

Adaptive Tourism. Prospects for Development.

¹Baklagina Natalya Yurevna, ²Lukyanova Inna Evgenyevna and ³Starygina Anastasiya Mikhailovna

¹Doctor of Medical Sigida Evgeny Antonovich, Russian State University of Tourism and Service

²Doctor of Medical Vice Rector, Russian State University of Tourism and Service

³Russian Academy of Medical and Social Rehabilitation

⁴Russian State University of Tourism and Service

Abstract: The number of disabled people is increasing. Thus, we have to fulfill the requirement and elaborate such type of tourist field that will be targeted at providing equal service for the handicapped. It has been discovered that tourism development, with the participation of the disabled, implies being competent in psychosomatic, psychological and physical peculiarities.

Key words: Disability • Adaptive tourism • Psychomatic • Psychological • Physical limits of service availability • Socially oriented tourist destination

INTRODUCTION

Disability exists in any society and every government creates a social and economic policy. There is a service to take care of disabled people's needs which is warranted by legislation. Tour operators consider this group as an important market segment. Focusing on the disabled in the marketing, tour operators are permitted not only to cultivate substantial growing market but fulfill the requirements of the law [1].

Russian State University of Tourism and Service has a substantial scientific and educational experience in this sphere. The university integrates medical, psychological and sociological sciences to solve the issue of involving the disabled people into tourism. At the same time it enables the creation of optimal model to manage the system of tourist service that would be appropriate for people with special needs. Over a long period of time the Department of Psychology and Welfare Provision have been researching the scientific rationale of medical and psychological technical process used for assisting to the handicapped in various fields. (the Head of Department is Doctor of Mathematics Sigida E.A.). The following research works have been fulfilled at Russian State University of Tourism: "Psychology and social work in tourism and service" (theme code ГБ-ФП-01-11, 2011) and "Adaptive tourism as social direction of tourism services

growth" (theme code ГБ ФП-01-12, 2012). The research results have been represented at International specialized trade fair "Rehabilitation. Available environment" at Sokolniki on May 16-18 in 2013.

RESULTS

Being aware of the adaptive psychology, tourism has been established as one of the main methodological principles for socially oriented service providing. It is implied that regularities of mental health and psychological attributes of the handicapped should be taken into account. The recognition of socio-psychological aspects of disability and illness stress, in the context of personal reference formation to tourism, enables to determine the psychology of tourist service consumption [3].

As socially oriented tourist destinations provide service to the handicapped, it's necessary to foresee the measures of adaptation of service consumption conditions. Besides, the creation of atmosphere, which enables tourism understanding, should be considered as one of the essential parts of the modern human activity. Provided that psychosomatic, psychological and physical restrictions to use the service are eliminated and positive public attitude is formed, the disabled are likely to be involved in tourism industry [4, 5].

Corresponding Author: Baklagina Natalya Yurevna, Doctor of Medical Sigida Evgeny Antonovich, Russian State University of Tourism and Service.

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