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THE PROBLEM WHICH TRAVEL AGENTS ENCOUNTER IN THE DISABLED TOURISM MARKET ACTIVITIES AND SOLUTION SUGGESTIONS

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EXTENSIVE SUMMARY

Travelling has been a requirement in the increasingly globalized World. In the Tourism industry, international verge have disappeared and travelling opportunities have got easy due to the travelling conveniences and opportunities. Day which travelling liberty has been got easy and vary, even so tourism industry that address target group is not physically-challenged and mentally challenged people ,at least physically and mentally-challenged people should have travelling liberty and opportunities.

The tourism industry is a developing and growing industry. The contribution the country provides to the economy is very high because of this travel agents play an important role.

The number of people with disabilities in the world is about 1 billion (WHO, 2011) so separate tourism market has been formed on the disabilities. As the needs of disabled individuals are different, travel agencies need to make special tours and hire physical and social work to meet their needs. Investors are inadequate and reluctant because the travel agencies activities for the disability tourism market cost extra. Travel agencies are at the beginning of the problems they encountered because of the extra cost and insufficient demand also there are also infrastructure deficiencies.

In this study that make up as a theory, disabled market oriented travelling agent activities which have huge touristic request potential and have got into difficulty have been got around. Problems which disabled people's encounter have been solved and also offered a solution.

It is a known fact that the presence of the disabled population worldwide is increasing day by day. The activities of the travel agencies for the disabled tourism market are insufficient. Freedom to travel is one of the most natural rights of people with disabilities like everyone else. Studies have shown that travel agencies work on uninterrupted sightseeing angles isn't very common.

It is difficult for disabled people to access information about their travels, therefore, disabled tourist candidates are prejudiced in attending the tourism event.

Disabled Tourism Market It is a market that should be taken care of with alternative potential for travel agencies and should be encouraged for investments. The travel industry has to organize on the one hand, physical and social, on the one hand, and to make certain investments on the other, in order to open this market (TURSAB, 2008).

Promotional work and legal arrangements and incentives to Business should be provided to encourage travel agencies to invest in this area. On the other hand, there are some simple and easy arrangements that businesses will take. These are low-cost equipment such as ramps, directional plate and safety precautions.

Relevant ministries, non-governmental organizations and associations can provide support for advertisements and projects for travel agencies working on the disability market. Travel agencies should keep in touch with the businesses they work with when preparing package tours for disabled people and check the adequacy of disabled people for their needs and by providing trainings for disabled tourists, society can gain awareness and awareness should be created.