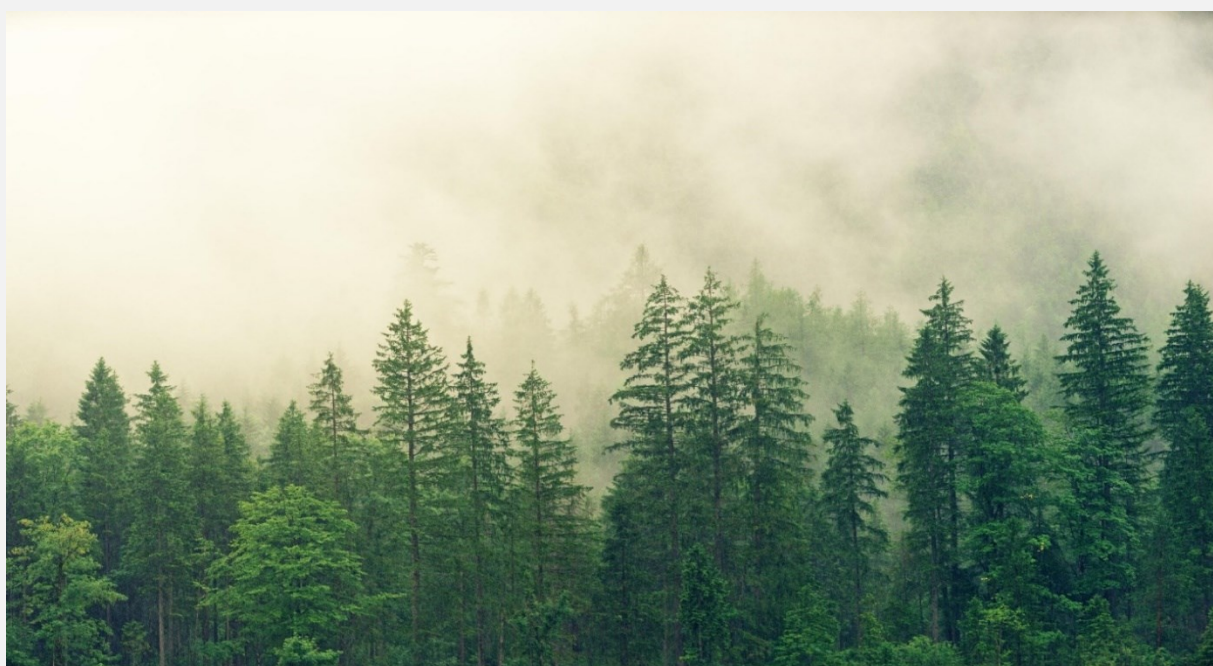


# TOURISM FOR SUSTAINABLE FUTURE

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC  
CONFERENCE

18-19 MAY 2023, BULGARIA



AVANGARD PRIMA  
2023

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## **ACCESSIBILITY CONDITIONS IN RESTAURANTS LOCATED IN THE SURROUNDINGS OF THE TOURIST ATTRACTIONS OF CABEDELLO-PB: A STUDY FOCUSED ON TOURISM FOR THE THIRD AGE TOURIST**

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***Abstract:** In Brazil, the elderly population is growing quickly and consistently. In this sense, the objective of this research was to analyse, due to the standard NBR 9050/2015, the conditions of accessibility for elders, in restaurants located around the tourist spots of the city of Cabedelo-PB, Brazil, because it is increasingly common this public travelling for leisure in the seek of a more accessible tourism. In this context, a checklist was applied to evaluate the items of accessibility according to the Technical Standard NBR 9050/2015 in the bars and restaurants, previously selected, of the city of Cabedelo-PB. The results showed that most establishments are not in accordance with the standard, and therefore it becomes urgent the involvement of public management to guide and correct this reality.*

**Keywords:** *Elderly, Accessibility, Restaurants.*

### **INTRODUCTION**

In Brazil, the Brazilian Institute of Geography and Statistics (IBGE), through data collected by the Continuous National Household Sample Survey (Pnad continua) pointed out that people aged 60 years or more, represented in 2021, 14.7% of the resident population, i.e. 31.23 million people and, in comparison with the year 2012, represented a growth of 8.89 million; demonstrating that in the last nine years there was an increase of 39.8% of the elderly public. These numbers corroborate the importance of discussing the aging population and the aspects of accessibility. In this sense, it stands out for the accessibility for the elderly public, especially in the touristic sector that involves hotels, agencies, transportation, restaurants and the tourist spots of the cities.

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The tourism industry needs to be prepared to receive customers so that people aged sixty or more can properly enjoy these services. And, one of the demands of this public is for tourism in which individuals are not seen as just spectators, but they can fully experience the experiences of the visited destination (VANZELLA, EVANGELISTA and BRAMBILLA, 2018). Thus, so that these experiences can be realised, tourism needs to offer a series of services and among these, restaurants stand out as essential establishments in the assistance to travellers, provided that they are in accordance with the tourists' expectations. In this context, accessibility is:

The possibility and condition of reach, perception and understanding for the use, with safety and autonomy, of spaces, furniture, urban equipment, buildings, transportation, information and communication, including their systems and technologies, as well as other services and facilities open to the public, of public or private use for collective use, both in urban and rural areas, by people with disabilities or reduced mobility (ABNT, 2015).

So, the lack of accessibility can compromise or even make it impossible to attend the visit of elderly tourists. Within the context that involves the accessibility in tourism and restaurants, the objective of this study, developed under the Institutional Program of Scholarships for Scientific Initiation (PIBIC) of the Federal University of Paraíba (UFPB) and the Group of Culture and Studies in Tourism (GCET), was to analyse, due to the standard NBR 9050/2015, the accessibility conditions for elderly people, in restaurants located around the tourist spots of the city of Cabedelo-PB, Brazil.

The city of Cabedelo is an important tourist destination, especially for the elderly, and because of that, food and beverage businesses need to pay attention to hospitality, which is the act of welcoming, where all people are well received, and the accessibility well offered; thus facilitated access for the elderly, besides being essential is also a valuable differential for attracting tourists.

In view of the above and taking into account the tourist importance of the municipality for the State of Paraíba, the guiding question of this research was: what are the conditions of accessibility for the elderly in restaurants located near the tourist attractions of the city of Cabedelo-PB?

### **THE CITY OF CABEDELLO-PB: an attractive tourist destination**

Cabedelo is a city located in the State of Paraíba, in the Northeast region of Brazil. The city was founded on November 4, 1585, and has as a highlight the Fortress of Santa Catarina, built in the XVI century, being this a landmark of its emergence. The Fortress was built by the Portuguese in order to defend the entrance to the estuary of the Paraíba River and the city of Filipeia of Nossa Senhora das Neves, currently named João Pessoa and capital of the State of Paraíba.

Cabedelo's tourist attraction is the 10 km of beaches, named thus: Intermares, Poço, Camboinha, Areia Dourada, Formosa, Miramar and Ponta de Matos; also the marine estuary park of Areia Vermelha, which is a sand bank only visible at low tide, and the river beach of Jacaré where an event takes place, for more than 20 years without interruption, in which the same saxophonist plays Ravel's Bolero during the sunset.

### **THIRD AGE AND ACCESSIBILITY IN RESTAURANTS**

Population aging in Brazil, according to data from the Ministry of Health, is occurring quickly and consistently, in 2016 the country occupied the fifth place in elderly population in the world, with a total of 28 million people, which was equivalent to 13.7% of the Brazilian population, in the year 2021 the elderly population became 14.7% or more than 31 million Brazilians. According to the Centre for Strategic Studies at Fiocruz (CEE, 2020), it should reach 72.4 million in 2100 (40% of the total population). The Centre also points out that the number of Brazilians aged 80 years and over, which in 1950 was 153,000 (0.3% of the total), rose to 4.2 million in 2020 (2% of the total) and should reach 28.2 million in 2100 (15.6% of the total population). These data indicate a change in the age structure of Brazil that directly impacts on the issue of accessibility for senior citizens in the various sectors of the country, including tourism. In this context, Vanzella, Evangelista and Brambilla (2018) discuss tourism as a new experience for the population over 60 years old, who have various expectations in their travels, and one of the obstacles for the elderly to fully enjoy the experience of tourism, is the lack of accessibility for this audience; then, the destinations that best present accessible conditions will be the most likely to attract this demand.

In recent years it has become increasingly present the participation of the elderly population in travel, and with this new scenario several initiatives have emerged to provide safe and appropriate experiences. The improvements in the living conditions of the elderly have been providing an active aging, independent and with a good functional capacity. This is a

result, in part, of this public's interest in physical activities and healthy eating, which has also contributed to the improvement of mental health. Furthermore, many elderly people, even facing some limitations due to their age, have found in tourism opportunities to stay healthier both physically and emotionally, since travel allows the realization of different practices of daily life, an opportunity to meet new people and to try new experiences. But to attract and win over the elderly tourists, the tourism industry must offer restaurant services that attend to their customers properly. The relationship between tourism and restaurants is mutually beneficial, because at the same time that tourism activity contributes to the growth of the supply of restaurants, these establishments are essential for the development of tourism. Thus, for the elderly to have their meals adequately, it is necessary to adopt some measures to ensure that they can move around and have their meals in a satisfactory and accessible way. In this context, it is noteworthy that consumers do not present identical needs and expectations in relation to these services, as in the case of elderly tourists, because even in full physical condition, the elderly require some care and differentiated adaptations that allow accessibility in establishments. This increases the demand of this public, contributing to job generation and providing work opportunities in a market niche with growth possibilities. The restaurants make up one of the essential segments in the productive chain of tourism, although they are not restricted to tourism activity, being a sector that plays an important role in job opportunities, because it serves tourists, visitors and residents.

## **METHODOLOGY**

This study was characterized by a descriptive exploratory research with qualitative and quantitative analysis. For the preparation of the theoretical framework were carried out readings on scientific publications and documents on food and beverage services, restaurant, seniors, tourism, accessibility, and on the history of the city of Cabedelo. Regarding the specific legislations were consulted the technical standard of the Brazilian Association of Technical Standards, NBR/9050 of 2015 (ABNT, 2015), the Statute of the Elderly, United Nations Principles for Elderly People, Decree N° 5.296 of 2004 (BRAZIL, 2004), Decree N° 5.934 of 2006 (BRAZIL, 2006), Law N° 8.842 of 1994 (BRAZIL, 1994) and Law N° 13.146 of 2015 (BRAZIL, 2015) and the Manual of Accessibility in Tourism of 2009.

To conduct the field research was developed a checklist based on the items of the standards of NBR 9050/2015. After the finalization and pre-test of the checklist, the instrument

was applied in restaurants located around the main tourist attractions of the city of Cabedelo-PB, and this research was conducted in January and February 2023.

In order to determine the establishments surveyed, information was collected from the Cabedelo Secretary of Tourism, the Paraiba Tourism Company (PBTUR) and the Brazilian Association of Bars and Restaurants - PB (ABRASEL).

## **ANALYSIS AND DISCUSSION OF THE RESULTS**

Considering the 27 points for evaluation of accessibility required by NBR 9050/2015 in the 18 restaurants that participated, it was found that no establishment attended 100% of the criteria and only one establishment reached 83% of compliance with these standards, characterizing a worrying reality.

**Chart 1:** Items analysed according to standard NBR 9050/2015.

Criteria	Criteria analysis	Fitting percentage (%)
Nº 1	Accessible tables between 0.75m and 0.85m from the floor	44%
Nº 8	Has accessible bathrooms	39%
Nº 9	Supporting bars	28%
Nº 2	Accessible tables are linked to an accessible route	22%
Nº 22	Visual and audible emergency sign posting on the escape route	22%
Nº 24	Visual alarm at emergency exit	22%
Nº 4	The menu has text with enlarged characters	17%
Nº 6	The accessible route includes access to the accessible toilet	17%
Nº 19	The carpets and mats are fixed or embedded	17%
Nº 18	Anti-slip and anti-climbing floor	11%
Nº 3	It has a menu in Braille	6%
Nº 5	The menu has strong, easy-to-view colours	6%
Nº 7	It has employees properly trained for service.	6%
Nº 11	It has the minimum number of car spaces required by law	6%
Nº 12	The spaces have accessible horizontal signposting	6%
Nº 13	The spaces have accessible vertical signs	6%
Nº 14	It has a directional space with a minimum width of 1.20m	6%
Nº 15	Car spaces are linked to accessible routes	6%
Nº 16	The car parking spaces are located so as to avoid circulation between vehicles	6%
Nº 21	Anti-slip flooring in slippery areas, with different textures and contrasting colours	6%
Nº 10	Availability of hygienic chair	0%
Nº 17	Signage, Braille and tactile floor in the stairs	0%
Nº 20	Tactile signalling and differentiated chrome on the floor	0%
Nº 23	Sound alarm on emergency exit	0%

*Source: research data, 2023.*



According to the surveyed establishments, table 1 presents the percentage of compliance with each item of the standard NBR 9050/2015. In this chart it is possible to observe that the item that the largest number of restaurants fulfil is the accessible tables. However, this happens in less than half of the establishments.

Important items such as accessible bathrooms and parking lot with special spots are neglected. It was observed that most restaurants do not accomplish the minimum necessary requirements, such as parking, accessible bathrooms, menus with visual and enlarged characters, besides not having any menu in Braille, the access ramp of one of the restaurants does not have the minimum size for a wheelchair to pass, according to the NBR/9050 standard.

**Chart 2:** Proportion between percentage of compliance with the standard and the establishment

<b>Percentage of compliance with the NBR 9050/2015 standard</b>	<b>Number of establishments</b>
83,3	01
29,2	03
16,7	01
12,5	01
8,33	02
4,17	01
0	09

*Source: research data, 2023.*

In chart 2, the highlights are that 9 establishments do not fulfil any accessibility standards. Only 1 restaurant fulfils more than 80% of the standards and the remaining restaurants accomplish only a few items, i.e., much still needs to be done to guide those responsible for the establishments on the importance of accessibility for customers, especially the elderly.

## **FINAL CONSIDERATIONS**

The choice of tourist destination is important for the public in general and especially for the elderly who may have some kind of limitation, to ensure that the elderly have the same experience as any other public. In this context, the spaces or tourist destinations chosen need