

**Maryna Baldzhy**, Doctor of Economic Sciences, professor

Odessa National Economic University,

Odessa

## **INTRODUCTION OF INCLUSIVE TOURISM IN THE ODESSA REGION**

Odessa region is among the leading regions of Ukraine in tourism industry. Features of the economic and geographical location of Odessa region, favorable natural and climatic conditions, various natural healing resources, seaside location, the presence of wide sandy beaches, a developed network of transport highways determine the development of tourism of various types. But the analysis of the tourism industry in the Odessa region shows that tourism in this area is not developed for people with physical disabilities.

Tourism for people with disabilities is a relatively new and socially important holiday trend. The history of tourism for people with disabilities as a mass phenomenon begins in the late 1950s and early 1960s, when a universal awareness of human rights came. Since then, attention has been paid to people with disabilities as full members of society; movement began to attract people with special needs in all areas of public life, including tourism. This is due to the fact that the number of people with different types of life-limiting capacity is increasing every year. Therefore, at the present stage it is important to pay attention to the concept of "inclusive tourism". Inclusive tourism is a modern type of tourism that allows any person to be included in the tourist activity, regardless of their physical abilities and taking into account the peculiarities of their physical and psychological condition and is considered as a powerful means of active rehabilitation.

Worldwide inclusive tourism acts as a system of measures aimed at providing persons with disabilities with the opportunity to restore and develop the physical, social, spiritual, creative and intellectual level in order to promote further integration into society. Structurally, it includes various types of rehabilitation and social services, namely: medical, psychological, pedagogical, professional, sports, physical and other social and household activities [1].

Inclusive tourism is a process that reduces the isolation of a person with a disability in society by increasing the participation of each individual in all spheres of life in modern society. Barrier-free tourism creates conditions for restructuring the culture of society, its rules and standards of behavior, conditions for accepting all aspects of life and personal differences and needs of persons with disabilities through the development of close, fruitful relationships between healthy persons and people with disabilities [2].

In the Odessa region, as in Ukraine in general, tourists with disabilities are virtually deprived of quality services. Stereotypically, "inclusion" in society is associated with education, although this topic should develop in other spheres of human life. The state, by interfering with social relations through inclusion, ensures

the respect of the general rights and opportunities of all citizens. In Europe, they believe that accessibility is not only an opportunity to move freely, but first and foremost - to create an environment in which a person with disabilities would feel comfortable, be able to communicate, learn and work. Demand for the accessible tourism market is set to grow in the coming years. There is practically no information on accessible tourism and expert studies in our country, although this is a promising destination for the tourism industry itself and, most importantly, for the rehabilitation of people with disabilities [2].

For people with disabilities, the accessibility of hotels, restaurants, beaches, hospitals, sports and sightseeing facilities, transport are of great importance. If a person is traveling on a wheelchair, he or she must be sure that he or she will not experience any discomfort. In this sense, the so-called "weekend tours" are the best option for tourist services for people with special needs. However, this requires, first and foremost, specialized transport and appropriate infrastructure in place. Successful implementation of the project will require three participants, each of whom will be responsible for its own unit: 1 – Department of Tourism, Recreation and Resorts of the Odessa Regional State Administration; 2 – Transport company and 3 – Travel operator.

The main problem for inclusive tourism routes is the acquisition of special buses. At least three types of such buses are currently required: wheelchair accessible; for the visually impaired (audio, handrails); for other categories of people with disabilities (standard bus with convenient entrances and exits). To reduce the cost of transporting passengers, it is advisable to use electric buses. In particular, the Lviv electric bus Electron E191, which can travel up to 320 km on a single charge. This fully satisfies the needs of the Odesa route.

The next step is to select possible travel routes for people with disabilities. According to the survey data, among the factors of tourist attraction in the Odessa Region are: nature, climate and architectural monuments. Taking into account the peculiarities of the contingent of tourists, we have developed 8 routes, which are evaluated in terms of the prospects of their development in the region.

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