



e-ISSN 3083-6018

SOCIAL DEVELOPMENT: Economic and Legal Issues

<https://www.eu-scientists.com/index.php/sdel>



Inclusive Practices in Tourism: International Experience and Implementation Opportunities in Ukraine for Tourists with Reduced Mobility

Olesia Dolynska ^{1*} ● Roman Skabara ² ● Olena Shevchenko ³

¹ Khmelnytskyi Humanitarian-Pedagogical Academy (Ukraine). Associate Professor at the Department of Tourism, Theory and Methods of Physical Culture and Valeology, PhD in Earth Sciences.

² Ivan Boberskyi Lviv State University of Physical Culture (Ukraine). Head of the Department of Sports Tourism, Candidate of Geographical Sciences, Associate Professor.

³ National Scientific Centre "Institute of Agrarian Economics" (Ukraine). PhD Student.

* **Corresponding Author**, e-mail: olesyadolinska@ukr.net

ARTICLE INFO

ABSTRACT

Research Article

DOI:

[10.70651/3083-6018/2025.11.06](https://doi.org/10.70651/3083-6018/2025.11.06)

Copyright © 2025
by authors



This is an open access journal and all published articles are licensed under a Creative Commons Attribution—NonCommercial 4.0 International (CC BY-NC 4.0)



The tourism sector today needs to review management approaches in order to increase inclusiveness to maximize the needs of tourists with special needs, including low-mobility population groups. Tourism infrastructure and the hospitality sector need to be upgraded to ensure the accessibility of recreational services and eliminate social barriers. The article is devoted to the formation of a comprehensive approach to the development of inclusive practices in the tourism industry in Ukraine, drawing on successful international experience. The study found that the development of ecological and inclusive tourism services involves the stimulation of "green" routes, rural tourism and ecological trails, the development of programs to support interaction between stakeholders, attracting investment, and adapting industry infrastructure to fully serve and meet the needs of clients with disabilities and special needs. The impact of digitalization on changes in the tourism business has been clarified, the need to create a barrier-free information environment has been proven by forming target hubs and platforms, developing special mobile applications and "smart" service solutions, which, in synergy, will allow for maximum personalization of services and increase their accessibility for all social groups. The development of the tourism and hospitality sector in Ukraine in the context of environmental friendliness and inclusiveness should be based on the implementation of online information platforms and mobile applications for better feedback and independent travel planning. It is also important to adapt infrastructure and transport provision to maximize the needs of the audience, which requires combining offers in the tourism industry and in the hospitality sector.

KEYWORDS

green tourism, inclusive tourism, tourists with reduced mobility, people with disabilities, accessibility, adaptation, digitalization, tourismology, tourism theory.



e-ISSN 3083-6018

СОЦІАЛЬНИЙ РОЗВИТОК: економіко-правові проблеми

<https://www.eu-scientists.com/index.php/sdel>



Інклюзивні практики у туризмі: міжнародний досвід і можливості впровадження в Україні для маломобільних туристів

Олеся О. Долинська ^{1*} ● Роман М. Скабара ² ● Олена О. Шевченко ³

¹ Хмельницька гуманітарно-педагогічна академія (Україна). Доцент кафедри туризму, теорії і методики фізичної культури та валеології, д-р філософії (науки про землю).

² Львівський державний університет фізичної культури імені Івана Боберського (Україна). Завідувач кафедри спортивного туризму, канд. географ. наук, доцент.

³ Національний науковий центр "Інститут аграрної економіки" (Україна). Аспірант.

* Автор-кореспондент, e-mail: olesyadolinska@ukr.net

СТАТТЯ

АНОТАЦІЯ

Дослідниця

DOI:

[10.70651/3083-6018/2025.11.06](https://doi.org/10.70651/3083-6018/2025.11.06)

Авторське право

© 2025 авторів



Цей твір

ліцензовано на
умовах Ліцензії
Creative Commons
"Із Зазначенням
Авторства –
Некомерційна 4.0
Міжнародна"
(CC BY-NC 4.0).



Туристична сфера на сьогодні потребує перегляду підходів до управління з метою підвищення інклюзивності для максимального задоволення потреб туристів з особливими потребами, у тому числі, маломобільних груп населення. Туристична інфраструктура та сфера гостинності потребують апгрейду для забезпечення доступності рекреаційних послуг та нівелювання соціальних бар'єрів. Стаття присвячена формуванню комплексного підходу до розвитку інклюзивних практик в туристичній галузі України з залученням успішного міжнародного досвіду. У дослідженні встановлено, що розвиток екологічних та інклюзивних туристичних послуг передбачає стимулювання "зелених" маршрутів, сільського туризму та екологічних стежок, розвиток програм підтримки взаємодії між стейкхолдерами, залучення інвестицій, адаптації галузевої інфраструктури для повноцінного обслуговування та задоволення потреб клієнтів з інвалідністю та особливими потребами. З'ясовано вплив цифровізації на зміни у туристичному бізнесі, доведено необхідність створення безбар'єрного інформаційного середовища шляхом формування цільових хабів і платформ, розроблення спеціальних мобільних застосунків і "розумних" сервісних рішень, що в синергії дозволить максимально персоналізувати послуги, підвищить рівень їх доступності для усіх соціальних груп. Розвиток сфери туризму та гостинності в Україні в контексті екологічності та інклюзивності має базуватись на впровадженні інформаційних онлайн-платформ та мобільних застосунків для кращого зворотного зв'язку та самостійного планування подорожей. Важливою є також адаптація інфраструктурного і транспортного забезпечення для максимального задоволення потреб аудиторії, що потребує об'єднання пропозицій у туристичній галузі та у сфері гостинності.

КЛЮЧОВІ СЛОВА

зелений туризм, інклюзивний туризм, маломобільні туристи, люди з інвалідністю, доступність, адаптація, цифровізація, туризмологія, теорія туризмознавства.

1. Introduction

The need to transform tourism and hospitality development strategies in Ukraine is due to the intensive growth in the number of people with disabilities as a result of the war and other negative social phenomena. Currently, the postulate of equal access to recreation and tourism among the public remains rather a slogan, which means that the question of state stimulation of the process and strengthening institutional support arises. The infrastructure of the industry today, for the most part, is not adapted to serve customers with special needs, which is due to the low level of industry funding and the lack of incentives for the development of the target tourist product.

Another trend in the field of tourism today is “green” tourism, as a result of the intensification of the process of implementing the principles of sustainable growth in all spheres of social life. Tourists, including young people, are actively interested in new ecological trails, rural tourism and the possibility of full integration into the wild, using the opportunities of unusual activities and visiting atypical destinations. In this regard, it is considered necessary to explore international inclusive concepts in the area under study in order to further integrate into national practice.

2. Literature Review

The problems are studied in the scientific developments of several modern scientists. X. Font et al. [5], O. Oliynyk et al. [10] found that the key obstacles to the development of initiatives in the field of tourism activities are ignoring sustainable development patterns, the lack of mechanisms to stimulate regional destinations and local natural conditions, which significantly narrows the range of inclusive tourism services. Problematic aspects, also, D. Streimikiene et al. [13] highlight low recreational potential and insufficient staffing of the industry.

I. Kravchuk et al. [8], O. Mozolev et al. [9], C. Yang, J. Hu [18] focus on the need to implement international experience in the development of inclusive tourism services and “green” tourism, which includes the design of support programs for tourism market entities and the hotel and restaurant business, practical interaction between individual stakeholders in the field of mutual support of activities, the formation of tourist demand for visiting destinations and memorable routes, the search for innovative conceptual approaches to stimulation “green”, rural and ecotourism, as well as the currently relevant inclusive direction of recreation.

At the same time, A. Elshaer and A. Marzouk [3], S. Rasoolimanesh et al. [12], C. Wang [17] emphasize that new business models of tourism and hospitality development can contribute to obtaining such results in the context of corporate and social responsibility, such as: elimination of imbalances in the development of individual regions, optimization of the investment climate for greater attraction of financial injections, improvement of the infrastructure landscape for maximum satisfaction of customers with special needs.

Extended scientific discourse in the context of the studied problems is present in the publications of K. Pletsan et al. [11], C. Azevedo et al. [1], O. Sukach et al. [14], which are dedicated to digitalization, targeting, and personalization. Scientists are actualizing the possibilities of augmented reality for greater inclusiveness of the hotel, restaurant and tourism business, the formation of sustainable commitment and trust of the audience, and ensuring compliance with the principles of sustainable development.

At the same time, a number of aspects of the studied problems remain poorly studied. The tourism business needs practical solutions in the field of innovation and inclusive practices. Gaps in existing research are, first of all, the low level of practical orientation of the proposed strategies, as well as insignificant attention to the crisis circumstances of the development of the modern tourism sector, due to the growth in the number of clients with special needs.

3. Problem Statement

The purpose of the study is a comprehensive analysis of advanced solutions to increase the inclusiveness of tourism and ensure the availability of recreational services for tourists with limited mobility in Ukraine.

4. Methods and Materials

In the course of the study, several methods were used, including:

- analysis and synthesis to study the main aspects of the phenomenon under study;
- systematization and generalization, for structuring key categories and approaches;
- structural and logical method – development of proposals for improving the organizational

mechanism for the transformation of the tourism business in the direction of inclusiveness and “green” tourism.

5. Results and Discussion

The European Agenda for Tourism 2030 [4] sets out the roadmap for sustainable, inclusive, innovative and sustainable tourism in the EU by 2030. The main objectives of the agenda are to minimize the impact on the environment and increase corporate social responsibility in the industry, ensure social inclusion, support regional destinations, and stimulate the development of the sphere in a year-round operation. The EU is developing lending, investment and grant programs to stimulate the development of sustainable tourism through a number of programs, including Horizon Europe (promoting sustainable tourism concepts), NextGenerationEU to support green tourism, etc.

The growth in the number of tourists with limited mobility in Ukraine necessitates the implementation of inclusive practices of international experience. In particular, in European countries, there are special online resources dedicated to inclusive tourism, infrastructure support and specialized services are being developed, personalized routes are being developed, etc.

An example is the portal of inclusive tourism in Catalonia (Spain), where all possible elimination of architectural and communication barriers for people with limited mobility are localized [2]. In addition, considerable attention is paid to the formation of ecological trails and green roads, and active recreation activities for all categories of the population, including people with disabilities, are being developed [6].

One of the examples of effective development of inclusive tourism is the UK. The tourism sector here involves adapting transport to the needs of people with disabilities, special excursions in museums, and even the functioning of a specialized tour operator, Tourism for all [15], specializing in planning vacations for people with disabilities, ensuring accessible domestic tourism. England's Inclusive Tourism Action Group (EITAG) has been established in England [16], which focuses on expanding inclusive tourism destinations and raising public awareness of tourism opportunities among people with disabilities.

The experience of Israel is seen as important in the context of the introduction of inclusive practices in tourism in Ukraine, where a targeted large-scale campaign Israel4All is developing its activities especially for tourists with disabilities [7]. The key mission of the platform is to provide maximum practical support for tourists with disabilities and inclusive categories of the population, adaptation of popular tourist routes, improvement of staff competencies in the field of tourism and hospitality, etc.

It is not advisable to narrow inclusive practices in the tourism sector only to the level of service innovations, because this industry is a multi-vector production complex. At the same time, it seems appropriate to classify the key types of innovations in the inclusive tourism business, which are closely related to each other (Table 1).

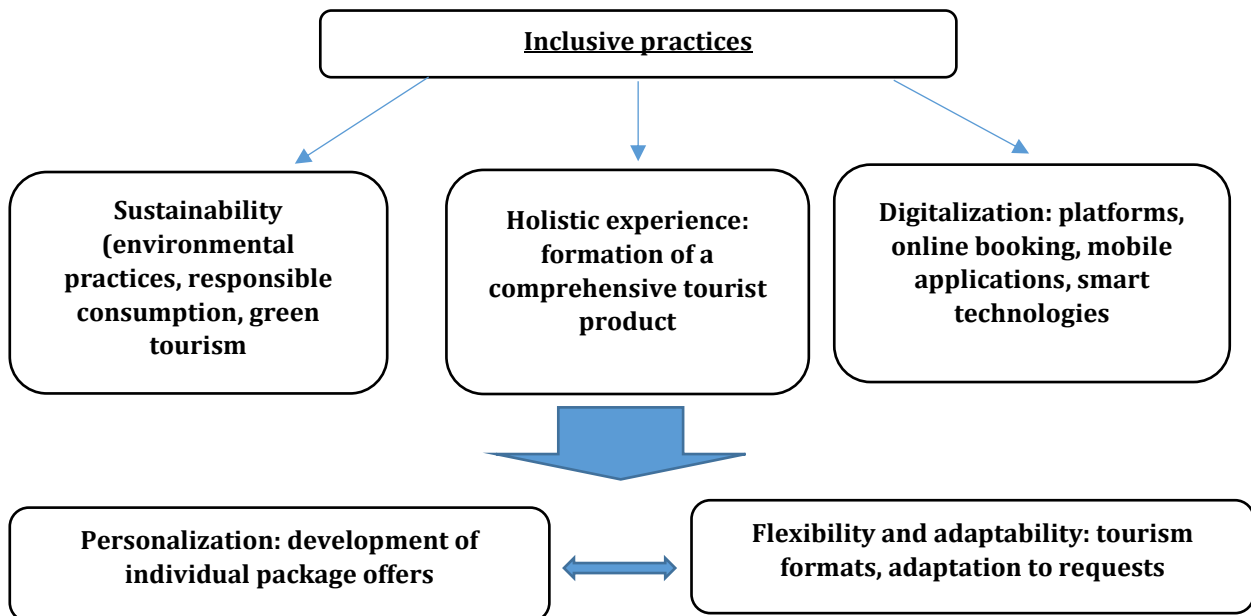
Innovative approaches to business development in developed chains include cooperation and integration of the hotel and restaurant business with other service areas, a personalized approach to meeting customer expectations and needs, and diversification of internal business segments through mobile applications and loyalty programs. “Smart” hotels with the use of voice activation tools, audiovisual equipment management, and means for a better rest are also gaining popularity and sleep (for example, the Dodow metronome). It is obvious that the variability of modern digital solutions makes it possible to improve the aspects of ensuring the inclusiveness of tourist offers, which allows people with disabilities to independently plan trips, discover new destinations, and successfully level social barriers.

Table 1. Directions of innovation in inclusive tourism

Direction of innovation	The essence of innovation	Examples of implementation
Offer	Introduction of a new or improved product, development of new tourist and recreational destinations, routes or types of tourist activities	Eco-tours to the wildlife, wellness in hospitality, gastronomic and event tourism
Resources	New natural, historical and cultural sites, infrastructure	Green tourism, event tourism, health and recreation
Technology	Introduction of new technology for the promotion and implementation of services, customer service, transport services for tourists with inclusion	Digital booking systems and ticketing systems; integrated hotel management and virtual concierges; Touch information displays
Marketing	Development of new market segments, expansion of the client audience by people with limited mobility	Advanced service: early booking, transportation ordering, food delivery and e-menu, social tour development
Management	Improvement of management and organization structures, creation of new requirements for the qualification of personnel in the context of inclusion	Implementation of integrated hotel chains, use of contract approaches to the management of hospitality establishments
Logistics	Improvements in supply chains, delivery and distribution systems; integrated destination information systems.	A concept called “Pull System”, which is an effective coordination of tourist flows based on the principles of quality and sustainable development.

Source: Compiled by the author.

Innovations of digital potential make it possible to significantly simplify the process of developing an innovative tourist product and expand the information capabilities of a client with special needs regarding the independent organization of a tour, the choice of optimal conditions for infrastructure support, and the formation of the final price of a complex of services. This line of innovation is aimed at the development of smart tourism. Taking into account the above, it is advisable to propose a basic model for the development of inclusive tourism in Ukraine, based on the principles of joint production (Fig. 1).

**Figure 1. Model of formation of inclusive practices in the tourism sector of Ukraine**

Source: compiled by the author.

The formation of complex tourism services according to the model of “joint consumption” in the inclusion sector covers a significant variability of services. An example of the practical implementation of the proposed models in Fig. 1 can be modern “green” hotels that assimilate comfort into the bosom of

nature, offering quality service, unique activities and locations, with maximum personalization of the service package.

It can be summarized that in Ukraine there are a number of problems in the development of inclusiveness of the tourism sector. Among them are weak regulatory and institutional support, low level of sectoral investment, unwillingness of society to implement inclusive practices, stagnation and lack of interest of stakeholders. It is necessary to focus on the creation of centralized platforms and hubs, the activities of which should be devoted to the adaptation of tourism infrastructure and the hospitality sector to the needs of people with limited mobility, digital improvement and the implementation of sustainable green tourism practices in national realities.

6. Conclusions

As the practice of developed European countries demonstrates, today the priorities of tourism development in the context of inclusiveness are seen in the creation and popularization of targeted online resources, the development and adaptation of infrastructure support, the development of personalized routes to meet the needs of the audience as much as possible. At the same time, it is important to pay attention to transport systems, the possibility of combining tourist offers with the field of hospitality and service establishments.

The development of the inclusive aspect of tourism activities in Ukraine, given the growth in the number of tourists with limited mobility, should be preceded by the creation of a barrier-free information environment through the formation of target hubs and platforms, the development of special mobile applications and “smart” service solutions, which, in synergy, will allow for the maximum personalization of services, increase the level of their accessibility for all social groups.

References

1. Azevedo, C., Roxo, M.T., & Brandão, A. (2024). Sustainable Tourism e-Communication Impact on Tourism Behaviour. In *Smart Innovation, Systems and Technologies* (pp. 559–581). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-981-99-0333-7_40
2. Crónica Global. (n.d.). *Cataluña apuesta por el turismo accesible*. https://cronicaglobal.elespanol.com/vida/catalunaHturismoHaccesible_158339_102.html
3. Elshaer, A. M., & Marzouk, A. M. (2024). Memorable tourist experiences: the role of smart tourism technologies and hotel innovations. *Tourism Recreation Research*, 49(3), 445–457. <https://doi.org/10.1080/02508281.2022.2027203>
4. European Commission. (2022, December 2). *European tourism agenda 2030: Commission welcomes the commitment of EU countries to make tourism greener, more digital and resilient*. https://single-market-economy.ec.europa.eu/news/european-tourism-agenda-2030-commission-welcomes-commitment-eu-countries-make-tourism-greener-more-2022-12-02_en
5. Font, X., Torres-Delgado, A., Crabol, G., Palomo Martinez, J., Kantanbacher, J., & Miller, G. (2023). The impact of sustainable tourism indicators on destination competitiveness: The European Tourism Indicator System. *Journal of Sustainable Tourism*, 31(7), 1608–1630. <https://doi.org/10.1080/09669582.2021.1910281>
6. Generalitat de Catalunya. (n.d.). *Turismo accesible*. <http://act.gencat.cat/408/turismoHaccesible/?lang=es>
7. Israel and You. (n.d.). *Israel tours for disabled persons*. <https://www.israelandyou.com/israel-tours-to-for-disabled-persons/>
8. Kravchuk, I. I., Haponenko, H. I., Shamara, I. M., & Marchuk, N. A. (2019). The information means to promotion green tourism. *Financial and credit activity problems of theory and practice*, 4(31), 497–505. <https://doi.org/10.18371/fcaptp.v4i31.191003>
9. Mozolev, O., Hutsal, L., Shorobura, I., Dolynska, O., & Stoliar, V. (2020). Basic Preparation of a Tourist for Sports and Fitness Hike. *International Journal of Applied Exercise Physiology*, 9(12), 99–106. <http://46.63.9.20:88/jspui/handle/123456789/425>
10. Oliinyk, O., Dolynska, O., Polova, O., Shykina, O., & Sliusarchuk, O. (2024). Modern, Innovative Approaches to Managing the Quality and Competitiveness of Hospitality and Tourism Businesses. *Economic Affairs (New Delhi)*, 69(Special Issue), 169–177. <http://doi.org/10.46852/0424-2513.1.2024.19>

11. Pletsan, K., Havryliuk, A., Poberezhets, H., Yurova, T., Bilov, V., & Polotnianko, O. (2023). Digital Transformation of Preservation and Restoration of Ukraine's Cultural Heritage. *Studies in Media and Communication*, 11(7), 376–383. <https://doi.org/10.11114/smc.v11i7.6514>
12. Rasoolimanesh, S. M., Ramakrishna, S., Hall, C. M., Esfandiar, K., & Seyfi, S. (2023). A systematic scoping review of sustainable tourism indicators in relation to the Sustainable Development Goals. *Journal of Sustainable Tourism*, 31(7), 1497–1517. <https://doi.org/10.1080/09669582.2020.1775621>
13. Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*, 29(1), 259–271. <https://doi.org/10.1002/sd.2133>
14. Sukach, O., Kozlovska, S., & Sushko, N. (2021). Modern management technologies in the hospitality industry. *Baltic Journal of Economic Studies*, 7(3), 168–176. <https://doi.org/10.30525/2256-0742/2021-7-3-168-176>
15. Tourism for All. (n.d.). *Tourism for All*. <https://www.tourismforall.co.uk>
16. VisitBritain. (n.d.). *England's Inclusive Tourism Action Group*. <https://www.visitbritain.org/businessH-advice/englandsHinclusiveHtourismHactionHgroup>
17. Wang, C. L. (2021). New frontiers and future directions in interactive marketing: Inaugural Editorial. *Journal of Research in Interactive Marketing*, 15(1), 1–9. <https://doi.org/10.1108/JRIM-03-2021-270>
18. Yang, C., & Hu, J. (2024). Seize the Time! How Perceived Busyness Influences Tourists' Preferences for Destination Advertising Messages. *Journal of Travel Research*, 63(3), 588–605. <https://doi.org/10.1177/00472875231164979>