

Barriers to People with Disabilities in the Tourism and Hospitality Industry: A Case Study of Buea in the South West Region of Cameroon

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ABSTRACT

The continuous increase in population growth in the world and the impact of tourism to the economy of many nations is a call for concern. Disability remains a human condition which might result from a biological developmental disorder which is either permanent or temporal or encountered in the course of life. We must break the boundaries that discriminate against disability at every level in our society (World Bank & WHO,9/6/2011).Yet some destinations still have barriers that limit the participation of all consumers. This is true for people with disabilities (PWDs) whose number grows alongside population growth. Most developing countries cannot fully satisfy the needs and wants of this niche market in terms of the development and marketing of tourism. This research investigated barriers associated with tourism for PWDs in the town of Buea, South West Region of Cameroon.

The study used an inductive approach to research. Through qualitative research strategy an in-depth study of the research area was achieved. Purposive sampling technique enable the researcher to interrogate officials responsible for tourism development and business operators in the sector on how and what is done to ensure a barrier free tourism that grants equal opportunities to all.

This work is the first to have researched on barriers to PWDs in the tourism and hospitality sector of the region. It serves as an eye opener to the public, developers and officials responsible in the execution of functions to ensure accessible tourism and social inclusion in the sector. The results indicated that the tourism industry of the region is not fully developed to accommodate the niche market, a potential

source of profit for tourism investors. It is partially inclusive but not without barriers.

The solution to this include; intensive sensitization, education, implementation of law and sanctions.

Keywords: Tourism, Disability, Barriers, Social Inclusion, Accessibility.

ÖZ

Dünya genelinde, devamlı bir şekilde gerçekleşen nüfus artışı ve turizmin birçok ülke ekonomisi üstündeki etkisi dikkat edilecek iki durum haline geldi. Engellilik biyolojiksel sebeplerden dolayı geçici veya kalıcı bir şekilde insanların yaşamına etki edebiliyor. Engelli insanlara karşı toplumda bulunan bariyerleri her yönden kaldırmalıyız (World Bank & WHO, 9/6/2011). Maalesef bazı turizm destinasyonları engelli tüketicilerin katılımını kısıtlayan veya imkansızlaştıran bazı bariyerler bulunduruyor. Nüfus arttıkça engelli insanların sayısı da doğru orantılı bir şekilde artıyor. Gelişmekte olan birçok ülke turizm ve pazarlamacılıkta niş pazarları karşılayamıyor. Bu araştırma Kamerun'un Güney Batısında bulunan Buea şehrindeki turizmle ilgili bariyerleri incelemeyi hedefliyor. Bu araştırma "Qualitative" araştırma yöntemi kullanılarak derin bir araştırma alanı oluşturuldu. Amaca yönelik örnekleme kullanan araştırmacı bu şekilde turizm yetkililerini sorgulayabiliyor. Bu sorgulama esnasında turizmde herkese eşit fırsat tanımak için ne yapıldığını ve nasıl yapıldığını öğrenebiliyor. Bu araştırma bölgedeki turizmin içinde olan bariyerler hakkında yapılan ilk araştırma olma özelliğini taşıyor. Araştırma bölgede geliştirmeci olan insanlara, yetkililere, ve aynı zamanda ise normal halka önemli bilgiler sunuyor. Bu bilgiler herkesin ulaşabileceği turizm ve sektördeki sosyal katılımcılık konusunda insanları aydınlatıyor. Sonuçlar, bölgedeki turizmin niş pazarlara ulaşmak için yeterli gelişmiş olmadığını gösterip, geliştirmecilere kar elde etmek için potansiyel alanlar gösteriyor. Biraz katılımcı olan bölge turizminde bir takım bariyer eksik değil. Problem bu bariyerler ise, çözüm yoğun hassaslaşma, eğitim ve yasaların yerine getirilmesi olarak gözüküyor.

Anahtar Kelimeler: Turizm engellilik, bariyerler, sosyal katılımcılık ulařılabilirlik.

Glory to the Lord Almighty for through him I can do all things.

To my parents and all people who are restricted from the fullness of life by societal constraints.

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LIST OF ABBREVIATIONS

PWD	People with Disability
ADA	American Disability Act
DDA	Disability Discrimination Act
MINTOURL	Ministry of Tourism and Leisure
MINHUD	Ministry of Housing and Urban Development
SWR	South West Region

Chapter 1

INTRODUCTION

1.1 Background of Study

Globalization has rendered the world a global village such that people in any part of the world get to know about another country or place of interest with just a click of the mouse. As a result, tourism has been greatly practiced and has become a great source of economic empowerment in many nations especially in the developing world where a lot of potentials are still to be exploited. Despite the effect of time, some niche market segments still seem to be ignored or neglected in the marketing and development of tourism and hospitality facilities which constitute barriers to these segments. One of these segments is disability tourism. This segment, which consist of people with disabilities still have several constraints with regards to inclusion from the marketing and supply side of tourism. Limited recognition is provided to such people from the conception of the business idea right to the functioning of such institutions.

1.2 Statement of Problem

Disabilities have been classified as part of a human condition. At any point in life one can be infected or affected by a disability. According to the World Health Organization (WHO), 15% of the world's population (1 billion people) is estimated to live with some form of disability (World Tourism Organization Network, 2015). In order to encourage social justice against discrimination and social exclusion - a

major problem still faced by People with Disabilities (PWDs) in developing countries where tourism is a great source of economic empowerment - the United Nations World Tourism Organization (UNWTO) have outlined rules and regulations worldwide to ensure that such persons are included in tourism development and societal planning. As pointed out by Taleb Rifai, UNWTO Secretary General (2013) “Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human right imperative and an exceptional business opportunity... it benefits us all”. UNWTO is convinced that accessibility for all to touristic facilities, products, and services should be a central part of any responsible and sustainable tourist policy (World Tourism Organization Network, 2015). Thus, UNWTO recommends that people with disabilities have access to the physical environment, the transportation system, information and communications channels, as well as to a wide range of public facilities and services.

According to Darcy and Dickson (2009) accessible tourism should be encouraged to make tourism experience easy and enjoyable to all (cited in Yim King, 2013). They further pointed out that even though a lot of potential exist in the tourism industry to attract people with disabilities, several studies have found out that people with disabilities still experience physical, customer service and communication barriers (cited in Yim King, 2013). Limited tourism resources, inadequate infrastructures, political instability and ineffective or weak promotion are also major impediments (Henderson, 2006, p88).

Cameroon’s tourism like that of some sub Saharan countries is inflicted by lots of challenges such as lawlessness, laxity and corruption which strains relations between

officials and stakeholders and affects development (Kimbu, 2013). Despite some negative news (poor governance, crime, terrorism, cultural and language barriers) painting an image of an inhospitable environment in some parts of Africa, many African nations like Cameroon are embedded in the promotion of tourism with the notion of stimulating the economy and development (Lepp and Harris 2008 cited in Lepp et al, 2011). However, unfortunately, they don't seem to respect outlined infrastructural requirements for constructions recommended for accessible tourism so as to avoid social exclusion of people with disabilities. The Ministry of Social Affairs of Cameroon, in its social prevention law (section 12 and 15 of 2010/002 of 13 April 2010) emphasizes safety measures, prevention of accidents in various environments, empowering regional and local authorities to take necessary measures to prevent or accommodate PWDs in infrastructural development such as buildings, railways, roads, air and maritime transport etc. (Social and Penal Provision, p.11). All efforts are still at the level of sensitization.

Based on the above, there is a need for an in depth study to the practicality of or application of the norms and standards required to fight exclusion and encourage accessible tourism as well as social justice in the tourism and hospitality industry towards people with disabilities is therefore of prime importance. This study seeks to examine this issue using the town of Buea as a case study to evaluate the aforementioned barriers. The aim is to help people with disabilities to enjoy their travel experience, the industry to benefit through return guest, more visitors, longer holidays foreign currency and taxes paid to the government which intend will be beneficial to the society at large through job creation, accessible environment,

inclusive marketing, reliable information and independent travel to visitors and inhabitants.

1.3 Aim and Objectives

Aims

A review of extant literature in tourism and hospitality industry indicates that PWDs are confronted with barriers when visiting or using tourism facilities (Poria, 2010, Yim, 2012). Such barriers are; physical, financial and human. There is hardly any such literature on Cameroon. Cameroon is a promising touristic destination which is often referred to as ‘Africa in Miniature’ or ‘All Africa in one’ (www.mintour.gov.cm). This research in this area of study will benefit Cameroon by identifying the areas to be improved in order to better meet the needs of the different markets in the tourism industry. On this note, this research seeks;

- To identify available resources and provision put in place by the government and private sector in tourism and developmental plans for PWDs.
- It also intends to identify incompatibilities, absence, neglects and inadequacy of tourism facilities and services for the PWDs if any in order to raise an awareness on the importance social inclusion.
- The study experience will contribute its own quota of knowledge to the market segment and would help operators and managers on how to upgrade their services to better meet the needs of all clients particularly consumers with disabilities, a potential source of profitability for their market.

Objectives

- To identify the effects of finance (income), attitude, communication and marketing efforts to barriers faces by PWDs.

- To investigate the adequacy of accessibility and mobility of tourism and hospitality institutions in Buea, Cameroon.
- To investigate the requirements from tourism establishments by the ministry of tourism and leisure (MINTOURL) Cameroon.
- To provide a general framework to the industry and the Cameroon government.

1.4 Significance of the Study

Several studies have been conducted on tourism in developing or less developed countries with emphasizes on the touristic potentials as source of economic empowerment for the government and the society as well as development and sustainability efforts. Till date, several literature on PWDs have focused on accessibility, types or characteristics of disabilities, the economic potentials of the groups, the legislation that makes provision for them such as the “American Disability Act (ADA), Disability Discrimination Act (DDA) and finally the marginalization and denigration of this group of persons (Israeli, 2002, Humberstone, 2004). Even though most attention is focused on PWDs in the developed world, such persons don’t only exist or visit touristic facilities in that part of the world where most literature is oriented. So developing countries have embraced the ideology of inclusion and accessible tourism yet many more countries are still a challenge in terms of disable tourism. Studies conducted in the developed world have lots of findings and recommendations aimed at combating barriers and discriminatory practices for PWDs to encourage participation in the tourism and hospitality activities such as Yuksel Ozturk et al, (2008), Ricardo Pagan-Rodriguez, (2014) Jennie Small et al,(2012). So, there is the need to research on the provision of hotel services and tourism facilities in developing countries to identify challenges

PWDs encounter and find out how the sector through the government and the private sector can curb negative experiences when visiting and using tourism or other facilities in a given environment. Chen (2004) emphasizes that it is the duty of the government to see to it that tourism is barrier – free (accessible) to PWDs. The study seeks to investigate an area where little or no data has been collected related to the topic. In an era where accessibility is a central issue in tourism development championed by the UNWTO, it is a major concern for the government, the private sector, non for profit organizations and the society at large to understand the implications of their actions.

Cameroon is not chosen because it is a developing country but because it has noticeable impact on the issue under concern and is a potential future destination for tourism for PWDs. Most research carried out on tourism sector in Cameroon have focused on job outcomes (Karatepe and Ngeche, 2012); Development and conservation (Mukete and Bitong, 2014) and Marketing challenges of Tourism Destinations (Kimbu, 2011); Service recovery and growth potentials; Antecedents of Service Recovery in 3 and 4 star hotels in Douala, Cameroon (Doh, 2013), An Examination on the Source of Economic Growth in Cameroon (Amin, 2002) among many others.

The study seeks to investigate tourism and hospitality amenities to accommodate people with various disabilities at touristic and recreational institutions and government efforts towards accessible tourism in developing countries with focus on the Republic of Cameroon in Buea precisely and make appropriate recommendations.

1.5 Research Questions

In order to achieve its aims and objectives, the study analyzes the perceptions of some authorities obtained through a purposeful sampling combined with field observation and secondary data to find answers to the following questions.

- How accessible are tourism and hospitality institutions and their environments in Cameroon for touring?
- What are the requirements for tourism establishments by the ministry of tourism and leisure of Cameroon?
- What are the provisions in building code with respect to people with disabilities?
- Are there any sanctions to defaulters?
- Is Cameroon tourism Social inclusion / exclusion? How?
- How accessible is marketing information for tourism with respect to PWDs?

In essence the research intends to investigate barriers from the following perspectives: attitudinal, finance, communication and recognition.

1.6 Research Framework

Data for the research will be collected from Fako Division of the South West region of Cameroon from Buea; ‘the town of legendary hospitality’ and former German colonial capital of Kamerun endowed with several touristic attractions and facilities. The discourse will centre on facilities or amenities available in the region and the steps made by government to accommodate and satisfy people living with disabilities in order to curb discrimination while maintaining social justice, respect and equality.

1.7 Limitations

The research under study would use a qualitative approach alongside interviews for data collection. It would also be based on an elaborate description and examination

of perceptions and field observations. Data collection would be limited to Fako Division, one of the six divisions that make up the historic German colonial capital of Kamerun, Buea in the South West Region due to limited means and time required for data collection and interpretation.

1.8 Content Structure

This work is portioned into 5 chapters. Chapter 1 comprises; an introduction to the study, statement of the problem, the aim and objectives of study, significance of study, research questions, research framework, limitations and the content structure. Chapter 2, revolves on a review of extant literature, tourism overview, definition of terminologies, history of the disability movement and information about Cameroon to facilitate comprehension to any reader. Chapter 3 proceeds with focus on methodology explanation and reason for choice used in data analysis. Chapter 4 is on data analysis, tourism review of the South West Region –Buea, classification of barriers and supports put in place to curb barriers from findings, definition of terms and data analysis.

- To why they want to stay or leave the organization and if empowering them and also having satisfaction in their various job is going to increase their rate of intention to stay.
- The sequel of this work will be add to the present form of information that already exists on the outcome of employee empowerment, job satisfaction and intention to stay

In all, chapter 5 closes the work with a conclusion and recommendations to government, developers and tourism investors, limitation and suggestions for further findings

Chapter 2

LITERATURE REVIEW

2.1 Tourism Overview

The word tourism today had different connotations from diverse schools of thought. The main point is there must be a product - supply that stimulates demand. In the quest for supply, there entail displacement either within or out of one's environment. There is satisfaction or dissatisfaction for varied reasons based on the consumer's perspective. So, tourism is travelling from one's location to another for either leisure, business, education or health reasons. It might be domestic, inbound or outbound (internal, national or international) and the duration depends on the tourist's financial background.

According to WTO, tourism is defined as "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purposes" (UNWTO, 1995). Tourism today has become a vital source of economic empowerment to many nations providing income to both the source and the host countries through employment, foreign earnings and the gross domestic product (GDP). Despite slowdowns in tourism from economic crisis – the recession in 2000 and the outbreak of epidemics like the H1N1 virus and the Ebola virus that took many lives, international tourism is regaining its position. Source from the UNWTO balance of payment stipulates that in 2011, tourism generated

US\$1.03trillion (Euro 740billion), an increase of 3.8% from 2010. In 2012 tourists exceeded 1billion globally and tourism accounted for 30% of the world's trade and service and 6% of overall export of goods and services. The services directly affected by tourism are hospitality services - hotels, motels, resorts, recreation centers, entertainment venues - museums, theatres, souvenir shops, casinos' etc. and the transport sector - airline, taxis, ship or cruise lines. According to UNWTO forecast, international tourism will continue to grow by 4%. This is going to be a boost to those countries whose tourism has not been over exploited and is sustainable but the earnings per country are relative to the expenditure of the nation on tourism and it influences future growth projection. As the importance of tourism to economic growth continues to improve, nations have to invest on developmental issues to attract consumption of their products. Tourism has a great impact on GDP and provision of employment globally. In 2012, travel and tourism contributed 9% of global GDP (US\$6.6trillion) producing 1 out of 11 world's total jobs and provided a total of 260 million jobs worldwide (WTTC). As demand continues to rise and the emerging of new destinations it is vital for nations to undertake developmental plans to accommodate demand especially in the domains of infrastructure and transportation.

Sub Saharan tourism has significant tourism potentials based on its natural and cultural resources and most of it is still in a budding stage so faces developmental challenges but this does not mean tourism is not practiced in these areas. The difference is in terms of the receipt compared to other developed tourism destinations. As the contribution of tourism to continue to grow and impacts on the economy, the industry's forecasted growth rate of 3.7% and a 2.6% employment rate

for 2015. By 2025, travel and tourism globally is expected to contribute 357 million jobs. To David Scowsill, President/CEO of WTTC, “the long term prospects of our sectors are very encouraging. Travel and tourism, will continue to grow faster than the global economy and major industries” (www.wttc.org).

In Cameroon the economy doesn't seem to get much from tourism despite the fact that the nation is endowed with touristic potentials. According to the IMF World Economic Outlook (WEO, 2015), the GDP in Cameroon per capita is \$ 3,007 the figure may vary with different source based on the components used in calculating. So to attract and maintain tourism during low seasons niche markets and innovations in different area have to be developed in order to encourage product diversity .Areas such as adventure tourism, cultural tourism, family and rural tourism as well as disable tourism are niche markets that provide good opportunities for product development, brand ranking and differentiation. As at 2013 the total number of international arrivals was 920000 with a minimum of 451000 in 2006 producing a receipt of US \$607,000,000 and a 7.56% total export in 2013 (World Tourism Org Yearbook of Tourism Statistics).

2.2 Definition of Terms

2.2.1 Disability

There are numerous definitions of disability and the debate surrounding appropriate definitions of disability have evolved over time.

The World Health organization (WHO) defines disability as “loss of function at the level of the whole person, which may include inability to communicate or to perform

‘daily activities’ or necessary vocational or non-vocational activities” (www.who.org/disability/world).

From a medical perspective, disability is defined as “a limitation in a person’s mental or physical ability to function in terms of work, learning or other socially required or relevant activities, to the extent that a person might be regarded as having a need for certain benefits; compensation exemption ...” (McGraw Hill concise Dictionary of Modern Medicine, 2002).

Thus, disability could be defined as the malfunctioning of a part of individual’s body which restricts that person from performing an activity within the range considered normal for a human being. The UK *Equality Act 2010* on disability defines it as “a physical or mental impairment that has a ‘substantial’ and ‘long term’ negative effect on your ability to do normal daily activities”. Substantial implies the condition may be minor or serious and requires taking more than normal time require accomplishing a chore where as long term refers to the time which might be a condition from birth, one or more years or progressive that gets worse overtime ([http.www.gov.uk](http://www.gov.uk)).

According to WHO director general Dr. Margaret Chan, ‘Disability is part of the human condition. Almost every one of us will be permanently or temporarily disabled at some time in life. We must break the barriers which segregate people with disabilities in many cases facing them to the margins of the society’ (9/6/2011, World Bank &WHO, *World Report on Disability*).

Also, Robert Zoellick, president of the World Bank Group, pointed out that, ‘we need to help people with disabilities to gain equitable access to opportunities to participate and contribute to their communities. They have a lot to offer if given the chance’ (9/6/2011, World Bank &WHO, *World Report on Disability*).

There exist several types of disabilities among which are: Mental, physical, learning and sensory. Since a disability limits a person’s performance beyond that which is considered normal, such people tend to face barriers in fully participating, interacting and enjoying societal and environmental benefits like other citizens.

2.2.2 Impairment and Disability

When it comes to defining disability, others claim that a distinction should be made between disability and impairment.

The United Nations defines persons with disabilities (PWD) as persons who have long-term physical, mental, intellectual or sensory impairments, which, in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.

As Sociologist Frank Kew (2003) points out, impairment and disability are different issues. According to Kew (2003) impairment refers to a medical condition. Impairment – whether sensory, mental or physical – restricts an individual in executing some skills, performing tasks or participating in certain activities or movements. Some are born with impairments, for others it is acquired at varying points in one’s life; for some, the condition is only temporary, for others it is permanent. Whereas he claims disability connotes both the physical and social

disadvantages experienced by a large group of people in sport and elsewhere. The term ‘disability’ therefore suggests that medical divisions become crystalized into social divisions and, consequently, inequities in the ability of people to participate fully as members of the community.

Finally, impairment is a human condition which cannot be avoided but can be controlled based on the type so as to make persons in such condition not to feel discriminated, unwanted or a burden to their families and the societies at large. In order to fully accommodate such person in daily societal and recreational activities government in many nations especially in the developed world have enacted decrees to impose support and involvement in mobility, communication learning and recreation stress free. The less developed world on the other hand is lacking especially in accommodating PWD. A lot of them are considered unwanted or a burden to the society and families, they are not given the opportunity or limited opportunities are provided to them which is the discrimination and social injustice the world fights against today.

This issue will be discussed later in more detail when discussing different theories of disability.

2.2.3 Types of Disability

Physical disability or impairment is a disability that affects mobility for example people using wheelchairs, crutches or support walking sticks.

Sensory impairment is a disability that affects the senses, sight, hearing and communication. In this category we have the blind and deaf and dumb. Visual Impairment is a disability that results to partial or total sight loss or blindness while

speech impairment refers to inability to communicate fluently with other or an individual whose speech attracts unnecessary attention affecting their social academic and emotion evolution.

Learning disability is a disability that prevents an individual from assimilating and understanding within a range considered normal. Such persons are retarded in reasoning, listening, speaking and even writing. A customized learning style can help in such a situation.

Mental disability is a malfunction of the brain. It can be psychiatric or a phobia, such persons require constant surveillance.

Among the several disability types, the level of handicap depends on the situation the victim encounter when interacting in the society. A disability might cause a limitation, loss, restriction and or a socialization disadvantage. So, the public attitude towards PWDs often varies with the level of handicap than the impairment of the disability (WHO, 1980).

Our focus is going on physical and sensory impairments though they are not the only types as defined earlier but they are the most common we come across in the tourism and hospitality industry based on the kind of tourism practiced in the area under case study.

2.2.4 Theories and Perspectives of Disability

The discourse on disability is analyzed in different perspectives, following awareness by the UN and WHO on the issue, different field such as social science and the

humanities analyze disability from different point of view. Among such analysis are; social work which focuses on the medical aspect of disabilities and the individual model of disability which stipulates that the problem of disability is a defect within the individual. This is also known as the personal tragedy theory of disability which states that ‘disability is a natural disadvantage suffered by the disabled individuals when placed in social situations’. The medical model deviates from the social, cultural and political notions of disability to considering it as a medical condition which requires medical attention (Quinn, 1996b cited in Vanmala, H. 2015).

Disabilities have also been analyzed by social works from a psycho social or ecological perspective. Adding to the ideas of the medical perspective, it suggests that social factors such as architecture, stigma and social structures built by ‘ables’ or ‘normals’ contributes to disability. This emphasizes the importance of inclusion; social justice and the accommodation of PWDs in the social construct of every society so that they too can enjoy the privileges of citizenship, circulate or go about their daily activities without assistance in any environment. Also, social work preaches empowerment but its concern is on the increase in the socio economic and political effects to the less privilege groups against the privileged in the society (Hahn, 2005 cited in Vanmala, H. 2015) but has no emphasis on PWDs as is the case in the medical model.

The strength perspective on the other hand considers disability as ‘an opportunity for growth and impairment’. This means a disability is both an advantage and a disadvantage, a more reason why they should be consideration for such persons in every societal development plan in any given society. It also assumes that in every

individual societies, there exist strengths such as talent, knowledge, capacities and resources thus a reason for inclusion. Furthermore, the social model, founded in the 1970s by activist as Union of Physical impaired Against Segregation (Shakespeare, 2002) although used as a base by disables to distinguish between laws, policies and ideas, it has been considered inadequate because it doesn't draw a line between 'physical impairment and the social situation, called disability...' (Oliver, 1996) required for the understanding of disability.

According to this theory, impairment is defined as 'Lacking all parts of a limb or having a defective limb, organism or mechanism of the body' whereas disability on the other hand is defined as "Disadvantage or restriction of activity caused by contemporary social organization which takes little or no account of people who have physical impairments and thus excludes them from participating in mainstream social activities." (Oliver, 1996, p.22).

Therefore, according to some activists disability does not result from impairment but the barriers caused by the society. As pointed out by Oliver (1990:14) disability "occur as a consequence of inaccessible built environments [no ramps or lifts to provide access for the handicapped], questionable notions of intelligence and social competence [the impaired are also stupid and incompetent, unable to care for themselves], the inability of the general population to use sign language, the lack of reading material in Braille or hostile public attitudes to people with non-visible disabilities [such as mental illness]."

Therefore understanding the social model requires an understanding of the dualism between impairment and disability. Whereas impairment emphasizes the physical defects, disability refers to the social oppression and limitations faced by people with impairments. This definition though strongly used, it doesn't make provision on how such people can be incorporated in the society or make provision and distinction between encountered and biological impairments even though was to remove barriers faced by such people a condition this research seeks to address in a developing country. There is need for change in the societal attitude towards disables and the disables trying to change what might be impossible or psychologically degrading. They don't need our charity but equal citizenship. A disability could also be an impairment that emanates from gender, sexuality, occupation, ethnicity and religion. If this be the case then it requires attention from societal and individual levels in order to wave barrier to a group generally considered as minority in societies. Gone are the days that PWDs were regarded as worthless to the society. It is high time there are changes in attitudes towards disablism to grant them equal opportunities to be part of a society.

So the social model views disability as caused by the way the society is organized with objective of barrier removal unlike the medical model which looks at the defect in a person and not what the person needs. This creates low self esteem and loss of independence and choice resulting to barriers of which each society should strive towards barrier removal.

The economic background of a people is backed by their society. This implies that citizens have to produce the goods and services needed for their survival and for this to be effective it requires the participation of all.

Another model through which disability is analyzed is Marxism. Karl Marx (1818-1883) gradually transformed the old system of capitalism to socialist mode of production. According to him, capitalist caused various alienations because individuals were far from experiencing the self-fulfillment in their job or production process of the products they produced. This according to socialist was a barrier and considered a disability resulting from limited equality from the society to all. So the Marxist concept of alienation can also be applied to disability; people with disabilities feel alienated from societal development a process which denies them real influence in public and private sector social benefits and the unattractive products of the entertainment or 'show biz' industries. The 'ables' in this sense might be considered as the 'Bourgeoisie' and the 'disables' the 'Proletariats'. The ultimate solution to this was change since capitalist created a disability as a form of social oppression '... the oppression of disabled people is a reflection of the way in which capitalism reduces everything to profit-effective capitalism says disabled people are surplus to requirement...true in period of economic crisis...' (Stack 2007 cited in Vanmala, H.2015). The main courses of the problems suffered by disables stem from ignorance, marginalization and neglect.

Furthermore, the diversification in perception and treatment or acceptance of people with disabilities varies from society to society. The outcome in most African communities is either total acceptance or rejection. Danquah (1977) says among the

Ashanti's of Ghana, retarded children were abandoned on river banks to return to where they belonged. Some countries like Denmark and Sweden also provide more attention and rehabilitation services to people with disabilities than the US where the awakening emerged (Lippman, 1972 cited in Chomba, W.M, 2012). From a cultural point of view, superstition, fear and rejection are social factors that have resulted to the isolation of people with disabilities. According to Abosi and Ozji (1985), studies in Nigerians and Africans in general related disabilities to witchcraft, juju, promiscuity or supernatural forces and this mentality has affected their behavior and attitude towards such people. Ethnicity has a great role in the behavior and attitudes towards the accommodation of PWDs thus understanding the different mind sets will pave the way for the reconstruction of a society that guarantees equal opportunities for all.

In today's society, there has been a shift in the approach of disability from an issue of welfare to a right or equality base approach. Human right institutions and international organizations ensure that the rights of such persons are respected to reduce dependence while promoting independence, participation, social integration and employment in communities. Coming to lime light on the 31/8/2008, the United Nations Convention on the Rights of People with Disability (UNCRPD), it encouraged human rights based on a social development perspective. It reiterated the fact that all people with disabilities have the right to enjoy essential human rights and benefits of citizenship on equal rating like others. This commission in order to achieve its objectives urges governments to take necessary precautions to ensure and guarantee rights, freedom and access to people with disabilities. The support of the private sector and the communities also have a lot to contribute to the wellbeing of

PWDs especially in less developed countries where corruption has blindfolded the governments in power such that developmental and welfare issues are mismanaged, neglected or left in the hands of non for profit organizations, the private sector and the communities. Till date, it can still be noted that there exist limited or practically no facilities which are user friendly or barrier- free in most developing countries for the disables. This is a result of the negative social acceptance causing discrimination. A solution to such a condition is social inclusion and equal opportunities for all in any given society.

According to Rosenthal et al. (2006), negative social attitudes prevent the integration of persons with disabilities into society. Based on this notion, studies have to be conducted to sensitize and monitor the awareness and attitude of society towards such person while advocating support as well within the society for equal opportunities and inclusive policies. Stigma is another cankerworm that continues to create a negative impact on the economic, political, social and psychological wellbeing of the life of persons with disabilities in the society.

McKeever (2006) states that stigmatization causes stress, anxiety, more stigma and can result to reduced acceptance in public, rejection, discrimination and social exclusion. The consequence is restricted employment opportunities forcing such persons to depend on social support for their wellbeing. Moreover, stigmatization most occurs at the interpersonal level which involves friends, family and neighbors in a formal working setting where interacting “is typically spontaneous, informal and personal” (Michener & Delamater, 1999:318). Marginalization on the other hand

occurs in formal situations where interactions “tend to be formal, impersonal and non-spontaneous” (Michener & Delamater 1999: 318).

2.3 Barriers to Tourism

Even though government policy in less development countries as is the case with Cameroon acknowledges people with disabilities textually, application is still farfetched thus such people still face barriers in accessibility, accommodation, social inclusion, finance, inhospitable tourism space, limited information choice and other facilities compared to nondisabled consumers or costumers (Social and Penal Provision of Cameroon, p.11)). According to the United Nation convention on the Rights of People with Disabilities(1993), 650million - 10% of the world’s population - are living with disabilities and these limits them from opportunities such as education, employment accessing information, proper healthcare, getting around, ‘fitting’ and acceptance. An affirmation to the barriers faced by these people in the tourism and hospitality milieu. The appreciation of a destination in tourism can be justified in several perspectives; economic, social, political stability and even developmentally. Each of such themes is dominant in it literature and is approached from different disciplines and various perspectives. The developmental side of tourism seem to top the lead due to climate change, political upheavals like in the middle East, the emergence of new destinations, government regulations on growth, the evolution of small and medium size enterprises for tourism, business tactics and marketing mix issues. This greatly indicates that touristic destinations are likely to emerge in destinations with the necessary requirements for tourism whereas the absences of such requirements constitute barriers to consumption depending on the level of unavailability.

Henderson (2006) approaches the issue of barriers to tourism from a developmental point of view, which has some significance to our topic though it differs in the fact that its focus is in the Middle East, a great touristic milieu whose tourism has been ruined by political instability and insecurity from war and suicide bombings and not tourism for disabled.

Also, the feasibility of movement in any environment has a great impact on the willingness to visit such an environment. So a touristic destination or site must be convenient in terms of mobility and other services and facilities. Predeaux (cited in Henderson, 2006) emphasizes that accessibility is a critical influence for a destination while Weaver, Lawton and Priorier (cited in Henderson, 2006) recommend a supportive government and a war free and serene environment. These are critical issues which must be elaborated upon since they stand out as motivational factors to the consumption and marketing of a destination to consumers. Thus, “a shortage of tourism resources, inadequate infrastructures, obstructionist government and weak or ineffective promotion are still major impediments...” (Henderson 2006, p.88). These are major issues of deliberation as far as tourism for the disabled or people with disabilities in developing countries are concerned. In developed countries lots of amelioration has been put in place either artificial or worked on the natural geographical potentials to mediate such barriers

Furthermore, the attractions and amenities of a destination communicate its potentials. Marketing strategies are then developed and used to lure consumers to appreciate and consume such facets. The absence of full satisfaction or poor communication and limited marketing promotion strategies constitute barriers to the

immediate marketing environment and the global market industry. Accessibility also implies equal access to information and communication technologies (ICTs) for people with disabilities especially in networked societies where ICTs is most important. According to Jaeger and Brown (2005) fifty four million people live with disabilities in the United States of America and in the world, a total population of 550million. Despite this number, there is a possibility that the number will keep increasing as population grows older (cited in Jaeger and Paul, 2008).

Judging from a technological perspective, this doesn't seem to match with our focus. The poor and unstable nature of the economies of developing nations, poor governance and limited social consideration for citizen, renders information and communication technology a luxury than a necessity. This therefore limits the availability of such needs talk less of making provision for people with disabilities. The brail system and sign language, effective tools for particular segments of disables in Cameroon is still in a budding stage. It is therefore not easy for such people to access information due to the inconveniences. As a result, they are to an extent exempted from tourism activities. The introduction of special education in the higher education of with a department operational in the University of Buea (The Place to Be) Cameroon is actually a giant step by the government towards resolving such inequality but the million dollar question is how do we expect the top to be effective when there is no base? An appreciation of this can be view on the Eastern Mediterranean Campus. The administration is trying to make its education inclusive but this so far is limited to the external environment. The internal accommodation, facilities and services do not meet the demands for people with disabilities. Work is still going on though hopeful the corrections would be effected in the near future.

Away from that, to the best of my knowledge a good foundation of education is always the base-primary school. It is true that education for the people with disabilities is free in Cameroon yet they still study in the same classrooms with 'ables' and are taught by teachers with limited knowledge on their cases though graded by professionals in their areas of study. A lot of them end up in social exclusion.

Social exclusion can result to intellectual problem for people with disabilities. Cooper and Nicholson (2013).in a comparative study on intellectual disability in adults living in urban and rural areas concludes that adults with intellectual disabilities in rural areas have better opportunities to live less deprived areas compared to those living in urban areas. This apparently is the result of modernization which necessitates the consideration and inclusion of people with disabilities in the planning and development every society, marketing and reconstruction in the tourism and hospitality industry.

The image and perception of a destination has a great effect on the marketing of tourism in the destination. Previous research indicated that tourism in Africa is riskier. To an extent, this assertion can be positive or negative based on individual perception and assessment. These perceived risks are political instability, currency fluctuation and outbreak of epidemics, crime, terrorism, poor governance, cultural and language barriers and finally the whole notion that Africa is a jungle thus painting a picture of an inhospitable environment. This negative image stands out as a barrier to tourism and limiting the flow of cash which is brought in by tourists which enable economic and social developments. Despite this negative image, Lepp

and Harris (2008) states that many African countries are embedded in the promotion of tourism with the notion of stimulating the economy and development (cited in Lepp et al, 2011).

The image of a destination therefore plays a major role on destination choice especially for people with disabilities. Because they are either physically or mentally handicapped, the cognitive and effective images which constitute perception; infrastructure, culture, social /natural aspects and emotions a tourists has about the destination; safety and security (Bologhu and McCleary et al cited in Lepp et al 2011) stimulates consumption intentions and travel choice. A lot of research appears to have been done in the analysis of destinations but there seem to be limited resources on the destination image for disable tourism, a barrier to people with disabilities.

The significant contribution of tourism is no doubt a boom to the economy of many nations. Most governments on their part lay down regulations for the commercial activities of operators. In Cameroon, Loi no.98/006 du 14 Avril 98 regulating touristic activities in its general provisions; section 1 among other points emphasizes ‘fostering national integration and the intermixing of peoples...developing national tourist resources’. This law which became applicable under text of application No. 99/443/99 PM Du 25/3/99 under section 9(i) says ‘The construction, transformation or extension of a tourist establishment shall be subject to prior authorization...’ But the utilization of tourism as a medium of enrichment by the private sector, results to the proliferation of tourism and hospitality establishments which have limited offers to the different market segments that constitute consumers for the good and services

or experiences offered. This portrays some laxity from regulators and barriers to people with disabilities.

As the world's population continues to grow so to do the number of people with disabilities .This becomes a call for concern in the tourism and hospitality industry. While advanced nations like the United State through its disabilities Act of 1990 aims to provide 'equal opportunities, full participation, independent living and economic self-sufficiency' (American with Disabilities Acts cited in Poria et al.2011). Most third world countries still don't seem to recognize the independence with disabilities. In the case of Cameroon, despite the social protection from the government via the ministry of social affairs in the social prevention law, section 12 and 15 of Loi no. 2010/002 Du 13 Avril 2010 Portant Protection et Promotion des Personnes Handicapees which says ' safety measures... preventing accidents in various environments: the state, regional and local authorities shall take all necessary measures to prevent disabilities...construction of public buildings...railway, road, air and maritime transport...' (Social and Penal Provision of Cameroon, p.11). Yet all efforts still seem to be at the level of sensitization. Practically, a lot is still to be achieved. The application of the text is not or limited in compliance with public infrastructures, roads, accommodation facilities as well as recreation facilities. There doesn't seem to be any outlined architectural requirement for constructions as a result, buildings are constructed without respect to door width, handicap parking spaces, ramps, elevators, electronic notifications, accessible bath/rest rooms and exits. The non-regulation of international standards to such facilities diminishes the quest for consumption of PWDs who are not comfortable with the absence of such resources. They feel not welcomed and are obliged to be contented with what is

available. This of course has a negative impression on customer intention of repurchase or loyalty as well as service quality.

For example, in Cairo- Egypt, as argued by Tantaway et al. (2005) there is emphasis on ‘a need for an additional insight in service provision standards in order to accommodate PWDs’ disability training programs ...consultation with architects specialized with design for disables during constructions of touristic establishments’(cited in Stonesifer & Kim 2011 p.4). Amidst this negligence, ignorance or escape from expenses or the use of unqualified architect in the construction of public and hospitality facilities, there is a call to change of attitude to curb cognitive dissonance (psychological discomfort) in order to promote social justice and recognition. As a visual impaired said, ‘we neither want to be pitied nor need sympathy .We want our rights and recognition’ (Center for Rehabilitation of the Blind, Buea). Literature for PWDs is examined from different perspectives by different authors. Barriers might emerge from leisure and recreation, staffing as well as addressing the issue of attitude, education and awareness as part of the experience (O’Neill and Knight, 2000 cited in Duruwalla and Darcy, 2005). For a better understanding of the subject matter, the study analyzes it from a multiple point of view; social, economic, regulatory and geographic perspectives to accentuate the needs of tourists with disabilities.

The numerous barriers faced by PWDs in the tourism and hospitality industry now a days are actually because of the reawaking on equality as compared to the 1980s and 1990 when there was sparing literature and limited technological networking systems. According to (Poria, Y. et al, 2011, p572-73), 3 main areas are the focus for

literature for this market segment in the hospitality industry “characteristic of the people who partake the tourist experience and economic potentials of this market (Israeli, 2002, cited in Poria, Y. et al., 2011), the legislation governing service provisions (ex. Disability Discrimination Act and Americans with Act). Thirdly, PWDS are regarded in tourism literature as ‘marginalized and disfranchised group’ (for example: Humberstone, 2004, Phillimore & Goodson, 2004, Swain, 2004, cited in Poria, et al. 2011). Motivated by the feminist movement which advocate for the ‘need to provide a voice in the public arena for minority groups’ this literature has recently been shifted towards academic issue for PWDs. (for example. Yau et al., 2004 cited in Poria, et al, 2011). This is true but there has been increasing socially constructed constraints which disturb or hinder these from fully participating and enjoying facilities and activities offered to the public by government/non- profit organizations or provided by private business operator.

This study there concentrates on such barriers as inhospitably built environments and infrastructures, non-inclusive legislations, financial position and attitudinal behavior of various publics to such people. Yim King Penny Wan (2013) examine barriers faced by people with disabilities in visiting casinos from “physical barriers in game playing, insufficient facilities and accessibility, insufficient space, entrance blockage, poor staff service and insufficient information and communication”. Even though their focus is the Casino, it is a niche market of the hospitality industry and paints a true picture of the constraints faced by people with disabilities in the industry which is not indifferent to what is encountered consuming the services of the industry of the case study-Buea, Cameroon by such people though not conducted for the purpose.

The expansion in tourism development in the developing countries is at a fast growing rate compared to their developed counterpart. This is because of lots of unexploited resources and the originality of such resources grants authenticity. The success of such business depends on their ability to capture a wide market for their product after a careful consideration of the external and internal factors that affect marketing in the business environment. Today's consumers want to be involved in the production and marketing of products. As a result, today's marketers have moved towards promotion and communication as a medium to managing customer relationship which would be profitable in the long run. Failure to pay attention to the broad environment which consist of six components; "demographic environment, socio-cultural environment, economic, natural, technological and political environments" would result to inability to meet up with trends and development in the marketing environment which stands out as a barrier to adjusting to marketing strategies (Kotler and Keller, 2012).

Thus, effective and efficient customer relationships are a vital tool to the success of every business as well as communication "information dissemination about currently accessibly destinations is equally significant'. It offers the possibilities of reaching future potential markets (Shaw et al.2005 cited in Victoria et al.(2013), *Enabling Disable Tourists? Accessibility Tourism Information Schemes*). The absence of a customer group in the developing and maintaining of communication is a constraint to customer relationship management, a limitation to consumers and an overall negative image to quality service. This is true for tourism for PWDs in Cameroon. They seem to be side lined because of the limited satisfaction the industry can provide to these people. A lot of them get to know about such facilities through the

outdated 'word of mouth' medium of publicity which facilitates quick tourism promotion in a low (Litvin et al,p.462 cited in Sambhantha and Good, 2012).The nation is still to take action in providing facilities that are completely disable friendly. Besides involvement in communication, a lot still has to be effected in the area of transportation facilities, touristic site , personnel working in such institutions and of course explicit government policies and strategies to enable accessible tourism in order to curb the barriers faced by PWDs while encouraging social inclusion, giving equal opportunities to all consumers.

Away from the marketing side of tourism for disables, attitudinal and perception barriers are also great obstacles to leisure for such individuals. Sanmargaraja and Wee in *Participation of Disabled Tourists in Malaysian Tourism National Park in Johor State*, state that there are three main categories of leisure obstacles "intrapersonal constraints, Interpersonal constraints and structural constraints". Interpersonal constraints have to do with the individuals "lack of self- confidence, lack of encouragement..." This creates a perceptual feeling of defeat and of course may result a "lack of interest in a particular type of leisure activity". Intrapersonal skills can be associated with those "psychological systems that determines an individual's "adjustment to his environment" (G. W Allport 1937, cited in Robbin, P. Stephen. 11Ed. p.100). These includes lack of leisure partners or lack of social interaction skills, a great social barrier as it renders the concerned unable to react and interact with others-diminutive personality.

Structural barriers on the other hand exist "between preference and participation abilities in a leisure activity". They include "lack of finance, lack of transportation,

limited abilities and lack of time or architectural barriers”. Limited facilities for reasonable accommodations provided by hotels rendering them partially friendly or disable exclusive. For example, height of switches, door entrances, towels racks, bed height and room information simplified to the understanding of all. In some cases access to and from the restaurant to the reception is not a problem but that to the bar, the pool area, the terrace and even into the receptions is problematic. Either there are no ramps or they are poorly constructed.

In terms of attitude, PWDs receive an unfavorable evaluation concerning them which emanates as far back as their homes, families and the society at large. Also because of the high level of poverty and low income in developing countries contributes in the inability to provide equal opportunities and attention as physically fit individuals. Participation in the economic development in most countries is dominated by the government and the private sector but the social and political benefits of the nation in any society should be enjoyed by every citizen despite any challenges. The reality of this assertion is a question mark for developing countries unlike developed countries like the United Kingdom, the USA and Canada. There is limited access to an enabling environment that provides equality from the political milieu or mainstream down to the society. As these lapse occur in the mainstream so too do they affect PWDs who seem to be ignorantly neglected and their market potentials unnoticed as a source of economy of scale in the assessment of the tourism and hospitality industry potentials. This eliminates consumption interest or purchase intentions. According to J, Small et al (2012) “...constraints reduce feeling of personal control and competence and further reduce participation”. However,

appropriate legislation, effective and sufficient facilities as well as trained and skilled human resource is required to serve the target market.

In a world that is becoming more complex in terms of language, culture and technology, environmental aesthetics must be considered in the construction of any developmental plan to facilitate understanding and avoid subjectivity to the cultural environment. Tourism signs and symbols are not intended to be interpreted by specialist. They should be easy for the consumer or tourism to interpret. Thus, the physical location of a sign or symbol facilitates interpretation or understanding (tourism signs and symbols, 2001, p.6). It is the responsibility of the ministry and or sector in charge of tourism development and implementation of tourism to ensure that tourism signs and symbols are internationalized. As part of accessible tourism, signs and symbols for PWDs should be included in the development plans of touristic facilities. Such signs and symbols include; entrances, exterior / interior access, room access for wheel chair users, accessible lifts, parking space, ramps, spacious bathroom and toilets, touch systems(Braille) and accessible desks and telephones. The presence of such facilities enhances and strengthens consumer relationship and guarantees future market. In developed countries like Finland, China and Italy these facilities are fully developed making tourism and other activities accessible to all (Tourism signs and symbols, WTO, 1998, p.38). In Africa, a few countries like Morocco, South Africa, Lesotho, and Malawi have developed and standardized their signs and symbols with regards to PWDs enabling such person to travel and walk around without the necessity of assistance. Since disability cannot be extinct, the success of tourism in the future requires the inclusion of all to portray that the sector is worth global acceptance and developing countries have to work

extremely hard to be able to satisfy consumer demands in tourism development especially in the domains of infrastructure and transport to enhance accessibility.

Disability Sign and symbols see appendix.

Although a lot of emancipation has been done worldwide through the United Nation and nonprofit organizations there are still lots of limitations to disable tourism in Cameroon, a situation the research seek to redress and propose appropriate recommendations that will help the government and various publics recognize the value and include people with disabilities in developmental issue to foster economic growth and promote equality.

2.4 The Disability Movement

The disability movement started in the US by a group of student “Rolling Quads” wheelchair users at the University of California. This was the birth place for the first independent living centre in 1971 for the movement. Within a short time, the notion had spread across the US and other countries like Britain, Canada and Brazil leading to the creating of several centers in these countries. The objective of the movement was to fight against institutionalism and enforce self-reliance and independent living to people with disability for survival. In 1976 Jimmy Carter pledged the signing of section 504 of the 1973 Rehabilitation Act (RA) with his presidential candidacy. Franklin Delano Roosevelt an American president with a disability also had a great influence in the rehabilitation Act. The RA rejected discrimination in federal government programs and services for PWDs. In 1977 a group of disabled rallied at the San Francisco Health Education and Welfare Department (HEW) in protest against denial to ratify section 504 of the 11973 RA. An international year for

Disabled people was created 1981 following the birth of Disabled Peoples' International (DPI) idea conceived by 250 PWDs at a conference in Canada demanding equal opportunities and full participation of handicaps in all aspects of society as a "matter of justice rather than charity" (Driedger, 1989, p.36). In support to this, coalitions sprang in other countries; by mid 90s DPI had 106 affiliated organizations defending 400000 PWDs. The advocates protested for "Right Not Charity" (Richard & Oliver, 1996, p.188). In the 1990s the Americans with Disability Act (ADA) was created and it advocated for equality to employment opportunities and services provided by the federal and local governments especially in areas like health, transportation, telecommunication and public accommodations. Many activists saw "abled-bodied society" as the problem to PWDs regarding them as different. The issue of discrimination and oppression some main issues for the disability protest was also raised by blacks, gays, and even women, minorities who considered their non-acceptance by society a disability. The ultimate aim of the movement was to achieve an understanding of the inequality suffered by PWDs and obtain a legislation that redresses the issues of oppression and marginalization in order to empower such people to enable them have control over their own lives as well as influence social policies for integration, participation and inclusion in the society. The disability movement has a slogan "Nothing about us without us" (Charlton, 1998, p.3).

In sum the disability movement's objective is to establish a society where PWDs can have independence over their livelihood without helped or managed by other for they will best understand what they need or is required of them – self-determination. The results of such action can be noticed in the change in some countries in

accessibility, safety and barrier free environment seen in architecture, transport, education, employment, legislation and housing.. Examples are seen in the elimination of unnecessary stairs for elevator, ramps for wheel users, elevators, and electronic light indicators, automatic doors, lifts, Braille and packing space etc in private and public owned structures.

2.5 Cameroon

Cameroon is a country in Central Africa although confused by many to be in West Africa. It occupies a surface area of 475.442square Km with a population of over 22million in 10 administrative regions, 58 divisions and 360districts.The official languages are English and French, a product of colonization making it a bilingual country and over 250 languages, traditions and customs. Our national colors are; Green, Red, Yellow, with a yellow star in the Red indicating unification of English and French Cameroons. The first inhabitants of Cameroon are believed to be the Baka or pygmies of who can still be traced in the south and eastern regions and constitute a touristic attraction and a data source for archeologists and geographers. The northern region is a conquest of the Fulanis in the 1800s and here they established their hegemony. The Bantus of the hinterlands was the first to succeed from invaders. During the scramble and acquisition of territories in Africa, European activities were focused on coastal trade and acquisition of slaves for business in Europe. A reduction and eventually the abolition of slave trade in the 19thC embraced the arrival of missionaries whose mission to preach the gospel created and continues to create an impact on the religious life of many Cameroonians today. The emergence of numerous churches and religious institutions in rural and urban towns from then to present day can attest to this. The name Cameroon was originated from Portuguese explorers in the 15th C whom on their exploration tour on the river Wouri

found a lot of prawns so named it “Rio Dos Cameroes” which means ‘river of prawns’. Cameroon’s territory mapping from Douala stretching to Nigeria was controlled by the Germans until 1919. After the Germans were defeated in WW1, (1914-1916), the territory was partitioned to Britain and France as mandates of the League of Nations. The partitioned territories were later recognized by the United Nations and French and British Cameroons gained independence in January 1960 and October 1960 respectively. The Cameroons later merged to form a federated state in 1961 known as the Federal Republic of Cameroon with H.E Ahmadou Ahidjo as president. At the Fouban constitutional conference in 1972, a unitary state was voted against a federation. The changes were not without challenges as it came with its own upheavals especially the transition in power from the then president to Paul Biya, his prime minister at the time and the abortive coup d’état in 1986. Until date, the union between the Cameroons is still problematic as the English speakers accuse the global majority French speakers of dominance and marginalization. This is commonly referred to as the ‘Anglophone problem’. The system of governance is the parliamentary system which is made up of 180 representatives, headed by a speaker. The judiciary is headed by the head of state who has executive powers. The supreme courts judiciary is headed by a president appointed by the head of state. Also, at the urban and rural levels, courts, councils and customary courts execute judiciary functions. Added to English and French and the 250 ethnic language spoken in Cameroon is ‘Pidgin’ or broken English. Ethnic groups in the grass fields are dominated by tribes in the western and some of the hinterland regions (Bamilekes, Bamoum, Tikars) constituting 38%, the fang, the Betis, the Ewodos and the Pygmies of the forest regions of the south constitute 18%, the Doualas, the Bassas and the southwesterners of the coastal region constitute 12%

the Sahel Islamic group and the fulanis of the northern and central highlands constitute 14% and finally the Kirdis of the arid regions of the north and central high lands, 18%. All of these culminate in the rich cultural diversity found in Cameroon that is seconded to none in central and West Africa. Cameroon shares borders with the following countries:

Nigeria on the west and northwest, Chad in the north and north east, Central African Republic in the east and Gabon, Congo and Equatorial Guinea in the south. Yaounde is the Capital and Douala the economic capital and the currency used is the BEAC franc CFA.

2.6 Cameroon's Economy

Agriculture and subsistent farming and the production of oil and refineries dominate the economy of Cameroon. Agriculture was encourage by the pioneer president throw the operation green revolution and agro pastoral shows where farmer exhibited their products and were rewarded to boost production. This is still encourage today through the ministry of agriculture and the local councils through improve seedling and farming tool provided to farmers. The land Cameroon is blessed with fertile soil such majority of its neighboring countries feed from its products. Among the many agricultural products exported are; Cocoa, coffee, cotton and bananas are dominant. In 2002 the nation was rate 28th world producer of cocoa and 8 in coffee. A recession inflicted the economy following the devaluation of the FCFA increasing the cost of living and slashing the price export goods. The privatization of state owned companies and creation of foreign companies in the early 2000s let to a turning point in the economy via job creation and taxes to the government which encouraged development. The Chad – Cameroon pipeline is also a great source of revenue to the economy. Some relevant cash crops include; palm oil, bananas controlled by Del

Monte a foreign company through the Cameroon Development Cooperation (CDC), rubber, tea, cotton, plantain, corn, bean, cocoa, cassava, yam, millet, Irish /sweet potatoes and sugar cane. Livestock too is another source of income, its products are exported to BEAC countries unlike fishing whose production scale is limited but serves as a food, a source of employment and poverty reduction since the fishermen raise income it which enables them improve on their wellbeing. In the domain of forestry, timber is a potential source of economic growth. The exploration of mineral like diamond, copper, iron ore, tin and bauxite are relatively slow. Cameroon like any other sub Saharan is still inflicted by poverty and high unemployment rate especially for the youths. Despite this, it is among the few African countries where literacy rate is very high, with a literacy rate of 68%, male literacy rated 77% and female 59.8% (Armél et al, 2001 cited in Doh, 2013). With regards to transportation, travelling in Cameroon is easier than in many African nations because of its developed infrastructures though some of the roads are in deplorable state today. The government through the ministry of transport and its communities are redressing the situation. The main transport means in Cameroon are; air, road, rail and water. Travelling from the north to the south is made safe via train and the rail date as far back as colonial day-German and French constructions and is operated by CAMRAIL supported by a French investment group Bolloré. Camrail transports passengers and freight. There is plan for the construction of a separate rail for the transportation of iron ore from the mines to the port of 1435mm. As at 2008, 5000 out of 50000km of roads were paved the trend is different today. Roads linking major cities are good and one lane and driving is on the left hand. The port of Douala is the busiest and largest in term of maritime activities, other minor ports include Limbe, Kribi, Garoua - functional in the raining season (July to September) and a pipeline

that transports water, oil and liquid petroleum gas; 35km, 1107km, 53km respectively as at 2013. The main airport is the Douala airport others include Yaounde and Garoua. The nation operates flights through Camairco and international flights are operated by air France, Ethiopian airlines, SN Brussels, Kenyan Airlines, Turkish Airline and more.

For social development or ‘service sociale’ it was introduced in the 1950s. The legislative provision of this section takes charge of pensions, retirement benefits and age. This benefit was to be contributed by the worker and the company. Other benefit included sick and maternity leaves and compensations on injuries on the job. In 2010, this is modified to include PWDs and the elderly considered vulnerable in the society.

2.7 Cameroon’s Tourism

Cameroon’s tourism like many other developing countries is in a budding stage. The government in attempt to stimulate the industry created the ministry of tourism in the 1970s, today known as the Ministry of Tourism and Leisure (MINTOURL) headed by H.E. Maigari Bello Bouba. According to the minister at the 8th session meeting of national tourism board held in Yaounde in 2012, Cameroon aims for over 1 million tourists by 2020. The prime minister also emphasized that the government is determined to paint a new picture of the tourism sector as it own contribution towards the effective achievement of ‘Le Cameroun des grand ambitions’ or better still Cameroon as an emerging economy by 2035. It also encouraged tourism in the airline domain by investing and creating Cameroon Airlines (CamAir) today know by the acronym Camairco with it privatization bringing it a negative image in the minds of consumers and Cameroonians following mismanagement scandals and

embezzlements. Tourist guide centers and tour agencies were also encouraged. Information from the ministry of tourism stipulates that in 2011 the government had “authorized the construction of 53 hotels of 1005 rooms which would generate 1060 jobs, opened 20 hotels with accommodation capacity of 587 each, 27 restaurants and 13 recreational centers of 1720 places that would provide 150 jobs” (Doh, 2013, p37). The combined efforts of the government and the private sector in this field is expected to generate more jobs that would aid in reducing poverty and unemployment to increase the wellbeing of its citizen since the proceeds of tourism are enjoyed by all; the government, the investors and the communities. Cameroon is described as all of Africa in one “Africa in miniature” because of its cultural diversity, climate and geography. The nation is blessed in touristic attractions from the coastal regions of the Southwest and South to the mountainous regions of the West and Southwest down to the savannahs of the Northwest and West and the forest regions of the South and East. Its wild life attracts safari travelers as it harbors many endangered species in Africa such as: chimpanzees, gorillas, giraffes, hippopotamus, elephants, lions, rhinoceros and lots of flora. For safari and game hunting, Cameroon has many national parks with the famous being the Waza Park in the Far or Extreme North region. The other reserves are in the South and Southwest regions.

With regards to ecotourism, classification and developmental projects are done with consideration to environmental issue. Some are classified as natural sites for scientific research and ecology and others for tourism with the objective of encouraging sustainability. They include:

- The Dja reserve, a world heritage site by UNESCO.
- The Korup National Park, a habitat to flora species more than 100yrs old.

- The Mount Cameroon, 4100km for hiking.
- The Mayo Rey, paw print of dinosaurs
- The botanical Garden in Limbe.

Other touristic attractions include; slave routes in Bimbia, fish sport in the south, Kribi, horse riding in the west and north regions and many other activities depending on the season. There are 2 major seasons in Cameroon, the raining and the dry seasons. Tourism is practiced during both seasons but mobility during the rainy season can be difficult due to the inability to reach certain localities because of the negative effect of rain on the terrain. Malaria, a killer disease common in sub Saharan Africa is also available in Cameroon. To control this, the ministry of public health distributes and encourages citizens and visitors to use impregnated mosquito nets throughout their stay in Cameroon and take anti-malaria medications upon arrival.

Despite all these endowments, Cameroon tourism doesn't seem too exposed except for official publicity which is insufficient. The marketing problem revolves around governments non prioritization of the tourism industry and the absence of destination management and marketing organization or national tourism offices (NTO) for appropriate planning and implementation of marketing plans, develop a branding and positioning strategies in tourism market (Kimbu,2011). The barrier might also stems from the fact that publicity charges in foreign countries are heavy for the government and also, individuals and small enterprises are prevented from taking pictures because they do publicize for selfish interest or the fear that they might paint a negative picture of governance to the outer world. Being a developing country,

other barriers can be envisaged in inadequate transport facilities, poor infrastructural developments and at time harassment from corrupt officials and citizens. Finally, in attempt to solve this, the government created an anti-corruption body or operation sparrow hulk known by its French name as ‘CONAC’ to ensure social freedom and a corruption free society for all.

Cameroon tourism map see appendix

2.8 The South West Region of Cameroon- Buea

The southwest region constitutes part of the 10 regions of Cameroon and it's also considered as part of the territory of southern Cameroons, following colonial history. Its capital or headquarter is Buea, one of the 2 English speaking or Anglophone territories of Cameroon. The south west region constitutes 6 divisions; Fako, Lebialem, Ndian, Koupe –manengouba, Manyu and Meme. The divisions are broken down into sub divisions governed by senior divisional and sub-divisional officers respectively appointed by presidential decrees. The region is the harbors the first Anglo Saxon or English speaking university in Cameroon – The University of Buea or “The Place to Be” and the first government bilingual secondary school in Cameroon, Bilingual Grammar School or Lycee Bilingue inaugurated in 1963 by president Ahmadou Ahidjo .Buea has a lot of historical meaning and because of its good climate it's a location for several touristic attractions such as recreation centers, resorts and about 20 or more hotels ranging from 1- 4 stars according tpo MINTOURL's grading which brings many tourists. The town from 1901-1919 was the German colonial capital of Kamerun and the capital of Southern from 1949-1961. Among the several touristic attractions of the region are German constructions such as the presidency in Bokwaongo, the residence of Von Putt Kamer (German governor) commonly known today as the prime ministers Lodge and the Bismarck

Fountain all at the foot of mount Cameroon. The fertile soil of the mountainous and rocky town makes agriculture a lucrative business especially tea, which is cultivated and processed in Tole. The Tea and CDC banana (Cameroon development Corporation) plantations and production processes are good touristic attractions. The main inhabitants of Buea are the Bakwerians but because of employment and education, there quite a good number of other ethnic group. The town also harbors the Nigeria consulate for the Cameroons. The traditional meal of the Bakwerians is “kwacoco and mbanga soup”- meal from cocoyam and palm nut soup prepared with traditional spices and smoked fish and their traditional dance, the ‘malley’ or ‘elephant’ among others pulls many tourists to the town.

Other important town in the region include Limbe, Kumba ,Muyuka, Mutengene Tiko, and Mamfe all of which have a history to share and endowed with attractive touristic sites.

See map of South West Region in appendix.

Chapter 3

METHODOLOGY

Research methodology refers to the process which a researcher uses to get knowledge or collect data about a particular environment or the world that might provide or aid in answering his or her research questions and or objective of study (Edward and Skinner,2009).

This process helps the researcher to acquire data through multiple sources; interviews, questionnaires, focus group interviews field survey etc.

Creswell (2007, p.15) defines qualitative research as “an inquiry process of understanding based on distinct methodological traditions on inquiry that explores a social or human problem. The research builds a complex, holistic picture, analyses words reports details of informants and conducts the study in a natural setting”.

This study explores challenges faced by PWDs using touristic facilities in a developing country- Cameroon particularly in the town of Buea and the impact of the government towards the eradication of such challenges as well as owners/managers of tourism institutions.

With regards to sampling, Punch (1998, p.193), highlights that “we cannot study everyone, everywhere doing everything” so sampling techniques are necessary not

only on the target people to interview or event to observe but also about the setting and the procedures. So, a sampling technique for any research is related to the purpose as well as study questions. The reason being that choosing a right sample from a large pool can enable generalization for a population (Neuman,2011) or geographical environment. The present study has adopted purposeful sampling. Purposeful allows for deep investigation, discovery and understanding of the topic under study through a sample that provides accurate information (Marriam,2002). Among the three different types of purposeful sampling which are ; judgemental, quota and snow ball sampling techniques, this research works with the judgmental sampling technique which according to Cavana et al. (2001), allows the researcher to choose the respondents for his or her research questions. Black, (2010 p.225) views judgmental sampling as “elements selected for the sample by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money”.

Thus, judgmental sampling gives the researcher the opportunity to sought from a population, a limited number that possess the characteristics of the population under study or knowledge of what is being researched to provide answers to the research question(s). It is a perfect technique for collecting data from a specific group of people (Explorable.com,sep 13,2009.Judgmental sampling: retrieved Nov.24.2015).

As the topic under study is vast and not very common or greatly explored in the area of study, the concerned population might be ignorant of their rights or might not be willing to share their experiences or grievances. Thus representation is very important no matter the sample (Neuman,2011). Also, since one of the objectives is

to know what the government and its instruments are doing or have done to better or make tourism accessible to PWDs judgmental sampling is necessary for an exploration of different views that will culminate to a holistic analytical framework.

This present study conducted eleven (11) interviews with officials of different tourism establishments and the delegates of tourism, urban planning and development, representative for PWDs at the delegation of Social Affairs the director of the centre for the rehabilitation of the Blind with visually impaired instructors and a representative of the ministry of sport and physical education who also doubles as national coach for the handicapped, all in Buea-Cameroon. The research approach is qualitative the attributes of a qualitative study are relevant to the study of PWDs as it enables the researcher to have an insight of their experience in the society , interprets to explains by understanding and analysis of subjective accounts through involvement. The interviews conducted were semi structured and done in their offices which gave the researcher the opportunity to survey and take picture of the environment in relation to the topic. Semi structure interviews give the researcher the opportunity to extract data from the respondent that explores topic, their perspectives, opinion and or experience. The privacy of the respondents was also assured since they were relaxed and willing to share information via unstructured interviews that enabled the researcher acquire data. The respondents were also chosen via personal contact and request for audience via their secretaries and on their administrative functions in relation to the study. To obtain an exploratory and insight information on what the government is doing or has done through its representatives in the regions, divisions and sub-divisions to accommodate and encourage accessible tourism and curb barriers to promote social justice and equal opportunities for

PWDs, face to face semi structured interviews are necessary; relevant prepared questions are answered by participants and allows a more conversational tone and free to expatiate and ask follow up questions while collecting data from respondents. There were general questions answered by all but some were more specific based on the portfolio of the respondent and the relationship of their job to the topic of the study. The interviews were between 06- 24 mins long, some audio taped which allows replay for accuracy in information during analysis while some respondents rejected the fact that the interview was to be taped despite privacy assurance and anonymity promised them by the researcher.

Even though, the research undertakes a qualitative approach which studies the thoughts and contributions of other writers necessary for an understanding of the subject coupled with field findings, an exploratory research would provide limited information so an inductive approach is appropriate since it emphasizes on the analysis of subjective accounts (social reality) and developing insights and aims at gathering rich, deep, detailed data. Observation notes were jotted during the data collection process.

The Grounded Theory would be used as research strategy. The theory differs from the hypothesis testing technique which finds evidence in data to affirm or refute established theories by emphasizing the generation of theory from data. So the theory is generated from observations made rather than being stipulated before data collection. Other theories used by previous works on disability such as the Social Model and the Medical model were taken into account.

Chapter 4

DATA ANALYSIS

A majority of the respondents were conscious about tourism and its impacts on the global economy so were collaborative and willing to provide information which helped in generating answers to the research questions. As far as accessible tourism is concerned, some were not really aware of what it is all about so leaving in ignorance a great influence to the barriers faced by PWDs in today's society. During the interviews, notes were also jotted which aided in generating themes. The analysis is based on these themes and those generated from interviews after transcription were classified and sub grouped under related themes. Also, contextualization was used for authenticity and a better understanding and meaning from the perspective of the respondents.

4.1 Tourism Overview of the South West Region –Buea

The south west region and the town of Buea in particular is endowed with lots of touristic attractions and hospitality establishments. These attractions are either natural or built in. They are equally controlled either by the government or by private investors. It harbors the mount Cameroon, the highest mountain in west and central Africa (4100m over sea level), colonial ruins and heritages such as the Von Puttkamer Castle (the Schloss) - the residence of the German governor built from 1900-1902. The former German secretariat, now hosts the south west governor's office. The Bismarck Foundation adjacent the Gendarmerie Legion built in honor of

Otto Von Puttkamer, is still in perfect shape as well as the tombs of Germans buried since 1898 and the upper farms erected on Otto Von Puttkamer's instructions. All of these serve as touristic attractions in the town of 'legendary hospitality' - Buea. For a perfect touristic view of the town, it requires a visit to the tropical forest, the savannah, colonial relics and finally the mountain and down the foot which would require at least 5 – 6 days with registered ecotourism organization or agency. Some popular agencies include the Mount Cameroon ecotourism and the Lifafa tourism organization. Several accommodation and restoration facilities have sprouted Buea to attend to the needs of guest based on the positive feedbacks of tourism. Hotels in the town range from 4 -1 star with the grading based on the service quality, facilities and number of rooms while restaurants are graded using the 'fork system' ranging also from 5-1 fork. Buea has a humid climate and can be very cold with rains which can last for a week during the months of July and August. Preferred visiting periods are from November to February when there are no rains. Another event that pulls lots of tourists to the town is the Mt Cameroon Race of Hope that is organized yearly in the month of February, was initiated by Guinness Cameroon SA –a brewery company in the 1970s .It was later taken over by the government but due to poor organization and mismanagement, Guinness came back as organizer in 2014.

4.2 Classification of Barriers and Support Provided or Facilitators and their Explanations

1. Social inclusion - constructed or natural environment. At this level we are looking for those things that constitute physical barriers to PWDs resulting from development or environment in collaboration with the ecological and psychological perspectives of social work which emphasizes inclusion,

accommodation and awareness of social structures; architecture and stigma built by 'ables' for PWDs (Vanmala,2015,P.1).

2. Financial Accessibility. This refers to cost and financial capability or availability to participate in tourism and hospitality activities and whether there are any considerations for PWDs when it comes to the cost/pricing of such facilities.
3. Policy, Law and Regulations. This focuses on information related to the interpretation of the law, its uses and regulations concerning accessible tourism and building codes as prescribed by the law governing the accessibility of constructions for PWDs.
4. Accessibility to information. In this perspective, focus is on the dissemination of information to consumers especially to such persons. Is access to information made stress free in the tourism and hospitality sector, can they easily figure out and use facilities through information provided? Also, the ultimate goal is to find out how involved is this niche market segment in the marketing and advertizing of tourism products in the area of study since they constitute a potential source of profit which seems to be unexploited.
5. Education. The intention is to know whether professional in the tourism and hospitality sectors are knowledgeable and adequately trained to attend to PWDs in the service provision processes and what is done by the government through its institutions such as the ministry of tourism and leisure the ministry of social affairs, that of housing and urban development and others to ensure that tourism to a greater extent is accessible to all users.

6. Attitudes and Perceptions. This area focuses on the behavior and thoughts of professional via the perceptions of the managers and officials towards accessibility in tourism for PWDs.
7. Resource Provision. This refers to those resources required to encourage and facilitate the participation of PWDs in tourism. It reviews what is available, its standards and what is needed.
8. Legislation and Procedures. This perspective focuses more on the judiciary with the intention of knowing whether there is a law that governs the development of tourism and hospitality sector and what is done by the different officials to ensure that this is respected to all PWDs to fully participated and enjoy the activities/provisions of the tourism and hospitality sector of the region.

4.2.1 Definition; Barrier, facilitator

The Merriam Webster Dictionary defines barrier as; “A natural formation or structure that prevents or hinders movement or action.”

A barrier therefore is anything that hinders or blocks ones usage of a facility. They can be behavioral, structural, developmental social and or geographical. It can also be any obstacle or anything that limits and restrains or restricts progress and access (Collins English Dictionary).

Facilitator: Medically, the Merriam Webster Dictionary defines a facilitator as “the lowering of the threshold for reflex conduction along a particular neural pathway especially from repeated use of that pathway.”

Facilitators are those supports providing instructions that enable a person fulfill a need or purpose. So facilitators provide assistance and make progress easier.

4.3 Analysis of Findings

The problem of most developing countries today is not only corruption and misappropriation of funds and political upheavals by the authorities in power but to a greater extend laxity in the execution of functions. When people don't do their job correctly they would be failure and the blame is generalized with all insults on the system of governance. In the process of the finding we realized that PWDs had limitations or barriers in using tourism facilities also as some aid put in place to facilitate participation and usage.

At the level of social inclusion which analyzed from the perspectives of the constructed and natural environments, it was realized that tourism in the region is partially inclusive though not without challenges. The ministry of tourism in it law of for the construction of tourism and leisure establishments ensures that such structures are constructed by investors; lodging establishments, amusement /entertainment and recreation parks are constructed in a way that there is easy access for tricycle users or people with other disabilities to accede to the facilities offered by the establishment for example, restaurants, accommodations facilities, swimming pool and other leisure activities – sports so that they can also benefit from the offers of the tourism sector. This can be affirmed by this quote:

...Tourism in this region is inclusive. I challenge you to visit any recently constructed touristic facility and you will realize that facilities for people who are physically challenged are created to enable the incorporate with services offered (Respondent 1).

Also, corrective measures are affected before the issuing of construction permits to investors yet there are some clandestine constructions which are constructed fraudulently and ignorantly without using the correct procedures so you might find them wanting in this light. Despite the efforts put in place to ensure that the tourism environment is accessible to all, it was realized that there exist barriers in the environments either constructed or natural. The town of Buea is a mountainous zone so requires a lot in terms of developmental plan to facilitate mobility and accessibility. There was the absence of wheel chair ramps in some hotel and entrances to touristic sites to provide access route to user and international signs and symbols of accessibility and disability. Some doorways too were not in respect to the standard width as prescribed by UN law for constructions with regards to PWDs, the absence of platform lifts, steep ramps, no accessible parking space and of course non- accessible rooms and toilets or rest rooms. Even though some hotels had rooms on the ground floor which catered for such persons, the entrance accessibility, room space and room facilities were problematic. Users also encountered difficulties in using the terrace to enable them have a view of the town because of the stairs. According to a speaker, these problems stem from:

...cultural heritage of disregard for disables and the novelty of the tourism sector in Cameroon (Respondent 5).

This also confirm to what Abosi and Ozji, (1985), whose study in Nigerians and Africans in general related disabilities to witchcraft, juju, promiscuity or supernatural forces and this mentality has affected their behavior and attitude towards such persons.

With such limitations, it makes it difficult for users to use facilities without been assisted or accompanied which becomes a burden sometime and limits participation in societal affairs and life enjoyed by 'ables'. To another respondent,

....The main problem is disenclavement and action development, neglect and poor management. The government is so relaxed; they need to realize the importance of tourism in the national economy to effect proper development (Respondent 6).

That notwithstanding, other facilitators that enable access were stairs with support banisters which are lighted, 24hrs room service, paved surrounding and a professional staff always at the service of clients no matter their condition. In all, if the ministry of tourism and leisure, that of social affairs and the ministry of housing and urban development in collaboration with other ministries, the councils, the private sector and non for profit organizations work hand in hand to ensure that the laws that stipulate the inclusion of the notion of the handicap and vulnerable approach to in social development such as public buildings and infrastructures are respected and sanctions meted on defaulters, there will be a great change in the nearest future for accessible tourism in the south west region and Buea in particular.

The constructed environment would be accessible not only to PWDS but also the elderly who as a result of age also have limitations to from constructions by 'ables'. Thus it requires the involvement of all to a society that is void of barriers and provides equally opportunities:

....Where there is a right there is an obligation. All of us have a part to play (Respondent 3).

As for financial capability or availability and cost, it was realized that most of the constructions were business oriented and the utmost aim of every business is to generate profit so this might probably be the major reason why considerations are limited for PWDs. In trying to curb cost, the completely deviates from the provisions for such persons as provided by the American Disability Act (ADA) an outcome of the disability movement which though prescribed for the American society can be applicable and is applied by many nations in their development plans. The appellations might differ but the outcome is what matters. In the course of evading cost you would realize that they might end up spending more if they have to demolish and reconstruct for correction in order to make provision for PWDs. This ends up making them cost ineffective and as a result there is no consideration in the tariff for services or limited discounts for such person who might not fully financially liable or partially dependent so discourages participation. They don't recognize their disability cards which guarantees them half the price required for any service.

... When we go there, we pay entry and pay a guide. People are not aware that when you have a disability card you are supposed to pay just half the price or you don't pay for a guide (Respondent 3).

Still within the light of cost reduction, another opinion holds that:

...the government could motivate business people through the payment of certain percentage of charges to architects to ensure constructions are socially inclusive and reduce taxes to encourage affordability to all users (Respondent 7).

To encourage independence to PWDs in their wellbeing, the ministries of social affairs and tourism market and promote creations and artistic artifacts created by them in the region through fairs and national exhibitions through which they get to

sell their products and win awards that aid them in their financial responsibilities. Also, the ministries of small and medium size enterprises, social economy and the handicraft, culture, trade, and economy and regional development work in this light. Because of their physical limitations a lot of these persons turn to be very creative in the arts and produce artistic works which in themselves serve as touristic attractions. For this reason, the government has created centers where they can expose and sell their products.

.....Persons who have works of arts that can be of souvenir to tourists are directed to this center so that their products can be sold. This way they are promoted and economically empowered (Respondent 1).

The whole notion here is not that they should be pitied. We want equal opportunities for all and in the cases where all cannot get such opportunities equally there are bound to be considerations which might be cost applicable because a service marred is a service denied and the immediate and possible consolation is cost reduction to encourage satisfaction and return. So investors and managers should incorporate this in their business plans to provide satisfaction to all group of consumers. Furthermore, policies, law and regulations exist with regards to tourism for disables or accessible tourism in Cameroon. The most recent law being that of the ministry of Social Affairs 2010- Loi N0.2010/002 Du 13 AVR 2010 Portant Protection et Promotion des Personnes Handicapees.Ministaire des Affaires Sociale,SightSavers, Nation Unies Droits De L'Homme Haut Commissariat.(Centre pour les droits de L'homme et de la Democrasie en Afrique Centrale).

The penal code also makes provision for the provision for the protection of PWDs and the vulnerable as well as the civil code and the constitution. The ministry of Housing and Urban Development also have laws regarding constructions especially public building which must be accessible but with no sanctions for defaulter. So a society where there is no order is bound to be chaotic. Also because there is no text of application, adhering to regulations in the field is either partial or completely absent. As mentioned by almost all respondents, they face barriers at the level of implementation since there is no text of application. According to Respondent 3:

....It is a national cry...last 13-17 Dec 2014, an Association of Virtually Impaired Persons during a seminar in Yaounde came out with a memorandum and marched to the prime minister's office in quest of the rights of PWDs. We want the text of application to be operational so that we can be able to hold authorities who denounce our civil right. We want a shift from the charity to the equality approach.

Two major facilitators were proposed. They were an urgent creation of a text of application to enable the implementation of the legislation that make provision for PWDs so that legal procedures can be used when necessary and continuous sensitization to create awareness to the subject because the concept of inclusive education is not yet yielding fruits. Policy makers should wake up from their slumber and make policies because:

...Spending money on sensitization and holding meetings would not yield any positive outcome until one exists (Respondent 3).

Educative talks should also be encouraged to enable people to come together so that their cry can be heard and clear off the belief and ignorance that still exist on the issue of disability and accessible tourism in the mainstream of the society.

.....The inclusion of accessible tourism / social inclusion in the syllabus of education in all school from primary to secondary could improve awareness (Respondent 7).

...if this is effectively implemented and sanctions meted , there will be a change in mentality and in the years ahead, maybe by 2035 since Cameroon is striving to be an emerging economy, we won't be talking of barriers towards PWDs in the tourism and hospitality industry in this region and the nation at large (Respondent 8).

Furthermore, all public facilities should be renovated to make provision for accessibility but without distorting the meaning of structure with historical significance. In so doing the government would have reduced impairment from a socio –cultural level of the environment and this would serve as example for others to emulate.

Information on the other hand is a vital tool in every business or developmental plan. It can be any data that can impact either a negative or positive change in attitude or behavior. The Business Dictionary.com defines information as:

....Data that is accurate and timely, specific and organized for a purpose presented within a context that gives it meaning and relevance and can lead to an increase in understanding and decrease uncertainty.

Thus information has a great role to play in the success of any action. The potentials of attractions and amenities of the tourism and hospitality sector consumed either by local or foreign (international) tourists are purchased through information. Limited access to information technology in this networked technological societies of today where any discovery is achieved with the click of a mouse or a touch still constitutes a barrier to PWDs in getting to know about tourism in the region. Most hotels have

ICT facilities but such facilities cannot accommodate all disability types. Information also has a great influence in the marketing of any destination. As mentioned in (Lepp et al, 2011), despite the negative images painted about Africa, a lot of its nations invest in tourism development to boost their economy. Any business without a focus reduces its chances of success. What I mean by this is that marketing through information should be able to determine the consumers to focus on. This entails segmenting the market and developing marketing skills to capture consumers. From the marketing point of view in this region, we realized that this niche market which constitutes a potential market is either biased or ignored, a barrier which encourages non participation. They are not included in the marketing adverts for facilities because:

... It would be wrong to promise what cannot be provided so I stay quiet and manage the situation when it occurs (Respondent 6).

This is of course justifiable since there is no value created for customers, it become difficult to “build strong customer relationships in order to capture value from customers in return”. (Ferrell, Hirt and Ferrell, 2014)

To another respondent, the reason probably stems from the fact that:

...the number of such clients is limited. I think it is out of ignorance that they are not considered, not discrimination. We still need a lot of technological installations to fully accommodate such people although we provide them professional service (Respondent 10).

The absence of sign and symbols and the interpretation of certain disability sign for example the position of the white cane used by virtually impaired persons in the vicinities of touristic environments is also a barrier to PWDs. The respondents

acknowledged the fact that there is practically none or minute access to information with regards to accessible tourism facilities in the region. Most issued rose aimed at professionalism, training and education to improve knowledge on disability and inform the market on available potentials. Since a person's reaction towards an object can be triggered by their knowledge or belief and this can be influenced or changed by interaction with new ideas or information, a change in information and marketing strategies will have a great impact in enhancing behavior and changing the attitude of investor, managers and of course consumers towards accessible town in the region. So education and training of staff involved in the different domains would improve knowledge and service towards PWDs in Buea in the years ahead. Information and education are closely related because if you not literate you cannot understand or perform certain functions or requirements in the way considered accurate or efficient. From findings, most employees pass through training schools where the government ensures that they are adequately trained to perform their duties but some nonchalant employers recruit base on favoritism and family relationships which jeopardizes the essence of professionalism and constitute a barrier in the service provision processes. We realized that such persons end up having on the job training which might not be very professional.

...my staff communicate and provide services to PWDs based on the type of disability but do not undergo any out training beside on the job training (Respondent 8).

To ensure that the right knowledge is provided to trainees, the ministry of Social Affairs in collaboration with that of Tourism and Leisure from time to time organize training course and seminars to refresh and improve knowledge in this domain. The government has also increased the number of higher training institutes in the tourism

sector which is a laudable initiative as it will increase the number of qualified personnel in the sector which will also affect the quality of their output and improve service quality. The most recent of such center is in Kumba in the south west region (respondent 1). Even though there is still relative laxity from both parties, there is hope for improvement based on the realization of the impact of tourism to the global economy-job creation and poverty reduction. So continuous information updates have impacts comprehension and reaction. For example, the frequent review of the American Disability Act (ADA) in the US and the Equality Act (EA) mediate a continuous change in behavior, perception and attitude towards disability and encourage social justice and equality. Also, as researcher continue to do findings and come up with data and theories to enhance understanding, for example: (Oliver, 1996 and Vanmala, 2015), medical and social models provide knowledgeable information that helps in changing perception and understanding toward PWDs and disability in general. Thus the absence of information contributes negative prejudice, negative attitudes and of course social exclusion and discrimination. As facilitators, they recommended creating awareness through information to change the attitude and beliefs of business men and the society towards disability and PWDs. Also the Braille system introduced in schools if maintained would help improve knowledge in this domain. For those working in such area, periodic training programs of various forms could be provided by the government and the institutions to improve their knowledge on accessible tourism. As far as marketing is concerned, it requires involving them on board to speak for themselves not having others been speak for them. According to some virtually impaired speakers:

....A society that fits for a disable person is a society that fits for all....We think to revamp the market is 'Nothing About Us Without Us', a UN theme on the celebration of the national day for the handicap (Respondent 3).

Some managers also get to make their establishments known through sponsorship of artistic works of PWDs especially in the domain of music. They in turn advertise their product(s).

Attitudes are behavior learned or acquired. Chubon (1992: 303 mentioned in Darcy and Daruwalla, 2005), attitudes are categorized in 4 groups; “behavioral, information integration, consistency and function theories.” The behavioral theory according to Horne (1985) is referred to as “a response to environmental stimuli” and consistency as “need for a person to maintain balance in interpersonal relations and cognitions through their beliefs, feeling and actions” Psychological and emotional barriers were identified which affected the attitude of PWDs towards tourism in the town. The notion of unfriendly environment and facilities coupled with the reactions of staff affects the interest of consumers with disabilities. Cultural beliefs also reduce self-confidence; encourage defeat and lack of interest tourism and leisure activities. This is a barrier in that; “ ...constraints reduce feeling of personal control and participation” J, Small et al (2012) Such people end up finding themselves not wanting even though the facilities are not completely accessible of which they pay the same tariff for consumption like ables. To solve this issue, the different ministries organize should organize educative talk forums especially on cultural heritage which is a key problem. A campaign for tourism all should be launched to encourage participation.

.....We need to sensitize of their humanity and rights tourism... creating accessibilities to sites for them within reason will help improve self-esteem (Respondent 5).

Also investing in facilities for accessibility shouldn't be considered as waste of resources by investors but as investment for a wide range of consumers which would last and profitable since most of such persons are often accompanied, this serve as additional income which improves profitability. Services in some establishments are not charge to make them comfortable during their stay.

....They are given preference; no queuing and free room service which is often charged because we know they don't have access (Respondent 8).

Finally, continuous awareness implies improve experience, facilities and barrier removal since:

....Disables will continue to part of our society .We must consider changing our attitudes to attract sustainable disable tourism into our region (Respondent 5).

A way from that, Resource Provision is also vital in the practice of accessible tourism. Resources are those things from which demand can be satisfied or a benefit derived. The use of resource can lead to an increase in profitability, satisfy demand and improve life style and wellbeing. They can be tangible or intangible, natural or created such as materials or equipment, service, staff assets and more all aimed at satisfying needs and wants or establishing equilibrium between demand and supply.

The American heritage dictionary defines resource as:

....Something that is available for use or that can be used for support or help or the total means available to a company for increasing production or profit, including plant, labor, raw material and assets.

Resources therefore facilitate and satisfy human needs and wants .They equally encourage participation the absence of which provides a barrier. Barriers were identified at the level of inaccessible facilities; accommodation, equipment sporting

facilities, transport facilities and staff. This was in both the natural and constructed environments. There were no ramps for wheelchair users, entry routes as well as lifts and parking space for people with disabilities. Leisure and sporting facilities are also constructed without consideration for such persons. For example, the pools are too deep and provide no entry route for PWDs, the playing courts are also a challenge. The gymnasiums have stairs and inadequate space is provided between equipment which prohibits circulation for PWDs. The same applies to conference or meeting rooms and banquet hall. These limitations and restrictions create a spirit of an unfriendly environment and facilities which discourages participation. So, resources can influence the achievement of a desired outcome the absence of such would result to non-accomplishment. Some respondents insisted that some of the limitations were from the fact that the buildings were not initially constructed to serve as hotel or business purpose and because of the historic nature of the structures reconstruction might distort the meaning.

...it wasn't initially constructed for a hotel...house of assembly of west Cameroon members of parliament (Respondent 6).

Also corrections and renovations are being made in those facilities where the need is high; Plans have been made for lifts to be installed Respondent 5.

...the entrance to the reception doesn't have access to wheelchair users but it is under consideration...the pool and the basketball pitch has limited access but amendments are ongoing to enable accessibility for all (Respondent 9).

There is high need for inclusion which quite limited, a global problem which requires sensitization not only in the tourism sector but also in public buildings and even residences. Accessibility should be a policy for commercial and non-

commercial constructions. Operators are still nonchalant though some claim to be ignorant; majorities of privately owned tourism business are owned by citizens and investors who live in developed world. So are aware of this since there is laxity at the level of surveillance in compliance with tourism and building codes barriers are inevitable. We appreciate their development effort and contributions in improving on the wellbeing of the society and poverty reduction through employment creation they should copy correctly and respect norm and grant equal opportunities for participation and usage of facilities. The government is not exempted from this; a lot still has to be done to achieve complete inclusion. So, sensitization and education will be very instrumental in changing mentalities, behavior and fight against stigma.

As facilitator, it was recommended that the text of application for the different laws which make provision for people with disabilities, inclusion and accessibility be established and function to enable officials to apply sanctions on defaulters and control the laissez faire attitude. Once there are noticeable punishments they will be change.

For Legislation and policy, it was generally agreed that they exist for PWDs though still in the form of paper work because application is not yet enforce as previously mentioned. The ministries of social affairs, tourism and leisure and the penal code make legal provisions for PWDs, requesting protection, inclusion and considerations in all development plans yet there are practically still a lot of barriers. It is a pity that the ministry of housing and urban development which provides technical support to developmental projects, produces town plans, issuing of building permits, structural

design requirements, limits its emphasis for inclusion on public buildings which are still partially excluding.

...we consider town planning regulations, security standards, health standards-drainage system, fire extinguishers, exits ...no emphasis on accessibility for PWDs, it is not included in the town planning law... eye opener a report would be made to hierarchy to be sent to the parliament for approval as addendum to the present laws this will help improve services (Respondent 4).

All respondents acknowledge the fact that there is need to develop more disability oriented policies and officials who serve as instruments for the implementation of such policies should ensure that they are done. Also developers and investors should ensure that their facilities respect a disability standard and corrections made where there is need to provide equal opportunities and social justice to all

Chapter 5

CONCLUSION AND RECOMMENDATION

The Tourism and Leisure sector of is not fully developed for the niche market-PWDs. There is laxity on the part of the government, non-governmental organizations, not for profit organizations as well as from the disabled themselves, towards improving the wellbeing of the disabled via participation in socio- leisure tourism and the provision of sufficient accessible facilities. In relations to past studies this work identified that the physical environment mentioned in the ecological approach of the social model has a vital role in any touristic experience (Oliver, 1990).

Observation and responses from the different respondents indicate that accessible tourism in Cameroon as a whole is still in a budding stage. Accessibility was analyzed from the following perspectives; structural designs, personal perception as well as personnel (professionals) in charge of managing the sector. The perceptions and attitudes of respondents differed depending on the aspect from which they analyzed accessibility. From the ecological point of view, the environment and architectural designs are problematic. Environmental and attitudinal factors might discourage participation in tourism activities in a given location. Since feasibility has a great influence on the willingness to visit an environment, as emphasized by , Predeaux (cited in Henderson, 2006) it is therefore of prime importance in every development plan and requires a supportive government and a war free and serene

environment ,Weaver et al,(cited in Henderson, 2006). So, shortage of tourism resources, inadequate infrastructures, obstructionist governments and ineffective promotion are still major impediments in Cameroon (Henderson, 2006, p.88).There is a great need for the installation of accessible facilities, action campaigns to fight barriers and discrimination, prejudice and stigma in order to encourage social justice, equality and participation in social activities, entertainment and physical activities. The results also adheres to (Mckercher et al, 2003 cited in Darcy and Daruwalla, 2005), which says “staff often do not possess sufficient knowledge to adequately assist PWDs”. In essence this implies that staff might be willing to help but because they don’t have the necessary requirements to complement the efforts the outcome is either mediocre or not appreciable. There is also an urgent need to develop a text of application law to back the implementations of the PWDs from the different sectors so that town plans and business men would be obliged to provide specific facilities required to motivate participation, social integration and enhance the wellbeing of PWDs via leisure. The social model was founded as a result of the struggle by PWDs in quest for the realization of their civil rights resulting from social, economic and environmental barriers they faced in participating in the society. For this reason, the provision of accessible buildings, transport, information and social inclusion in all societal activities should be a need provision of a civil right and not charity. This move can be effective and actualized if headed by movements which comprise people with impairment since they wear the shoes and know where it pinches they can facilitate the dismantling of barriers which improves belonging and independence. Furthermore, the economic status of PWDs should be taken into consideration to encourage participation since they seem to be discouraged by income inadequacy due to the fact that they spend double because they are often

accompanied compared to 'ables'. So considerations could be made for "socio-economic empowerment of less privileged groups against the privileged in the society" (Vanmala, H.2015). The government could stimulate price reduction through subsidies to investors and tax reduction which in turn will be reflected in pricings and offers. This will influence an increase in inclusion from a participatory and architectural point of view in the tourism, leisure and hospitality sector and cost effectiveness for investors who feel that accessibility is expensive. The majority of the respondents acknowledged the fact that PWDs constitute a potential market if fully developed and that they do receive guests with different disability types, they endeavor to provide these group with satisfaction by the use of professional skills which are not insulting to the religion or cultural belief of any of the guests. Finally, some facilities were termed inclusive which in general are not .The fact that some accessibility facilities are present in a touristic destination does not guarantee that they are available in every facility provided by the establishment. National campaigns, educative talks and sensitization are of supreme importance in changing mentalities and the perception of inclusion and participation for PWDs in tourism and leisure activities and for curbing discrimination.

5.1 Limitation to Study

Cameroon like any developing countries is in great need of developmental applications and implementation of regulations as far as social concerns and benefits for PWDs is concerned both in communities , the tourism and transport sectors. That notwithstanding the results from our finding does not guarantee generalization because the case study which constitutes a division out of a region made of six (6) divisions is too minute to represent neither the entire region nor the whole nation. Also because of limited time and resource several touristic facilities and

establishments were not visited. Also the gender of the respondent was in balance which doesn't mean the research was gender bias. Also, the finding is product or supply oriented with focus on clarity in relation to the study from the perspectives of the officials and service providers (managers of tourism establishments) in this domain which is in line (Tantaway et al., 2005 cited in Stonesifer & Kim, 2011 p.11) that emphasizes "a need for an additional insight in the service provision standards in order to accommodate PWDs". Since our focus is to bridge the gap caused by barriers which emanate from the non-respect of the provisions of the social model ecological approach understanding is based on the specific setting.

Further research could focus on the same topic but on a wider range covering the ten regions of Cameroon to enable generalization. Also, attention could be paid to the effects of cultural heritage and a government's positions in enabling PWDs achieve life satisfaction in Cameroon's Tourism or Accessible Tourism and how Participation in leisure activities improves self-esteem and life satisfaction for PWDs. Finally, a focus group study is advisable because getting information from PWDs provides a better understanding of their needs and wants as emphasized in the ideology of the social model (Riley et al, 2008 cited in Pagan- Rodriguez, 2014).

5.2 Recommendations

Knowledge, from previous research and literature reviews and our findings, has made us understand that social development for leisure must be able to provide satisfaction to all since life satisfaction and wellbeing is a human right.

I recommend that existing hotels, recreation and entertainment facilities should be renovated and reorganized to accommodate PWDs instead of constructing separate

or special facilities which might encourage discrimination and inefficiency in the use of finance either by the government or private investors.

The government should ensure that social and tourism laws are fully implemented especially the social prevention law, section 12 and 15 of Loi no. 2010/002 Du 13 Avril 2010 Portant Protection et Promotion des Personnes Handicapees which says ‘safety measures... preventing accidents in various environments: the state, regional and local authorities shall take all necessary measures to prevent disabilities...construction of public buildings...railway, road, air and maritime transport...’ (Social and Penal Provision,of Cameroon p.11).

Disables, like ‘ables’, constitute part of the global tourism market. Tourism promoters and marketers should include them in their marketing activities and should create links with national and international organizations that share their ideology in order to improve home and international participation in tourism activities for PWDs and expand their market share.

Organizations responsible for the rights of these persons should wake up from their slumber to ensure that these people are granted equal opportunities in the social benefits of society. The cultural belief of rejection of disables should be converted to acceptance, inclusion and participation.

The ministry of tourism should create departments in all regions responsible for accessible tourism. These departments should inform tourists with disabilities on inclusive facilities and how to get to such facilities as well as requirements from the tourists to facilitate their stay.

The government, through the rural and urban council, should provide funds for the development of accessible tourism.

The media should encourage accessible tourism by projecting shows and educational talks on the opportunities available for PWD's as this will boost participation.

Disability, accessible tourism, social inclusion and accessibility should not only be included in the syllabus of tourism training schools but in all schools. This will help improve the attitude, behavior and perception of students on disability issues and would guarantee a brighter future for PWDs in the tourism sector of Cameroon in the years ahead.

Tourism facilities should recruit skilled personnel and provide training courses and seminars on this segment of consumers.

Globally recognized signs and symbols for disability posting or installations should be compulsory in the tourism sector and society at large.

Also, the ministry of transport should ensure the means of transportation available makes mobility comfortable and bias free for PWDs.

The rural communities shouldn't be left out in tourism development since they possess a lot of potential for the development of tourism in their natural state and the ideology of exclusion of disables still exists in some cultures. So, intense sensitization should be carried out in such communities to encourage inclusion.

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APPENDICES

Appendix A: Demographic Table of Respondents

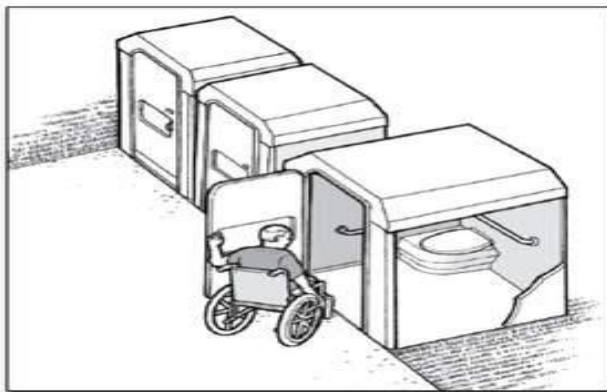
Number and Age of respondents

INTERVIEWEE	POSITION	GENDER (M/F)	AGE
Respondent 1	Government official	M	55
Respondent 2	Government official	M	48
Respondent 3	Government official	M	54
Respondent 4	Government official	M	52
Respondent 5	H R/Asst Manager	F	41
Respondent 6	Hotel Manager	M	60
Respondent 7	Hotel Manager	M	53
Respondent 8	Hotel Manager	M	33
Respondent 9	Hotel Manager	F	53
Respondent 10	Hotel Manager	M	38
Respondent 11	Government official	M	47

Gender of Respondents

RESPONDENTS	FREQUENCY	PERCENTAGE
Male	9	81.8
Female	2	18.2
Total	11	100

APPENDIX B: DISABILITY SIGNS.



Appendix C: Cameroon Map



Appendix D: Cameroon Tourism Map



Appendix E: Map of Buea, South West Region of Cameroon.

