



International periodic scientific journal

—*ONLINE*

www.sworldjournal.com

SWORLD Journal

ISSN 2227-6920

Tourism and recreation

Volume J11512

May 2015

Published by:

Scientific world, Ltd.

With the support of:

Moscow State University of Railway Engineering (MIIT)

Odessa National Maritime University

Ukrainian National Academy of Railway Transport

State Research and Development Institute of the Merchant Marine of Ukraine (UkrNIIMF)

Institute for Entrepreneurship and morehozyaystva

Lugansk State Medical University

Kharkiv Medical Academy of Postgraduate Education

Alecu Russo State University of Bălți

Institute of Water Problems and Land Reclamation of the National Academy of Agrarian Sciences

This volume contains research papers of scientists in the field of Tourism and recreation.

Editorial board:

Bezdenzhnykh Tatyana, Doctor of Economics,
Professor, Russia

Granovskaya Ludmila, Doctor of Economic Sciences,
Professor, Ukraine

Dorokhina Elena, Doctor of Economic Sciences,
Associate Professor, Russian

Klimova Natalia, Doctor of Economics, Professor,
Russia

Cochinev Yuriy, Doctor of Economics, Professor,
Russia

Kurmaev Petr, Doctor of Economic Sciences,
Professor, Ukraine

Lapkina Inna, Doctor of Economic Sciences,
Professor, Academician, Ukraine

Pakhomov Elena, Doctor of Economic Sciences,
Associate Professor, Russian

Reznikov Andrey, Doctor of Economics, Professor,
Russia

Savelyeva Nelly, Doctor of Economic Sciences,
Professor, Russia

Sokolova Nadezhda, Doctor of Economic Sciences,
Associate Professor, Russian

Streltsova Helena, Doctor of Economics, Professor,
Russia

Rilov Sergey, Candidate of Economic Sciences,
Professor, Ukraine

Kokebaeva Gulzhauhar, Doctor of Historical
Sciences, Professor, Kazakhstan

Otepova Gulfira, Doctor of Historical Sciences,
Professor, Kazakhstan

Trigub Peter, Doctor of Historical Sciences, Professor,
Ukraine

Volgireva Galina, Candidate of Historical Sciences,
Associate Professor, Russia

Editor: Markova Alexandra

Please use the following format to cite material from this book (*italics indicate the fields to change to your data*):

Author(s), "Title of Paper," in SWorld Journal, Vol.J11512 (Scientific world, Ivanovo, 2015) – URL:
<http://www.sworldjournal.com/e-journal/j11512.pdf> (date:...) - page - Article CID Number.

Published by:

Scientific world, Ltd.

e-mail: orgcom@sworld.education

site: www.sworldjournal.com

The publisher is not responsible for the validity of the information or for any outcomes resulting from reliance thereon.

Copyright
© Authors, 2015

Paper Numbering: Papers are published as they are submitted and meet publication criteria. A unique, consistent, permanent citation identifier (CID) number is assigned to each article at the time of the first publication.

URL: <http://www.sworldjournal.com/e-journal/j11512.pdf>

Downloaded from SWorld. Terms of Use <http://www.sworld.education/index.php/ru/e-journal/about-journal/terms-of-use>

J11512-001

Martsyn T., Grygor F.

UNIVERSAL DESIGN IN HOTELS OF UKRAINE*Kyiv National University of Trade and Economics**19 Kyoto Street, Kyiv, 02156*

Introduction. Ukraine ratified the UN convention about the rights of disabled persons 5 years ago. The article considers the changes that have happened during this time and provided the necessary steps to create comfortable life and activities of people with disabilities.

One of the direction in tourism business, that is worthy of attention, is a “tourism without limits” – tourism for everyone, including people with special needs. Ukrainian cities have chances to become like European not only in architecture and building development and amount of hotels, but in comfort and quality of services for all consumers, not depending on their physical or mental condition, including old-age-people and people with special needs.

For last few years political and economical course of Ukraine was sharply changed to the side of integration to the European Union. As every organization, EU has it's own conditions for other countries, that want to become members of European Union. Especially these conditions belong to the question of standardization and certification systems. That's why our efforts must be directed on implicating appropriate certification systems and on improving level of services with an aim of involving consumers and professionals with European quality.

Despite of the fact that Ukraine today has economical weakness, according to the abroad investor's opinion, it still be attractive for them because of big amount of resources and potential facilities. For rising up Ukrainian lodging properties to the international level, we must focus on all categories of consumers, including such category as people with special needs.

According to the statistic research, 11% of travelers in Europe and 7% of all tourists in the world are people with special needs...

To improve quality of services for consumers in Ukraine it is also necessary to teach and control staff, and provide good motivation for improving quality of services. “Client is always right” – told and taught his staff famous hotelier Elsvort Statler. And this must be motto of every lodging property. Nowadays, personal of major Ukrainian hotels is not ready to leave it's comfort zone to make high-level service for consumers. It is also important not to make differences between guests, and to learn how to appreciate all customers, including people with special needs.

According to the Convention about invalids rights, disability comes because of barriers, that make difficulty in moving. If these barriers are moved, person with special needs will have an opportunity to move without someone's help.

In accordance to the statistic research by 2013, nearly 20% of population of Ukraine are people with special needs, including: people with motion difficulty; people with sensory difficulty; people with problems of circulation, respiration, digestion, and mentally-ill people. According to the National assembly of people

with disabilities of Ukraine, nearly 35% of Ukrainians in the age of 60-70 years have age-disability; 1,5% of population has temporary disability. And all of this people belong to people with special needs. In Europe children of preschool age also belong to the people with special needs.

In Ukraine there are about 2 million people with disabilities. Number of disability people in Ukraine per 29300 people on the 1-st of the January 2013 compared with year 2006.

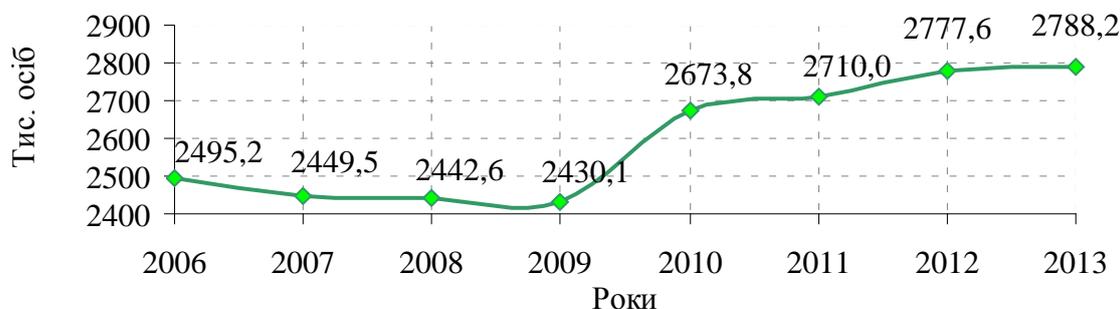


Fig.1 Dynamic of number of people with special needs in 2006-2013. [1]

The main barrier between Ukrainian and European lodging properties is that exactly this category of clients remains without attention on domestic market. And it is not about only hospitality industry – it is also about social and administrative buildings.

People that can not freely function and live because of physical and psychological disability, need especial attention. And lodging property has some unplanned outlays for guests with special needs because of their demands. At the same moment, whether disability people need special outlays or not, they still be constant consumers of hotel services and help to broaden client base. And every hotel must be interested in expansion of potential client's categories.

Serving people with special needs in Ukraine must be solved on two levels: on the level of architecture and planning buildings, and on the level of psychological training of stuff of lodging properties for the work with people with disabilities.

First of all, consumer must get in to the lodging property without barriers and have an opportunity to move in the hotel freely. Usually, a lot of people have a kind of disability that makes their motion hard and impossible because of height and width, and that interrupts their moving inside the hotel. That is why the problem has to be solved through optimized architecture planning.

In some countries hoteliers had immediately understood a matter of searching alternative decisions of planning hotels that are unbarriered for all categories of clients. For example, in Croatia Zdeslav Krznaric founded a project named “Adapted hotels”. The main idea is in making a new conception of tourism proposition and services, that are intended for satisfying needs of old-aged-people and people with different disabilities. According to the authors idea, “adapted hotels” will be combined with a few hotels, that will be built according to the principles of accessibility.

The world's first hotel «World of silence» for customers with audition defects is opening in Zhreb soon. There is done a great work on optimizing all resources for needs of invalids in Spain. Bundesverband der Clubs Behinderter und ihrer FreundeeV proposes excursion routes for people with special needs in German cities. Furthermore, they propose address of more than 240 travel agencies, orienteering people with special needs [3]. Universal design is the plot of such projects. Principles of universal design were designed in 1997 by group of architects, goods designers, engineers and researchers of design of environment.

According to position of NCSU (North Carolina State University), this principles could be used for studying present design. Moreover, they could be used for directing the process of further development and teaching both designers and customers to use products and environment more effective.

Ukraine has already made some affords for realization UN convection about rights of people with special needs, resolving problem of Accessibility of environment and Universal Design. There was accepted the set of standard documents, which provide people with special needs and groups of population with low mobility realization of their rights. Its a pity, but compliance with the requirements of current legislation is not satisfied, so cities of Ukraine stay out of reach.

During the last 20 years Ukraine stays the course on ensuring the implementation of the rights of people with special needs, liquidation of any discriminatory, changing current stereotypes linked to people of this category, accepting them as a full-fledged member of society.

Unfortunately, but major hotels are still unattainable for people with disabilities, separating them through unstanding by the principles of universal design. Last researches showed that accessibility must mean something more than just access to the building. It also means such kinds of accessibility as information accessibility, accessibility to quality service etc.

That is why universal design is a best way for planning buildings, that make differences from “planning for people with special needs”.

Summary

As it used to be, Ukraine still has main barriers for making optimized living conditions for people with special needs, such as: mental barriers; physical barriers – low architecture accessibility; information barriers, that in major situations belong people with disability of eyes (lack of getting information by audition), audition (lack of getting information by visual way), psychological condition.

In Ukraine there are some professionals, that solve a problem of universal design and high quality service – Volodymyr Asin, Iryna Virtosu, Olga Krasukova.

For developing “tourism without barriers” in Ukraine, it is necessary to make some changes in activity of lodging properties:

1. Accordance to the international standards of services; injection of “accordance sign” to contemporary conditions of servicing clients, that will be controlled with certification agency or relative government agency;
2. Official injection of motto: “Services for people with special needs are not complementary, but primary”;

3. Permission for placement a guide-dogs in hotels;

4. Presence of special equipment for disability people and organization of transport for such people;

We have to remember, that for permanently function on the market it is necessary to adapt to the international standards and watch contemporary condition of world market. There must be Ukrainian hotels, built according to the principles of universal design, that will allow them to concur with hotels around the hole world.

References:

1. Ministry of social policy. Access mode:
<http://www.mlsp.gov.ua/labour/control/uk/index>

2. Tourism without barriers: accessible Adriatica. Access mode: http://globe-all.info/available_tourism/1741

3. German tourism without barriers. Access mode:
<http://nnd.name/2012/09/nemeckij-turizm-bez-barerov/>

CONTENTS

*J11512-001 MartsynT., Grygor F. UNIVERSAL
DESIGN IN HOTELS OF UKRAINE.....3*

