THEORETICAL FOUNDATIONS AND DIMENSIONS OF INCLUSIVE TOURISM IMPLEMENTATION: THE SPANISH EXPERIENCE

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Introduction. The tourism sector is developing against a backdrop of far-reaching social, demographic, technological and humanitarian changes. These processes call for a reassessment of established approaches to organising tourism and for new principles governing how people interact with tourism environments. Ensuring equal access to these environments for all population groups, regardless of age, health status or other individual needs, has become particularly important. A key way of addressing this challenge is to develop inclusive tourism, which seeks to create barrier-free environments grounded in equality, universal accessibility and respect for human dignity.

At the international level, the legal and regulatory foundations of this approach were established with the adoption of the Convention on the Rights of Persons with Disabilities (United Nations, 2006). Although the Convention is primarily intended to protect the rights of persons with disabilities, its principles of universal design, accessibility and non-discrimination have become a normative reference point for policies aimed at removing barriers and creating inclusive environments for a broad range of people. These principles were further affirmed in Transforming Our World: The 2030 Agenda for Sustainable Development (United Nations General Assembly, 2015), which identifies equal opportunities and everyone's full participation in society as fundamental principles for achieving its goals. The conceptual and methodological foundations of accessible tourism are elaborated in UN Tourism documents, notably the Global Code of Ethics for Tourism (UNWTO, 1999) and the Manual on Accessible Tourism for All (UNWTO, 2015/2016). These publications bring together the principles of universal design, barrier removal and cross-sectoral cooperation as the basis for developing accessible tourism environments. From this perspective, inclusive tourism can be regarded as a mechanism for advancing the Sustainable Development Goals by reducing inequality and promoting social inclusion (Goal 10); creating accessible, safe and resilient cities and communities (Goal 11); and supporting tourism as a driver of economic growth, job creation and cultural heritage preservation (Target 8.9 of Goal 8). Inclusive tourism thus encompasses not only physical accessibility but also a system of institutional, social, digital, organisational and communication mechanisms designed to create equal opportunities for all groups of travellers.

The development of inclusive tourism is particularly significant for Ukraine in the context of the full-scale war. Hostilities have brought about substantial social and demographic changes, including an increase in the number of people who need support with physical, psychological and social adjustment. In these circumstances,

tourism can serve a social as well as a recreational function, creating opportunities for recovery, communication and a return to active participation in society. It is therefore useful to examine countries with well-developed barrier-free infrastructure. Spain offers an instructive example: studying its experience can help adapt international best practices to Ukrainian realities.

Literature review. An analysis of current scholarship reveals growing interest among researchers and practitioners in inclusive tourism as an integral component of contemporary tourism policy. Its theoretical foundations developed through the concepts of social, accessible and barrier-free tourism, which broadened understanding of the conditions enabling different population groups to participate in tourism.

The origins of this approach are explored in depth by L. Minnaert, R. Maitland and G. Miller (2011), who consider social tourism a mechanism for social inclusion and explain different models of participation in tourism. These ideas are further developed by S. Darcy and T. Dickson (2009) in their work on "tourism for all" and accessible tourism. The authors relate these concepts to universal design, equity, independence and human dignity, regarding the accessibility of tourism environments as an essential prerequisite for equal opportunities for people with diverse needs to participate in tourism.

Ukrainian scholarship also contributes to the analysis of this issue. In contemporary Ukrainian academia, inclusive tourism is emerging as an interdisciplinary field that brings together the legal, social, economic, managerial and barrier-free aspects of tourism development. A comprehensive analysis of its theoretical, legal and practical foundations is presented in the textbook by N. Barna and A. Korotieieva (2020), which systematises contemporary approaches to creating barrier-free tourism environments, designing accessible itineraries and developing specialised forms of tourism for persons with disabilities. L. Bezuhla, T. Kuvaieva and T. Herasymenko (2022) emphasise the need to transform tourism products, implement universal design principles and cultivate an inclusive culture in society. Their study examines the main stages in the international recognition of "tourism for all" within legal and policy frameworks. The proposed chronology traces the gradual progression from affirming the human right to rest and leisure to establishing international standards governing the accessibility of tourism services, infrastructure and information environments. H. Haponenko, O. Yevtushenko and I. Shamara (2025) propose a structural model for developing barrier-free tourism environments as a factor in the sustainable development of tourism destinations. M. Gedin (2025), O. Lavrynovych (2025), V. Nikolaienko (2025) and V. Tsypko (2025) address tourism accessibility and inclusion in the context of the sector's digitalisation.

A separate body of research examines the development of inclusive tourism during the full-scale war and Ukraine's post-war recovery. In particular, I. Kostynets (2025) draws attention to practical implementation challenges associated with the condition of tourism infrastructure, organisational factors and the consequences of armed aggression.

The empirical basis of this study consists of Ukrainian legislation and policy instruments concerning barrier-free environments (Cabinet of Ministers of Ukraine,

2009, 2021; President of Ukraine, 2020; Ministry for Development of Communities and Territories of Ukraine, 2025), together with materials from leading Spanish institutions that illustrate contemporary practices in developing inclusive tourism environments (TURESPAÑA, SEGITTUR, TUR4all, NaviLens, Museo Nacional del Prado, ILUNION Hotels and ASPAYM Federación Nacional).

The review shows that current research covers a wide range of theoretical, legal, organisational, infrastructural, digital and social aspects of inclusive tourism. However, these aspects are generally treated as separate strands of inquiry, making it difficult to integrate them into a coherent analytical model. Research that examines inclusive tourism through a set of interrelated dimensions of implementation remains underdeveloped. This gap highlights the need to identify these dimensions, explain their substance and analyse the mechanisms that support inclusive tourism environments.

Research findings

1. The evolution of accessibility concepts in tourism

A systematic examination of the foundations of inclusive tourism reveals a gradual shift in how tourism's role in society is understood: from a form of consumption and leisure available mainly to economically advantaged groups to a sphere in which the human rights to rest, mobility and participation in cultural life can be realised. Approaches to defining the accessibility of tourism environments have evolved alongside this shift, as reflected in the refinement of the relevant terminology.

In international academic and professional discourse, «inclusive tourism» is used alongside «accessible tourism», «barrier-free tourism», «social tourism» and «tourism for all». These concepts are not entirely synonymous, although they overlap considerably and share the aim of expanding opportunities for different population groups to participate in tourism. There are nevertheless important conceptual distinctions. Social tourism primarily addresses socioeconomic barriers to travel; tourism for all has a broader normative scope and rests on the universality of the right to participate in tourism; accessible tourism focuses on removing physical, informational, communication and other barriers throughout the tourism service chain; and inclusive tourism addresses the wider challenges of engaging diverse population groups and preventing their social exclusion.

Official documents of the United Nations World Tourism Organization (UN Tourism) predominantly use the term «accessible tourism». Its fundamental principles and practical implementation mechanisms are set out in the Manual on Accessible Tourism for All: Principles, Tools and Best Practices (UNWTO, 2016, pp. 18–19), prepared with the involvement of Fundación ONCE and the European Network for Accessible Tourism (ENAT). The manual presents accessible tourism as an approach that creates conditions in which everyone, regardless of individual functional characteristics or other limitations, can make full and independent use of tourism services, travel and participate in leisure activities.

The concept of social tourism laid the groundwork for contemporary understandings of accessibility in tourism. It established the theoretical basis for addressing inequalities in access to leisure and justified the need to ensure equal opportunities for different social groups to participate in tourism. One of the earliest academic definitions, formulated in the mid-twentieth century, described social tourism as the relationships and phenomena arising from participation in tourist travel by economically disadvantaged or otherwise socially vulnerable groups (Minnaert et al., 2011, p. 404). Unlike the traditional understanding of tourism as a sphere of consumption, social tourism recognised participation in travel as a component of social well-being and a mechanism for overcoming social exclusion.

A new stage in the institutionalisation of social tourism began with the establishment of the International Bureau of Social Tourism (Bureau International du Tourisme Social, BITS) in Brussels in 1963. In 2010, it became the International Social Tourism Organisation (ISTO). Its work focuses on developing international cooperation in social tourism, facilitating discussions between researchers and practitioners and conducting cross-sectoral research, coordinating stakeholders involved in socially oriented tourism policy, and promoting the importance of access to leisure and tourism for all.

L. Minnaert, R. Maitland and G. Miller (2011) classified different understandings of social tourism. Drawing on European experience with social tourism programmes, they identified four models: the participation model, which seeks to remove barriers preventing socially vulnerable groups from travelling; the inclusion model, which aims to make tourism widely accessible through public support mechanisms; the adaptation model, which involves developing specialised tourism products tailored to particular user groups; and the stimulation model, which treats social tourism as a tool for supporting tourism destinations and local economic development (Minnaert et al., 2011, pp. 404–405). This typology reflects a gradual expansion of the concept of social tourism, from enabling socially vulnerable groups to travel to recognising its economic, territorial and societal functions. Nevertheless, these models primarily address specific socioeconomic barriers or the needs of particular population groups.

The adoption in 1996 of the Montreal Declaration, «Towards a Humanist and Social Vision of Tourism» (ISTO, 1996), marked the next stage in this approach by formally linking social and accessible tourism to sustainable development. The Declaration emphasised balanced destination development, the preservation of local communities' cultural identities and positive socioeconomic outcomes. It presented «tourism for all» both as a factor in sustainable regional development and as a means of strengthening social cohesion. L. Bezuhla, T. Kuvaieva and T. Herasymenko (2022) systematise the progressive incorporation of accessibility principles into legal and policy frameworks, from the recognition of the human right to rest and leisure to international standards for accessible infrastructure and information environments.

The concept of «tourism for all» laid the foundation for the accessibility of tourism services, infrastructure and the wider tourism environment. An important aspect of this process was a reassessment of accessibility itself: it gradually ceased to be viewed merely as a means of accommodating the needs of persons with disabilities

and came to be understood as a universal principle for organising tourism environments. S. Darcy and T. Dickson (2009) advanced this perspective, arguing for a whole-of-life approach that recognises the diversity of human needs across the life course. Accordingly, accessible tourism environments serve not only persons with disabilities but also older people, families with young children, people with temporary mobility limitations and others who may have additional access requirements. This perspective significantly broadens the potential market for accessible tourism and underscores its universal character. The authors identify independence, equity and dignity as its fundamental values. They argue that upholding these principles enables people with diverse needs to participate in tourism independently and on an equitable basis (Darcy & Dickson, 2009, p. 33). Their understanding shifts the emphasis from compensating for the limitations of particular groups to creating tourism environments that accommodate user diversity from the outset. In this respect, accessibility converges with universal design, whereby environments, services and information should be organised so that the widest possible range of people can use them without special adaptation.

Alongside the development of theoretical concepts of tourism accessibility, different terminological frameworks emerged, shaped by national legislation, public policy and academic traditions. Whereas international scholarship more frequently uses «accessible tourism» and «tourism for all», the concept of a «barrier-free environment» and the related term «barrier-free tourism» are becoming increasingly prominent in Ukrainian legal and sociopolitical discourse (Cabinet of Ministers of Ukraine, 2009, 2021; Ministry for Development of Communities and Territories of Ukraine, 2025; President of Ukraine, 2020).

A distinctive feature of the Ukrainian approach is its understanding of barrier-free provision as a cross-sectoral principle for shaping environments by removing or minimising obstacles to full participation in society. In tourism, this encompasses not only the physical accessibility of infrastructure but also accessible information, digital services, transport, communication and tourism products. This perspective is consistent with contemporary understandings of accessibility as a comprehensive attribute of tourism environments, grounded in equal opportunities, universal design and independent participation by diverse user groups (Darcy & Dickson, 2009; UNWTO, 2015).

The evolution of accessibility concepts in tourism can therefore be understood as a gradual transition from a social compensation approach, aimed at enabling socially and economically vulnerable groups to travel, towards a universal approach that seeks to create tourism environments accessible to the widest possible range of users. Social tourism has helped address socioeconomic inequalities in access to leisure; tourism for all has broadened this concern into a principle of universal participation; accessible tourism specifies mechanisms for removing barriers throughout the tourism service chain; and inclusive tourism addresses the wider issues of engaging diverse population groups and preventing their social exclusion. In Ukraine, the implementation of these principles is complemented by the barrier-free paradigm, allowing barrier-free tourism to be understood as a practical expression of the contemporary concept of accessibility. Drawing together these perspectives,

barrier-free tourism can be defined as a systematic approach to organising tourism environments, infrastructure, services and information that seeks to minimise obstacles and ensure equal opportunities for the widest possible range of people to participate in tourism independently and with dignity.

2. The inclusive paradigm in tourism and the development of barrier-free environments

Implementing inclusive principles requires tourism to be understood as a dynamic social practice capable of responding to diverse human needs at every stage of tourism product development, from infrastructure design and service organisation to communication and the shaping of tourism experiences. In this context, inclusion involves not only removing physical or informational barriers but also creating conditions for different population groups to participate fully and equally in tourism, supporting their social integration, psychological recovery and self-fulfilment.

Academic understandings of inclusive tourism in Ukraine have gradually broadened in scope. As N. Barna and A. Korotieieva note, early Ukrainian research focused primarily on the medical and social rehabilitation of persons with disabilities, veterans and people affected by hostilities (Barna & Korotieieva, 2020, p. 23). Contemporary approaches, by contrast, gradually shift the emphasis from a predominantly rehabilitative function to access to meaningful recreation and leisure for all members of society, without exception. The authors identify several promising areas of inclusive tourism development: health and wellness tourism, cultural and educational tourism, family and youth tourism, and vocational and work-related tourism (Barna & Korotieieva, 2020, p. 23).

O. Kravchenko further develops the understanding of inclusive tourism's nature and functions, observing that «The distinctive feature of inclusive tourism as a socio-pedagogical phenomenon is that it serves as a cross-functional platform capable of integrating all the main forms of psychosocial rehabilitation simultaneously. The process begins with basic adjustment and adaptation to everyday living in the unfamiliar spatial setting of a journey, progresses through educational, family and socio-pedagogical interaction within an inclusive group, and culminates in the powerful recreational and psychological effects of individual resocialisation» (Kravchenko, 2022, p. 157).

The multifunctional nature of inclusive tourism is also reflected in the work of other Ukrainian researchers. L. Bezuhla, T. Kuvaieva and T. Herasymenko emphasise tourism's health and psychosocial benefits for persons with disabilities, including its capacity to stimulate motor function, maintain physical fitness and mobilise internal psychological and emotional resources (Bezuhla et al., 2022). They note that recreational activity outside a person's familiar surroundings can improve self-esteem, reduce feelings of social isolation and create additional opportunities for social inclusion. They stress that inclusion in contemporary tourism requires not only appropriate infrastructure but also a comprehensive culture of inclusion as a defining feature of a developed society. This approach also broadens the range of inclusive

tourism stakeholders. These include direct users of tourism services, such as persons with disabilities and other people with reduced mobility, as well as members of their support networks: relatives, carers and social workers involved in providing assistance and organising tourism activities (Bezuhla et al., 2022).

Inclusive tourism should therefore be understood not simply as a collection of accessible tourism services but as a multilevel system of interaction among tourists, businesses, public authorities, civil society organisations, transport providers and cultural institutions. These interactions underpin a barrier-free tourism ecosystem in which physical, informational, digital, communication and social accessibility are addressed comprehensively at every stage of a journey.

Contemporary research presents barrier-free provision and inclusion as important social practices and ethical foundations of a democratic society, oriented towards equal opportunities, respect for human dignity and environments accessible to everyone (Haponenko et al., 2025, p. 179). Unless barriers are removed, inclusion remains a merely declaratory principle that fails to deliver genuine equality of opportunity in access to tourism services.

The starting point for a seamless, safe and appropriately adapted environment is a transport system that enables people to reach their chosen destination. Airports, railway stations and bus stations should have standards-compliant ramps, lifts and tactile wayfinding features to help people with different functional impairments navigate independently and safely. Transport vehicles, including buses, trolleybuses and trams, require accessibility features for different passenger groups, notably boarding and alighting aids, audible stop announcements and visual information displays presenting route information in high contrast.

Another component of a barrier-free tourism ecosystem is the adaptation of accommodation facilities. Comfortable and safe hotel stays depend on threshold-free spaces, doorways wide enough for wheelchair users to move freely, grab rails in bathrooms, tactile wayfinding and high-contrast markings for people with visual impairments. These features can be enhanced through smart-home technologies. Full inclusion also extends to tourism destinations themselves: museums, parks, beaches and other public spaces should provide adapted routes, platform lifts or lifts where levels change, and access to audio guides and other assistive resources.

Physical accessibility must be complemented by accessible information: the information needed to plan and undertake a journey should be readily available and understandable. To this end, tourism providers' official websites should offer up-to-date information about services and infrastructure, together with interactive maps of barrier-free routes that allow users to filter locations according to their individual needs. Appropriate wayfinding should also be provided along tourism routes, including tactile maps, Braille signs, audio information points and high-contrast colour markings at critical points along the route (Haponenko et al., 2025, p. 179).

A comprehensive account of digital transformation in tourism as a strategic tool for building accessible, barrier-free environments is presented in the edited volume Tourism: Experience and innovations, edited by V. Tsypko (2025). Its conceptualisation of this process shows that tourism digitalisation develops at the intersection of tourism and digital cultures, creating the conditions for smart tourism

through emotional engagement, gamification, artificial intelligence (AI), and virtual and augmented reality (VR/AR) technologies (Nikolaienko, 2025). The rapid spread of information and communication technologies and generative AI is giving rise to a new kind of "digital tourist", for whom immersive services also acquire an inclusive dimension. VR tools and AR applications enable persons with disabilities and people with reduced mobility to simulate routes virtually and assess sites' physical accessibility in advance (Lavrynovych, 2025). Moreover, the adoption of new technologies in specialised forms of tourism allows recreational and wellness products to be systematically adapted to contemporary safety and personalisation requirements (Gedin, 2025). Realising this potential requires digital navigation services to be aligned with the actual physical accessibility of cultural heritage sites and recreational areas (Tsypko, 2025). A comprehensive approach to tourism digitalisation thus provides the technological foundations for an inclusive tourism environment in which digital technologies complement physical infrastructure and accommodate travellers' individual needs.

Inclusive tourism is not limited to providing accessible conditions for travellers; it also requires inclusion within the tourism industry itself. This entails safeguarding the right of persons with disabilities to work and develop professionally in the tourism sector through reasonable accommodation in the workplace, adapted working conditions and tailored educational programmes for employees of hotels, restaurants, tourism attractions and excursion sites. Society and the professional community also need to recognise the value of every individual. Training tourism workers in communication ethics, accessible communication and interaction with people with diverse needs should be an integral part of their professional preparation.

Integrating physical, informational, digital and social accessibility throughout tourism makes it possible to minimise the barriers faced by persons with disabilities and other population groups, and to establish diversity of human needs as a fundamental principle of public service design. H. Haponenko, O. Yevtushenko and I. Shamara rightly conclude that inclusive tourism environments require systemic changes in sectoral policy, cross-sectoral coordination and broad stakeholder engagement (Haponenko et al., 2025, p. 190). This approach expands opportunities for persons with disabilities to participate in tourism while also supporting the development of the domestic tourism market and strengthening social cohesion.

The evolution of conceptual approaches to tourism development thus reveals a gradual shift from models primarily concerned with overcoming particular economic, social or physical limitations and supporting specific social groups towards a comprehensive understanding of tourism as a sphere of equal participation for everyone. Inclusive tourism rests on recognising each person's right to travel, discover the world and participate fully in tourism, irrespective of individual physical, sensory, cognitive or other needs. Understood in this way, inclusive tourism serves a social as well as a recreational function by enabling interaction, social inclusion, the development of personal resources and the exercise of individual agency. Changes in tourism practice should proceed alongside the development of an inclusive culture in society, in which respect for human dignity, accessibility, equal

opportunities and individual agency become fundamental principles for organising tourism environments.

3. Dimensions of inclusive tourism implementation

Moving from a theoretical understanding of the inclusive paradigm to its practical implementation requires a clear structure for the principal levels and mechanisms through which inclusive tourism is realised, from legal and regulatory foundations to individual experience. Inclusive tourism should therefore be analysed not merely as a collection of services or the activities of individual institutions, but as a multidimensional social phenomenon. Its implementation encompasses interrelated policy and regulatory, infrastructure, organisational and managerial, sociocultural, and individual dimensions (Table 1).

The policy and regulatory dimension establishes the legal, institutional, financial and economic foundations of inclusive tourism. It creates favourable conditions for coordinated interaction among tourism stakeholders, safeguards everyone's right to access tourism services and supports the sustainable development of barrier-free tourism environments. In practice, it involves developing and implementing public policies on barrier-free environments; improving legal and regulatory frameworks and aligning them with international standards; introducing economic incentives for accessible tourism; funding relevant programmes; and monitoring policy effectiveness.

The infrastructure dimension gives spatial and technological expression to inclusive tourism principles by creating seamless, barrier-free physical, information and digital environments. Its function is to remove spatial, transport, informational and communication barriers that may restrict people's mobility and participation in tourism. Practical implementation entails developing accessible transport systems; adapting tourism facilities and natural and cultural sites; providing accessible wayfinding, including tactile signs and audible traffic signals; introducing interactive accessibility maps; and ensuring that websites and mobile applications meet international digital accessibility standards, specifically the Web Content Accessibility Guidelines (WCAG).

The organisational and managerial dimension concerns tourism providers' capacity to integrate inclusion into management systems, service organisation and corporate culture. At this level, the principles of barrier-free provision, universal design and equal opportunities take the form of concrete management decisions, internal standards and procedures. The main function of this dimension is to create organisational conditions that ensure high-quality, safe and accessible tourism services for all visitor groups. This involves adopting corporate inclusion policies, developing accessibility standards, preparing staff to interact with people with diverse needs, providing accessible communication training, creating inclusive workplaces, and using quality assessment systems and tools to verify the accessibility of tourism facilities.

The sociocultural dimension reflects the social values, norms and patterns of interaction that shape the acceptance of inclusion within tourism environments. It

focuses on cultivating respect for human diversity, challenging discriminatory stereotypes and affirming equality and social participation. Within this dimension, inclusive tourism becomes an accepted model for organising tourism rather than a set of special services for particular population groups. Practical measures include educational and information campaigns, promotion of a barrier-free culture, development of social partnerships, support for civic and voluntary initiatives, and the cultivation of an inclusive hospitality culture among tourism workers and local communities.

The individual dimension reflects the humanistic foundations of inclusive tourism, which place the person, their dignity, freedom of choice and ability to participate fully in tourism at its centre. Whereas the organisational and managerial dimension focuses on organisations' capacity to create inclusive conditions, the individual dimension considers how those conditions are realised in a person's lived experience. It encompasses people's needs, capabilities and expectations, and the conditions for full participation in tourism regardless of age, health status or other individual characteristics. Its focus extends beyond travellers to tourism workers, for whom inclusion should ensure equal opportunities for professional fulfilment. Its principal purpose is to safeguard autonomy, safety, psychological comfort, self-fulfilment and equal opportunities during travel or professional activity. Practical implementation involves personalising tourism services, using assistive technologies, developing independent travel skills, and creating safe and comfortable environments.

Table 1. The multidimensional structure of inclusive tourism implementation

Dimension	**Nature and purpose**	**Practical implementation**
Policy and regulatory	Legal, institutional, financial and economic foundations of inclusion and barrier-free provision; favourable conditions for interaction among market participants, the right to access services and the sustainable development of barrier-free environments	Developing and implementing public policy on barrier-free environments; improving legal and regulatory frameworks and aligning them with international standards; introducing economic incentives and funding targeted programmes; monitoring policy effectiveness
Infrastructure	Spatial and technological adaptation; removal of spatial, transport, informational and communication barriers to safe mobility and full participation	Developing accessible transport and adapting tourism facilities and sites; providing accessible wayfinding through tactile signs and audible traffic signals; introducing

Dimension	Nature and purpose	Practical implementation
		interactive accessibility maps; ensuring WCAG-compliant websites and applications
Organisational and managerial	Management, services and corporate culture based on inclusion; conditions for providing high-quality, safe and accessible services	Adopting corporate policies and accessibility standards; preparing staff and providing accessible communication training; creating inclusive workplaces; assessing service quality and the accessibility of tourism facilities
Sociocultural	Social values, norms and patterns of interaction; a culture of respect for human diversity; challenging stereotypes and establishing inclusion as a general principle of tourism organisation	Conducting educational and information campaigns; promoting a barrier-free culture in society; developing social partnerships and supporting civic and voluntary initiatives; fostering an inclusive hospitality culture
Individual	Humanistic foundations centred on the person, their dignity and freedom of choice; autonomy, safety, psychological comfort and equal opportunities for travellers and tourism workers	Personalising tourism services to individual needs; using assistive technologies in service delivery; developing independent travel skills; ensuring equal opportunities for tourism workers' professional fulfilment; creating safe and comfortable environments

These dimensions do not exist in isolation: their continuous interaction enables inclusive tourism to function as a coherent component of an inclusive social environment. Imbalance or neglect in even one dimension prevents full inclusion in both tourism and society more broadly. Accessible infrastructure, for example, cannot fully realise inclusive principles without appropriately trained staff and a supportive sociocultural context. Only coordinated interaction among all five dimensions creates the conditions for the sustainable development of inclusive tourism and its full integration into social life.

The proposed multidimensional structure of inclusive tourism implementation thus provides an analytical basis for examining specific national models. Spain's experience is of particular academic and practical interest because it illustrates how public regulation, infrastructure solutions, organisational practices and sociocultural mechanisms work together to create accessible tourism environments.

4. Developing inclusive tourism environments: Spanish experience and practice

Public governance of Spain's tourism sector has a multilevel structure. The Ministry of Inclusion, Social Security and Migration (Ministerio de Inclusión, Seguridad Social y Migraciones) provides an important institutional foundation for developing inclusive environments, demonstrating the state's institutional commitment to social inclusion and equal opportunities.

Within the tourism sector, the Ministry of Industry and Tourism (Ministerio de Industria y Turismo) plays a major role in setting the strategic framework for development through its specialist department, the Secretariat of State for Tourism (Secretaría de Estado de Turismo). Spain's tourism offer is promoted and marketed internationally through the Spanish Tourism Institute (TURESPAÑA) (TURESPAÑA, n.d.). One area of its work is promoting sustainable and accessible tourism (Turismo Sostenible y Accesible) in line with international approaches and recommendations. In partnership with the State Company for the Management of Innovation and Tourism Technologies (Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, SEGITTUR), TURESPAÑA participates in implementing the Smart Tourist Destinations concept (Destinos Turísticos Inteligentes) (SEGITTUR, n.d.). Under this approach, accessibility and universal design form a core criterion for assessing tourism destinations and are incorporated into plans for modernising tourism infrastructure. Digital platforms play an important role in making tourism information accessible. These include TUR4all (La plataforma TUR4all, n.d.), developed with support from PREDIF, the State Representative Platform for People with Physical Disabilities (Plataforma Representativa Estatal de Personas con Discapacidad Física). TURESPAÑA conducts targeted marketing and awareness campaigns in key international markets, including the United Kingdom, Germany and France. Particular attention is paid to the accessibility of tourism environments, positioning Spain as a destination responsive to travellers' diverse needs.

A practical example of the organisational and managerial dimension is provided by ILUNION Hotels, the hotel division of the ILUNION business group within Grupo Social ONCE (ILUNION Hotels, n.d.). Its management model integrates universal design into corporate policy, service standards, human resource policies and the organisation of tourism services. Unlike the conventional practice of providing a limited number of adapted rooms, all hotels in the chain are certified under the UNE 170001 universal accessibility standard. This approach enables comfortable use of tourism infrastructure not only by persons with disabilities but also by older people, families with young children, people with temporary mobility

impairments, travellers with particular sensory needs and other visitor groups. An important element of the corporate model is an inclusive employment policy that systematically integrates persons with disabilities into the workforce. Inclusive principles therefore extend beyond service provision to human resource management, embedding inclusion across the tourism enterprise's operations.

Alongside corporate models centred on universal accessibility, the organisational and managerial dimension is implemented through specialist civil society organisations that provide comprehensive assistance to particular groups of travellers. One example is the ASPAYM National Federation (Federación Nacional de la Asociación de Personas con Lesión Medular y Otras Discapacidades Físicas) (ASPAYM Federación Nacional, n.d.), which supports people with spinal cord injuries and other physical disabilities. Its work demonstrates that this dimension encompasses not only developing and implementing accessibility standards but also coordinating the stakeholders involved in accessibility and traveller support: transport services, tourism facilities, digital services, rehabilitation institutions and social support professionals.

At the regional level, the federation operates through its territorial associations. In Andalusia, for example, this model is implemented through several interrelated management mechanisms. First, association specialists conduct expert accessibility audits and assessments of tourism facilities and urban routes in Seville, Málaga and Granada. Their findings are integrated into the TUR4all digital platform, providing users with reliable information on tourism infrastructure accessibility (TUR4all, n.d.). Second, ASPAYM Andalucía (ASPAYM Andalucía, n.d.) coordinates the development and operation of accessible routes (Rutas accesibles), bringing together passenger services, adapted transport, personal assistants, tourism facilities and rehabilitation professionals. This helps create a seamless tourism service chain for people requiring comprehensive support. Third, the «Leisure and Free Time» (Ocio y Tiempo Libre) and «Personal Autonomy and Independent Living» (Autonomía Personal y Vida Independiente) programmes combine travel and recreation with activities that develop independence and social adjustment. Participation helps people regain skills in independent mobility, public transport use and adaptation to unfamiliar social environments. Adaptive sports tourism provides an additional component, encompassing handcycling, swimming and adapted padel and expanding opportunities for active participation in tourism (ASPAYM Andalucía, n.d.).

The infrastructure dimension of inclusive tourism creates seamless, barrier-free environments through the development of transport, tourism and digital infrastructure. It enables all visitor groups, regardless of functional ability, to use tourism services independently, safely and comfortably. Its implementation involves removing physical, informational and communication barriers throughout the journey: from finding accessibility information and planning an itinerary to arriving at a destination, moving around it and using its tourism services.

In Spain, this infrastructure is developed by adapting public transport, providing accessible tourism facilities and creating inclusive recreational spaces. Coastal regions, for example, have accessible beaches (Playas Accesibles) equipped with dedicated walkways, amphibious wheelchairs, adapted sanitary facilities and other

accessibility features. These enable visitors with diverse functional needs to reach the shoreline comfortably (ASPAYM Andalucía, n.d.).

Digital technologies make a substantial contribution to accessible tourism environments. As noted above, a key tool is the TUR4all platform (TUR4all, n.d.), which provides accessibility information about tourism sites, accommodation, transport infrastructure and itineraries. Another innovative solution is NaviLens (NaviLens, n.d.), an optical tagging and audio navigation system. Its use in transport networks and tourism locations enables people with visual impairments to navigate independently and use tourism infrastructure safely.

The sociocultural dimension of inclusive tourism in Spain seeks to embed an ethic of inclusion, challenge social stereotypes about persons with disabilities and other people with reduced mobility, and develop social interaction based on equality, respect for human diversity and non-discrimination. Within accessible tourism, tourism activity is understood not only as part of the service sector but also as a tool for social integration, intercultural dialogue and the affirmation of inclusive social values. This dimension is realised through cooperation among public, cultural and civil society institutions. One example is the social tourism programme of Spain's Institute for Older Persons and Social Services (Instituto de Mayores y Servicios Sociales, IMSERSO), which expands older people's opportunities to participate in tourism, supports their social engagement and helps prevent isolation (Democrata, n.d.). Cultural institutions also actively introduce inclusive practices that provide barrier-free access to cultural heritage. The «Touching the Prado» project (Hoy toca el Prado) (Museo Nacional del Prado, n.d.), for instance, uses tactile reproductions of famous artworks for people with visual impairments. Sensory-adapted visiting arrangements, such as «quiet hours» for people on the autism spectrum, also help cultivate a culture of openness and responsiveness to diverse visitor needs.

Civil society organisations play a particularly important role in the sociocultural dimension, acting as intermediaries between public institutions, tourism businesses and target population groups. ASPAYM Málaga (ASPAYM Málaga, n.d.) provides an illustrative example. It implements projects supporting social interaction, inclusive leisure and participation in tourism for persons with disabilities, and conducts awareness-raising activities to encourage positive public attitudes towards inclusion and partnerships among tourism stakeholders.

The sociocultural dimension of inclusive tourism in Spain therefore extends beyond physical accessibility. Its essence lies in cultivating a culture of inclusion in which accessibility becomes a social value. Systematic cooperation among government, cultural institutions and civil society challenges negative stereotypes and prejudices concerning people with different needs and capabilities, strengthens social cohesion and develops a culture of hospitality.

In Spain, the individual dimension is implemented through programmes that develop personal autonomy and strengthen people's resources for independent, active living. An example is ASPAYM's «Personal Autonomy» programme (Autonomía Personal) (ASPAYM Federación Nacional, n.d.). It aims to help people with spinal cord injuries and other mobility impairments develop independent living skills,

navigate urban and tourism environments safely, and gain greater confidence in their abilities.

Adaptive sports and recreational activities, including handcycling, adapted swimming, padel and other forms of physical activity integrated into tourism programmes, contribute significantly to the individual dimension. They support not only physical fitness but also emotional resilience, communication skills and motivation to participate actively in society. Inclusive tourism thereby acquires the potential to support personal development and becomes an important means of affirming human dignity. The individual dimension provides an overall indicator of inclusive tourism's effectiveness: it shows the extent to which a barrier-free environment enables a person to act as an active participant in tourism, capable of making independent decisions, travelling freely and pursuing their own needs and interests, rather than as a passive recipient of assistance.

The development of barrier-free environments in Spain can also be observed at the municipal level. The presence of Spanish cities among recipients of the Access City Award, established in 2010 by the European Commission and the European Disability Forum, indicates the systematic character of these practices (European Commission, n.d.). Since the award's inception, 18 Spanish cities have received a total of 22 awards and special mentions (European Commission, n.d.). This provides a basis for considering selected urban practices as examples of the different functional dimensions of inclusive tourism.

Ávila, Málaga and Zaragoza offer representative examples of different approaches to developing accessible tourism environments. The medieval city of Ávila received the Access City Award in 2011 (European Commission, n.d.). Despite its twelfth-century built heritage and the associated spatial constraints, the city has introduced accessibility improvements that preserve the historic character of its urban environment. Concealed ramps, integrated lifts and adapted visitor routes along the fortified walls demonstrate that cultural heritage conservation can be combined with access for diverse visitor groups.

Málaga, the winner of the 2014 Access City Award, illustrates a different model in which accessibility is integrated into transport, tourism, digital and cultural infrastructure (European Commission, n.d.). The use of the NaviLens digital navigation system on public transport, at suburban railway stations and at Costa del Sol Airport, together with the accessibility of major museums, including the Centre Pompidou, the Picasso Museum and the Carmen Thyssen Museum, enables people with diverse functional needs to use urban and tourism environments more independently (Prieto González, 2026). This approach reflects universal design principles by integrating accessibility into mainstream tourism services rather than relying exclusively on separate, specialised solutions.

Zaragoza, winner of the 2026 Access City Award (European Commission, 2025), illustrates the contemporary development of this model. Its experience combines municipal accessibility management mechanisms, barrier-free transport and pedestrian infrastructure, accessible digital infrastructure, and projects supporting personal autonomy. Specialist municipal bodies, including the Accessibility Office and Accessibility Council, play an important role, as do accessible housing initiatives

such as the Flumen project. This approach addresses residents' needs while also enabling visitors to use the urban environment more independently.

The experiences of Ávila, Málaga and Zaragoza suggest that the effectiveness of inclusive tourism depends on coordinated interaction among its functional dimensions. Combining legal and regulatory mechanisms, management decisions, accessible infrastructure, digital services and sociocultural practices makes it possible to create coherent tourism environments centred on autonomy and diverse human needs.

Conclusions. The study demonstrates that inclusive tourism is a complex social phenomenon whose development reflects a gradual broadening of understandings of accessibility and equality of participation in tourism. The progression from social tourism through «tourism for all», accessible tourism and barrier-free tourism towards an inclusive paradigm reflects a shift from overcoming individual barriers to creating tourism environments centred on diverse human needs, autonomy, equality and human dignity.

By systematising scholarly approaches, the study proposes a multidimensional framework for analysing inclusive tourism that encompasses policy and regulatory, infrastructure, organisational and managerial, sociocultural, and individual dimensions. Their interconnections underpin a coherent tourism environment: regulatory mechanisms establish the necessary framework; infrastructure provides its practical expression; management mechanisms organise the implementation of inclusive principles; sociocultural practices support equal participation; and the individual dimension reflects people's ability to make independent and safe use of tourism opportunities.

The analysis of Spain's experience confirms the practical relevance of the proposed framework. Spanish practice illustrates how public institutions, tourism businesses, civil society organisations, cultural institutions and digital services interact to create accessible tourism environments. Digital technologies play an important role by expanding opportunities for independent trip planning, navigation and personalised tourism experiences. Their effectiveness, however, depends on the alignment of digital, physical and organisational accessibility. Inclusive tourism should therefore be regarded as a system of interconnected mechanisms in which barrier-free provision is a necessary but insufficient condition for inclusion. The proposed multidimensional framework can serve as a conceptual basis for further developing Ukraine's model of inclusive tourism, taking into account international standards, national conditions and society's needs for recovery, social integration and barrier-free environments.

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ABSTRACTS

Section 1. Historical aspects, evolution, and modern transformations of key destinations

***Vadym Orekhovskyi*. Tourism in the Ancient World: Features of Development in Ancient Greece and Rome**. The aim of the study is a comprehensive analysis of the development of travel and early forms of tourism in Ancient Greece and the Roman Empire. It reveals the main conditions of travel in the ancient world: the condition of roads, means of transport, the features of sea travel, as well as the risks associated with robbery and piracy. Considerable attention is paid to the social aspects of travel, in particular the institutios of hospitality and the formation of the first elements of tourism infrastructure. The author examines in detail different types of travel: religious, sports, health, educational, trade. It is shown that such travel was an important component of the cultural, economic and religious life of ancient societies. The emergence of elements of tourist culture - souvenirs, graffiti, guide services and the emergence of specialized travel routes - is highlighted. In general, the study demonstrates that in the ancient world there were already numerous features inherent in modern tourism.

***Vasylchuk Volodymyr*. Historical aspects of the evolution of tourism in Germany.** The section explores the genesis, evolution, and current state of the tourism sector and the hotel industry in Germany in the context of world civilization development and globalization processes. The transition from spontaneous travel to organized tourism under the influence of industrialization and the expansion of railway and shipping transport is examined. The evolution of theoretical approaches to tourism studies (ranging from early German-language concepts of Fremdenverkehr to modern interdisciplinary research) is analyzed. Special attention is paid to the philosophical and anthropological aspects of travel through the concept of Homo viator, as well as the role of sacred texts and pilgrimage in the historical development of journeys.
The stages of the formation of the hospitality industry are highlighted—from ancient and medieval roadside taverns and monastic shelters to luxury grand hotels and modern hotel chains. The regional specifics of tourism development in the federal states of Germany are investigated, focusing on the role of the exhibition business, gastronomic and wine tourism (features of German winemaking and traditional festivals such as Oktoberfest), as well as health, wellness, and sanatorium-resort potential. A statistical and economic analysis of the relationship between regional GDP and tourism development indicators is carried out. The activities of leading

industry associations and the state policy supporting and regulating the tourism sector at the present stage are characterized.

***Tsypko Victoria*. Cruise Tourism in the Context of Global Transformations and Challenges: The UAE Experience**. This section of the monograph highlights the theoretical and methodological foundations and current development trends of cruise tourism as a highly dynamic element of the global hospitality industry. The evolution of water journeys, the specifics of cruise product classification, as well as key organizational, legal, and marketing aspects of marine and river tourism operations are examined. Special attention is focused on analyzing the infrastructure potential, route geography, and consumer behavior patterns on a global scale.

Using the United Arab Emirates as a case study, the prospects of transforming the region into a leading global cruise hub are comprehensively analyzed. The role of key port terminals (Dubai, Abu Dhabi, and Sharjah) and the Cruise Arabia regional alliance in developing multimodal logistics and the «Fly-Cruise» system is determined. The socio-economic impact of the industry, the influence of seasonality, and environmental safety challenges are assessed, alongside outlining strategic directions for the sustainable development of cruise tourism taking into account modern trends in decarbonization and digitalization.

***Borysova Oksana.* Sightseeing Objects in the Area Studies of France**. The monograph examines the theoretical and practical aspects of studying France's excursion sites within the context of country studies and the development of excursion tourism. Particular attention is devoted to the historical-cultural, sacred, and memorial dimensions of the country’s tourism space, which allows for revealing the multifaceted nature of its national heritage, the specifics of cultural memory formation, and the significance of material and immaterial values in preserving historical identity. Within the framework of the research, necropolis excursion sites are considered as sources of historical information and components of the cultural landscape, along with France's sacred natural and cultural heritage as an important resource for educational tourism.

A special place is occupied by the study of memorial locations associated with the life and activities of prominent representatives of Ukraine, which contributes to deepening the understanding of Ukrainian-French cultural interrelations and actualizes the potential of such sites in the development of thematic excursion routes aimed at fostering international cultural dialogue.

Section 2. Economic impact, specialized types, and regional specificities

Shcherbakova Nadiia. **The Impact of International and Domestic Tourism on the US Economy**. This work examines the impact of international and domestic tourism on the economy of the United States of America. It analyses trends in tourist flows, expenditure, value added and employment, and identifies the role of tourism in the development of transport infrastructure, the hotel and restaurant sector, the retail trade and the entertainment industry. The paper examines the characteristics of the recovery of tourism following the COVID-19 pandemic, current trends in international and domestic tourism demand, as well as the main challenges and prospects for the development of the US tourism industry. It substantiates the cross-sectoral nature of tourism and its significance for economic growth, job creation and regional development.

Lavrynovych Olena. **Theoretical Foundations and Dimensions of Inclusive Tourism Implementation: The Spanish Experience**. The study provides a comprehensive theoretical and methodological examination of inclusive tourism as an integral component of the contemporary socially oriented development of the tourism sector. It analyzes the evolution of conceptual foundations of accessibility in tourism—ranging from socio-compensatory models and the «tourism for all» concept to modern universal approaches and the barrier-free paradigm, which is of particular relevance to Ukraine in the context of postwar recovery. The multifunctional nature of inclusive tourism is revealed, combining recreational, rehabilitation, and sociocultural functions, while ensuring the integration of universal design principles across all stages of tourism product creation. The core dimensions of inclusive tourism implementation—state-regulatory, infrastructural, organizational-managerial, sociocultural, and personal—are identified and characterized, forming a holistic analytical model for ensuring an accessible and barrier-free environment. Based on the generalization of international experience (specifically Spanish practices) and domestic realities, the study substantiates pathways for developing an inclusive tourism ecosystem that harmonizes public policy, digital technologies, transport infrastructure, and professional ethics to guarantee equal opportunities, mobility, and respect for human dignity.

Gedin Maksim. **Features of the Development of Cultural and Educational Tourism in China and Ukraine**. This paper examines the distinctive nature and uniqueness of the development of cultural and educational tourism in China and Ukraine. It analyses its key destinations and main trends, which characterise the significance and essence of this category. It has been established that, in addition to

its informational nature, this type of tourism is also cognitive, educational and elitist in character, promoting and explaining cultural ideas aimed at satisfying consumer needs through the use of tourism products. It has been established that both countries possess exceptionally rich resources; however, their tourism potential, infrastructure and management strategies differ significantly. The key factors for the successful development of cultural and educational tourism in China have been analysed, in particular government policy, strategic planning, infrastructure projects and the active digitalisation of the cultural sector. A comparative analysis has been carried out between the Chinese experience and the opportunities for Ukraine, where historical, cultural and religious tourism holds significant potential. The prospects for implementing China's best practices to develop Ukrainian cultural and educational tourism have been identified. Historical parallels and opportunities for the development of religious tourism in China and Ukraine have been established, using the example of the potential for organising pilgrimage tours within the framework of Buddhism, Taoism and the educational and cultural practices of Confucianism.

Ivasyshyna Nataliia. **Current State and Prospects for Tourism Development in Brazil**. The study examines the current state and development prospects of tourism in Brazil in the context of international tourism and the global services market. It considers the economic, social, and integration functions of international tourism and identifies the key factors influencing its development, including economic conditions, infrastructure, political stability, and security. Particular attention is paid to Brazil's significant tourism potential, based on its natural resources, cultural heritage, and opportunities for developing various types of tourism, including beach, ecotourism, cultural, educational, and event tourism. The study identifies the main challenges facing Brazil's tourism industry, such as security concerns, uneven infrastructure development, socioeconomic disparities, and environmental issues. A comparative analysis of Brazil, Mexico, and Spain highlights Brazil's relative disadvantages in tourism infrastructure and the scale of international tourist flows, while also demonstrating its considerable potential for future growth. The results of PEST and SWOT analyses confirm that effective government policies and investment support can contribute to strengthening Brazil's position in the global tourism market. The study concludes that international tourism is an important driver of economic development and that Brazil has favourable conditions for further tourism industry expansion.

Section 3. Innovation, sustainable development, and historical and cultural potential of markets

***Bondarenko Vladislava*. Innovative Mechanisms for the Development of Canada's Hotel Business in the Context of Digitalization, Sustainable Tourism, and Transformation of Consumer Demand**. This research examines the mechanisms and strategic approaches underpinning the innovative development of Canada's hotel industry amid the ongoing digital transformation of the economy, the advancement of sustainable tourism, and the evolution of consumer demand. It provides a comprehensive analysis of the principal determinants of structural and operational change within the sector, including technological progress, shifting tourist preferences, the recovery of the tourism industry following the global pandemic, and the distinctive regional and natural tourism assets of Canada. Particular emphasis is placed on the implementation and integration of digital technologies into hotel management and service delivery, encompassing online reservation platforms, property management systems, artificial intelligence, process automation, and personalized guest services. Furthermore, the research examines the growing role of environmental responsibility, efficient resource utilization, and sustainable business practices in enhancing the operational effectiveness and competitive position of Canadian hotels.

The research establishes strategic priorities for the modernization of the hotel industry through the systematic integration of digital innovation, sustainability principles, customer-oriented management approaches, and human capital development. It identifies the principal opportunities and constraints associated with technological transformation, including capital investment requirements, cybersecurity threats, data protection challenges, workforce competencies, and organizational adaptation. The proposed conceptual framework underscores the importance of aligning technological innovation, environmental sustainability, and service quality to strengthen the long-term resilience, adaptability, and competitiveness of Canada's hotel sector. The theoretical and practical implications of the research may be relevant to scholars, academic professionals, students, tourism and hospitality practitioners, and policymakers engaged in advancing sustainable and innovation-oriented development within the hospitality industry.

***Ivanchuk Svitlana*. The Uniqueness of Active Tourism in Australia**. The development of active tourism in Australia is examined in the context of the country's unique natural and recreational resources, tourism infrastructure, and current trends in the global tourism industry. It explores theoretical approaches to defining active and adventure tourism and their relationship with the sustainable

development of tourist destinations, the protection of natural heritage, and the preservation of cultural values. The book characterizes Australia's key resources for active recreation, including ocean coastlines, coral reefs, mountain ranges, desert landscapes, tropical rainforests, national parks, and protected natural areas. Particular attention is paid to such tourism activities as trekking, hiking, surfing, diving, cycling, camping, kayaking, rock climbing, and adventure travel.
The book highlights the socioeconomic significance of active tourism for regional development in Australia, support for local communities and small and medium-sized tourism businesses, and enhancement of the country's international tourism appeal. It examines current challenges facing this sector, including tourist safety, the conservation of vulnerable ecosystems, the management of tourist flows, adaptation of infrastructure to climate change, and compliance with environmental responsibility principles. The importance of an integrated approach to tourism product development is substantiated, emphasizing the combination of natural resources, physical activity, cultural experiences, quality services, and the responsible use of tourist destinations. The book may be of interest to researchers, educators, students, tourism professionals, and anyone interested in the development of active tourism and the sustainable management of tourist destinations.

***Podpisnov Denys*. Military-historical heritage as a factor in the development of international tourism in Poland and the Baltic states**. This chapter examines military-historical heritage as a driver of international tourism development in Poland and the Baltic states. Drawing on the concept of dissonant heritage (Tunbridge & Ashworth), it uses systemic, comparative and structural-functional approaches to identify the shared mechanisms and the regional differences in how a militarised past is turned into a tourism product. The Polish model is multilayered. It combines the adaptive reuse and museumisation of fortifications and castles (Malbork, Zamość, Toruń, Modlin, Przemyśl), the conversion of former Soviet garrison towns (Bornesulinowo), the development of dispersed battlefield landscapes (the Battle of Łódź), the modernisation of interpretive museums (the Warsaw Rising Museum), and the ethically regulated memorialisation of Nazi camps (Auschwitz-Birkenau, Majdanek, Sobibór). The Baltic model is built mainly on twentieth-century "difficult" heritage: occupations, the Cold War and the restoration of independence. It rests on the "brown" and "green" heritage of the former Soviet coastal zone and on cross-border cooperation through the Military Heritage project. The revitalisation cases of Lennusadam in Tallinn, Karosta in Latvia and the Cold War Museum near Plungė in Lithuania show different ways of balancing commercialisation with memorial ethics. The author concludes that military heritage becomes a competitive international tourism resource only with effective institutional management, diversified funding

(including EU funds), modern interpretation, adequate infrastructure and the involvement of local communities. In both regions, military-historical tourism has moved beyond a niche segment. It now serves as a multifunctional instrument of regional development, cultural diplomacy, historical education and territorial branding.

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INTERNATIONAL TOURISM IN THE MODERN WORD , PH Education and Sciense , 2026 , 305 p.

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Publishing house Education and Science s.r.o.
· IČO : 271 56 877 · Olštýnská 607/1, Praha 8· MS v Praze , oddíl C,vložka 100614.

ISBN 978-80-909811-4-0

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