
SOCIO-ECONOMIC RATIONALE FOR THE DEVELOPMENT OF INCLUSIVE TOURISM IN THE UKRAINIAN REGIONS: THEORETICAL ASPECT



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Abstract. *The issues of the development of inclusive tourism in Ukraine are considered, taking into account the socio-economic aspects of the development of the regions of Ukraine. The international experience of introducing inclusive tourism as a product of the tourism sector is analyzed, with the provision of estimated indicators of the economic prospects for the development of this direction, as well as the requirements of ETAN. A socio-economic model for the development and implementation of inclusive tourism in the regions of Ukraine is proposed, taking into account the resource and infrastructural potential of the regions. The problems and prospects for the implementation of this direction of rehabilitation in Ukrainian society, especially for an inclusive group of tourists with disabilities of various forms and nosologies have been identified. For Ukraine, the problem of social assistance to people with disabilities, who belongs to one of the categories of inclusive tourism, is relevant and requires a serious approach to practical solutions.*

This issue is of particular importance for Ukrainian society, given the significant increase in the number of people with disabilities as a result of hostilities in eastern Ukraine (military, civilian population of the occupied territories, internally displaced persons). Their rehabilitation requires special methods and professional rehabilitation approaches and measures, taking into account the length of stay in the zone of military conflict and the level of stressful situations. Attention is focused on the procedure for providing high-quality comprehensive assistance to rehabilitants, which will solve the issue of correcting the physical condition of people and give them the opportunity to work adaptation in modern society in the presence of financial and material capabilities of the regions.

Key words: *inclusive tourists, socio-economic justification, prospects of inclusive tourism, people with disabilities*

Introduction.

Taking into account the world experience of providing tourism services for people with inclusion, Ukraine is developing and gradually introducing a new direction in the tourism sector as inclu-

sive tourism, which will attract about 17% of people to tourism activities for whom tourist travel was either unavailable due to physical and financial problems, or partially available (treatment under state programs, subsidies, social insurance, etc.).

Despite the lack of necessary information on this issue, we believe that this direction is promising in the tourism industry, when creating an inclusive environment in our country, to address the issues of socialization of groups of people with inclusion and their adaptation to the processes of tourist recreation. This will include adapting the infrastructure of tourism centers and tourism industry facilities to meet the needs of people with different disabilities, including people with disabilities, the elderly, their careers and family members with small children, etc. (Kapskaya et al., 2011).

In this context, it is important to understand how justified from the point of view of economic potential and financial opportunities, the proposed program, in the form of a new direction in the provision of tourist services.

Analysis of recent researches and publications.

The problems of socialization and adaptation of people with inclusiveness to the environment are the subjects of scientific research as domestic (O. Beydyk, N. Bielousova, O. Lyubitseva, S. Bogdanov, G. Gavryushenko, A. Kolupayev, N. Nida, N. Sofiy, I. Yarmoshchuk and others), as well as foreign scientists (V. Preobezhensky, M. Mironenko, I. Tverdokhlebov, I. Zorin, S.Sesolkin, etc.).

But so far, research has been scattered. The authors of the publications neither proposed a clear typification of people falling under the status of a person with inclusion, did not consider the possibility of an interdisciplinary combination of forms, methods and techniques for the provision of rehabilitation services using the tourism industry, did not analyze the general state of readiness of travel agencies in Ukraine

to develop adapted routes and offer their services to people with various types of inclusion, no comprehensive approach has been proposed to ensure an effective state policy in the formation of conditions for the development of inclusive tourism and the creation of a barrier-free environment for tourist destinations.

The purpose of the article is a socio-economic assessment of the prospects for the development and implementation of a new type of tourism activity as inclusive tourism, as a multifunctional area of providing integrated tourism services for inclusive groups of tourists, especially people with disabilities.

Methods.

The following methods were used in the article: assessment method (the prospects for the provision of rehabilitation and tourism services by attracting them to tourism activities), comparison (statistical data on the situation in the tourism market for providing services for inclusive tourists).

Research results.

In the system of development of the tourist sphere of the world, a special place today belongs to inclusive tourism as a segment of social tourism, which in Ukraine, unfortunately, is at the initial stage of development.

Inclusive tourism is a modern type of tourism that allows any person to be included in tourism activity, regardless of his physical abilities and subject to availability of tourist infrastructure objects (Zayarnyuk, 2004). Inclusive tourism structurally includes various types of rehabilitation and social services, namely: medical, psychological, psychological and pedagogical, professional, labor, physical

culture, sports, physical, social and other social and domestic activities. About 7% of tourists from around the world are people with disabilities. Therefore, this type of tourism is gaining momentum all over the world, and the demand in the tourism market, accessible to all, will grow in the coming years (Zakharova et al., 2003).

According to the requirements adopted by ETAN, tourism accessible to all,

- barrier-free areas: infrastructure and facilities;
- transport: air, land, sea, river, railway;
- high quality of services: professional provision of services by hotel, restaurant, excursion bureau staff, etc.;
- additional tourist options (entertainment, exhibitions, attractions, etc.): the
- opportunity to participate in the activities of all tourists in these events and events;
- marketing and Internet services (booking system, websites): the most accessible information for everyone.

Economically beneficial for the development of social tourism is not the presence of individual infrastructure elements, but the creation of a complete (centralized) system that would ensure people's access to proper rest, and therefore to the effective restoration of physical and spiritual strength (Fig.1).

If only 7-8 years ago it was possible to find information only about specialized rehabilitation centers "for guests in wheelchairs", and the "accessibility" badge for wheelchair guests could be seen next to the name only in several resorts, now, in the description of the hotels There are whole blocks of world resorts: rooms for wheelchair users, wheelchair guests and even ... for people with disabilities (Bielousova, 2018).

Although foreign experts say that there is a lack of information to the interested audience about hotel accommodation, information about the travel company, and associations of people

with disabilities. The biggest numbers of travel companies that are currently capable of providing services for people with disabilities with various nosologies are concentrated in the United States and Western Europe.

Modern social tourism is developing in the form of "associative tourism", organized by trade unions of travel companies and social tourism associations, for which the main task was the organization of cheap travel for people with low incomes (Kapskaya et al., 2011). A significant role in the development of social tourism was played by municipal authorities, creating for this not only economic conditions (granting socially-oriented tourism business land privileges, tax privileges and other preferences), but also infrastructure – focused primarily on people with limited physical abilities. That is why, in European countries, tourism for this category of citizens is common. Many travel agencies offer their services in this area, having various specialized tourist programs and excursions for people with disabilities (Seselkin et al., 2015).

World experience shows that the mass nature of open-ended social tourism makes it profitable, increases employment, attracts investment in tourism directly on the ground, and at the same time tax revenues. Thanks to tourism, many countries of the world are strengthening the economy of their countries, supporting this area by legislatively verified policies. Tourism, as an important social phenomenon of our time, actively influences the livelihoods of society and at the same time depends on it. At the same time, tourism performs another very important function – social rehabilitation in relation to people with inclusions (Panchenko & Simonenko, 2018).

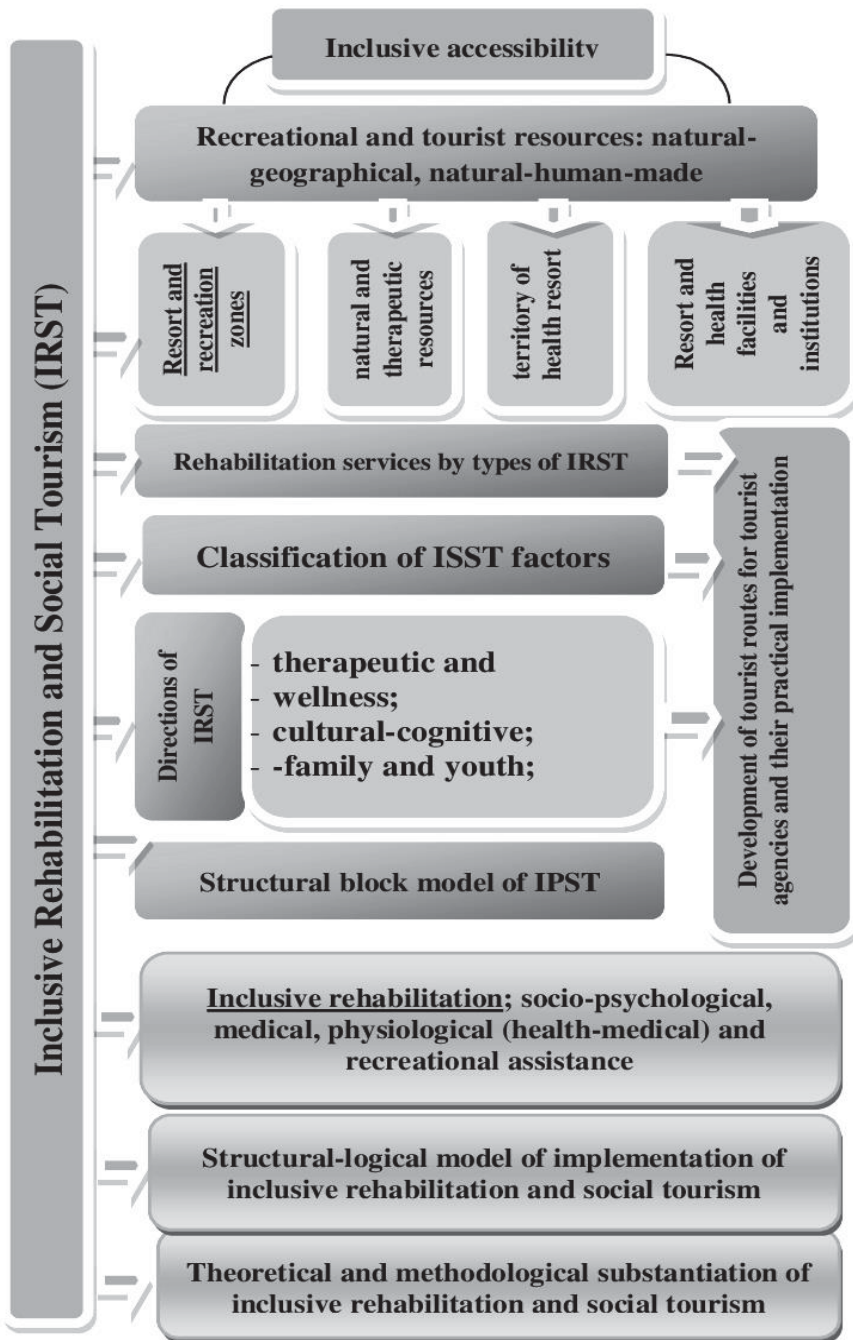


Fig.1. Block diagram of development and introduction of inclusive rehabilitation and social tourism

Source: folded by the author

According to world statistics, now about 15% of the world's population is persons with disabilities. In Europe, people with disabilities make up from 22 to 31% of the population, and in the USA – 17% of the population (McCann, 2002). It is known that due to certain obstacles, people with disabilities travel less actively. At the same time, such trips make up 7-8% worldwide, 11% of all tourist trips are to Europe; 11% – for domestic tourism in the USA and Australia. At the same time, people with disabilities in the UK (37%) and Germany are the most actively traveling – 53% (Bielousova, 2018).

Inclusive tourism today accounts for 12% of world tourist flows (Culham & Nind, 2003). According to forecasts of the WTO (World Tourism Organization), by 2020 it is predicted that inclusive tourism will make up 22% of all tourism expenditures in the world (Sigida, 2015).

Research in the post-Soviet space (Belarus, 2014, TSIITIN, in 2014, Kazakhstan, in 2016) indicates that about 30% of people with disabilities are engaged in business and participate in politics. Approximately 30% are people who belong to the middle class. They could travel if appropriate conditions were created for this (Bielousova, 2018).

Today, Ukraine continues the process of transition from a medical to a social model of disability, when the expression “everyone is different, but everyone is equal” means that the state has changed its attitude towards people with disabilities who want to integrate into society (Seselkin et al., 2015).

In Ukraine, at the beginning of 2016, the number of persons with disabilities was 2 740 000 people (6.5% of the country's population). Modern statistics show that in 2018, 5.8% of the country's population (2 436 000 people) are people with

disabilities, and this is every 18th citizen of the state. About half of the disabled are people with limited mobility (“wheelchair users” who are bedridden). Often they occupy an active life position, master new professions. The overwhelming majority are young people under the age of 40, and of these, about 170 000 are children (Panchenko & Simonenko, 2018).

In recent years, a new category of persons with disabilities has appeared in the country – participants and victims of ATO, and these are usually people of young, working age – whose number, unfortunately, is progressively increasing. They require special treatment and qualified rehabilitation assistance, both psychological and social, for those types of rehabilitation that in our country do not yet have a clear structure and practical implementation.

The technologies of social work with military personnel and their families differ depending on the nature and depth of their social problems, largely determined by the composition of military personnel, the length of their military service and the level of stressful situations.

The most vulnerable to stressful situations are children. According to experts, immigrants face a double trauma: firstly, the need to level out the effects of stress associated with living in the occupied territories, in the combat zone, the need to leave their places of permanent residence; secondly, experiencing stress due to the need to adapt to new conditions.

They are the ones who face additional specific problems, in particular, this is the lack of due attention from adults, the fulfillment of part of family responsibilities by children, which are not characteristic of war. According to the stress in children it has only aggravated. Therefore, the issue of harmonious internally family climate and psycho-emotional

state of each family member in conditions of stressful impact remains relevant (Seselkin et al., 2015).

Since July 2014, Kostiantynivka, Donetsk region, at the State Institution “Scientific and Practical Medical Rehabilitation and Diagnostic Center of the Ministry of Health of Ukraine”, studies of the characteristics of the emotional and volitional sphere of the population living in the area of the ATO. The number of children was 1 450 (5-14 years). The psychodiagnostic tools are: the children’s questionnaire of neuroses (Review of the Present Situation of Special Education, 1988). According to the results of the study, the following features of the emotional sphere of the children’s contingent were established.

The prevailing emotions in the population of the military conflict zone in the Donbas have been diagnosed: anxiety, irritability, aggression, and fears, reflecting a negative picture of the mental state of the population. The use of an integrated psychocorrectional approach for each family member has emotional disorders, increases the effectiveness of rehabilitation assistance. One of the effective methods of overcoming the psycho-emotional state of a person, and especially children, is tourist travel.

Conclusions and perspectives. In 2014-2021 there is a development of inclusive rehabilitation and social tourism in almost all developed countries of the world, with the practical provision of tourism services for inclusive tourists, including those for wheelchair users. They include the presence of a whole range of amenities on the beaches, in hotels, in transport, during excursion services, in catering establishments and the like.

In Ukraine inclusive rehabilitation and social tourism is only gaining momentum as a social service. This process was preceded by the creation of the Association

for Inclusive Rehabilitation and Social Tourism (Cherkasy), the holding of the Symposium, which discussed the main issue of providing rehabilitation services to inclusive tourists (Uman), the creation of a research and experimental site with inclusive rehabilitation and social tourism on the basis of Cherkasy the development of tourist routes adapted for various categories of inclusive tourists (and especially for military personnel, handicapped people and children immigrants), conducting a number of tests using modern methods to obtain a holistic picture of the psycho-emotional state of people in the military conflict zone in eastern Ukraine, etc. And most importantly – there is a transition from medical to social model of disability. This model is gaining new significance in modern Ukrainian society.

Taking into account the global experience, we can assume that inclusive tourism can be a powerful means of rehabilitation, the possibility of recovery, communication with people, the elimination of existing psychological barriers, and psychological satisfaction.

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Анотація. Розглянуто питання розвитку інклюзивної туризму в Україні, з урахуванням соціально-економічних аспектів розвитку регіонів України. Проаналізовано міжнародний досвід впровадження інклюзивної туризму як продукту сфери туризму, з наданням оціночних показників економічної перспективності розвитку даного напрямку, а також вимогами ЕТАН. Запропонована соціально-економічна модель розвитку та впровадження інклюзивного туризму в регіони України, з урахуванням ресурсного та інфраструктурного потенціалу регіонів. Визначено проблеми та перспективи реалізації даного напрямку реабілітації в українському суспільстві, особливо для інклюзивної групи туристів з обмеженими можливостями різних форм і нозологій. Це питання має особливе значення для українського суспільства, з огляду на значне зростання числа людей з інвалідністю та психоемоційними розладами в результаті бойових дій на сході України (військові, цивільне населення окупованих територій, внутрішньо переміщені особи). Їх реабілітація вимагає спеціальних методів, професійних реабілітаційних підходів і заходів, з урахуванням тривалості перебування в зоні військового конфлікту і рівня стресових ситуацій. Акцентована увага на процедурі надання якісної комплексної допомоги реабілітантам, яка вирішить питання корекції фізичного стану людей та надасть їм можливість трудової адаптації у сучасне суспільство при наявності фінансових і матеріальних можливостей регіонів.

Ключові слова: інклюзивні туристи, соціально-економічне обґрунтування, перспективи розвитку регіонів України, люди з обмеженими можливостями