

Benedek NAGY ***Norbert GERGELY ******Edina SZÉKELY *****

STUDIJA O PRISTUPAČNOSTI HOTELSKE INFRASTRUKTURE U RUMUNJSKOJ

STUDY ON HOTEL INFRASTRUCTURE ACCESSIBILITY IN ROMANIA

SAŽETAK: Tema ovog rada je pristupačnost hotelskih usluga za osobe s invaliditetom (OSI) u Rumunjskoj, posebno one s poteškoćama u kretanju te istražuje u kojoj mjeri rumunjski smještajni kapaciteti zadovoljavaju potrebe ove rastuće populacije. U studiji se analiziraju podaci raznih destinacija prikupljeni s platforme Booking.com, a uključuju mineralnu vodu, slanu vodu i odmarališta na plaži. Rezultati otkrivaju značajne razlike u pristupačnosti, ali općenito odmarališta mineralne vode pružaju bolje pogodnosti. U usporedbi s drugim europskim zemljama, Rumunjska zaostaje u rješenjima za pristupačnost. Autori preporučuju poboljšanja u infrastrukturi, državnim poticajima i osposobljavanje osoblja za promicanje uključivijeg turističkog okruženja.

KLJUČNE RIJEČI: pristupačni turizam, hotelska infrastruktura, vrste destinacija

ABSTRACT: The paper focuses on the accessibility of hotel services for persons with disabilities (PwD) in Romania, particularly those with mobility impairments. It explores the extent to which Romanian accommodations meet the needs of this growing demographic. The study gathers data from Booking.com, analysing various types of destinations, including mineral water, saltwater, and beach resorts. The findings reveal significant disparities in accessibility, but mineral water resorts generally provide better facilities. Comparisons with other European countries highlight Romania's lagging in accessibility solutions. The authors recommend improvements in infrastructure, government incentives, and staff training to promote a more inclusive tourism environment.

KEY WORDS: accessible tourism, hotel infrastructure, destination types

* Associate Professor Benedek Nagy, Department of Business Science, Sapientia Hungarian University of Transylvania, Miercurea-Ciuc, Romania, e-mail: nagybenedek@uni.sapientia.ro, ORCID: 0000-0001-7027-0194

** Assistant Lecturer Norbert Gergely, Department of Bioengineering, Sapientia Hungarian University of Transylvania, Miercurea-Ciuc, Romania, e-mail: gergelynorbert@uni.sapientia.ro, ORCID: 0000-0002-7603-0543

*** MSC student Edina Székely, Sapientia Hungarian University of Transylvania, Miercurea-Ciuc, Romania, e-mail: szekelyvedina@uni.sapientia.ro, ORCID: 0009-0001-3728-4479

1. UVOD

Pristupačni turizam pojavio se kao značajna tema unutar globalne turističke industrije koja ima za cilj pružanje jednakih mogućnosti putovanja osobama s invaliditetom (OSI). Sudjelovanje osoba s različitim invaliditetom u turizmu ne bi trebalo biti samo osnovno ljudsko pravo na slobodno vrijeme, odmor i rekreaciju, već i tržišna prilika, budući da je broj osoba s invaliditetom u porastu u većini zemalja (Gonda, 2021). Posljednjih trideset godina, stanovništvo Rumunjske smanjilo se za 16,41%, dok je broj osoba s invaliditetom porastao sa 74 053 na 890 702 u 2024. godini (podaci ANPDPD-a, 2024). Istodobno, turistička ponuda nije slijedila ovaj trend prilagođavanjem infrastrukture za poboljšanje dostupnosti i potrošnje atrakcija, smještaja, restorana i drugih rijetko korištenih i nedovoljno rasprostranjenih usluga.

Glavno pitanje ovog članka odnosi se na to u kojoj mjeri rumunjski smještajni objekti uzimaju u obzir ovaj segment i nude rješenja za osobe s različitim vrstama poteškoća u kretanju. Istraživanje je stoga usmjereno na osobe smanjene pokretljivosti, pri čemu se posebna pažnja posvećuje vrstama destinacija i korištenjem podataka jedne od najkorištenijih mrežnih platformi za rezervacije kako bi se utvrdio udio smještajnih objekata koji koriste različita tehnička rješenja za smještaj osoba s invaliditetom. Osim toga, navode se primjeri slučajeva koji ilustriraju mogućnosti za značajna poboljšanja u cijeloj zemlji te se naposljetku preporučaju glavna poboljšanja i politike vezane za turističke i građevinske propise.

2. PREGLED TEORIJE

Prema literaturi iz područja turizma i drugih povezanih disciplina, trenutačno stanje turističke infrastrukture za OSI je neadekvatno (Gonda, 2024; Munteanu *et al.*, 2014;

1. INTRODUCTION

Accessible tourism has emerged as a significant focus within the global travel industry, aiming to provide equal travel opportunities for persons with disabilities (PwD). The participation of persons with different disabilities in tourism should be not only a basic human right to leisure, rest and recreation, but also a market opportunity, as the number of persons with disabilities is increasing in most countries (Gonda, 2021). In the last thirty years, the population of Romania has decreased by 16.41%, while the number of PwD increased from 74,053 to 890,702 in 2024 (ANPDPD data, 2024). Simultaneously, tourism supply has not followed this trend by adapting the infrastructures to improve the accessibility and consumption of attractions, accommodation, restaurants and other rare and scarce services.

The main question of this article is the extent to which Romanian accommodation establishments take this segment into account and offer solutions for persons with different types of mobility impairments. Therefore, the research focuses on persons with reduced mobility paying particular notice to the types of destinations and the data from one of the most popular online booking channels to ascertain the proportion of accommodation establishments that employ diverse technical solutions for accommodating individuals with disabilities. Additionally, it presents exemplary cases that illustrate the potential for significant improvements across the country. Ultimately, it recommends major improvements and policies in construction and tourism regulations.

2. THEORETICAL BACKGROUND

According to the tourism and the related literature, in general the current state of tourism infrastructure for PwD is inade-

Rabontu, 2018; Vahedi i Cavuoto, 2023) i opterećeno je izazovima poput nedostatka propisa, proračunskih ograničenja te nedovoljne edukacije osoblja. Kako bi se olakšao razvoj inkluzivnijeg okruženja, preporučuje se uvođenje modela koji uključuje pristupačan dizajn, edukaciju osoblja i suradnju između države, industrije i civilnog društva. Mnoga istraživanja naglašavaju imperativ za razvoj odgovarajuće turističke infrastrukture za OSI s posebnim fokusom na poboljšanje dostupnosti prijevoza, poboljšanje pristupa atrakcijama i omogućavanje nadogradnje smještaja. Poboljšanje ovih objekata pružit će izgleda za značajno povećanje mogućnosti putovanja za OSI što s druge strane može koristiti i društvu i gospodarstvu. Osim toga, procjena osposobljenosti osoblja i raspoloživost lako dostupnih informacija ključne su komponente. Suradnja između dionika također se ističe kao odlučujuća za poboljšanje ukupne dostupnosti turističke infrastrukture što uključuje i hotele (Putri i Taufik, 2024; Puspitasari Rochman *et al.*, 2022; Maciejko *et al.*, 2019).

Hotelska infrastruktura za OSI ključni je aspekt inkluzivnog turizma, iako studije pokazuju razlike u pristupačnosti diljem svijeta (Gonda, 2024). U istraživanju se naglašava kako zemlje s višim razinama dohotka obično imaju bolje prilagođenu hotelsku infrastrukturu te se koncentriraju uglavnom na prepreke mobilnosti umjesto na senzorne invaliditete (Martin-Fuentes *et al.*, 2021). U potonjem istraživanju provedena je deskriptivna analiza u preko 31.000 hotela koje je predstavila mrežna putnička agencija Booking.com u 100 vodećih turističkih gradova svijeta. Mrežne informacije imaju značajnu ulogu u predstavljanju najboljih praksi za pristupačnost u hotelima, posebno u područjima poput Novog Zelanda koji predvodi u pristupačnosti po promicanju inkluzivnih gastronomskih iskustava putem učinkovitih mrežnih komunikacijskih strategija. Utvrđeno je da hoteli najčešće pružaju jelovnike na Brailleovom pismu/znakovnom jeziku,

quate (Gonda, 2023; Munteanu *et al.*, 2014; Rabontu, 2018; Vahedi and Cavuoto, 2023) and faces challenges that include lack of regulations, budget constraints, and insufficient staff training. In order to facilitate the development of a more inclusive environment implementing a model that incorporates accessible design, staff training, and collaboration among government, industry and civil society is recommended. Many studies underscore the imperative for the development of appropriate tourism infrastructure for PwD with particular focus on enhancing transportation accessibility, improving access to attractions, and facilitating accommodation upgrades. The enhancement of these facilities has the potential to increase significantly travel opportunities for PwD, which in turn can benefit both the society and the economy. In addition, the assessment of staff training and the availability of easily accessible information are crucial components. Cooperation between the stakeholders is also highlighted as essential to improve the overall accessibility of tourism infrastructure, including hotels (Putri and Taufik, 2024; Puspitasari wRochman *et al.*, 2022; Maciejko *et al.*, 2019).

Hotel infrastructure for PwD is a crucial aspect of inclusive tourism, yet studies show disparities in accessibility worldwide (Gonda, 2023). Research highlights that countries with higher income levels tend to have better-adapted hotel infrastructures, focusing mainly on mobility barriers rather than sensory disabilities (Martin-Fuentes *et al.*, 2021). In the latter research, a descriptive analysis was conducted in over 31,000 hotels featured by the online travel agency Booking.com in 100 most tourist cities in the world. Online information plays a significant role in showcasing best practices for accessibility in hotels, particularly in areas like New Zealand, where champions of accessibility are at the forefront of promoting inclusive dining experiences through effective online communication strategies. The common tactics used by the hotels were found to include

pristupačne prostore restorana i barova te dostupnost osoblja restorana kvalificiranog za podršku korisnicima s invaliditetom (Eshwar i McIntosh, 2020). Inoviranje u hotelskim uslugama za osobe s invaliditetom ističe se kao ključni čimbenik za rast, povećanje konkurentnosti i održivosti pomoću novih tehnoloških aplikacija i procesa (Theocharis *et al.*, 2022). Osim toga, u tijeku su naponi za poboljšanje turističke infrastrukture u područjima zaštićenog krajolika za OSI u objektima poput Nacionalnog parka planinskog lanca Stolowe u Poljskoj s ciljem jačanja pristupačnosti uz očuvanje prirodnih krajolika (Maciejko *et al.*, 2019; Gonda, 2024).

Hoteli mogu poboljšati pristupačnost invalidskim kolicima prilagođavanjem prostornih rješenja, rasporeda soba, asistencije osoblja te usklađivanjem s lokalnim politikama pristupačnosti kao što je istaknuto u istraživanju o prikladnosti hotela za pristupačni turizam. U hotelskim poduzećima u turskim provincijama Mardin, Şanlıurfa i Hatay postoji nedostatak turističkih objekata bez prepreka, ali i značajne razlike u adekvatnosti za pristupačni turizam (Boz i Olcay, 2023). Prilagodba infrastrukture za pristupačnost invalidskim kolicima u hotelima može se unaprijediti suradnjom sa stručnjacima ili s organizacijama OSI kako bi se osigurala usklađenost s najboljim praksama i zakonskim zahtjevima. Pozornost bi trebalo usmjeriti na fizički pristup, uređaje za kretanje i pristupačnost prostorija za OSI (Boz i Olcay, 2023). Osim toga, deskriptivna studija 106 hotela u Quito u Ekvadoru, utvrdila je da hoteli više kategorije bolje zadovoljavaju pravila o pristupačnosti te ističe važnost ispunjavanja standarda pristupačnosti za sve hotelske kategorije s ciljem poboljšanja ukupne pristupačnosti za korisnike invalidskih kolica (Arias *et al.*, 2022). Nadalje, povratne informacije korisnika invalidskih kolica prilikom evaluacije uporabljivosti mogu olakšati prepoznavanje specifičnih izazova i aspekata poboljšanja karakteristika hotela čime bi se svim gostima omogućilo pozitiv-

provision of Braille/Sign Language menus, accessible restaurant and bar areas, and the availability of trained restaurant staff to support customers with disabilities (Eshwar - McIntosh, 2020). Innovation in hotel services for individuals with disabilities is emphasized as a key factor for growth, enhancing competitiveness and sustainability via using new technological applications and processes (Theocharis *et al.*, 2022). Additionally, efforts to improve tourist infrastructure in protected landscape areas for PwD are ongoing with projects like the Stolowe Mountains National Park in Poland aiming to enhance accessibility while preserving natural landscapes (Maciejko *et al.*, 2019; Gonda, 2024).

Hotels can enhance wheelchair accessibility by improving physical structures, room arrangements, staff assistance, and aligning with local accessibility policies as highlighted in the research on hotel suitability for accessible tourism. There are insufficient barrier-free tourism facilities and significant differences in suitability for accessible tourism among hotel businesses in Turkish provinces of Mardin, Şanlıurfa and Hatay (Boz and Olcay, 2023). Hotels can also improve wheelchair accessibility in their infrastructure by collaborating with accessibility experts or disability organizations to ensure compliance with best practices and legal requirements. They should focus on physical access, mobility devices, and accessible rooms to cater to PwD (Boz and Olcay, 2023). Additionally, a descriptive study assessing hotels in Quito, Ecuador, conducted in 106 hotels, revealed that higher-category hotels tend to have better accessibility compliance, emphasizing the importance of meeting accessibility standards for all hotel categories to improve overall accessibility for wheelchair users (Arias *et al.*, 2022). Furthermore, considering the feedback from wheelchair users during usability evaluations can help identify the specific challenges and areas for improvement in hotel features to ensure positive experience for all guests. Hotels can

no iskustvo. Hoteli mogu poboljšati pristupačnost osobama u invalidskim kolicima optimizacijom funkcija, poput lakog otvaranja vrata soba i pristupa tuševima te tako ukloniti zabrinutost korisnika invalidskih kolica za bolju uporabljivost i uključivost (Vahedi i Cavuoto, 2023). Adam (2019) je proučavao optimiziranje fizičke pristupačnosti invalidskih kolica i njihove pokretače u hotelima u Accri u Gani primjenom koncepta univerzalnog dizajna. Pristupačnost invalidskih kolica može se poboljšati postavljanjem širokih pomičnih ulaznih vrata, prostranih hodnika i strateški pozicioniranih držača koji njihovim korisnicima omogućuju slobodno kretanje i privatnost u kadi ili na WC-u.

Koncept pristupačnog turizma naglašava neophodnost stvaranja univerzalno dizajniranih turističkih proizvoda, usluga i okruženja, s ciljem uklanjanja prepreka za OSI. To uključuje omogućavanje kapaciteta predmetne infrastrukture da zadovolji zahtjeve obveznog pristupa koji se odnose na mobilnost, vid, sluh i spoznaju tijekom cijelog boravka gosta (Ambrose, 2022; da Silva Soares Costa *et al.*, 2024).

U pogledu infrastrukture pristupačnosti i usluga za osobe s invaliditetom u Rumunjskoj, Tecau *et al.* (2019) istaknuli su odgovorni turizam s namjerom povećanja pristupačnosti turističkih odredišta za djecu s teškoćama u razvoju i njihove obitelji s ciljem identificiranja i analize prepreka s kojima se obitelji s djecom s teškoćama u razvoju susreću tijekom svojih turističkih iskustava. Proveli su kvalitativno istraživanje putem fokus grupa s 32 sudionika obuhvativši stručnjake za obrazovanje djece s teškoćama u razvoju, roditelje/udomitelje i upravitelje škola. Između ostalih vrijednih rezultata, studija je otkrila nekoliko hotelskih lanaca u Rumunjskoj koji su uklonili fizičke prepreke osiguravši pristupne rampe, prilagođene sobe i kupaonice za OSI. Međutim, cijene u tim hotelima često premašuju financijske mogućnosti obitelji s djecom s poteškoćama u razvoju.

enhance wheelchair accessibility by focusing on features such as easy room door opening and shower access, thus addressing concerns raised by wheelchair users for improved usability and inclusivity (Vahedi and Cavuoto, 2023). Enhancing wheelchair physical accessibility and its drivers by implementing Universal Design Concept among the hotels in the Accra Metropolis of Ghana was studied by Adam (2019). Wheelchair accessibility can be enhanced by incorporating features like wide swing and entry doors, spacious corridors, and strategically positioned shaft parts to allow wheelchair users to move freely and maintain privacy in bathtubs or on toilets.

The concept of accessible tourism underscores the necessity for creating universally designed tourism products, services, and environments, with the aim of eliminating barriers for PwD. This encompasses ensuring that the infrastructure in question is capable of accommodating the mandatory access requirements pertaining to mobility, vision, hearing, and cognition throughout the entirety of the visitor journey (Ambrose, 2022; da Silva Soares Costa, *et al.*, 2024).

Regarding the accessibility infrastructure and services for PwD in Romania, Tecau *et al.* (2019) highlighted responsible tourism with the intention to increase the accessibility of tourist destinations for children with disabilities and their families. The aim was to identify and analyse the obstacles encountered by families with children with disabilities during their tourism experiences. They carried out a qualitative research via focus group interviews with 32 participants including specialists in educating children with disabilities, parents/foster parents, and managers from their schools. Among other valuable results, the study discovered several hotel chains in Romania that have eliminated physical barriers by providing access ramps, adapted rooms, and bathrooms for PwD. However, the prices in these hotels often exceed the financial means of the families with children with disabilities.

Munteanu *et al.* (2014) istraživali su strategije konkurentnosti koje upravitelji hotela u odmaralištima na obali Crnog mora u Mamaiji u Rumunjskoj mogu usvojiti, uzimajući u obzir očekivanja potrošača i najbolje prakse u turizmu. Među ostalim važnim infrastrukturnim i uslužnim elementima, istaknuli su da se pogodnosti za turiste s invaliditetom mogu naći u četiri uzorkovana hotela i to: prikladno opremljene sobe ili prikladan pristup invalidskim kolicima u okolini hotela i javnim prostorima te pristup rampe različitim zgradama hotelskog kompleksa. Iaki je jedini rumunjski hotel u uzorku s pogodnostima za OSI.

Rabontu (2018) je u članku o dostupnosti turizma u Rumunjskoj ispitao razinu razvoja turističkih objekata za OSI u smještajnim i ugostiteljskim objektima te rast inkluzivnog turizma na nacionalnoj i međunarodnoj razini. Na temelju istraživačkih metoda kojima se analiziraju statistički podaci, autor zaključuje da je dostupnost za OSI u rumunjskom turizmu na vrlo niskoj razini. Ograničen broj soba namijenjenih OSI u Rumunjskoj ukazuje na nedostatak interesa za pružanje usluga ovom stalno rastućem segmentu stanovništva među turističkim smještajnim jedinicama.

Cernaianu i Sobry (2011) proučavali su dostupnost sportskog turizma za OSI u Rumunjskoj i Francuskoj te su utvrdili da većina hotela, prijevoznih sredstava, objekata i turističkih mjesta u Rumunjskoj nije dostupna tom segmentu. Ipak, prema članku 21. Rumunjskog zakona 448/2006 „nadležna tijela javne uprave obvezna su olakšati pristup kulturnim vrijednostima, baštini i turizmu te sportu i aktivnostima slobodnog vremena za OSI.”

Valorizacijom mjesta za kampiranje studenata u Rumunjskoj, koja obuhvaća i objekte za OSI, Simona *et al.* (2018) utvrdili su nesrazmjer na nacionalnoj razini. Od 4.600 pansionskih mjesta registriranih u ovim kampovima 2017. godine, samo 1.600 bilo je namijenjeno djeci s teškoćama u razvoju. Konkretno, u kampovima u obalnom okrugu

Munteanu *et al.* (2014) investigated competitive strategies that can be adopted by hotel managers in resorts on the Black Sea coast of Mamaia, Romania, considering consumer expectations and best practices in tourism industry. Among other important infrastructure and service elements, they pointed out that facilities for tourists with disabilities can be found in four sampled hotels as follows: adequately equipped rooms or adequate wheelchair access in the hotel surroundings and public areas, and ramp access to different buildings of the hotel complex. Iaki is the only Romanian hotel in the sample with the facilities for PwD.

An article on the accessibility of tourism in Romania by Rabontu (2018) examined the level of development of tourist facilities catering to PwD in both accommodation and catering establishments, and the growth of inclusive tourism on national and international scales. Based on the research methods analysing the statistical data, the author concludes that the accessibility of PwD in Romanian tourism is at very low level. The limited number of rooms designated for PwD in Romania indicates the lack of interest among tourist accommodation units in catering to this steadily expanding population segment.

Cernaianu-Sobry (2011) studied sports tourism accessibility for PwD in Romania and France, and revealed that the majority of hotels, transport, facilities and tourist sites in Romania are not accessible to them. Nevertheless, according to Article 21 of the Romanian Law 448/2006 “the competent authorities of the public administration are obliged to facilitate access for PwD to cultural values, heritage and tourism, sports and leisure activities.”

A study by Simon *et al.* (2018) evaluating the camping sites for students in Romania including facilities for PwD shows a disproportion at the national level. Of 4,600 boarding places registered in these camping sites 2017, only 1,600 were designated to children with disabilities. Specifically, in the camping sites of the coastal Constanta County, only 236

Constanta samo je 236 pansionskih mjesta bilo alocirano za djecu s teškoćama u razvoju (Simon *et al.*, 2018).

Istraživanje 60 uzorkovanih hotela u gradovima Aradu i Temišvaru (Babaita, 2012) otkriva u kojoj je mjeri infrastruktura hotela prilagođena potrebama turista s invaliditetom te svijest hotelskih menadžera o mogućnostima putovanja za OSI. Naime, oni nisu bili upoznati s ovim segmentom tržišta i uglavnom ne prilagođavaju svoje usluge ovoj ciljnoj skupini. Većina hotelijera smatra da je njihovo osoblje nedovoljno pripremljeno za ovo tržište. Sukladno tomu, više od 50% menadžera smatra da vladine i nevladine organizacije ne brinu dovoljno za te osobe. U pogledu infrastrukture, isto je istraživanje pokazalo da većina hotela ima određena parkirna mjesta i ulazne rampe za OSI, ali da postoje praznine u ostaloj infrastrukturi (Babaita, 2012).

2.1. Metode mjerenja pristupačne hotelske infrastrukture

Mjerenje hotelske infrastrukture pristupačne osobama s invaliditetom predstavlja izazov jer u Rumunjskoj ne postoje statistički podaci o toj dimenziji. Indeks Passe-Partout razvijen je kako bi pružio učinkovitu i široko prihvaćenu metodu za mjerenje pristupačnosti u javnoj infrastrukturi, koja se bavi svakodnevnim problemima s kojima se suočava više od 30% stanovništva zbog problema pristupačnosti (Ponsard i Snoeck, 2006). Osim toga, može se koristiti i Mjera pristupačnosti urbane infrastrukture za odrasle osobe s tjelesnim invaliditetom (MAUAP) (Gamache *et al.*, 2016) koja obuhvaća sedam neovisnih elemenata: parkiralište, pješачke zone, pristup zgradi s vanjske strane, unutarnje manevarske površine, infrastrukturu za učenje i slobodno vrijeme, usluge i javni WC. Stavke se ocjenjuju postotkom prisutnih karakteristika (1 do 16) i ocjenom pristupačnosti (redna ljestvica od 4 razine). Primjenom ovakvog sveobuhvatnog ocjenjivanja mogu se identi-

boarding places were allocated to children with disabilities (Simon *et al.*, 2018).

The survey of 60 sample hotels in the cities of Arad and Timisoara (Babaita, 2012) reveals the extent to which the infrastructure of the hotels is adapted to the needs of tourists with disabilities, and the awareness of the hotel managers on the travel opportunities for PwD. Namely, they were not familiar with this market segment and mostly do not adapt their services to this target group. The majority of hotel managers believe that their staff are insufficiently prepared for this market. Accordingly, over 50% managers believe that governmental and non-governmental organisations do not cater for these individuals sufficiently. In terms of infrastructure, the research highlighted that the majority of the hotels have designated special parking spaces and entrance ramps for PwD, but that there are gaps in other infrastructure (Babaita, 2012).

2.1. Methods of measuring accessible hotel infrastructure

Measuring hotel infrastructure accessible to PwD is a challenge, as there is no statistical data on this dimension in Romania. The Passe-Partout Index was developed to provide an effective and widely adopted method for measuring accessibility in public infrastructures, addressing the daily problems faced by over 30% of the population due to accessibility issues (Ponsard and Snoeck, 2006). In addition, the Measure of Accessibility to Urban Infrastructures for Adults with Physical Disabilities (MAUAP) can also be utilized (Gamache *et al.*, 2016) that includes seven independent sections: parking lot, pedestrian facilities, building access from the exterior, interior manoeuvring areas, infrastructures for learning and leisure, services and public restroom. Items are assessed with the percentage of characteristics present (1 to 16) and an accessibility score (4-level ordinal scale). By applying this comprehensive measure, professionals will be able to identify specific acces-

ficirati specifične preporuke za pristupačnost za poboljšanje upotrebljivost hotelskih objekata za osobe s fizičkim invaliditetom.

Druga metodologija za mjerenje pristupačnih elemenata hotelske infrastrukture proizlazi iz marketinškog pristupa koji daje prednost korisničkom iskustvu uz prikupljanje ocjena OSI, tj. poznavatelja s iskustvom. Evaluacija je usredotočena na dostupnost i iskoristivost objekata i usluga, uzimajući u obzir čimbenike kao što su fizički pristup, znakovi i pomoć osoblja (Utkina, Zinchenko i Esina, 2023). Rezultati ove procjene mogu informirati menadžment o odlukama usmjerenim na poboljšanje pristupačnosti unutar hotelske infrastrukture.

U svom članku Rahim i Samad (2010) opisuju probleme pristupačnosti u određenim hotelima i odmorištima, poput činjenice da 4 cm korisnicima invalidskih kolica onemogućava ulazak u WC, a nedostatak taktilnih upozoravajućih površina ispred dizala pogađa osobe oštećena vida. Za mjerenje pristupačnih elemenata hotelske infrastrukture, autori su proveli reviziju pristupa procjene dimenzija širine vrata, visine pragova i područja cirkulacije, kao i vrednovanje pristupačnosti WC-a s posebnom pozornosti na širine vrata i prisutnosti rukohvata. Koristili su opažanje, analizu plana i fotografije za dokumentiranje rezultata. Povrh toga, prikupili su i povratne informacije od korisnika s različitim poteškoćama putem upitnika kako bi razumjeli njihova iskustva.

Također se može provesti i kontrola dizajna vrednovanjem fizičkih značajki poput ulaza, rampi, rasporeda prostorija i pristupačnosti kupaonica na osnovi povratnih informacija dobivenih od turista s invaliditetom na odlasku, čime se može dobiti uvid u korisničko iskustvo. Provedeno je istraživanje među OSI kako bi se analizirala njihova stajališta o uključivosti postojećih hotela u zemlji, a ispitanici su identificirani pomoću registrirane NGO iz Mumbaia u Indiji koja radi za dobrobit OSI (Piramanayagam, Pritam i More, 2019).

sibility recommendations in order to enhance the usability of hotel facilities for individuals with physical disabilities.

Another methodology for measuring accessible hotel infrastructure elements originates from a marketing approach that prioritizes customer experience and involves gathering assessments from PwD who serve as experts of experience. The evaluation focuses on the availability and usability of facilities and services, considering factors such as physical access, signage, and staff assistance (Utkina, Zinchenko and Esina, 2023). The results from this assessment can inform management decisions aimed at enhancing accessibility within the hotel infrastructure.

A paper by Rahim and Samad (2010) identifies consistent accessibility issues across the selected hotels and resorts, such as the presence of a 1-inch threshold obstructing wheelchair users from entering the toilet, and the lack of tactile warning surfaces in front of lifts, which affects visually impaired individuals. To measure accessible hotel infrastructure elements, the authors conducted access audits that evaluate features such as door widths, threshold heights, and circulation areas, assessing the accessibility of toilets, including door widths and the presence of handrails. They utilized observations, plan analysis, and photographs to document findings. Additionally, they gathered feedback through questionnaires from users with diverse disabilities to understand their experiences.

An option for a design audit can also be conducted by evaluating physical features such as entrances, ramps, room layouts and bathroom accessibility, using feedback from tourists with disabilities at checkout, providing insight into the user experience. A survey was conducted among PwD to analyse their perspectives on the inclusiveness of existing hotels in the country. The survey respondents were identified through a registered NGO based in Mumbai, India, working for the welfare of PwD (Piramanayagam, Pritam and More, 2019).

2.2. Ciljevi i hipoteze

Cilj istraživanja je proučavanje omjera u kojoj infrastruktura za osobe smanjene pokretljivosti i osobe s oštećenjem vida prisutna u turističkoj ponudi. Pretpostavljamo da tehnička rješenja i povezane usluge u Rumunjskoj samo marginalno zadovoljavaju potražnju koja potencijalno predstavlja sve OSI u zemlji, kao i sličan udio inozemnih turista. Smatramo da ponudu treba proširiti kako bi se tim osobama osigurao pravičan pristup svim uslugama i atrakcijama, a preduvjet za to je da usluge smještaja i prijevoza budu pristupačne, bez prepreka i lake za korištenje. Istraživanje stoga ima za cilj istražiti ponudu smještaja u Rumunjskoj i izmjeriti vrste i opseg ovih specifičnih tehničkih rješenja koja se pružaju osobama s različitim vrstama invaliditeta. Istovremeno, svjesni smo da postojeća raspoloživa infrastrukturna rješenja nisu ravnomjerno raspoređena te da postoje različita odmarališta i vrste destinacija koje sadrže različite razine usluga – od luksuznog termalnog turizma do ispodprosječnih objekata.

Stoga se predlažu sljedeće hipoteze:

H1: Smještajna infrastruktura za OSI u Rumunjskoj neadekvatna je i ne odgovara potencijalnoj potražnji tržišta u smislu količine i kvalitete.

H2: Postoji razlika između vrsta destinacija u Rumunjskoj, od kojih su lječilišta u boljem položaju u kontekstu specifične ponude.

H3: Atrakcije i sadržaji za slobodno vrijeme posebno dizajnirani za osobe smanjene pokretljivosti dostupni su u nekim destinacijama u Rumunjskoj.

3. METODE I PODACI

Ovo istraživanje bilo je višedimenzionalno uz višestruko prikupljanje podataka i druga opažanja, a provedeno je između srpnja i rujna 2024. godine. Naše studije temelje se na promatranjima podataka i in-

2.2. Objectives and hypotheses

The aim of the research is to explore the extent to which infrastructure for persons with reduced mobility and visually impaired persons is present in the tourism offer. We hypothesise that the technical solutions and related services in Romania only marginally satisfy the demand that is potentially the entire country's population of PwD, plus a similar proportion of international tourists. We believe that the offer should be expanded to ensure that these persons have fair access to all services and attractions, and that a prerequisite for this is that accommodation services and transport should be accessible, barrier-free and easy to use. The research therefore aims to investigate the accommodation offer in Romania and to measure the types and extent of this specific technical solutions provided for persons with different types of disabilities. Yet, we are aware that the existing available infrastructural solutions are unevenly distributed and that different resorts and types of destinations contain different levels of services – from high spa tourism to below average facilities.

Therefore, following hypotheses are proposed:

H1: The accommodation infrastructure for PwD in Romania is inadequate and does not match the potential market demand in terms of quantity and quality.

H2: There is a difference between the types of destinations in Romania, of which the health tourism resorts are in a better position in terms of specific supply.

H3: Attractions and leisure facilities specifically designed for persons with reduced mobility are available in some destinations in Romania.

3. METHODS AND DATA

This study was multidimensional, with multiple data collection and other observa-

formacija o ponudi smještaja u Rumunjskoj prikupljenih na različitim web platformama. Analiza smještaja dostupnog za rezervaciju u razdoblju od 13. do 15. 9.2024. godine na mrežnoj platformi Booking.com provedena je u vremenskom intervalu od 20.7.2020. do 19.9.2024. godine. Dodatno su korišteni statistički podaci za točnu identifikaciju rumunjskog stanovništva i registriranih smještajnih objekata. Analiza baza podataka rumunjskog Nacionalnog zavoda za statistiku (INS) i Nacionalnog tijela za osobe s invaliditetom (ANPDPD) provedena je između 9. i 16.9.2024. godine. Iz baze podataka INS (2024) uspjeli smo dobiti informaciju o broju OSI u Rumunjskoj za vremenski interval 2003. - 2023. godine. Istodobno je baza podataka ANPDPD (National Authority for Persons with Disabilities) (2024) dala promjenu broja osoba s invaliditetom za isto vremensko razdoblje. Podaci koje je objavilo Nacionalno tijelo za osobe s invaliditetom (ANPDPD) pokazuju kako je populacija OSI u Rumunjskoj bila raspoređena prema različitim vrstama invaliditeta u 2023. godini.

Međutim, glavna metoda primjenjuje se na podatke koji su dostupni na platformi Booking.com, a temelji se na opsegu u kojem tamo registrirani smještaj – koji predstavlja otprilike 70-80% ukupnog smještajnog kapaciteta – uključuje tehničke pogodnosti za OSI i oštećenjem vida u kupaonicama te u ili izvan objekata.

Konkretno pomoću Booking.com filtera pretraživani su sljedeći elementi:

- WC-i s rukohvatima
- Povišeni WC-i
- Niski WC-i
- Brailleovo pismo
- Taktilne oznake

Prilikom postavljanja ovih filtera generirani su uzorci za općine, županije i državu te su izračunati udjeli navedenih stavki u pripadajućim smještajnim objektima uzimajući u obzir ukupni kapacitet raspoloživ na plat-

tions carried out between July and September 2024. Our studies are observation-based and the data and information about the accommodation offer in Romania was collected from different available web platforms. The analysis of the Booking.com online booking platform was carried out in the time interval between 20/07/2020 and 19/09/2024, and analysed the accommodation available for booking in the period between 13-15/09/2024. Additionally, statistical data were used to identify accurately the Romanian population and registered accommodation establishments. The analysis of the databases of the Romanian National Institute of Statistics (INS) and the National Authority for PwD (ANPDPD) was carried out between 09/09/2024 and 09/16/2024. From the INS (2024) database, we were able to obtain the number of PwD in Romania for the time interval 2003-2023. Concurrently, the ANPDPD (National Authority for Persons with Disabilities) database (2024) provided the change in the number of PwD for the same time interval. The data published by the National Authority for Persons with Disabilities (ANPDPD) shows how the population of PwD in Romania was distributed in terms of different types of disabilities in the year 2023.

However, the main method is applied on the data available on Booking.com and is based on the extent to which the accommodation registered there – which represents roughly 70-80% of total accommodation capacity – includes technical facilities for persons with disabilities and visual impairment in bathrooms and in- or outside the buildings.

Specifically, we searched for the following items using the Booking.com's filter:

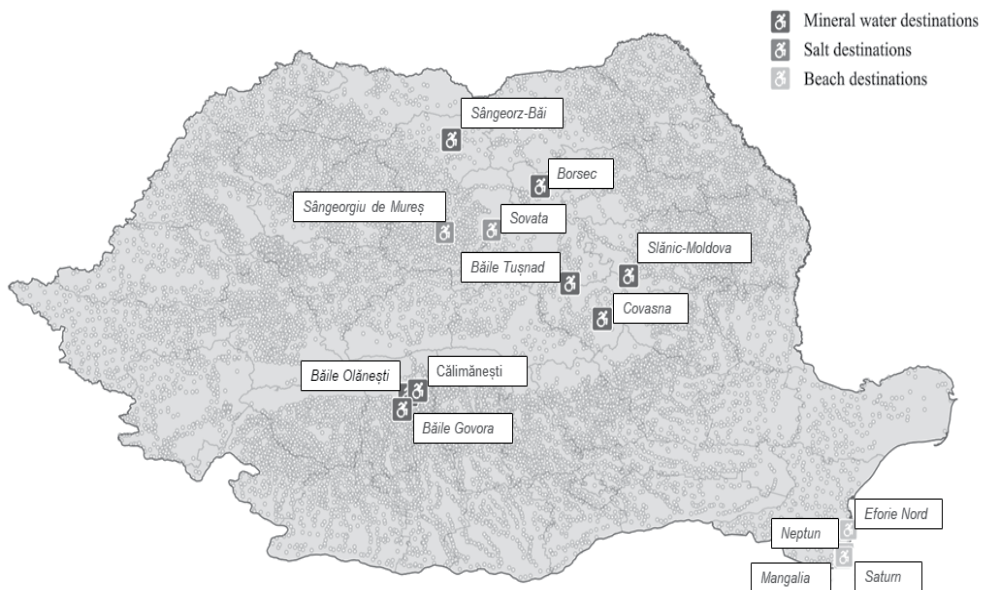
- Toilets with handrails
- Raised toilets
- Low level toilets
- Braille
- Tactile signals

When these filters were set, the municipal, county and national samples were generated and the proportions of the specified

formi Booking.com. Analizom su obuhvaćeni smještajni kapaciteti 13 turističkih mjesta (općina) za razdoblje 13.-15.9.2024. godine, a za razdoblje 27.-29.9.2024. godine iz istog izvora prikupljeni su podaci na nacionalnoj razini o smještajnim kapacitetima u Njemačkoj, Nizozemskoj, Mađarskoj i Švedskoj. Karta u nastavku prikazuje glavne rumunjske destinacije obuhvaćene analizom s rješenjima pristupačnosti diljem zemlje. Platforma Booking.com korištena je za prikupljanje informacije o broju smještajnih jedinica koje se mogu rezervirati u Rumunjskoj i o broju smještajnih jedinica u glavnim destinacijama s mineralnom vodom (Covasna, Băile Tușnad, Borsec, Băile Govora, Băile Olănești, Călimănești-Caciulata, Sângeoza Băi i Slănic Moldova) te o broju smještajnih jedinica u destinacijama sa slanom vodom (Sovata i Sângeorgiu de Mureș) i u glavnim obalnim odredištima (Eforie Nord, Neptun, Mangalia, Saturn).

items in the pertinent accommodation facilities were calculated taking into account the total capacity available on Booking.com. The analysis included the accommodation facilities of 13 tourist resorts (municipalities) for the period 13-15/09/2024, and for the period 27-29/09/2024 at the national level for accommodation facilities in Germany, the Netherlands, Hungary and Sweden were collected from the same source. The map below shows the main Romanian destinations covered by our analysis with accessibility solutions across the country. The Booking.com platform was used to collect the number of accommodation units that can be booked in Romania and the number of accommodation units in the major mineral water resorts (Covasna, Băile Tușnad, Borsec, Băile Govora, Băile Olănești, Călimănești-Caciulata, Sângeoza Băi, and Slănic Moldova), and the number of accommodation units in salt water resorts (Sovata and Sângeorgiu de Mureș) and in major coastal destinations (Eforie Nord, Neptun, Mangalia, Saturn).

Slika 1: Analizirane destinacije / Figure 1: The destinations analysed



Izvor: vlastito uređivanje u QGIS-u / Source: own editing in QGIS

U promatranom razdoblju u Rumunjskoj je od ukupno 21.834 smještajne jedinice njih 314 bilo dostupno u Eforie Nord, 126 u Sovati, 19 u Covasni, 24 u Băile Tușnadu, 21 u Borsecu, 13 u Băile Govori i 126 u Băile Felixu, 29 ih je bilo dostupno u Băile Olănești, 83 u Călimanești-Caciulata, 12 u Sângeorgiu de Mureș, 11 u Sângeoza Băi, 41 u Slanic Moldovan, 42 u Neptunu, 125 u Mangaliji, a 36 smještajnih jedinica bilo je dostupno u Saturnu. Prikupljeni podaci korišteni su za ispitivanje postotka smještajnih objekata opremljenih različitim rješenjima pristupačnosti. Na temelju tih podataka napravljena je usporedba između područja istraživanja i nacionalnih podataka, ističući po jednu implementaciju pristupačnosti u svakom, kako bi se dobio uvid u pristupačnost područja, što je bitno za turističke aktivnosti osoba s invaliditetom. Metoda prikazuje elemente koji su prisutni u smještajnim objektima, a ne daje preciznije pokazatelje ukupnog broja soba te se njome ne može ispitati točan udio soba za OSI u ukupnom kapacitetu. Međutim, zbog nedostatka službenih statistika i drugih primarnih istraživanja o ovom pitanju u Rumunjskoj, još uvijek je najtočnija za mjerenje ove specifične infrastrukture.

Podaci Booking.com-a za razdoblje 27. – 29. 9. 2024. godine korišteni su za usporedbu Rumunjske, Mađarske, Njemačke, Nizozemske i Švedske s fokusom na aktivnosti vezane uz rješenja pristupačnosti smještajnih objekata, odnosno *WC-a s rukohvatima, povišenog WC-a, niskog WC-a, Brailleovog pisma i taktilne oznake*.

Na kraju su kvalitativnom metodom identificirani smještajni kapaciteti u Rumunjskoj koji bi mogli poslužiti kao dobri primjeri turističkih objekata za OSI. Prema podacima Booking.com-a, najviše pristupačan smještaj nalazi se u Brașovu, iako se Bukurešt može pohvaliti najvećim brojem pristupačnih smještajnih jedinica u Rumunjskoj (274 pristupačne smještajne jedinice). Metoda pretraživanja koristila je recenzije gostiju kao polazište, ali je uzela u obzir vlastite kvaliteta-

In the period under examination of 21,834 accommodation units in Romania, 314 were available in Eforie Nord, 126 in Sovata, 19 in Covasna, 24 in Băile Tușnad, 21 in Borsec, 13 in Băile Govora and 126 in Băile Felix, 29 were available in Băile Olănești, 83 in Călimanești-Caciulata, 12 in Sângeorgiu de Mureș, 11 in Sângeoza Băi, 41 in Slanic Moldovan, 42 in Neptun, 125 in Mangalia and 36 accommodation units were available in Saturn. The collected data was used to examine the percentage of accommodation facilities equipped with different accessibility solutions. Based on the data, we made a comparison between the study areas and the national data, highlighting one accessibility implementation in each, in order to gain insight on the accessibility of the areas, which is essential for the tourism activities of PwD. The method shows the elements that are present in the accommodation facilities while failing to produce more precise indicators for the total number of rooms and, hence, it cannot be used to examine the exact proportion of the rooms for the PwD in total capacity. However, due to the lack of official statistics and other primary research on this issue in Romania, it is still most accurate for measuring this specific infrastructure.

Booking.com data for the period 27/09/2024 – 29/09/2024 was used for comparing Romania, Hungary, Germany, the Netherlands and Sweden with focus on the activities related to the accessibility solutions of the accommodation facilities, i.e. *toilets with handrails, raised toilets, low level toilets, Braille font and tactile signals*.

Finally, a qualitative method was used to identify the accommodation facilities in Romania that could serve as good examples of tourist facilities for PwD. Based on the Booking.com data, the best accessible accommodation was located in Brașov although Bucharest boasts the highest number of accessible accommodation units in Romania (274 accessible accommodation units). The search method used guest reviews as a

tivne kriterije autora. To uključuje pristupačnost cijele jedinice, broj pristupačnih rješenja, tehnička rješenja koja se nude osobama bez invaliditeta, ponuđene programe i usluge te ukusno i estetsko uređenje mjesta.

4. REZULTATI

Istraživanje je omogućilo utvrđivanje razmjera opremljenosti smještajnih kapaciteta u anketiranim rumunjskim odredištima rješenjima pristupačnosti. Obuhvatilo je odmarališta s mineralnom vodom, uglavnom u gradovima Covasna, Băile Tușnad, Borsec, Băile Govora, Băile Olănești, Călimănești-Caciulata, Sângeoza Băi i Slănic Moldova, slana odmarališta kao što su Sovata i Sângeorgiu de Mureș te glavne obalne destinacije poput Eforie Nord, Neptun, Mangalija i Saturn.

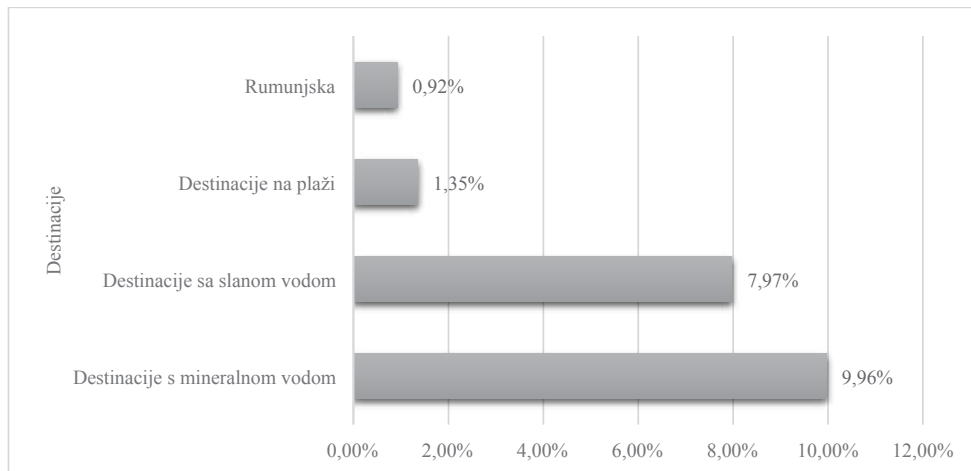
Usporedba agregiranih podataka za ova odmarališta i rumunjskih podataka (Slika 2) pokazuje da odredišta s mineralnom vodom imaju znatno veći udio smještajnih objekata opremljenih *rukohvatima u kupaonicama* za OSI. Slijede ih slana i morska odredišta s najmanjim udjelom (0,92%) pogodnosti te vrste. Među odredištima mineralne vode, Băile Govora ima najveći udio smještajnih jedinica koje su opremljene WC-ima s rukohvatima (61,54%). Među ispitanim destinacijama slane vode, smještaj u Sângeorgiu de Mureș posvećuje posebnu pozornost postavljanju rukohvata u kupaonicama, dok u konkurenciji morskih odmarališta Neptun ima najviše rukohvata u WC-ima.

starting point, but took into account authors' own qualitative criteria. These included the accessibility of the whole unit, the number of accessible solutions, the technical solutions offered to persons without disabilities, the programmes and services offered and the tasteful and aesthetic design of the place.

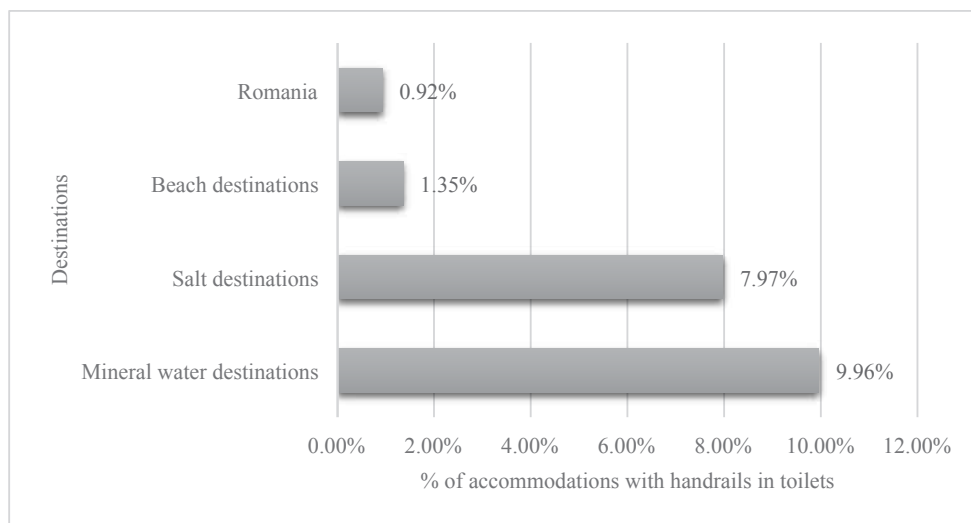
4. RESULTS

The research has facilitated determining the extent to which the accommodation facilities in the surveyed Romania's destinations were equipped with accessibility solutions. It focused on mineral water resorts, mainly in the towns of Covasna, Băile Tușnad, Borsec, Băile Govora, Băile Olănești, Călimănești-Caciulata, Sângeoza Băi, and Slănic Moldova, salt resorts such as Sovata and Sângeorgiu de Mureș, as well as on major coastal destinations such as Eforie Nord, Neptun, Mangalia, and Saturn.

A comparison of the aggregated data for these resorts and the Romanian data (Figure 2) shows that the mineral water destinations have a significantly higher proportion of accommodation facilities equipped with handrails in the bathrooms for PwD. This is followed by the salt and seaside destinations with the lowest proportions (0.92%) of such amenities. Among the mineral water destinations, Băile Govora has the highest share of accommodation units featuring toilets with handrails (61.54%). Among the surveyed saltwater destinations, the accommodation in Sângeorgiu de Mureș pays particular attention to fitting grab rails in the bathrooms, while Neptun features the most handrail fitted toilets among the seaside resorts.

Slika 2: Udio smještaja s WC-ima opremljenim rukohvatima

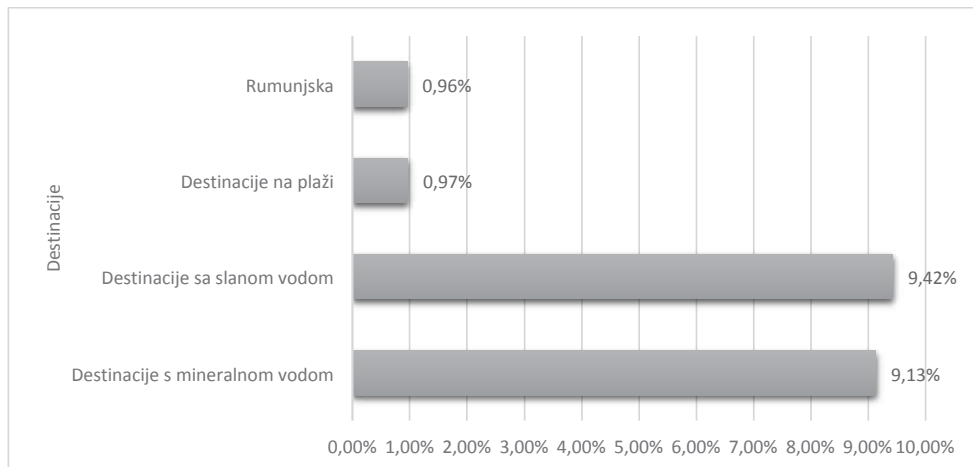
Izvor: Rezultati vlastitog istraživanja (Booking.com)

Figure 2: Proportion of accommodation with handrail fitted toilets

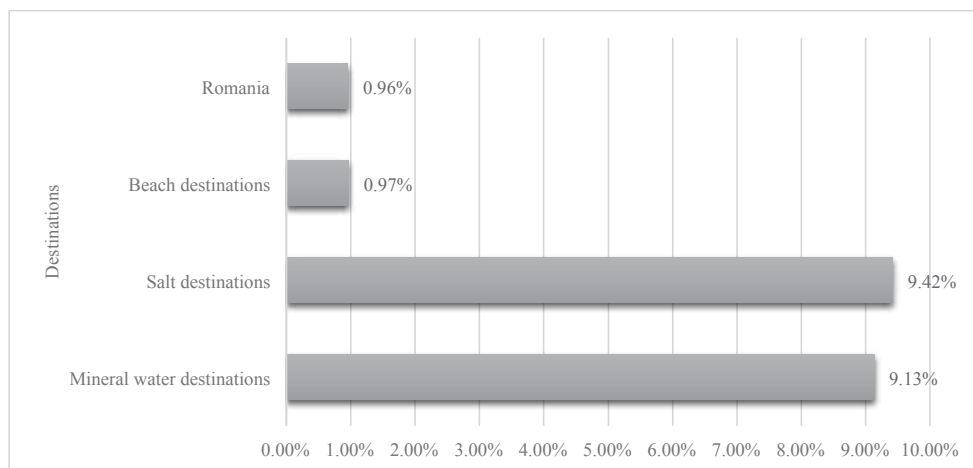
Source: Own research results (Booking.com)

Što se tiče *povišenog WC-a*, najveći udio objekata s ovim dizajnom u vrijeme istraživanja nalazio se u destinacijama sa slanom vodom.

Regarding the *raised toilet* design, the highest proportion of establishments with this design at the time of the survey were located in the salt destinations.

Slika 3: Udio smještaja s povišenim WC-om

Izvor: Rezultati vlastitog istraživanja (Booking.com)

Figure 3: Proportion of accommodations with raised toilets

Source: Own research results (Booking.com)

Kao što je prikazano na Slici 3, *povišeni WC-i* locirani su u gotovo 9,42% hotela u destinacijama sa slanom vodom, a slijede destinacije s mineralnom vodom. Među odmaralištima sa slanom vodom, Sângeorgiu de Mureș imao je veći udio (gotovo 50%) ove vrste smještajnih objekata. Udio kupaoonica s

As shown in Figure 3, *raised toilets* were found in nearly 9.42% in saltwater destinations hotels, followed by the mineral water destinations. Among the saltwater resorts, Sângeorgiu de Mureș had a higher proportion (nearly 50%) of this type of accommodation facilities. The proportion of bathrooms with

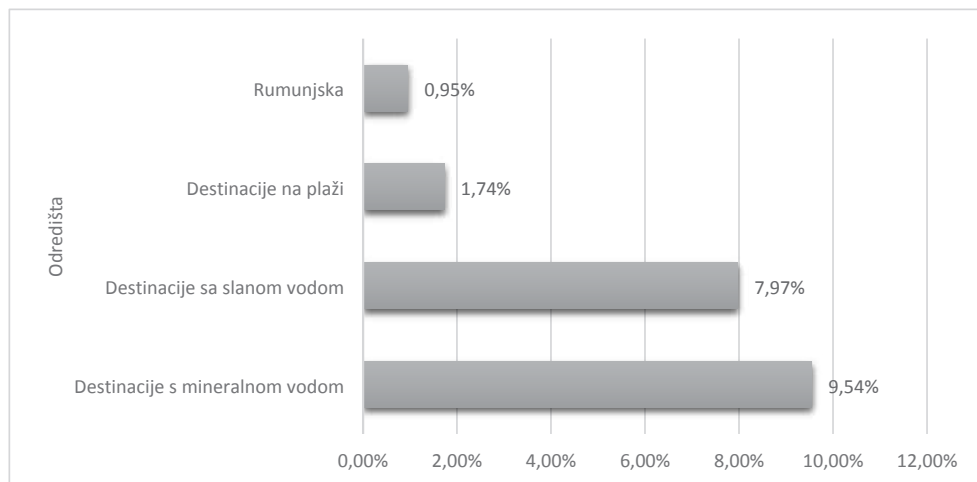
povišenim WC-om u četiri ispitana odmarališta na plaži kreće se od 0,96% do 2,78%, što ukazuje na to da segment potrošača koji zahtijevaju povišene WC školjke nije integriran u ispitana odmarališta na plaži. U odmaralištima mineralne vode povišeni WC-i nalaze se u gotovo polovici smještajnih objekata u Băile Govori.

Još jedno rješenje pristupačnosti prikazano u filtrima Booking.coma je dizajn *niskih WC-a* koji osobama s invaliditetom također pruža pristupačna rješenja. U anketiranim smještajnim objektima 9,54% ovakvih WC-a pronađeno je u destinacijama s mineralnom vodom, 7,97% u destinacijama sa slanom vodom i 1,74% u destinacijama na plaži. Međutim, samo 0,95% pregledanih smještajnih objekata u Rumunjskoj nudi sobe s niskim WC-ima kojima se povećava pristupačnost za OSI, kao što je prikazano na Slici 4.

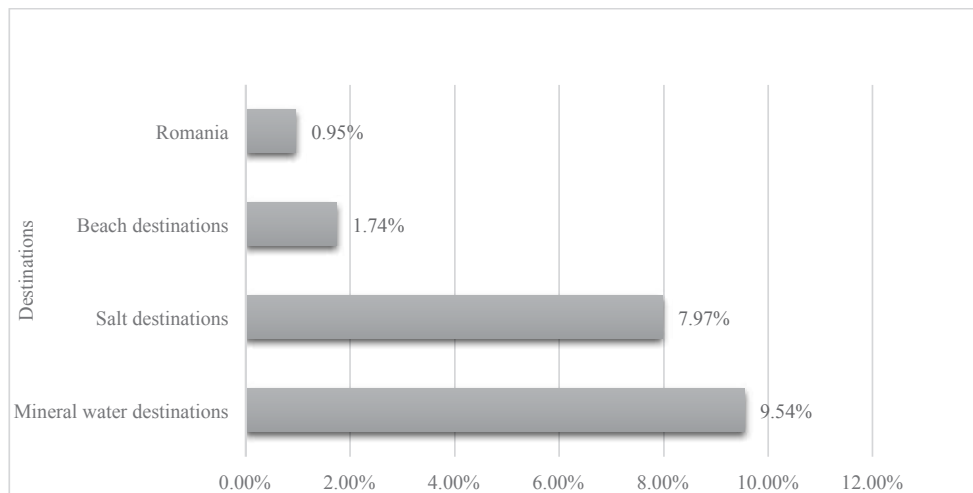
raised toilets in the four surveyed beach resorts ranges from 0.96% to 2.78%, indicating that the consumer segment requiring raised toilets is not integrated in the surveyed beach resorts. Mineral water resorts feature high toilets in almost half of the accommodation facilities in Băile Govora.

Another accessibility solution featured in Booking.com's filters is the design of *low level toilets*, which will also provide PwD with accessible solutions. Concerning the design of these toilets in the surveyed accommodations, 9.54% of them were found in mineral water destinations, 7.97% in salt destinations and 1.74% in beach destinations. However, only 0.95% of the examined accommodation facilities in Romania offer rooms with low level toilets enhancing accessibility for PwD as illustrated in Figure 4.

Slika 4: Udio smještaja s niskim WC-ima



Izvor: Rezultati vlastitog istraživanja (Booking.com)

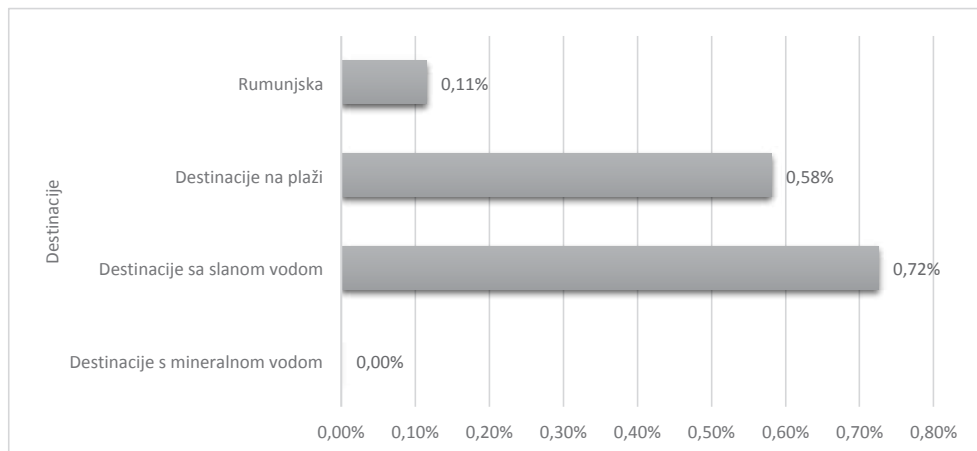
Figure 4: Proportion of accommodations with low level toilets

Source: Own research results (Booking.com)

U pogledu pristupačnosti za turiste oštećena vida (Slika 5), destinacije sa slanom vodom nude najveći postotak smještajnih jedinica prilagođenih njihovim potrebama jer je Brailleovo pismo zastupljeno u 0,75% tih jedinica, a slijede obalna odmarališta s 0,58% jedinica. Destinacije s mineralnom vodom u svojim smještajnim jedinicama nemaju pogodnosti za osobe oštećena vida. Na Slici 5 vidljivo je da je samo mali dio smještajnih jedinica u zemlji opremljen Brailleovim pismom, što ukazuje na to da nije postignuta integracija sadržaja za osobe oštećena vida.

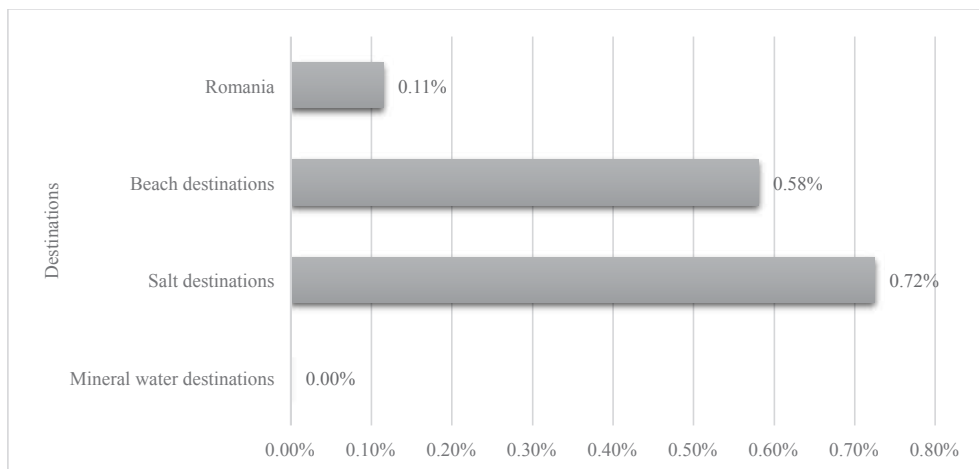
Concerning accessibility for the visually impaired tourists (Figure 5), salt destinations offer the highest percentage of accommodation units adjusted to their needs as Braille is featured in 0.75% of these units, followed by the coastal resorts with 0.58% units. Mineral water destinations provide no amenities for the visually impaired in their accommodation units. The figure show that only a small proportion of the accommodation units in the country are equipped with Braille, which indicates that integration of the facilities for the visually impaired has not been achieved.

Slika 5: Udio smještaja s Brailleovim pismom za osobe oštećena vida



Izvor: Rezultati vlastitog istraživanja (Booking.com)

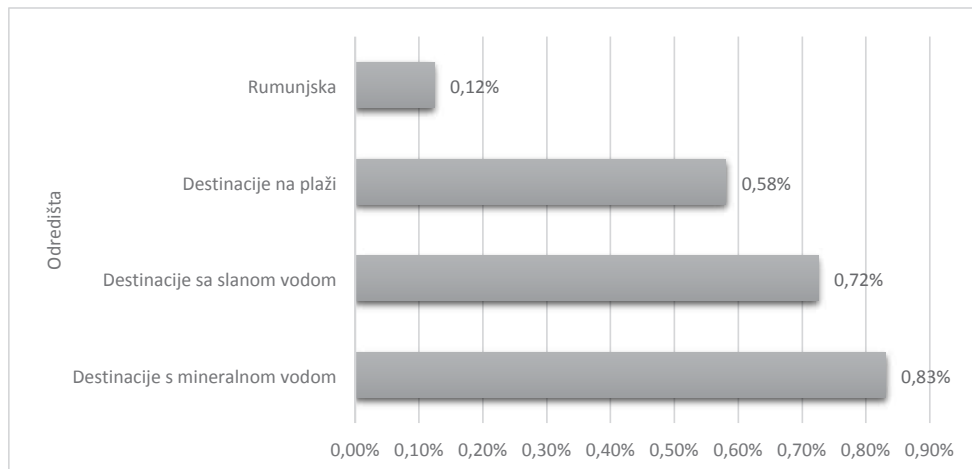
Figure 5: Proportion of accommodations with braille for the visually impaired



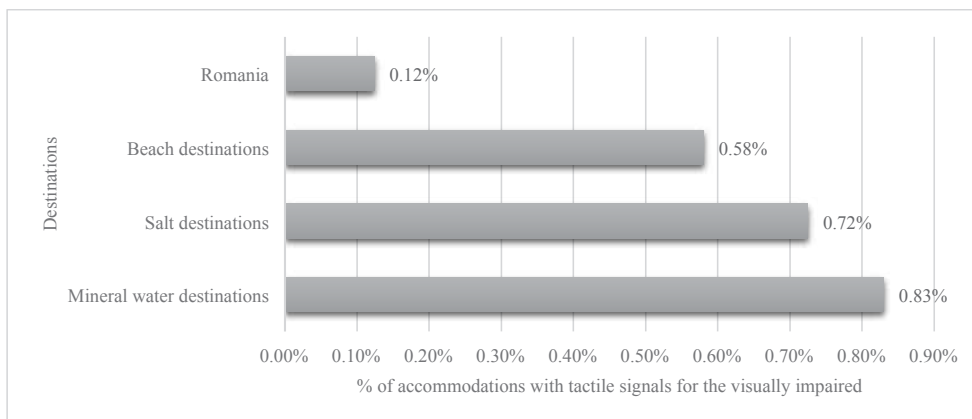
Source: Own research results (Booking.com)

Taktilne oznake, koje olakšavaju orijentaciju osobama oštećena vida, prisutne su u samo 0,12% smještajnih jedinica u rumunjskim destinacijama. To je većinom slučaj u destinacijama sa sadržajima mineralne vode, iako iznosi samo 0,83%, kao što je prikazano na Slici 6. Najistaknutiji objekti s taktilnim oznakama za osobe oštećena vida nalaze se u Borsecu i Băile Govora.

Tactile signals, which facilitate orientation for the visually impaired, are present in only 0.12% of the accommodation units in Romania's destinations. This is mostly the case in the destinations featuring mineral water amenities, although accounting for only 0.83% as shown in Figure 6. The most prominent establishments with tactile signals for the visually impaired are found in Borsec and Băile Govora.

Slika 6: Udio smještaja s taktilnim oznakama za osobe oštećena vida

Izvor: Rezultati vlastitog istraživanja (Booking.com)

Figure 6: Proportion of accommodations with tactile signals for the visually impaired

Source: Own research results (Booking.com)

Gornja dva grafikona, koji pokazuju udjele objekata s *Brailleovim pismom* i *taktilnim oznakama* za osobe oštećena vida, ilustriraju nedostatak spremnosti Rumunjske i njezinog turističkog sektora za OSI. Iako su rješenja za osobe smanjene pokretljivosti zastupljena u većem udjelu u istraživanim destinacijama, njihova je proširenost znatno ispod potencijalne potražnje.

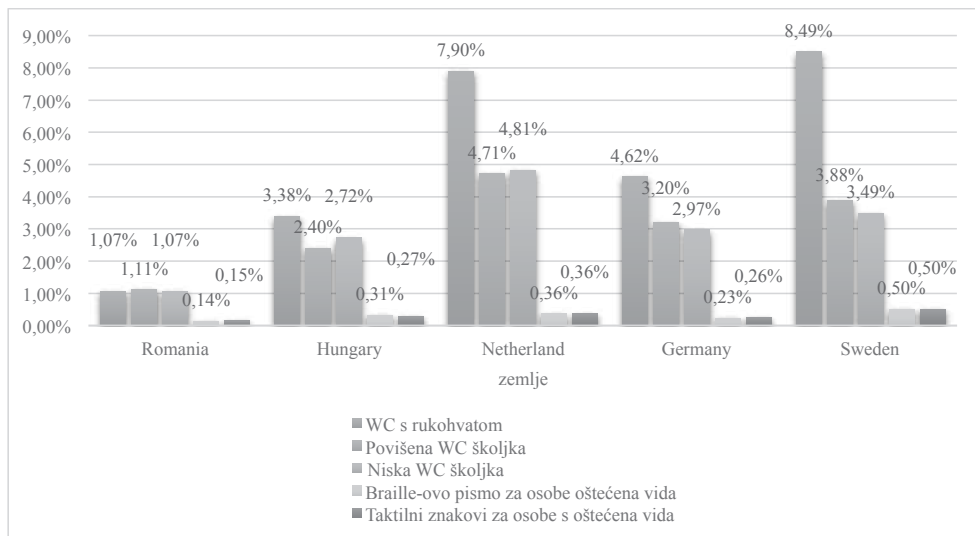
The above two graphs, show the proportions of establishments featuring *Braille* and *tactile signals* for the visually impaired and illustrate Romania's unpreparedness of and its tourism sector for PwD. Although the solutions for persons with reduced mobility are present in higher proportions in the surveyed destinations, their extendedness is significantly below the potential demand.

Isključujući glavne rumunjske destinacije, smatralo se korisnim usporediti udio pristupačnog smještaja dostupnog u drugim europskim zemljama s naprednijim turizmom i tehnologijom poput Mađarske, Nizozemske, Njemačke i Švedske. Studija koja je obuhvatila razdoblje od 27. do 29.9.2024. godine pronašla je 16.965 pristupačnih smještajnih jedinica dostupnih za rezervaciju u Rumunjskoj, 7.716 u Mađarskoj, 4.138 u Nizozemskoj, 37.457 u Njemačkoj i 5.157 u Švedskoj. Nakon prikupljanja informacije o broju smještajnih jedinica koje se mogu rezervirati, broj ustanova u različitim zemljama s rješenjima pristupačnosti za OSI dobiven je postavljanjem filtera platforme Booking.com (*WC s rukohvatima, povišeni WC, niski WC, Brailleovo pismo za osobe oštećena vida, taktilne oznake za osobe oštećena vida*). U kontekstu pristupačnih WC-a, Švedska i Nizozemska raspolagale su s više takvih objekata nego druge zemlje. Slika 7 pokazuje da se u Rumunjskoj moglo rezervirati samo 1,07% smještajnih jedinica s pristupačnim WC-ima između 27. i 29.9.2024. godine, dok je u Švedskoj taj postotak bio gotovo 8,5%. Niže stope – u Rumunjskoj i Mađarskoj – pokazuju nedostatak rješenja pristupačnosti, a time i investicijske stavove i volju pružatelja smještaja.

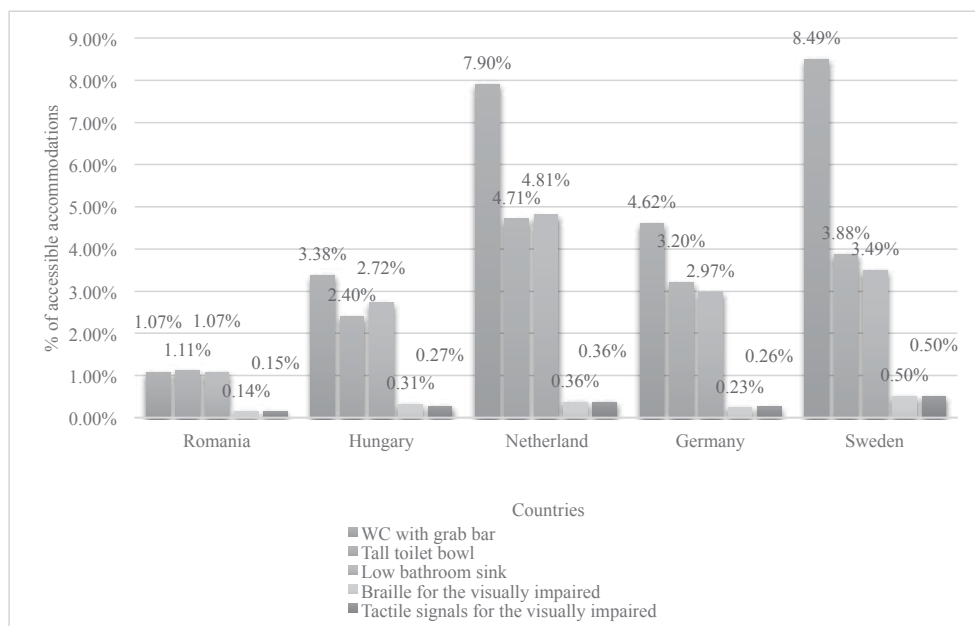
Prilagodбом filtera mrežne platforme za rezervacije Booking.com i fokusiranjem na značajku *povišenog WC-a*, Slika 7 otkriva da 4,71% nizozemskih, 3,88% švedskih, 3,20% njemačkih, 2,40% mađarskih i samo 1,11% rumunjskih smještajnih jedinica nudi ovo rješenje pristupačnosti. To pokazuje značajne razlike u razinama pristupačnosti među zemljama, a one se mogu pripisati nizu čimbenika poput zakonodavstva o pristupačnosti i obraćanja pozornosti na potrebe osoba s invaliditetom. Što se tiče *niskih WC-a* za osobe smanjene pokretljivosti i korisnike invalidskih kolica, može se ustanoviti sličan redoslijed. Podaci navode 199 smještajnih jedinica (4,81%) s niskim WC-ima u Nizozemskoj, dok je Rumunjska imala najmanji udio,

Excluding the main Romania's destinations, it was considered useful to compare the proportion of accessible accommodation available in other European countries with more advanced tourism and technology like Hungary, the Netherlands, Germany and Sweden. The study framed in the 27-29/09/2024 period found 16,965 accessible accommodation units available for reservation in Romania, 7,716 in Hungary, 4,138 in the Netherlands, 37,457 in Germany and 5,157 in Sweden. After collecting the number of bookable accommodation units, the number of the establishments in the different countries with accessibility solutions for PwD was obtained by setting the Booking.com filters (*toilet with handrails, raised toilet, low level toilet, Braille for the visually impaired, tactile signals for the visually impaired*). Regarding the accessible toilets, Sweden and the Netherlands had more such facilities than other countries. Figure 7 shows that only 1.07% of the accommodation units with accessible toilets could be booked in Romania between 27-29/09/2024, while in Sweden this percentage was nearly 8.5%. The lower rates – in Romania and Hungary – show the lack of accessibility solutions and consequently the investment attitudes and willingness of accommodation providers.

By adjusting the filters of the Booking.com online booking platform and focusing on the *raised toilet* feature, Figure 7 reveals that 4.71% of Dutch, 3.88% of Swedish, 3.20% of German, 2.40% of Hungarian, and only 1.11% of Romanian accommodation units offer this accessibility solution. This shows significant differences in the levels of accessibility across countries, which can be attributed to a number of factors, such as accessibility legislations and attention to the needs of PwD. As for *low level toilets* for persons with reduced mobility and wheelchair users, a similar order can be established. The data specified 199 accommodation units (4.81%) with low level toilets in the Netherlands, while Romania had the lowest

Slika 7: Udio pristupačnog smještaja u ispitivanim zemljama

Izvor: Rezultati vlastitog istraživanja (Booking.com)

Figure 7: Proportion of accessible accommodations in the examined countries

Source: Own research results (Booking.com)

tj. 1,07% svih dostupnih smještajnih jedinica (182), kao što je prikazano na Slici 7. Ukupno gledano, Rumunjska bilježi najmanju razinu spremnosti za smještaj i opsluživanje OSI u svim rješenjima pristupačnosti, dok ih je većina ponuđena u švedskim i nizozemskim smještajnim objektima.

Osim rješenja za osobe smanjene pokretljivosti, istraživanje je ispitalo i usporedilo rješenja za osobe oštećena vida u pet zemalja. Kao što je već utvrđeno, u Rumunjskoj su Braille i taktilne oznake za osobe oštećena vida prilično rijetke, ali to nije slučaj u Mađarskoj, Nizozemskoj, Njemačkoj i Švedskoj. Na Slici 7 vidi se da postotak smještajnih kapaciteta pristupačnih osobama s oštećenjem vida varira između 0,14% i 0,50%, prema podacima platforme Booking.com. U Švedskoj je udio smještajnih kapaciteta za osobe s oštećenjem vida veći, no od 5.157 smještajnih objekata rezerviranih u promatranom razdoblju, samo 26 smještajnih jedinica ima Brailleovo pismo za osobe s oštećenjem vida, a 26 ima taktilne oznake. U Njemačkoj se u ovom razdoblju mogao rezervirati najveći broj smještajnih jedinica (37.457), ali ih je samo 0,23% (ili 88 jedinica) koristilo Brailleovo pismo, a 0,26% ili 96 jedinica imalo je taktilne oznake. Vrijedno je spomenuti da je udio rješenja za osobe s oštećenjem vida u Rumunjskoj bio niži nego u drugim istraživanim zemljama. Naime, od 16.965 raspoloživih smještajnih jedinica 24 (ili 0,14%) bile su opremljene Brailleovim pismom, a 25 (ili 0,15%) ih je imalo taktilne oznake za osobe oštećena vida. Ovi pokazatelji odražavaju činjenicu da su infrastruktura i specifična rješenja za osobe s oštećenjem vida i dalje kritičan problem u turizmu.

5. RASPRAVA I ZAKLJUČCI

Unatoč privlačnim odredištima Rumunjske, OSI se suočavaju sa značajnim izazovima u pristupu turističkim uslugama. Prepreke kao što su neadekvatna infrastruktura, ograničen smještaj, loše mogućnosti prijevo-

proportion, i.e. 1.07% of all available accommodation units (182) as shown in Figure 7. Overall, Romania displayed the least level of preparedness to accommodate and serve PwD in all accessibility solutions, while the most of them were offered in Swedish and Dutch accommodation establishments.

Apart from the solutions for persons with reduced mobility, those for the visually impaired were studied and compared in the five countries. As already established for Romania, Braille and tactile signals for the visually impaired are rather scarce, but this is not the case in Hungary, the Netherlands, Germany and Sweden. Figure 7 shows that the percentage of accommodation facilities accessible to the visually impaired varies between 0.14% and 0.50%, based on Booking.com data. In Sweden, the proportion of accommodation facilities for the visually impaired is higher, but out of 5,157 accommodation facilities booked in the period under review, only 26 units featured Braille for the visually impaired and 26 had tactile signals. Germany had the highest number of bookable accommodation units in this period (37,457), but 0.23% or 88 units had Braille and 0.26% or 96 units had tactile signals. It is worth mentioning that the proportion of the solutions for the visually impaired in Romania was lower than in other surveyed countries. Specifically, of 16,965 available accommodation units, 24 units or 0.14% were equipped with Braille and 25 units or 0.15% had tactile signals for the visually impaired. These figures reflect the fact that infrastructure and the specific solutions for the visually impaired persons are still a critical problem in tourism.

5. DISCUSSION AND CONCLUSIONS

Despite Romania's appealing destinations, PwD face significant challenges in accessing tourism services. Barriers such as inadequate infrastructure, limited accommo-

za i niska svijest o potrebama osoba s invaliditetom ograničavaju njihovu sposobnost da dožive kulturne i prirodne ljepote zemlje. Ova pitanja također ometaju rast pristupačnog sustava turizma u Rumunjskoj.

Koristeći kvantitativne i kvalitativne metode istraživanja, u studiji je procijenjena dostupnost rumunjskih smještajnih objekata navedenih na platformi Booking.com. Utvrđeno je da samo njih 0,96% nudi povišene WC-e, što je najčešća značajka pristupačnosti. To je vjerojatno zbog njihove niske cijene i jednostavne instalacije, a pogoduje i turistima s invaliditetom i starijim putnicima. Međutim, ova ograničena oprema ne zadovoljava na odgovarajući način različite potrebe svih posjetitelja s invaliditetom.

U studiji je korišten pristup promatranja uz analizu podataka s platforme Booking.com, uključujući recenzije korisnika, cijene i kategorije pristupačnih objekata. Utvrđene su značajne regionalne razlike u pristupačnosti u urbanim područjima i glavnim turističkim destinacijama koje općenito nude bolje pogodnosti u usporedbi s manjim, manje posjećenim lokacijama.

U usporedbi s Njemačkom, Nizozemskom, Švedskom i Mađarskom, rumunjski hoteli znatno su slabije opremljeni pristupačnom infrastrukturom. To naglašava potrebu za boljom usklađenošću s međunarodnim standardima i jačom predanošću uključivim turističkim praksama.

Rezultati dobiveni ovim istraživanjem potvrđuju prvu hipotezu formuliranu na početku istraživanja, a to je da „infrastruktura smještaja za osobe s invaliditetom u Rumunjskoj nije dostatna i da ne odgovara potencijalnoj potražnji tržišta u smislu količine i kvalitete“. Segment osoba s oštećenjem vida glavni je nedostatak sektora smještaja, budući da rezultati jasno pokazuju da u nacionalnim okvirima specijalizirana oprema predstavlja jedva 0,12%. Kako bi se testirala druga hipoteza prema kojoj „postoji razlika između tipova destinacija u Rumunjskoj, među kojima su lječilišta u boljem položaju u

dations, poor transportation options, and low awareness of the needs of PwD restrict their ability to experience the country's cultural and natural beauty. These issues also hinder the growth of accessible tourism industry in Romania.

Using both quantitative and qualitative research methods, the study evaluated the accessibility of Romanian accommodation facilities listed on Booking.com. It was found that only 0.96% of these accommodations offer raised toilets, which is the most common accessibility feature. This is probably due to its low cost and easy installation, benefiting both tourists with disabilities and senior travellers. However, this limited provision does not adequately meet the diverse needs of all visitors with disabilities.

The study utilized an observational approach, analysing data from Booking.com, including user reviews, pricing, and accessible facility categories. It revealed significant regional disparities in accessibility with urban areas and major tourist destinations generally offering better facilities compared to smaller, less visited locations.

Compared to Germany, the Netherlands, Sweden, and Hungary, Romania's hotels are considerably less equipped with accessible infrastructure. This highlights the need for upgraded compliance with international standards and a stronger commitment to inclusive tourism practices.

The results obtained in this research confirm the first hypothesis formulated at the beginning of the research, namely “The accommodation infrastructure for PwD in Romania is insufficient and does not match the potential market demand in terms of quantity and quality”. The visually impaired segment is the main shortcoming of the accommodation sector, as the results clearly show that in national terms, specialised equipment barely represents 0.12%. In order to test the second hypothesis “There is a difference between the types of destinations in Romania, among which the spa resorts are in a better position

pogledu specifične ponude“, obalne destinacije, destinacije sa slanom vodom i mineralne vode odvojene su, a podaci su analizirani zasebno i zbirno. Ta su odredišta rangirana iznad rumunjskog prosjeka u većini kriterija korištenih za analizu pristupačnog turizma. Također, rezultati su pokazali da destinacije s mineralnom vodom imaju veći udio pristupačnih pogodnosti i stoga su bolje opremljena za smještaj gostiju s invaliditetom nego destinacije s morskom vodom i plažama. To je ishod niza čimbenika, budući da je smještaj u destinacijama s mineralnom vodom obično usmjeren na segment stanovništva koji dolazi iz zdravstvenih razloga, u usporedbi s odmaralištima na slanoj vodi i plažama koja, čini se, privlače širi krug gostiju. Kvantitativni rezultati pokazuju da lječilišta veći naglasak stavljaju na poštivanje relevantnih propisa, što rezultira većim udjelom tih objekata sa specijaliziranim pogodnostima. Ovo podupiru podaci prikupljeni tijekom kvalitativnog istraživanja, koji također pokazuju da je prisutnost posebnih pogodnosti uočena u dva analizirana hotela. Iako je udio pogodnosti za osobe oštećena vida u lječilištima izuzetno nizak, ova je hipoteza samo djelomično potvrđena.

Nedostatak pristupačne infrastrukture ne samo da ometa turiste s invaliditetom, već utječe i na rumunjsko turističko gospodarstvo. Uz sve veću potražnju za pristupačnim smještajem, nedostatak adekvatno opremljenih objekata može usmjeriti potencijalne posjetitelje u druge zemlje s boljom infrastrukturom poput Nizozemske ili Švedske.

Kako bi se poboljšala dostupnost rumunjskog turizma, predlažu se sljedeće aktivnosti:

- državni poticaji: davanje subvencija ili poreznih poticaja pružateljima usluga smještaja koji ulažu u poboljšanja pristupačnosti moglo bi potaknuti pružanje boljih usluga;
- sustav certificiranja: uspostavljanje standardiziranog sustava certificiranja pristupačnog smještaja promicalo bi dosljednu

in terms of specific supply”, the coastal, salt-water and mineral water destinations were separated, while data were analysed separately and in aggregate. These destinations are above the Romanian average according to most accessible tourism criteria. The results also concluded that mineral water destinations offer more accessible tourism facilities and are hence better equipped to accommodate guests with disabilities than saltwater and beach destinations. This is due to a number of factors, as the accommodation in mineral water destinations tends to target a population segment who visit for health reasons, compared to salt and beach resorts that seem to appeal to a wider range of guests. The quantitative results indicate that health tourism resorts place more emphasis on compliance with the relevant regulations, resulting in a higher proportion of establishments with specialised facilities. This is supported by the data collected during the qualitative research, which also shows that the presence of special facilities is observed in two studied hotels. Although the share of facilities for the visually impaired in health tourism resorts is extremely low, this hypothesis is only partially confirmed.

The lack of accessible infrastructure not only hinders tourists with disabilities but also affects Romania's tourism economy. With a growing demand for accessible accommodation, the absence of adequately equipped facilities may drive potential visitors to other countries with better infrastructure like the Netherlands or Sweden.

In order to enhance the accessibility of Romania's tourism the following actions are suggested:

- government incentives: offering subsidies or tax incentives to accommodation providers who invest in accessibility improvements could encourage better service provision;
- certification system: establishing a standardized certification system for accessible accommodation would promote con-

provedbu značajki pristupačnosti i privuklo međunarodne turiste;

- osposobljavanje zaposlenika: provedba osposobljavanja hotelskog osoblja u cilju osvješćivanja o invaliditetu i uslugama za korisnike u cjelokupnom sustavu turizma poboljšalo bi interakcije i podršku gostima s invaliditetom;
- usvajanje naprednih tehnologija: poticanje hotela na korištenje naprednih tehnologija pristupačnosti, kao npr. automatizirana vrata, višejezični glasovno aktivirani uređaji i virtualne karte za turiste s oštećenjem vida poboljšalo bi njihovo opće iskustvo; i
- promicanje pristupačnih destinacija: turističke vlasti trebale bi aktivno promovirati destinacije poznate po svojim pristupačnim uslugama, kao npr. Brasov i određena mineralna lječilišta kao uzorne primjere za privlačenje šire publike turista s invaliditetom.

Daljnji smjer istraživanja mogla bi biti deagregirana analiza razine dostupnosti smještaja, s posebnim osvrtom na razlike između viših i nižih kategorija smještaja te između urbanih i ruralnih objekata. Nadalje, preporučljivo je ispitati manifestacije rumunjskih i međunarodnih regulatornih okvira i shema podrške za pristupačnost smještaja koje pomažu/sprječavaju napredak. Štoviše, detaljna procjena razine pristupačnosti specifičnih turističkih atrakcija (kao što su lječilišta, prirodni rezervati ili povijesna mjesta) može olakšati identifikaciju područja kojima je potrebno poboljšanje. Integracija kvalitativnih i kvantitativnih rezultata omogućila bi sveobuhvatnu procjenu trenutnog stanja pristupačnosti uz istodobno davanje prijedloga za buduća poboljšanja.

Osim toga, bilo bi preporučljivo provesti sveobuhvatno istraživanje komercijalnog smještaja, restorana i drugih pružatelja turističkih usluga kako bi se odredila stvarna rješenja pristupačnosti i njihova dostupnost. U tom kontekstu ključno je uspostavljanje partnerstva između turističkih kapaciteta

sistent implementation of accessibility features and attract international tourists;

- staff training: implementing disability awareness and customer service training for hotel employees across the tourism sector would improve interactions and support for guests with disabilities;
- adoption of advanced technologies: encouraging hotels to use advanced accessibility technologies, such as automated doors, multilingual voice-activated devices, and virtual maps for tourists with visual impairments would enhance their overall experience; and
- promotion of accessible destinations: tourism authorities should actively promote the destinations known for their accessible services, such as Brasov and certain mineral water resorts, as model examples to attract a broader audience of tourists with disabilities.

A further line of research could be a disaggregated analysis of the level of accessibility of accommodation, with a particular focus on the differences between higher and lower categories, and between urban and rural facilities. Furthermore, examining the manifestations of Romania's and international regulatory frameworks and support schemes for accessibility in accommodation that help/impede progress are advisable. Moreover, a detailed assessment of the level of accessibility of the specific tourist attractions (such as spas, nature reserves or historical sites) can facilitate identification of the areas in need of improvement. The integration of qualitative and quantitative results would allow a comprehensive assessment of the current state of accessibility, while providing suggestions for future improvements.

Additionally, it would be advisable to conduct a comprehensive survey of commercial accommodations, restaurants, and other tourism service providers to map out actual accessibility solutions and their availability. In this context, establishing partnerships between the country's tourism facilities and

zemlje i organizacija za upravljanje destinacijama koje će uskoro biti uspostavljene. Suradnje te vrste omogućile bi identificiranje lokacija koje nude konkretna rješenja za turiste s invaliditetom i filtriranje objekata koji su realizirali različite investicije isključivo radi ispunjavanja regulatornih zahtjeva. Ovaj smjer istraživanja mogao bi biti optimalan za budućnost iz društvene perspektive, jer bi omogućio sastavljanje točnijeg popisa turističkih objekata koji doista osiguravaju pristupačnost za osobe s invaliditetom, a to je preduvjet za njihovu stvarnu integraciju.

Naziv projekta: Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi

Broj projekta: 2022-2-HU01-KA220-HED-000099410

Akronim: ACCESSIBLE

Financirano sredstvima Europske unije. Izneseni stavovi i mišljenja su stavovi i mišljenja autora i ne moraju se podudarati sa stavovima i mišljenjima Europske unije ili Europske izvršne agencije za obrazovanje i kulturu (EACEA). Ni Europska unija ni EACEA ne mogu se smatrati odgovornima za njih.

the soon-to-be-established destination management organizations is essential. Such collaborations would enable the identification of locations that offer concrete solutions for tourists with disabilities and filter out establishments that have implemented various investments solely to meet regulatory requirements. This research direction could be optimal for the future from a societal perspective, as it would allow for the compilation of a more accurate list of tourism facilities that genuinely ensure accessibility for PwD, which is a prerequisite for their true integration.

Project title: The development of the innovative educational method of ACCESSIBLE tourism in Central Europe

Project number: 2022-2-HU01-KA220-HED-000099410

Acronym: ACCESSIBLE

Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

LITERATURA - REFERENCES

- Adam, I. (2019). Drivers of physical accessibility among hotels. *Anatolia*, 30(4), 560-571. DOI: <https://doi.org/10.1080/13032917.2019.1651356>
- Ambrose, I. (2022). Accessible and Inclusive Tourism. In: Buhalis, D. (2022). *Encyclopedia of Tourism Management and Marketing*. Vol. 3, JR. Edward Elgar Publishing. DOI: <https://doi.org/10.4337/9781800377486.accessible>
- ANPDPD – Autoritatea Națională pentru Protecția Drepturilor Persoanelor cu Dizabilități / National Authority for the Protection of the Rights of Persons with Disabilities (n.d.). Retrieved from <https://anpd.gov.ro/web/>
- Arias, W., Zaldumbide, D., Calderón-Pineda, F., & Cevallos, M. (2022). Accessibility Study in Hotels in the City of Quito. In: Guarda, T., Portela, F., Augusto, M.F. (eds) *Advanced Research in Technologies, Information, Innovation and Sustainability. ARTIIS 2022. Communications in Computer and Information Science*. Springer, Cham. DOI: https://doi.org/10.1007/978-3-031-20319-0_14

- Babaita, C. M. (2012). Tourism industry in Romania and the needs of people with disabilities. *Economic Science Series*, 21(1), 481-486.
- Booking (n.d). Retrieved from <https://www.booking.com/index.ro.html>
- Boz, A., & Olcay, A. (2023). A research to determine the suitability of hotel enterprises for accessible tourism. *Anatolia Bilim Üniversitesi Uluslararası Sosyal Bilimler dergisi*. DOI: <https://doi.org/10.54969/abuijss.1216014>
- Cernaianu, S., & Sobry, C. (2011). Aspects of sports tourism for people with disabilities; The case of France and Romania. *6th International Scientific Conference on Kinesiology "Kinesiology research trends and applications"*, 358.
- da Silva Soares Costa, M., Ferreira, C. A. A., & Gavinolla, M. R. (2024). Accessible Tourism: A Review of Recent Research Trends and Future Agenda. *Tourist Behaviour and the New Normal, Volume II: Implications for Sustainable Tourism Development*, 37-55. DOI: https://doi.org/10.1007/978-3-031-45866-8_4
- Eshwar, A. S., & McIntosh, A. (2020). Online communications of accessibility in hotel restaurants. *Hospitality Insights*, 4(2), 7-8. DOI: <https://doi.org/10.24135/HI.V4I2.87>
- Gamache, S., Vincent, C., Routhier, F., McFadyen, B. J., Beaugard, L., & Fiset, D. (2016). Development of a measure of accessibility to urban infrastructures: a content validity study. *Medical Research Archives*, 4(5).
- Gonda, T. (2021). Travelling habits of people with disabilities. *Geojournal of Tourism and Geosites*, 37(3), pp. 844-850. DOI: <https://doi.org/10.30892/gtg.37315-717>
- Gonda, T. (2024). The importance of infrastructure in the development of accessible tourism. *Journal of infrastructure, policy and development*, 8(2), 2735. DOI: <https://doi.org/10.24294/jjpd.v8i2.2735>
- Maciejko, A., Wojtyszyn, B., & Skrzypczak, A. (2019). Design Problems of Tourism Infrastructure for People with Disabilities in Protected Landscape Areas in Poland. *IOP Conference Series.Materials Science and Engineering*, 603(4). DOI: <https://doi.org/10.1088/1757-899X/603/4/042048>
- Martin-Fuentes, E., Mostafa-Shaalan, S., & Mellinas, J. P. (2021). Accessibility in Inclusive Tourism? Hotels Distributed through Online Channels. *Societies*, 11(2), 34. DOI: <https://doi.org/10.3390/SOC11020034>
- Munteanu, A. R., Rizea, R. D., Ilie, A. G., & Sârbu, R. (2014). Investigarea potentialelor strategii de crestere a competitivitatii turismului la litoralul Marii Negre. *Amfiteatru Economic*, 8.
- Piramanayagam, S., Pritam, P., & More, B. A. (2019). Inclusive hotel design in India: A user perspective. *Journal of Accessibility and Design for All*, 9(1), 41-65.
- Ponsard, C., & Snoeck, V. (2006). Objective accessibility assessment of public infrastructures. In *International Conference on Computers for Handicapped Persons* (pp. 314-321). Berlin, Heidelberg: Springer Berlin Heidelberg. DOI: https://doi.org/10.1007/11788713_47
- Puspitasari Rochman, G. A., Syaodih, E., & Risang Aji, R. (2022). How Accessible is Tourism for People With Disabilities?. *KnE Life Sciences*, 7(5), 211-218. DOI: <https://doi.org/10.18502/cls.v7i5.12528>
- Putri, D., & Taufik, D. N. (2024). Development of Disabled-Friendly Tourism Infrastructure: Providing Accessibility for All Tourists. *SocioVoyage: International Journal of Social Dynamics in Tourism*, 1(3), 26-35. DOI: <https://doi.org/10.56910/sociovoyage.v1i3.4>
- Rabontu, C. I. (2018). The accessibility of persons with disabilities in Romanian tourism. *Revista de turism-studii si cercetari in turism*, 25.

- Rahim, A. A., & Samad, N. A. A. (2010). Accessible built environment for the elderly and disabled in Malaysia: Hotels as case studies. *Journal of Construction in Developing Countries*, 15(2), 1-21.
- Romanian National Institute of Statistics (INS) (n.d.). Retrieved from <http://statistici.insse.ro:8077/tempo-online/>
- Simon, T., Bogan, E., Frent, C., & Barbu, M. (2018). Social Tourism For Children And Young Pupils, In Romania. *International Journal Of Academic Research In Environment And Geography*, 5(1), 14-28.
- Tecău, A. S., Brătucu, G., Tescașiu, B., Chițu, I. B., Constantin, C. P., & Foris, D. (2019). Responsible tourism-integrating families with disabled children in tourist destinations. *Sustainability*, 11(16), 4420. DOI: <https://doi.org/10.3390/su11164420>
- Theocharis, N., Leligou, C. H., & Tseles, D. (2022). Innovation for People with Disabilities in Hospitality Industry: A Theoretical Approach. *HighTech and innovation journal*, 3(1), 102-114. DOI: <https://doi.org/10.28991/hij-2022-03-01-010>
- Utkina. N. V., Zinchenko. S. V., & Esina. L. B. (2023). Methodology for assessing the accessibility of facilities and services of organizations of the tourism and hospitality industry for people with disabilities. *Экономика и предпринимательство*. DOI: <https://doi.org/10.34925/eip.2023.157.8.273>
- Vahedi, Z., & Cavuoto, L. (2023). Understanding Hotel Design Priorities for Individuals of Different Physical Ability Levels. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*. DOI: <https://doi.org/10.1177/21695067231192693>
- Primljeno: 11. listopada 2024. / Submitted: 11 October 2024*
- Prihvaćeno: 21. veljače 2025. / Accepted: 21 February 2025*
- Ovaj je rad izdan pod licencom CC BY-NC (<http://creativecommons.org/licenses/by-nc/4.0/>).
- This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>).