

Abstract

Theme of qualifying work: the Organization of hotel services for people with additional needs (for example, the Aparthotel slavyanovskiy Istok Zheleznovodsk).

Author WRC: Gaidukova V. K.

Scientific supervisor: candidate of historical Sciences, associate Professor of the Department of tourism and hotel service sribnaya T. A.

The relevance of the research topic. Tourism at the present time all over the world is accepted as a tool of recreation and knowledge of the outside world, of sports. In many countries tourism has become an important sector of the economy, occupying in total world exports in third. Every year the number of tourists is growing rapidly. This tourist activity gives a significant boost to the development of the hospitality industry in General and hospitality in particular.

Tourism for people with reduced life opportunities is a relatively new and rapidly developing area of tourism. The social significance of tourism for special categories of the population due, in particular, the fact that the relative and absolute number of persons with different types of limitation of life opportunities is constantly growing. In the Russian Federation is home to about 13 million people with disabilities and about 560 thousand children with disabilities, of whom about 2 million – with limited mobility (wheelchair users). Each year, state health authorities by persons with disabilities are recognized more than 800 thousand people. In some cases a complete rehabilitation of these categories of citizens can obtain only by going outside the usual environment.

In the last decade there has been dynamic growth segments of the tourist market related to services for special population groups. But even in European countries, this segment cannot be called mass. In Russia it only begins its development. However, tourism for special categories of citizens brings to the fore the following features of tourism: social (creates equal opportunities for the exercise of the right to vacation), compensatory, rehabilitation, cultural.

Creating an accessible environment for persons with disabilities plays an important role in attracting visitors and can be a major competitive advantage of the hotel enterprise. Attention to the special needs of tourists contributes to the tourism appeal of the region as a whole. Organization of services for guests with disabilities involves the creation of an appropriate hotel infrastructure, which is based on the principles of universal design. These principles are reflected in legal documents and the recommendations provided in the article.

Nice hotel and a wide range of services ensure that guests will have a nice trip. The problem of providing services to people with disabilities is very relevant at the moment. It is a social problem of integration of this population into society. Selected topic in demand abroad and in modern Russia, specialized services for persons with limited physical activity are increasingly in demand.

The study aims to reveal theoretical aspects of the organization of barrier-free environment in the modern hospitality industry and to develop a project to improve services for tourists with special needs in the apart-hotel slavyanovskiy Istok Zheleznovodsk.

Tasks:

- to define and classify consumers barrier-free tourism;
- to consider the legal framework for the development and support of a barrier-free environment in the hospitality industry of Russia;
- to identify the features of barrier-free space in modern means of accommodation;
- to give a General characteristic of the Aparthotel slavyanovskiy Istok Zheleznovodsk;
- to carry out the analysis of activity of the organization of the process of providing hotel services to people with additional needs;
- to develop the project of a hotel room for guests with additional needs in the apart-hotel slavyanovskiy Istok.

Theoretical and practical significance of the research lies in the fact that in the context of work was identified and classified consumers barrier-free tourism, reviewed the legal framework for the development and support of a barrier-free environment in the hospitality industry of Russia, the peculiarities of the organization of barrier-free space in modern means of accommodation, the analysis of the activities of the Aparthotel slavyanovskiy Istok Zheleznovodsk on the organization of the process of providing hotel services to people with additional needs.

The results of the research – development project of the organization of hotel rooms for guests with additional needs in the apart-hotel slavyanovskiy Istok.

Recommendations: the material can be used as part of the theoretical training courses of secondary and higher educational institutions and in the practice of the first hotel companies. We have developed a project to improve services for tourists with special needs in the apart-hotel slavyanovskiy Istok can be implemented in the enterprise.