

Timea BAKSAI*
Zoltán RAFFAY**
László CSÓKA***

RAZUMIJEVANJE PREPREKA NA PUTOVANJU ZA OSOBE S INVALIDITETOM: REZULTATI IZ MAĐARSKE

UNDERSTANDING TRAVEL BARRIERS FOR PEOPLE WITH DISABILITIES: FINDINGS FROM HUNGARY

SAŽETAK: Svaka šesta osoba u svijetu ima neki oblik invaliditeta, a očekuje se da će taj udio u budućnosti rasti. Iako je dosta učinjeno na ovom području, uključivanje osoba s tjelesnim ili mentalnim/intelektualnim oštećenjima u turizam još uvijek je često zapriječeno raznim preprekama. Osim toga, nedostatak interesa i pažnje pružatelja turističkih usluga čest je problem, čak i u zemljama s relativno visokim stupnjem društveno-ekonomskog razvoja. Sektor turizma trenutno propušta značajnu gospodarsku priliku jer ne zadovoljava na odgovarajući način potrebe ovog posebnog segmenta tržišta. Na temelju statističkih podataka, zaključaka međunarodne i mađarske literature te rezultata međunarodnih studija i istraživanja u kojima su sudjelovali autori, u radu se iznose problemi s kojima se osobe s invaliditetom susreću na putovanjima te se predlažu moguća rješenja i navodi dobre prakse kako bi se turistički sektor učinio uključivijim.

KLJUČNE RIJEČI: invaliditet, uključivi turizam, pristupačnost, dobre prakse

ABSTRACT: Every sixth person in the world has some form of disability, and this proportion is expected to rise in the future. Although much has been done in this field, the inclusion of people with physical or mental/intellectual disabilities in tourism is still often blocked by various barriers. In addition, a lack of interest and attention on the part of tourism service providers remains a common problem, even in countries with a relatively high level of socio-economic development. The tourism sector is currently missing a significant economic opportunity by not adequately catering to the needs of this special market segment. Based on the statistical data, the findings in international and Hungarian literature and the results of international studies and research done with the participation of the authors, the paper demonstrates the problems faced by people with disabilities when travelling and outlines possible solutions and good practices for making the tourism sector more inclusive.

KEYWORDS: disabilities, inclusive tourism, accessibility, good practices

* Timea Baksai, PhD student, University of Pécs, Faculty of Business and Economics, Pécs, Hungary, e-mail: baksai.timea@pte.hu, ORCID: 0009-0003-3227-0187

** Associate professor Zoltán Raffay, University of Pécs, Faculty of Business and Economics, Pécs, Hungary; Constantin the Philosopher University in Nitra, Faculty of Central European Studies, Department of Tourism, Nitra, Slovakia, e-mail address: raffayz@tk.pte.hu, ORCID: 0000-0001-6546-9633

*** Assistant Professor László Csóka, University of Pécs, Faculty of Business and Economics, Pécs, Hungary, e-mail: csoka.laszlo@tk.pte.hu, ORCID: 0009-0005-1255-198X

1. UVOD

Turizam je nedvojbeno jedan od najdinamičnijih rastućih sektora u svjetskom gospodarstvu, fenomen koji je sada vezan uz veći dio globalne populacije (vidi rasprave o totalnom turizmu ili pretjeranom turizmu, npr. Gonda i Rátz, 2024; Remenyik *et al.*, 2021). Međutim, još uvijek postoje segmenti koji su isključeni iz turizma – poput osoba s invaliditetom (OSI). Njihovo sudjelovanje u turizmu znatno je niže od njihovog udjela u stanovništvu, čak i u zemljama u kojima socijalne usluge i turizam relativno dobro funkcioniraju.

Broj i udio OSI sigurno će se povećati u budućnosti, zbog čimbenika poput produljenog životnog vijeka – živimo dulje, a starenje obično podrazumijeva stjecanje lokomotornih, senzornih ili drugih srodnih problema. Također, napredak medicinskih usluga može održati na životu više novorođenčadi rođene s invaliditetom te oni (i njihove obitelji) mogu postati nove ciljane skupine turizma u budućnosti. Što je osoba starija, veća je vjerojatnost da će razviti problem koji ga svrstava u kategoriju osoba s invaliditetom, što pokazuju podaci na Slici 1. U ovom se radu razmatra populacija u cjelini, a ne razlike među spolovima s obzirom na problematiku invaliditeta. Pitanjem rodne nejednakosti u invaliditetu, između ostalih, bave se Lipták i Tarkó (2024).

Ekonomske koristi koje OSI donose turizmu su značajne, s obzirom na nedavno umirovljenje generacije Baby Boomer-a (turiistički aktivnije od prethodnih); tehnologiju koja se brzo razvija poput pametnih uređaja; digitalizaciju turizma (vidi npr. Csapó *et al.*, 2023.) koja znači značajan doprinos mogućnostima putovanja i za OSI. Također, mnoge od tih osoba moraju putovati s asistentom(i-ma), tako da uključivanje jedne OSI u turizam može u mnogim slučajevima povlačiti za sobom i uključivanje druge osobe, odnosno drugih osoba.

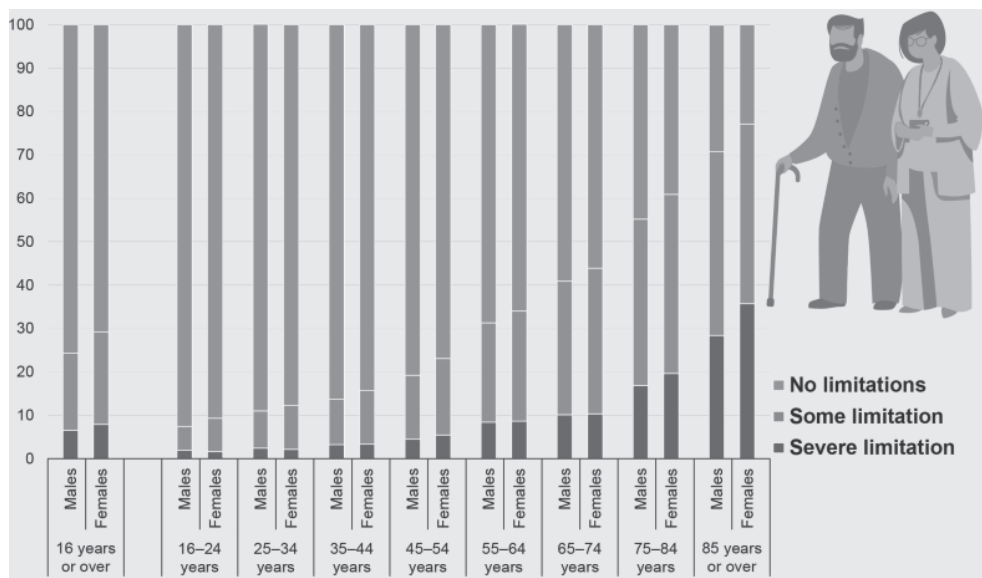
1. INTRODUCTION

Tourism is undoubtedly one of the most dynamically growing sectors in the world's economy, a phenomenon now concerning the larger part of the planet's population (see the debates on total tourism or overtourism, e.g. Gonda and Rátz, 2024; Remenyik *et al.*, 2021). However, there are still segments excluded from the tourism sector – such as people with disabilities (PwD). Their participation in tourism is substantially lower than their share in the population, even in countries with relatively well-functioning social services and tourism sector.

The number and share of PwD will certainly increase in the future, due to factors like increased life expectancy – we live longer, and reaching old age typically entails the acquisition of locomotor, sensory or other related problems. Likewise, the progress of medical services can keep more infants born with disability alive, and they (and their families) may become new target groups of tourism in the future. The older an individual, the more likely they are to develop a problem putting them in the category of persons with disabilities, as demonstrated by the data in Figure 1. This paper does not deal with the differences between genders in the disability issue, the population as a whole is taken into consideration. The issue of gender inequalities in disabilities is addressed, among others, by Lipták and Tarkó (2024).

The economic benefits that PwD may mean for tourism are considerable, given the recent retirement of the Baby Boomer generation (more active in tourism than the previous generations); the rapidly developing technology like smart devices; the digitalisation of the tourism industry (see e.g. Csapó *et al.*, 2023) that means a significant contribution to the travel opportunities also for PwD. Also, many of these persons need to travel with assistant(s), so the inclusion of one PwD in tourism may as well entail the inclusion of another person(s) in many cases.

Slika 1: Udio OSI (ograničenje aktivnosti) prema spolu i dobi, EU, 2023. godine (%) / Figure 1: Share of PwD (activity limitation) by sex and age, EU, 2023 (%)



Izvor: Eurostat / Source: Eurostat

Unatoč ovim evidentnim činjenicama i brojkama, pristup turističkim uslugama (osobito, ali ne isključivo na putničke usluge i smještaj) za OSI često je problematičan te ozbiljno ograničava njihove mogućnosti sudjelovanja u iskustvu putovanja, ili, u najgorém slučaju, ne ostavlja im drugi izbor osim potpunog odustajanja od putovanja zbog straha da bi im nepristupačne usluge onemogućile putovanje (Gonda i Raffay, 2020).

2. PREGLED TEORIJE

Svijest o potrebi razvoja pristupačnog turizma može datira u drugu polovicu 20. stoljeća, iako su se njegovi početni oblici javljali i ranije.

Despite these evident facts and figures, access of people living with disabilities to tourism services (especially but not limited to travel services and accommodations) is often problematic, seriously restricting their possibilities to participate in the travel experience, or, in the worst case, leaving them no other choice than to abandon travel completely, due to the fear that inaccessible services would make their travel impossible (Gonda and Raffay, 2020).

2. THEORETICAL BACKGROUND

The conscious development of accessible tourism can be dated back to the second half of the 20th century, although its initial forms had appeared earlier.

2.1. Rane inicijative (početak 1900-ih do 1950-ih godina)

Početak 20. stoljeća turizam za OSI uglavnom su podržavale dobrotvorne organizacije, iako još nije postojao u organiziranom obliku pa se ne može govoriti o pristupačnom turizmu, jer se još ne pojavljuje kao samostalna tema u istraživanju. Razdoblje između dvaju svjetskih ratova bilo je bitno nepovoljno za turističku industriju i onemogućavalo je njen razvoj. Nakon Drugog svjetskog rata, zbog sve većeg broja stradalih veterana raste potražnja za pristupačnim turističkim prijevozom i smještajem, što je u osnovi potaknuto aktivnostima vezanim uz svakodnevni život, a ne motivacijom za bavljene turizmom (Farkaš *et al.*, 2024).

2.2. Razdoblje društvenih promjena i posljedice zakonodavne inicijative (1960-ih do 1980-ih godina)

U 1960-im i 1970-im godinama potražnja za jednakim pristupom rasla je u Sjedinjenim Američkim Državama i Zapadnoj Europi, što je dovelo do prvih zakona o pristupačnosti u prijevozu i izgrađenom okolišu. Ujedinjeni narodi su 1981. godinu proglasili Međunarodnom godinom osoba s invaliditetom, što je dalo značajan poticaj zakonodavstvu i promicanju prava OSI.

2.3. Razvoj pristupačnog turizma (od 1980-ih do “vršne godine” turizma 2019. godine)

Važnost pristupačnosti u turizmu vjerojatno je prvi put definirana 1980. godine na Generalnoj skupštini Svjetske turističke organizacije Ujedinjenih naroda (Alén *et al.*, 2012), iako Darcy (2003) bilježi rad R. W. Smitha (1987) kao najraniji pokušaj rasprave o toj temi na znanstvenom polju. U svom članku *Leisure of Disabled Tourists: Barriers to Par-*

2.1. Early initiatives (early 1900s – 1950s)

At the beginning of the 20th century, tourism for PwD was mainly supported by charitable organisations, but it did not yet exist in an organised form and we cannot speak of accessible tourism, so it does not yet appear as an independent research topic. The period spanning the two world wars was essentially unfavourable for the tourism industry, making its development impossible. After World War II, as the number of injured veterans increased so did the demand for accessible tourism transportation and accommodation, which was induced by activities related to everyday life and not by the motivation for tourism (Farkas *et al.*, 2024).

2.2. The period of social changes and the resulting legislative initiatives (1960s – 1980s)

In the 1960s and 1970s, demand for equal access grew in the United States and Western Europe, leading to the first laws on accessibility in transportation and the built environment. The United Nations declared the years of 1981 the International Year of Disabled Persons, which provided a significant boost to legislation and the promotion of the rights of PwD.

2.3. The development of accessible tourism (from the 1980s to tourism “peak year” in 2019)

The importance of accessibility in tourism seems to have been first defined in 1980 at the General Assembly of the United Nations World Tourism Organization (Alén *et al.*, 2012), but Darcy (2003) mentions R. W. Smith's (1987) work as the earliest attempt to discuss such a topic in the scientific field. In his article *Leisure of Disabled Tourists: Barriers to Participation*, Smith analysed the

ticipation Smith je analizirao prepreke s kojima se OSI susreću na putovanjima i dokazao važnost empirijskih istraživanja o aspektima pristupačnosti u turizmu. U akademskom kontekstu, istraživanje turizma i invaliditeta još uvijek je relativno nov fenomen.

U 1990-im godinama nekoliko je zemalja uvelo zakone koji obvezuju pružatelje turističkih usluga na osiguranje pristupačnosti (npr. ADA, Zakon o Amerikancima s invaliditetom iz 1990. godine SAD-u). Nakon 2000. godine Europska unija i UN razradili su veći broj strategija za razvoj pristupačnog turizma, poput programa Dizajn za sve i Inicijative pristupačnog turizma (<https://accessible-eu-centre.ec.europa.eu>). Širenjem interneta i digitalne tehnologije, akteri u turizmu sve više usvajaju praktična rješenja kako bi zadovoljili potrebe OSI (npr. pristupačne web stranice ili aplikacije za pametne telefone).

Još uvijek je potrebna jedinstvena široko prihvaćena definicija „pristupačnog turizma“ – unatoč mnoštvu definicija različitih organizacija i istraživača (Darcy i Dickson, 2009; Farkas i Petykó, 2019; Zsarnóczky, 2018; Gonda i Raffay, 2020). ENAT (Europska mreža za pristupačni turizam) na svojim web stranicama spominje neke od načina definiranja i korištenja tog pojma (<https://www.accessibletourism.org>). On se neprestano usavršava i dopunjuje kako se upotrebljava u sve većem broju situacija u svijetu.

Svjetska zdravstvena organizacija (WHO) nudi ovu definiciju za invaliditet:

Invaliditet je krovni pojam koji pokriva oštećenja, ograničenja aktivnosti i ograničenja sudjelovanja. Oštećenje je problem u tjelesnoj funkciji ili strukturi; ograničenje aktivnosti je poteškoća s kojom se pojedinac susreće u izvršavanju zadatka ili radnje; dok je ograničenje sudjelovanja problem s kojim se pojedinac susreće tijekom uključivanja u životne situacije (www.emro.who.int).

Više od 30 godina, teorijski aspekti koncepta koji se odnosi na sintetiziranje teorija o

barriers that PwD encounter when travelling and proved the significance of empirical research on accessibility aspects in tourism. In the academic context, tourism and disability research is still a relatively new phenomenon.

In the 1990s, several countries introduced laws that obliged tourism service providers to provide accessibility (e.g. ADA, the Americans with Disabilities Act 1990 in the USA). After 2000, the European Union and the UN have elaborated an increasing number of strategies for developing accessible tourism, such as the Design for All and Accessible Tourism Initiative programmes (<https://accessible-eu-centre.ec.europa.eu>). With the spread of the internet and digital technology, tourism actors are increasingly adopting practical solutions to meet the needs of PwD (e.g. accessible websites or smartphone applications).

A single widely accepted definition of “accessible tourism” is still needed – despite a plethora of definitions by different organisations and researchers (Darcy and Dickson, 2009; Farkas and Petykó, 2019; Zsarnóczky, 2018; Gonda and Raffay, 2020). ENAT (European Network for Accessible Tourism) mentions on its website some of the ways in which the term is defined and used (<https://www.accessibletourism.org>). The concept is constantly refined and amended as it is applied in a growing number of contexts in the world.

The World Health Organization (WHO) offers this definition for disabilities:

Disability is an umbrella term, covering impairments, activity limitations, and participation restrictions. An impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations (www.emro.who.int).

For over 30 years, the theoretical aspects of the concept related to synthesising disabil-

invaliditetu, pristupačnosti i turizmu prilično su opširno analizirani. No, osim uočljivog nedostatka istraživanja praktičnih aspekata pristupačnog turizma, evidentna je pasivnost autora u znanstvenom polju na temu pristupačnog turizma.

2.4. Najnoviji trendovi (nakon 2020. godine)

Broj studija o pristupačnosti u turizmu u stalnom je porastu od 2020. godine. U proteklih pet godina u akademskim izvorima SLR metodom pronađena su 3.302 članka na temu pristupačnog turizma. Uz zapadnoeuropske ili sjevernoameričke primjere filtriranjem su identificirane i studije u južnoameričkim i zemljama u razvoju, što ukazuje na globalnu prirodu teme. Stoga se pristupačni turizam proteže izvan doslovnog značenja OSI te obuhvaća i starije osobe, obitelji i druge putnike s specifičnim zahtjevima. Ovakav pristup ogleda se u istraživanjima nakon 2020. godine, čiji su primjeri iz Europe i Mađarske također navedeni u radu. Načelo univerzalnog dizajna postaje sve popularnije, što za cilj ima i pristupačnost i potpuno uključiv turizam kroz cijeli lanac turističkog doživljaja.

OSI imaju iste zdravstvene potrebe kao i osobe bez vidljivih invaliditeta, ali su također, prema statistikama, češće izloženi siromaštvu i socijalnoj isključenosti (Ingstad i Eide, 2011). Prema podacima, OSI se suočavaju s preprekama u dostupnosti zdravstvenih i rehabilitacijskih usluga koje su im potrebne u mnogim okruženjima (www.who.int/topics/disabilities/en). Istraživanje PeerAct provedeno u Hrvatskoj, Njemačkoj, Mađarskoj, Italiji i Španjolskoj utvrdilo je da OSI putuju na načine slične osobama koje nemaju značajne invaliditete unatoč značajnim nedostacima u pristupačnosti (Gonda, 2021). Nadalje, ranija međunarodna istraživanja dokazala su da OSI zahtijevaju iste usluge i iskustva u turizmu kao i njihovi kolege bez invaliditeta, ali se suočavaju s preprekama (u

ity, accessibility and tourism theories were analysed quite widely. However, besides the noticeable lack of research on practical aspects of accessible tourism, the passivity of authors in the scientific field on the subject of accessible tourism is evident.

2.4. Most recent trends (post-2020)

The number of studies on the accessibility in tourism has been growing steadily since 2020. In the past five years 3,302 articles have been found on the topic of accessible tourism among academic sources using the SLR method. Through the filters in addition to Western European or North American examples studies in South American and developing countries have also been identified, which indicates the global nature of the topic. Thus, accessible tourism extends beyond the literal meaning of PwD including the elderly, families, and other travellers with specific requirements. This approach is reflected in the research after 2020, examples of which from Europe and Hungary are also mentioned in the paper. The principle of universal design is becoming increasingly popular, which aims at both accessibility and at fully inclusive tourism throughout the entire tourism experience chain.

PwD have the same health needs as people without visible disabilities, but they also tend to be more exposed to poverty and social exclusion according to statistics (Ingstad and Eide 2011). Evidence suggests that PwD face barriers in accessing the health and rehabilitation services they need in many settings (www.who.int/topics/disabilities/en). A PeerAct survey conducted in Croatia, Germany, Hungary, Italy and Spain found that PwD travel in ways similar to those without notable disabilities despite some significant access gaps (Gonda, 2021). Furthermore, earlier international research has proven that PwD require the same services and experiences in tourism as their non-disabled fellows but face barriers (in several coun-

nekoliko zemalja) u korištenju istih (vidi npr. Gonda i Schmidtchen, 2020).

Česta pogreška pružatelja turističkih usluga je izjednačeno viđenje i obrada tržišta turista kojima je potrebna pristupačnost kao i onih koji ju ne trebaju (Vila *et al.*, 2015). U skladu s time, često se samo stvaranje fizičke/arhitektonske pristupačnosti – tj. postavljanje rampi – smatra „stvaranjem pristupačnosti“, iako različiti oblici invaliditeta zahtijevaju različita rješenja pristupačnosti kao što su npr. slijepe ili gluhe osobe koje se nose s drugačijim situacijama od osoba koje su u invalidskim kolicima.

Još jedan uvelike zanemaren čimbenik u literaturi je pristup točnim, pravovremenim i pouzdanim informacijama: za razliku od putnika bez vidljivih invaliditeta, netočne informacije o npr. neadekvatnom smještaju mogu cijelo iskustvo putovanja učiniti potpuno nemogućim (ili barem vrlo problematičnim) za OSI. Neke inicijative u tom smjeru (npr. informacijske web stranice <https://access4you.io> ili <https://travability.travel>) pokrenule su frustracije uzrokovane nepostojećim ili nepouzdanim informacijama o stvarnoj dostupnosti turističkih sadržaja.

Posebne potrebe za putovanjem mogu se javiti u starijoj dobi, ali mogu postojati mnogi drugi čimbenici i životne situacije koje mogu značajno utjecati na naše navike i mogućnosti putovanja poput putovanja trudnica, obitelji s malom djecom u kolicima, ili zdravstvenog turista koji privremeno koristi invalidska kolica nakon što je doživio nesreću (npr. kako ističu Darcy i Dickson, 2009). Druge životne situacije, okolnosti i zdravstveni izazovi također mogu svrstati osobe u kategoriju OSI, kao što su osobe s problemom pretilosti ili kroničnih bolesti, intolerancije na hranu ili čak alergije (Zsarnóczky, 2018.), te stoga mogu biti spriječene u sudjelovanju u određenim turističkim aktivnostima koje zahtijevaju fizički napor.

Rezultati su također pokazali da OSI imaju veću želju za putovanjem od prosječnog turista, što ukazuje na ogroman poten-

tries) in accessing these (see e.g. Gonda and Schmidtchen, 2020).

A frequent mistake by tourism service providers is considering and treating the market of tourists in need of accessibility as a homogeneous one (Vila *et al.*, 2015). Accordingly, it is often only the creation of physical/architectural accessibility – i.e. the provision of ramps – that is considered as “creating accessibility” although various forms of disabilities require diverse accessibility solutions as e.g. blind or deaf persons who tackle different situations from those who are wheelchair-bound.

Another largely neglected factor in the literature is access to accurate, timely, and reliable information: unlike for travellers without visible disabilities, false information on e.g. inadequate accommodation may make the whole travel experience totally impossible (or at least very problematic) for PwD. Some initiatives in this direction (e.g. the information websites <https://access4you.io> or <https://travability.travel>) were brought into existence by the frustration caused by non-existent or unreliable information on real accessibility of tourism facilities.

Special travel needs can arise in old age, but there may be many other factors and life situations that can significantly affect our travel habits and opportunities, such as the travel of pregnant women, families with small children in strollers, or a health tourist temporarily using wheelchair having suffered an accident (e.g. as Darcy and Dickson (2009) point out). Other life situations, circumstances and health challenges can also place persons in the PwD category such as persons with obesity issues or chronic illnesses, food intolerances, or even allergies (Zsarnóczky, 2018), and hence may be prevented from participating in certain tourist activities that require physical effort.

Findings have also revealed that PwD tend to have a stronger-than-average desire to travel, indicating the vast potential of inclusive tourism. Thus, improved physical

cijal uključivog turizma. Naime, poboljšana fizička dostupnost (npr. bolji javni prijevoz, prilagodbe za ekstremne sportove ili pristupačne turističke rute) značajno bi povećala njihovu učestalost putovanja. U Mađarskoj su ispitanici kao najveće izazove naveli prometna ograničenja, nedostatke u ugostiteljstvu i smještaju, ograničen pristup sportu, poteškoće u pronalaznju dostupnih atrakcija i komunikacijske barijere. Druge su zemlje izvijestile o sličnim problemima, pri čemu je prijevoz dosljedno identificiran kao najproblematičniji aspekt (Gonda i Schmidtchen, 2020).

Unatoč općem dogovoru da OSI treba tretirati jednako, istraživanja o čimbenicima koji blokiraju njihovo putovanje i dalje su ograničena. Ovaj jaz u razumijevanju spriječio je razvoj turističkih proizvoda koji učinkovito odgovaraju njihovim jedinstvenim potrebama. Slijedom toga, ovaj rad nastoji identificirati glavne prepreke putovanju OSI, oslanjajući se na podatke iz međunarodnog istraživanja na manjim (Hrvatska, Mađarska) i većim (Rumunjska, Poljska) turističkim tržištima. Ukazujući na ove prepreke, studija ima za cilj pomoći turističkim profesionalcima diljem svijeta da stvore potpuno uključive doživljaje; jednako je ključna potreba za promjenom društvenih stavova, osiguravajući da cjelokupna radna snaga u turizmu, od osoblja u kontaktu s turistima do menadžmenta, bude osposobljena za pružanje uljudnih uključivih usluga. Rezultati naglašavaju važnost podizanja svijesti, poštivanja međunarodnih konvencija o pristupačnosti (kao što je UN-ova Konvencija o pravima osoba s invaliditetom iz 2006. godine) i transformacije politike kako bi se OSI zajamčile jednake mogućnosti putovanja.

2.1. Postojeće dobre prakse u Mađarskoj u području pristupačnog turizma

Posljednjih godina u Mađarskoj su se pojavile brojne inicijative i organizacije koje posebno pomažu OSI uključujući i podršku putnicima. Postoji baza podataka o pristu-

accessibility (e.g. enhanced public transport, adaptations for extreme sports, or accessible tourist routes) would significantly boost their travel frequency. In Hungary, the respondents cited transport limitations, deficiencies in catering and accommodations, restricted access to sports, difficulties finding accessible attractions, and communication barriers as the greatest challenges. Other countries reported similar issues, with transportation consistently identified as the most problematic aspect (Gonda and Schmidtchen, 2020).

Despite the general agreement that PwD should be treated equally, research on the factors blocking their travel remains limited. This gap in understanding has hindered the development of tourism supplies that effectively address their unique needs. Consequently, this paper seeks to identify the main barriers to PwD travel, drawing on data from an international survey across smaller (Croatia, Hungary) and larger (Romania, Poland) tourism markets. By spotlighting these obstacles, the study aims to help tourism professionals worldwide craft fully inclusive experiences; equally crucial is the need to shift societal attitudes, ensuring that the entire tourism workforce from frontline staff to management is trained to provide respectful inclusive services. The findings underscore the importance of raising awareness, adhering to international accessibility conventions (such as the 2006 UN Convention on the Rights of Persons with Disabilities), and transforming policy to guarantee that PwD enjoy equal opportunities in travel.

2.1. Existing good practices in Hungary in the field of accessible tourism

In recent years, Hungary has seen the emergence of a number of initiatives and organisations that specifically assist PwD including support for travellers. There is a database of accessible accommodations, catering facilities and tourist attractions (validated

pačnom smještaju, ugostiteljskim objektima i turističkim atrakcijama (koju su potvrdili OSI), primjeri uključenosti OSI u pružanje turističkih usluga, primjerice u obilascima grada te primjeri uključivanja vještina za pomoć u organizaciji i podršci turizma za OSI u nastavne planove i programe visokog obrazovanja. Postoje i primjeri drugih zagovaračkih i nevladinih organizacija koje podupiru OSI i postavljaju (označene) ribolovne lokacije kako bi se mogle uključiti i one osobe čiji invaliditet prethodno nije dozvoljavao sudjelovanje u aktivnostima na otvorenom koje privlače najveću interesnu skupinu hobista u Mađarskoj. Na temelju analize brojnih nedavnih inicijativa i iskustava, formulirana su sljedeća očekivanja dobre prakse: ona uključuju ideje i postupke kojima se promiče razvijanje određene poslovne prakse ili organizacije, pružanje pristupačnih turističkih usluga, razvoj visokokvalitetnih uslužnih praksi, te bi stoga te ideje i postupci trebala postati uspješni, inovativni, primjenjivi u drugim područjima, održivi i primjerima za druge.

Sljedeće prakse iz Mađarske mogu poslužiti kao primjeri:

Informacijske baze podataka

a) Stvaranje sustava certifikacije Access4you® inspirirano je lošim iskustvom njegovog tvorca: problemom uzrokovanim objektom koji se promovirao kao potpuno pristupačan, iako je bio nedostupan za invalidska kolica. Sustav nudi točne i pouzdane informacije o pristupačnosti izgrađenog okoliša za osobe s različitim smetnjama kako bi se pomoglo OSI i njihovim rođacima, ali i vlasnicima nekretnina i tvrtkama. Osim pružanja detaljne slike o pristupačnosti njihovih prostora, certifikat također učinkovito podupire poslovne ciljeve i ciljeve održivosti. Baza podataka i mobilna aplikacija Access4you s detaljnim profilima preko 700 međunarodnih lokacija dostupna je svima besplatno. Profili lokacija temelje se na sustavu kriterija od 1.000 točaka

by PwD), examples of PwD being involved in the provision of tourism services, for example in city tours, and examples of the inclusion of skills to help organise and support tourism for PwD in higher education curricula. There are also examples of other advocacy and non-governmental organisations supporting PwD and setting up (labelled) angling sites, so that those whose disability did not previously allow them to participate in the outdoor activity that attracts the largest hobby interest group in Hungary can also get involved. Based on the analysis of a number of recent initiatives and experiences, the following expectations of good practice have been formulated: it includes ideas and procedures that promote the development of a given business or organisation, the provision of accessible tourism services, the development of high-quality service practices, and hence should be successful, innovative, applicable in other areas, sustainable, and exemplary to others.

The following practices from Hungary can be taken as examples:

Information databases

a) The creation of a certification system Access4you® was inspired by a bad experience of its creator: a problem caused by a property advertised as fully accessible but which turned out to be inaccessible by wheelchair. The system provides accurate and reliable information on the accessibility of the built environment for people with different handicaps to help PwD and their relatives as well as property owners and companies. Besides providing a detailed picture of the accessibility of their premises, the certificate also effectively supports business and sustainability objectives. The Access4you database and mobile app with detailed profiles of over 700 international locations is available free of charge to all. The site profiles are based on a 1,000-point criteria system compiled from eight stakeholder groups

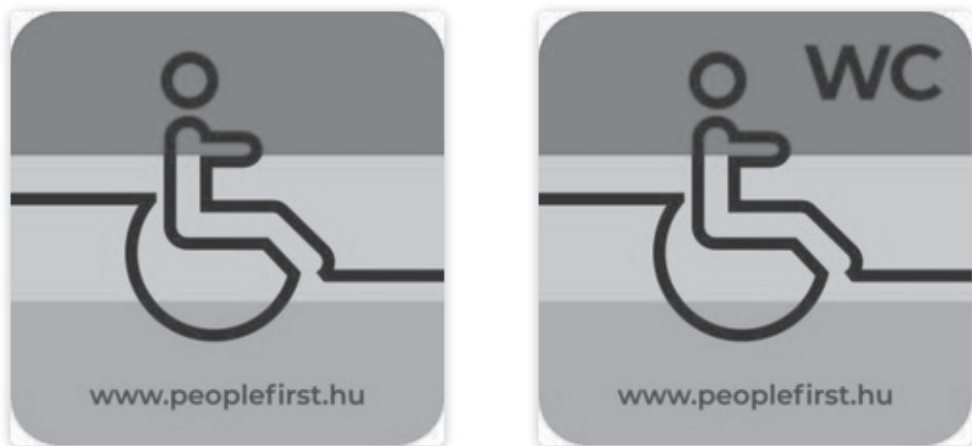
koji je sastavljen od osam skupina dionika i pruža informacije filtrirane prema utjecaju s preciznim dimenzijama i korisnim fotografijama (<https://access4you.io/about-us>).

- b) Projekt "Stickers" grupe PeopleFirst: članovi Udruge People First, nevladine organizacije stvorene za pomoć OSI, posjećuju grad Pečuh u paru (jedan član s invaliditetom i jedan bez invaliditeta) – restorane, kafiće, hotele, trgovine, turističke atrakcije, sportske i kulturne ustanove ili javne ustanove – i mapiraju prostorije bez prepreka, a zatim razgovaraju s vlasnicima o postavljanju naljepnice koju su dizajnirali i izradili na ulazna vrata. Posebna pozornost skreće se na dodjelu naljepnica objektima u kojima su toaleti potpuno dostupni (Slika 2). Također su izradili bazu podataka s kartama koja se lako koristi i može se pretraživati na mađarskom i engleskom jeziku. Lokacije se mogu pronaći na web stranici wheelmap.org, što pomaže budućim posjetiteljima u donošenju odluka i povećava turističku privlačnost (središta) grada Pečuha.

and providing information filtered by impact with precise dimensions and useful photos (<https://access4you.io/about-us>).

- b) The Stickers project by PeopleFirst: members of the People First Association an NGO created to assist PwD's visit in the city of Pécs in pairs (one disabled and one able-bodied member) – restaurants, cafés, hotels, shops, tourist attractions, sports and cultural institutions, or public institutions – and map out the barrier-free premises, then they discuss with the owner(s) putting a sticker that they designed and made on the entrance door. Special attention is drawn to awarding the stickers on the establishments where the toilets are also fully accessible (Figure 2). They have also created an easy-to-use, searchable database with maps in Hungarian and English. The sites can be found on the wheelmap.org website, helping the prospective visitors to make decisions and enhancing the tourist attraction of the (inner) city of Pécs.

Slika 2: Naljepnice Udruge PeopleFirst koje označavaju pristupačne objekte i one koji imaju pristupačne toalete / Figure 2: Stickers of the PeopleFirst Association indicating accessible facilities and ones that have accessible toilets



Edukacija o problematici pristupačnosti u turizmu

- a) Osposobljavanje savjetnika europskog susjedstva u području pristupačnog turizma metodologija je obuke koja trenerima s invaliditetom omogućuje davanje savjeta i obuku o pristupačnom turizmu za cijeli niz turističkih usluga (prijevoz, smještaj, gastronomija, ...) te rad u funkciji trenera i konzultanata u turizmu jer OSI obično dobivaju pomoć od osoba bez invaliditeta koje su manje vjerodostojne ili su manje prihvaćene od strane izravno pogođenih.
- b) Kolegij Pristupačni turizam na preddiplomskom studiju Turizam i ugostiteljstvo na Ekonomskom fakultetu Sveučilišta u Pečuhu: senzibilizacijom i edukacijom budućih turističkih stručnjaka moguće je poboljšati kvalitetu turističkog iskustva OSI i povećati kvalitetu njihovog života. Studenti koji završe tečaj bit će prijemčiviji i osjetljiviji te će imati više znanja o specifičnim potrebama OSI.

Stvaranje pristupačnih mjesta za ribolov

Inicijativa se može činiti specifičnom, naizgled usmjerenom na potrebe uske ciljne skupine, ali ta skupina uključuje desetke tisuća ljudi u Mađarskoj. Pristupačan ribolov važan je i za zadovoljavanje potreba turista s invaliditetom čija je primarna motivacija za posjet Mađarskoj ribolov, ali i za diverzifikaciju niza aktivnosti dostupnih gostima s drugim motivima. Ribolov je jedan od najpopularnijih, možda i najpopularniji hobi u Mađarskoj, sa značajnim višestrukim učinkom. Interakcije s OSI mogu pridonijeti senzibilizaciji zajednice ribolovaca bez invaliditeta. Neka organizacijska, komunikacijska i tehnička rješenja mogu se prilagoditi i drugim sportovima na otvorenom (npr. streljaštvo, lov).

Training on the issue of accessibility in tourism

- a) The European Neighbourhood Counsellor Training in the field of Accessible Tourism is a training methodology that enables trainers with disabilities to provide advice and training on accessible tourism to the whole range of tourism services (transport, accommodation, gastronomy, ...), and work as trainers and consultants in tourism as PwD typically receive help from those without disabilities who are less credible or accepted by the directly affected.
- b) “Accessible Tourism” course in Tourism and Hospitality BSc programme at the Faculty of Business and Economics, University of Pécs: by sensitising and educating future tourism professionals, it is possible to improve the quality of the tourism experience of PwD and raise their quality of life. Students completing the course will be more receptive and sensitive, and knowledgeable to the specific needs of PwD.

Creation of accessible angling venues

The initiative may appear to be specific, seemingly addressing the needs of a narrow target group, but this group includes tens of thousands of people in Hungary. Accessible angling is important both for meeting the needs of the tourists with disabilities whose primary motivation to visit Hungary is angling and for diversifying the range of activities available to the guests with other motives. Angling is one of the most popular, perhaps the single most popular hobby in Hungary, with a significant multiplier effect. Interactions with PwD can contribute to the sensitisation of the non-disabled angling community. Some organisational, communication and technical solutions can also be adapted to other outdoor sports (e.g. archery, hunting).

Dan pristupačnog turizma

Od 2017. godine popularno mađarsko ljetovalište Orfű domaćin je Dana pristupačnog turizma s ciljem pružanja iskustava OSI koja bi inače bila nemoguća ili naporan. Prilika je to za sve, bez obzira na njihove sposobnosti, da se zabave i otkriju da su ravnopravni te da iskuse turizam uz pomoć volontera. Osobe u invalidskim kolicima ukrcavaju u jedrilice, osobe s poteškoćama u kretanju mogu voziti motore, a osobe s oštećenjem vida mogu voziti automobile. Nudeći niz iskustava, organizatori pokazuju da se neke fizičke prepreke mogu prevladati, a različita iskustva mogu biti dostupna OSI. Drugi važan cilj je uključenost, odnosno osvještavanje radno sposobnih osoba o sposobnostima OSI i mogućim načinima kako im pomoći. Trajni učinak događaja bio je povećanje broja pristupačnog smještaja u Orfűu i pozitivne promjene u stavovima, empatiji i profesionalizmu u pogledu pristupačnog turizma među pružateljima turističkih usluga i osobljem lokalne uprave.

Obilazak Skrivenog grada Tor

Spomenuta Udruga Ljudi prije svega, uz potporu nevladine organizacije Jačanje civilnih zajednica, 2019. godine je kao novost razvila posebno, privlačno, vođeno putovanje bez prepreka, a 2021. godine uvela je stalni tematski obilazak grada u suradnji s Uredom TourInform u Pečuhu kako bi senzibilizirala i uključila zajednicu. Sudionicima se nude različite perspektive o tomu kako OSI stižu do određenih znamenitosti u Pečuhu vozeći se u invalidskim kolicima, noseći naočale koje simuliraju oštećenje vida ili čepiće za uši za oštećenje sluha, hodajući s psima vodičima ili koristeći bijele štapove za opipavanje rubnjaka i vodilica.

3. METODOLOGIJA

U jesen 2023. godine, u sklopu međunarodnog Erasmus+ projekta pod nazivom

Accessible Tourism Day

Since 2017, the popular Hungarian resort Orfű has hosted Accessible Tourism Day with the aim is to provide experiences to PwD that would otherwise would be impossible or laborious. It is an opportunity for all regardless of abilities to have fun while discovering that they are equal and experience tourism assisted by volunteers. Wheelchair users are lifted into sailing boats, people with mobility impairments can ride motor bicycles, and persons with visual impairments can drive cars. By offering a range of experiences, organisers demonstrate that some physical barriers can be overcome, and diverse experiences can be made available to PwD. Another important goal is inclusion, i.e. making the able-bodied aware of the abilities of PwD and the opportunities of the ways to help them. The lasting impact has been an increased number of accessible accommodations in Orfű, and positive changes in the attitudes, empathy and professionalism regarding accessible tourism among service providers and the local government staff.

Hidden City Tor-Tour

The mentioned People First Association, with the support of the NGO Strengthening Civil Communities, developed a special, attention-grabbing, barrier-free guided tour as a novelty in 2019 and introduced it as a permanent themed city tour in 2021 in cooperation with the Pécs TourInform Office to sensitise and involve the community. It offers different perspectives to the participants on how PwD get to particular sights in Pécs by riding in wheelchairs, wearing glasses that simulate visual impairment or earplugs for hearing impairment, walking with guide dogs, or using white canes to feel the kerbs and guide rails.

3. METHODOLOGY

In autumn 2023, as part of an international Erasmus+ project *The Development*

Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi (2022-2-HU01-KA220-HED-000099410) u Mađarskoj je provedena anketa među OSI putem osobnih i online upitnika. Ovaj mješoviti pristup odabran je kako bi se osiguralo sudjelovanje svih OSI bez obzira na njihov invaliditet, uključujući i one koji ne bi mogli ispuniti online anketu bez pomoći. Upitnik je ispunilo ukupno 320 mađarskih ispitanika s različitim stupnjevima invaliditeta, što uzorak čini nereprezentativnim. Ipak, kako su ispitanici bili isključivo OSI, to bi moglo biti dovoljno za ciljeve istraživanja. Budući da je uzorak formiran metodama prikladnog uzorkovanja, točnije metodom uzorkovanja snježne grude, poslužit će kao osnova za ovu analizu.

Cilj upitnika bio je dobiti sveobuhvatan uvid u trenutno stanje pristupačnog turizma i istražiti turističke navike OSI u Mađarskoj. U skladu s ciljevima istraživanja, upitnik je sadržavao pitanja s jednim izborom, pitanja s višestrukim izborom i čestice Likertove skale. Za potrebe ovog istraživanja rezultati su analizirani deskriptivnim statističkim metodama. Analiza podataka provedena je programom IBM SPSS 28, dok je za vizualizaciju podataka korišten Microsoft O365 Excel. Tablica 1 daje sažetak demografskih podataka uzorka.

Ovaj je rad posebno usredotočen na prepreke na koje OSI nailaze na putovanjima iako su neki aspekti studije već objavljeni u drugim publikacijama (npr. Raffay *et al.*, 2024). Naime, autori čvrsto vjeruju da uklanjanje prepreka, za što je često potrebna promjena stava i pružanje pouzdanijih i kontroliranih informacija, više nego skupa materijalna ulaganja može dovesti do dostupnosti turističkog sektora svima.

Upitnik je proširen kako bi uključio nove aspekte koji ranije nisu bili postavljeni u sličnim istraživanjima: npr. o korištenju proširene stvarnosti i virtualne stvarnosti kao čimbenika koji mogu olakšati putovanje za OSI ili ga čak u potpunosti zamijeniti ili o

of the Innovative Educational Method of ACCESSIBLE Tourism in Central Europe (2022-2-HU01-KA220-HED-000099410) in Hungary, a survey was conducted among PwD using both in-person and online questionnaires. This mixed approach was chosen to ensure the participation of all PwD regardless of their disability including those who would have been unable to complete the online survey unassisted. In total, 320 Hungarian respondents with varying levels of disability completed the questionnaire, which makes the sample unrepresentative. Yet, as the respondents are explicitly PwD, it could be sufficient for the research objectives. Since the sample was formed through convenience sampling methods, specifically snowball sampling, it serves as the basis for this analysis.

The aim of the questionnaire survey was to gain a comprehensive insight into the present state of accessible tourism and to explore the tourism habits of the affected in Hungary. In line with the research objectives, the questionnaire contained single-choice questions, multiple-choice questions, and Likert-scale items. For the purposes of this study, the results were analysed using descriptive statistical methods. Data analysis was carried out with IBM SPSS 28, while Microsoft O365 Excel was used for data visualisation. Table 1 provides a summary of the sample's demographic data.

This paper is particularly focused on obstacles to PwD's travels although some aspects of the study have been published elsewhere (e.g. Raffay *et al.*, 2024). Namely, authors firmly believe that eliminating the obstacles which often requires a change in attitude and the provision of more reliable and controlled information rather than costly physical investments may lead to tourism sector's accessibility to all.

The questionnaire survey was expanded to include new aspects that had not been asked in similar research before: e.g., on the use of Augmented Reality and Virtual Reality as factors that may alleviate travelling for PwD or even fully substitute it, or on avail-

dostupnosti i pouzdanosti informacija kao mogućim preprekama putovanju.

ability and reliability of information as potential barriers to travel.

Tablica 1: Demografske karakteristike uzorka

Spol		
	Ispitanici	% (n=320)
Muški	133	41,6%
Ženski	183	57,2%
Ostalo	2	0,6%
Radije neću odgovoriti	2	0,6%
Dob		
	Ispitanici	% (n=320)
18-25 godina	24	7,5%
26-35 godina	48	15,0%
36-50 godina	100	31,3%
50-65 godina	88	27,5%
66 godina ili više	52	16,3%
Radije neću odgovoriti	8	2,5%
Bračno stanje		
	Ispitanici	% (n=320)
Neoženjen/neudata	140	43,8%
U izvanbračnoj zajednici	37	11,6%
Rastavljen/a	16	5,0%
Oženjen/udata	95	29,7%
Radije neću odgovoriti	13	4,1%
Udovac/ica	19	5,9%
Najviši stupanj obrazovanja		
	Ispitanici	% (n=320)
Doktorski stupanj	4	1,3%
Sveučilište (magisterij)	28	8,8%
Sveučilište (diploma prvostupnika)	69	21,6%
Srednja škola	119	37,2%
Strukovna škola	49	15,3%
Do 8 godina osnovne škole	46	14,4%

Izvor: Upitnici Erasmus+ projekta "Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi" – ACCESSIBLE

Table 1: Demographic characteristics of the sample

Gender		
	Respon- dents	% (n=320)
Male	133	41.6%
Female	183	57.2%
Other	2	0.6%
I prefer not to answer	2	0.6%
Age		
	Respon- dents	% (n=320)
18-25 years old	24	7.5%
26-35 years old	48	15.0%
36-50 years old	100	31.3%
50-65 years old	88	27.5%
66 years old or older	52	16.3%
I prefer not to answer	8	2.5%
Marital status		
	Respon- dents	% (n=320)
Single	140	43.8%
In a cohabitation	37	11.6%
Divorced	16	5.0%
Married	95	29.7%
I prefer not to answer	13	4.1%
Widowed	19	5.9%
Highest level of education		
	Respon- dents	% (n=320)
Doctoral degree	4	1.3%
University (Master's degree)	28	8.8%
University (Bachelor's degree)	69	21.6%
High school	119	37.2%
Vocational school	49	15.3%
Up to 8 years of primary school	46	14.4%

Source: Questionnaires of the Erasmus+ project "The development of the innovative educational method of ACCESSIBLE tourism in Central Europe" – ACCESSIBLE

4. REZULTATI

4.1. Putne navike OSI i faktori koji ometaju njihova putovanja

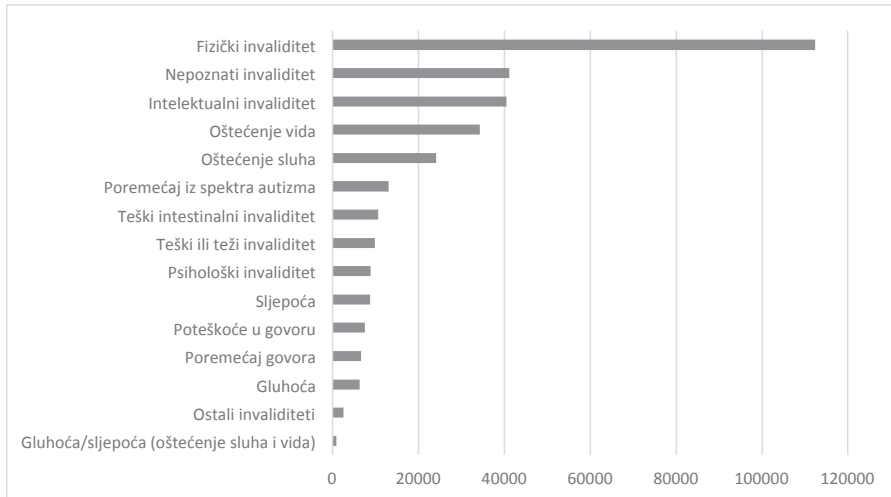
Anketom je utvrđeno da je spremnost na putovanje među putnicima s invaliditetom izraženija i putovanja su češća nego u općoj mađarskoj populaciji. Tijekom posljednja dva desetljeća brojne mjere i propisi doveli su do toga da se osobama smanjene pokretljivosti omogući pristup smještajnim, ugostiteljskim objektima i atrakcijama kojima upravljaju institucije ili poduzeća u turističkom sektoru (npr. rampe umjesto ili uz stepenice i dizala; WC za OSI; posebna sjedala), a u tom smjeru ide i javni prijevoz. U tom pogledu Mađarska drži korak s ostalim zemljama EU. Kao što je regulirano Zakonom XXVI iz 1998. godine OSI (čija je raščlamba u Mađarskoj prikazana na Slici 3) imaju pravo na izgrađeni okoliš koji je pristupačan, uočljiv i siguran (<https://emberijogok.kormany.hu>). Omogućavanje putovanja OSI nije samo etičko pitanje, već i značajan financijski interes: OSI i njihovi suputnici značajno su, iako nedovoljno iskorišteno ciljno tržište za turizam (Raffay-Danyi i Ernszt, 2021). Kao heterogena skupina, OSI mogu imati vrlo različite potrebe ovisno o obliku i težini invaliditeta (Máté, 2021).

4. RESULTS

4.1. Travel habits of PwD and factors hindering their travels

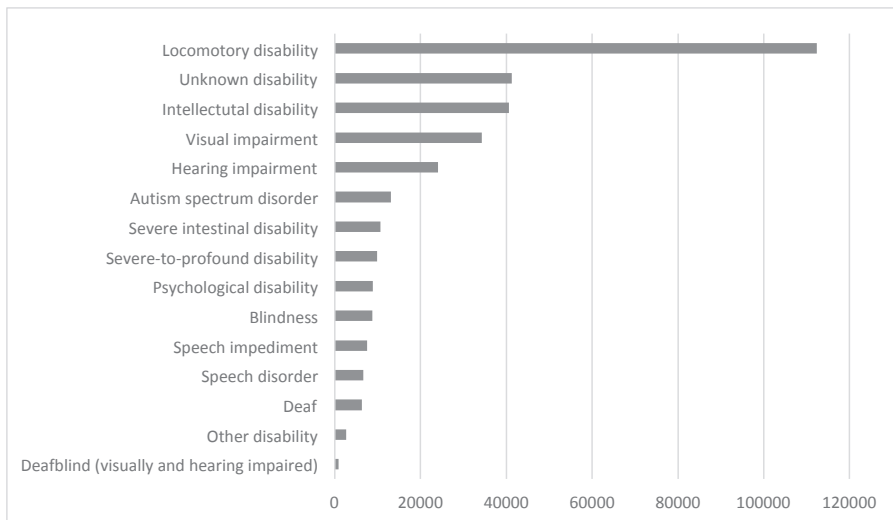
The questionnaire survey established that willingness to travel among travellers with disabilities is stronger and trips are more frequent than in the general Hungarian population. Over the last two decades numerous measures and pieces of legislation have led to the provision of accessibility for people with reduced mobility to accommodation, catering facilities and attractions operated by institutions or businesses in the tourism sector (e.g. ramps instead of, or besides, stairs and elevators; toilets for PwD; special seating). In addition, the public transport is also moving in this direction. In this respect Hungary keeps up with the other EU countries. As regulated by Act XXVI of 1998 PwD (whose breakdown in Hungary is shown in Figure 3) have the right to a built environment that is accessible, perceptible and safe (<https://emberijogok.kormany.hu>). Making it possible for PwD to travel is not only an ethical issue, but also a considerable financial interest: PwD and their fellow travellers are significant yet insufficiently exploited target market for tourism (Raffay-Danyi and Ernszt, 2021). As a heterogeneous group PwD may have very different needs depending on the form and severity of their disability (Máté, 2021).

Slika 3: Broj OSI u Mađarskoj prema vrsti invaliditeta, 2022. godine



Izvor: uredili autori, na temelju
<https://nepszamlalas2022.ksh.hu>

Figure 3: Number of PwD in Hungary by type of disability, 2022



Source: edited by the authors, based on
<https://nepszamlalas2022.ksh.hu>

Prema istraživanju, jedna od svake dvije osobe smanjene pokretljivosti spriječena je u sudjelovanju u turističkim programima zbog invaliditeta, u usporedbi s tri četvrtine udjela

According to the survey, one in every two people with reduced mobility is prevented from participating in tourism programmes because of the disability, compared

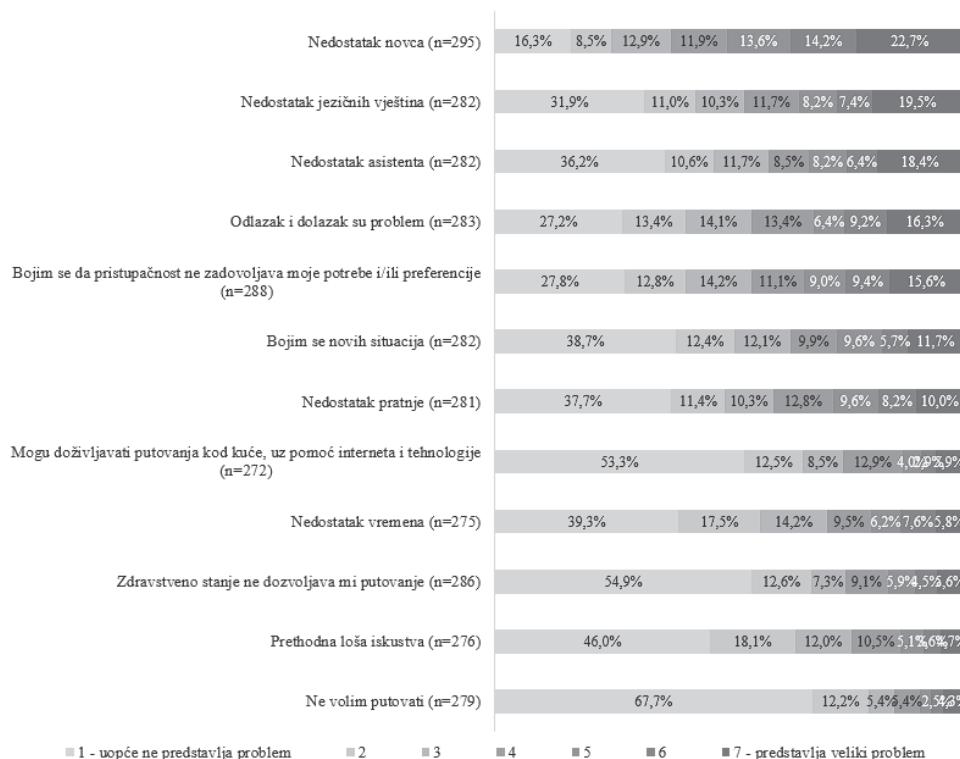
osoba s oštećenjem vida (<https://motivacio.hu>). Razumijevanje potreba putnika s invaliditetom i odgovaranje na njih na optimalan način zahtijeva veliku brigu, empatiju i vještinu suradnje od strane pružatelja turističkih usluga.

Istraživanje je obuhvatilo 320 osoba s različitim invaliditetom koje su bile upitane o glavnim fizičkim čimbenicima koji uzrokuju značajne probleme prilikom putovanja. Pitanje je bilo sljedeće: „Molim vas, navedite koliko vas dolje navedeni čimbenici obeshrabuju da putujete kao turist (1: ovaj čimbenik uopće ne predstavlja problem za moja putovanja; 7: ovaj čimbenik predstavlja veliki problem za moja putovanja)“. Rezultati su prikazani na Slici 4.

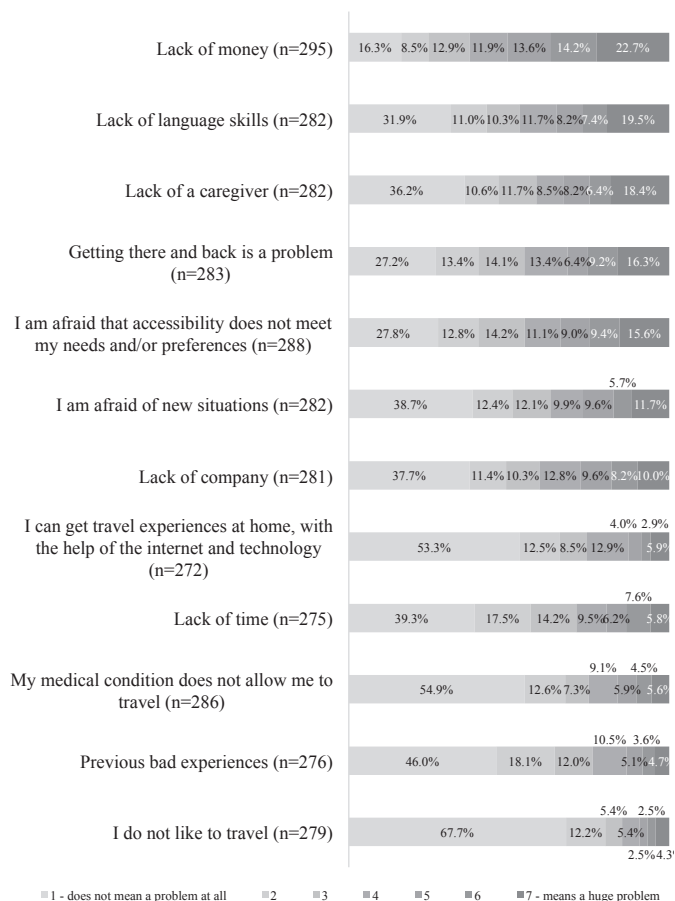
to a three-quarter proportion of visually impaired people (<https://motivacio.hu>). Understanding the needs of travellers with disabilities and responding to these in the optimal way requires a great deal of care, empathy, and cooperation skills on the part of tourism service providers.

The survey included 320 individuals with varying disabilities who were asked about the main physical factors causing significant problems when travelling. The question was as follows: “Please indicate how much the factors listed below discourage you from travelling as a tourist (1: this factor is not a problem at all for my travels; 7: this factor is a huge problem for my travels)”. The findings are shown in Figure 4.

Slika 4: Čimbenici koji ometaju putovanja OSI



Izvor: Upitnici Erasmus+ projekta “Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi” – ACCESSIBLE

Figure 4: Factors hindering the travels of PwD

Source: Questionnaires of the Erasmus+ project “The development of the innovative educational method of ACCESSIBLE tourism in Central Europe” – ACCESSIBLE

Čak i oni ispitanici koji mogu putovati u slobodno vrijeme (gotovo devet desetina) obično se susreću s problemima. Odgovori pokazuju da je dostupnost najosnovnijih turističkih usluga (prijevoz, smještaj, ugostiteljstvo, atrakcije, sportske aktivnosti) i dalje nepotpuna. Na primjer, samo 27% ispitanika reklo je „nikada se ne susrećem s takvim problemom“ u vezi s pristupom ugostiteljskim objektima, u slučaju smještaja i sportskih aktivnosti isključivo pozitivno iskustvo prijavila je petina ispitanika (22,4% odnosno

Even the respondents who are able to travel for leisure (nearly nine-tenths) usually face problems. The responses show that accessibility of the most basic tourism services (transport, accommodation, catering, attractions, sports activities) remains incomplete. For instance, only 27% of the respondents said “I never encounter such a problem” in relation to access to dining facilities, regarding accommodation and sports activities exclusively positive experience was reported by a fifth of the respondents (22.4% and 20.4%,

20,4%), dok je u ostalim slučajevima taj udio znatno niži, odnosno samo 18,1% ispitanika nije imalo negativna iskustva s dobivanjem pouzdanih informacija o učinkovitoj dostupnosti, 17,5% koristi prijevoz, a samo svaki šesti ispitanik nije izvijestio o negativnom iskustvu posjećivanja atrakcija. To je najvjerojatnije povezano s činjenicom da mnoge turističke atrakcije, npr. spomenici, izvorno nisu građene u turističke svrhe, pa se razumljivo nije razmišljalo o masovnoj dostupnosti niti je izvorna tehnologija gradnje to možda dopuštala. Iako su rješenja i smjernice za pristupačnost povijesnih građevina dobro definirane (UNINET, 2018; Vlada Irske, 2011; Landesdenkmalamt Berlin, 2015), potpuna pristupačnost često nije izvediva bez ugrožavanja integriteta spomenika.

Udio ispitanika s ozbiljnim problemima izrazio je visok kad se zbroje dvije najnegativnije vrijednosti. Pristup pouzdanim informacijama o pristupačnosti ozbiljan je problem za 40,2% ispitanika, kao i pristup sportskim aktivnostima (35%), te pristup prijevozu i smještaju – 27,8% odnosno 27,5%. Čini se da je pristup restoranima najmanje izazovan jer ga je samo 18,4% navelo kao ozbiljan problem. Dok je najmanji postotak ispitanika izvijestio o potpunom zadovoljstvu posjećivanjem atrakcija, ni razina nezadovoljstva nije osobito visoka, s 28,9% onih koji su to naveli kao ozbiljan problem.

U pogledu drugih čimbenika koji bi mogli predstavljati veliku demotivaciju za putovanja OSI, 22,5% ispitanika izjavilo je da je nedostatak novca u potpunosti razlog nemogućnosti putovanja. Distribucija ovog odgovora gotovo je identična za ocjene 1-6, pa se može reći da je više od petine ispitanika jasno identificiralo problem financiranja kao razlog neputovanja, dok su ga ostali više pripisali drugim razlozima.

Čini se da nedostatak jezičnih vještina zapravo nije velika prepreka jer 31,9% ne smatra da je problematičan, iako 64,5% ispitanika tvrdi da su jezične barijere problem

respectively), while in other cases the proportion was much lower, i.e. only 18.1% of the respondents had no negative experience obtaining reliable information on effective accessibility, 17.5% using transport, and only one in six respondents reported no negative experience visiting attractions. This is most probably related to the fact that many tourist attractions, e.g. monuments, were not originally built for tourism purposes, and therefore mass accessibility was understandably not considered nor may the original technology of construction have allowed it. While the solutions and guidelines for the accessibility of historical buildings are well-defined (UNINET, 2018; Government of Ireland, 2011; Landesdenkmalamt Berlin, 2015) full accessibility is often infeasible without compromising the integrity of the monuments.

The share of the respondents with serious problems is strikingly high when the two most negative values are calculated. Access to reliable information on accessibility is a serious problem for 40.2% of the respondents as is access to sports activities (35%), and access to transport and accommodation – 27.8% and 27.5% respectively. Access to dining facilities seems to be least challenging as only 18.4% declared it a serious problem. While the lowest share of the respondents reported total satisfaction with visiting attractions, the dissatisfaction level is not particularly high either with 28.9% reporting it a serious problem.

Regarding other factors that might pose as major disincentives for PwD's travels, 22.5% of the respondents said the lack of money was entirely the reason for not being able to travel. The distribution for this response is almost identical for scores 1-6, so we can say that more than a fifth of the respondents clearly identified the problem of funding as the reason for not travelling while the rest attributed it more to other reasons.

The lack of language skills essentially does not seem to be a great deterrent as

tijekom putovanja. U današnje vrijeme, kada internetski alati i aplikacije za prevođenje postaju uobičajeni i pouzdani, jezične barijere mogu se smanjiti upotrebom pametnih rješenja (iako odgovori na drugo pitanje sugeriraju da to možda nije svima vidljivo).

Nedostatak faktora osobne podrške nije bio problematičan kod 36,2% ispitanika, dok 18,4% smatra da je to ozbiljan problem. Dolazak do odredišta i povratak s odredišta nije bio izazov za 54,8% ispitanika, no 16,3% smatra da to predstavlja ozbiljan problem, a 15,6% strahuje da pristupačnost nije na razini obećanja.

Upitnik je pokazao da 53,3% OSI koristi internet i da su sposobni koristiti digitalne tehnologije poput internetskih rezervacija. Međutim, popularnost naprednijih digitalnih rješenja, tj. korištenja AR i VR u turizmu, dolazi se puno slabijom u populaciji mađarskih putnika s invaliditetom. Naime, više od dvije trećine ispitanika odbija ove tehnologije, a manje od 10% spremno ju je koristiti. Čini se da virtualna i proširena stvarnost nisu čimbenici koja bi mogla ugroziti putovanja OSI u stvarnom životu u Mađarskoj. Nedostatak vremena također nije problem, a zdravlje za više od 50% ispitanika nije prepreka za putovanje; unatoč tomu, 11,5% prijavilo je ozbiljna ograničenja putovanja.

Plaće OSI na tržištu rada općenito se razlikuju od plaća osoba bez invaliditeta i mogu ovisiti o nizu čimbenika, kao što su radni propisi u zemlji, priroda posla, sektor i praksa poslodavca. Iako u mnogim zemljama, uključujući Mađarsku, OSI imaju pravo na zajamčenu minimalnu plaću, neki im poslodavci mogu ponuditi rad s nepunim radnim vremenom ili skraćenim radnim vremenom radnicima s invaliditetom, što rezultira nižim mjesečnim primanjima (Fekete-Frojimovics *et al.*, 2024). OSI često mogu imati pravo na razne socijalne beneficije, kao što su invalidnine ili druge novčane naknade kako bi dopunili svoje prihode od rada, ali većina organizira i financira svoja putovanja

31.9% do not consider it problematic, although 64.5% of the respondents claim that language barriers are a problem while travelling. Nowadays, as internet translation tools and apps are becoming common and reliable language barriers can be reduced by using smart solutions (although replies to another question suggest that this may not be evident for everyone).

The lack of personal support factor was not problematic with 36.2% respondents while 18.4% consider it a serious issue. Getting to and back from the destination was not a challenge for 54.8% of the respondents, but 16.3% considered it a serious problem, and 15.6% feared accessibility was not up to the promises.

The questionnaire showed that 53.3% of PwD use the internet and are capable of using digital technologies like internet booking. The popularity of more advanced digital solutions, however, i.e. the use of AR and VR in tourism, seems to be much weaker among the Hungarian travellers with disabilities. Namely, the respondents' rejection of this technology was very high with over two-thirds refusing and less than 10% willing to use it. VR and AR do not seem to jeopardise the real-life travels of PwD in Hungary. Lack of time is not a problem either nor is the health of over 50% respondents a barrier to travel although 11.5% reported severe travel limitations.

The wages of PwD in the labour market are generally different from their non-disabled counterparts and can depend on a number of factors, such as the country's labour regulations, the nature of the job, the sector, and the employer's practices. Although in many countries, including Hungary, PwD are entitled to guaranteed minimum wages, some employers may offer part-time or reduced hours employment to workers with disabilities, resulting in lower monthly incomes (Fekete-Frojimovics *et al.*, 2024). PwD may often be entitled to various social benefits like disability benefits or other cash

u slobodno vrijeme iz vlastitih prihoda i uz pomoć obitelji.

Općenito, postoje četiri glavna problematična područja za putovanje OSI:

1. *odgovarajuća fizička dostupnost*: daljnja poboljšanja turističkih atrakcija i pružatelja usluga u Mađarskoj trebala bi uključivati istinsku potpunu prilagodbu potrebama i problemima, a ne samo papirnatu usklađenost sa zakonskim zahtjevima (kao što pokazuju dezinformacije ili neadekvatna rješenja pristupačnosti na nekim mjestima);
2. *financiranje*: unatoč činjenici da još uvijek postoji diskriminacija u plaćama i naknadama za ovu ciljanu skupinu, rješenje bi moglo biti traženje i korištenje bespovratnih sredstava, subvencija, rekreacijskih i rehabilitacijskih tretmana. U Mađarskoj OSI imaju pravo na besplatne usluge javnog prijevoza, ali ne postoje potpore koje bi mogle u potpunosti pokriti njihove troškove povezane s turizmom, poput inicijative Wonder Within Reach u SAD-u (wonderswithinreach.com) ili Zaklade za mobilnost (motabilityfoundation.org.uk/), Limitless Travel (www.limitlesstravel.org) ili Disability Grants (www.disability-grants.org) u UK-u;
3. *adekvatan odnos pojedinih pružatelja usluga* (a često i suputnika bez invaliditeta kojima je neugodno provoditi odmor na mjestima gdje se nalaze i osobe s vidljivim invaliditetom; no nakon početnog šoka mnogi od njih se pomire sa situacijom i nakon godišnjeg odmora postanu senzibilizirani nego prije);
4. *odgovarajuće informacije*: ako smještaj ne ispuni obećanje pune pristupačnosti, to ne samo da pogoršava iskustvo putnika s invaliditetom, već može potpuno uništiti doživljaj putovanja, kao što su pokazali Farkas *et al.* (2023).

allowances to supplement their work income, but a vast majority organise and finance their leisure trips from their own income and with family support.

Overall, there are four main problem areas to travel for PwD:

1. *adequate physical accessibility*: further improvements for tourist attractions and service providers in Hungary should include full adjustment to the needs and problems genuinely and not just paper-based compliance with the legal requirements (as indicated by misinformation or inadequate accessibility solutions at some sites);
2. *funding*: despite the fact that there is still discrimination in pay and remuneration for this target group, the solution may be to seek and use grants, subsidies, recreational and rehabilitation treatments. In Hungary PwD are entitled to free public transportation services, but there are no grants that could cover their tourism-related expenses entirely, like the initiative Wonder Within Reach in the US (wonderswithinreach.com), or Mobility Foundation (motabilityfoundation.org.uk/), Limitless Travel (www.limitlesstravel.org) or Disability Grants (www.disability-grants.org) in the UK;
3. *adequate attitude of some service providers* (and often of the non-disabled fellow travellers who feel embarrassed to spend their holidays in places where the visibly disabled people also are holidaying; after the initial shock, however, many of them reconcile with the situation and become more sensitive after the holiday than they were before);
4. *adequate information*: if an accommodation fails to fulfil the promise of full accessibility, this does not only worsen the experience of the traveller with disability but may totally ruin the travel experience as demonstrated by Farkas *et al.* (2023).

4.2. Rušenje prepreka koje ometaju putovanja OSI

Dopuštanje pristupačnog turizma ne odnosi se samo na stvaranje fizičke dostupnosti, jer potpuno dostupna destinacija nudi puno više od toga: neovisnost, jednakost i ljudsko dostojanstvo. Doživjeti duh mjesta, istražiti zemljopisno područje jednako je važno za OSI kao i za bilo koga drugog. Opće je poznato da su putovanja i odmor, tj. turizam ugodna aktivnost koja poboljšava subjektivni osjećaj sreće (Michalkó, 2010; Csapó *et al.*, 2018). To još više vrijedi za OSI koje žive s ograničenjima i kojima turizam može biti prilika za bijeg od problema njihove svakodnevnice egzistencije ili da im olakša uspostavljanje kontakata i integraciju u društvo (Gálné Kucsák, 2008).

Svjetska turistička organizacija Ujedinjenih naroda (UNTWO, sada UN Tourism) predana je radu na poboljšanju i širenju pristupačnog turizma. Zbog toga je i Svjetski dan turizma 2016. godine bio posvećen ovoj temi te dao niz preporuka, uključujući i publiciranje priručnika o pristupačnom turizmu (UNWTO, 2016).

Čovječanstvo je napravilo brojne pomake u pogledu pristupačnosti kroz povijest, ali problemi OSI postali su općeprihvaćeno društveno pitanje tek u drugoj polovici 20. stoljeća. Sada se uzima kao opće prihvaćena činjenica da bi svi ljudi, sa ili bez invaliditeta, trebali imati pravo na obavljanje svih društvenih funkcija, pa tako i putovanja, „budući da je uživanje u punini života pravo za sve“ (Végh, 2005:31). Rezolucija Europske komisije od 29. listopada 2015. godine o prioritetima EU-a za razvoj turizma naglašava važnost stvaranja održivog, odgovornog i pristupačnog turizma, odnosno načela turizam za sve. Također tvrdi da su potpuna dostupnost i priuštivost turizma ključni za njegovu održivost. Državama članicama preporuča stvaranje jedinstvenog i transparentnog sustava označavanja opreme za osiguranje pristupačnosti na razini cijele Europe

4.2. Breaking down the barriers hindering PwD travel

Allowing accessible tourism is not just about the creation of physical accessibility as a fully accessible destination offers much more than that: independence, equality and human dignity. Experiencing the spirit of a place, exploring a geographical area is as important for PwD as for anyone else. It is widely acknowledged that travel and holidays, i.e. tourism is an enjoyable activity that improves the subjective feeling of happiness (Michalkó, 2010; Csapó *et al.*, 2018). This is even more true for PwD living with limitations and for whom tourism may be a chance to escape from the problems of their everyday existence or to facilitate their making contacts and becoming more integrated into the society (Gálné Kucsák, 2008).

The United Nation's World Tourism Organization (UNTWO, now UN Tourism) is committed to the improvement and propagation of accessible tourism. Hence, it dedicated the World Tourism Day 2016 to this topic making a number of recommendations and publishing a handbook on accessible tourism (UNWTO, 2016).

Humanity has made several advances in accessibility throughout its history, but the problems of PwD only became a widely recognised social issue in the second half of the 20th century. Now, it is taken for granted that all people, with or without disabilities, should be entitled to practising all social functions, including travelling, “since the enjoyment of the fullness of life is a right for all” (Végh, 2005:31). The European Commission's resolution of 29 October 2015 on the EU's priorities for the development of tourism emphasises the significance of creating sustainable, responsible and accessible tourism, the principle of ‘tourism for all’. It also asserts that full accessibility and affordability of tourism is key to the sustainability of tourism. It recommends that Member States create a Europe-wide, uniform and transparent label-

i postavljanje pristupačnosti kao kriterija za potporu u programima gospodarske potpore za turizam (eur-lex.europa.eu).

Različite destinacije dosegle su različite razine pristupa sadržajima i uslugama bez prepreka: neke razvijaju posebne ponude za OSI, ali nažalost, čini se da neka mjesta još uvijek ne shvaćaju važnost ovog pitanja. Najpopularnije europske zemlje s najvećim obujmom međunarodnog turizma svakako su one koje pridaju veliku pozornost ovom pitanju poput Španjolske (Vila *et al.*, 2015) i Italije (Agovino *et al.*, 2017) u stvaranju iskustava bez prepreka. Među bivšim istočnoeuropskim zemljama, Poljska se ističe u istraživanju ovog područja (Zajadacz, 2014; 2019), a čini se da i u Mađarskoj raste interes za provođenjem istraživanja pristupačnog turizma. Potonji su dokazali da se OSI suočavaju s ozbiljnim problemima tijekom svojih putovanja, zbog čega su mnogi od njih odabrali opciju „neputovanja” (Csapó i Gonda, 2019; Csapó *et al.*, 2019). Gosti s invaliditetom mogu zahtijevati usluge i pažnju koja zahtijeva visok stupanj vještine, empatije i osjetljivosti turističkog osoblja, a mnogo toga može se naučiti i osvijesteno razvijati.

Važna polazna točka u stvaranju stvarne pristupačnosti jest da svaka vizija pristupačnosti u bilo kojoj turističkoj destinaciji i provedba zakona i politika mogu biti uspješni samo ako se posveti cjelokupnom lancu turističke ponude. Ako je bilo koji element turističkog proizvoda nedostupan OSI, ne samo da je višeslojan doživljaj gosta značajno smanjen, već bi im to čak moglo onemogućiti putovanje. Destinacija koja želi biti bez barijera trebala bi implementirati promjene pristupačnosti u lancu turističke ponude: od informacija do putovanja osim okoliša izgrađenog s obilježjima nesmetanog kretanja. Kad bi uključivi turizam postao stvarnost, to bi značilo da je dostupan cijeli lanac opskrbe: od donošenja odluka i rezervacije do putovanja do odredišta, njegove okoline i samog mjesta. Za neke je ova potreba toliko kritična da bi neuspjeh u osiguravanju jednakog pristupa

ling system for accessible supplies and make accessibility a criterion for support in economic support programmes for the tourism industry (eur-lex.europa.eu).

Different destinations have reached different levels of barrier-free access to facilities and services: some are developing special offers for PwD, but unfortunately, some places still do not seem to realise the significance of this issue whatsoever. The most popular European countries with the largest volumes of international tourism are definitely those that pay a great deal of attention to this issue like Spain (Vila *et al.*, 2015) and Italy (Agovino *et al.*, 2017) in the creation of barrier-free experiences. Among the former Eastern European countries, Poland stands out in researching this area (Zajadacz, 2014; 2019) and in Hungary, too there seems to be a growing interest in conducting investigations into accessible tourism. The latter have proved that PwD face serious problems during their travels, leading many of them to choose the “non-travel” option (Csapó and Gonda, 2019; Csapó *et al.*, 2019). Guests with disabilities may require services and attention that demand a high degree of skill, empathy, and sensitivity from tourism staff much of which can be learnt and consciously developed.

An important starting point in creating real accessibility is that any vision for accessibility in any tourist destination and the enforcement of legislation and policies can only be successful if the entire tourism supply chain is addressed. If any element of the tourism product is inaccessible to PwD, not only is complex guest experience significantly reduced, but it may even be impossible for her/him to travel. A destination aiming to be barrier-free should implement accessibility changes in the tourism supply chain: from information to the journey, in addition to the barrier-free character of the built environment. If inclusive tourism became a reality, it would mean that the full supply chain is accessible: from decision-making and booking to travelling to the destination, its surround-

u bilo kojem aspektu predstavljao prepreku i potencijalno isključenje iz turističkog iskustva.

Informacije su od iznimne važnosti za sve posjetitelje, a posebno odlučujuće za OSI sa specifičnim potrebama pristupačnosti i te se informacije moraju pružiti kroz cijeli lanac opskrbe. Različiti ljudi trebaju različite vrste i razine informacija kako bi odlučili je li im neko mjesto dostupno. Pružanje ovih informacija ne samo da ima ključnu ulogu u komunikaciji s potencijalnim posjetiteljima kako bi se olakšao proces donošenja odluka, već također može ukazati na stanje opskrbnog lanca i otkriti prednosti i slabosti pristupačnosti destinacije. Stoga su pouzdane, točne i ažurne informacije neophodne za donošenje odluka i privlačenje posjetitelja kako bi odražavali sve promjene povezane s pristupačnošću. Bitno je napomenuti da važnost pristupačnosti ovisi o osobnim potrebama: nekima bi lanac turističke ponude trebao biti dostupan u cijelosti, dok je drugima dovoljna djelomična pristupačnost. Međutim, ako područje domaćina ima za cilj privući i poslužiti osobe sa specifičnim zahtjevima pristupačnosti, cijeli lanac opskrbe zahtijevat će pojačanje u tom pogledu. Posljedično, potpuna pristupačnost vjerojatno će se postići samo ako je cijeli opskrbeni lanac određena ili iskustvo posjetitelja potpuno uključivo.

U skladu s time, da bi destinacija bila prepoznata kao uspješna, ona mora biti uključiva i stoga donositi gospodarske, društvene i kulturne koristi kako za lokalno stanovništvo tako i za posjetitelje. Poboľšana pristupačnost povećava te potencijale za posjete bilo poslovne ili za zabavu, ili s prijateljima i obitelji. Budući da dostupnost može varirati, aktivnosti ovise o raspoloživim resursima, kako u smislu proračuna tako i u smislu ljudskih resursa. Postoji nekoliko primjera u kojima je poslovni argument za pristupačni turizam jasan; tako je moguće kvantificirati povrat ulaganja (ROI) opreme za podizanje koja postoji u nekim hotelima. Međutim, kao što se ističe u mnogim

ings, and the actual site. For some this need is so critical that failure to ensure equal access in any aspect would present a barrier and potential exclusion from the tourism experience.

Information is of utmost importance for all visitors and particularly decisive for PwD with special accessibility needs and this information must be provided throughout the entire supply chain. Different people need different types and levels of information to decide whether a place is accessible for them. Providing this information not only plays a key role in communicating with potential visitors to facilitate the decision-making process but can also indicate the state of the supply chain and discover the strengths and weaknesses of the destination's accessibility. Therefore, reliable, accurate, and up-to-date information is indispensable for decision-making and attracting visitors to reflect any accessibility-related changes. It is essential to note that the importance of accessibility depends on personal needs: for some the tourism supply chain should be accessible in its entirety, while for others partial accessibility will suffice. However, if the host area aims to attract and serve persons with special accessibility requirements the whole supply chain will require reinforcement in this respect. Consequently, full accessibility is only likely to be achieved if a destination's entire supply chain or visitor experience is fully inclusive.

Accordingly, for a destination to be recognised as successful it must be inclusive and hence yield economic, social, and cultural benefits both for the locals and visitors. Improved accessibility increases these potentials for people to visit whether for business or leisure or with friends and family. As the accessibility may vary, the activities depend on the available resources, both in terms of budget but also in terms of human resources. There are a few examples where the business case for accessible tourism is clear, for example, it is possible to quantify return on investment (ROI) of the lifting equipment provided in individual hotels. However, as many re-

izvješćima, potrebno je uložiti više napora kako bi se prednosti pristupačnosti prihvatile u turizmu, a to zahtijeva daljnje dubinsko proučavanje slučaja. Nadalje, tvrtke trebaju razumjeti što mogu učiniti kako bi postigle potpunu pristupačnost.

5. RASPRAVA

Na prvi pogled moglo bi se činiti iznenađujućim da cilj nije učiniti turizam potpuno dostupnim, nego samo učiniti što je više moguće. Međutim, postoje situacije kada potpunu dostupnost nije moguće provesti. Iako postoje smjernice za omogućavanje pristupačnosti zgrada koje su izvorno dizajnirane za potpuno različite svrhe (Landesdenkmalamt Berlin, 2015; UNINET, 2024), neki drevni spomenici ne mogu se prilagoditi bez ugrožavanja cjelovitosti atrakcija. Ipak, ono što se može učiniti sažeto je u nastavku:

- a) *Primjena univerzalnog dizajna* na svim turističkim atrakcijama i uslužnim objektima: ne znači projektirati posebne objekte i aktivnosti za OSI, već ih dizajnirati na način da ih svi mogu koristiti od samog početka koncepta proizvoda. U turističkoj ponudi meka infrastruktura jednako je važna kao i izgrađeno okruženje, tj. informacija o pristupačnosti treba biti u izobilju, trebaju se lako pronaći i lako razumjeti. Sustavi rezervacija trebaju odražavati iskustvo koje posjetitelj želi ili očekuje imati. Moraju se izraditi interaktivne karte i znakovi koji će omogućiti jednostavno pronalaženje puta te obrasci za registraciju s velikim ispisom ili mobilne aplikacije koje će pojednostaviti proces za ljude svih sposobnosti. Drugim riječima: svaka radnja treba poboljšati korisničko iskustvo. Općenito, univerzalni dizajn nije usmjeren isključivo na OSI, već je to sveobuhvatna filozofija koja stvara kulturu uključivanja (<http://travability.travel>).
- b) *Učiniti pristupačnost horizontalnim dijelom cijele turističke strategije*: odnosi

ports point out, more efforts are necessary to communicate the benefits of accessibility to the industry, which requires further in-depth case studies. Furthermore, businesses need to understand what they can do to achieve real accessibility.

5. DISCUSSION

At first glance it might seem surprising that the aim is not to make tourism totally accessible, only as much as possible. However, there are situations when full accessibility is not implementable. Although there are guidelines for making buildings originally designed for completely different purposes accessible (Landesdenkmalamt Berlin, 2015; UNINET, 2024), several ancient monuments cannot be converted without jeopardising the integrity of the attractions. Nevertheless, what can be done is summarised below:

- a) *Applying universal design* at all tourism attractions and service facilities: means not designing specific facilities and activities for PwD but designing them in a way that all can use them from the first inception of the product concept. In tourism supply the soft infrastructure is just as important as the built environment, i.e. accessibility information should be plentiful, easily found, and easy-to-understand. Booking systems should reflect the experience a visitor wants or expects to have. Interactive maps and signage to allow easy wayfinding, and large print registration forms or mobile apps to simplify the process for people of all abilities must be created. In other words, every action should enhance customer experience. Generally, universal design is not aimed specifically for PwD, but it is an all-encompassing philosophy that creates a culture of inclusion (<http://travability.travel>).
- b) *Making accessibility a horizontal part of all tourism strategy*: involves policy development and implementation so that,

se na razvoj politike i provedbu tako da, kad god se izrađuje nova sektorska ili teritorijalna strategija razvoja turizma, pristupačnost bi trebala biti sastavni dio i ključni element.

- c) *Senzibiliziranje zaposlenika i osoblja*: jer je turizam međuljudska aktivnost, a susreti s članovima osoblja turističkog objekta mogu poboljšati iskustvo posjetitelja. Nasuprot tomu, može ju potpuno upropastiti neobučeno osoblje koje je ne spremno za prijem i usluživanje OSI.
- d) *Uključivanje pristupačnog turizma u nastavne planove i programe visokog obrazovanja u turizmu* bilo kao obveznih kolegija ili modula integriranih u temeljne turističke kolegije u visokom obrazovanju.
- e) *Širenje dobrih praksi* i širenje tih informacija (po mogućnosti od strane države) apsolutno je neophodno jer njihovo postojanje nema koristi ako zainteresirane strane (bilo na strani ponude ili potražnje) ne znaju za njih.
- f) *Financijski poticaji namijenjeni OSI* preporučeni su – poput inicijative Blue Badge Co. u Ujedinjenom Kraljevstvu (<https://www.bluebadgecompany.co.uk>) ili gore spomenute inicijative Limitless Travel ili Disability Grants preporučuju se.
- g) *Pružanje pouzdanih informacija o pristupačnosti* od najveće je važnosti jer nedostatak točnih i ažurnih informacija o pristupačnosti može u potpunosti uništiti doživljaj putovanja OSI. Informacije mogu biti pogrešne, ne nužno zbog namjerne prijevare, već zbog nedostatka znanja o potrebama OSI od strane pružatelja turističkih usluga. Odgovornost velikih putničkih posrednika kao što su booking.com ili szallas.hu u Mađarskoj u tom smislu ogromna je i oni moraju uložiti sve napore kako bi potvrdili pouzdanost svojih informacija o pristupačnosti.

whenever a new sectoral or territorial tourism development strategy is made, accessibility should be an integral part and core element.

- c) *Sensitising employees and staff*: because tourism is an interpersonal activity, and encounters with tourism facility staff members can enhance the visitor experience. Conversely, it can be totally ruined with untrained staff who are unprepared for the reception and servicing PwD.
- d) *Integrating accessible tourism in tourism higher education curricula* either as obligatory courses or modules integrated into basic tourism courses in higher education.
- e) *Disseminating good practices* and spreading this information (preferably by the state) is absolutely essential as having them in place is of no use if the concerned parties (either on the supply or the demand side) do not know about them.
- f) *Financial incentives designed for PwD*, such as the initiative of the Blue Badge Co. in the UK (<https://www.bluebadgecompany.co.uk>) or the above-mentioned initiatives Limitless Travel or Disability Grants are recommendable.
- g) *Providing reliable information on accessibility* is imperative as the lack of accurate and access to up-to-date information may totally ruin the travel experience of PwD. Information may be misleading not necessarily due to intentional fraud, but due to the lack of knowledge of PwD's needs on the part of tourism service providers. The responsibility of large travel mediators like booking.com or szallas.hu in Hungary in this respect is huge, and they must make all possible efforts to ascertain the reliability of their accessibility information.

6. ZAKLJUČAK

Unatoč svim naporima učinjenim tijekom posljednjih desetljeća, OSI su još uvijek neiskorišteni segment turističkog tržišta zbog različitih izazova (npr. nedostatak informacija, arhitektonski i dizajnerski problemi, neadekvatni stavovi). Cijeli lanac turističke ponude mora biti dostupan velikom broju osoba koje žive s invaliditetom. Obećavajuće dobre prakse mogu biti samo primjeri koje treba slijediti za destinacije i pružatelje usluga. Ova studija pokazuje dobre prakse iz Mađarske koje vrijedi razmotriti i eventualno prilagoditi te dalje razvijati. Potraga za dobrim praksama, inovativnim metodologijama kojima se OSI olakšavaju putovanja trebala bi biti sastavni dio svakog budućeg turističkog istraživanja, strateškog planiranja te razvoja atrakcija i programa. Naravno, ova aktivnost ne treba i ne smije biti ograničena samo na Mađarsku, jer su druge zemlje u Europi i svijetu daleko ispred Mađarske u širokoj dostupnosti turizma.

Valjanost rezultata i implikacija ovog istraživanja ograničena je činjenicom da je fokus bio samo na jednoj zemlji te da u obradi odgovora u upitniku nisu napravljene razlike među dobnim skupinama i među spolovima. Budući da to nije omogućilo detaljniju demografsku analizu i zbog važnosti problema – kako iz etičke tako i iz ekonomske perspektive – daljnja istraživanja potrebna u ovom području mogla bi uključivati smjerove za daljnje traženje dobrih praksi i dublje razumijevanje prepreka koje ometaju putovanja OSI.

Još jedno ograničenje je činjenica da se ovaj članak koncentrira na jedno malo turističko tržište (Mađarska) pa informacije i upitnik nisu bili reprezentativni za cjelokupno stanovništvo Mađarske. Međutim, rezultati se mogu generalizirati na druga tržišta i zemlje, a identifikacija prepreka koje sprječavaju putovanje OSI može biti od znatne pomoći destinacijama i pružateljima turističkih

6. CONCLUSION

Despite all efforts made in the recent decades, PwD are still an untapped tourism market due to different challenges (e.g. lack of information, architectural and design problems, inadequate attitudes). The entire tourism supply chain must be made accessible for a large proportion of people who live with disabilities. The promising good practices can only be examples to follow for destinations and service providers. This study demonstrates the good practices from Hungary that are worth considering and possibly adapting and developing further. The search for good practices, innovative methodologies for facilitating PwD's travels should be an integral part of any future tourism research, strategic planning, and attraction and programme development. Naturally, this activity should not and must not be limited to Hungary as other countries in Europe and the world are far ahead of Hungary in making tourism widely accessible.

The validity of the findings and implications of the research is restricted by the fact that the focus was only on one country and no distinctions among age cohorts and between genders were made in the processing of the responses in the questionnaire. As this did not allow a more detailed demographic analysis and due to the significance of the issue – both from an ethical and from an economic point of view – further research required in this field could involve in terms of directions for searching for further good practices and a more in-depth understanding of the barriers hindering the travels by PwD.

Another limitation is that this article concentrates on one small tourism market (Hungary) and that the basis of the information and the questionnaire survey was not representative of the entire Hungary's population. However, the findings can be generalised to other markets and countries, and the identification of the barriers that keep PwD from travelling may be of considerable assistance

usługa koji žele svoju ponudu učiniti dostupnijom i inključivijom.

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to the destinations and tourism service providers who want to make their supply more accessible and inclusive.

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