

Nikolett Pókó TURIZAM BEZ PREPREKA U MAĐARSKOJ I HRVATSKOJ

BARRIER-FREE TOURISM IN HUNGARY AND CROATIA

SAŽETAK: Ova studija predstavlja pristupačni turizam, novi i brzo rastući sektor turizma. Ovo je istraživačka studija koja oplemenjuje hotelski menadžment utvrđivanjem okolnosti i poteškoća s kojima se osobe s invaliditetom suočavaju tijekom svog putovanja. Određuje ciljeve o motivima putovanja koje imaju osobe s invaliditetom iz Hrvatske i Mađarske. Kroz metode temeljene na mrežnim sekundarnim izvorima (studijama i web stranicama) autor ističe kamo putuju, opisuje njihovo zadovoljstvo sadašnjom ponudom i prilagodbom sadržaja te vrste usluga koje koriste. Ovo istraživanje pridonosi razvoju turizma i ističe neophodnost novih turističkih paketa za turiste s invaliditetom na turističkom tržištu, na domaćoj, ali i na međunarodnoj razini turističkog tržišta.

KLJUČNE RIJEČI: pristupačni turizam, pristupačnost, pristup bez prepreka, osobe s invaliditetom, Hrvatska, Mađarska

ABSTRACT: This study introduces accessible tourism as a new and rapidly growing sector of tourism. This is an exploratory study that enriches the hospitality literature by identifying the circumstances and difficulties that people with disabilities confront during their travel experience. It determines objectives about the motivations for travelling of people with disabilities from Croatia and Hungary. Based on online secondary sources – studies and websites – the author highlights where they travel, their satisfaction with the present offer and the customisation of content, as well as the types of services that they use. This research contributes to the development of tourism and highlights the necessity of new tour packages for disabled tourists on the tourism market, at the domestic, but also at the level of the international tourist market.

KEYWORDS: accessible tourism, accessibility, barrier-free access, disabled people, Croatia, Hungary



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UVOD

Ovaj rad je istraživanje ponude i potražnje određenog segmenta turizma, koji prezentira nekoliko specifičnosti potreba koje imaju osobe s invaliditetom u Republici Hrvatskoj i Mađarskoj. Međutim, oni imaju ograničene mogućnosti putovanja da bi mogli prijeći granicu i kao turisti otkrivati druge zemlje s većim intenzitetom.

Turizam bez prepreka (pristupačni turizam) visoko je prepoznat element gospodarstva (European Network for Accessible Tourism ENAT; Tourism for All; Županović i Zečević, 2019) i turizam koji svi smatraju važnim (UNWTO – World Tourism Organisation), ali je objavljeno malo studija na tu temu (Eichorn i sur., 2008; Eichorn i Buchalis, 2011; Gregorić i sur., 2019; Raffay i Gonda, 2020; Runio-Escuderos i García-Andreu, 2021). Brojni čimbenici su se pojavili ili se pak promijenili u današnjem gospodarstvu, utječući na turizam, koji je osjetljiv na promjene. Glavni primjeri ovog fenomena imaju korijene u strukturi društvenih skupina i njihovim gospodarskim mogućnostima, u razvoju digitalnih uređaja, globalnom intermodalnom prometu te u inovativnim prometnim rješenjima. Općenito, pojavljuju se nove potrebe putnika i novi trendovi, poput turizma bez prepreka. Međutim, nedostatak javnog prijevoza te slaba dostupnost održivog prijevoza mogu biti prepreke turizmu, ne samo za osobe s invaliditetom (Razpotnik Visković i Komac, 2021). Što se tiče masovnog turizma ili posjeta prirodnim područjima, nedostaje jedinstveno rješenje za osobe s bilo kojom vrstom invaliditeta. Sve to oblikuje izgled turizma bez prepreka. Stoga je uloga osoba s invaliditetom važnija u marketingu i putovanjima. Međutim, pojavljuju se brojne dobre prakse (Gonda i Raffay, 2020b). Ovi znanstvenici su istraživali realizirana putovanja i turizam za osobe s invaliditetom te su identificirali pitanja koja se odnose na njih putem pregleda literature i projekata najbolje prakse. Autor objedinjuje te nedostatke i nove mogućnosti koje nastaju povezivanjem pristupačnog turizma u Hrvatskoj i Mađarskoj.

INTRODUCTION

This paper researches the offer and demand of a specific segment of tourism, presenting several specific features of the needs of persons with disabilities in the Republic of Croatia and Hungary. Even though they have limited possibilities to travel, persons with disabilities could cross the country border and discover as tourists each other's country with higher intensity.

Barrier-free (accessible) tourism is a highly recognised element of the economy (European Network for Accessible Tourism ENAT; Tourism for All; Županović & Zečević, 2019) and tourism that everyone considers important (UNWTO – World Tourism Organisation), but few studies have been published on the subject (Eichorn et al., 2008; Eichorn & Buchalis, 2011; Gregorić et al., 2019; Raffay & Gonda, 2020; Runio-Escuderos & García-Andreu 2021). Numerous factors have appeared or have also changed in today's economy, influencing the change-sensitive tourism. The main examples for these phenomena are rooted in the structure of social groups and their economic opportunities, the development of digital devices, global intermodal transport, as well as innovative solutions in transport. In general, new passenger needs are emerging and new trends are developing, in a similar way to barrier-free tourism. However, a lack of public transport and the poor accessibility of sustainable transport can be a barrier for tourism not only for disabled people (Razpotnik Visković & Komac, 2021). Regarding mass tourism or visits to natural areas, a unified solution is missing for people with any kind of disability. All this shapes the appearance of barrier-free tourism. Therefore, the role of disabled people is more important in relation to marketing and travel. However, several good practices have emerged (Gonda & Raffay, 2020b). The authors investigated realised travel and tourism for disabled people and identified related issues via a literature review and projects as best practices. The authors summarise these shortcomings and the new opportunities that have

Već su se pojavile neke obećavajuće iznimke. Ovaj članak može pridonijeti provedbi novih strategija kojima se potiče turistička aktivnost bez prepreka u hrvatskoj i mađarskoj turističkoj regiji.

METODE

Provedena je provjera podataka pomoću nekoliko pristupa, uglavnom analizom dokumenata. U većini slučajeva, nalazi studija govore samo o poteškoćama s kojima se osoba s invaliditetom susreće u hotelu ili restoranu, no turistički proizvodi imaju širi opseg, prijevoz, jezik (konkretno, jezik poput engleskog, jezik alata i uređaja), financije (prihode i rashode, dodatne naknade) itd. Kao i Babbie (2020), tako i ovaj rad izvještava o stvarnim pravima osoba s invaliditetom te o istraživanjima kroz kvalitativne metode, o tome kako se pojavljuje odnos pristupačnog turizma i turizma te koliko su te vrste turizma detaljne u Hrvatskoj i Mađarskoj. Babbie (2020) je istraživao kvantitativnim metodama te analizirao oko 50 radova i preglednih radova te 16 internetskih stranica koje se bave turističkim proizvodom za osobe s invaliditetom u Hrvatskoj i Mađarskoj. S internetskih stranica je istraživao kvalitetu i učestalost sličnih informacija o turističkim paketima (složenost, cijena, dostupnost) u ponudi i potražnji za osobe s invaliditetom. Zbog ograničene dostupnosti podataka, kvalitativni istraživački pristup je dominantan u studiji. Dostupnom literaturom i podacima, statističkim istraživanjima (reprezentativnim i nereprezentativnim) nije bilo moguće korištenje metode jednostavnog slučajnog uzorkovanja ili višefaznog uzorkovanja, već je učinjena samo analiza internetske stranice te profiliranje ponašanja turista s posebnim potrebama pristupa. Što se tiče hrvatskih relevantnosti, studija sadrži podatke o dostupnim dokumentima ili studijama koje su većinom, ali ne isključivo, na engleskom jeziku, s izuzetkom nekoliko studija na hrvatskom jeziku. Što se pak tiče mađarskih podataka o pristupačnosti, nekoliko izvora odnosi se na dokumente na mađarskom jeziku. Stoga su najprije korištene internetske knjižnice, internetske

arisen by linking accessible tourism in Croatia and Hungary. Some promising exceptions have already appeared. This article can contribute to the implementation of new strategies encouraging barrier-free tourism activity in Croatian and Hungarian tourist regions.

METHODS

Background research was conducted using several approaches, mainly document analysis. In their findings, a majority of studies write only about the difficulties of disabled people in a hotel, or in a restaurant, but tourism products are on a wider scale, and include transport, language (a concrete language such as English, or languages of tools and devices), finance (incomes and expenditures, extra fees), etc. As does Babbie (2020), utilizing qualitative methods, this paper reports on the actual rights of disabled people and the investigated papers, how the relation of accessible tourism and tourism appears, as well as how detailed they are in the context of Croatia and Hungary. Utilizing quantitative methods, Babbie (2020) investigated approximately 50 papers and reviews, as well as 16 websites dealing with tourism products for disabled people in Croatia and Hungary. The author investigated the websites to determine the quality and frequency of similar information about tourism packages (complexity, price, availability) in supply and demand of disabled people. Due to the limited availability of data, the qualitative research approach is dominant in the study. Through the available literature and data, statistical research (representative and non-representative), the use of the method of simple random sample or multi-stage sampling was not possible, rather only website analysis and the behavioural profiling of tourists with special access needs. Regarding the Croatian relevancies, the study contains data on the available documents or studies mostly, but not only, in English, except for a few studies in Croatian. Regarding the Hungarian data in relation to accessibility, several sources refer to documents in Hungarian. Therefore, online

stranice, brošure, a analizirani su i komentirani interni direktoriji i podaci organizacija. Međutim, aktualna literatura pokazuje da je to još uvijek slabo istraženo područje, jer svatko u bilo kojem trenutku može biti pogođen problemom invaliditeta. Ovaj rad istraživao je teorijske i praktične aspiracije znanosti o turizmu bez prepreka, kako na strani potražnje, tako i na strani pružatelja usluga, a primarni rezultati istraživanja prikazani su u tablicama. Pružajući osnovu za novu vrstu adaptivnog pristupa, ovo istraživanje može se provoditi prema profesionalnim metodama u turizmu bez prepreka.

REZULTATI

Ova studija koristi izvore koji se fokusiraju na sadašnjost i budućnost turizma bez prepreka u Hrvatskoj i Mađarskoj (Bunja, 2003; Ernszt i sur., 2019; Farkas i Petykó, 2019, 2020; Farkas i sur., 2022a, 2022b; Gonda i Raffay, 2020a, 2020b, 2021; Gregorić i sur., 2019; Morić i Marinić, 2017; Raffay i Gonda, 2020). Većina rezultata (Eichorn i Buchalis, 2011; Farkas i sur., 2022a; Polat i Hermans, 2016; Zajadacz, 2014) govori o poteškoćama osoba s invaliditetom u hotelu ili restoranu. Ovaj rad naglašava stvarna prava osoba s invaliditetom i način njihova korištenja, način na koji mogu koristiti usluge pristupačnog turizma. Zbog ograničene dostupnosti podataka, kvalitativni istraživački pristup ovog istraživanja temelji se na istraživačkim studijama iz približno 50 radova i preglednih radova, konkretno na preporučenoj dostupnoj literaturi i podacima (World Tourism Organization (UNWTO), 2016; International Labour Organization, 1998; United Nations, 2022; Law on Croatian Citizenship, 1991; National Strategy for Equalization of Opportunities for Persons with Disabilities). Statistička istraživanja, reprezentativna i nerepresentativna (Daniels, 2005; Farkas i sur., 2022b; Gonda i sur., 2019; Gonda i Raffay, 2020a, 2020b; Gregorić i sur., 2019; Zajadacz i Lubarska, 2020); analiza web stranica i profiliranje ponašanja turista s posebnim potrebama

libraries, the Internet, and brochures were used first. Internal directories and data of organisations were also analysed and commented on. However, the current literature reveals that it is still an under-researched area, as anyone can be affected by disability at any time. This paper investigates the theoretical and practical aspirations of the science of barrier-free tourism, both the demand side and the service provider side, with primary research results presented in tables. Providing a basis for a new type of adaptive approach, this exploratory research can be conducted according to professional methods in barrier-free tourism.

RESULTS

This study draws from sources focusing on the present and future of barrier-free tourism in Croatia and Hungary (Bunja, 2003; Ernszt et al., 2019; Farkas & Petykó, 2019, 2020; Farkas et al., 2022a, 2022b; Gonda & Raffay 2020a, 2020b, 2021; Gregorić et al., 2019; Morić & Marinić, 2017; Raffay & Gonda, 2020). Most findings (Eichorn & Buchalis, 2011; Farkas et al., 2022a; Polat & Hermans, 2016; Zajadacz, 2014) write about the difficulties of disabled people in a hotel, or in a restaurant. This paper highlights the actual rights of disabled people and how they use and how they can use the services of accessible tourism. Due to the limited availability of data, the qualitative research approach of this study is based on researching and investigating studies from the approximately 50 papers and reviews specifically recommended by the available literature and data (World Tourism Organization (UNWTO), 2016; International Labour Organization, 1998; United Nations, 2022; Law on Croatian Citizenship, 1991; National Strategy for Equalization of Opportunities for Persons with Disabilities). Statistical researches, representative and non-representative ones (Daniels, 2005; Farkas et al., 2022b; Gonda et al., 2019; Gonda & Raffay, 2020a, 2020b; Gregorić et al., 2019; Zajadacz & Lubarska, 2020); website analysis behavioural

pristupa (Moje vrijeme, 2017; Akadalymentes Nap, 2020; Accessable, 2022a, 2022b; <https://wheeltheworld.com/>; <https://pantou.org/association-promoting-accessible-tourism-no-limits>; <http://www.updt-nolimits.hr>). O podacima koji su relevantni za Hrvatsku studija sadrži podatke dostupnih dokumenata ili studija (Bunja, 2003; Gonda i Raffay, 2020a, 2020b, 2021; Gregorić i sur., 2019; Morić i Marinić, 2017; Raffay i Gonda, 2020). O mađarskim podacima koji se odnose na pristupačnost, nekoliko izvora odnosi se na dokumente na mađarskom jeziku. Istraživanjem je utvrđeno da europski stručnjaci u tom području prikazuju različite podatke, a recentni podaci o udjelu osoba s invaliditetom u populaciji različitih zemalja nisu dostupni. Prema procjenama UNWTO-a (Svjetske turističke organizacije) i ENAT-a (Turizam za sve, 2020), 20% (89 milijuna ljudi) stanovništva Europske unije (EU) je do 2020. godine imalo neku vrstu invaliditeta. U konkretnoj praksi turističkih usluga i pristupačnosti, 1980. su u Manili (na Filipinima) turizam i pristupačnost prvo objedinjeni kroz Deklaraciju iz Manile, a kasnije je to nastavila Svjetska turistička organizacija. Načela održivosti pojavila su se u znanosti i praksi turizma. Stoga se neizravno može pretpostaviti povezanost s pristupačnošću. Od tada su članci već kritizirali djelovanje EU u društvenom turizmu (Daniel i sur., 2005; Darcy i Dickson, 2009; Buchalis i sur., 2012; Dieckmann i sur., 2018). EU govori o pristupačnosti ponajprije u kontekstu uklanjanja fizičkih prepreka. Koncept pristupačnosti vodi mnogo dalje od fizičkog mjesta življenja (Farkas i sur., 2022a; 2022b). Definicija invaliditeta se čak više ne spominje na početku te se reinterpretira održivost (Eichorn i sur., 2008; Eichorn i Buchalis, 2011). Trenutačnim nacionalnim strategijama za osobe s invaliditetom u EU utvrđeni su vremenski okviri od tri do deset godina. Većina akcijskih planova obuhvaća kraća razdoblja. U Hrvatskoj je zaštita osoba s invaliditetom dio Hrvatskog programa konvergencije 2022-2024. U pogledu prava osoba s invaliditetom, ključni pravni dokument u mađarskom zakonodavstvu je Zakon XXVI iz 1998. godine o pravima i

profiling of tourists with special access needs (Moje vrijeme, 2017; Akadalymentes Nap, 2020; Accessable, 2022a, 2022b; <https://wheeltheworld.com/>; <https://pantou.org/association-promoting-accessible-tourism-no-limits>; <http://www.updt-nolimits.hr>). The study contains data on Croatian relevancies through available documents or studies (Bunja, 2003; Gonda & Raffay, 2020a, 2020b, 2021; Gregorić et al., 2019; Morić & Marinić, 2017; Raffay & Gonda, 2020). Regarding the Hungarian data in relation to accessibility, several sources refer to documents in Hungarian. This exploratory research found that European experts in the field show different data and that recent data is not available on the proportion of people with disabilities in the population of different countries. According to UNWTO (World Tourism Organisation) and ENAT (Tourism for All, 2020) estimates, by 2020 20% (89 million people) of the population of the European Union (EU) had some form of disability. In a concrete practice of tourism services and accessibility, in 1980 Manila (the Philippines), tourism and accessibility were first merged through the Manila Declaration, and later pursued by the World Tourism Organization. Sustainability principles appeared in the science and practice of tourism. Therefore, an indirect relation can be assumed with accessibility. Since then, articles have criticized EU activity in social tourism (Daniel et al., 2005; Darcy & Dickson, 2009; Buchalis et al., 2012; Dieckmann et al., 2018). The EU mentions accessibility as primarily the removal of physical barriers. The concept of accessibility leads much further beyond the physical living place (Farkas et al., 2022a; 2022b), the definition of disability is even no longer mentioned as at the beginning, and sustainability is also reinterpreted (Eichorn et al., 2008; Eichorn & Buchalis, 2011). Current national disability strategies in the EU set up timeframes from three to ten years. Most action plans cover shorter periods. In Croatia, the protection of persons with disabilities is part of the Croatian Convergence Programme 2022-2024. Regarding the rights of persons with disabilities, the key legal document in Hungarian

jednakim mogućnostima osoba s invaliditetom (International Labour Organization, 1998). U vrijeme njegova donošenja, ovaj akt bio je jedinstveni element zakonodavstva i bio je jedan od glavnih razloga zbog kojih je UN Mađarskoj odao priznanje Roosevelt International Disability Award 2000. godine. Mađarski parlament donio je od 1999. svoju treću odluku, 15/2015 (07.04.) OGY o Nacionalnom programu za osobe s invaliditetom (2015.–2025.) na temelju akcijskih planova, uključujući sport, blagdane i turistička mjesta i usluge, te utvrdio zapošljavanje kao izazov i područje za intervenciju. Svjetska zdravstvena organizacija predviđa da će do 2050. u svijetu biti milijardu osoba s invaliditetom, s povećanjem od 300 milijuna (WHO, ENAT, Tourism for All, 2020). Njihov utjecaj na gospodarstvo je značajan (Alén i sur., 2012). Što se tiče ograničenja u vezi s turizmom bez prepreka, socijalni i institucionalni servisi za građane s invaliditetom i dalje će ojačavati ulogu društvenih medija. Društveni mediji nude im više jednakosti i omogućavaju im da lakše dođu do informacija. Ljudi stvaraju mreže i platforme te potiču osobe s invaliditetom da ih pokažu (Altinai i sur., 2016). Prema međunarodnim dokumentima Europske unije, postoje tri posebne vrste pristupačnosti (Tourism for All, 2006): fizička pristupačnost, poboljšanje prostora, infrastruktura, okruženja u kojem se mogu kretati sami, neovisno o drugima. Ove vrste i potrebe za opskrbom detaljnije je predstavilo nekoliko autora (Darcy i Dickson, 2009; Small i Darcy, 2010; Gonda i Raffay, 2020b). Pristupačnost je subjektivno legitimno pravo osoba s invaliditetom, koji imaju iste zakonske mogućnosti u putovanjima i turizmu kao i osobe bez invaliditeta (Farkas i Petykó, 2019, 2020).

Pojmovi koji se odnose na pristupačnost nisu dovoljno jasni za turističku profesiju i svakodnevnu uporabu. Malo studija piše o turističkoj industriji za osobe s invaliditetom. Blichfeld i Nicolaisen (2011) posebno ukazuju na nedostatak pažnje koja se pridaje detaljima i aspektima pristupačnog turizma. U posljednjih nekoliko godina studije naglašavaju gospodarske prednosti pristupačnog

legislation is Act XXVI of 1998 on the Rights and Equal Opportunities of Persons with Disabilities (International Labour Organization, 1998). At the time of its adoption, this act was a unique piece of legislation and was one of the principal reasons why the UN honoured Hungary with the Roosevelt International Disability Award in 2000. The Hungarian Parliament adopted since 1999 its third decision 15/2015 (of 07.04.) OGY on the National Disability Programme (2015–2025) based on action plans including sport, holiday, and tourist venues and services, and identified employment as a challenge and area for intervention. The WHO forecasts one billion people with disabilities living in the world by 2050, with an increase by 300 million (WHO, ENAT, Tourism for All, 2020). The impact is significant on the economy (Alén et al., 2012). In relation to barrier-free tourism, social and institutional services for disabled citizens still reinforce the role of social media. Social media offer them more equality and the possibility of reaching more information. People create networks and platforms and encourage disabled people to show them (Altinai et al., 2016). According to the international documents of the European Union, there are three types of accessibility (Tourism for All, 2006): physical accessibility, improving spaces, infrastructure, environment where they can move alone, independently from others. These types and the need of supply are presented in more detail by several authors (Darcy & Dickson, 2009; Small & Darcy, 2010; Gonda & Raffay, 2020b). Accessibility is a subjective legitimate right of human beings with disabilities, with the same legal possibilities in travel and tourism as for people without disabilities (Farkas & Petykó, 2019, 2020).

The terms related to accessibility are not clear enough for everyday use and in the tourism profession. Few studies write about the tourism industry in relation to persons with disabilities. Blichfeld & Nicolaisen (2011) present especially the lack of attention to the details and aspects of accessible tourism. During the last several years, studies have emphasised the economic advantages of

turizma (Eichorn i Buchalis, 2011; Alén i sur., 2012; Domínguez i sur., 2015; Županović i Zečević, 2019; Gonda i Raffay, 2020a, 2020b, 2021). Ponuda će postajati sve složenija i raznovrsnija. Hoteli, restorani, posebna putovanja, poput riječnih krstarenja – dionici i organizatori putovanja uvijek će nastojati stvoriti okruženje za stjecanje novih turističkih iskustava. Oni nude vrlo raznolik asortiman proizvoda za putnike s invaliditetom. Mađarska nacionalna strategija razvoja turizma do 2030. govori o već postojećem pristupačnom turizmu, predstavlja potrebnu implementaciju i intervencije u horizontalnim područjima. Cilj Strategije je realizacija fizičke i info-komunikacijske pristupačnosti. Sva mađarska odredišta trebala bi biti lako dostupna, kako javnim prijevozom tako i privatnim vozilima, do 2030. U Dunavskoj krivini planira se pokretanje pristupačne brodske usluge, što pomaže u iskorištavanju lokalne turističke atrakcije. U vodnom turizmu mora se izgraditi prikladnija infrastruktura ne samo za osobe s invaliditetom, već općenito za sve turiste. Drugi cilj je integriranje usluge krstarenja u budimpeštansku voznu kartu (vrijedila bi za okolicu Budimpešte sve do Dunavske krivine) ili jedinstveni nacionalni sustav planiranja putovanja i ulaznica za širu publiku (MTÜ Hungarian Tourism Agency, 2018).

Dvije empirijske studije – Csapó i Gonda (2019) i Csapó i sur. (2019) – pokazale su da u Mađarskoj osobe s invaliditetom imaju velikih poteškoća, zbog čega se mnogi od njih odlučuju za “ne-putovanje”. Studije pokazuju da osobe s invaliditetom uvelike koriste tehnike virtualne stvarnosti, svima je lako dijeliti i širiti znanje putem društvenih medija. Dijeljenje platformi pruža pristup osobama s invaliditetom u društvo (Altinai i sur., 2016). Na strani osoba s invaliditetom postoji ključna potreba za razgovorom o njihovim osobnim iskustvima, što je uvjetovano njihovom percepcijom vlastitog invaliditeta ili osjećajem da nešto mogu ili ne mogu.

Agencije za e-putovanja (Rubio-Escuderos i García-Andreu, 2021) novi su konkurentni čimbenik pristupačnog turizma. Studija istražuje 14 internetskih stranica pristupačnih

accessible tourism (Eichorn & Buchalis, 2011; Alén et al., 2012; Domínguez et al., 2015; Županović & Zečević, 2019; Gonda & Raffay, 2020a; 2020b; 2021). The supply will become ever more complex and diverse. Hotels, restaurants, special transport devices such as river cruises, stakeholders and tour operators will always try to create an environment for new tourism experiences. They offer very diverse product ranges for travellers with disabilities. The Hungarian National Tourism Development Strategy 2030 speaks of already existing accessible tourism and presents the required implementation and interventions in horizontal areas. The goal of the Strategy is the realization of physical and info-communication accessibility. All the Hungarian destinations should be easily accessible, both by public transport and by private vehicle until 2030. The launch of the accessible boat service is planned in the Danube Bend, which helps to take advantage of the local tourist attractions. In water tourism more suitable infrastructure must be built not only for people with disabilities, but in general for all tourists. Another goal is the integration of the cruise services into a Budapest ticket (valid for the surroundings of Budapest till the Danube Bend) or a single national journey planning and ticketing system for wider audiences (MTÜ Hungarian Tourism Agency, 2018).

Two empirical studies – Csapó and Gonda (2019) and Csapó et al. (2019) – have shown that people with disabilities in Hungary suffer with significant problems, which is why many of them choose “non-travel”. They show that people with disabilities use virtual reality techniques meaningfully, since it is easy for everyone to share and diffuse knowledge through social media. Platform sharing provides accessibility for disabled people within society (Altinai et al., 2016). There is a crucial need on the side of people with disabilities to talk about their personal experiences, which is affected by their perception of their disability or whether they feel enabled or disabled.

The E-Travel Agencies (Rubio-Escuderos & García-Andreu, 2021) are a newly explored

putničkih agencija, vođenih teorijskim okvirima konkurentnosti i turizma bez prepreka. E-putničke agencije nude širok spektar specijaliziranih i savršeno opremljenih proizvoda i usluga visoke kvalitete; međutim, osobe s invaliditetom nemaju povjerenja u sve informacije koje konvencionalne putničke agencije pružaju (Gregorić i sur., 2019; Gonda i Raffay, 2021; Lovelock, 2010). E-zdravstveni sustav dovodi do povećanja globalne konkurentnosti, jer ima sve više slabovidnih osoba koje koriste alate društvenih medija (Altinai i sur., 2016; Zajadacz i Lubarska, 2020). Zbog integracije medicinskih organizacija i medicinskih usluga, zdravstveni sustav u Rusiji podiže kvalitetu dostupnih usluga (Bogoviz i sur., 2019). U Italiji, prema Agovinu i sur. (2017), turizam je odlična prilika za potpunu socijalnu integraciju osoba s invaliditetom. Agovino i sur. (2017) sekundarnim podacima iz talijanskih izvora ispituju i potražnju za turizmom te čimbenike i ponudu koji povećavaju mogućnosti osoba s invaliditetom. Invalidni *globtroteri* predstavljaju novu prazninu, dobar primjer u sektoru pristupačnog turizma. Pišu blogove, prezentiraju svoja iskustva i preporuke putem društvenih mreža, učestalo sudjeluju u kontrolnim timovima i prvi isprobavaju novu zgradu ili uslugu, u fokus stavljajući pristupačnost. Ovi putnici koriste javni prijevoz, ali i invalidska kolica, romobile, posebne uređaje ili vozila koja imaju ručnu kontrolu. Na hrvatskim plažama, ali i na sve više mjesta, moguće je za osobe s invaliditetom unajmiti automobil ili brod s dizalom ili drugim posebnim uređajima i uslugama. Specifične turističke destinacije i atrakcije su dostupne putem interneta. I marketing je dostupan i dizajniran kako bi turistima omogućio smještaj i uslugu (Rubio-Escuderos i García-Andreu, 2021). Internetska stranica tvrtke Disabled Accessible Travel nudi 39 odredišta za osobe s invaliditetom, diljem svijeta, od Europe do Indije, od Južne Afrike do Islanda ili Kanarskih otoka. Kao odredište u Mađarskoj koje je dostupno invalidskim kolicima navodi se Budimpešta, glavni grad, bez ikakvih drugih posebnih opcija, samo spominjući Veliku ravnicu i Balatonsko jezero, bogatu kulturu,

competitive factor of Accessible Tourism. The study investigates 14 accessible travel agencies' websites, guided by theoretical frameworks of competitiveness and barrier-free tourism. E-travel agencies offer a wide range of specialised and perfectly fitted products and services with great quality; however, people with disabilities have not trusted all of the information provided by conventional travel agencies (Gregorić et al., 2019; Gonda & Raffay, 2021; Lovelock, 2010). The e-healthcare system leads to an increase of global competitiveness with more visual impairments and social media tools (Altinai et al., 2016; Zajadacz & Lubarska, 2020). Because of the integration of medical organisations and medical services, the healthcare system in Russia increases the quality of accessible services (Bogoviz et al., 2019). In Italy, according to Agovino et al. (2017), tourism is an excellent opportunity for the full social integration of disabled people. Agovino et al. (2017) examines with secondary data from Italian sources both the demand for tourism and the factors and supply that enhance the opportunities of people with disabilities. Disabled globetrotters show a new gap, a good example in the accessible tourism sector. They write blogs, present their experiences and recommendations via social media groups, participate frequently at control teams and are the first to try out a new building or service focusing on accessibility. These travellers use public transport but also wheelchairs, scooters, special devices, or a vehicle transformed to manual control. At Croatian beaches and more and more places, it is possible to rent a car or boat for disabled people with a lifting or other special device. Via Internet specific tourist destinations and attractions, marketing is available, designed to accommodate and service tourists (Rubio-Escuderos & García-Andreu, 2021). The website of the company Disabled Accessible Travel, provides for people with disabilities 39 destinations worldwide from Europe to India, from South Africa to Iceland or to the Canary Islands. The capital city Budapest is mentioned as a wheelchair accessible destination in Hungary, without any other special options, just mentioning

prirodu s planinama i rijekama. Tvrtka predstavlja lokaciju zemlje koja graniči s mnogim drugim zemljama te dugu povijesnu prošlost i današnju modernu zemlju. U Hrvatskoj su imenovane tri destinacije, Zadar, Split i Dubrovnik, plaže s kristalno čistim morem, kulturnim bogatstvom, te Dubrovnik kao posebno mjesto, zbog serije *Igra prijestolja*. Nin, Cavtat i Konavoska dolina također se spominju u prezentaciji. Nude pristupačne ture, inkluzivna iskustva, kulinarske programe, sportske aktivnosti, kako bi se “maksimalno iskoristio vaš pristupačan odmor, o istraživanju svijeta i stvaranju uspomena”. Druga web stranica, Wheel the World, promiče širok spektar usluga i putovanja za osobe s invaliditetom, organizirali su putovanja za tisuće osoba s invaliditetom i njihove pratitelje iz više od 10 zemalja. Među njihovim europskim putnim paketima nema ni Hrvatske ni Mađarske. Sljedeća internetska stranica, Udruga za promicanje pristupačnog turizma bez ograničenja, piše da u Hrvatskoj oko 4 turističke agencije za osobe s invaliditetom promoviraju pristupačan brod i pristupačan smještaj s pristupačnom plažom u Puli. U Mađarskoj postoje 4 agencije (2 se nalaze u Budimpešti) koje nude usluge putovanja u cijeloj zemlji, dok druge dvije, Baráthegyi Majorság (pored Miškolca) nude pansion i tematski park kao smještaj i aktivnost, a Mátra Resort u Parádsasváru nudi pristupačne kuće za goste. U cijelom svijetu je problem pronaći hotel ili smještaj koji je potpuno dostupan invalidskim kolicima. Neki hoteli djelomično implementiraju pristupačnost, što ponekad predstavlja popriličan izazov gostima s invaliditetom. Iako hoteli na svojim web stranicama prikazuju univerzalni znak pristupačnosti invalidskim kolicima ili ističu pristup za goste s invaliditetom, ipak ne omogućavaju uvijek pristup kakav su ranije promovirali (zaborave spomenuti dizala, tuševe itd., čak i ako su ostali dijelovi zgrade pristupačni). Što se tiče informacija prikazanih na internetu, uvijek je potrebno provjeriti imaju li pružatelji doista na raspolaganju smještaj prilagođen invalidskim kolicima ili usluge koje nude (Disabled Accessible Travel; Lovelock, 2010; Županović

the Great Plain and the Balaton Lake, rich culture, and nature with mountains and rivers. It presents the location of the country bordered by a lot of countries and the long historical past with today's modern country. In Croatia three destinations are named, Zadar, Split and Dubrovnik, with the clear-water beaches, cultural richness, and Dubrovnik as a special place because of the series *Game of Thrones*. Nin, Cavtat and the Valley of Konavle are also mentioned in the presentation. They offer accessible tours, inclusive experiences, culinary programmes, sport activities, in order to “make the most out of your accessible holiday, about exploring the world and creating memories”. Another website, Wheel the World, promotes a wide variety of services and travel for people with disabilities, they organised travel for thousands of people with disabilities and their companions from more than ten countries. Among their European travel packages neither Croatia nor Hungary is present. Another website, Association for Promoting Accessible Tourism No Limits, writes that in Croatia about four travel agencies for people with disabilities promote accessible boats and accessible accommodation with an accessible beach in Pula. There are four findings in Hungary, two of them situated in Budapest, that offer travel services in the whole country, the other two, Baráthegyi Majorság (next to Miskolc) offers a boarding house and theme park as accommodation and activity, while Mátra Resort in Parádsasvár offers accessible guesthouses. It is a problem worldwide to find fully wheelchair accessible hotels or accommodations. Some hotels implement accessibility partially, causing sometimes quite a challenge for guests with disabilities. As the hotels display the universal wheelchair accessible sign or highlight disabled access on their websites, they do not always provide the access they promoted before (they might forget to mention lifts, showers, etc., even if the other parts of the building are accessible). Regarding the information displayed online, it is always necessary to check if the providers indeed have wheelchair friendly accommodation available, or services they offered (Disabled Accessible Travel;

i Zečević, 2019). U Mađarskoj muzejske zgrade pripadaju državi. Stoga, u nedostatku financijskih subvencija, ove stare zgrade (muzeji, restorani, javni uredi) nisu prikladne za korištenje osobama s invaliditetom. Također se mogu pronaći i zgrade starog stila iz 1950-ih i 1960-ih, gdje bi trebalo remodelirati ukupnu građevinsku strukturu. Hoteli i neke postkomunističke zgrade pokazuju tipične pogreške sa stajališta turizma bez prepreka, npr. rampa vodi do ulaza, ali je njezin kut nagiba veći od 5 %. Međutim, sa zakonskog stajališta, to je ispravno. Dakle, previše je strmo za korisnika invalidskih kolica da ga koristi sam. Ponekad je otvaranje ulaznih vrata kompliciran ili težak posao za osobu s invaliditetom (Gregorić i sur., 2019; Gonda i Raffay, 2019, 2020a, 2020b). Stoga, uz pomoć ili bez nje, osobe s invaliditetom mogu koristiti 6 koraka prikazanih u Tablici 1 kao osnovne elemente organiziranja putovanja

Lovelock, 2010; Županović & Zečević, 2019). In Hungary the museum buildings belong to the state. Therefore, lacking financial subsidies, these old buildings (museums, restaurants, public offices) are not suitable for use by disabled persons. Old style buildings from the 1950s and 1960s can also be found, where the functioning and the total building structure should be retrofitted. Hotels or some post-communist buildings show typical errors from the point of view of barrier-free tourism, e.g. a ramp leads to the entrance but its angle of inclination is higher than 5%, however, it is still according to the law. So, it is too steep for a wheelchair user to use on his/her own. Sometimes the entrance door is complicated or hard work for a disabled person (Gregorić et al., 2019; Gonda, & Raffay, 2019, 2020a, 2020b). Therefore, with or without help, people with disabilities can use the six steps shown in Table 1 as basic elements

TABLICA 1. GLAVNI ELEMENTI PRISTUPAČNOG PUTOVANJA
TABLE 1. THE MAIN ELEMENTS OF AN ACCESSIBLE JOURNEY

1.	Odabir dostupnih destinacija, smještaja (hoteli i apartmani) Selection of accessible destinations, places to stay (hotels and vacation rentals)
2.	Rezerviranje odgovarajućeg smještaja / Booking appropriate accommodation
3.	Odabir pristupačnih izleta na obali i/ili ture na kopnu (uz aktivnosti) Selection of accessible shore excursion and/or land-based tours (things to do)
4.	Rezervacija pristupačne zračne luke/luke/bilo kojeg transfera Booking of accessible airport/port/any transfer
5.	Odabir pristupačnog medicinskog prijevoza (rezervacija ili kontakt za poziv) Selection of accessible medical transportation (booking or a contact for call)
6.	Rezervacija dopunskih usluga: oprema za kretanje, osobna njega, turistička podrška (ulaznice, putnička agencija, višednevna putovanja, turistički paketi) Booking of supplementary services: mobility equipment, personal care, tourist support (ticketing, travel agency, multi-day trips, travel packages)

Izvor: uredio autor, na temelju internetske istrage (ENAT; Disabled Accessible Travel; Wheel the World; Association for Promoting Accessible Tourism No Limits; Zajadacz i Lubarska, 2019, 2020; Raffay i Gonda, 2020).

Source: by the author, based on the online investigation (ENAT; Disabled Accessible Travel; Wheel the World; Association for Promoting Accessible Tourism No Limits; Zajadacz & Lubarska, 2019, 2020; Raffay & Gonda, 2020).

i izbjegavanja mogućih neugodnosti. Tablica 2 prikazuje posebne usluge za turiste s invaliditetom i njihove potrebe u infrastrukturi.

Dobra praksa predstavljena je u radu Morića i Marinića (2017), o motivaciji osoba s invaliditetom za hortikulture aktivnosti i edukaciju. To je više od turizma. Oni pišu o poboljšavanju mogućnosti zapošljavanja na tržištu rada, predstavljajući kvantitativno istraživanje o spremnosti osoba s invaliditetom za zapošljavanje u hortikulturi u Zagrebu. Ispitanici (236) su upitani o završenom obrazovanju, između ostalog o dodatnim vještinama i znanjima relevantnima za zapošljavanje, zdravstvenim pokazateljima, percepciji blagostanja i hortikulture sklonostima. Većina ispitanika odgovorila je da voli biljke (88%) i boravak u prirodi (93%). Jedna trećina ispitanika bila je zainteresirana za edukaciju o ukrasnoj hortikulturi. Najpoželjnije zanimanje, odabrano između 12 definiranih sektora, bilo je vrtlarstvo (38%). Obrazovanje i bavljenje hortikulturom ima značajan potencijal kao područje zapošljavanja te kao djelatnost sa značajnim koristima za njihov osobni razvoj, rehabilitaciju, podizanje razine zadovoljstva svojim životom. Bunja (2003) opisuje bitne mogućnosti za poboljšanje hrvatske turističke industrije bez barijera. To znači da aktualni kadrovi i menadžment mogu učiniti nekoliko stvari za poboljšanje kvalitete usluge i iskorištavanja hrvatskog turizma i poslovnog okruženja. Bit će potrebne modernije prakse upravljanja, imidž poželjnog odredišta, inovativni oblici ulaganja i unaprjeđenje razvoja objekata prometne infrastrukture. Pod naslovom *Pristupačnost turističke ponude u Republici Hrvatskoj*, Gregorić i sur. (2019) pišu o stanju osoba s invaliditetom, identificirajući potrebu prilagodbe turističkih sadržaja. Kroz različite turističke ponude, sadržaje i infrastrukturu, rad sadrži kvantitativnu analizu podataka iz upitnika (odgovor 200 osoba s invaliditetom iz Hrvatske u 2018. godini). Autori daju brojne preporuke koje treba implementirati na hrvatskim turističkim lokacijama. Prema odgovorima, najbolji primjeri dobre prakse su špilja Vrelo u Fužinama, slatkovodni akvarij u

of organising a journey and guidelines to avoid possible inconveniences. Table 2 shows the special services for tourists with disabilities and their needs in infrastructure.

Good practice is presented in the paper of Morić & Marinić (2017) about the motivation of persons with disabilities (PWDs) for horticultural activities and training. It is more than tourism, they write about improving employment opportunities in the labour market, presenting a quantitative survey about the willingness of persons with disabilities for employment in horticulture in Zagreb. The respondents (236) were asked about their educational background, among others the additional skills and knowledge for employment, health indicators, well-being perception and horticultural preferences. The majority of respondents loved plants (88%) and staying in nature (93%). One third of respondents were interested in ornamental horticulture education. The most preferable profession, chosen from 12 defined sectors was gardening (38%). Education and practicing of horticulture have significant potential as an area for employment, and as an activity with significant benefits to their personal development, rehabilitation, and raising the level of satisfaction with their lives. Bunja (2003) describes some essential opportunities for improving the Croatian barrier-free tourism industry. It includes what the actual personnel and management can do to improve the quality of service and utilisation of the Croatian tourism and the operating environment. More modern management practices will be needed, creating a desirable destination image, innovative forms of investment, and upgrading development of transport infrastructure facilities. Under the title *Accessibility of Tourist Offer in Republic of Croatia*, Gregorić et al. (2019) write about the situation of disabled people, identifying the need for the adaptation of tourist facilities. Through different tourist offers, amenities and infrastructure, the paper contains a quantitative data analysis of a questionnaire (200 disabled people's answer from Croatia in 2018). The authors provide numerous

TABLICA 2. DIMENZIJA USLUGA U TURIZMU – PONUDA ZA OSOBE S INVALIDITETOM
TABLE 2. DIMENSIONS OF SERVICES IN TOURISM – SUPPLY FOR DISABLED PEOPLE

<p>Pristupačnost odredišta Accessibility of the destination</p>	<p>Ulice i pločnici – izgradnja većeg broja parkirališta, rampe. Osobni prijevoz djelomično funkcionira. Međutim, organizirani prijevoz je skuplji i predstavlja dodatni trošak za osobe s invaliditetom. Više invalidskih kolica za korištenje na javnim mjestima, više usluga najma. Streets and sidewalks – building more car parks, ramps. The personal transportation works in part. However, the transportation that is provided is more expensive, it is an extra fee for people with disabilities. More wheelchair accessible vehicles for use at public places, more rent services.</p>
<p>Osoblje Staff</p>	<p>Stručno osoblje je educirano za rješavanje problema pristupačnosti i dostupno je. Povratne informacije turista s invaliditetom ispunjene su porukama zahvalnosti. Osobe s invaliditetom ne vole kad ih drugi žale. Ne žele se razlikovati od ljudi koji nemaju invaliditet. Osobe s problemom pristupa često dolaze s mužem/ženom, s obitelji ili suputnikom. Pristupačni turizam za putnike s invaliditetom i njihove pomoćnike ili članove obitelji omogućuje isto iskustvo i putovanje te kvalitetnu uslugu. Udruge ili putničke agencije organiziraju putovanja za posebne skupine s uslugama turizma bez prepreka koje tim skupinama odgovaraju. Professional staff is educated for dealing with accessibility issues, they are available. Disabled tourists' feedback is fulfilled with grateful thank you messages. They dislike that other people feel sorry for them. They do not feel different than non-disabled people. People with accessibility problems frequently arrive with a husband or wife, with family, or a travel companion. Accessible travel of disabled travellers and their assistants or family members ensures the same experience and journey, quality of services. Associations or travel agencies organise trips for special groups with barrier-free services that suit them.</p>
<p>Smještaj Accommodation</p>	<p>Nema dovoljno mjesta za kretanje na dostupnim javnim mjestima, recepcijama hotela, na katovima, u dizalima, restoranima, u dodatnim hotelskim sadržajima. Tehnička pomagala i oprema za osobe s invaliditetom, kao što su invalidska kolica, stolice za kupanje i podizači WC-a (prenisko), sušila za ruke, stalci za ručnike, nisu dostupni osobama s invaliditetom. U smještajima nedostaje prilagođenih kreveta ili prekidača niže razine i sl. instalacija. There is a lack of enough place for moving at accessible public places, hotel reception, floors, lifts, restaurants, facilities. Technical aids and provided disability equipment are not available for disabled people such as wheelchairs, bath chairs and toilet raisers (they are too low), hand dryers, towel racks. More customised beds or low-level switches, etc., installation is missing at accommodations.</p>
<p>Nepristupačnost na mjestu turističke usluge je presudan problem Inaccessibility on-site is a crucial problem</p>	<p>Osobe s invaliditetom smiju fizički sudjelovati, ali to nije prikladno. Pristup događajima ili lokacijama u prirodi im je otežan (prelazak pješčanog tla, nedovoljno povišene staze). Glavni programi uključuju aktivnosti u slobodno vrijeme, razgledavanje znamenitosti, posjet muzejima ili aktivnosti u prirodi, kao što su izleti brodom (npr. festivali, društveno-kulturne aktivnosti), gdje sudjelovanje osoba s invaliditetom ovisi o pristupačnosti rampi, tribina, toaleta, trgovina. Osobe s invaliditetom dobivaju VIP mjesta ili mjesta u prvim redovima, dok ta mjesta nemaju poseban pristup za njih. Disabled people are allowed to participate physically but it is not suitable. Events or access to natural places is difficult for them (crossing sandy soil, low-grade roads). The main programmes include leisure activities, sightseeing tours, visit of museums, or nature-based activities such as boat trips (festivals, socio-cultural activities, e.g.) where the disabled people's participation depends on the accessibility of ramps, tribunes, toilettes, shops. Disabled people get VIP places or places in the first rows while these places do not have a special accessible place for them.</p>

Informacije
 Information

Često nedostaju pojedini podaci napisane jednostavnim i preciznim jezikom za osobe s invaliditetom. Potrebno je podijeliti više valjanih informacija o sobama, veličini i sadržajima. Osobe s invaliditetom putem interneta mogu pronaći puno, ali ne i dovoljno informacija o smještaju ili turističkom programu.

Details are frequently missing in simple and precise language for people with disabilities. More valid information needs to be shared about the rooms, size, and facilities. A lot of information about an accommodation or tourist program for disabled people can be found on the Internet, but still not enough.

Izvor: Agovino i sur., 2017; Buchalis i sur., 2012; Daniels i sur., 2005; Polat i Hermans, 2016; Gonda, 2021; Županović i Zečević, 2019. Uredio autor. / Source: Agovino et al., 2017; Buchalis et al., 2012; Daniels et al., 2005; Polat & Hermans, 2016; Gonda, 2021; Županović i Zečević, 2019. Edited by the author.

Karlovcu te dvorac Lužnica kod Zaprješića, koji se mogu posjetiti invalidskim kolicima; postoje rampe, dizalo i toalet pogodan za osobe s invaliditetom. Čini se da su Plitvička jezera loš primjer, zbog nedostatka pristupačne infrastrukture. Nepovoljan primjer za turizam bez granica su neki od hotela na Jadranu, dok “švedski stol” kao način posluživanja hrane nije sukladan svemu navedenom. Ispitanici smatraju Njemačku, Berlin, Vancouver, Toledo i Švedsku izvrsnim primjerima pristupačnog turizma po pitanju crkava i muzeja, hotela i prirodnih područja. S obzirom na nepristupačnost turističkih sadržaja, ovaj rad ističe da se osobe s invaliditetom često osjećaju neželjeno u Republici Hrvatskoj. Primjena propisa na nacionalnoj i međunarodnoj razini nije primjerena. U Hrvatskoj su to uglavnom jednodnevni izleti i nekoliko višednevnih izleta i odmora za osobe s invaliditetom. Posebne organizacije ili udruge bave se pristupačnošću i turizmom bez prepreka, pružajući svojim klijentima najbolji odgovarajući odmor. U nedostatku drugih rješenja, podupire ih samo država. Korisnicima invalidskih kolica na plažama se nude kolica za ulazak u more, ali nedostaje i druga odgovarajuća infrastruktura, kao što su pristupna rampa, tuš-kabina, garderoba i sunčalište te toalet prilagođen osobama s invaliditetom. Zapravo, ne ispunjavaju sve plaže i kampovi s plavom zastavom zakonske uvjete. Zahvaljujući inicijativi udruga civilnog društva, lokalne općine počele su opremiti plaže. Među hotelskim ponudama dostupan je i smještaj pristupačan osobama s invaliditetom, ali s malo

recommendations to be implemented in Croatian tourist sites. According to the responses, the best examples of good practice are cave Vrelo in Fužine, the freshwater aquarium in Karlovac, and castle Lužnica near Zaprješić that can be visited with a wheelchair; having ramps, a lift, and a toilet fit for people with disabilities. Plitvice lakes seem to be a bad example in lack of accessible infrastructure. A disadvantageous example for barrier free tourism are some of the hotels in the Adriatic while the “buffet” style food serving enhances nonconformity. The study respondents considered Germany, Berlin, Vancouver, Toledo, and Sweden as excellent examples of accessible tourism regarding churches and museums, hotels, and natural areas. Taking into consideration the inaccessibility of tourist facilities, the paper highlights that people with disabilities often feel they are unwanted in the Republic of Croatia. The application of regulations at national and international levels is not appropriate. In Croatia there are mostly one-day excursions and a few several-day excursions and vacations for persons with disabilities. Special organisations or associations deal with accessibility and barrier-free tourism, providing their members the best and adequate rest. Lacking other solutions they are supported sometimes only by the State. For wheelchair users, beaches provide accessible strollers to enter the sea, but other appropriate infrastructure is missing as access ramps, showers, dressing rooms and sundecks, and toilets adapted for persons with disabilities. In fact, not all blue-flag beaches and camping

kapaciteta. Nacionalna strategija izjednačavanja mogućnosti za osobe s invaliditetom (2017.-2020.) predstavila je da je u Hrvatskoj 511 194 osoba s invaliditetom, što čini 11,9% ukupnog stanovništva. Najveći broj osoba s invaliditetom koncentriran je u Gradu Zagrebu i Splitsko-dalmatinskoj županiji. U Mađarskoj je 2011. godine živjelo 595 187 osoba s invaliditetom, što čini 5,7% od ukupnog broja stanovnika prema podacima popisa mađarskog Središnjeg statističkog ureda (Ernszt i sur., 2019.). Stopa zaposlenosti osoba s invaliditetom poboljšala se na 48,3% u 2019., međutim, i dalje je ispod prosjeka EU-a, koji iznosi 50,8%, i znatno ispod prosjeka neinvalidnih osoba u Mađarskoj (European Semester 2020-2021 country fiche on disability – Hungary). Najnovija mađarska studija (Gonda i Raffay, 2020a) provedena u okviru Erasmus projekta, projekt Peer Act, govori o očekivanjima i ponašanju osoba s invaliditetom u turizmu. Autori iz 5 zemalja (Mađarske, Njemačke, Italije, Španjolske i Hrvatske) predstavljaju relevantne javne politike i prakse za razdoblje od 2018. do 2021. godine. Ukupno su prikupljene 23 dobre prakse pomoću metodologije Peer-Act. Istraživanjem je zaključeno da je iznimno nedovoljno zastupljeno sudjelovanje skupine osoba s invaliditetom u turističkoj industriji. To je osobito vidljivo u naprednim gospodarstvima, u usporedbi s njihovim udjelom u ukupnom stanovništvu. Međutim, turizam bez prepreka stvara izvanredan potencijal za rast turizma, što zahtijeva promjene na svim razinama industrije. Otprilike polovina ispitanika putovala je u inozemstvo 2018. godine, a oni koji su odgovorili potvrdno, morali su navesti koliko puta. Od svih ispitanika, 36% ih je odgovorilo da nisu putovali u inozemstvo u posljednjih pet godina. Postoje znatne razlike u broju putovanja među državama. Najčešći odgovor među talijanskim i španjolskim uzorcima bio je više od tri puta, bilo je samo jedno putovanje u Hrvatsku. Na pitanje s kakvim poteškoćama se osobe s invaliditetom najčešće suočavaju odgovori su bili sljedeći: poteškoće tijekom putovanja (30%), problemi korištenja ugostiteljskih objekata (20%), problemi korištenja

sites meet legal requirements. Due to the initiative of civil society associations, local municipalities started to equip the beaches. Among the hotel offers, accessible accommodation is available, but still with little capacity. The National Strategy for Equalisation of Opportunities for Persons with Disabilities (2017-2020) presents in Croatia 511,194 persons with disabilities, accounting for 11.9% of the total population. The largest number of persons with disabilities is concentrated in the City of Zagreb and in Split-Dalmatia County. In Hungary, 595,187 disabled persons lived in 2011, constituting 5.7% of the total population according to the census data of the Hungarian Central Statistical Office (Ernszt et al., 2019). The employment rate of disabled people improved to 48.3% in 2019, however, it is still below the EU average of 50.8% and much below the average of non-disabled persons in Hungary (European Semester 2020-2021 country fiche on disability – Hungary). The Peer Act project, a most recent Hungarian study (Gonda & Raffay, 2020a) in the frame of an Erasmus project, is about disabled people's expectations and behaviour in tourism. The authors present the relevant public policies and practices from five countries (Hungary, Germany, Italy, Spain, and Croatia) between 2018 and 2021. In total, 23 good practices were collected with the Peer-Act methodology. The research concludes that the participation of people with disabilities in the tourism industry is extremely underrepresented, especially in advanced economies compared to their share in the total population. However, barrier-free tourism produces remarkable growth potential for tourism and requires at all levels of the industry changes in mindset. Approximately half of respondents had travelled abroad in 2018 and the ones that answered with yes had to specify how many times. Of all respondents, 36% answered they did not travel abroad during the last five years. There are considerable differences across the countries in the numbers of travels. The most frequent answer in the Italian and the Spanish samples was more than three times, there was only one travel in Croatia. To the question what kind of difficulties people with disabilities face most

smještaja (18%), poteškoće prilikom bavljenja sportom (15%), poteškoće u posjetu atrakcijama (12%) i poteškoće u komunikaciji (2%). Više od dvije trećine ispitanika (67,2%) koristi neku vrstu pomoći tijekom svojih putovanja motiviranih turizmom. Većina ispitanika (38%) mora koristiti invalidska kolica, 13% ispitanika koristi neku vrstu štapa prilikom putovanja, a 4% ispitanika koristi slušni aparat ili mobilni telefon (aplikacije za orijentaciju i komunikaciju). Bilo je nekih sporadičnih odgovora koji su naglasili važnost psa vodiča, umjetnih udova i naočala. Zapanjujuća većina je rekla da je obitelj (40%) ta s kojom putuju. Neki ispitanici putuju sa svojim supružnicima (15,4%) ili s prijateljima i rodbinom (14,6%). Na pitanje u kakvim programima vole sudjelovati osobe s invaliditetom 19,1% ispitanika odgovorilo je da preferira programe posebno osmišljene za osobe s invaliditetom, ali 19,8% radije bira integrirane programe. No gotovo dvije trećine odgovora (61,1%) pokazuje da ispitanici odabiru programe koji im definitivno nisu prilagođeni. Najpopularniji programi u kojima su sudjelovali ispitanici bili su kulturni (60,2%), aktivnosti temeljene na prirodi (55,6%) i razgledavanje grada (50,4%). Ispitanici su sudjelovali u *wellnessu* (43,6%), gastronomskom događaju (40,6%) te posjetili prijatelje i rodbinu (23,3%). Nadalje, značajan rezultat dobiven odgovorima je da ljudi sa zadovoljstvom odlaze u kupovinu (13,5%) i sudjeluju u aktivnoj rekreaciji (13,5%). O važnosti internetske baze podataka najviše su se složili Talijani i Hrvati. Potrebno je ponuditi turističke pakete koji uključuju hodanje stazama u prirodi koje su pristupačne invalidskim kolicima. Da na internetu ima više pouzdanih informacija, više osoba s invaliditetom bi odabralo bilo koju aktivnost, pa čak i planinarenje u prirodi.

DISKUSIJA

Osobe s invaliditetom danas imaju šanse uživati u putovanjima kao turistički korisnici u istoj mjeri kao i osobe bez invaliditeta. Broj ljudi koji putuju s fizičkim, slušnim i/ili kognitivnim problemima

often the answers were the following: difficulties during travel (30%), problems of using catering facilities (20%), problems of using accommodations (18%), difficulties when engaging in sport (15%), difficulties in visiting attractions (12%), and communication difficulties (2%). More than two-thirds of respondents (67.2%) use aid during their tourism-motivated travels. Most of the respondents (38%) must use a wheelchair, 13% of respondents use a stick when travelling, and 4% of respondents use a hearing aid or mobile phone (applications to assist orientation and communication). There were some sporadic answers marking the importance of a guide dog, artificial limb, and spectacles. The majority said it was the family (40%) who they travel with. A few respondents travel with their spouses (15.4%), or with friends and relatives (14.6%). To the question, what kind of programmes people with disabilities liked participating in, 19.1% of respondents answered that they prefer programmes specially designed for people with disabilities, but 19.8% prefer to choose the integration programmes. However, nearly two-thirds of the answers (61.1%) show that respondents select programs that are definitely not tailored for them. The most popular programmes that respondents participated in were cultural ones (60.2%), nature-based activities (55.6%), and city sightseeing (50.4%). The respondents participated in wellness (43.6%), gastronomy events (40.6%), and visited friends and relatives (23.3%). Furthermore, a significant result of the answers is that people go pleasure shopping (13.5%) and participate in active recreation (13.5%). The importance of the internet database was most agreed to by Italians and Croatians. Tourism packages including nature are required, reachable by wheelchair. If was more dependable information online, more people with disabilities would choose any activity and even hiking in nature.

DISCUSSION

People with disabilities as tourism beneficiaries have nowadays more chance to enjoy travel to

povećao se u posljednje vrijeme. Oni predstavljaju veliki turistički potencijal s pripadajućim pogodnostima (plaćaju dodatnu naknadu za svoje posebne potrebe te osobe s invaliditetom ne putuju same). Međutim, pristupačan turizam je nedovoljno istraženo područje u turističkim studijama, a ni njegov potencijal nije dovoljno prepoznat. Iako je turizam bez prepreka složena i posebna tema, u svakom slučaju potreban je multidisciplinarni pristup. Sve osobe tretira se s istim poštovanjem, a njihove posebne potrebe se podjednako poštuju. Dakle, mnogi od nas žive s trajnim ili privremenim invaliditetom, koji bi mogao stvoriti barijere tijekom života i ometati putovanja. Bitno je naglasiti praktični značaj turizma bez barijera, to je novi tržišni segment. U mnogim slučajevima osobi s invaliditetom se na putovanju pridružuje više ljudi, što rezultira dodatnom potražnjom. To je danas latentna potražnja, ali mnogi ljudi danas ne putuju zato što pristupačnost ne postoji ili nije na razini na kojoj bi trebala biti. Pozivajući se na istraživački model koji kombinira održivi turizam, pristupačnost može biti dio različitih slojeva SAT-a (održivog pristupačnog turizma), koji proširuje njegovo razumijevanje (Polat i Hermans, 2016). Istraživanje je provedeno o Hrvatskoj, uglavnom na temelju istraživanja Gregorića i sur. (2019), i o Mađarskoj (Gonda i Raffay, 2020a, 2020b, 2021; Raffay i Gonda, 2020) te je predstavilo ažurirani rezultat istraživanja hrvatskog (200 ispitanika, 2019.) i mađarskog uzorka (238 ispitanika, 2018.-2021.), kojim su utvrđene najvažnije informacije koje se odnose na turizam i osobe s invaliditetom. Zbog nedostatka niskopodnih autobusa, vlakova ili taksija za osobe s invaliditetom, prijevoz je teško dostupan u mnogim turističkim destinacijama u svijetu. U Mađarskoj i Hrvatskoj osobe s invaliditetom nailaze na značajne probleme tijekom putovanja i u provedbi planova putovanja ih ometa invaliditet (Gregorić i sur., 2019; Csapó i sur., 2018; Csapó i sur., 2019; Gonda, 2021). Prema rezultatima, turisti s invaliditetom nisu putovali zbog nedostatka novca. Dodatni razlog za njihovo “neputovanje” bio je nedostatak odgovarajućeg društva, nedostatak vremena, nedostatak jezičnih

the same extent as people without disabilities. The number of people travelling with physical, hearing and/or cognitive problems has increased in recent times. They represent a great tourist potential with associated benefits (they pay an extra fee for their special needs, people with disabilities do not travel frequently alone). However, accessible tourism is an under-researched area in tourism studies, and the potential for tourism is not recognized enough too. Although barrier-free tourism is a complex and special theme, a multidisciplinary approach is needed. All persons shall be treated with the same respect and their special considerations shall be equally respected. Thus, many of us live with a permanent or temporary disability, which could create barriers throughout life, and hinder travel. The practical significance of barrier-free tourism must be emphasized. This is a new market segment. In many cases, more persons join one disabled person travelling, thus additional demand results. Today it is a latent demand, but many people do not travel nowadays because accessibility does not exist or is not at the level as it should be. Referring to an exploratory research model combining sustainable tourism, accessibility can be part of different layers of SAT's (sustainable accessible tourism), extending its understanding (Polat & Hermans, 2016). The study carried out research about Croatia, based mainly on the investigation of Gregorić et al. (2019), and about Hungary (Gonda & Raffay, 2020a, 2020b, 2021; Raffay & Gonda, 2020), presenting an updated result of a survey of a Croatian sample (200 respondents, in 2019) and a Hungarian one (238 respondents, 2018-2021) that determined the most important information in relation of tourism and people with disabilities. With the lack of low floor buses, trains, or taxis for people with disabilities, transport is difficult to access in many tourist destinations in the world. In Hungary and in Croatia people with disabilities encounter significant problems during travel and are hampered by their disabilities when implementing their travel plans (Gregorić et al., 2019; Csapó et al., 2018; Csapó et al., 2019; Gonda 2021). According to the presented results, tourists with disabilities did not travel due

vještina, nedostatak pratnje ili asistenta. Mnogi ljudi ne vjeruju da će dobiti pristupačnost koja im je obećana ili prikazana na internetskim stranicama. Kao i u mnogim slučajevima, osobe s invaliditetom moraju se odreći svojih specifičnih potreba kako bi aktivno sudjelovale u turizmu. Stoga je u Hrvatskoj i Mađarskoj potrebno više mogućnosti financiranja za razvoj infrastrukture i inovativnih projekata koji bi se odnosili na socijalni i pristupačni turizam te za primjenu dobre prakse. Pouzdana internetska baza podataka o putovanjima i dostupnim sadržajima u zemljama susjednima Hrvatskoj i Mađarskoj potaknula bi veći broj ljudi da odaberu putničke i kulturne programe ili da putuju u prirodu. U turizmu bi trebalo biti dostupno više proizvoda i programa (gastronomija, koncerti, sport) koji nisu ponajprije namijenjeni osobama s invaliditetom, ali zadovoljavaju njihove potrebe. Bili su popularni i oni programi koji se nisu provodili primarno za njih niti su za njih bili osmišljeni. Uz pouzdanije i raznovrsnije *online* informacije o turizmu bez prepreka, o mjestima lako dostupnim invalidskim kolicima (postoji nekoliko različitih vrsta invaliditeta), više ljudi bi odabralo putovanje u prirodu ili ono koje uključuje sportove i ekstremne sportove. Te bi aktivnosti jako privukle osobe s invaliditetom ako bi im se osigurala odgovarajuća tehnička i medicinska sigurnost i pomoć. Empirijska istraživanja već su pokazala rezultate, ali potrebno je provesti više istraživanja turizma bez prepreka koji generira putne navike i motivaciju ljudi. Nevladine i lokalne udruge te pružatelji usluga trebali bi pokrenuti strategije prilagođene pristupačnosti. Nadalje, njihovo aktivno sudjelovanje neophodno je za realizaciju razvojnih planova bez prepreka. Lokalne ideje i planovi, prilike, sadržaji i okoliš temeljeni na iskustvima ne bi privlačili samo turiste s fizičkim invaliditetom duž i u blizini hrvatsko-mađarske granice. Budući da su te zemlje susjedne, nisu daleko i mogu se međusobno posjećivati. Daljnjim ispitivanjem prepreka putovanja u tim zemljama došlo bi do povećanja mobilnosti na riječnim granicama, na Dunavu i Dravi.

to a shortage of money. Further reasons for their non-travel were the lack of adequate company, the lack of time, a lack of language skills, and the lack of accompanying or assisting person. Many people do not trust getting the accessibility that they are promised or shown online. As in many cases, people with disabilities must give up their specific needs in order to participate actively in tourism. Therefore, more finance is needed in Croatia and in Hungary to develop infrastructure and innovative projects in relation to social and accessible tourism and to change good practices. A reliable online database of trips and accessible facilities in Croatian and Hungarian neighbour countries would encourage more people to choose travel and cultural programmes, or travel in nature. More products and programmes (gastronomy, concerts, sport) should be accessible in tourism, which are not primarily aiming for people with disabilities but meet their needs. Programmes were popular also when they were not primarily implemented or designed for them. With more reliable and diversified online information about barrier-free tourism, about the places easily approachable by wheelchair (there are several different types of disabilities), more people would choose a journey in nature, sports, and extreme sports. These activities would attract people with disabilities very much if they provided adequate technical and medical safety and assistance. Empirical studies have already published results, but more investigations are needed on the barrier-free tourism generated travel habits and motivations of people on the ground. NGO's and local associations should initiate accessibility friendly strategies. Furthermore, their active participation is required to the realization of barrier-free development plans. With local ideas and plans, experience-based travel possibilities, facilities, and environment situations would welcome not only the physically disabled tourists along and close to the Croatian-Hungarian border. As these countries are neighbouring countries, it is not far to visit each other. Further examination on barriers to travel in these countries would lead to increasing mobility at the river boundaries, at the Danube River and Drava River.

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