

Inclusive Tourism Development Program

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Abstract: This article discusses foreign experience in the development of inclusive tourism and the possibilities of their application in our country.

Keywords: Inclusive tourism, social protection, types of tourism, Norwegian model, British experience, Asian experience



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Inclusive tourism is a complex concept that can be interpreted in different ways - accessible tourism, barrier-free tourism, tourism for people with disabilities (hereinafter - tourism for people with disabilities), adaptive tourism, etc. To date, there is no established concept of inclusive tourism in modern literature. In the EU countries, the segment of tourism for people with disabilities is called "accessible tourism" or "tourism for all". This term is also interpreted as "tourism for all", "accessible tourism", "tourism for the disabled", "invatourism", "paratourism", "barrier-free tourism", "rehabilitation tourism", "correctional and educational tourism" and others.

As one of the main components of the "inclusive tourism" system, which determines the organic nature of its internal structure and dynamic relationships between domains, we can highlight the regulatory framework, which can be conditionally presented in the form of three main groups of documents.

The first group includes documents protecting the rights of people with limited mobility and people with disabilities when accessing tourist sites and services.

The second group consists of documents regulating the requirements for the creation and organization of an accessible environment.

The third group presents regulatory and legal documents establishing the procedure for the provision of tourism services, including for people with disabilities.

In addition, the development of inclusive tourism has already been reflected in the Tourism Development Strategy for the period up to 2030, as well as in the national project "Tourism and Hospitality Industry".

As one of the reasons for the low demand for inclusive tours, both in our country and abroad, the psychological barrier of people with disabilities is usually highlighted, which is explained by the inevitable discomfort, both during the trip and at tourist sites. In addition, there is still no exact

definition of the concept of "inclusive tourism" and all the features of organizing tourism for people with disabilities.

European experience in developing inclusive tourism and creating an accessible environment

Due to the high percentage of disabilities, European countries have solved almost all the problems of accessibility for people with disabilities.

Various experts in the field of construction define Great Britain as one of the best countries for the life of people with limited mobility, where one sixth of the country's population are disabled. It is in this country that all city buses have special platforms that allow people with limited mobility to easily get on board. Pedestrian paths, crossings and railway platforms have a "tangible coating" for visually impaired and blind people, which is a textured coating that warns of openings and slopes.

Since 1970, building codes and regulations have been developed by the Nordic Council, which includes Sweden, Denmark, Norway and Iceland. The purpose of this council is to establish uniform standards for the physical accessibility of buildings, structures, both public and industrial, and areas for the elderly and disabled, since the principles of accessibility for people with disabilities are identical. In the summer of 2016, Finland ratified the UN International Convention on the Rights of Persons with Disabilities, now the Finns can independently develop laws that will make the lives of people with disabilities easier.

However, even before this, people with disabilities living in Finland did not feel limited and locked in their neighborhood. The entire urban infrastructure of Finnish cities is built in such a way that all people feel comfortable and safe - ramps, elevators, toilets for the disabled, even the Ferris wheel in Helsinki can easily accommodate a wheelchair. Almost all Finnish hotels are equipped with rooms for people with disabilities.

Norway already in 1976 included in its building codes clauses regulating the design and construction of all public buildings with elements of an accessible environment, allowing for free access, movement and use of services for people with disabilities.

Germany began to solve problems with ensuring accessibility and creating conditions for the movement of disabled people after World War II. Therefore, now almost all cities in the country have adapted infrastructure for people with limited mobility, including transport, curbless pedestrian crossings, ramps, and a responsible attitude in society.

За рубежом постоянно издаются документы, которые непосредственно улучшают жизнь людей с ограниченными возможностями здоровья. Такая деятельность должна служить примером для нашей страны, так как у нас в основном действуют нормативы, установленные еще в 1990-х годах.

Finland, in its practice, thanks to the system of tolerant attitude using the legislative framework, integrates the rehabilitation system into the sphere of social protection and insurance, health care, employment and education, in addition, it compensates a large part of the costs of disabled people and people with limited mobility.

Eastern experience of developing inclusive tourism and creating an accessible environment

People with disabilities in Japan are perceived more as people with additional needs, rather than with disabilities.

In Japan, a large item of state budget expenditure is directed specifically at healthcare. In Japan, there is a law that obliges organizations to create an accessible environment for disabled people and to have representatives of this category of the population in their workforce. State financial support for any activity aimed at helping disabled people. For example, each wheelchair user is

assigned a social assistant, whose work is paid from state funds. Second example: any wheelchair user who does not have enough of his own funds to buy a remote-controlled wheelchair can ask the state for financial assistance, and it does not matter how much of his own funds he can invest in the purchase.

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