

INCLUSION AS A LEADING TREND FOR THE DEVELOPMENT OF WORLD TOURISM

O. V. BERVENO, Doctor of Science (Economics), Docent,
Professor at the Department of Economic Theory and International Economics
O. M. Beketov National University of Urban Economy in Kharkiv, Ukraine
JAN GOTT, National Sales Manager
ITALKTRAVEL Independent Travel Group, United States of America

Tourism has been and remains one of the fastest growing sectors of the global economy. Therefore, such close attention is paid to the problems of its sustainable and inclusive development. It is on this basis that tourism can develop faster and more efficiently, which will serve as a condition for effective dynamic development of other sectors of the world economy. According to the United Nations, there are about 15 % of people with disabilities in the world. In Ukraine there are more than 3 million people with disabilities [1; 2].

Fast growth in the number of people in need of social and special assistance is a characteristic of today. According to generally accepted international standards, they are classified as different categories of inclusive tourists. The UNWTO General Assembly adopted a resolution on «Creating tourism opportunities for people with disabilities», which considers tourism as «tourism accessible to all». The term «tourism accessible to all» is enshrined in many international regulatory documents. Along with this term, they are often used as synonymous: «tourism for all», «tourism without barriers», «accessible tourism», «inclusive tourism».

Inclusive tourism can be considered as a tourism development process, which implies the accessibility of tourism for everyone, both in terms of adapting the infrastructure of tourist centers and tourist facilities to the various needs of all people (accessible and convenient for everyone), including the disabled, the elderly, their guardians and members' families, people with temporary disabilities, families with young children, and in terms of involving as many people as possible in tourism. Inclusive tourism is an important form of socialization and adaptation of people with disabilities. Tourism is part of a broad social relationship, it eliminates the feeling of inferiority, integrates into society, so the demand for inclusive tourism is constantly growing. Inclusive tourism involves cooperation between various participants in the tourism sector, which allows people with special needs in accessibility to participate in tourism activities on an equal footing, while maintaining self-esteem through the provision of universal tourism products, services and the environment [3].

Accessibility is a central element of socially responsible tourism policies. This is a prerequisite for respecting human rights and an exceptional business opportunity. Inclusive, affordable tourism will benefit not only people with disabilities or special needs, everyone will benefit from it [3]. Disability is a social phenomenon that no society can avoid, and each state, in accordance with its level of development, priorities and opportunities, forms a social and economic policy for people with disabilities. Physical restrictions often prevent such people from attending public institutions and using vehicles. Environmental barriers for people with disabilities are becoming a

serious obstacle to ensuring their effective involvement in vital processes. Accessibility of tourism for such people depends on the adaptability of tourism infrastructure to their needs.

Tourism has many functions that contribute to human development. Among them, the main are social, psychological, personality-oriented, compensatory, wellness, rehabilitation. They play a special role for inclusive tourists. Tourism also contributes to the informational enrichment of all participants in the tourism process. Accessibility of information is one of the key components of tourism accessibility for all.

A barrier-free environment is a set of architectural, transport and service standards that ensure equal access for all to various tourism products and services. A barrier-free environment is an international principle enshrined in the Convention on the Rights of Persons with Disabilities and adopted by most countries of the world.

For example, in the USA, 80 % of the elements of tourist infrastructure are adapted for the needs and needs of people with disabilities. Particular attention is paid to the development of inclusive cultural and educational tourism. Much attention is also paid to the development of the para-Olympic movement as a form of inclusiveness. In France, such a form of inclusive tourism as rural tourism is most prevalent. The Social Tourism Association, which develops this direction, owns leisure facilities and offers them for a small fee to their shareholders for a whole year, including youth [4].

Thus, the long-term goal of the development of inclusive tourism is to create a tourism environment in which all tourists can actively participate, regardless of their individual needs, age, physical disabilities, which leads to the cohesion of the society and overcoming the exclusion of certain categories of citizens.

Literature:

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