

WORKING PAPER

THE ACCESSIBILITY IMPERATIVE: REIMAGINING INDIA'S HOTEL INDUSTRY FOR ALL

A STRATEGIC ANALYSIS OF PURPLE TOURISM AND UNIVERSAL DESIGN IN INDIAN HOSPITALITY

Purple Tourism and Universal Design in Indian hospitality promote accessible, barrier-free travel for all, especially persons with disabilities. This approach ensures inclusion while unlocking a large, untapped market, making accessibility both a social responsibility and a strategic advantage.

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ACCESSIBILITY
FOR ALL



INCLUSION



UNTAPPED
MARKET



SOCIAL
RESPONSIBILITY



STRATEGIC
ADVANTAGE



संघर्षरहित समाज
OFFICE OF THE CHIEF COMMISSIONER FOR
PERSONS WITH DISABILITIES

THE OFFICE OF THE CHIEF COMMISSIONER FOR PERSONS WITH DISABILITIES

The Office of the Chief Commissioner for Persons with Disabilities is a national body that safeguards the rights of persons with disabilities by ensuring implementation of disability laws, addressing grievances, and promoting accessibility, inclusion, and equal opportunities.

www.ccpd.nic.in



INCLUSIVE DIVYANGJAN ENTREPRENEUR ASSOCIATION (IDEA)

A national organisation promoting accessibility, inclusion, entrepreneurship and equal opportunities for persons with disabilities through policy advocacy, skilling, and universal design initiatives.

www.idea4newindia.com

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