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**INCLUSIVE  
REHABILITATION  
TOURISM  
AS AN EFFECTIVE  
TOOL FOR SOCIAL  
ADAPTATION  
OF VICTIMS  
OF THE RUSSIAN  
AGGRESSION  
IN UKRAINE**

**Volodymyr Antonenko,**  
*Doctor of Geographical Sciences,  
CEO consulting company  
“National Consulting Group, LTD”,  
Kyiv, Ukraine,  
antvs2018@gmail.com  
<https://orcid.org/0000-0002-6819-488X>  
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**Topicality.** As a consequence of russian military invasion of Ukraine, there is a growing number of people with disabilities. These include combatants and civilians who have suffered from bombings, shelling and other injuries caused by military actions. **The aim of the article** is to review the problems, features and prospects for the development of various directions in tourism for people with disabilities during the period of martial law and after the cessation of the russian-Ukrainian war. This research identifies the positive influence of inclusive rehabilitation tourism for people with disabilities. In the current socio-economic conditions of development and in the context of the country's post-war state, inclusive rehabilitation tourism serves as a means of rehabilitation and recovery, learning and leisure organisation. **Research methods.** Theoretical analysis, comparative analysis, economic modeling, as well as marketing research methods, including surveys and mathematical processing of the obtained data are applied in this study. **Results.** Inclusive rehabilitation tourism is viewed as a modern type of tourism, the essence of which lies in ensuring the implementation of tourism activities by any person (regardless of their physical abilities) and accessibility to tourist locations. The role of social entrepreneurship is defined as an instrument for the development of inclusive and inclusive rehabilitation tourism in the context of Ukraine's post-war recovery. Promising directions for the development of inclusive rehabilitation tourism for people with limited physical abilities are determined. The provision of tourist services to people with disabilities should take into account numerous specific peculiarities of their interaction with the environment.

**Keywords:** tourism, inclusive rehabilitation tourism, social entrepreneurship, people with disabilities, people with health limitations, rehabilitation, leisure, post-war time.

### **Topicality of the problem**

The increase in the number of people with disabilities and special health needs in Ukraine due to the russia's full-scale aggression against Ukraine, particularly those with traumatic limb amputations, spinal injuries and other damage to the musculoskeletal system is a significant modern challenge. In the two years following the full-scale invasion, the number of people with disabilities in Ukraine has increased by 300.000.

In reality, the officially recorded number of people with disabilities is 3 million. During the full-scale invasion, approximately 400.000 military personnel may have sustained injuries in the war against russian aggressors (Yesikova, 2024). During wartime, this population category faces even greater risks and trials. However, in the post-war period, the challenges for individuals with disabilities are unlikely to diminish significantly. They may encounter difficulties in accessing resources and services, including: finding suitable housing, food, adequate medical care and services, as well as discrimination and stigmatisation, threats to life, physical and mental health, abuse, etc. The formation of an accessible environment for individuals with disabilities is crucial, facilitating the realisation of their rights and fundamental freedoms, full participation in social life and the satisfaction of their needs for rehabilitation and recovery, particularly, by utilising the opportunities of inclusive and inclusive rehabilitation tourism.

### **The problem formulation**

Inclusive rehabilitation tourism is a significant component in the development of the tourism industry, aimed at ensuring equal opportunities for people with limited physical abilities. In Ukraine, despite certain efforts to create accessible infrastructure, inclusive tourism remains insufficiently developed. The advancement of tourism for wheelchair users is particularly important, as it necessitates the adaptation not only of transportation but also of hotel services, excursions and the entire tourist environment.

Inclusive rehabilitation tourism serves as a potent means of rehabilitation, opportunity for recovery, social interaction, elimination of existing psychological barriers, attainment of psychological satisfaction from diverse activities. Its specificity is defined by the purposeful process of collaboration among various stakeholders in the tourism sector to ensure mobile, visual, auditory and cognitive accessibility to tourist locations.

Given the increasing demand for inclusive tourism, it is important to identify the range of problems, peculiarities and development prospects of various directions in tourism for people with disabilities during the period of the martial law and after the cessation of the russian-Ukrainian war, to develop a conceptual model of inclusive rehabilitation tourism that will not only facilitate the social integration of people with disabilities but also ensure appropriate economic feasibility for tourism companies. The development of such tourism should consider not only the accessibility of transport services and infrastructure but also the psychological and social dimensions that contribute to the restoration of health. It should also include the improvement of the quality of life for people with disabilities.

### **Study of the problem**

Among recent research, the work of N. Barna and A. Korotieieva (2020), which elucidated the theoretical and practical features of the state of social inclusion in the tourism sector, is noteworthy. They define that “inclusive tourism is a form of tourism that encompasses the process of cooperation between various actors in the tourism sphere and involves providing people with disabilities with accessibility, including mobile, visual, auditory, and cognitive components of accessibility, grants the right to function independently,

on an equal basis with a sense of dignity through the provision of universally designed tourism products, services, and environments” (Barna & Korotieieva, 2020). L. Bezuhla, M. Bieloborodova and T. Herasymenko (2022b) view tourism as an innovative tool in rehabilitation for individuals with limited physical abilities. Yu. Khrushch, V. Ivanova and R. Medvedskiy (2017) characterised groups of individuals with disabilities as consumers of tourism. N. Vlashchenko (2018) studied the specifics of infrastructure development for the needs of inclusive tourism and formulated recommendations for its activation. S. Tyshchenko, T. Chernyshova and A. Osipchuk (2021) researched the essence and goals of tourism as a means of sociopsychological support for people with special necessities and developed a typology of adapted tours for this category of tourists. A. Holod (2017) provided the following definition: “This is a type of tourism that includes the accessibility of active recreation not only for ordinary people but also for those whose physical abilities are limited by congenital or acquired ailments”. Currently, there is no single universally accepted definition of inclusive tourism. This concept has numerous interpretations, reflecting various aspects of the inclusion of individuals with special needs in the tourism process. Among synonymous terms, the following can be identified: “social tourism”, “tourism for the disabled”, “disability tourism”, “barrier-free tourism”, “accessible tourism”, “tourism for everyone”, all of which indicate the fundamental characteristics of this phenomenon. Practitioners in the tourism market distinguish accessible tourism or inclusive tourism among market segments (Barna & Korotieieva, 2020). This sphere is also referred to as “tourism for the disabled”, “tourism for everyone”, “barrier-free tourism” (Vlashchenko, 2018). Although some differences in definition still exist (Хрущ та ін., 2017). Recently, the term “inclusive rehabilitation tourism” has gained prevalence in scientific literature, applied to define tourist services for those affected by the Russian aggression in Ukraine. The meaning of terms defining tourism for people with disabilities has been a subject of discussion for approximately 25 years.

All individuals, regardless of their physical abilities, have the right to engage in tourist travel. The World Tourism Organization (UNWTO) provides the following definition of inclusive tourism. Inclusive tourism is a form of tourism that involves the process of cooperation between various participants in the tourism sector, which enables people with special accessibility needs, including mobile, visual, auditory and cognitive accessibility, to function independently and on an equal basis with dignity through the provision of universally designed tourism products, services and environments (UNWTO, 2018).

Thus, considering the significant diversity of terms observed today necessitates the establishment of a unified term at the international level. A theoretical understanding of the concept of inclusive and inclusive rehabilitation tourism is required, considering the perspectives of researchers in this sphere, as well as the individuals with disabilities themselves. In our opinion, the study by A. Motsa, R. Korinets and K. Horiunova (2024) is quite profound, in which the prospects for the development of tourism for people with disabilities after the end of the Russian-Ukrainian war are analysed. The involvement of people with disabilities and soldiers of the armed forces of Ukraine who were injured in the Russian-Ukrainian war in psychological tourism for the purpose of their rehabilitation is considered in the work of M. Chaban (2015). At the same time, the issues of developing inclusive and rehabilitation tourism for the purpose of social adaptation of victims of the Russian aggression in Ukraine require further development.

## Research goals and methods

*The aim of the article* is to review the problems, peculiarities and prospects for the development of various directions in tourism for people with disabilities during the period of martial law and after the cessation of the russian-Ukrainian war.

*The study employs methods* of theoretical analysis, comparative analysis, economic modelling, as well as marketing research methods, including surveys and mathematical processing of the obtained data.

*The object of the study* is inclusive and rehabilitation tourism.

*The subject of the study* is theoretical provisions, scientific and methodological approaches and practical aspects of the use of inclusive and rehabilitation tourism as an effective tool for social adaptation of victims of the russian aggression in Ukraine.

*The scientific novelty of the obtained research results* grounds on the scientific and applied substantiation and determination of the features of using inclusive and rehabilitation tourism as an effective tool for social adaptation of victims of the russian aggression in Ukraine. The role of social entrepreneurship as a tool for the development of inclusive and inclusive rehabilitation tourism in conditions of the post-war revival of Ukraine, promising directions for the development of inclusive and rehabilitation tourism for people with disabilities are determined.

*The information basis of the article* is scientific works of domestic and foreign scientists, materials of periodicals, statistical information, results of expert research, economic reviews, Internet resources.

## Results and discussion

Currently, even during the war, the tourism industry continues to operate, despite the consideration of certain conditions and restrictions (availability of shelters during air raid alerts, prohibition of being near restricted facilities and military units, closed airports, restricted travel abroad for men and women civil servants, etc.). A significant proportion of travelers are tourists with disabilities, visual or hearing impairments and other low-mobility population groups.

Tourism for people with disabilities is a process of tourism development where the subject is a person with health limitations, which presupposes the accessibility of tourism for individuals with disabilities of all nosology's regarding the adaptation of the infrastructure of tourist centres and tourist attractions to the necessities of people with permanent or temporary physical, mental or sensory abilities. Simultaneously, it is a type of activity, a business aimed at the formation of a tourist product, provision of information, and individual tourist services, considering the needs for access and organisation of these services for individuals with disabilities and people with temporarily limited health abilities (Khrushch et al., 2017).

The positive influence of tourism for people with disabilities is determined by:

- during leisure activities of various kinds, there is a positive impact on maintaining physical and psychological health;
- creation of a comfortable environment for interaction and full communication, integration into society;

– restoration of the body's internal resources due to a positive mood and a change of environment, the acquisition of new knowledge (Motsa et al., 2024).

Accordingly, as an innovative tool in rehabilitation for people with limited physical abilities, tourism acts as a means of learning and socialisation. Tourism, as a unique phenomenon in the rehabilitation sphere, adds motor activity to enhance the psychological and physical resilience of the body; provides therapy and prevention of psychosomatic diseases; performs integrative functions in society; realises various social roles; fulfills a scientific and cognitive function, expands the geo-cultural space; and has an intellectual and educational impact on the individual (Bezuhla, 2022a).

According to the UN position, the tourism sector can also play a significant role in national development as a generator of income –for all, including people with disabilities. To contribute to the achievement of the Sustainable Development Goals (which include people with disabilities), the tourism sector should facilitate the development of opportunities for people with disabilities:

- through employment and self-employment in the hospitality industry;
- as consumers and users of services in the tourism and hospitality industry.

Therefore, tourism can be viewed as one of the methods of social rehabilitation in Ukraine, which can fundamentally change the lives of individuals with disabilities, imbue it with meaning, broaden understanding of the surrounding world and promote the adaptation of people with inclusion. The development of inclusive tourism can also be formulated as a potential for a broader transformative impact both within and beyond the tourism industry (Khrushch et al., 2017). Inclusive tourism as a tourist form involves the process of cooperation between various participants in the tourism sector and state authorities. Social entrepreneurship should play a special role in the development of inclusive and inclusive rehabilitation tourism in Ukraine. This is since currently, the income level of people with health limitations and individuals with disabilities in Ukraine remain quite low and is unlikely to increase in the post-war period. With the help of social entrepreneurship, the costs of providing inclusive tourist and rehabilitation services can be fully or partially covered. Global experience and trends in tourism development demonstrate the significant attention paid not only to profit generation because of conducting tourist activities but also to addressing existing social problems.

Social entrepreneurship is a specific type of activity situated at the intersection of business and charity (Pokolodna et al., 2019). As a phenomenon, it focuses on developing methods for solving social, cultural or environmental difficulties. The success of activities in this case is evaluated by the criterion of “social return” (Lovochkina, 2020). Profit in this type of entrepreneurship, unlike commercial entrepreneurship, is considered a means for implementing further steps in addressing social issues.

Simultaneously, thanks to social entrepreneurship, a company's image is formed to enhance its competitiveness, expand its customer base, facilitate cooperation with government services and secure grants. From this perspective, social entrepreneurship is a balance between social goals and a commercial approach to their resolution (Montrin et al., 2018).

The main criteria of social entrepreneurship include:

- social focus;
- entrepreneurial approach;
- innovativeness of the proposed methods in solving problems (Barna & Korotieva, 2020).

Social entrepreneurship is a relatively young sector, with its global existence not exceeding thirty years. However, social business has already established its place alongside non-profit initiatives, charity, etc. (Vlasenko, 2018).

Significant attention is currently paid to social entrepreneurship in Ukraine, as its primary goal is to address specific difficulties of territorial communities or certain social groups of the population. An entrepreneur in this type of activity is primarily an individual who cares about the well-being of their fellow citizens. They are distinguished by their willingness to make financial investments in socially significant areas of business development and expose their enterprise to risks, driven by their aspiration and desire to solve a pressing problem.

In tourism, social entrepreneurship is aimed at ensuring the accessibility of tourist services for individuals with limited financial resources, students, as well as for members of large families and graduates of orphanages. Furthermore, social entrepreneurship also focuses on providing special conditions for individuals with disabilities who require adapted transport, accommodation, meals and possibilities of unimpeded access to tourist sites.

Social entrepreneurship serves as a means of forming a positive image of a tourist enterprise for cooperation and funding from state bodies and charitable organisations, as well as for obtaining grants for the implementation of activities. Additionally, providing inclusive tours for low-mobility population groups allows attracting new clients, among whom may be relatives and friends of people with disabilities.

Grounding of tourism for people with disabilities in Ukraine within the framework of social entrepreneurship is undertaken by rehabilitation institutions, hospitality industry enterprises, public and religious organisations and educational institutions. Among public organizations, the activities of the NGO “Green Cross” in Lviv, the NGO for the visually impaired “Dyvosvit” in Uzhhorod, the NGO “MART” in Chernivtsi, the NGO for the disabled “SLID”, the NGO for people with disabilities “Den”, and others are noteworthy. The All-Ukrainian Organization of Disabled People “Center for Tourism of Disabled People of Ukraine” is providing a concept for the development of tourism for the disabled and social tourism and their standardisation (Kravtsov, 2019).

It is worth mentioning that hotel enterprises and catering establishments are increasingly developing comfortable infrastructure for inclusive needs. Comfortable elements of space are appearing in Ukrainian cities –ramps, lifts, curb ramps, markings for the visually impaired and audible traffic lights. This will positively reflect on Ukraine’s image as a socially oriented tourist state. Growing attention is paid to information accessibility and its further development. Accessibility maps for the disabled are actively functioning. Thanks to the “Accessibility Map” (*Mapa dostupnosti*, n.d.), people can find barrier-free social environment objects. The website marks the infrastructure objects of the selected city and country, as well as the degree of their accessibility.

With the support of the Ukrainian Cultural Foundation, the project “Inclusive Travels in Ukraine: Accessibility of Ukrainian Museums” is functioning (an online guide to landmarks and attractions of Ukraine (*Pamiatky Ukrainy*, n.d.)).

The public organisation “Dostupno.UA” has developed and offers a free mobile application Dostupno, which helps navigate Ukrainian cities and find barrier-free locations. It allows for convenient searching by categories (entertainment establishments, administrative buildings, public spaces, etc.) and selecting an establishment by individual filters (level of entrance convenience, toilet facilities, etc.).



The regulation of tourism development for people with disabilities should be carried out through the creation of an effective mechanism of state support and appropriate incentives, including various economic levers (development and financing of targeted interregional programs for such individuals; formation of special funds for their support; implementation of investment projects, etc.) (Vlashchenko, 2018). Furthermore, information and awareness-raising work, training seminars for employees of both state structures and private hotel and entertainment establishments are actively conducted. This work should continue to be carried out systematically and comprehensively not only by charitable and volunteer organisations but also by local self-government bodies in cooperation with enterprises and institutions of various spheres in each region.

Social rehabilitation tourism is an exceptional phenomenon for people with disabilities, encompassing both the process of recreation and learning about the surrounding reality, as well as the opportunity for fuller socialisation and integration into society with dignity. The improvement and development of social rehabilitation tourism in post-war Ukraine is a crucial aspect for people with disabilities as it supports physical fitness, mobilises internal resources and restores psycho-emotional well-being. In such conditions, there is a growing necessity in social entrepreneurship to develop and promote tourist services for all, particularly for people with disabilities.

Inclusive tourism provides people with disabilities with the necessary accessibility (mobile, visual, auditory, cognitive components), and the right to function on an equal and dignified basis through the provision of universally designed tourist products and services, and ensuring an accessible environment (Barna & Korotieieva, 2020). Inclusive tourism implies the accessibility of the infrastructure of tourist centers and locations for all, including people with disabilities, the elderly, their family members or caregivers, people with temporary physical or other limitations, and families with young children. The functional conditions for the successful development of tourism for people with disabilities are a barrier-free environment, accessible transport, and information. A barrier-free environment reflects a set of architectural, transport, and service standards to ensure equal access to medical, administrative, commercial and entertainment facilities, residential buildings, etc.

Ukraine is witnessing the promising development of inclusive social rehabilitation tourism, which includes a system of measures to provide people with disabilities with the opportunity to restore and develop their physical, spiritual, social, intellectual and creative life spheres. Structurally, this type of tourism consists of various types of rehabilitation and social services: medical, psychological, psycho-pedagogical, professional, physical culture and sports, physical, social and other everyday activities (Slatvinska, 2020).

One of the most priority sustainable types of tourism for people with disabilities is health and wellness tourism. The sanatorium and resort base of Ukraine is represented by world-renowned resorts such as Truskavets, Morshyn, Myrhorod, Khmilnyk, Transcarpathia, Odesa, etc. Modern facilities are also being constructed. These establishments offer modern medical and diagnostic bases, comfortable living conditions, and necessary nutrition. The health and wellness goal is achieved through measures of rehabilitation, recreational, and green tourism.

The main goal of green tourism is abstraction from urban noise. It is precisely through short-term tourist routes and programs, a complex of sports and recreation and cultural and educational factors that the rehabilitation of people with special needs is ensured (Barna & Korotieieva, 2020). Examples of such inclusive ecotourism

routes include: Oleksandriya Dendrological Park in Bila Tserkva, “Carpathians for All”, “Lysogirsky Fort without Barriers”, Kropyvnytskyi Dendropark, Sofiyivka National Dendrological Park in Uman, etc. (*Inkliuzyvnyi turizm*, n.d.).

The integration of people with disabilities into cultural and social development and their social adaptation is facilitated by cultural and educational tourism. A significant number of Ukrainian museums are ready to accept special tourists: the Museum of Folk Architecture and Life in Kyiv, the Museum of Folk Architecture and Life in Lviv, in Kirovohrad region. The I. Karpenko-Karyi (Tobilevych) State Museum-Reserve “Khutir Nadiya”, National Historical and Cultural Reserve “Chyhyryn”, Kamianets-Podilskyi State Historical Museum-Reserve, Lutsk Historical and Cultural Reserve, National Reserve “Khortytsia” (Kiziun & Telen, 2024).

Special attention is paid to psychological tourism as an effective aid for military personnel and their families, as well as civilians affected by the war. The organisation and conduct of psychological tourist trips combine accessible recreation with various effective learning methods, including the “Open air” therapy format –complete immersion of the individual in nature and culture (travel to “places of power”, centers of spiritual traditions, etc.). Examples of specific psychological directions include landscape therapy (the positive emotional impact of nature on the human psyche; sedative, distracting, activating, and cathartic effects), phototherapy (the use of photography, photographic images, and art cards for healing, illuminating, and resolving psychological problems, and for personal harmonization and development), eudaimonotherapy (therapy of happiness, the search for one’s resourceful state), and animal-assisted therapy (the use of animals and their images to provide psychotherapeutic assistance). For this type of tourism, a wide variety of locations within Ukraine can be utilized: the village of Busha in Vinnytsia region, Bohyt Mountain in the “Medobory” Nature Reserve in Ternopil region, Lysa Hora near Rzhyshev in Kyiv region, the Buddhist temple “White Lotus” in Cherkasy (Chaban, 2015).

Numerous gastronomic adaptation tours and tours aimed at exploring national cuisine, its peculiarities and traditions, are noteworthy. They are popular among both regular tourists and tourists with special needs, for whom specific dietary requirements are considered.

The city of Lviv can serve as an example of the particular attention paid by local authorities to creating conditions for the development of inclusive tourism. Currently, there are no tour operators in Lviv specialising in the development of tours for people with disabilities. This is attributed to the fact that elements of the city’s tourist infrastructure are practically not adapted for such tourists. However, the increasing percentage of people with disabilities necessitates consideration of the development of inclusive tourism.

Lviv is one of the largest cities in Ukraine and possesses a rich cultural heritage, making it one of the best cities for the development of cultural and educational tourism. The city is renowned for its architectural heritage, numerous museums, theatres, galleries, music clubs and art cafes. This city is rightfully considered a cultural capital of Ukraine. However, like other Ukrainian cities, Lviv remains largely inaccessible to wheelchair users. Nevertheless, thanks to programmes such as “Accessible Environment”, steps are already being taken to address these issues. A few cultural sites are accessible for people with disabilities to visit. With the help of online resources, such



as the “Accessible City” Map (*Karta "Dostupne misto"*, 2024), it is possible to find places that provide convenient access for people with health limitations.

Lviv should be identified as an example of the accessibility of historical, cultural and tourist sites for people with health limitations, where the most attractive tourist destinations are equipped with ramps and elevators for such persons: the Opera House, the Maria Zankovetska Theatre, the Museum of the History of Religion, the Museum of Ethnography and Crafts, the Museum of Folk Architecture and Life, the Bohdan Khmelnytskyi Park of Culture and Recreation, the “Znesinnia” Park, the “Pohulianka” Park, the Lviv Botanical Garden, the Church of Petro Mohyla, etc. Several transport companies in Lviv specialise in the transportation of people with disabilities: “Invataxi” and “Minibus Tour”. In addition to providing transport services, “Minibus Tour” also offers excursion services that include the cost of transportation in equipped vehicles (*Karta "Dostupne misto"*, 2024).

Providing tourist services to people with disabilities requires consideration of numerous peculiarities of their interaction with the environment. Tourists with psychosomatic impairments are more concerned. For example, the availability of toilets with wide entrances/exits on the tourist group’s route to ensure wheelchair access or availability of necessary medical assistance. Reduced physical functioning and the inability to satisfy the needs of physical and mental functions diminish the potential of tourists, creating a series of cause-and-effect negative associations regarding tourist services. Psychosomatic impairments and related necessities are not an individual attribute, not necessarily a personal problem, but a specific form of disability that hinders full participation in tourism. Tourists with motor, psychosomatic and psychological disorders constitute a rather isolated group of low-mobility tourists who cannot fully utilise the services of the tourism industry and satisfy their social and cultural needs (Tyshchenko et al., 2021).

## Conclusions and discussion

The study of the conceptual content of “inclusive rehabilitation tourism” has shown that this type of tourism includes not only ensuring physical accessibility for individuals with disabilities but also creating conditions for mobile, visual, auditory and cognitive accessibility, allowing such people to participate in tourist activities on an equal basis with others. Inclusive tourism has a multifaceted interpretation and is viewed as a form of tourism that promotes the integration of individuals with disabilities into society, providing them with equal opportunities for recreation and rehabilitation. The history of inclusive tourism spans over 30 years. This direction of tourism has gained international recognition through numerous resolutions and conventions that guarantee the rights of people with disabilities and ensure their access to various tourist services.

Social entrepreneurship plays a key role in the development of inclusive rehabilitation tourism in Ukraine, as it ensures the accessibility of tours for people with health limitations by covering part of the costs of their organisation. This type of activity is focused on solving social problems, particularly through the provision of adapted tourist services for low-mobility population groups. Thanks to social entrepreneurship, a balance is created between social goals and a commercial approach, which not only allows

for securing funding but also forms a positive image of enterprises, attracting state grants and new clients. This approach promotes the integration of people with disabilities into the tourism process, providing them with equal opportunities for recreation and rehabilitation. It also ensures the sustainable grounding of enterprises through the reinvestment of funds in the further development of projects.

Inclusive rehabilitation tourism is an important mechanism for the socialisation and rehabilitation of people with disabilities, as it promotes their integration into society, supports their physical and psychological health. This type of tourism combines recreational, health-improving and social functions, providing not only physical activity but also opportunities for the development of social contacts, increased self-esteem and improved emotional state. Consequently, inclusive rehabilitation tourism contributes not only to the improvement of physical health but also to the formation of a positive psycho-emotional background, which is a crucial step towards the full socialisation of people with disabilities.

The development of inclusive rehabilitation tours requires adherence to several key conditions, including legal norms, standards of infrastructural accessibility and transport accessibility requirements. International legal acts, such as the Manila Declaration and the UN Convention on the Rights of Persons with Disabilities, establish the principles for ensuring equal access to tourist services for people with disabilities. In Ukraine, legislative acts support the integration of individuals with disabilities into the tourism industry and ensure equality in access to services. Ensuring a barrier-free environment and the principles of universal design, which guarantee the accessibility of infrastructure and services for all segments of the population, plays a vital role in the inclusive tourism implementation.

The analysis of the relevance of inclusive rehabilitation tours in the domestic market indicates a significant imbalance between the demand for these services and their supply. Despite the existence of individual sanatoriums and hotels that provide certain conditions for people with disabilities, the absence of tour operators specialising in inclusive tours significantly limits the access of this category of citizens to full-fledged travel experiences. This indicates an urgent need for the development of infrastructure, enhancement of tour operator qualifications, creation of specialised programmes for people with disabilities to ensure their equal access to tourist opportunities, which is an important element of social integration and rehabilitation. The creation of tourist products (tours, excursions) is a significant turning point for such people, as it allows them to change their perception of the surrounding world, improve their mental and emotional state. Everything is new for them: first intercity travels, walks along picturesque streets, visits to museums and theatres. Everything that is commonplace for regular tourists is an incredible and fascinating experience for this category of people.

Specialised information regarding the accessibility of facilities for people with disabilities is important. So-called "Accessibility Maps" exist in Ukraine. Still, outside of major cities such as Kyiv and Lviv, information remains insufficient or incomplete. For example, a facility may be equipped with a ramp, but the doors are too narrow for entry, or access to the building is impossible due to high curbs. As a result, infrastructure is often only partially accessible, complicating movement around the city. Therefore, the socialisation of wheelchair users, which often depends on their ability to interact with the surrounding world, is crucial.

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**Володимир Антоненко,**  
доктор географічних наук,  
генеральний директор консалтингової компанії  
«Національна консалтингова група, ЛТД»,  
Київ, Україна,  
antvs2018@gmail.com  
<https://orcid.org/0000-0002-6819-488X>

## ІНКЛЮЗИВНИЙ РЕАБІЛІТАЦІЙНИЙ ТУРИЗМ ЯК ЕФЕКТИВНИЙ ІНСТРУМЕНТ СОЦІАЛЬНОЇ АДАПТАЦІЇ ПОСТРАЖДАЛИХ ВІД РОСІЙСЬКОЇ АГРЕСІЇ В УКРАЇНІ

**Актуальність.** Унаслідок військового вторгнення росії в Україну спостерігається зростання кількості осіб з інвалідністю. Серед них учасники бойових дій і цивільне населення, які постраждали від бомбардувань, обстрілів та інших травм, спричинених військовими діями. **Метою статті** є розгляд проблем, особливостей і перспектив розвитку різних напрямків туризму для осіб з інвалідністю у період воєнного стану та після припинення російсько-української війни. У цій роботі визначено позитивний вплив інклюзивно-реабілітаційного туризму для людей з інвалідністю. У сучасних соціально-економічних умовах розвитку та в контексті повоєнного стану країни інклюзивно-реабілітаційний туризм слугує засобом реабілітації і відновлення, пізнання та організації дозвілля людей з інвалідністю або розладами здоров'я. У процесі досліджень використано **методи** теоретичного аналізу, порівняльного аналізу, економічного моделювання, а також маркетингових досліджень, включаючи узагальнення та математичну обробку отриманих даних. **Результати.** Інклюзивно-реабілітаційний туризм розглядається як сучасний вид туризму, суть якого полягає в забезпеченні здійснення туристичної діяльності будь-якою особою (незалежно від її фізичних можливостей) та доступності до туристичних локацій. Визначено роль соціального підприємництва як інструменту розвитку інклюзивного та всеохоплюючого реабілітаційного туризму в контексті повоєнного відновлення України. Визначено перспективні напрямки розвитку інклюзивно-реабілітаційного туризму для людей з обмеженими фізичними можливостями. Для надання туристичних послуг людям з інвалідністю слід враховувати чимало специфічних особливостей їх взаємодії з навколишнім середовищем.

**Ключові слова:** туризм, інклюзивно-реабілітаційний туризм, соціальне підприємство, люди з інвалідністю, особи з обмеженими можливостями здоров'я, реабілітація, дозвілля, післявоєнний час.