INCLUSIVE TOURISM AS A FACTOR OF SOCIAL ADAPTATION OF PEOPLE WITH DISABILITIES

AUTHORSHIP

Vladimir G. Minchenko
Kuban State University of Physical Education, Sports and Tourism, Krasnodar, Russia.
ORCID: https://orcid.org/0000-0001-8603-0419
E-mail: vladimirmichenko@yandex.ru

Tatyana N. Poddubnaya
Kuban State University of Physical Education, Sports and Tourism, Krasnodar, Russia.
ORCID: https://orcid.org/0000-0002-8965-075X
E-mail: tpodd@mail.ru

Elena A. Panina
Maykop State Technological University, Maykop, Russian Federation.
ORCID: https://orcid.org/0000-0003-4998-5333
E-mail: len_le@mail.ru

Fatima R. Khatit
Adyghe State University, Maykop, Russian Federation.
ORCID: https://orcid.org/0000-0003-4153-2743
E-mail: fxhatit@mail.ru

Tatyana A. Dzhum
Kuban State Technological University, Krasnodar, Russia.
ORCID: https://orcid.org/0000-0002-4025-326X
E-mail: tatasex7@mail.ru

Ruslan Viktorovich Brushkov
Krasnodar Branch of the Russian Economic University named after G.V. Plekhanov, Krasnodar, Russia.
ORCID: https://orcid.org/0000-0001-5455-527X
E-mail: pochta_brv@mail.ru

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INTRODUCTION

Inclusive tourism is a relatively new and socially significant area of tourism activity, which is explained, first of all, by the fact that the number of people with various types of life opportunities is growing annually. Tourism helps to restore vitality, increase psychological security, and engage citizens with similar problems in active social life, as it includes various types of rehabilitation and social services. According to the definition of inclusive tourism by the World Tourism Organization (UNWTO), inclusive tourism is a form of tourism that includes a process of cooperation between different participants in the tourism industry, allowing people with special needs to function independently, on an equal footing with dignity through providing universal tourism products, services and environments. The term inclusive tourism is enshrined in many international legal documents.

LITERATURE REVIEW

The issues of the development of inclusive tourism were considered in the works of domestic and foreign scientists and specialists. So, the attitude towards people with disabilities in European and Asian countries was studied in the works of Belousova N.V. (2019), Sai D. (2013). The issues of strategic development of affordable tourism were considered in the works of Logunova N.A., Kosenko O., Boldyreva S., Batyreva D., Natyrova B., Batyrev D., Tsedinov O., Fedorova G., Konopleva N., Gorbunov A., Kolyadin A., Burnyasheva L., Gazgireyeva L., Kosenko O., Boldyreva S., Batyreva D., Natyrova B., Batyrev D., Tsedinov O., Fedorova G., Konopleva N. (2018). The development opportunities of the inclusive tourism business, including the infrastructure plan, were studied in the works of Dzhum T.A., Minchenko V.G., Zadneprovskaya E.L., Kazalieva A.V., Kireeva Yu.A., Gorbunov A., Kolyadin A., Burnyasheva L., Gazgireyeva L., Kosenko O., Boldyreva S., Batyreva D., Natyrova B., Batyrev D., Tsedinov O., Fedorova G., Konopleva N. (2018). The issues of strategic development of affordable tourism were considered in the works of Logunova N.A., Kosenko O., Boldyreva S., Batyreva D., Natyrova B., Batyrev D., Tsedinov O., Fedorova G., Konopleva N., Gorbunov A., Kolyadin A., Burnyasheva L., Gazgireyeva L., Kosenko O., Boldyreva S., Batyreva D., Natyrova B., Batyrev D., Tsedinov O., Fedorova G., Konopleva N. (2018). Meanwhile, issues of the development of inclusive tourism as a factor in the social adaptation of persons with disabilities do not have sufficient theoretical justification.

An analysis of special sources revealed a contradiction between the elaboration of issues of the development of inclusive tourism at the international and Russian levels in the context of the needs of people with disabilities in socialization and rehabilitation and insufficient study of the role of inclusive tourism in the issue of social adaptation of people with disabilities in...
individual Russian territories. The need to resolve the indicated contradiction led to the formulation of the research problem, which can be formulated as follows: what are the opportunities for the development of inclusive tourism in the regional aspect as a factor in the social adaptation of persons with disabilities?

The purpose of the study is to justify the need to study and analyze the development of regional inclusive tourism as a factor in the social adaptation of persons with disabilities. The objectives of the study are as follows:

- to consider the regulatory support for the development of inclusive tourism in the Russian Federation and in the Krasnodar Territory;
- to identify the potential audience of the inclusive tourism market;
- to analyze the degree of accessibility of the infrastructure environment for citizens with special needs (people with disabilities) both at the Russian level and at the level of the Krasnodar Territory;
- to analyze the successful practice of implementing projects for special categories of excursionists by individual museum organizations both in the whole of the Russian Federation and in the Krasnodar Territory;
- to develop recommendations for the active development of regional inclusive tourism as a factor in the social adaptation of persons with disabilities.

MATERIAL AND RESEARCH METHODS

To solve the problems posed by the author, a combination of the following complementary scientific research methods was used:

- theoretical: analysis of regulatory documents, indicators of the development of inclusive tourism both in the whole of the Russian Federation and in the Krasnodar Territory;
- comparison, formalization, analogy method, forecasting the development of inclusive tourism;
- empirical: statistical observation, the study of tourist markets, tourist products, description.

The information and analytical base was made up of the Internet’s information resources, data from the Ministry of Resorts, Tourism and Olympic Heritage of the Krasnodar Territory, the Office of the Federal State Statistics Service for the Krasnodar Territory and regulatory documents on the research problem.

RESEARCH RESULTS AND DISCUSSION

Regulatory documents have been developed in the Russian Federation that regulate issues of ensuring accessibility of modern urban and rural infrastructure, which are important for citizens with special needs, namely: the state program “Accessible Environment”; GOST 32613-2014 “Travel services. Tourism services for people with disabilities. General requirements”, Code of Practice 59.13330.2016 “Accessibility of buildings and structures for people with limited mobility” and others. Inclusive tourism in the Krasnodar Territory is included in the state program of the Krasnodar Territory “Social Support for Citizens” for 2016–2021. Data on the total number of citizens with special needs (persons with disabilities) in the Russian Federation are presented in Table 1.

| Table 1. The total number of persons with disabilities in the Russian Federation for 2016–2020 |
|----------------------------------|--------|--------|--------|--------|--------|
| Indicators                        | 2016 r. | 2017 r. | 2018 r. | 2019 r. | 2020 r. |
| Total number of persons with disabilities per 1000 population | 87,0    | 83,5    | 82,5    | 81,4    | 80,9    |
| Total disabled, thousand people   | 12751   | 12261   | 12111   | 11947   | 11875   |

Source: Data from Rosstat - Federal State Statistics Service (n.d.)
The number of people with physical disabilities in the Russian Federation as of January 1, 2020 amounted to about 11,875 thousand people who need not only physical medical and health rehabilitation, but also psycho-emotional rehabilitation, an effective means of which is tourism. The number of disabled people in the Krasnodar Territory as of 01.01.2020 is 431051 people, the disability of the population of the territory is 9.69%.

It should be noted that the potential audience of the inclusive tourism market includes not only people with disabilities, but also older people, their guardians, family members, as well as families with small children. The quality of tourist services provided to people with disabilities should fully comply with regulatory documents. Consumers of an inclusive tourism product are divided into categories:

- 1st category - tourists with physical disabilities;
- 2nd category - tourists with visual and hearing impairments;
- 3rd category - tourists with disabilities for the general disease and for other types of diseases not included in the 1st and 2nd categories.

Institutions of any legal form must provide assistance to persons with disabilities in freedom of movement in accordance with the Federal Law "On the Social Protection of Persons with Disabilities in the Russian Federation":

- access to social and engineering infrastructure facilities;
- access to the use of any type of transport, landing, landing from it;
- duplication of sound and visual information, graphic information with signs made in Braille, admission of sign language interpreter, etc.

The state program “Accessible Environment” was adopted in the Russian Federation, the term for its implementation is up to 2025. The aim of the program is to create economic, legal and institutional conditions that integrate people with disabilities into society and increase their standard of living. The main objectives of the program are to increase the level of accessibility of infrastructure facilities and services for people with limited mobility, ensuring equal access for disabled people to rehabilitation services. Thus, the “accessible environment” creates the conditions for a more convenient and safe stay of different categories of people in society. According to the regulatory documents of the Russian Federation, people with limited mobility are:

- persons with disabilities of all categories;
- elderly people;
- citizens with young children, including those using prams;
- temporarily disabled citizens.

It is noted in the state program of the Krasnodar Territory “Accessible Environment” that the removal of barriers in the most important areas of the life of people with disabilities can effectively solve the problems of social adaptation and their integration into society. Inclusive tourism can actively develop and be an effective tool for the rehabilitation of people only if the objects of tourist shows, hotel enterprises, catering establishments, museum organizations, park complexes, beach areas, transport networks meet the principle of “affordable and convenient for everyone”.

The formation of an accessible environment for citizens with special needs plays a significant role in creating a modern image of an innovative organization, attracts the appropriate audience, being the most important competitive advantage for any enterprise. It should be noted that the barrier-free environment for the active functioning of inclusive tourism at the required level is developing so far in Moscow, St. Petersburg, Sochi, Saki; success in developing affordable infrastructure is less significant in other Russian cities.
The Russian project “Inclusive Museum” was created to solve the problems of people with physical disabilities; for example, the inability of museum workers to communicate with such people. Its goal is to help museum workers in the correct communication with a special category of tourists, in the development of successful practices of creative rehabilitation of people with disabilities, in the formation of a barrier-free environment. The booklet “The Experience of Regional Museums with Deaf and Hard of Hearing Visitors”, which contains information about successful practices in implementing projects for working with deaf and hard of hearing children and adults in various regional Russian museums (Kazan Kremlin Museum-Reserve, Yeltsin Center Art Gallery, Omsk Museum of Fine Arts named after M.A. Vrubel) was published as part of the project “Inclusive Museum. Deaf and hard of hearing visitors. For example, in 2019 the Kazan Kremlin Museum-Reserve together with the Kazan (Volga) Federal University prepared the first excursion workers in Kazan to work with tourists in Russian in sign language. The next successful example was a concert by an older group “Swallow” for deaf and hard of hearing visitors in 03.11.2019 as part of the All-Russian campaign “Night of the Arts” in the Exhibition Hall “Manege”.

In 2020, an online grant competition, which presented 99 projects from regional museums, was held for visitors with mental development problems, as part of the Inclusive Museum project. According to the contest organizers, the most promising programs were presented by: The National Museum of the Komi Republic; National Sholokhov Museum-Reserve; State Historical, Architectural and Ethnographic Museum-Reserve “Kizhi”; Yakshur - Bodinsky Regional Museum of Local Lore named after M.K. Shklyaeva; State Biological Museum named after K.A. Timiryazeva and others. These programs are a practical successful guide for museum workers who work with children with special needs.

5% of rooms in places of temporary residence of people with more than 20 rooms should be intended for people with physical disabilities in accordance with Code of Practice 59.13330.2016 “Accessibility of buildings and structures for people with limited mobility” (FEDERAL STATE STATISTICS SERVICE, n.d.). In accordance with the data of the information system for the barrier-free space of the urban environment, developed with the support of the Moscow City Government, the number of hotels fully equipped to receive and serve people with disabilities reaches just 30%. Basically, rooms for categories of people with limited mobility are equipped with four-five-star hotels belonging to well-known chains. About 35% of three-four-star hotels are only partially equipped for the needs of people with disabilities: there are appropriate doorways, ramps for wheelchairs and parking. At the same time, there are no understated furniture in the hotel rooms. The remaining 35% of hotels do not have suitable conditions for the reception of tourists with disabilities. The insignificant availability of hotel rooms in low-budget hotels is explained by the high requirements for the equipment of rooms and the high cost of conversions. Similar accommodation conditions are observed in all regions of the country, including the Krasnodar Territory.

According to the author, the development of inclusive tourism, despite the high costs of converting rooms, can become a competitive advantage for hotels due to:

- increase in sales of hotel services, as the contingent of hotel services consumers is expanding (people with disabilities, their accompanying persons, families with young children; elderly people, etc.);
- increase in sales of additional services (catering, delivery, etc.);
- increasing the frequency of re-placement of customers;
- filling the hotel room stock during the off-season, since tourists with disabilities prefer to relax during this period;
- longer stay in the hotel compared to other categories of guests.

The federal program “Accessible Environment” involves the organization of barrier-free space for any public facilities, including catering facilities, the inclusive design of which implies the presence of wide aisles for wheelchairs, tactile pointers and special menus using the Braille system for the blind and hard of hearing.
In accordance with the Code of Rules 136.13330.2012 “Buildings and constructions. General design considerations, taking into account accessibility for people with limited mobility”, it is recommended to have up to 5% of seats in catering facilities, but not less than one, for people who are traveling in wheelchairs and with visual impairment, with an area of at least 3 square meters per every place. Bar racks in catering facilities should have a lower part, i.e. a height of no more than 0.8 m from the floor and a width of 0.8 - 1.0 m. for the comfortable service of a disabled person in a wheelchair.

Measures for the development of beach areas, including arranging the comfort of people with limited mobility, are included in the state program of the Krasnodar Territory “Development of the sanatorium, resort and tourist complex”, as well as in programs for the socio-economic development of individual municipalities of the region. There are equipped beaches in the following municipalities in the Kuban for a comfortable rest of citizens with physical disabilities:

- resort city of Sochi. 183 beaches in the territory of this entity comply with the standards for receiving vacationers with different categories of health problems. The beaches are equipped with a special anti-slip rubber coating; there are volunteers to help transport disabled people in wheelchairs to the sea on beach areas;
- resort city of Gelendzhik. To date, there are 40 beaches that are well equipped and meet the relevant sanitary requirements. There is an order of the head of the resort city on the territory of the resort city, according to which, all hotels and motels must allow disabled people to their beaches;
- Tuapse district. Its coast is partially equipped with mobility aids (strollers, ramps, wooden walkways) of people with limited mobility to the sea;
- the city of Novorossiysk. The beaches are fully equipped for the needs of people with disabilities: Central Beach and Sudzhuk Spit; in the territory of which there are ramps, awnings, paths for wheelchairs, tactile signs and sound beacons for the visually impaired, cables for those who cannot swim, as well as sunbeds adapted for wheelchairs;
- Yesky district. The area had 22 beaches, equipped with special cabins for disabled tourists in 2019, there are special covers leading to the sea and the only wheelchair, etc.

According to the authors, it is necessary to carry out the following activities in order to develop inclusive tourism on the beach territories of the Azov-Black Sea coast of the Krasnodar Territory: to improve the control by the Ministry of Resorts and Olympic Heritage of the Krasnodar Territory of the current state of the beach area; update information on beaches located in the territory of the region in order to include them in the register of subjects and objects of the tourism industry and, if necessary, in the register of dishonest users of beaches; continue to develop a program for the development of beach areas of the Kuban, including subsidies for the reconstruction of beach areas with a view to their accessibility.

In accordance with the data of the Barrier-Free Alliance Association in the Krasnodar Territory, the growth dynamics of the availability of public facilities has positive changes, as evidenced by the data in Figure 1.
Obviously, the share of accessible facilities in 2019 is 77.3% of the total number of public facilities. At the same time, objects that are fully accessible, minimally available (temporarily) and minimally available (constantly) are classified as accessible objects. More detailed information on the quantitative availability of the facilities of the Krasnodar Territory is presented in Figure 2, which reflects the monitoring results for 2019.

**Figure 1.** Dynamics of indicators of accessibility of public facilities in the Krasnodar Territory, %

**Source:** Search data.

3087 public facilities remain completely inaccessible. According to the Federal State Statistics Service (n.d.), 688 thousand children with disabilities were counted in the Russian Federation on 01/01/2020. Children (adolescents), even with slight psycho-physical disabilities, due to participating in an excursion or a health camp can study those places and objects that could not be studied, being in a place of permanent residence. Going on tourism allows these children to establish new contacts (acquaintance, friendship) with other disabled people as well as with healthy people. However, there are very few boarding houses with accessible environments for children with disabilities in Russia, and there are no camps adapted to the needs of such children.

The most famous camps for children's recreation, in which children with disabilities spend their holidays together with other children, in the Russian Federation include:

- boarding house "Lazori", Lipetsk, for children under 16 years of age and their families; psychological and social rehabilitation;
- camp "Sunflower" (Pskov), for a joint rest of healthy children and children with disabilities from two to 18 years;
- camp "Our sunny world" (Moscow), for children with disabilities from two to 18 years and their families;
- camp "We are" (Sevastopol), for a joint rest of healthy children and children with disabilities from a year to 18 years;

**Figure 2.** Monitoring results of available facilities in the Krasnodar Territory, 2019

**Source:** Search data.
a camp for families with children with disabilities in the village of Davydovo (Yaroslavl region, the village of Davydovo), for families with children with disabilities from five years.

Traveling for people with disabilities requires special training, as it is necessary to collect complete information about the availability of a route or destination. Such assistance is provided by travel companies, which are the link between customers and suppliers: they have information on the availability of tourist facilities, calculate the cost of a tourist trip, analyze the possibilities of using vehicles, physical and social conditions of the place of rest.

There are still few companies in the tourism market that provide such services, so there is practically no competition in inclusive tourism. The companies (organizations) that organize inclusive tours include:

- The National Tourism Center for the Disabled “Invatur” (excursions in Moscow, Moscow Region, St. Petersburg, tours of the Golden Ring, to Turkey, Greece, USA);
- a specialized tourist company for wheelchair users “Liberty”, St. Petersburg (trips to Kazan, Novgorod, Pskov, as well as to Italy, Sweden, Finland);
- the tourist company “ANEX Tour” has developed the project “Recreation without borders”, which provides special programs and preferential prices for domestic travel and abroad (Turkey, Greece, Spain, Dominican Republic, etc.);
- Russian tour operators “Coral-travel”, “Mostrevel”, “Amadel tour” help tourists with special needs to purchase tickets with significant discounts.

At present, excursions in the Krasnodar Territory at the interdepartmental level are organized for the benefit of disabled citizens and senior citizens (Ministry of Resorts, Tourism and Olympic Heritage and the Ministry of Labor and Social Development of the Krasnodar Territory) (KAZALIEVA; MINENKOVA; ZADNEPROVSKAYA, 2019). Taking into account the opinions of people with disabilities, social tourist routes have been developed that run both in the Krasnodar Territory and with travel outside it (Stavropol Territory, Republic of Adygea, Karachay-Cherkessia, Rostov Region). However, such excursion routes satisfy only partially the demand for services; as these routes are interesting for the elderly.

So, tourism is an important means of social adaptation of people with special needs, contributes to the formation and expansion of their worldview, which is why, as we see it, it is necessary:

- actively disseminate the information of existing health centers, their programs among people with disabilities, public and state organizations, as well as among medical specialists, teachers and specialists in the field of tourism;
- the state should strongly encourage the creation of new centers, programs and projects, as well as help in their direct implementation;
- to organize new charitable foundations, the purpose of which will be to finance trips for people with disabilities;
- develop routes for people with disabilities based on branded routes of the regions;
- develop guidelines for tour operators, tourist information centers for assessing the accessibility of display facilities for people with disabilities;
- involve the maximum number of professionals in tourism, special health institutions to participate in programs;
- to issue collections of materials on the work of centers on the organization of tourism for people with special needs, to create complete and informative websites on the Internet.
FINDINGS
The study allowed us to formulate the following fundamental conclusions:

1. Inclusive tourism helps restore vitality, increase psychological security, and engage disabled citizens in active social life, as it includes various types of rehabilitation and socialization.

2. In the Russian Federation and in the Krasnodar Territory, a significant number of persons with disabilities need social adaptation, including through tourism.

3. The potential audience of the inclusive tourism market includes not only disabled people, but also older people, their guardians, family members, and also families with small children.

4. Traveling for people with disabilities requires special training for the tourism industry.

5. The existing availability of tourism infrastructure for people with disabilities, especially children, does not allow such citizens to fully socialize.

6. The development of inclusive tourism, despite the high costs of creating an accessible environment, may become a competitive advantage for enterprises in the industry in the future.

CONCLUSION
Inclusive tourism is not only of great economic importance for the development of the tourism industry as a whole, but it is also an important tool for the social adaptation of people with special needs, strengthens their self-esteem, and helps emotional and physical rehabilitation. The active development of inclusive tourism will contribute to the overall stabilization and strengthening of Russian society not only throughout the country, but also in its individual regions. Therefore, it is very important to continue to actively form an accessible infrastructure environment in the regions.

Inclusive tourism is global in nature, stabilizes and strengthens modern society. Inclusive tourism can become one of the leading areas of industry development with a competent approach to the problem of tourism development as a means of socializing people with disabilities, the active participation of tourism industry entities, as well as other organizations.

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Inclusive tourism as a factor of social adaptation of people with disabilities

Turismo inclusivo como fator de adapatação social das pessoas com deficiência

El turismo inclusivo como factor de adaptación social de las personas con discapacidad

Resumo
O objetivo do estudo é justificar a necessidade de estudar e analisar o desenvolvimento do turismo regional inclusivo como fator na adaptação social das pessoas com deficiência. Métodos materiais e de pesquisa. A combinação dos seguintes métodos de pesquisa científica mutuamente complementares foi utilizada para atingir esse objetivo: teórico: análise de documentos regulatórios, indicadores do desenvolvimento do turismo inclusivo tanto em toda a Federação Russa quanto no Território Krasnodar; comparação, formalização, método de analogia, prevendo o desenvolvimento do turismo inclusivo; empírica: observação estatística, estudo de mercados turísticos, produtos turísticos, descrição. O turismo inclusivo não é apenas de grande importância econômica para o desenvolvimento da indústria turística como um todo, mas também é uma importante ferramenta para a adaptação social das pessoas com necessidades especiais. Fortalece sua autoestima, e ajuda na reabilitação emocional e física.

Palavras-chave: Ambiente acessível. Meios de adaptação. Pessoas com deficiência. Ferramenta de reabilitação. Serviço social.

Abstract
The purpose of the study is to justify the need to study and analyze the development of regional inclusive tourism as a factor in the social adaptation of persons with disabilities. Material and research methods. The combination of the following mutually complementary scientific research methods was used to achieve this goal: theoretical: analysis of regulatory documents, indicators of the development of inclusive tourism both in the whole of the Russian Federation and in the Krasnodar Territory; comparison, formalization, analogy method, forecasting the development of inclusive tourism; empirical: statistical observation, the study of tourist markets, tourist products, description. Inclusive tourism is not only of great economic importance for the development of the tourism industry as a whole, but it is also an important tool for the social adaptation of people with special needs. It strengthens their self-esteem and helps emotional and physical rehabilitation.

Keywords: Accessible environment. Means of adaptation. Persons with disabilities. Rehabilitation tool. Social services.

Resumen
El propósito del estudio es justificar la necesidad de estudiar y analizar el desarrollo del turismo inclusivo regional como factor en la adaptación social de las personas con discapacidad. Material y métodos de investigación. Para lograr este objetivo se utilizó la combinación de los siguientes métodos de investigación científica mutuamente complementarios: teórico: análisis de documentos reglamentarios, indicadores del desarrollo del turismo inclusivo tanto en toda Rusia como en el territorio de Krasnodar; comparación, formalización, método de analogía, prevención del desarrollo del turismo inclusivo; empírico: observación estadística, estudio de mercados turísticos, productos turísticos, descripción. El turismo inclusivo no solo es de gran importancia económica para el desarrollo de la industria turística en su conjunto, sino que también es una herramienta importante para la adaptación social de las personas con necesidades especiales. Fortalece su autoestima y ayuda a la rehabilitación emocional y física.

Palabras-clave: Entorno accesible. Medios de adaptación. Personas con discapacidad. Herramienta de rehabilitación. Servicios sociales.