

Braille's invention was a real rescue for the blind: it was a relief-dotted tactile font intended for writing and reading by blind people. In Russia, for example, were opened some restaurants where the menu printed on this system was used. In addition to this, information on the assortment dishes and prices could be obtained using the special voice menu. Of course, it is necessary to think over the system of operative communication with the waiter. Moreover, inside the big halls of a cafe or restaurants it is important to lay a special paths through which the guest will independently reach the wardrobe, toilet or cash desk.

Although the equipment is quite expensive, giving disabled people an opportunity to live better is important for the development of society.

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В.Ю. Давыдова, В.В. Клочек
БГУУ (Минск)

Научный руководитель А.В. Валежанина

THE PROSPECTS OF THE DEVELOPMENT OF BARRIER-FREE TOURISM IN BELARUS

The topic of holiday and tourism for people with disabilities is becoming more and more relevant and the demand for barrier-free tourism is growing greater.

What is barrier-free tourism? Barrier-free tourism is a form of tourism that allows people with special needs to be on equal terms in providing tourist goods, services and environment. This means that travels, tourist destinations and information are open to general use and correspond to the requirements of people with special needs.

Who is barrier-free tourism urgent for? In the broad sense, barrier-free tourism comprises people with disabilities, elderly people, big and small people, tall and short people, people with temporary health problems, parents with children. This category also includes people who don't know foreign languages and travellers with heavy luggage.

What are the reasons for the development of barrier-free tourism?

1) Equal rights (All people without exception have the right to participate in cultural and sports life, tourism and holiday.);

2) Accessibility (The accessibility of tourist objects attracts a greater number of tourists and increases service.);

3) The creation of the country's progressive image (The increase in the accessibility of tourism for people with disabilities is evidence of the country's new level of development in accordance with the world tendencies) [1, c. 10].

What problems is barrier-free tourism faced with?

- 1) Inadequate polical measures and standards;
- 2) Negative attitudes;
- 3) Few services;
- 4) Problems with providing services;
- 5) Poor financing;
- 6) The absence of accessibility;
- 7) Inadequate information and communication;
- 8) The absence of consultation and participation in social life;
- 9) The absence of data and experience [2, c. 9–11].

What are the prospects of the development of barrier-free tourism in Belarus?

Tourism subjects don't often regard barrier-free tourism as successful. There are a number of reasons for this. The market of barrier-free tourism is studied badly and tourism subjects find it difficult to attract tourists with disabilities. The needs and requirements of this segment are unknown and treated wrong, and so, it is easier for tourism industry to ignore them. The expenditure on investing in infrastructure is often exaggerated. On the whole, tourism subjects consider the creation of barrier-free tourism a problem rather than a possibility.

The world tendencies show that most foreign countries have already been developing barrier-free tourism, whereas in Belarus there are few cases when tourism objects are adjusted to the needs of this segment's tourists. There is a necessity to develop this kind of tourism as the potential demand for barrier-free tourism in Belarus is about 26 % of the population. According to statistics, there are more and more people with disabilities in Belarus each year. According to the data in 2016, 22 % of people with disabilities live in the capital of Minsk. It is more than 113,000 people.

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