

Inclusive Tourism as an Innovative Social Service for People with Disabilities: Recommendations for Implementation

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ABSTRACT

The actualization of the development of inclusive tourism is enhanced by the fact that for people with disabilities tourism is not only a means of recreation and rehabilitation, promotes the activation of motor functions and support of physical fitness, but also a source, creating an environment for full interaction and elimination of feelings of inferiority, that in turn mobilizes mental health resources and restores the psycho-emotional mood of a person, and therefore, increases the level of his/her self-esteem and self-significance. The article examines possible ways of developing inclusive tourism as a social service for people with disabilities. The state of the provision of rehabilitation services for people with disabilities to improve the level of full-quality life has been determined, and the feasibility of providing rehabilitation services through inclusive tourism among social field professionals. Recommendations for the development and implementation of inclusive tourism as a social service for people with disabilities are offered.

Keywords: Inclusive Tourism, People with Disabilities, Social Services, Rehabilitation Services, Disability, Barrier-free Environment.

INTRODUCTION

The basis of the phenomenon of "disability" is the manifestation of various types and forms of limitations of life, determined by social conditions. Different types and forms of restrictions on life are considered in a wide range and do not exclude the possibility of human participation in the socio-cultural life of society. To be on an equal footing,

people with disabilities need special conditions that enable them to function fully. Considering disability as an individual's condition caused by a health disorder, injury, or developmental defect creates difficulties for determining the social role of a person with a disability as a single socio-structural unit and its opportunities for active participation in life. This approach promotes lowering the social status of people with disabilities and reinforces social stereotypes about their inability (Novikova, 2015).

There are different types of barriers in the organization of inclusive tourism for people with disabilities: internal, external and barriers to communication. Internal barriers are the result of an individual's level of physical, psychological and cognitive functions. Environmental barriers include treatment of people with disabilities, architectural accessibility, environmental conditions, specialized transport, rules and regulations. Communication barriers are the result of interaction between people and their social environment. Tourism is a part of social relations. Tourism eliminates the feeling of loss of dignity, inferiority, and helps to integrate into society. Demand for inclusive tourism is growing. A barrier-free environment is a set of architectural, transport and service standards that ensure equal access for all, including the elderly and people with disabilities, to public transport, administrative, commercial, medical and cultural and entertainment facilities, as well as to residential buildings. Barrier-free environment is an international principle enshrined in instruments such as the Convention on the Rights of Persons with Disabilities, the Standard Rules on the Equalization of Opportunities for Persons with Disabilities, adopted by UN General Assembly Resolution 48/96 on 20 December 1993. In general, a barrier-free or accessible environment is a space that creates easy and safe conditions for most people (Mezhova, Letin, Lugovskaya, 2015).

ANALYSIS OF THEORETICAL AND EMPIRICAL RESEARCH

The analysis of the problems of integration of people with disabilities into modern Ukrainian society and the search for ways and forms of interaction of social institutions was carried out by O.M. Fudorova (Fudorova, 2009). Psychological analysis of the origins and causes of discrimination against people with disabilities, as well as ways and strategies to overcome the individual and socio-psychological consequences of discrimination and resources that help in this way, proposed by O.O. Bayer (Bayer, 2020). Problems related to the creation of barrier-free environment for people with disabilities in the tourism industry are revealed in the works of M. Barna and I. Tuchkovska (Barna, Tuchkovska, 2020). Peculiarities of social and psychological rehabilitation of servicemen with disabilities by means of inclusive tourism are covered in the works of L.V. Viktorova (Viktorova, 2018).

The issues of comprehensive rehabilitation of people with disabilities and social services in special rehabilitation institutions were the subject of research by M. Buk (Buk, 2020). Peculiarities of forming a tourist-excursion route for people with disabilities were clarified by I.I. Tuchkovska (Tuchkovska, 2021). Socio-economic principles of professional rehabilitation of people with disabilities are investigated by N.M. Koliada (Koliada, 2019). Peculiarities of social and psychological rehabilitation of young people with disabilities are covered in the works of O.O. Kravchenko (Kravchenko, Koliada, Salata, 2020).

O. Tunik, V. Stepanov and N. Zaitseva studied the general principles of the formation of inclusive tourism as a socio-cultural and socio-economic phenomenon (Tunik, 2016); L.Yu. Matviychuk and L.M. Chepurda studied theoretical and applied aspects of the formation of an accessible environment for inclusive tourism (Matviychuk, Chepurda, 2020). The world experience of adaptation of the tourism sector for people with disabilities and issues that hinder the introduction of international inclusive tourism for people with disabilities in Ukraine, analyzed and summarized in the study of I. Trunina and Y. Sosnovska.

The aim of the study is to study inclusive tourism as a social service and analyze the implementation of this type of activity for people with disabilities.

METHODS

Learning of scientific literature and study of inclusive tourism as a social service for people with disabilities. Conducting a diagnostic survey of people with disabilities on the relevance of inclusive tourism as a social service and surveys of specialists in the social sphere on the use of inclusive tourism means in their professional activities.

PRESENTATION OF THE MAIN MATERIAL

The main directions in the provision of social services to people with disabilities by means of inclusive tourism are:

- Life support, rehabilitation and integration into society based on the creation of equal opportunities for self-realization;
- Socialization, creation, and assistance in joining social groups, defining social roles;
- Communication, the possibility of movement in the geocultural space and communication.
- Rehabilitation and recreation, restoration of vitality and health.

A socially oriented tourist environment is necessary for the development of tourism with the involvement of people with disabilities. Availability of ramps, smooth exits from the sidewalk to the crosswalk, duplication of visual and textual information for the blind people and duplication of audio information for the deaf ones, embossed audio or visual information for the visually impaired, contrast tinting of steps, special lifts for the physically disabled - all these are the commonplace truths of consuming an inclusive tourism service. The highest steps, curbstones, turnstiles with narrow passages, lack of sign language and other technical means reduce the availability and convenience of receiving an inclusive tourist service and make it unattractive for people with disabilities. At the same time, there should be no special tourist clusters, where all the special needs of people with disabilities will be met. Separating people with disabilities from the general flow of tourists is a continuation of their segregation in everyday life (Novikova, 2015).

It is also worth outlining the main rehabilitation forms and properties of inclusive tourism. This is a motor activity that helps to increase the mental and physical stability of the body. Therapy and prevention of psychosomatic diseases, maintenance of physical

shape and health, establishing social contacts and finding opportunities to perform various social roles. Involvement of integrative functions, return of people with disabilities to society, performance of scientific and cognitive function and expansion of geocultural space has environmental properties that contribute to a positive psycho-emotional mood, has an intellectual and educational impact on the individual (Mezhova, Letin, Lugovskaya, 2015). Theory and practice of organizing inclusive tourism in Russia and abroad. Modern.

Involving people with disabilities in the field of inclusive tourism is a multifunctional problem and can be considered from two fundamental positions. The first is who will pay for the travel service. The second is whether favorable conditions will be provided for the consumption of a tourist product by a person with a disability who has certain life limitations and, as a result, special needs. It is important to understand the reasons that keep people with disabilities from inclusive tourism to understand why people with disabilities cannot integrate into the environment and participate in activities on an equal footing with others (Novikova, 2015).

Inclusive tourism for people with disabilities as a modern type of tourism, allows to include in tourism any person, regardless of his physical capabilities, taking into account the peculiarities of his physical and psychological condition and it is considered primarily as a powerful tool for active rehabilitation. In accordance with the purpose of our study, a survey was conducted among people with disabilities to determine the level of socialization in the environment and the state of rehabilitation services to improve the standard of full living. A total of 512 questionnaires were completed, which has a significant positive effect on the quality of the results obtained. Regarding the geography of the survey, it was conducted among recipients of social services of such institutions and associations as: Kiev City Center for Social, Professional and Labor Rehabilitation of Disabled People; Public Union "All-Ukrainian Union of Public Organizations" Confederation of the Public Organizations of Ukraine "; Public organization "Kaniv organization of persons with disabilities "Renaissance"; Uman territorial primary production organization "Ukrainian Society of the Blind" (USoB); Veterans House of the Center for Social Services, Department of Labor and Social Protection of the Population, of the Uman City Council. 44.4% of men and 55.6% of women took part in the survey (Fig. 1).

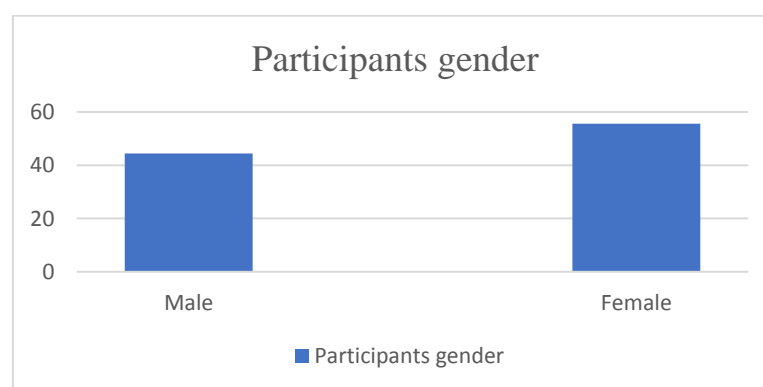


Fig. 1. Gender of the survey participants

We were lucky because people with disabilities of almost all ages took part in the survey. 2.2% of them under the age of 20, 29.8% between the ages of 20 and 39, 47.3% between the ages of 40 and 59, and 20.7% between the ages of 60 and older (Fig. 2).

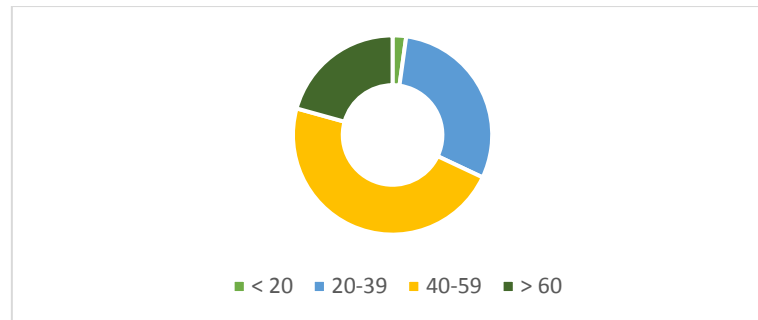


Fig. 2. Age of people who took part in the survey

Also, one of the questions was to determine the type of the body disorders, due to which the disability was obtained. Thus, 16.8% of respondents received disability due to visual impairment, 2.9% due to hearing impairment, 22.5% due to musculoskeletal problems and 33.8% due to mental and neurological disorders. Also, 44% indicated other disorders of the body that caused disability, such as tuberculosis, cardiovascular disease, cancer, bronchial asthma, blood diseases, hepatitis, etc. Also, the causes of disability are common diseases caused by participation in the liquidation of the Chernobyl accident and participation in the ATO zone (Fig. 3).

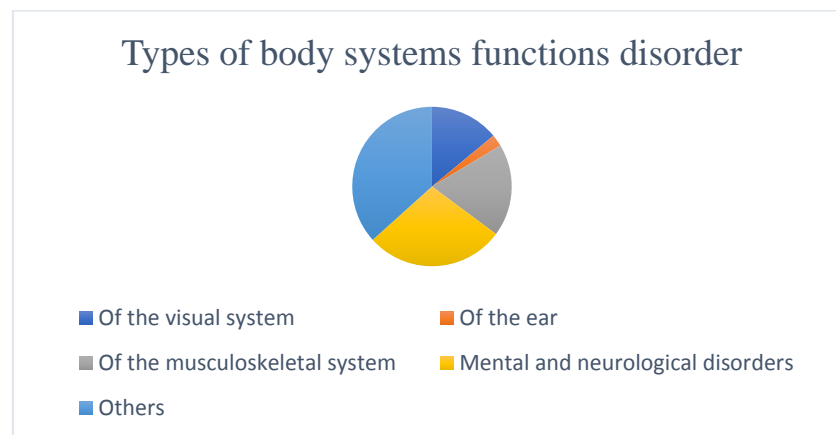


Fig. 3. Types of the body disorders of the survey participants

It was also suggested that people with disabilities indicate their disability group to determine the quality of social services. Thus, 18.2% of respondents have group I disability, 42.6% have group II and 39.2% have group III disability (Fig. 4).

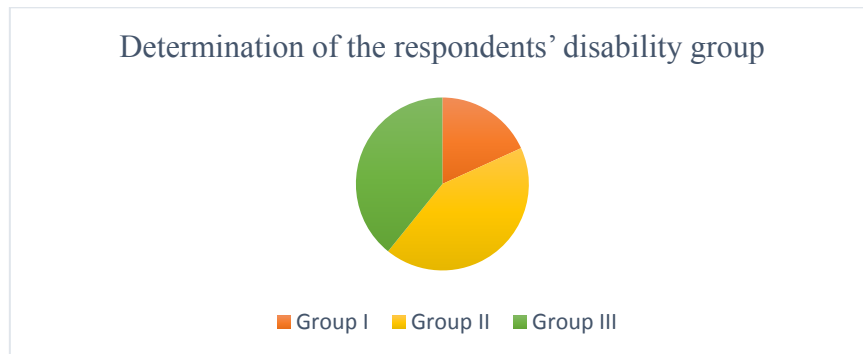


Fig. 4. Disability groups of the survey participants

RESULTS

In the course of processing the obtained results, it was determined that only 79.9% of people with disabilities indicated that they have an individual rehabilitation program. But the presence of a person with a disability already fully assumes the rehabilitation of the relevant functions of the body and in the necessary areas of life. Also, only 69.1% of respondents applied to any institutions for help and rehabilitation services. 83.4% of which prefer state institutions such as departments of labor and social protection, etc. And 16.6% also do not mind receiving the necessary social assistance from various public associations, including international ones. Only for 48.5% of the respondents the social services provided to them fully meet their needs, 45.6% indicate that this does not always happen, and 5.9% admitted that the social services they receive almost never do not meet their needs. But only 7.6% of people with disabilities would like to change services or the provider of these services. Also, 25.8% do not know whether they can make such changes, which indicates the ignorance of people with disabilities with opportunities to receive social services in various institutions and organizations. This indicates a number of information barriers. About 45% of respondents indicated that they lack communication. And 23.7% do not attend any events at all, although all said they would like to. 43.3% would like to attend cultural events, 33.1% do not mind attending entertainment events and 23.6% of respondents expressed a desire to attend various educational events. Our results show that only 22.5% of people with disabilities are aware of the term "inclusive tourism". And only 14.2% used inclusive tourism services. But absolutely everyone noted that they like the format of such services. Also, everyone noted that after the services of inclusive tourism, the state of health has improved and the perception of the environment has changed for the better. 77.2% of participants fully satisfy such services and 22.8% of participants expressed suggestions to make some adjustments, diversify inclusive routes and even expressed a desire to participate in the formation of such routes. Also, 72.6% of respondents expressed a desire to receive rehabilitation services through inclusive tourism on a permanent basis. We also conducted a survey among specialists of services and organizations that provide social services and work with people with disabilities in order to determine the feasibility of providing rehabilitation services through inclusive tourism. A total of 28 people were interviewed, 75% of whom have more than 10 years of experience in the field of social services and protection. 92.9% of respondents fully accept colleagues with disabilities and do not distinguish any differences, and 7.1% indicated that they themselves have a

disability. Only 31.1% of surveyed specialists use inclusive tourism services in their activities. Nevertheless, 60.7% determine that this is a promising service that is in demand. 35.7% of half of the respondents determine that inclusive tourism is a comprehensive service. The other half of the surveyed experts found themselves incompetent in this matter. Also, 71.4% of respondents said that inclusive tourism causes positive changes in people with disabilities, namely rises the level of socialization and state of health. Therefore, about 70% stated that rehabilitation services with the help of inclusive tourism should be provided on a permanent basis and 10.7% indicated that only when needed by clients.

CONCLUSIONS

The analysis of the survey results showed that a large percentage of people with disabilities are in the context of information ignorance about their capabilities in the field of social services and protection, and also in a state of neglect in receiving educational services, so they still live with stereotypes that due to their functional limitations they can not attend events that they like. The results of the survey also showed the need to train competent professionals in the field of rehabilitation services through inclusive tourism, development and implementation of special training courses for social workers and those involved in the rehabilitation of people with disabilities in order to improve knowledge and acquire innovative skills for the use of inclusive tourism in their work. That is, the results obtained by us once again confirm the relevance of inclusive tourism services for people with disabilities.

In the process of analyzing the results of the survey, we came to the conclusion that it is necessary to develop recommendations for the introduction of inclusive tourism as a social service in the public policy system and to improve the welfare of people with disabilities. Therefore, the main general recommendation is first of all to establish relations between all state, regional and local authorities in the direction of creating unimpeded access for people with disabilities as well as public consent for the development of inclusive tourism.

In the field of education: to substantiate theoretically inclusive tourism as a social and educational technology to implement the National Strategy for building a safe and healthy educational environment in the new Ukrainian school (2020); institutions of higher education should strengthen the training of future social workers to work in the development of the system of inclusive tourism in Ukraine by introducing the educational component of the educational component "Inclusive Tourism"; to develop and introduce an appropriate type of practice taking into account the conditions of rehabilitation and the social component; to introduce training of specialists in the implementation of inclusive tourism services;

In the field of health care: to introduce rehabilitation services directly in health care facilities from the very beginning of illness or injury and additionally provide inclusive tourism services; to create a commission to assess the impact of inclusive tourism on people with disabilities and determine the quality indicators of this activity; to include in the Individual rehabilitation programs, a point of social and psychological rehabilitation with the help of inclusive tourism on a permanent basis.

In the field of social protection: to introduce into the Classifier of social services the social service of inclusive tourism, which is currently motivated expediently and in a timely manner; to develop the State standard of social service of inclusive tourism with

its further approval according to requirements of the current legislation; to introduce the creation of inclusive tourism departments on the basis of social protection services;

In the field of tourism: to create regional centers or departments of inclusive tourism, the main task of which will be to form a database of inclusive tourist places, analysis and monitoring of their accessibility for people with disabilities; to ensure the reorganization of tourist facilities in order to create unimpeded access for people with disabilities to all tourist places; to provide training for guides and guides competent in conducting inclusive tours. Thus, the implementation of at least some of these measures will have a positive impact on the lives of people with disabilities and system of their well-being.

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