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ACTUAL PROBLEMS OF INCLUSIVE TOURISM IN UKRAINE

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The article discusses the features of the development of the modern tourist services market, taking into account natural and tourist recreational resources, historical and cultural heritage and a segment of the Ukrainian economy, within the framework of socio-political events of European integration and changes associated with this process. The key areas of modern research in the development of the tourism sector in Ukraine are the development and consistent implementation of inclusive rehabilitation and social tourism. The proposed structural flowchart of recreational tourism resources as a component of inclusive rehabilitation and social tourism (IRST) gives an idea of the relationship between existing types of rehabilitation, which are dictated by modern trends in the development of Ukrainian society. This allows us to ensure the development of a unified state system of medical and social protection in the framework of maintaining the physical and psychological health of the population in Ukraine, including people with disabilities.

In the process of researching the level of implementation and use of innovative technologies in the tourism sector, discussion questions were considered regarding the characteristics of the most well-known innovations in the restaurant, hotel and information segments of the tourism industry. The factors and causes affecting the development of innovative technologies in tourism are identified.

Keywords: *tourism sector, natural resource potential, recreational and tourist resources, inclusive tourism, innovations in tourism, rehabilitation and social tourism, psychological health of the population, innovations in the tourism sector.*

АКТУАЛЬНІ ПРОБЛЕМИ ІНКЛЮЗИВНОГО ТУРИЗМУ В УКРАЇНІ

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У статті розглядаються особливості розвитку сучасного ринку туристичних послуг, з урахуванням природних та туристично-рекреаційних ресурсів та історико-культурної спадщини. Ключові напрями сучасних досліджень розвитку туристичного сектору в Україні: розвиток, послідовна реалізація інклюзивної реабілітації. Запропонована структурна блок-схема рекреаційного туристичного ресурсу як складової реабілітаційно-соціального туризму (IRST). Це дозволяє забезпечити розвиток єдиної державної системи медико-соціального захисту фізичного та психологічного здоров'я населення в Україні, у тому числі людей з обмеженими можливостями.

Ключові слова: *туристичний сектор, природний ресурсний потенціал, рекреаційні та туристичні ресурси, інклюзивний туризм, інновації в туризмі, реабілітаційно-соціальний туризм, психологічне здоров'я населення, дослідження туристичного сектору.*

Tourism is one of the ways to foster mutual understanding and respect among nations. According to the UN, every year more than one billion people travel to other countries. Due to this, tourism has become the leading sector of the economy, which accounts for 10 % of global GDP and 7 % of world exports [1].

A historic event for Ukraine was the visa-free regime (2017) with the EU countries (Ukraine has a visa-free regime with 85 countries around the world). Liberalization of conditions for crossing the state border by simplifying visa formalities, which is a consequence of the implementation of the Strategy for the Development of Tourism until 2026, will help both increase the number of tourists and increase the contribution of tourism to Ukraine's economy.

Features of the development of tourism in Ukraine is the presence in almost every region of a number of interesting and often unique natural, recreational, tourist, historical, cultural, architectural objects that are used or can be used in tourist activities. In addition, the use of innovative technologies in tourism will accelerate the process of Ukraine's competitive access to the European and international tourist markets.

Therefore, we consider tourism in Ukraine as a paradigm of sustainable development of the country, where tourism works for the stable development of regions, and not vice versa. In addition, through the prism of tourism activities, it is possible to stabilize the economic situation in the country, given the enormous regional tourism potential.


Therefore, the purpose of this article is to analyze the level of development of inclusive tourism as a modern segment of the tourism sector of Ukraine to meet the multifunctional human needs in a comfortable way of life, using natural, recreational and tourist, historical and cultural potential and modern innovative technologies used in the tourism sector.

The main methods in the work are:

- an analytical method;
- a method of comprehensive assessment of the tourist potential of Ukraine;
- tabular and graphical methods;
- a formalization method.

Ukraine occupies one of the leading places in Europe in terms of the availability of resort and recreational resources. Among them, the most valuable are the unique climatic zones of the coast and the Carpathians, as well as mineral waters and curative mud of almost all known balneological types (about 9,100,000. Ha (15 %) of the territory of Ukraine), and the presence of the natural resource potential of Ukraine cultural heritage, which not every country in the world can have, makes for a powerful natural rehabilitation fund for people with inclusion.

However, the modern development of tourism in Ukraine is characterized by the presence of deep contradictions in its organizational structure, the state of qualitative and quantitative characteristics, the direction of further development. On the one hand, the current state of tourism in Ukraine is regarded as a crisis, associated with a sharp drop in the volumes of tourist services that were achieved earlier, a reduction in the material base in tourism and a significant discrepancy in the needs of the population in tourist services. On the other hand, there are high rates of construction of tourist



facilities that meet the highest international standards, a significant increase in travel of Ukrainians outside the country for tourist purposes, and an increase in the number of tourist organizations throughout Ukraine.

The natural potential of Ukraine consists of the Black and Azov Seas, the relief, water (more than 70 thousand rivers, more than 3 thousand natural lakes and 22 thousand artificial reservoirs), forest, plant and animal resources. On their basis, 11 national natural parks, 15 state reserves, arboretums, monuments of landscape art belonging to nature conservation areas were created. The fields of therapeutic mud, as well as mineral and radon waters are included in the recreational potential of our country, is of not only internal, but also international importance. The most attractive for rest and treatment of people is the sea. The Sea of Azov (almost 40 thousand km²) is characterized by shallow water, which causes a good warming of the water, contributes to the wide use of the coast for recreation and treatment of people.

Forests form the basis of plant resources and are interesting objects for creating tourist routes. The share of forests and forest covered areas in the total area of Ukraine is 17.03 % (the world average is 31.83 %; European is 33.45 %). The average forest cover of its territory is 14 % (8,600,000 ha). Excessive forest areas are the Carpathians (forest cover – 40 %) and Polesye (26 %) [2].

In the current, synthetic environment beyond recognition, the nature of nature reserves is becoming an invaluable example of beauty, which is 3.9 % of the territory, which is 5 times less than the world average. Each such territory has a special landscape design and is represented by an original set of scenic landscapes, ecological paths and tourist routes, which are often used during tourist trips.

Creating or arranging within the protected areas makes it possible to solve two important tasks: first, to provide visitors of natural protected areas with full knowledge of local landscapes, natural and cultural objects, and second, to minimize the reverse impact of recreation on the natural environment of these territories.

The priority for the development of inclusive rehabilitation and social tourism in Ukraine is the availability of recreational and tourist resources.

New trends in the development of modern society of every civilized country are the creation of comfortable living conditions for all segments of the population. The social level of the Ukrainian society, as before, lags behind European and world standards, does not sufficiently respond to the urgent needs of low-income groups of the population, which are included in the category of people with inclusion. The study of the process of integration into the society of individuals with inclusion, and, above all, people with disabilities, the development of principles, mechanisms, key directions, the rationale for practical recommendations of this process and the solution of related problems is an important and urgent task of Ukrainian society.

The situation is complicated by the presence of subjective factors: a weak level of public consciousness, self-stigmatization of people with disabilities, their weak motivational mechanisms, instability of incentives for independent living and social adaptation, as well as the lack of practical assistance in the form of a state rehabilitation program. In our opinion, the most versatile means for restoring the general condition of a person is tourism, as a generally recognized means of rest, recreation, adaptation, and knowledge of the environment, which contributes to the comprehensive rehabilitation



of a person.

Since 2006, the problems of inclusion are considered both by foreign specialists in various fields and scientific fields, as well as by scientists from Ukraine and the near abroad. Various foreign scientific schools offer a number of research works (V. I. Azar, M. B. Birzhakova, L. N. Zakharova, V. A. Kwartalnova, N. Kobylatsky, O. O. Lubysheva, V. D. Panacheva, A. A. Terentyeva), highlighting the problems of theoretical substantiation and practical application of methods, techniques, developments related to inclusive tourism, in which tourism acts as an accessible, barrier-free environment that helps in the adaptation of people with disabilities.

Many authors associate tourism with sports (social tourism institute includes sports tourism), social protection (social protection institute includes rehabilitation tourism) and education (educational institute includes children's) as social institutions that are directly related to youth tourism), considering separately rehabilitation or medical assistance.

At the stage of formation and scientific substantiation, fundamental research on the development and implementation of inclusive tourism in the rehabilitation system of Ukraine is in Ukraine, which will be based on a clear method of application and the mechanism of practical use of modern methods of rehabilitation for people with inclusion through tourism services.

It is known that due to certain obstacles people with disabilities travel less actively. At the same time, travels of people with disabilities make up 7–8 % worldwide, 11 % of all tourist trips in Europe, 11 % of domestic tourism in the USA and Australia. At the same time, the disabled people of Great Britain (37 %) and Germany are the most actively traveling – 53 %.

Approximately 30 % are people who belong to the middle class. They could travel if appropriate conditions were created for this.

The perspective of the development of tourism in Ukraine for people with disabilities reflects in detail the definition of inclusive tourism as a tourist product, which provides for the availability of this type of “recreation for all”. This will include adapting the infrastructure of tourist centers and facilities of the tourism industry to the needs of people with different nosologies, including the disabled, the elderly, their caregivers, and members of families with young children.

It is important that this term also contains at the same time transport service, food, accommodation and other tourist services – “all inclusive”. It is known that the term “inclusive tourism” is currently not definitive neither in science nor in practice. This phenomenon is also defined as “tourism for all”, “accessible tourism” (accessible tourism), “tourism for the disabled”, “invaturism”, “paratourism”, “barrier-free tourism”, “rehabilitation tourism”, “correctional and educational tourism” and others [1].

Compared to the already known international classifications of people with inclusion, Ukraine has its own characteristics, which are dictated by historical events, the features of its development in recent years, and the specifics of internal and external relations. Considering this specificity, we propose a classification of groups of people with inclusion who can prospectively undergo rehabilitation in the process of tourism activities:



- a social group (Chornobyl victims, retired people, pregnant women, large families, and others);
- a group of people with disabilities (various groups of disabilities and nosologies);
- people with “war syndrome” (Afghans, military zones of the ATO, displaced people, having psychological trauma, children of war, war veterans and others).

Today in Ukraine, the process of transition from medical to social model of disability continues, when the expression “everyone is different, but everyone is equal” means that the state has changed its attitude towards people with disabilities, they seek to integrate into society. In Ukraine, according to statistics, 5.8 % of the country’s population 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”). Often they occupy an active position in life, master new professions. The overwhelming majority are young people under the age of 40, and from them about 170,000 are children.

Given the problems associated with hostilities in the east of Ukraine, the solution of the issue of social rehabilitation of disabled people and the adaptation of displaced persons has long been relevant. In any case, the number of immigrants is significant – more than the population of many countries of the world, including European Ukraine is among the leading countries in the number of immigrants.

The number of people with disabilities among the participants and victims of the antiterrorist operation (ATO) – usually people of young, working age – unfortunately, is increasing progressively. They especially need qualified rehabilitation assistance, both psychological and social, for those types of rehabilitation that in our country do not have a clear structure and are still at the stage of formation.

The main activities of inclusive rehabilitation and social tourism are medical and recreational, cultural, educational, family and youth, vocational and labor, non-Olympic physical education and sports.

The availability of natural and recreational resources in the form of resort and treatment zones precedes the development of these areas, which are located in health improvement areas. The mentioned areas have natural healing resources and objects of historical and cultural heritage. They can be used to organize recreational activities – recreation, treatment and tourism, taking into account services in psychology and psychotherapy and could meet the need for professional rehabilitation.

Therefore, the question of comprehensive assistance to rehabilitants has become quite natural, through the development of a substantially new conceptual model of rehabilitation for people of different inclusive groups and nosologies.

Against the background of such a need, previous scientific developments, definitions, concepts, on the adaptability of people with inclusion, were analyzed, followed by the rationale of its conceptual model.

Taking into account the requirements of the Convention, as well as the provisions of the International Classification of Functioning of Disability and Health, an accessible environment can be defined as a physical environment, objects of transport, information and communication. Such an environment removes obstacles and barriers that arise for



an individual or a group of people according to their special needs.

The results of sociological studies show that 85 % of Ukrainian citizens with disabilities of the musculoskeletal system have to overcome barriers when using public transport, 68 % when shopping, and two thirds of visually impaired respondents note difficulties or impossibility to visit sports facilities and places recreation [8].

In this regard, the development and implementation of new effective types of rehabilitation, which correspond to modern trends in the development of society, will provide an opportunity to ensure the development of a unified state system of medical and social protection to preserve the physical and psychological health of the population in Ukraine, including people with disabilities.

Tourism as a segment of the economy of Ukraine

Accelerated innovation changes associated with scientific and technological progress contributed to the overall socio-economic development of certain countries, raising the standard of living of their people, changing the nature of work, the way and style of life. Tourism has become a form of leisure, as part of an inter-sectoral complex of the country to meet the needs of the population in recreation and rehabilitation, as well as a powerful communicative component of the globalization process [3].

One of the main and most significant features of tourism activity is that, unlike the branches of material production, the tourism industry does not export a product, but an impression.

In addition, the tourism sector is associated with the activities of more than 50 industries. Its development contributes to the increase in the level of employment, the level of innovativeness of the national economy, contributes to the preservation and development of cultural potential, the preservation of an environmentally safe environment, and the harmonization of relations between various countries and people. Tourism is one of the means of implementing the state's foreign policy on the rehabilitation of the population (Proekt "Bezbarierna Ukraina", 2016).

Tourism has long been regarded as one of the most profitable sectors of the world economy, which has recently been developing quite intensively and playing an important role in solving social problems.

According to the World Tourism Organization (UNWTO), the contribution of tourism to the global gross domestic product, taking into account the indirect effect, is 10 %. The total number of jobs that directly or indirectly relate to the tourism sector is 11 %. In 2017, the share of international tourist arrivals increased by 4.4 % and amounted to 1,184 million tourists [2].

In many countries of the world, precisely due to tourism, new jobs are created, a high standard of living of the population is maintained, and the prerequisites are created for improving the balance of payments of the country. The need to develop the tourism industry contributes to raising the level of education, improving the system of medical services for the population, and introducing new means of disseminating information.

The role of innovative technologies in the development of tourism in Ukraine

The introduction of modern innovative and affordable technologies, followed by their rational use in practice, is a priority in the tourism sector, and tourism itself seems



to us to be an ideal experimental platform for the application and adaptation of innovative technologies.

Today, the innovation model in tourism is considered as a set of interrelated and complementary elements, the main ones of which are: the system of production of scientific knowledge and innovations, the system of commercialization of scientific knowledge and innovations, the system of management and regulation of innovative development. The success of the introduction of an innovative model for the development of the tourism sector fully depends on the harmonious and complex interconnection of all the above components of the models.

In this section of the article, we tried to unify scientific research and practical results on the versatile use of innovations in the tourism industry with an analysis of the most promising technologies that are already being introduced in tourism, and outline the range of problems that require in-depth scientific study and promising implementation steps. Determining current trends in the use of innovative technologies in the tourism sector, analyzing problems and developing prospects for the further implementation of innovations is a priority in the development of tourism in Ukraine.

The processes of creating new innovative structures that are capable of implementing completely commercial projects are spontaneous in nature [6, p. 29–31]. The solution to this problem is based on the introduction of innovations and the formation of structures based on the complex-proportional organization of the tourism industry, the implementation of a coordinated tourism policy, the study of tourism demand, the application of marketing concepts in tourism.

The innovation process includes:

- innovations;
- innovation activity;
- state innovation policy;
- Innovation potential;
- innovation sphere;
- innovation infrastructure and innovative programs [5].

The transformations that have occurred in the global economy over the past decades have brought significant changes to the tourism infrastructure. It is enough to analyze the trend of introducing innovations in the form of Internet services, online orders, virtual acquaintance with sightseeing objects using QR codes, the use of 3D modeling, and the boom in the restaurant business through innovative offers of organic cuisine, etc.

Virtuality as a process is associated with computer modeling. Therefore, virtual tourism is an online or off-line presentation that allows potential customers to view any tourist object in the form of widescreen or circular (3600) types of tours, see panoramic objects of various sizes (exhibits of museums and art galleries, parks alleys, hotel rooms), streets and buildings of the city, bird's-eye views, etc.) that can move erratically [7].

Innovation in the field of tourism is aimed at creating a new or changing an existing product, at improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and



modern forms of organizational and management activities.

The tourist segment has its own multy functionality, where the most promising areas of activity are: restaurant and hotel facilities, modern information and technological resources, advertising and informational modernization, the Internet resource field, tourist destinations and other components of this industry.

Innovative transformations in hotel enterprises of Ukraine

Innovation strategy at the enterprise level represents a set of measures to identify the most important areas in this tourism segment, the choice of priorities for the effective development of this industry, increasing its level of competition in the tourism market. At the same time, the main condition for the development of the hotel enterprise is the constant modernization of the material and technical base of the enterprise, according to the latest developments and technologies.

If earlier the hotel industry was focused mainly on tourists who “dictated” the working conditions to hotels, today the focus is often on business representatives: organizing congresses, providing rooms for press conferences or organizing negotiations with clients and partners.

The latest innovative trend of hotels is the national issue during the resettlement of customers (room temperature, features of furnishing, the presence of certain interior items that match the guest’s culture), menu choices suitable or very close to the guest’s national cuisine. rooms where there is no ordinal numbering, where the furniture is grouped by color, have their own staff working only for a specific guest [4].

In addition, in recent years, innovative RFID technology has been used, which allows you to locate a hotel guest. Single payment systems are created when a tourist identifies himself and makes payment for the services provided.

Modern innovations in the Ukrainian restaurant industry

The prospects for introducing innovations into the restaurant sphere are considered inseparably from the hotel industry. The restaurant segment is growing faster than the rest due to the fact that recently two favorable factors have coincided for this: supply and demand. If you follow the development trends of restaurant enterprises, you can find their quantitative reduction, on the one hand, and the growth of gastronomic trends, the diversity of cuisine from different countries, on the other.

In addition, modern trends in the management of the restaurant business make it possible to use the services of professionals; some processes: cleaning, personnel management, preparation of individual (special) dishes, etc. This kind of innovation is called outsourcing (attracting external resources to meet their own needs). As a rule, the term “outsourcing” is used when it comes to persistent and long-lasting business relations between a customer and a contractor based on contractual terms.

IT-technologies in the tourist industry of Ukraine

In Europe, there is a trend of booking hotel rooms by tourists directly, by passing intermediaries (according to the European Commission, today it is 62 % of European hotels), which saves up to 40 % of the cost. The main ways to promote the Ukrainian tourism business in the market of innovative services in the online mode are: company website, e-mail marketing, specialized portals and XML export, search engine promotion, display advertising, contextual advertising in search results, PR in the



Internet, SMM promotion, BTL non-standard promotion methods, mobile technologies.

Offering interactivity, speed and unlimited accessibility, the Internet has created prerequisites for the emergence of such an innovative and paradoxical phenomenon in tourism as “virtual tourism”, the theoretical aspects of which are still little studied in scientific circles and, as a result, there is no clear definition of the concepts “virtual tourism” and “virtual tours”, as well as their essence is not disclosed. We virtual tourism is known in the form of 3D-panoramas, 3D-tours.

Of course, in this regard, there are significant differences from traditional tourism: a passive form of recreation, no need to change its geolocation, does not provide for the actual use of various natural, recreational and tourist resources and objects of historical and cultural heritage, etc.

The idea of developing inclusive rehabilitation and social tourism in Ukraine arose as a result of a number of events in recent years and changes in Ukrainian society: an increase in the number of people with disabilities due to hostilities in eastern Ukraine, expansion of the range of inclusive nosologies due to a decline in the living standards of Ukrainian (low income and high consumption rates), lack of a balanced diet, bad habits, deterioration of drinking water quality and environmental instability. All this led to the destabilization of the quality of life of ordinary Ukrainian.

The development of areas of inclusive tourism is preceded by the availability of natural and recreational resources in the form of resort and treatment zones located on health-improving lands, which have natural healing resources and objects of natural, historical and cultural environment that can be used to organize recreational activities – recreation, treatment, tourism, taking into account the services of psychologists and psychotherapists and could meet the need for the provision of professional health and rehabilitation services.

At the moment, inclusive rehabilitation and social assistance is one of the most uncovered spheres of the Ukrainian tourist market. Therefore, the process of comprehensively studying the causes and factors of increasing the number of people who belong to inclusive groups is relevant, and justifying the theoretical and methodological framework with new approaches, methods and techniques of work in the tourism sector is appropriate. The task of scientists and specialists in various social fields is to provide qualified and full assistance.

Against the background of the galloping development of modern innovative technologies, tourism, which has a multifunctional segment of its activities, is one of the most universal types of business, where innovations have a quick and financially repayable application.

Innovations in tourism are based on the novelty of services, improving the technological effectiveness of their provision, economic and social efficiency. For the successful implementation of the tasks, first of all, it is necessary to invest in the innovation sphere of tourism activities, to create a modern high-tech infrastructure that can integrate with tourism enterprises of different countries, which is almost impossible without renewing and fundamentally reloading science with further commercialization of the results of scientific research.

The use of virtual 3D tours in the field of tourism have the prospect of becoming

the most effective and sought-after destination of Internet technologies for popularizing tourist sites; a popular marketing tool for many institutions of the hotel and restaurant industry, museums and other objects of commercial real estate in the tourism industry; an effective tool for visualizing tourism resources for potential consumers of tourism services; alternative to traditional (classical) tourism for people who do not have the physical or financial ability to travel.

The application of innovations in the tourism sector is aimed at the formation of a new tourism product, the provision of unique tourism services, the application of new marketing approaches, using the latest technology and IT technologies, which will increase the competitiveness of the tourism product in the national and international markets, will lead to the emergence of new types of tourism. The degree of innovation in the tourism industry is determined by: market conditions, level of education and qualifications of personnel, the availability of resources, primarily unique resources, in the area under study.

I would like to believe that modern innovations will not be able to replace traditional tourism as a way of knowing the world around us, harmoniously combining with nature, a source of increasing income, both for tourism enterprises and for the national economy as a whole.

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