

# DIRECTIONS OF DEVELOPMENT OF BARRIER-FREE TOURISM IN GOMEL REGION

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The increasing of population's life level and quality of life over the past decade in the Republic of Belarus has led to increasing of free time, financial stability and growth of the needs for rest and recuperation, so there has been a dynamic development of the tourism sector and appearing of its new types, directions, forms of organization of tourist services [1].

Barrier-free tourism (tourism for people with disabilities) relates to a promising area of tourism in the Republic of Belarus – the creation of conditions for ensuring the availability of tourist services to all categories of consumers occupies a priority place in the system of strategic goals of tourism development in the country [1].

Global aging trends in the world lead to a steady increase in the number of people with disabilities. According to the World Health Organization there are now more than one billion people with disabilities. Along with this, it is an increase in amount of tourists with disabilities. 10 % of the Europe travellers have one or another malfunction. This causes an increased attention to ensuring equal rights to ordinary people and to people with disabilities to express their rights to work, rest, and have cultural and entertainment facilities [1].

Barrier-free tourism is the most right solution of this problem.

The level of barrier-free tourism development, its availability the maturity of the legal framework are a characteristic feature of social development and economic attractiveness of a country.

Thus, the formation of conditions for ensuring the availability of tourist services to all categories of consumers is today one of the most important issues in the system of strategic goals of tourism development. In connection with this fact, the theoretical and methodological problems of barrier-free tourism are increasingly being considered by researchers.

The purpose of the study is to develop proposals for the development of barrier-free tourism in the Gomel region.

For reaching this goal we need to meet this challenge – look through the analysis of the development of barrier-free tourism in the Gomel region

Service-design methodology was used and exactly the method called «Mocassin» [2].

The «Mocassin» method implies «try on shoes» of different customers. In other words, it is important to try to put yourself customers' shoes and pass their «buyer» way. And to determine who are potential customers, how they live, what situations appeal to you [2].

This method helps to evaluate the customer's experience, to understand how convenient it is for customers to use a product or service, to find the reasons for possible objections from customers, to improve the product or service.

It is needed to use this method when analyzing clients and their physical characteristics, lifestyle, motivation, life situation and etc. It is important to put yourself in clients'

shoes and try to do everything than a person does (for example, find information on the website, order goods, set up a device and turn it on. Find weaknesses and change it [2].

This method works if the target audience has features like health problems, different lifestyle, remote location.

Let me consider the example: travel agency organizes a shop-tour. There are some nuances:

- transfer to destination place with facilities for people with disabilities;
- process of “in and out” from the vehicle;
- behavior in the vehicle;
- possible assistance;
- mobility in the city.

Individual assistance is required as such people are in different groups of disability.

It is necessary to provide these people with disabilities with the opportunity to get into the vehicle or the nearest bus stop independently. It is needed to negotiate with the carrier on the organization of a minibus from the supermarket to the vehicle, if there is no parking available.

Let's make a traveller map. It includes the following steps:

- searching for the information;
- clarification of people with disabilities of their preferences and wishes;
- planning;
- order of a vehicle;
- safety protection measures and first aid;
- get into a vehicle;
- get out of the vehicle;
- pastime;
- return to home;
- impressions.

Let's feel each stage like a person with disabilities.

Searching for the information. If a person is visually impaired, then it is difficult for him to read information in electronic sources if they do not have a version for the visually impaired, in magazines or newspapers. He needs a help of a person who has the information about the tour. If a person has problems with musculoskeletal system, then it will be more difficult for him to go somewhere to search for information of the tour, so he can use the Internet resources instead. If a person is hearing impaired, he needs to be provided with an online resource, magazine or newspaper where he can learn something about the tour.

Clarification of people with disabilities of their preferences and wishes. For example, the visually impaired people need to be provided with some assistant who will help them to move around the city or the store; for people with problems of the musculoskeletal system help is needed to check in and out of the vehicle, shopping center or just moving along the street; for deaf-and-dumb people we need to find a prompter.

Planning. Help to organize and plan a tour for people with disabilities.

Order of a vehicle. Give contacts of such services.

Safety protection measures and first aid. It is important to know how to behave yourself in emergency situations, especially when travelling.

Get in and out of a vehicle. We should install a ramp, for visually impaired people we need to mark stairs boundaries.

Pastime. Choose the right entertainment for different categories of people with disabilities. For example, visually impaired people will not be able to carefully consider

the sights. People with problems of the musculoskeletal system will not be able to take goods from the upper shelves in the shopping center or dance.

Return to home. Check all the people and ensure each of them is ok.

Impressions. Emotions are very important, because our last step is to make each person happy and enjoyed.

Thus, analyzing the situation with the use of service-design methodology, we can draw the following conclusions.

Disadvantages:

- ill-conceived vehicle;
- lack of ramps;
- lack of site versions for the visually impaired;

Therefore, for the effective development of barrier-free tourism we need to:

- create individual tours for people with disabilities;
  - provide such people with the assistant;
  - for the visually impaired provide a corresponding version on the site;
- for hearing impaired people to offer programs with tactile sensation capabilities;  
install ramps in the vehicles for people with musculoskeletal system problems.

#### Bibliography

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