

USING FOREIGN EXPERIENCE IN DEVELOPING INCLUSIVE TOURISM

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Annotation: The article presents issues of organizing modern types of tourism and expanding their opportunities in the development of tourism in our country.

Key words: route, quality of service, travel schedule, accommodation service

A tourist offer is considered inclusive if it can be used under the same conditions by a blind person, an elderly person, a tourist of unusual dimensions, parents with small children and other people with physical, mental and social needs. People with disabilities should be able to travel independently with dignity.

Fortunately, the issue of providing people with disabilities with the opportunity to travel comfortably is now an urgent issue in society. Leading tourism companies, establishments, museums and, above all, government organizations from around the world compete to top the country's tourism accessibility rankings and often do so through the lens of creativity and modern vision.

Inclusive tourism in Europe begins with special websites, for example, in Barcelona, a website dedicated to inclusive tourism has been created, where you can find a list of historical and cultural monuments that are accessible to people with disabilities, find out details of the functioning of transport, find a hotel with accessible infrastructure, etc. .

The city has also created a travel agency, Barcelona Special Traveler, specializing in inclusive tourism. The agency takes into account all the needs of its clients and creates personalized travel that guarantees the availability of travel, accommodation and all necessary services.

In other cities in Spain, an environment for people with disabilities is also available: adapted public transport and barrier-free urban space where people in wheelchairs can move without interference. And some beaches have separate swimming areas for older people with railings to hold on to, and separate ones for people in wheelchairs with the ability to enter the water.

One of the best examples of introducing inclusive tourism is Great Britain. Buses and trains are adapted for people with disabilities, there are special excursions in museums, and there is a separate specialized tour operator, Tourism for all. The site offers you to create your ideal tourist route in accordance with your hobbies and needs.

Tourism for all is a small, vibrant, independent, national charity that is a travel guide for people with disabilities and an expert on accessible tourism throughout the UK.

Among the millions of tourists who visit Israel each year, many travelers have disabilities. The Israeli government is doing everything to ensure that people with disabilities do not experience serious difficulties during their stay in the country. There is a tourism campaign especially for tourists with disabilities and a special website Israel4All has been created.

The company offers inclusive tours, including adapted tourist routes, experienced guides specializing in working with tourists with disabilities, and special meals that vary according to needs.

And Israel's accessibility begins at BenGurion International Airport. The country's air gates are ideally suited to welcome all tourists without exception. Each tourist in a wheelchair receives personal escort when leaving the terminal. In addition, there are special customs corridors and passport control windows for travelers with disabilities. The airport has spacious lifts and specially equipped sanitary rooms. When planning a trip, it is worth remembering: in Israel, all public buses are adapted for people with disabilities and equipped with lifts.

All attractions are also adapted for tourists with disabilities. For example, the top of the Masada fortress near the Dead Sea is accessible to groups of tourists with limited mobility, and a special area is adapted so that people with vision problems can tactilely feel the terrain.

There are four beaches in Tel Aviv that are officially designated for people with disabilities, all of these beaches have sanitary rooms adapted for people with disabilities.

On Polish beaches you can find wooden platforms or cultivated land, thanks to which a person in a wheelchair can drive to the beach. Special lifts for swimming in the sea are also available here.

In the country, a big role is given to skiing, creating special projects, one of which is "Niepełnosprawni w górach – Razem na szczyt". The goal of the project is to help people with disabilities during mountain expeditions and make them realize that they can achieve different dreams and climb mountain peaks just like other people.

A good example of creating an accessible environment for people with disabilities was the city of Breda in Holland. The Breda for All platform operates here - an organization that represents various institutions that support people with disabilities. Breda offers more than 300 restaurants, clubs, cafes, bars and entertainment venues, parks, botanical gardens, equipped with everything necessary for people with disabilities.

There are also creative examples of approaches to solving the issue of tourism accessibility.

For example, in Amsterdam, the founders of the CtheCity series of city tours adapted them for people with visual impairments. Anyone can join the excursions. The "walk" takes place indoors. The organizers give all participants a stick. Then they follow a blind guide into dark rooms and tentatively wander around Amsterdam while listening to the guide's story. It's like using local public transport, exploring sights by touch, drinking in a bar and dining in a restaurant - all in pitch darkness. For some tourists this is a new experience, for others it is an opportunity to join an excursion that is familiar to most.

There are many good examples of ensuring comfortable travel for people with disabilities, but we should not forget that the adaptation of such people into society begins with the society itself. After all, history knows cases when a group of blind climbers climbed to the top of Mount Kilimanjaro, 5,885 meters high, or when Ukrainian Nikolai Podrezan traveled around the world in a wheelchair and visited 68 countries.

Often accessibility is less about technology and more about people, their support and humane treatment. For example, in Stockholm, garbage cans have a special hole in the middle for people in wheelchairs, so that they do not reach up and suddenly turn the trash bin over. Such details show concern for people with disabilities.

Technological innovation and the future of tourism.

In modern times, technological innovations such as high-speed trains, electric vehicles and sustainable modes of transport are driving the evolution of sustainable tourism. The focus on environmentally friendly transport is aligned with the growing awareness of environmental sustainability and shaping the future of travel and tourism. In addition, the integration of digital platforms and smart mobility solutions improves the overall travel experience by offering convenience and personalized services to modern tourists. Nowadays, these three car rental services are widely spread around the world, and we can find more bus services in our country. Therefore, it is the need of the hour to develop the other two species.

We can add that local tourists often organize trips with their family or colleagues without leaving the border in a private car. Currently, tourism is being developed in our country by means of other vehicles. For example, rail transport is currently the most common car service for tourists. Transport is the leading factor of tourism development. The high indicators achieved in the development of tourism in the last decades of the 20th century are directly related to the achievements of scientific and technical development in the field of transport. The transformation of travel into a mass phenomenon (including travel for the purpose of tourism) depends on almost revolutionary changes in the transport system. These changes began with the creation of railways and steam locomotives, then automobiles, and later airplanes, which have now become a means of mass movement of people. Solving existing problems in tourism infrastructure, improving the quality of services provided, and promoting national tourism products in world markets. In order to increase the efficiency of the reforms implemented in the field of tourism by actively promoting, strengthening the personnel potential of the tourism network, and sharply increasing the number of foreign citizens entering the republic, measures are being taken to develop the tourism sector in the Republic of Uzbekistan in 2019-2025.

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