

Inclusive Models of Digital Transformation of the Tourism System

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Abstract *The essence and features of the formation of an inclusive development model in the tourism sector are revealed. The main mechanisms and key areas of digital transformation of tourism systems in conditions of systemic multidimensional crises are characterized, in particular, those related to the consequences of full-scale military operations, armed aggressions and social conflicts. The concept of inclusive development in tourism, key determinants of the geospatial inclusive model of tourism systems were defined, factor models of inclusive tourism development were developed, social demand of inclusive consumers for tourism services was monitored, and an assessment of the quality of service, information and communication support, and infrastructure readiness for inclusive development in tourism were provided. Directions for the implementation of modern digital technologies and tools for the transformation of tourism systems of various scales are proposed, in particular in conditions of military aggression of the Russian Federation and the introduction of martial law, during the post-war revival of tourism in Ukraine.*

Keywords: *Geospatial Determinants, Crisis Resilience, Martial Law Adaptation, Infrastructure Readiness, Consumer Social Demand*

INTRODUCTION

Global trends in the development of the post-industrial economy, manifested in the strengthening of globalization processes, the growth of the pace of scientific and technological progress, the acceleration of the introduction of information and communication technologies into all spheres of public life, increased attention to human rights, social and environmental responsibility, have a positive impact on changes in the quality of life of the population of many developed countries of the world. Globalization trends contribute to increasing opportunities for free entrepreneurship, rapid exchange of advanced technologies, easier access to information, and the expansion of human rights and freedoms.

At the same time, in the modern world there is an increase in negative trends associated with the formation of a

systemic multidimensional crisis associated with the aggravation of geopolitical, geoeconomic, civilizational and military conflicts, mass socio-economic migration of the population, inequality and disregard for the interests of different segments of the population, the growth of protest movements. The global problem of unfair distribution of created added value continues to exist, the growing gap between population groups by income level, the exacerbation of social tension regarding fair access to public goods, environmental safety, quality education and medicine, guaranteed provision of a decent standard of living. Solving problems for people with disabilities due to military actions and forced migration in Ukraine is becoming particularly urgent (Pouw & Gupta, 2017).

To anticipate and overcome the above-mentioned problems in the future and prevent global and local crises, the paradigm of inclusive development has been formed and is

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actively spreading in the international scientific community, accumulating scientific concepts and applied models of social, political, economic and cultural transformation of society, in which the principle of social justice is deeply embedded. In an increasing number of recent scientific publications, the problem of the need to find effective inclusive models that take into account both economic and socially oriented approaches to development focused on the fair distribution of limited resources and equality of access to them has become relevant (Mazaraki et al., 2021).

The conducted research shows that one of the key areas of human activity for which the principles of inclusive development can and should be applied and scientifically based inclusive models of transformation developed is the tourism sector. Creating conditions for access for segments of the population with special needs or universal access ("access for all") for the possibility of temporary migration for the purpose of quality rest, recreation, rehabilitation, cultural and active leisure outside the permanent place of residence should be recognized as a basic right of a modern person and a standard of quality of life in the 21st century (Mazaraki et al., 2023).

Generalization of the experience of practical implementation of the concept of inclusive tourism and theoretical research conducted on this issue make it possible to put forward the hypothesis that the successful development of inclusive tourism in regions and countries, as a key factor in the inclusive development of territorial communities and society as a whole, is in a deterministic dependence on the digital transformation of local, regional and national tourism systems and the active implementation of a wide range of specialized digital tourism services and tools.

LITERATURE REVIEW

The concept of inclusive development and digital transformation in tourism has been widely explored in the academic literature, with numerous scholars contributing to the theoretical and practical understanding of these phenomena. However, despite the growing body of research, significant gaps remain in the systematic integration of inclusive tourism models with digital transformation strategies, particularly in crisis-affected regions such as Ukraine.

Among the key contributors to the field, Acemoglu (2012) have examined the broader economic and institutional foundations of inclusive development, emphasizing the necessity of political and economic inclusiveness for sustainable growth. His work, alongside that of McKinley (2010), has provided a macroeconomic perspective on inclusivity, offering a theoretical framework that underscores the importance of equitable access to resources and opportunities.

In the domain of inclusive tourism, Barna and Korotieieva (2020) have focused on the operational aspects of accessibility, defining inclusive tourism as a system that integrates universal design principles to cater to diverse traveler needs. Their research aligns with the work of Didukh (2020), who explored inclusive business models and their application in the tourism industry, highlighting the economic benefits of accessibility-focused strategies. These studies offer valuable insights into the necessity of inclusive tourism but do not fully explore how digital transformation can enhance accessibility and user experience for diverse tourist demographics.

Many scholars (Mazaraki et al., 2021 & 2023; Kumar et al., 2015; Kumar et al., 2025; Fedulova, 2016) have addressed digitalization in tourism as a driver of economic transformation, emphasizing the role of information and communication technologies (ICT) in improving tourism services. Their research illustrates how digital solutions, such as online booking platforms and virtual accessibility tools, can mitigate barriers faced by individuals with disabilities. However, they primarily discuss these tools from an economic efficiency standpoint rather than their role in fostering inclusivity.

Chernega et al. (2022) provide a more integrated approach by linking digitalization to reputation-building for tourist destinations, suggesting that digital tools can enhance trust and engagement among diverse tourist groups. Similarly, Danchevska and Kalaytan (2024) have examined global best practices in inclusive tourism, drawing on case studies that illustrate successful models of digital accessibility implementation. While these studies highlight the potential of digital tools to foster inclusivity, they lack a detailed analysis of their applicability in regions affected by socio-economic crises, such as Ukraine's post-war tourism sector.

The literature further indicates a need for research on how digital transformation can address the challenges of inclusive tourism in conflict-affected regions. Research by Prognimak (2018) suggests that socio-political instability exacerbates barriers to inclusive tourism, necessitating digital solutions tailored to crisis scenarios. Similarly, research by Roskladka et al. (2023) on migration trends in Ukraine underscores the need for adaptive digital tourism models that cater to displaced populations and war-affected individuals.

Given these gaps, this study aims to bridge the theoretical and practical aspects of inclusive digital tourism by proposing a comprehensive framework that incorporates geospatial, socio-economic, and technological factors. Future research should focus on evaluating the effectiveness of digital transformation in enhancing inclusive tourism experiences, particularly in regions undergoing reconstruction and socio-political realignment.

MATERIALS AND METHODS

This study employs a mixed-methods approach, integrating qualitative and quantitative research techniques to analyze the impact of digital transformation on inclusive tourism models. A comprehensive review of existing academic and policy literature is conducted to analyze key theories, previous research findings, and identify gaps in the current body of knowledge. Comparative case study analysis is used to examine successful inclusive tourism models in different regions, particularly those that have effectively implemented digital transformation strategies. This approach provides insights into best practices and transferable strategies for Ukraine's tourism sector.

Survey research is conducted to gather data from key stakeholders in the tourism industry, including policymakers, business owners, and tourists with accessibility needs. The survey assesses perceptions, challenges, and the effectiveness of digital tools in fostering inclusivity. In addition, in-depth expert interviews are carried out with tourism industry professionals, technology providers, and representatives of advocacy groups for individuals with disabilities to gain qualitative insights into the barriers and opportunities associated with digital transformation in inclusive tourism.

Geospatial and data analytics are applied to map the accessibility of tourism infrastructure using GIS mapping and digital accessibility audits to evaluate the inclusivity of tourist destinations. Policy analysis is conducted to review existing policies and regulatory frameworks governing inclusive tourism and digital transformation, identifying policy gaps and recommending improvements to enhance inclusivity through technological innovation. The study also explores emerging technologies, such as AI-driven chatbots, virtual reality tours, and blockchain-based identity verification, to assess their potential in improving accessibility and the overall tourism experience for people with disabilities. The combination of these methodologies provides a holistic understanding of how digital transformation can be leveraged to develop inclusive tourism models. The findings contribute to the formulation of evidence-based recommendations for policymakers and tourism industry stakeholders.

RESULTS AND DISCUSSION

Starting to consider the substantive results of the research and the issues of solving the problem of inclusive

development of the tourism sector of the economy, let us define the conceptual framework used. In our opinion, the inclusive model of digital transformation of the tourism system is a formalized idea of the process of creating a set of technological solutions and conditions for the production and sale of digital products, which together ensure accessibility and equal opportunities for all users of tourism services, regardless of their social, economic or physical status, as well as the inclusive development of tourism entities.

The definition of inclusive development is highlighted in the policy documents of many international organizations, as this concept is in the core of the designing of many modern development strategies. The Organization for Economic Cooperation and Development (OECD) defines inclusive development as economic growth that is fairly distributed throughout society and creates opportunities for all (OECD, 2025). The European Commission's document "European Strategy for SMART, Sustainable and Inclusive Growth. Europe 2020" states that "inclusive development means empowering people through high employment rates, investing in skills, combating poverty and modernizing labor markets, education and social protection systems, to help people anticipate and manage change, and to build cohesive societies (European Commission, 2020). Therefore, inclusive development is understood as a growth model aimed at ensuring equal opportunities for the participation of all members of society in all spheres of their life, as well as a fair distribution of the results of their activities, regardless of their physical condition, social or economic status.

For a long time, inclusion was associated exclusively with ensuring the rights of vulnerable groups of the population, namely people with psychophysical development disorders, since this approach was considered the result of the transition to a conceptually new social policy, based on the disability model. However, with the development of social processes, it is advisable to consider inclusion much more broadly, taking into account a larger number of inclusion criteria. Using the well-known marketing strategic analysis tool of the external environment - PESTEL, at least 6 inclusion criteria can be distinguished: political, economic, socio-cultural, technological, environmental and legal (Fig. 1). These criteria can be combined, considered all together or several, forming complex models of inclusive development, which we will later use when developing an inclusive model of the changing tourism system.

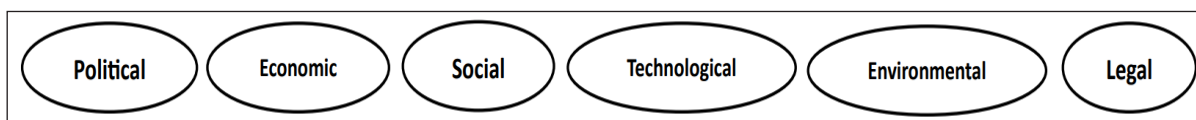


Fig. 1: Pestel Factors Determining the Types of Inclusions

The conducted theoretical analysis of scientific publications allows us to identify three principled approaches to the definition of inclusive tourism. First, in the scientific literature, “inclusive tourism” (or “accessible”, “universal”, “barrier-free” tourism) is defined as tours and travel that are accessible to all people, with or without disabilities, including people with physical and mental disabilities, the elderly and people with temporary disability (ESCAP, 2009). Second, inclusive tourism is understood as a form of tourism that includes a process of cooperation between different participants in the tourism sector and involves providing people with special needs with accessibility, giving them the right to function independently, on equal terms with a sense of self-dignity through the provision of universal tourism products, services and environments (Barna & Korotieieva, 2020).

Thirdly, the key principle of inclusive tourism is the principle of non-acceptance of attention to the special needs of a person - the principle of universality - designing a physical and information space that is comfortable for the maximum number of people at the minimum possible economic cost, which provides them with a sense of their own dignity. The UN Convention on the Rights of Persons with Disabilities uses the concept of “universal design”, which is defined as

“the development of products, environments, programs and services that can be used by all people to the greatest extent possible without the need for adaptation or specialized design” (United Nations, 2016).

In the theory and practice of tourism, the three-factor model of inclusive tourism development is also already well-known and widespread. Thus, according to the definition of the World Tourism Organization (UN Tourism), tourism is a “social, cultural and economic phenomenon”, and therefore makes a significant contribution to the development of society in terms of sustainability in three key areas, as shown in Fig. 2 (United Nations, 2016).

Therefore, the impact of tourism is manifested through meeting people’s needs as a form of leisure and recreation, promoting social integration and ensuring cultural exchange as a factor in the emergence of communication between representatives of different countries, cultures and social groups, preserving cultural heritage, creating jobs in many areas, stimulating small businesses, providing income, developing infrastructure, etc (Bobukh & Shchegel, 2018). Tourism, even in the three defined dimensions, can become a comprehensive driving force for inclusive development at different levels - local, regional, national, international.

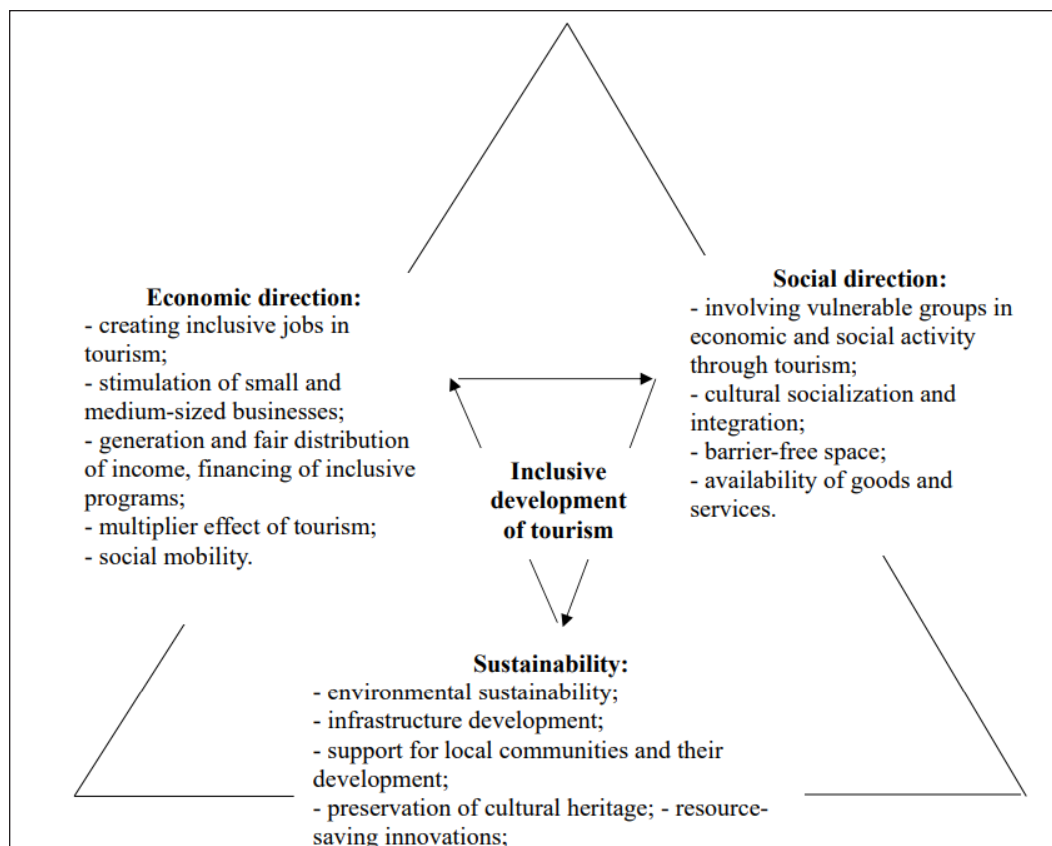


Fig. 2: Three-Factor Model of Influence on Inclusive Tourism Development

The results of the conducted research showed that to solve the above and other practical problems of inclusive tourism development at the local, regional and national levels, it is optimal to apply a systemic approach to tourism management and adapt tourism systems according to the criteria of inclusiveness. Tourism as an open, complex, dynamic socio-ecological and economic system can be

successfully transformed under the influence of political, legal and technological factors and ensure its proper inclusive development. The key factor in the transformation is the technological direction, namely the accelerated digitalization of service processes and elements of the tourism system (Fig. 3) (Bazilyuk & Zhulyn, 2015).

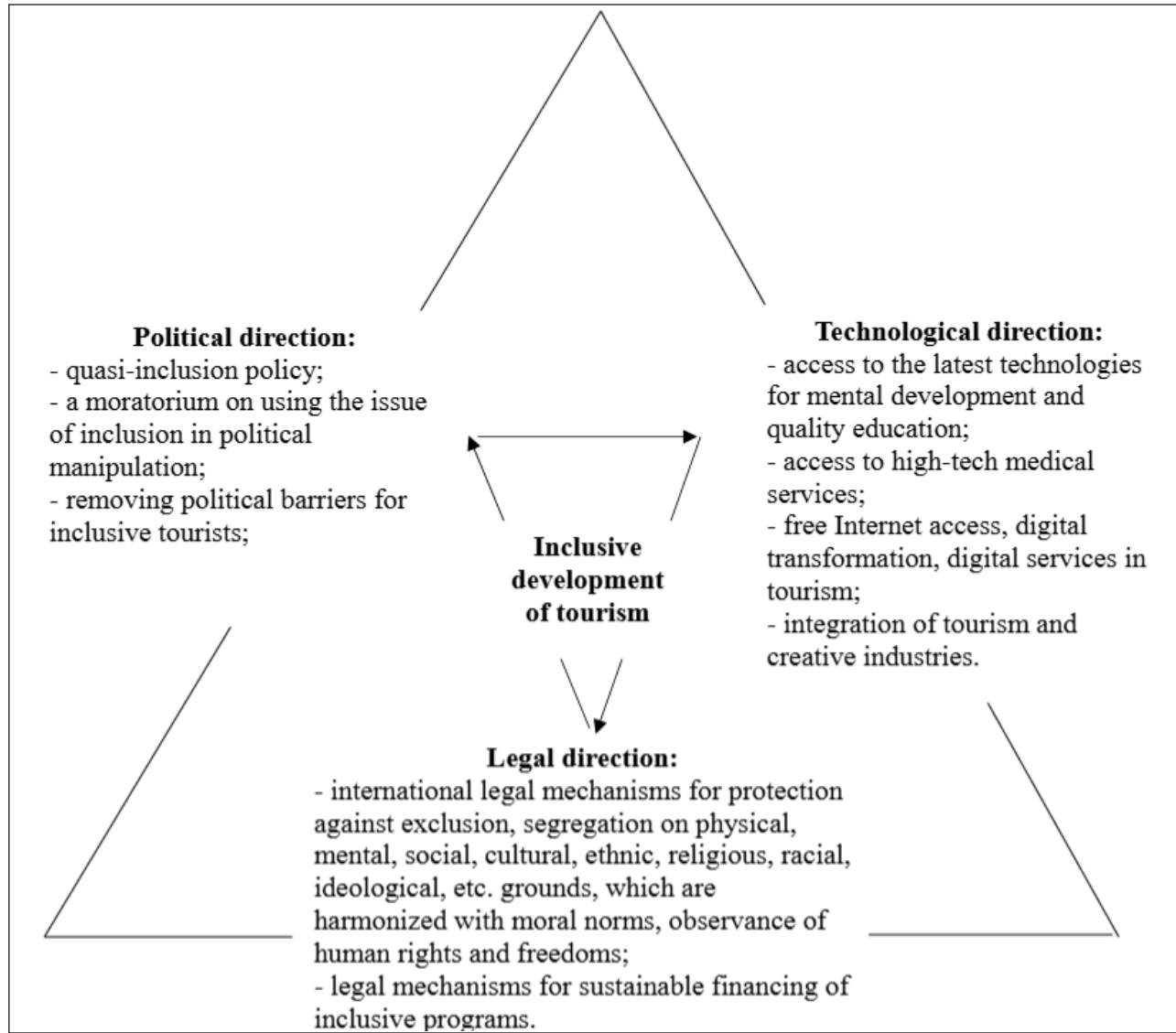


Fig. 3: Institutional and Technological Determinants of the Factor Model of Inclusive Tourism Development

Among the various methodological approaches to the formation of a tourism system for building inclusive models, it is appropriate to choose geospatial and socio-ecological-economic approaches, described as basic in the works of Lyubitseva (2024) and Tkachenko (2009) and others. In these works, according to the essential criteria of

tourism, the components of the tourism model are determined - regions of sending and receiving tourists, tourist flow and accompanying information, service and financial flows. A geospatial model of a tourism system adapted for inclusive tourism may look like this (Fig. 4).

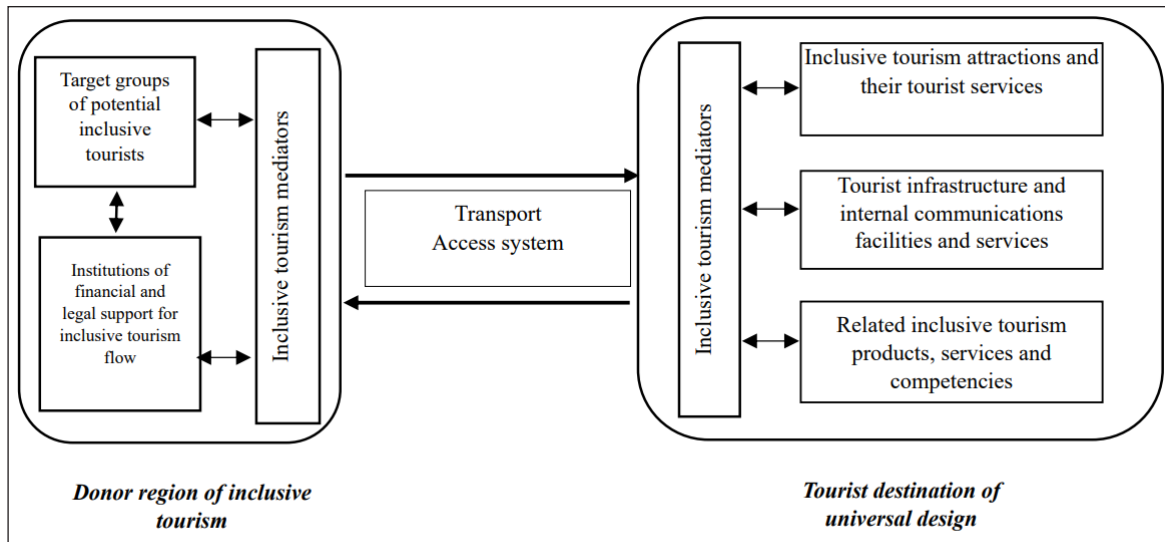


Fig. 4: Geospatial Inclusive Model of the Tourism System

According to the model, the donor region of inclusive tourism forms and sends target groups of inclusive tourists (tourists themselves according to various inclusion criteria and, possibly, accompanying persons, guardians, guide animals, etc.) with the support of financial institutions (for example, the pension system, the social assistance and insurance system, social funds, other sources and mechanisms for financing travel) and legal support for the inclusive tourist flow (system of regulatory and legal protection, standards, public organizations for inclusive development, the volunteer movement and other legal institutions).

A tourist destination, the constituent elements of which are designed according to the principles of universal design, ensures the provision and consumption of an inclusive tourist product (a complex of goods and services of tourist attractions, tourist infrastructure facilities, other related offers, information and administrative services), which is comfortable for the target group of inclusive tourists and, according to quantitative and qualitative criteria, satisfies their tourist needs, which ultimately allows achieving the goals of the tourist trip (Yukhnovska et al., 2023).

Inclusive tourism mediators are represented by a group of tourism service intermediaries that ensure the formation, distribution, implementation, promotion, organization of consumption of an inclusive tourism product and appropriate tourist support (initiative and receptive tour operators, travel agencies, booking systems, marketing intermediaries, guides, instructors, etc.). The donor region and the tourist destination are connected by a system of external transport connections adapted for an inclusive tourist flow and a complex system of access organization, which is formed both in the donor region, the tourist destination, and on the travel route and provides the very possibility and quantitative characteristics

of this flow (Ukrajinsky Tyzhden, 2024).

The elements of the access system to a tourist object include tourist formalities and the coordination of the legal status of inclusive tourists, which is particularly relevant for international tourism. Physical and sensory access must be ensured for people with mobility, vision, or hearing disabilities by adapting and designing tourist spaces, buildings, public places, and vehicles to meet their needs (Mantsurov, 2024). Communication access is also essential, providing comfortable communication for individuals with physical or mental communication challenges through qualified service personnel, psychologists, technical aids, and technologies. Additionally, it is important to support those who do not speak a foreign language or require specialized cross-cultural communication services, such as guides-translators and auxiliary communication tools. Finally, access to inclusive information and communication technologies must be provided, including high-tech devices and specialized software such as web applications, websites, databases, inclusive Internet technologies, and electronic communication devices (Didukh, 2020; Lybitseva, 2024; UN Tourism, 2025).

An important factor in the external environment for ensuring the accelerated digital transformation of tourism and economic systems in Ukraine is the development and provision of competitive advantages of the domestic information and communication technology sector, legal and technological support for cybersecurity in Ukraine (Zavhorodnya et al., 2024). As the conducted research has shown, in current conditions the last element of the inclusive access system (access to inclusive information and communication technologies) is of priority importance, as it directly or indirectly affects other components of

tourism accessibility and ensures effective adaptation to the conditions of inclusive development of all elements of the tourism system. The object of digitalization, for example, can be inclusive tourists themselves (digital personification of an inclusive person, tourist ID card), a system of financial calculations and monitoring of funds that form tourist expenses, websites and other web resources of tourist destinations, individual objects of visit and objects of tourist infrastructure adapted to the needs of inclusive tourists, electronic catalogs of the resource potential of inclusive tourism of individual countries and much more.

The main link in the application of digital services is a group of tourist mediators that are most adapted to digital transformation (online booking and ordering of service packages, financial calculations, digital information services,

etc.). Therefore, the digital transformation of regional and national tourism systems thus becomes a priority strategic task for ensuring the inclusive development of tourism in regions and countries around the world.

For Ukraine and other countries that have become zones of military and socio-political conflicts, the digital transformation of tourism systems has its own characteristics and problems related to the need to take into account the severe consequences of these conflicts - the rapid increase in vulnerable groups of people with special needs, which can form separate target groups of inclusive tourists - people with "war syndrome". Thus, two criteria can be applied for matrix segmentation and four separate target groups of inclusive tourists can be identified, presented in Table 1.

Table 1: Classification Matrix of Inclusive Tourists in Regions of Military and Socio-Political Conflicts

Criteria	Traditional Inclusive Tourists	Individuals with "War Syndrome"
Physical & Mental Inclusion	<ul style="list-style-type: none"> - Persons with physical disabilities (wheelchair users, cerebral palsy, amputees) - Persons with mental disabilities - Disabled athletes - Elderly people 	<ul style="list-style-type: none"> - War veterans and participants in military conflicts - Civilians injured during hostilities - Individuals with war-related disabilities
Social Inclusion	<ul style="list-style-type: none"> - Pregnant women - Parents with young children - Victims of environmental disasters - Homeless individuals - Orphans and boarding school graduates 	<ul style="list-style-type: none"> - Internally displaced persons - Orphans due to war - Former prisoners of war - Children affected by armed conflicts

Source: Based on Prognimak, 2018.

As of 2024, there were over 3 million people with disabilities in Ukraine, 119,714 persons with disabilities as a result of the war, 980,193 persons - participants in military actions, and 160,093 persons - war participants, whose number is objectively increasing due to ongoing hostilities and an increase in the level of disability of the population. Research by domestic scientists using information technologies, in particular, to demonstrate trends in various aspects and areas on analytical platforms (R and Power BI), made it possible to determine the impact of external and internal migration processes on the economic and political situation in Ukraine (Roskladka et al., 2023; Ministry of Social Policy of Ukraine, 2024; Open Data Watchdog, 2024).

The implementation of the digitalization program in the field of inclusive tourism in Ukraine faces a number of objective and subjective problems. Scientists identify several difficulties that indirectly create challenges for the active use of digital services and tools. For example, traditionally, to obtain information about the availability or possibility of organizing an inclusive tour, it is necessary to send an individual request through the website or personally contact the responsible managers. This situation has arisen due to

several factors, including a lack of awareness of the needs of inclusive tourists, insufficient experience in working with them, and a limited-service offer. Many hotels and catering establishments are not adapted to the needs of certain categories of tourists, there is a lack of specially trained personnel, and the infrastructure of tourist facilities is often unsuitable. Additionally, there is a general unwillingness or reluctance to invest additional funds in adapting infrastructure and training personnel (Nazarova et al., 2021). Stereotypes, insufficient demand, and high competition in the market further contribute to these challenges.

A significant problem on the path to creating an inclusive tourism product is the unadaptability of tourism infrastructure to the needs of people with disabilities (with musculoskeletal, hearing, vision problems). The reasons for the existence of this problem include an insufficient understanding and awareness of the needs of persons with disabilities, both at the state level and among enterprises that shape the tourism product. Another contributing factor is the insufficient level of investment in the necessary transformations. This problem can also be solved by inclusive tourists using digital products. In particular, it is important to provide inclusive

tourists with information on the accessibility of tourist attractions, hotels, restaurants, etc. Therefore, it is realistic to create websites or mobile applications with appropriate information content to simplify the search for certain data (Kudinova, 2025).

One of the directions for solving problems could be the

creation of interactive maps with voice navigation for the visually impaired or subtitles for the hearing impaired. Digitalization tools also allow for the creation of virtual tours and excursions. The results of the survey on the experience of consuming a tourism product by people with disabilities are presented in Table 2.

Table 2: Survey Results on Tourism Experience of People with Disabilities

Question	Yes (%)	No (%)	Sometimes (%)
Do you travel regularly?	0.0	76.5	23.5
Do you face obstacles in accessing tourism?	82.4	0.0	17.6
Are special services provided during travel?	29.4	11.8	58.8
Have you experienced service refusal?	23.6	23.5	52.9
Have your accessibility needs been fully met?	11.8	88.2	-
Main Obstacles (%)	Key Travel Factors (%)	Transport Accessibility (%)	Access to Information (%)
Lack of ramps (52.9)	Accessibility (41.2)	Good (5.9)	Completely available (17.6)
Physical barriers (29.4)	Specialized services (23.5)	Satisfactory (11.8)	Partially available (47.1)
Lack of elevators (11.8)	Transport convenience (35.3)	Bad (35.3)	Not enough information (35.3)
Parking problems (5.9)	-	Very Bad (47.0)	-

The results confirm the relevance of the problem of accessibility of tourism infrastructure and the presence of obstacles for people with disabilities in the process of consuming tourism services. A significant part of the respondents (82.4%) at least once encountered obstacles in accessing institutions or tourist facilities, noted (88.2%) that they had no experience of fully meeting their specific needs during travel (Hollander & Bolling, 2025). Among the proposed questions regarding the obstacles that respondents encountered during travel, the largest share noted the lack of ramps - 52.9%, problems with accessibility of infrastructure and convenience of transport. The latter difficulties were identified as the most important factors when choosing a trip by persons with disabilities - 41.2% and 35.3% of respondents, respectively. Moreover, 47% of respondents rated transport accessibility as "very poor".

A separate aspect of digitalization should be noted universal digital accessibility, that is, the creation of digital content in such a way that it is accessible to all people regardless of their abilities, age and the presence of other limitations (United Nations Development Program, 2024). That is, content and functionality must be accessible to people with disabilities, including those with visual, hearing, mobility, or cognitive impairments. To achieve this, website elements should be

responsive to users regardless of their abilities by allowing font and color adjustments, integrating images, audio, alt-texts, subtitles, and transcripts. Additionally, the website should support control through various devices, such as a mouse or voice commands. The interface must be clear and easy to navigate, and the content should be accessible across different devices.

Health tourism, medical tourism, and the development of a network of medical resorts should be recognized as priority types of tourism that require digitalization for inclusive development in the conditions of the war and post-war period in Ukraine. The digitalization of health, wellness, and resort tourism is actively developing, thanks to the introduction of modern technologies that contribute to improving the quality of services, convenience for tourists, and increasing the efficiency of businesses. In the context of health tourism, digital solutions are aimed at optimizing the processes of providing medical services (searching for medical institutions, booking medical services) and the convenience of their consumption. Digital platforms are focused on searching and booking medical services, health monitoring, storing and sharing medical data, virtual care. The most famous digital medical tourism platforms in the world are listed in Table 3.

Table 3: The World's Most Famous Digital Medical Tourism Platforms

Characteristic	Bookimed	MyChart	Huma
Purpose (main functions)	Search and booking of treatment abroad	Storage and sharing of medical records	Remote patient monitoring (RPM) and virtual care
Accessibility	Globally	Globally	Globally

Characteristic	Bookimed	MyChart	Huma
Consumers (target audience)	Individuals requiring medical treatment	Individuals requiring medical treatment	Individuals requiring health monitoring and remote medical treatment
Integration with devices	Mobile app, PC	Mobile app, PC	PC
Monetization model	Free	Free	Free

Digital solutions in wellness tourism aim to improve the overall experience of relaxation, health and recovery for tourists. These can be digital platforms that offer personalized health programs that take into account their individual needs - from meal plans and exercise to medical procedures. Digital solutions can also include health monitoring apps or platforms that collect data (e.g. heart rate, stress level) and provide recommendations for treatment or recovery. For example, Calm or Headspace apps that offer meditation variations and practices, etc. In addition, we can mention apps for monitoring activity, nutrition and sleep (Strava), wearable devices for measuring health indicators (Garmin, Oura Ring), platforms that analyze user data and create individual training and nutrition programs (WellnessLiving).

Given the active integration of modern technologies, augmented (AR) and virtual reality (VR) can be used. With the help of VR and AR, it's possible to create the effect of a relaxation environment, for example, virtual tours of spa complexes or visualization of natural landscapes for relaxation during meditation or yoga classes. Tourism as a sector of the economy and leisure, thus, can become the most capacious consumer of digital products and creative solutions, promote the inclusive development of tourism and economic systems, taking into account its multiplier effect, and ensure the achievement of the basic principles of sustainability (Stalyi Rozvytok Dlia Ukrainy, 2025).

CONCLUSIONS

World tourism in the context of global digitalization has entered a new stage of evolutionary development, which is called digital or smart tourism. The digital transformation of tourism, the total introduction of information and communication technologies into the tourism process is radically changing the situation and structure of tourism markets, principles and priorities in the management of tourist areas (tourist destinations). At the same time, the modern period of tourism development is accompanied by global geopolitical and geoeconomic challenges, socio-economic crises, which lead to a decrease in the availability of tourism for a significant number of special population groups in different countries. Limited access to tourism, its inclusive development is and will continue to be an urgent problem, in particular for Ukrainian tourism. In these conditions, for the management of tourist destinations/territories (DMO) of various levels, the issue of forming new inclusive models of tourist systems or their inclusive

redesign through a logistical approach, the introduction of smart technologies, and the digitalization of targeted tourist services becomes relevant. The results of the research indicate that the basic methodological approach to the effective digital transformation of regional tourism systems - destinations of inclusive and, in particular, health tourism, can be inclusive models of regional recreational and tourist complexes and regional tourist clusters, which become the object of further scientific research.

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