

# Digital Service as a Driver of Hospitality Services' Promotion in Inclusive Tourism

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## key words

hospitality services, tourism, promotion of services, persons with disabilities, accessible environment

Today, tourists with disabilities are becoming an increasingly important segment of consumers in the tourism services market, and the task of adapting it to the requirements of this particular category of customers is becoming natural and relevant. An important condition for the success of such adaptation is the introduction of digital technologies. The digital service significantly expands the accessible environment for persons with disabilities in the context of the development of inclusive (accessible) tourism. We analyzed digital technologies integrated into inclusive tourism, gave examples of the use of digital technologies in domestic and international accessible tourism. We believe that the introduction of digital technologies in inclusive tourism is one of the priority and most important digital solutions when creating an accessible environment in the hospitality industry. The new industrial revolution is based on the promotion of a system of sustainable connections between participants in the digital format in the tourism industry, thereby expanding the horizons of affordable tourism.

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