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ХАРАКТЕРИСТИКА ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНИХ АСПЕКТІВ РОЗВИТКУ ІНКЛЮЗИВНОГО ТУРИЗМУ В УКРАЇНІ

Розвиток інклюзивного туризму є не лише соціально значущим, а й економічно вигідним, оскільки відкриває нові ринки, створює додаткові робочі місця та сприяє зростанню туристичних потоків. Дослідження організаційно-економічних аспектів дозволяє оцінити реальні можливості та перспективи цього сегмента туризму в Україні, визначити основні проблеми та запропонувати ефективні рішення.

Метою написання наукової статті є всебічний аналіз організаційно-економічних аспектів розвитку інклюзивного туризму в Україні та розробка стратегічних підходів для його ефективного впровадження, що дозволить підвищити рівень доступності туристичних послуг для всіх категорій громадян.

Методика дослідження включає: аналіз та синтез – для вивчення теоретичних засад інклюзивного туризму; статистичний аналіз – для оцінки поточного стану розвитку аналізованого виду туризму в Україні; порівняльний аналіз – для дослідження міжнародного досвіду та узагальнення – для формування висновків.

Результати. Розглянуто сучасний стан інклюзивного туризму, ідентифіковано основні бар'єри у нормативно-правовій базі, організаційних процесах та економічному забезпеченні. Оцінено поточний стан інфраструктури для розвитку інклюзивного туризму в Україні. Проаналізовано кращі європейські практики розвитку даного виду туризму і запропоновано їх адаптацію до України. На основі проведеного аналізу запропоновано рекомендації щодо подолання виявлених труднощів, з урахуванням державної політики, фінансових можливостей і потреб ринку, що сприятимуть створенню сприятливих умов для інтеграції осіб з інвалідністю у туристичну сферу.

Наукова новизна полягає у комплексному дослідженні організаційних і економічних чинників, що впливають на розвиток інклюзивного туризму в Україні. Запропоновані результати дозволять оцінити сучасний стан аналізованої сфери, виокремити ключові проблеми та сформулювати практичні рекомендації щодо подальшого розвитку інклюзивного туризму на основі міжнародного досвіду.

Практична значимість наукової публікації полягає у можливості використання запропонованих висновків та рекомендацій різними зацікавленими сторонами, зокрема: органами державної влади – для розробки програми підтримки інклюзивного туризму та вдосконалення нормативно-правової бази, туристичними підприємствами – для підвищення рівня адаптації послуг під потреби людей з особливими потребами, громадськими організаціями – для розробки ініціатив та реалізації проектів з покращення доступності туристичних об'єктів.

Ключові слова: інклюзивний туризм, організаційні проблеми, економічні виклики, соціальна інтеграція.

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CHARACTERIZATION OF ORGANIZATIONAL AND ECONOMIC ASPECTS OF INCLUSIVE TOURISM DEVELOPMENT IN UKRAINE

The development of inclusive tourism is not only socially significant but also economically beneficial, as it opens up new markets, creates additional jobs, and contributes to the growth of tourist flows. The study of organizational and economic aspects allows us to assess the real opportunities and prospects of this tourism segment in Ukraine, identify the main problems and propose effective solutions.

The purpose of the article is to provide a comprehensive analysis of the organizational and economic aspects of inclusive tourism development in Ukraine and to develop strategic approaches for its effective implementation, which will increase the level of accessibility of tourism services for all categories of citizens.

The research methodology includes: analysis and synthesis - to study the theoretical foundations of inclusive tourism; statistical analysis - to assess the current state of development of the analyzed type of tourism in Ukraine; comparative analysis - to study international experience and generalization - to draw conclusions.

Results. The current state of inclusive tourism is considered, the main barriers in the regulatory framework, organizational processes and economic support are identified. The current state of infrastructure for the development of inclusive tourism in Ukraine is assessed. The best European practices for the development of this type of tourism are analyzed and their adaptation to Ukraine is proposed. Based on the analysis, recommendations are proposed to overcome the identified difficulties, taking into account state policy, financial capabilities and market needs, which will help create favorable conditions for the integration of persons with disabilities into the tourism sector.

The scientific novelty lies in a comprehensive study of the organizational and economic factors that influence the development of inclusive tourism in Ukraine. The proposed results will allow us to assess the current state of the analyzed area, identify key issues and formulate practical recommendations for the further development of inclusive tourism based on international experience.

The practical significance of the scientific publication lies in the possibility of using the proposed conclusions and recommendations by various stakeholders, in particular: public authorities - to develop a program to support inclusive tourism and improve the regulatory framework, tourism enterprises - to increase the level of adaptation of services to the needs of people with disabilities, public organizations - to develop initiatives and implement projects to improve the accessibility of tourist facilities.

Keywords: inclusive tourism, organizational problems, economic challenges, social integration.

Statement of the problem. In the European Union, inclusive tourism is part of public policy and is supported by special funding programs and legislative initiatives to develop, implement and market accessible tourist routes. (Danchevska, Kalajtan, 2024, p. 100). At the same time, in Ukraine, this area is at the stage of formation, and the level of accessibility of tourist infrastructure remains low.

Analysis of recent research and publications. Matviychuk L. Y., Chepurda L. M. analyze the approaches of scientists to the interpretation of the concept of «inclusive tourism». (Matviychuk, 2020, p. 75).

Ostrianin S. O., Bezuhla S. L., Beloborodova M. V., Kulivar V. V. study the development of inclusive tourism in Ukraine, which is focused on the use of social entrepreneurship models through the introduction of social bonds and tax incentives. (Ostrianin, 2024, p. 185).

Chaika S. analyzes the European practices of inclusive tourism and the possibilities of its implementation in domestic practice. (Chaika, 2022, p. 189).

Identification of previously unresolved parts of the general problem. The current state policy in the field of tourism does not provide for specific mechanisms to support enterprises that implement barrier-free solutions. The scientific publication combines organizational, economic and social aspects of inclusive tourism development into a single system.

Formulation of the article's objectives:

- to study the best European practices of ensuring accessible tourism (on the example of the Access City Award rating)
- to study the level of barrier-free accessibility in Ukraine;
- to identify the main barriers and problems that hinder the development of inclusive tourism in Ukraine;
- to develop recommendations for state policy in the field of inclusive tourism.

Summary of the main material. According to the Ministry of Social Policy of Ukraine, «as of 2024, there are officially three million people with disabilities in Ukraine. Over the two years of full-scale war, the number of people with disabilities has increased by 300 thousand people (10%). And this disability is of a different nature than in the pre-war period: it is primarily caused by hostilities and enemy shelling of peaceful Ukrainian cities. It is worth noting that 10.5 thousand people in Ukraine received prosthetic arms and legs in 2023. And more than 18 thousand prostheses were manufactured» (Ministerstvo sotsialnoi..., 2024). Therefore, in the context of modern challenges, inclusive tourism should become an important tool for social integration.

Ensuring the development of inclusive tourism at the state level involves creating conditions that allow everyone, regardless of physical, mental, intellectual, sensory, or cognitive abilities, to participate in travel. However, despite the tourism potential, the development of this sector in Ukraine faces a number of organizational and economic challenges that limit its effective functioning.

Ukraine has a number of legislative and regulatory acts that regulate the right of people with disabilities to education, employment, medical care, etc. However, it is equally important to ensure conditions for recreation for all citizens.

At the same time, one of the main obstacles is the lack of uniform international standards and clear regulations governing activities in the field of inclusive tourism. The imperfection of legislation creates ambiguity in the application of norms, which affects the speed of implementation of inclusive practices in the tourism industry.

On the way of Ukraine's integration into the EU, the author believes that it is important to analyze the best European practices of implementing tourism accessibility. After all, Ukraine expects post-war recovery, including in the tourism sector, and, as a result, international tourism. And, according to statistics analyzed before COVID-19 and the full-scale invasion of Ukraine, Europeans accounted for the gross share of foreign tourists in Ukraine.

According to the Access City Award rating, established by the European Commission in cooperation with the European Disability Forum, cities that have received this award can serve as a model of best European practices in overcoming barriers in transport and related infrastructure, public space, communication and information technologies, and available public facilities and services. This award is also part of the Strategy on the Rights of People with Disabilities 2021-2030 to build a Europe without barriers.

According to the data published on the official EU website: «Vienna (Austria) has been awarded the Access City Award 2025 for its significant efforts to make the city accessible to people with disabilities». (European Union, 2025). Specific projects, such as accessible swimming pools, smart traffic lights, and support for integration in housing and employment, have made a significant contribution to making Vienna a more accessible and inclusive city. All metro stations and more than 95% of bus and tram stops are accessible thanks to tactile navigation systems, low-floor vehicles, and multisensory emergency assistance systems. (European Union, 2025).

Let's analyze the Access City Award rating for 2018-2024, shown in the table 1, to understand the best European practices of barrier-free tourism.

Table 1.

Analysis of the Access City Award rating, 2018-2024

Year	City	Characteristics
2024	San Cristobal de la Laguna, Spain	Despite its status as a UNESCO World Heritage Site, the tourist infrastructure is being actively implemented and modernized: restoration projects take into account the needs of people with disabilities, ramps, elevators and specialized equipment are being installed; online platforms and mobile applications have been created that provide information on the accessibility of tourist locations.
2023	Skellefteå	A clear legal framework, active infrastructure modernization, and the use of modern digital technologies have created a favorable environment for tourists with special needs.
2021	Jonkoping, Sweden	
2022	Luxembourg, Luxembourg	A well-developed network of adapted public transportation. Tourist locations are equipped with ramps, elevators, and other means of providing barrier-free access. Official tourist websites and mobile apps provide detailed information on the accessibility of various facilities and services. Although the old parts have some architectural challenges, the city continues to adapt these areas to modern standards.
2020	Warsaw, Poland	It is a well-adapted city for tourists with special needs, especially in terms of public transportation, museums, and public spaces. However, the historical buildings and some private establishments are not yet fully accessible.
2019	Breda, Netherlands	The city's streets are wheelchair accessible. Many shops, cafes, restaurants, and hotels have convenient entrances and plenty of space inside. All buses are low-floor, equipped with special platforms for wheelchair users. The railway station has elevators, tactile guides, and audiovisual announcements. The parking infrastructure is being improved. Technologies such as audio information systems and mobile applications are being introduced to help tourists with visual or hearing impairments.
2018	Lyon, France	The city offers barrier-free access to many attractions, a well-developed transportation system, and initiatives aimed at improving the mobility of people with disabilities.

Source: developed by the author on the basis of (European Union, 2025).

According to the author, Vienna's experience in the field of barrier-free tourism is one of the best practices for its implementation in Ukraine, especially strategies that cover transportation, public buildings, information services, and recreation areas. At the same time, people with disabilities should be actively involved in decision-making, as Vienna does through its cooperation with the Vienna Social Fund.

In Ukraine, the Cabinet of Ministers of Ukraine has issued a decree «On Approval of the National Strategy for Creating Barrier-Free Space in Ukraine for the Period up to 2030». Also, in April 2018, the government approved new State Building Standards (SBS): «Planning and Development of Territories», «Streets and Roads», «Buildings and Structures. Educational Institutions». According to them, all buildings, structures, and necessary infrastructure in Ukraine must be designed with accessibility elements.

However, the data published by the Ministry of Communities and Territories Development of Ukraine for 2024 indicate a low level of barrier-free accessibility in most regions of Ukraine (Fig. 1).

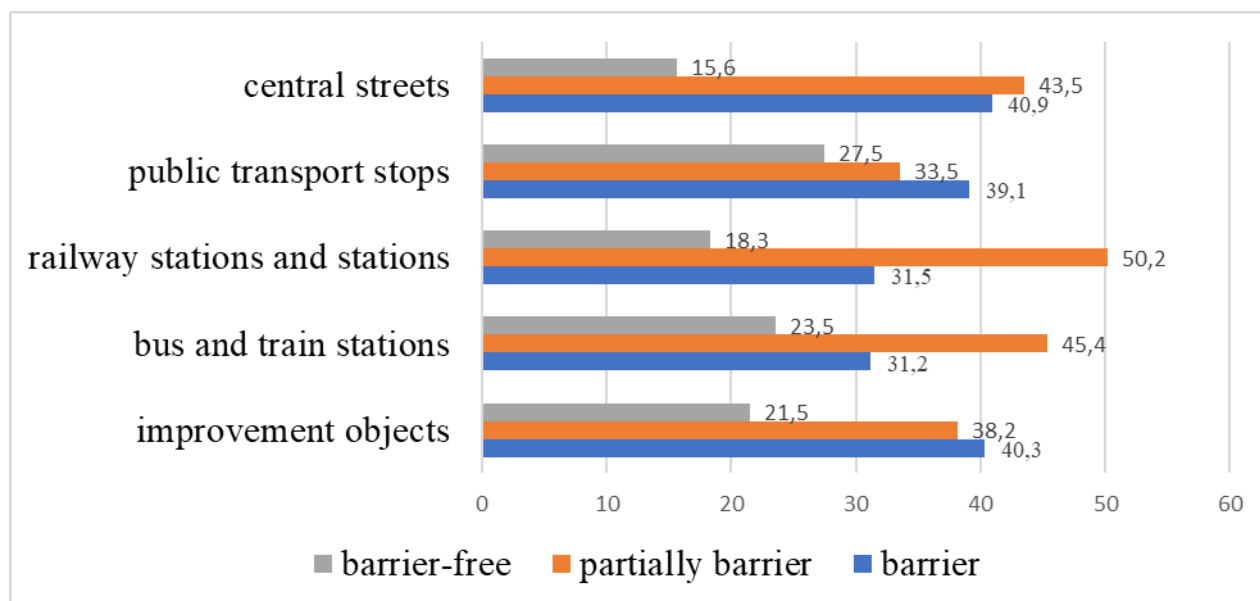


Fig. 1 Analysis of barrier-free physical environment in Ukraine for 2024

Source: developed by the author based on (Ministerstvo rozvytku..., 2025).

As of 2024, only 21.5%, 23.5%, and 27.5% of public amenities, bus stations and bus stops in Ukraine are accessible, respectively, compared to all analyzed facilities. At the same time, 38.2% of the facilities remain partially barrier-free and 40.3% are fully barrier-free, bus stations and bus terminals 45.4% and 31.2% respectively, and public transport stops 33.5% and 39.1%. And central streets in Ukraine are only 15.6% barrier-free, while 43.5% of the analyzed objects are partially barrier-free and 40.9% are barrier-free. More than 50% of railway stations remain partially barrier-free and 31.5% are fully barrier-free, and only 18.3% have become barrier-free. (Ministerstvo rozvytku..., 2025).

A survey conducted by the State Agency for Tourism Development in Ukraine in 2024 also emphasizes the low level of barrier-free tourism. In particular, in Ukraine as a whole, out of «6394 tourist facilities analyzed (3537 hotels, 2116 recreation centers, 261 resort facilities, 445 motels and campsites): 19% of hotels have entrance stairs with a ramp; 28% have elevators, of which only 2% have audio signals and duplicate floor markings in Braille; 23% of accommodations have rooms for people with disabilities, and 26% have universal toilets; 16% of the surveyed facilities have accessible evacuation routes for the disabled, and 24% use international accessibility symbols; easy entrance - 43%; separate parking spaces - 56%; staff awareness of the rules and etiquette for receiving people with reduced mobility - 66%». (Opytuvannya DART..., 2025).

Figure 2 summarizes proposals for improving the organizational and economic aspects of barrier-free tourism development in Ukraine.

Obviously, to ensure the accessibility of tourist attractions, it is necessary to spend significant amounts of money on reconstruction of buildings, installation of special equipment, and introduction of digital technologies. These costs often exceed the capabilities of small and medium-sized enterprises operating in the tourism sector and the state as a whole, which has significant defense spending in times of war.

The development of inclusive tourism will require significant investments in infrastructure modernization, adaptation of tourist facilities, and introduction of modern technologies. But with limited budgetary resources, states at war face serious economic barriers.

It is worth noting that Ukraine still lacks a sufficient number of qualified professionals who know the specifics of working with people with disabilities, which significantly limits the ability to adapt tourism services. The lack of specialized courses and training programs creates a shortage of experts capable of developing and implementing inclusive solutions.

At the same time, the effective development of inclusive tourism requires close cooperation between government agencies, private enterprises, and non-governmental organizations. The lack of

interaction and coordination mechanisms leads to fragmentation of efforts and inefficient use of resources.

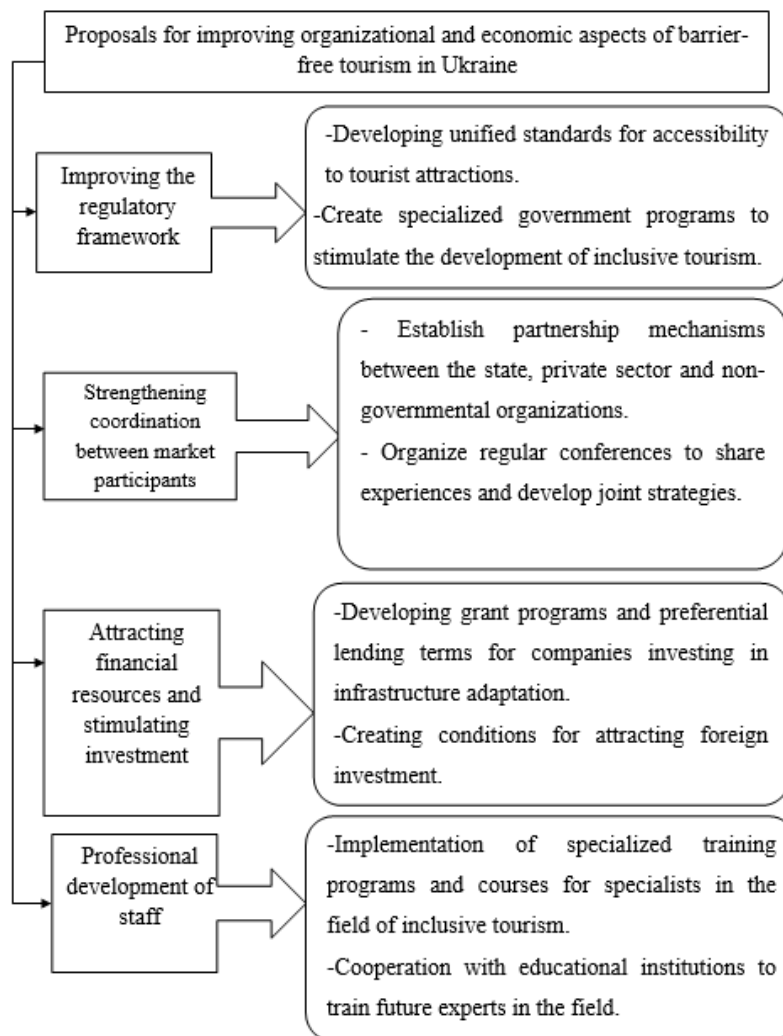


Fig. 2 Generalized proposals for improving the organizational and economic aspects of barrier-free tourism development in Ukraine

Source: developed by the author.

Conclusions. It can be concluded that the organizational and economic aspects of inclusive tourism development are closely interrelated. The imperfection of the regulatory framework affects investor confidence, and fragmented coordination between market players makes it difficult to attract financial resources. On the other hand, limited economic opportunities reduce the incentive to implement organizational reforms and innovations.

An analysis of the organizational and economic problems of inclusive tourism development in Ukraine leads to the conclusion that a comprehensive approach to solving the existing difficulties is needed. Improving legal and regulatory frameworks, strengthening coordination between market players, attracting additional financial resources, and improving staff skills are key factors that will facilitate the integration of people with disabilities into the tourism sector. The implementation of the proposed measures will not only increase the availability of tourism services, but will also contribute to the overall socio-economic development of the country.

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