

## APPLIED ASPECTS IN THE FORMATION OF AN INCLUSIVE TOUR IN THE RUSSIAN FEDERATION

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In modern world one of trends of the service market is the availability of the product for all people. The tourist market, as one of its constituent parts, also follows a growing trend, in particular, one of the most important criteria for the accessibility of the tours – inclusion. Inclusive tourism encompasses a range of concepts and terms relating to the idea that tourism should be accessible to all.

The term «accessible tourism» replaces with «inclusive tourism». Inclusive tourism is a form of tourism that entails strategical planned collaboration proceeds between stakeholders that «enable people with access requirements, including mobility, vision, hearing and cognitive dimensions of access to function independently and with equity and dignity through the delivery of universally design tourism precincts services and environments. This definition adopts a whole of life approach to tourism and considers the needs of people with permanent and temporary disability, people with specific medical conditions, seniors and families with small children [2].

The purpose of our research is to consider the features of the creation of an inclusive tour in the Russian Federation.

**Material and methods.** The research is carried out on the basis of the author's inclusive two-day summer excursion and educational tour in the town of Velikie Luki. Presented tourist route can also be used to organize children and seniors' tours [1].

Research methods: analysis of statistical data, synthesis of information.

**Findings and their discussion.** The following aspects were considered for the development of the tour:

- 1) The popularity of inclusive tourism on the market;
- 2) The legislative features of the organization of the inclusive tour;
- 3) The adaptation of the region for such programs.

The level of attention to adaptive tourism in the Russian Federation is constantly increasing. Thus, according to statistics of requests for tourist services for people with disabilities in the Yandex searcher over the past two years, there is an increase in popularity on average by 42% for all requests related to inclusive tourism.

In the Russian Federation, there are strict legal restrictions governing the organization of travel, accommodation and other related services for tourists with disabilities. «Federal Law № 419» – defines the requirements for accessibility of transport, accommodation, cultural services, medical services, residential and public buildings, websites and others. «Federal Law №384» – lays down the requirements for the organization of entrances and approaches, as well as the internal structure for people with mobility disabilities, also for people with special needs. «GOST P 53998-2010» – defines the rules for creation of a tourism product for people with disabilities. «GOST P 32612 – 2014» – establishes rules of design for accommodation and information for tourists with special needs. All of this helps

to ensure the safety and accessibility of facilities for all tourists.

The Pskov region participates in the federal program of development inclusive environment for people with special needs. According to the program over the past five years, the number of socially important (including tourist facilities) in the region increased by 15,9% and continues to grow. About 30% of the objects can be actively used in tourism activities.

On the basis of the received data, an inclusive tour in Velikie Luki consisting of the three parts, was created: 1) the author's excursion «Velikie Luki in eyes of M.I. Semevski» and 2) two tourist walks – «The Town of Colorful Fountains» and «Little Stalingrad». All tourist objects that are used in the tour are in acceptable condition and are available to get by all categories of tourists [1].

**Conclusion.** The inclusive tourism market in the Russian Federation is actively developing. The demand for services adapted for all categories of tourists is growing. Government support is being developed for the organization of accessible environment in the Russian Federation. The market of inclusive tourism in only 0,5% of all travelers in the country, but there is a growth of demand, and a need of more offers for sustaining people with disabilities. The creating of an inclusive tour although requires compliance with a variety of laws and rules, finding a solution to the difficulties in selecting locations, means of relocation and a full range of services. It has enormous potential for the development and promotion of brand-new tourist sites and tourism for all categories of tourists.

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