysis of the tourism experience in the context of the tourism constraints adopted by Daniels et al. (2005) were as follows:

Intrapersonal Constraints

Regarding the *physical/sensory constraints*, most bloggers begin their writings by describing their impairments. According to (*B7*): *"A Deaf Disabled Latina shares stories to challenge your perspectives on Deaf travel & Deaf communities"*. (*B11*) added: *"I am legally blind with 5% low-functioning vision in only one eye, and I love to travel"*. Regarding *emotional constraints*, bloggers, through their disability blogging content, describe their feelings and the struggles that come with a physical disability during their travel. (*B17*) wrote: *"I could live a full, happy life as a person with a disability, and that I shouldn't feel sorry for myself or wish I could walk, you don't need to compare your travel to what able-bodied people do, or choose activities because they're what you're expected to do on vacation. It's about quality, not quantity"*. (*B3*) added *"Accessible travel isn't always easy; it does require a lot of extra planning and sometimes there are surprises along the way. To have overcome what feels like a million extra obstacles and be able to say 'I got here"*.

Regarding *knowledge constraints*, the results proved that bloggers described different situations where the needed knowledge was uncertain, insufficient, or unavailable. In the narratives of (*B5*) wrote: *"Being a wheelchair user, is a mine field of inaccurate information. Another problem, that the most frustrating was the total rubbish that was often written in accessibility statements for lots of accommodation and tourist destinations"*. (*B16*) also indicated: *"Unfortunately, the information we all need to make a good hotel choice isn't available at all"*.

Interpersonal Constraints

Regarding *travel companion constraints*, bloggers shared their experiences with their travel partners as (*B2*) described: *"Me and my travel companion have mobility issues. Because she has lost all practical use of her hands, she is unable to self-propel in her wheelchair. So far, I've been able to push her, but that is getting harder as my own health deteriorates"*.

Regarding *service provider constraints*, from the blog content, some disability posts focus on the inhospitable attitude of staff. As (*B12*) wrote, *"We are seeing different attitude towards disability and impairments; it makes me equally angry and embarrassed when people treat me with impatience"*.

Regarding *stranger constraints*, bloggers stated some situations with strangers during travel that were challenging, as (*B5*) wrote: *"Steep hills and steps are rough but the worst was a puncture whilst on my own, on 7th Avenue in NYC. People walked by me so quickly they didn't want to listen after about 20*

minutes I just wheeled myself into the middle of the Avenue in front of all the traffic and stopped there until someone called the NYPD".

Structural Constraints

Regarding *transportation constraint*s, the disability travel bloggers shared some of their bad experiences as (*B9*) explained *"I remember our awful experience with special assistance at London City Airport (LCY) when I had to use the stair climber to get on and off the plane.".* (*B10*) expressed her emotions by: *"I had to be subjected to not only being carried onto the plane with all your limbs strapped to a metal chair but there was also an entire bus full of people at the bottom of the stairs watching the spectacle? This should not be the reality of air travel in 2023".*

Regarding *facility constraints*, many posts from the accessible travel blogs explained facility constraints in hotels, bathrooms or restaurants. According to (*B17*) who described her travel experience: *"I will be happy if I get the chance to roll in and out of the restaurant without any obstacles or help from others".* (*B5*) posted: *"The bathroom door of the accessible room at the Hotel wasn't big enough for my chair to fit through without asking for help".*

Regarding *environment/geography constraints*, the bloggers always write about the challenges of the landscape of accessible tourism concerning attractions that consider the needs and requirements of disabled travelers. (*B16*) in her visit to Mont Saint Michel (France): *"Firstly, you need to know that the abbey is not wheelchair-accessible, as 139 steps lead to it. There is no elevator. Unfortunately, most parts aren't accessible either due to doorsteps and the generally narrow surroundings".*

Regarding *Financial constraints*, some travel bloggers shared stories about having to spend extra money for basic access. As (*B5*) wrote: *"It really couldn't have been any better and we loved having the freedom to enjoy Maui the island that I was most looking forward to exploring with our own vehicle, despite it being more costly (nearly $700 for the two full days) than the accessible shore excursions offered by the cruise line".*

Results of The Negotiation Strategies

In terms of the second question, exploring the negotiation strategies proposed by these travel bloggers to overcome travel constraints. The analysis of the accessible blogs revealed how these content creators try to suggest various negotiation strategies to their community to overcome travel constraints.

Negotiation Strategies of Intrapersonal Constraints

Regarding *physical/sensory negotiation*, the results indicated that the authors of accessible blogs like to begin their posts by describing and explaining how to overcome the challenges they face during their travel. (*B9*) posted: *"For disabled travelers, it can be a challenge. So much time is spent searching on websites looking for the best accessible hotel to meet my basic accessibility needs ".* (*B11*) wrote: *"I relied on my white cane and sighted guide with my friends or family when traveling. I always ready to go on a new adventure".*

Regarding *emotional negotiation*, Bloggers like to provide insights into disabling pain, its emotional impact on life, and how their personal strength can overcome their disabilities to travel. (*B7*) wrote: *"There are times where I've been feeling defeated. My wings weren't strong enough, but partly it is because I have been living in fears. Traveling long-term helped strengthen my wings but let's not forget that the wings don't fly itself. I've been working on myself in the last couple of months, including my own anxiety".* (*B1*) added *"If you've already gone wheelchair hiking on beginner's trail, don't be afraid to push yourself a little. Remain realistic while making it an adventure and enjoying the ride. Know your abilities and strengths if this is your first wheelchair hike while slowly working up to more difficult challenges".*

Regarding *knowledge negotiation*, bloggers always try to enlighten their readers and raise their awareness about the importance of planning to get the proper information to overcome travel constraints. (*B6*) wrote: *"When travelling with a disability it is so important to plan ahead. If possible, try book your trip a few months in advance so you have lots of time to research accessibility in and around the city. Travelling can be stressful for anyone whether you have a disability or not, but I believe the more organized and prepared you are for your trip, the less stressful it will be because you'll know what to expect. The best information on wheelchair accessibility comes from the people who have done it before you".*

Negotiation Strategies of Interpersonal Constraints

Regarding *travel companion negotiation*, the results showed how, in some situations, travel companions handle the constraints they encounter. (*B1*) wrote: *"I enjoy travelling solo, but sometimes I want or need a travel companion, depending on where I am going and what I am doing. There is an indisputable need for travel companions and caregivers that can assist in various ways, especially in wheelchair community".*

Regarding *service provider negotiation,* the results concerning travel service providers that tend to assist and help people with disabilities. (*B11*) shared her experience with one of the Service providers, *"The staff at the resort were all very respectful of a working Guide dog. My guide wears a sign asking people to ignore her, but it did not seem necessary as the staff were adept at knowing not to interact with her. I'd also like to note that all of the staff that I interacted with during our stay seemed to be genuinely willing to help me find my way to amenities or other locations on the property".*

Regarding *stranger negotiation,* the content shared by travel bloggers described how locals were helpful and considerate during their trips. (*B2*) gave an example, *"In exploring Egypt, we were surprised at how the local people are kind, helpful offered a hand to make the trip more accessible".*

Negotiation Strategies of Structural Constraints

Regarding *transportation negotiation,* the bloggers shared their experiences by focusing on suggestions to overcome transportation constrains through some tips and advices. As one of the tips from (*B8*): *"It is important to register your hearing loss with the airline early and let them know what special requirements is needed and what available for your disability".* (*B12*) also wrote: *"Due to the lack of visual announcements on many transportation systems, ask someone to help navigate you to where you have to go or to repeat any audio announcements".* (*B15*) shared reviews on airlines that tried to assist PwDs: *"What I found out on our second trip is that some airlines have an upper body torso harness available to people with a disability. It is basically an upper body seat belt which may be of some benefit to people with poor upper body control".*

Regarding *facilities negotiation,* travel bloggers shared many practical tips to overcome situations with inaccessible accommodations. One of the travel tips recommended by (*B4*): *"What makes a room accessible? Some things I look for are a step free space, large enough room to maneuver my wheelchair without furniture being too tight together, lower plugs and switches and enough bathroom space".* One of the advices from (*B8*) was: *"for staying at hotels, you have to look at what hotel options there were for people with hearing loss: Flash alarms; Hearing aid amplifier; Acoustic System available or Induction loop system".*

Regarding *environment/geography negotiation,* all travel blogs shared reviews of the best accessible places. Bloggers always try to discover new places that consider the needs and requirements of disabled travelers. (*B11*) shared: *"Many museums offer audio tours which most of them are accessed*

through an old school mobile phone, and in each room an artefact corresponds the numbers you need to key into the device. It's goes in chronological order by each room making it easy to follow". (*B12*) wrote: *"Blind and visually impaired guests at Disneyland Paris will now have the ability to access audio descriptions content via the Audio-Spot mobile app to enhance their park-going experience".*

Regarding *financial negotiation*, the study found that raising awareness of the right of disabled people to have affordable accessible travel services is a big concern for accessible travel bloggers. As (*B12*) demonstrated: *"In England, people who are registered disabled are entitled to take a companion to places for free, such as; the Theatre, Concerts and theme parks. The disabled person pays the full price of one ticket and the companion/ career goes free. I think this is an excellent service".* In Seattle (*B5*) elaborated that: *"the zoo is open seven days per week and costs about $19 per adult, but if you are a person with a disability, you can get a $2 discount"*

DISCUSSION

With respect to other studies that examined travel constraints that influence the intention to travel of PwDs. The study tried to examine the accessible travel blogs and the different constraints that are perceived by the travel bloggers by applying leisure constraints framework adopted by Daniels et al. (2005). The study also aims to explore the role of disability travel blogs in inspiring disabled travelers to overcome the accessibility challenges they face by using negotiation strategies through sharing their stories and reviews.

A thematic narrative analysis of the posts of 17 disability travel blogs revealed insights into what they went through personally and the emotions that related to their experiences. Some of the narratives were observations, while others were detailed stories. The ten themes of the Daniels et al.'s (2005) study were identified in the disability travel blogs' narratives, namely physical/sensory, emotional, knowledge, travel companion, service provider, stranger, transportation, facility, environment/geography, and financial. The study found that no single disability blog presented all the ten themes of the Daniels et al.'s (2005) study completely. The narrative analysis used in this study led to a better understanding of the themes of the three constraints and negotiation strategies that construct the travel experience of the disability travel blogs.

Regarding the first aim, concerning the intrapersonal (physical and emotional) constraints, the study found that the disability bloggers, during

their travel process, face different constraints that need to be negotiated. They also motivate their communities to explore the world rather than focus on the travel challenges and highlight the barriers that disabled people face due to incorrect accessibility information. Moreover, the study found that bloggers illustrate that these constraints are possible to deal with by having accurate accessibility information and pre-planning for every single step of their trips. These findings are consistent with Melian et al.'s (2018) study, which confirmed that the intrapersonal constraints are related to the physical and psychological dependency of travelers with disabilities and the lack of knowledge. Their study suggests that information during the travel planning stage is a crucial factor that may help PwDs avoid these constraints.

Concerning the interpersonal (attitudes and willingness to help) constraints from service providers or local people, the study found that the stories have written a lot about the negative attitudes of the service providers towards disability. These findings are consistent with Özcan et al.'s (2021) findings, which implied that PwDs are unable to take advantage of holiday opportunities because of barriers brought on by hotel staff attitudes and personnel's lack of behavior. Melian et al.'s (2018) study identified that the attitude of the staff in the tourism industry is considered one of the leisure constraints for Spanish people with disabilities. The study findings illustrate how the shared experiences and stories of the bloggers focused on how staff in the tourism and hospitality industries should be aware of the ways for satisfying disabled traveler's needs. Swanepoel et al. (2020) explored to what extent the hospitality staff are well trained to assist PwDs. As noted by the disability travel bloggers, Swanepoel et al.'s (2020) findings indicate that hospitality staff need the training and the appropriate awareness to provide travelers with special needs with proper service. Concerning the structural (accessibility of facilities and surrounding environment) constraints, the study findings of the analysis of the tourism experience of the disability travel bloggers revealed that they considered the structural constraints to be the most difficult barrier that prevented their participation in tourism activities. This is consistent with Devile et al.'s (2023) study, which identified that structural constraints are the main barriers for PwDs to participate in tourism activities. Darcy et al.'s (2017) study found that structural constraints have the most significant impact on the participation of people with disabilities in leisure activities. Further study proved that the influence of the physical environment has a major impact on the participation of PwDs in tourism. (Rubio-Escuderos et al., 2021). Daniels et al.'s (2005) study confirmed that the social construction of

the tourism industry acts as the major barrier factor that prevents people with disabilities from participating in tourism.

Regarding the second aim, in terms of the negotiation strategies for intrapersonal constraints derived from the bloggers' tips and experiences, the study found that they suggested different negotiation strategies that tried to reduce barriers to travel. They also encourage their followers to pre-plan before undertaking travel and collect the needed information for tourism activities, transportation, and accommodations for unexpected situations. These findings are consistent with Devile et al.'s (2023) study, which referred to the importance of travel planning as one of the influential negotiation strategies that could deal with these constraints.

In terms of the negotiation strategies for interpersonal constraints, they study found that disabled bloggers inspired PwDs to be prepared if things go wrong. The disability travel bloggers recommended in their writings that travelers with disabilities get assistance and support from family and friends when they face constraints. These findings are consistent with Devile and Moura's (2021) and Devile et al.'s (2023) findings, which suggest that one of the negotiation strategies for travelers with disabilities is travelling with companions and getting staff support, which could overcome the interpersonal constraints.

In terms of the negotiation strategies for structural constraints, the study found that disability bloggers suggested different strategies that tried to reduce barriers to travel derived from their experiences. The blogs narratives advised their readers to negotiate these constraints by different means. In the context of accommodation, travel bloggers advised searching for a suitable accessible room and explaining their particular disability needs to the hotel staff before booking accommodation. Another strategy used for overcoming structural constraints is using apps that help disabled people find the best accessible hotels and adapted holiday rentals worldwide. Moreover, search for accommodations that have features such as signaling devices or flashing lights to alert deaf people to a ringing phone. In the context of transportation, travel bloggers suggest defining the assistance points and help desks in airports before flying. Some blogs shared a link to airport network operators to transform the travel experience for the disabled community and defined the airports that offered free access to their navigation apps, which provide personal wayfaring assistance to the visually impaired via their smartphone camera. In the context of tourist attractions, travel bloggers always encourage disabled travelers to plan a vacation to their favorite place by searching for accessible information on

websites, such as the general accessibility of the place and the availability of accessible toilets. Most bloggers suggested that would be helpful to hire someone to help, such as a guide or choose a travel agent that has enough experience with accessible tours. This is consistent with Devile and Kastenholz's (2018) study, which analyzed the tourism experience of people with visual disabilities. They concluded that searching for accessible information, travel companions, and a good selection of service providers and noting them in advance could be good negotiation strategies to deal with structural travel constraints and make disabled travelers more active. Devile et al. (2023) also identified negotiation strategies that PwDs could use to overcome structural constraints, such as information search, travelling with caregivers and asking for staff assistance.

Finally, the stories of the disability travel blogs prove that the travel constraints for PwDs are structural and interpersonal rather than intrapersonal. Their narratives also indicate that the lack of accessible information, facilities, and untrained staff had an impact on the quality of their travel experiences. Their recommendations confirmed the importance of improving the accessibility of tourism services, and there are still many challenges to the development of accessible tourism. The disability travel blogs focus on accessible travel and how to inspire PwDs to travel to explore and discover new places.

CONCLUSION

The study examined the tourism experience of disability travel bloggers in line with the study of Daniels et al. (2005) using thematic narrative analysis, which has not been examined by previous studies. More specifically, the study tried to identify the role of disabled travel bloggers in minimizing the travel constraints of PwDs, suggesting negotiation strategies to deal with these constraints and facilitate their participation in the tourism experience. By exploring the tourism experience of disability travel bloggers, this study contributes to accessible tourism knowledge by adding the whole travel experience of PwDs from their viewpoints.

Theoretical Implications

The study presents a contribution to the literature that combines the co-creation of accessible tourism experiences through negotiation strategies with the highlighting the role of disability travel blogs in developing free-barrier tourism. The study also focuses on the tourism experience of PwDs and clarifies their travel constraints.

Managerial Implications

The study provides the accessible tourism market with crucial information that could help the service providers offer a better accessible tourism experience and, at the same time, meet PwDs' expectations and satisfy their needs. The information is largely regarding the search phase, where PwDs make their travel decisions. Further, identifying the challenges faced by PwDs helps service providers develop friendly websites that could assist people with disabilities to plan their trips and even get help during their travel. The tourism experience of disability travel bloggers may be important in designing training programs for those who work in the tourism industry. Regarding the negotiation strategies, the travel companies that provide accessible tourist products may benefit from these strategies in trip organization for PwDs.

Limitations and Future Research

A certain limitation of the study is that the sample may not be representative of disabled travel bloggers since there were only 17 bloggers. Another limitation is that the study only examined blogs that were written in English. Future research should assess the role of technology in enhancing the collaboration between service providers and tourists with disabilities to co-create a better accessible tourism experience. It also should evaluate the best practices of tourism destinations that could develop different accessible tourism solutions and overcome the constraints that face tourists with disabilities in their travel. Moreover, evaluate the new tourism technological applications and how they may contribute to accessible tourism services. It might be beneficial to study the influence of using social media on the travel decisions of people with disabilities according to their disability type. Future studies could go beyond and classify the most influential social media tools, e.g., Facebook and/or YouTube, on the activity-travel behavior of people with disabilities.

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