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The Problems of Adaptive Tourism's Development in Russia

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Az adaptív (a fogyatékkal élőket megcélzó) turizmus fejlődése Oroszországban

Abstract

In the article the problems of development of tourism for people with disabilities. Special attention is paid to the organization of transportation and accommodation services. Integration into society of persons with disabilities is part of the implementation of social responsibility of the tourism business.

Keywords: tourism, persons with disabilities, social responsibility, sustainable development

Összefoglalás

A cikk a fogyatékkal élők számára készült turisztikai termékek fejlesztésének problémáival foglalkozik. A szerzők különös figyelmet fordítanak a szállítással és az elszállásolással foglalkozó szervezeteknek.

A fogyatékkal élők integrálása a társadalomba része a társadalmi felelősség megvalósításának a turizmus szektorban.

Kulcsszavak: turizmus, fogyatékkal élők, társadalmi felelősség, fenntartható fejlődés

In the modern social policy of the Russian Federation there is a tendency to change attitudes towards people with disabilities by recognizing them as equal members of the rest of the society. In addition, in 1992 the "Concept of social protection of disabled people and families with children" was adopted. This document is aimed at providing social and rehabilitation activities with the recognition of the priority of the rehabilitation and integration of certain groups of people in society.

The strategy adopted by the Russian government to improve the quality of life of persons with disabilities for the period up to 2020 defines the general principles of the activities of public authorities, education, health, social organizations to address people

with disabilities and their families. In accordance with the Government Decree of 17.03.11 №175 the complex target program "Social integration of people with disabilities and other persons with disabilities in Moscow" is working within the framework of the program "Accessible Environment" for 2011-2015.

More and more attention is drawn to the position of proving that sustainable development is only possible if we consider human potential as the main values of the society, the expansion of its social and intellectual choices and opportunities. In society, the role of the integral, competent specialist, social institutions providing social-oriented services increases. They should restore

the destroyed harmony between man, society, environmental protection, reduce the negative effects of the crisis. People with disabilities are not only the objects of social assistance, but also the subjects of social and cultural activities. The integration of persons with special needs into society by means of tourism, for various reasons, is currently not sufficiently motivated by society. There is a need for greater efforts to ensure medical care and psychological adaptation, the creation of social conditions without barrier protection, methodical, technical and professional support related activities. However, today there are barriers to the development of this sector, through the lack of an integrated theoretical coverage and the development of theoretical and methodological aspects of the tourist activity's subjects.

Today the tourist business, in addition to providing tourist services to consumers, should also include the implementation of the principle of social responsibility. In addition, it should be focused on creating equal opportunities for persons with a reduced activity. Finally, the activities in the tourism sector should be aimed at improving the well-being of all members of society by creating a social environment.

Providing services with the use of tourism for people with a limited activity has recently become more and more important in the structure of social work and rehabilitation medicine. Today, in many developed countries it offers a variety of programs and procedures to ensure the socio-cultural needs. These methods are intended mainly for the resumption of human contact with the world around him, the construction of the required conditions for entry into the community, participation in social activities, etc.

These mechanisms are ultimately aimed at the implementation of social integration, physical rehabilitation and the preservation of health.

The provision of tourist services to persons with disabilities requires a variety of departments of various interests for the implementation of effective integration of persons with disabilities

into society. The development of tourism with the participation of persons with disabilities would allow focusing on attracting this category of the population in the sphere of tourism, as it should be recognized that these tourists are also potential clients of this business, and they can participate in the economic development, to make a profit.

An equal treatment in the tourist services is a positive indicator of the cultural and social development, which requires the state and social structures do not contribute to the discrimination of the disabled.

We can conclude that society in general is interested in expanding the availability of tourist services to all segments of the population, including those with special needs. However, in practice it seems that the issue of the involvement of disabled people in the tourism industry remains today unresolved in reality. Information about these kinds of services in Russian is insufficient, limited to expert studies of the adaptive capacity of the market of tourism. The unlimited entrepreneurship in the tourism sector creates dissatisfaction in many segments of the population for whom the existing terms of tourist services in inclusive tourism are often unacceptable.

The examination and the monitoring of the readiness of the Russian tourism market for persons with disabilities indicates a negative impact on the development of tourism's lack of "accessible environment". Western experts say the lack of awareness among the relevant public and the underdevelopment of appropriate infrastructure is an important aspect of inclusive tourism. At the same time, demand for tourism for people with disabilities in tourist services is growing worldwide, it also expands in Russia.

The research capacity of the market represents a significant potential in the Russian tourism development for persons with disabilities, as it has all the prerequisites.

Statistics show that about half of the disabled people with reduced mobility (the so-called wheelchair) are young people aged up to 40 years.

As you know, these individuals are active, learn new skills and are naturally interested in tourism opportunities.

Today the tourist market of our country can offer various opportunities for people with disabilities. Thus, there are: "Travel for Disabled", "paratourism", "invalid tourism", "tourism for people with disabilities", "tourism for the deaf", "tourism for the blind", "rehabilitation tourism", "adaptive tourism", "correctional and educational tourism" and etc. According to the Federal State Statistics Service, currently 12 946 thousand people with disabilities live in Russia, 580 thousand of which are disabled¹ children.

According to statistics, in 2011, Russia had 13,209 thousand people with disabilities. Based on the results of the Comprehensive monitoring of living conditions in 2011 (Table), it can be noted that only 31.9% of persons with disabilities made at least one tourist or a sightseeing trip (of which 5.8% were traveling during the year). 58.6% of people with disabilities have never in their lives travelled outside their place of permanent residence.

Today, the tourist segment of the market for people with disabilities is not a worldwide mass market. In Russia the development of this market segment is much more difficult.

Today, the low demand for tourism services of this kind is largely associated with fear and discomfort of movement for persons with disabilities. However, incomplete and inaccurate understanding of the term "accessible tourism" causes difficulties in the development of this segment of the tourist market. Moreover, the continuing lack of access to the medium and the lack of expertise to provide tourist services negatively affects the development of the situation.

Currently, in Moscow there are about 4 thousand tour operators. The best-known tourist companies in Russia working in the direction of tourism for the disabled are "National center of tourism for the disabled",

"Invatur" (Moscow), "Agency Well" (Moscow) and "Liberty" (St. Petersburg). In addition, in our country specialized sanatoriums for spinal patients are actively functioning. These are: "Sergievskie Mineral Waters" Resort, "Saki resort", specialized branches in the sanatorium "Anapa", "Forest Glade", "Taraskul" for the treatment of patients with consequences of spinal injuries and diseases of the spinal cord. Creating a barrier-free environment in these resorts and sanatoria is a positive start and can be regarded as the formation of tourism for persons with disability and special needs for tourist services.

Currently, there is a positive trend in the development of inclusive tourism. Today in Moscow, about 70% of urban infrastructure is accessible to the disabled. However, as noted by people with disabilities, such objects are slightly less. As for adapted accommodation facilities, in Moscow at present only 13 hotels have specially equipped rooms, ready to welcome guests with disabilities. So cultural attractions as the Tretyakov Gallery, the Hermitage and the Russian Museum are also equipped with special devices.

At present, the Federal Law № 181 of 24.11.1995 "On Social Protection of the Rights of Persons with Disabilities in the Russian Federation" continues to operate. According to the document "at each parking space of vehicles, including some companies, trade, services, health, sports, cultural and entertainment centers, less than 10 percent of the parking places are for special vehicles for people with disabilities".

According to Russian tour operators, today travellers with disabilities in our country have access to all kinds of recreation. However, the main obstacle is the possibility of group transportation by bus. However, as noted by many experts, the problem is that we have very little information about the travel opportunities of persons with disabilities. The information is incomplete and dispersed in different sources.

According to the national standard of the Russian Federation (GOST R53998-2010) during the formation of the tourist product and tourist services for tourists with disabilities tourist

¹ Федеральная служба государственной статистики
(URL: <http://www.gks.ru>)

organizations should provide a number of requirements. Thus, according to the national standard, among the main conditions of the offer of tourist services to customers with disabilities noted the possibility of free movement with the help of the necessary equipment (wheelchairs, canes, etc.). In addition, one of the requirements is to equip the objects of tourist infrastructure of audiovisual information system, and other entities to provide timely information. It is also important to note that among the conditions of travel services to persons with disabilities a decline, and the lack of physical and

psychological stress, which contribute to the deterioration of health tourists.

Interest in the development of tourism for people with disabilities is increasing; there are conferences, debates about exclusive and inclusive tourism. A particular importance can be attached to the Spa & Health Conference 2010, which contributed to the development of a new direction of local tourism - tourism, accessible to all. Unfortunately, the tourist business is considering persons with disabilities in terms of inclusive tourism, as individual product is not based on market conditions and the individual needs of the customer.

Making tourism or sightseeing trips with disabilities aged 15 and over in 2011 (%)

	All respondents	including age, years								
		15 - 19	20 - 24	25 - 29	30 - 34	35 - 44	45 - 54	55 - 59	60 - 69	70 и более
Disabled persons aged 15 years and over - all	100	100	100	100	100	100	100	100	100	100
made a tourist or a sightseeing trip in the past 12 months	5,8	18,7	25,8	19,2	...	10,6	11,0	6,4	7,3	1,9
didn't make a tourist or a sightseeing trip in the past 12 months	84,7	81,3	74,2	72,9	100,0	83,2	83,4	86,9	83,6	85,2
including										
made tourism or sightseeing trip before	26,1	30,0	12,5	6,6	19,1	29,0	21,9	23,2	31,8	25,6
never made a tourist or a sightseeing trip	58,6	51,2	61,7	66,2	80,9	54,2	61,5	63,7	51,8	59,5
undecided	9,5	7,9	...	6,2	5,6	6,8	9,1	13,0

Source: Federal State Statistics Service (URL: <http://www.gks.ru>)

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