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PRAVEDNOST KAO PREDUVJET RAZVOJA PRISTUPAČNOG TURIZMA – SHVAĆAMO LI SRŽ UKLJUČIVOSTI?

JUSTICE AS PREREQUISITE OF ACCESSIBLE TOURISM DEVELOPMENT – DO WE COMPREHEND THE CORE OF INCLUSION?

SAŽETAK: Pristupačnost u turizmu pretpostavlja da su korištenje i konzumacija turističkih usluga i iskustava lako mogući bez obzira na ograničenje s kojim osoba živi. Temelji se na uvjerenju da bi turističke destinacije trebale biti uključive kako bi se smanjile društvene razlike diljem svijeta. Na temelju takvog shvaćanja, ovaj članak analizira važnost i ulogu pravednosti u procesu razvoja pristupačnog turizma te način na koji se uključivost razumijeva u tom procesu. Primjenom koncepta univerzalnog dizajna u kombinaciji s razumnom prilagodbom infrastrukture, barijere koje često isključuju osobe s invaliditetom iz turizma više neće biti neizbježna prepreka. Studija istražuje stavove opće populacije u Hrvatskoj o razvoju pristupačnog turizma i usmjerena je na stjecanje razumijevanja njihovih stavova o ovoj temi. Rezultati istraživanja pokazuju pozitivna ukupna stajališta o takvom razvoju uz značajnu razinu svijesti da je turistička infrastruktura nedovoljno dostupna. Ovo predstavlja pozitivan stav u društvu koji bi mogao poslužiti kao platforma za nadogradnju svih ključnih dionika u cilju stvaranja pristupačnijeg, uključivijeg i pravednijeg okruženja.

Ključne riječi: pristupačni turizam, uključivost, pravednost, razvoj turizma, Hrvatska

ABSTRACT: Accessibility in tourism presupposes that the use and consumption of tourism services and experiences is easily possible regardless of the limitation a person lives with. It is based on the belief that tourism destinations should be inclusive in order to reduce social disparities worldwide. Based on such understanding, this article analyses the importance and role of justice in the process of accessible tourism development and the manner in which inclusion is understood in this process. By applying the concept of universal design in conjunction with reasonable adaptation of infrastructure, the barriers that often exclude people with disabilities from tourism will no longer be an unavoidable obstacle. The study investigates the opinion among the general population of Croatia on accessible tourism development and focuses on gaining an insight into their attitudes towards this subject. The research results show positive overall views regarding such development with a significant level of awareness that the tourism infrastructure is insufficiently accessible. This represents a positive attitude in the society that could serve as a platform for all key stakeholders to build on in order to create a more accessible, inclusive and equitable environment.

Key words: accessible tourism, inclusion, justice, tourism development, Croatia

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1. UVOD

Koncept turizma snažno je usredotočen na pitanja pravednosti, uključenosti i jednakosti. „Pravednost traže pojedinci, grupe i društva, dok se ranjivi pojedinci i stanovništvo nastoje zaštititi od dugotrajne i duboko ukorijenjene povijesne nepravde, kao i novih oblika nepravde u nastajanju” (Jamal i Higham, 2022: 1). Takvo shvaćanje pravednosti usko je povezano s pravima osoba s invaliditetom (OSI), jer one mogu biti diskriminirane na različitim razinama. O pitanju pravednosti danas se naširoko raspravlja i ono nadilazi tradicionalno shvaćanje pojma, uključujući temeljna pitanja kao što su klimatske promjene ili prekomjerni turizam (Rastegar, 2025.).

Štoviše, pravednosti se pridaje značajna važnost u suvremenom turizmu jer su „opsežna interdisciplinarna istraživanja otkrila društvene, rodne, rasne, ekološke i kulturne nejednakosti u ugostiteljskim i turističkim praksama koje povijesno proizlaze iz kolonijalizma, a potom i iz neokolonijalizma” (Camargo i Jamal, 2024: 343). Dok se bavi rastućom zabrinutošću zbog nejednakosti u području, pravednost ima za cilj podizanje svijesti o rješavanju problema. Stoga je „razmatranje uspostavljanja, zaštite i promicanja dostojanstva važno za postizanje pravednijih ishoda, osobito za marginalizirane skupine” (Rastegar, 2024: 576).

Nažalost, stvarnost je takva da „napori da se osigura jednakost i dostojanstvo do sada nisu uspjeli prepoznati složenost društvene situacije osoba s invaliditetom, koja utječe na mogućnosti njihovog korištenja ugostiteljskih i turističkih usluga” (Nyanjom, Boxall i Slaven, 2018: 677). Nadalje, Sisto *et al.* (2021: 4) nadovezuju se na ovo stajalište, tvrdeći da „unatoč velikoj pažnji prema invaliditetu i naporima koji se poduzimaju na međunarodnoj razini u poticanju pristupačnosti turističkih odredišta, turisti s invaliditetom još uvijek se susreću s diskriminatornom

1. INTRODUCTION

The concept of tourism is strongly focused on the issue of justice, inclusion and equity. “Justice is being sought by individuals, groups and societies, as vulnerable individuals and populations seek to be able to protect themselves from longstanding and deeply embedded historical, and new emerging forms of, injustice” (Jamal and Higham, 2022: 1). Such an understanding of justice is closely linked to the rights of persons with disabilities (PwD), as they can be discriminated against on various levels. The issue of justice is widely discussed today and goes beyond the traditional understanding of the term, including the underlying issues such as climate change or overtourism (Rastegar, 2025).

Moreover, equity has been given significant importance in contemporary tourism as “extensive interdisciplinary research has revealed social, gender, racial, environmental, and cultural inequities in hospitality and tourism practices stemming historically from colonialism and subsequently from neocolonialism” (Camargo and Jamal, 2024: 343). While addressing the raising concerns on inequities in the field, justice aims at raising awareness on resolving the issue. Hence, “considering the restoration, protection, and promotion of dignity is important for achieving fairer outcomes, particularly for marginalized groups” (Rastegar, 2024: 576).

Unfortunately, the reality is that “efforts to ensure equity and dignity have so far failed to recognize the complexities in the social situation of people with disabilities, which influence their ability to make use of hospitality and tourism services” (Nyanjom, Boxall and Slaven, 2018: 677). Furthermore, Sisto *et al.* (2021: 4) build on this viewpoint, claiming that „despite the great attention towards disabilities and the efforts made at the international level on fostering the accessibility of tourism destinations, tourists

praksom i preprekama koje ih sprječavaju u punom ostvarivanju njihovih prava i sloboda“. Iako je tretman OSI i njihovo uključivanje u društvo značajno poboljšano u cijelom svijetu, nisu uklonjene sve prepreke za njihovo uključivanje i stoga još uvijek ostaje puno posla za sve dionike uključene u razvoj infrastrukture i proizvoda.

Stoga je u fokusu ovog rada rasprava o tome u kojoj mjeri pristupačni turizam može omogućiti uključivanje OSI, omogućujući im da u potpunosti uživaju u turističkim iskustvima. U tu svrhu koristi se definicija pristupačnog turizma koju predlažu Buhalis i Darcy (2011):

„Pristupačni turizam je oblik turizma koji uključuje procese suradnje između dionika koji omogućavaju ljudima s ograničenjima pristupa, uključujući mobilnost, vid, sluh i kognitivne dimenzije pristupa, da funkcioniraju neovisno i ravnopravno i dostojanstveno kroz isporuku univerzalno dizajniranih turističkih proizvoda, usluga i okruženja. Ova definicija usvaja cjeloživotni pristup gdje ljudi tijekom svog životnog vijeka imaju koristi od pristupačne turističke ponude. To uključuje osobe s trajnim i privremenim invaliditetom, starije osobe, pretila osobe, obitelji s malom djecom i osobe koje rade u sigurnijim i društveno održivijim okruženjima“.

Nakon razmatranja koncepta uključivanja OSI u turizam na različitim razinama i na različite načine, analiziraju se primarni rezultati istraživanja kako bi se ispunio cilj ovog istraživanja, odnosno razumijevanje povezanosti pravednosti s konceptom razvoja pristupačnog turizma, posebice u odnosu na njegov razvoj u Republici Hrvatskoj.

with disabilities still encounter discriminatory practices and impediments preventing them from fully exercising their rights and freedoms“. Although the treatment of PwD and their inclusion in society has improved significantly worldwide, all barriers to their inclusion have not been removed and hence, there is still much work to be done by all the stakeholders involved in the development of infrastructure and products.

It is therefore in the focus of this paper to discuss the extent to which accessible tourism can enable inclusion of PwD, thereby enabling them to fully enjoy tourism experiences. For this purpose, the definition of accessible tourism to be used is the one by Buhalis and Darcy (2011):

“Accessible tourism is a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition adopts a whole of life approach where people through their lifespan benefit from accessible tourism provision. These include people with permanent and temporary disabilities, seniors, obese, families with young children and those working in safer and more socially sustainably designed environments”.

After discussing the concept of including the PwD into tourism on different levels and in various manners, an analysis of the primary research results is provided in order to meet the objective of this research, i.e. understanding how justice is related with the concept of accessible tourism development, especially with regard to its development in the Republic of Croatia.

2. OD PITANJA LJUDSKIH PRAVA PREMA UKLJUČIVANJU U TURIZAM

Prema CDC-u (2025), uključivanje OSI u svakodnevne aktivnosti uključuje prakse i strategije usmjerene na prepoznavanje i uklanjanje prepreka (npr. fizičkih, komunikacijskih i onih povezanih sa stavovima) koje sprječavaju pojedince u potpunom sudjelovanju u društvu na isti način kao i osobe bez invaliditeta. Uključivost se odnosi na pravedno postupanje od strane drugih (nediskriminacija), stvaranje proizvoda, komunikacijskih alata i fizičkog okruženja upotrebljivim za što je moguće više ljudi (univerzalni dizajn), modificiranje objekata, procesa ili sustava tako da ih OSI mogu koristiti u najvećoj mogućoj mjeri (razumna prilagodba) i uklanjanje uvjerenja da su OSI nezdrave ili manje sposobne raditi stvari (stigma, stereotipi). Važno je znati da je diskriminacija nepravedno ili predrasudno postupanje prema ljudima i skupinama na temelju karakteristika kao što su rasa, spol, dob ili seksualna orijentacija. To se događa jer ljudski mozak prirodno kategorizira predmete ili pojave kako bi dao smisao svijetu. Diskriminacija je često rezultat straha i nerazumijevanja, ali prvenstveno je javnozdravstveni problem (APA, 2024). Unatoč činjenici da su ljudi skloni osuđivati ili diskriminirati druge zbog nedostatka znanja ili razumijevanja, minimalne standarde ipak treba cijeniti kao nužnost civilizacijskog razvoja u svjetlu univerzalnog dizajna uz poboljšanje kvalitete života brojnih ljudi diljem svijeta.

Tijekom procesa razvoja turističkog okruženja bez barijera često nastaju terminološke pogreške zbog pretpostavke da su uključivi i pristupačni turizam sinonimi. Takav pristup prilično je pogrešan, budući da su „etička proizvodnja i potrošnja ključna komponenta definicije uključivog turizma, što se odnosi na odgovornost za druge ljude i za okoliš“ (Scheyvens i Biddulph, 2018: 592). Uključivi turizam je širi pojam koji se odnosi

2. FROM THE QUESTION OF HUMAN RIGHTS TOWARDS THE INCLUSION IN TOURISM

According to CDC (2025), the inclusion of PwD in everyday activities includes practices and strategies aimed at recognizing and removing barriers (e.g. physical, communication and attitudinal) that prevent individuals from participating fully in society in the same way as people without disabilities. Inclusion refers to fair treatment by others (non-discrimination), making products, communication tools and the physical environment usable by as many people as possible (universal design), modifying objects, processes or systems so that PwD can use them to the greatest extent possible (reasonable accommodation), and eliminating the belief that PwD are unhealthy or less able to do things (stigma, stereotypes). It is important to know that discrimination is the unfair or prejudicial treatment of people and groups based on characteristics such as race, gender, age or sexual orientation. This happens because the human brain naturally categorizes items or phenomena to make sense of the world. Discrimination is often the result of fear and misunderstanding, but it is primarily a public health issue (APA, 2024). Despite the fact that people tend to judge or discriminate against others due to lack of knowledge or understanding, minimum standards should still be appreciated the minimum of civilizational development in the light of universal design while improving the quality of life of numerous people worldwide.

During the process of developing barrier-free tourism environment, terminological errors often arise from assuming that inclusive and accessible tourism are synonyms. Such an approach is rather misleading, as “ethical production and consumption is a key component of the definition of inclusive tourism, which refers to the responsibility for other people and for the environment” (Scheyvens and Biddulph, 2018: 592). Inclusive tourism is a

na sve segmente ponude i potražnje u procesu turističke razmjene. No, unatoč ovim pogrešnim shvaćanjima, turizam bi nedvojbeno trebao poslužiti kao potencijalno sredstvo za postizanje pravednosti koje može premostiti jaz između turizma i održivog mira rješavanjem ekonomskih, političkih i društvenih nejednakosti između neprijateljskih skupina kroz aktivnosti distributivne, proceduralne i restorativne pravednosti (Farmaki i Stergiou, 2021).

Jamal i Camargo (2014: 17) ističu četiri kriterija koji se mogu odnositi na razvoj turizma i marketinške aktivnosti, posebno s obzirom na manjine, skupine s niskim prihodima i nepovoljnim položajem u takozvanoj Pravednoj destinaciji – koju karakteriziraju ekokulturna pravednost, ekokulturna pravičnost, ekokulturna diskriminacija i ekokulturni rasizam. Nadalje, Domínguez Vila, Rubio-Escuderos i González (2024) naglašavaju dva glavna modela invaliditeta koji se koriste za razumijevanje pristupačnosti – medicinski i socijalni model, pri čemu se potonji odnosi na uključivanje OSI u svakodnevne životne aktivnosti i društvo općenito. Zajadacz (2015: 192) se nadovezuje na ovu teoriju i primjećuje da je „snaga socijalnog modela invaliditeta pretpostavka da nije osoba s invaliditetom ta koja se treba prilagoditi okolini, već da se društveni uvjeti trebaju promijeniti kako bi toj osobi omogućili puno sudjelovanje u društvu“. Ovaj model razmatrao je i Sveti Otac Franjo (2020), koji je ovom pitanju dao dodatnu dimenziju:

„Vidimo potrebu za poboljšanjem stavova odbijanja, također zbog narcisoidnog i utilitarističkog mentaliteta, koji dovode do marginalizacije koja zanemaruje neizbježnu činjenicu da je *slabost dio svakijeg života*. Doista, neki s čak i teškim invaliditetom, unatoč velikim izazovima, pronašli su put do lijepog i smislenog života, dok se mnogi 'sposobni' ljudi osjećaju nezadovoljno ili čak očajno.“

Pitanje pravednosti i pravičnosti ukorijenjeno je u ovom konceptu, a infrastrukturna

broader concept that refers to all segments of demand and supply in the tourism exchange process. But despite these misconceptions, undeniably tourism ought to serve as a potential vehicle for justice that can bridge the gap between tourism and sustainable peace by addressing economic, political and social inequalities between hostile groups through distributive, procedural and restorative justice activities (Farmaki and Stergiou, 2021).

Jamal and Camargo (2014: 17) point out four criteria that can address tourism development and marketing actions, especially with respect to minority, low-income and disadvantaged groups in the so-called Just Destination – characterised by ecocultural justice, ecocultural equity, ecocultural discrimination and ecocultural racism. Furthermore, Domínguez Vila, Rubio-Escuderos and González (2024) emphasize the two principal models of disability used to understand accessibility – the medical and the social model, with the latter referring to the inclusion of PwD into daily-life activities and society in general. Zajadacz (2015: 192) builds on this theory and notes that “the strength of the social model of disability is the assumption that it is not the person with a disability who needs to adapt to the environment but that social conditions should change making it possible for this person to participate fully in society“. This model was considered also by the Holy Father Francis (2020), who gave additional dimension to the issue:

“We see the need to improve in attitudes of rejection, due also to a narcissistic and utilitarian mentality, that give rise to marginalization that ignores the inevitable fact that *frailty is part of everyone's life*. Indeed, some with even severe disabilities, despite great challenges, have found the way to a beautiful and meaningful life, whereas many “able-bodied” people feel dissatisfied or even desperate.“

The question of justice and equity is anchored in this concept and infrastructural improvements are undisputedly imperative.

poboljšanja su nedvojbeno imperativ. Međutim, tu svijest u društvu treba kontinuirano podizati jer diskriminacija i stereotipi prijetu sprječavanju smislenog i sveobuhvatnog razvoja i provedbe pristupačnog turizma.

„Značajan porast OSI u turizmu počinje se odražavati u pozivima turističkim mjestima da se više ne ograničavaju na pristupačnost ili usklađenost prema izravnijem uključivanju OSI u uživanje u dobrobitima turizma” (Benjamin, Bottone i Lee, 2022: 155). Tri se važne vrijednosti pripisuju procesu razvoja pristupačnog turizma – neovisnost, jednakost i dostojanstvo (Darcy i Dickson, 2009: 33). O pristupačnim okruženjima u destinaciji također raspravljaju Darcy, Cameron i Pegg (2010) koji su zaključili da pristupačni turizam čini kritičnu dimenziju niza međusobno povezanih, preklapajućih i međuovisnih poslovnih aranžmana, koji značajno ovise o kvaliteti umreženosti u destinaciji. Međutim, studija koju su proveli Gavioli, Remoaldo i Mourão (2025) otkriva da, unatoč tome što postoji europski standard za pristupačnost turističkih mjesta, nisu sve destinacije ispunile te standarde i još uvijek treba uložiti značajne napore u tom smislu. Ipak, moguće je izdvojiti nekoliko destinacija za koje se smatra da su uspješno razvile pristupačni turizam, npr. SAD, Ujedinjeno Kraljevstvo, Švedska ili Portugal (UNWTO, 2016).

Brojni aspekti pristupačnog turizma u destinaciji vrlo su očiti u bilo kojoj fazi razvojnog procesa. Na primjer, pristupačnost i upotrebljivost ulica trebale bi nadmašiti koncept pristupačnosti bez barijera, koji se odnosi na jednostavno uklanjanje fizičkih prepreka i fokusiranje na to da prostori, usluge i sadržaji budu dostupni i upotrebljivi za ljude svih sposobnosti, uključujući objektivnu pristupačnost i subjektivnu upotrebljivost uličnih značajki (Wan, Sou i Kong, 2024: 17). Štoviše, Wan (2024: 650) tvrdi da „budući da bi prostorna nepravda mogla uzrokovati nezadovoljstvo turista i osjećaj isključenosti te negativno utjecati na cjelokupno turistič-

However, this awareness must be raised in society constantly since discrimination and stereotypes threaten to prevent the meaningful and comprehensive development and implementation of accessible tourism.

“The significant growth of PWDs in tourism is beginning to be reflected in calls for tourist sites to move beyond being accessible or compliant toward including PWDs more directly in enjoying tourism’s benefits” (Benjamin, Bottone and Lee, 2022: 155). There are three important values attributed to the process of developing accessible tourism – independence, equity and dignity (Darcy and Dickson, 2009: 33). The accessible environments in a destination are also discussed in a study by Darcy, Cameron and Pegg (2010) who concluded that accessible tourism forms one critical dimension of a series of interrelated, overlapping and interdependent business arrangement, depending significantly on the quality of networking in a destination. However, a study by Gavioli, Remoaldo and Mourão (2025) reveals that, despite having European standard for the accessibility of tourist sites, not all destinations have met those standards and significant efforts still need to be made in this respect. Nevertheless, several destinations can be highlighted as considered to have successfully developed accessible tourism, e.g. the USA, United Kingdom, Sweden or Portugal (UNWTO, 2016).

The numerous aspects of accessible tourism in a destination are quite evident at any stage of the development process. For instance, the accessibility and usability of streets should surpass the barrier-free concept of accessibility, which simply refers to removing physical barriers and focusing on making spaces, services and facilities accessible and usable for people of all abilities including the objective accessibility and subjective usability of street features (Wan, Sou and Kong, 2024: 17). Moreover, Wan (2024: 650) claims that “since spatial injustice could cause tourist dissatisfaction and feelings of exclusion and affect negatively the overall

ko iskustvo, potrebno je uložiti dosta napora kako bi se smanjila prostorna nepravda osiguravanjem jednakih prilika za sve posjetitelje da pristupe prostorima baštine i ravnomjernijom raspodjelom resursa na različita mjesta baštine duž povijesnog koridora“.

Razvoj pristupačnog turizma zahtijeva stratešku orijentaciju koja promiče aktivnu suradnju između mreža dionika kako bi se koncept pristupačnog turizma proširio na uključiviji pristup (Nyanjom, Boxall i Slaven, 2018: 693). Pitanje pravednosti i uključivanja OSI povezano je s ciljevima održivog razvoja, posebno SDG10 – Smanjenje nejednakosti i SDG16 – Mir, pravednost i jake institucije. Na temelju ovih saznanja može se zaključiti da je pitanje uključivanja OSI u turističku razmjenu dugotrajan proces koji zahtijeva velike napore u osvještavanju i otklanjanju svih oblika diskriminacije. Budući da je područje pristupačnog turizma u Hrvatskoj još uvijek nedovoljno istraženo (Krajinović i Čavlek, 2024: 277), cilj ovog istraživanja je utvrditi u kojoj je mjeri šira javnost u Hrvatskoj upoznata s poteškoćama s kojima se susreću OSI tijekom putovanja, a istovremeno se postavlja pitanje pravednosti u tom procesu.

3. METODOLOGIJA

Općenito, cilj ovog istraživanja je ispitati stavove opće populacije u Hrvatskoj o potencijalima i važnosti razvoja pristupačnog turizma. Primarno istraživanje provedeno je u siječnju 2024. godine u sklopu aktivnosti međunarodnog Erasmus+ projekta *Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi* (2022-2-HU01-KA220-HED-000099410). Korišteni instrument bio je strukturirani upitnik distribuiran online, a sudjelovanje je bilo dobrovoljno. Prikupljeno je ukupno 1000 potpuno valjanih odgovora.

Cilj istraživanja bio je ispitati stavove opće populacije prema stupnju razvijenosti

tourism experience, sufficient efforts should be paid to reduce spatial injustice by ensuring equal opportunity for all visitors to access the heritage spaces and a more even distribution of resources to different heritage sites along the historical corridor“.

The development of accessible tourism requires a strategic orientation that promotes active collaboration between stakeholder networks to expand the concept of accessible tourism to a more inclusive approach (Nyanjom, Boxall and Slaven, 2018: 693). The issue of justice and inclusion of PwD is linked to the SDGs, in particular SDG10 – Reduced inequalities, and SDG16 – Peace, justice and strong institutions. Based on these findings, it can be concluded that the issue of inclusion of PwD in tourism exchanges is a long-term process that requires great efforts to raise awareness and eliminate all forms of discrimination. Since the field of accessible tourism in Croatia is still very under-researched (Krajinović and Čavlek, 2024: 277), the aim of this study is to find out to what extent the general public in Croatia is aware of the difficulties faced by PwD when travelling, while at the same time raising the issue of justice in this process.

3. METHODOLOGY

In general, the aim of this study is to examine the attitudes of the general population in Croatia regarding the potentials and importance of accessible tourism development. The primary research was conducted in January 2024 as part of the activities within an international Erasmus+ project *The Development of the Innovative Educational Method of ACCESSIBLE Tourism in Central Europe* (2022-2-HU01-KA220-HED-000099410). The instrument used was a structured questionnaire distributed online with voluntary participation. A total of 1,000 fully valid responses were collected.

The aim of the research was to examine the attitudes of the general population

pristupačnog turizma u Hrvatskoj, stavove prema potrebama i zahtjevima ovog specifičnog segmenta potražnje, njihovo znanje o mogućim preprekama za OSI kao i o društvenoj dimenziji ovog turističkog proizvoda. Korištenjem namjernog uzorka željelo se postići reprezentativnost u dobnoj i spolnoj distribuciji.

Anketom je obuhvaćeno 52% žena i 47,6% muškaraca, što odgovara nacionalnoj demografskoj strukturi (51,56% žena i 48,44% muškaraca). Prosječna dob ispitanika bila je 47,8 godina, što je nešto više od prosjeka u Hrvatskoj, ali ne u tolikoj mjeri da bi utjecalo na reprezentativnost rezultata.

Analiza stupnja obrazovanja ispitanika pokazala je da gotovo 50% ispitanika ima visoku stručnu spremu, dok ispitanici sa stručnim kvalifikacijama čine četvrtinu uzorka. Moglo bi se tvrditi da je ova raspodjela utjecala na ukupne rezultate, jer je sasvim vjerojatno da su ispitanici s višom razinom obrazovanja imali više uvida koji su im omogućili donošenje obuhvatnijih zaključaka o društvenim aspektima pristupačnosti općenito, što je temelj za formiranje mišljenja o pristupačnom turizmu. Također je moguće predvidjeti da ova skupina putuje češće i stoga je izloženija različitim aspektima i rješenjima pristupačnog turizma u destinacijama diljem svijeta. Stoga su vjerojatno bili puno svjesniji specifičnosti strategija pristupačnog turizma i potrebe provođenja različitih strategija za stvaranje povoljnijeg razvojnog okruženja.

4. REZULTATI I RASPRAVA

OSI čine oko 16% hrvatske populacije. Međutim, na pitanje o postotku stanovništva u Hrvatskoj koji bi trebao imati pravo na pristupačni turizam, ispitanici su dali ponešto različite rezultate. Zapravo, među njima nije postojao jasan konsenzus o postotku ukupnog stanovništva koje bi moglo imati koristi od razvoja pristupačnog turizma jer je 17,9%

towards the development level of accessible tourism in Croatia, the attitudes towards the needs and requirements of this specific demand segment, their knowledge about possible barriers for PwD as well as about the social dimension of this tourism product. By using a purposive sample, the aim was to achieve representativeness in terms of age and gender distribution.

The survey included 52% female and 47.6% male respondents, which corresponds to the national demographic structure (51.56% women and 48.44% men). The average age of the respondents was 47.8 which is slightly higher than the average age in Croatia, but not so high to affect the representativeness of the results.

The analysis of the respondents' educational level showed that almost 50% of the respondents had a university degree, while the respondents with professional qualifications made up a quarter of the sample. It could be argued that this distribution had an impact on the overall results, as it is quite plausible that the respondents with a higher level of education had more insights that allowed them to draw broader conclusions about the social aspects of accessibility in general, which is the basis for forming opinions about accessible tourism. It is also possible to anticipate that this segment travels more often and is, therefore, more exposed to various aspects and solutions of accessible tourism in destinations worldwide. Therefore, they were probably much more aware of the specific aspects of accessible tourism policy and the need to implement various strategies to create a more favourable development environment.

4. RESULTS AND DISCUSSION

PwD account for around 16% of the Croatian population. However, when asked about the percentage of the population in Croatia that would be eligible for accessible tourism, the respondents gave somewhat mixed results. In fact, there was no clear consensus

njih izjavilo da se između 16 i 20% stanovništva može smatrati ciljnom skupinom. Većina ispitanika (31,8%) odlučila se za udio 10-15%. Međutim, ovi se rezultati moraju tumačiti u kontekstu općeg znanja o udjelu OSI u Hrvatskoj. Iako ispitanici nisu mogli precizno utvrditi te omjere, valja napomenuti da su odgovori u upitniku pokrivali relativno male raspone, pa bi to mogao biti razlog njihove opće neodlučnosti.

Ovaj je zaključak također važan iz perspektive politike, budući da takvo neslaganje o potencijalnoj veličini tržišta može postojati i među pružateljima usluga. Bez saznanja o konkretnom broju korisnika koji bi mogli imati izravnu korist od ulaganja u pristupačnost objekata i usluga, teško je postići opći dogovor između svih dionika uključenih u ovaj proces. Istraživanje dalje ispituje percepciju opće populacije o preprekama s kojima se suočavaju OSI.

among them on the percentage of the total population that could benefit from the development of accessible tourism as 17.9% of them stated that between 16 and 20% of the population could be considered as a target group. The majority of the respondents (31.8%) opted for a 10 – 15 proportion. However, these results must be interpreted against the background of general knowledge about the share of PwD in Croatia. Even though the respondents were unable to ascertain precisely these proportions, it should be noted that the answers provided in the questionnaire covered rather small ranges and hence, this could be the reason for their general indecision.

This insight is also important from the policy perspective, as such disagreement about the potential size of the market could also exist among the service providers. Without knowing an exact number of users who could directly benefit from investing in the accessibility of facilities and services, it is difficult to reach a general agreement between all stakeholders involved in this process. The research further examines the general population's perception of the barriers faced by PwD.

Tablica 1: Percepcije opće populacije o preprekama s kojima se suočavaju OSI

Element	Prosjek	Mod	SD
Korištenje željezničkog prometa	5,73	7	1,74
Korištenje međugradskog autobusnog prijevoza	5,68	7	1,63
Korištenje lokalnog javnog prijevoza	5,34	7	1,77
Korištenje smještajnih kapaciteta	4,92	7	1,73
Korištenje ugostiteljskih objekata (restorana)	4,55	4	1,80
Bavljenje sportskim aktivnostima kao sportaš	5,04	7	1,73
Sudjelovanje u sportskim aktivnostima kao gledatelj	4,63	7	1,84
Posjećivanje koncerata i festivala na otvorenom	4,38	4	1,88
Obilazak turističkih atrakcija	4,72	7	1,78
Pristup pouzdanim informacijama o učinkovitoj dostupnosti	4,36	5	1,87

Izvor: istraživanje autora

Table 1: General population's perceptions of obstacles faced by PwD

Item	Average	Mode	SD
Use of rail transport	5.73	7	1.74
Use of intercity bus transport	5.68	7	1.63
Use of local public transportation	5.34	7	1.77
Use of accommodation facilities	4.92	7	1.73
Use of catering facilities (restaurants)	4.55	4	1.80
Engaging in sports activities as an athlete	5.04	7	1.73
Participation in sports activities as a spectator	4.63	7	1.84
Attending outdoor concerts and festivals	4.38	4	1.88
Visiting tourist attractions	4.72	7	1.78
Access to reliable information about effective availability	4.36	5	1.87

Source: authors' research

U pogledu percepcije opće populacije o preprekama s kojima se suočavaju OSI, vidljivo je da su ispitanici u potpunosti svjesni različitih poteškoća koje oblikuju život OSI. Kao primjere situacija u kojima se OSI suočavaju s najvećim poteškoćama, ispitanici su naveli korištenje željezničkog i međugradskog autobusa, javnog prijevoza, te smještaj i sudjelovanje u sportskim aktivnostima u ulozi sportaša i gledatelja. Ovi rezultati ukazuju na visoku razinu svijesti o svim preprekama, što je pogodno polazište za edukaciju stanovništva i razvoj politika. Alternativno, ispitanici su naveli tri situacije u životu OSI koje predstavljaju manje poteškoće – pristup pouzdanim informacijama o stvarnoj dostupnosti, korištenje ugostiteljskih objekata (restorana) te posjećivanje koncerata i festivala na otvorenom. To sugerira da opća populacija doživljava pristup pouzdanim informacijama o stvarnoj dostupnosti kao puno manju prepreku nego što ona zapravo jest. U tom kontekstu još uvijek ima dosta prostora za napredak, kako u smislu angažmana pružatelja usluga tako i u smislu podizanja javne svijesti. Ovaj zaključak zahtijeva usporedbu s rezultatima istraživanja provedenog među OSI u Hrvatskoj u sklopu istog projekta. Glavni ograničavajući faktor koji sprječava OSI da se pridruže turističkim putovanjima je *strah da pristupačnost ne ispunjava*

In terms of the general population's perception of the barriers faced by PwD, it can be seen that the respondents are fully aware of the various difficulties that shape the lives of PwD. As examples of the situations in which PwD face the greatest difficulties, the respondents cited the use of rail and intercity buses, public transportation, accommodation and participation in sports activities as athletes and spectators. These results indicate a high level of awareness of all barriers, which is a suitable starting point for educating the population and developing policies. Alternatively, the respondents indicated three situations in the lives of PwD that present fewer difficulties – accessing reliable information about actual accessibility, using catering facilities (restaurants) and attending concerts and outdoor festivals. This suggests that the general population perceives access to reliable information on actual accessibility as a much smaller barrier than it actually is. There is still considerable room for improvement here, both in terms of service provider engagement and in raising public awareness. This finding requires comparison with the results of research conducted among PwD in Croatia as part of the same project. The main discouraging factor that prevents PwD to join tourism travels is the *fear that accessibility does not meet the promises and/or their needs*. Based on the

obećanja ili njihove potrebe. S obzirom na činjenicu da je glavni faktor obeshrabrivanja nedostatak pouzdanih informacija o stvarnoj pristupačnosti, čini se da je jedan od prvih koraka izgradnja povjerenja između pružatelja usluga i turista. No, ovdje treba istaknuti i pitanje standardizacije, jer bi se tim korakom poboljšala kvaliteta informacija koje se pružaju korisnicima (Krajinović i Čavlek, 2024: 279). Može se zaključiti da, iako je opća populacija dobro upoznata s potrebom pravednosti u ovom segmentu turističke ponude, nije u potpunosti upoznata sa svim potrebama i specifičnim zahtjevima OSI u fazi prije putovanja i tijekom putovanja. Posljedično, iste elemente ne doživljavaju jednako važnima, ali i precjenjuju kvalitetu informacija koje se nude korisnicima dostupnih turističkih proizvoda i usluga.

Tablica 2: Potreba poboljšanja kvalitete razvoja pristupačnog turizma u Hrvatskoj

Tvrdnja	Udio (%)
Nije potrebno	1,1
Potrebna su manja poboljšanja	11,1
Da, ali ima puno važnijih stvari koje treba obaviti	13,1
Da, potrebni su kontinuirani naponi da se stanje poboljša	47,3
Potrebno je omogućiti jednak pristup turističkim uslugama i atrakcijama što prije, uz velika ulaganja i promjenu stava	27,4

Izvor: istraživanje autora

Rezultati istraživanja pokazuju da je šira javnost vrlo svjesna potrebe kontinuiranog ulaganja napora u poboljšanje stanja pristupačnog turizma u Hrvatskoj. Tu potrebu prepoznaje gotovo polovica ispitanika, dok ih gotovo trećina smatra da treba bez odlaganja osigurati jednak pristup turističkim uslugama i atrakcijama za sve, što će zahtijevati značajna ulaganja i promjenu stavova. Ovi su rezultati ohrabrujući i predstavljaju snažan temelj za stvaranje percepcije javnosti o pri-

fact that the main discouragement factor is the lack of reliable information about the actual accessibility, one of the first steps seems to be building trust between service providers and tourists. However, here the issue of standardisation should also be highlighted, as this step would improve the quality of information provided to users (Krajinović and Čavlek, 2024: 279). It can be concluded that although the general population is well aware of the need for justice in this segment of the tourism offer, they are not fully aware of all the needs and specific requirements of PwD in the pre-trip phase and during the trip. Consequently, they do not perceive the same elements as equally important, but they also overestimate the quality of information offered to users of accessible tourism products and services.

Table 2: Necessity of improving the quality of accessible tourism development in Croatia

Statement	Share (%)
Not necessary	1.1
Minor improvements need to be made	11.1
Yes, but there are much more important things to be done	13.1
Yes, continuous efforts are needed to improve the situation	47.3
Equal access to tourist services and attractions should be provided to everyone as soon as possible, with large investments and a change in attitude	27.4

Source: authors' research

The results of the study show that the general public is highly aware that continuous efforts are required to improve the state of accessible tourism in Croatia. Almost half of the respondents acknowledge this need, while almost a third of them believe that equal access to tourist services and attractions for all should be ensured without delay, which will require significant investment and a change in

stupaćnom turizmu. Ipak, oko četvrtina ispitanika smatra da je trenutna kvaliteta pristupaćnog turizma u Hrvatskoj zadovoljavajuća i da nisu potrebna značajnija poboljšanja.

Uzimajući u obzir ove rezultate, može se zaključiti da je javna percepcija pristupaćnosti u turizmu u Hrvatskoj prilično visoka te da bi ulaganja u poboljšanje pristupaćnosti naišla na podršku javnosti, što je od velike važnosti kada se o konceptu univerzalnog dizajna govori kao o prevladavajućoj temi, posebice kada je riječ o javnim objektima.

attitudes. These results are encouraging and represent a strong foundation for creating a public perception of accessible tourism. Nevertheless, about a quarter of the respondents believe that the current quality of accessible tourism in Croatia is satisfactory and that no significant improvements are needed.

Taking these results into account, it can be concluded that the public perception of accessibility in tourism in Croatia is quite high and that investments in improving accessibility would meet with public support, which is of great importance when the concept of universal design is discussed as mainstream, especially regarding public facilities.

Tablica 3: Stavovi opće populacije o uključivanju OSI u turizam

Tvrđnja	Prosjeak	Mod	SD
Drugi ljudi ne vole biti na odmoru zajedno s osobama s tjelesnim invaliditetom.	2,29	2	0,78
Drugi ljudi ne vole biti na odmoru zajedno s osobama s teškim invaliditetom.	2,46	2	0,80
Drugi ljudi ne vole biti na odmoru s osobama s intelektualnim teškoćama.	2,58	3	0,85
Društvo u mojoj zemlji vrlo je tolerantno prema OSI.	2,43	2	0,82
Mislim da sve što je dostupno i dobro za OSI i meni olakšava pristup.	3,06	3	0,83
Društvo u mojoj zemlji podržava društvenu integraciju i uključivost.	2,60	3	0,77
Smatram da je razvoj pristupaćnog turizma vrlo važan.	3,23	3	0,81

Izvor: istraživanje autora

Table 3: Attitudes of general population about the inclusion of PwD in tourism

Statement	Average	Mode	SD
Other people don't like to be on vacation together with people with physical disabilities.	2.29	2	0.78
Other people do not like to be on holiday together with people with severe disabilities.	2.46	2	0.80
Other people do not like to be on holiday with people with intellectual disabilities.	2.58	3	0.85
The society in my country is very tolerant towards PwD.	2.43	2	0.82
I think that everything that is accessible and good for PwD makes it easier for me to access.	3.06	3	0.83
Society in my country supports social integration and inclusion.	2.60	3	0.77
I believe that the development of accessible tourism is very important.	3.23	3	0.81

Source: authors' research

Ispitanici ne smatraju da je društvo tolerantno prema OSI. Ovaj rezultat ukazuje na to da unatoč visokoj razini empatije u društvu, ovaj segment turističke ponude ima još puno potencijala za napredak. Međutim, podizanje svijesti o potrebama i posebnim zahtjevima OSI također je važno društveno pitanje, a snažniji poticaji za rješavanje ove situacije i povećanje osjetljivosti i tolerancije trebali bi stvoriti uključivije i suosjećajnije društvo. To je u skladu s pitanjem ekokulturne diskriminacije koje su postavili Jamal i Camargo (2014: 17). Oni su ustvrdili da isključivanje pojedinaca, skupina i stanovništva u nepovoljnom položaju iz sudjelovanja u turističkom razvoju, marketinškom planiranju i donošenju odluka povezanih s korištenjem i distribucijom resursa označava isključenje na temelju etničke pripadnosti, spola, seksualne orijentacije i invaliditeta, između ostalog. Studija koju su proveli Gillovic *et al.* (2018) ispituje korištenje jezika u pristupačnom turizmu kako bi se omogućile pozitivne promjene među putnicima s invaliditetom. Kako neki ljudi žive s invaliditetom koji nije vidljiv, važno je osvrnuti se i na njihove potrebe tijekom putovanja, ali ovaj razvoj zahtijeva visoku razinu znanja i svijesti među svim dionicima uključenima u proces. Nedvojbeno je da bi tehnologija u ovoj situaciji mogla biti od velike pomoći, no OSI u Hrvatskoj tehnologiju ne vide kao važan kanal za rješavanje pitanja pristupa turističkim objektima i destinaciji (Krajinović i Čavlek, 2024: 280). Važno je, međutim, napomenuti da se ova tvrdnja OSI u najvećoj mjeri odnosi na korištenje tehnologije kao zamjene za iskustva putovanja, što se svakako treba razumjeti kao poticaj daljnjeg razvoja infrastrukture u kontekstu pristupačnosti.

Sukladno rezultatima, ispitanici iz opće populacije u svojim odgovorima sugeriraju kako sve što je dostupno i dobro za OSI i njima olakšava život, što ukazuje na njihovu zabrinutost o mogućnostima i dobrobitima univerzalnog dizajna. Također smatraju da društvo u Hrvatskoj podržava socijalnu

The respondents do not believe that society is tolerant towards PwD. This result indicates that despite a high level of empathy in the society, this particular segment of the tourism offer still has much potential for advancement. However, raising awareness of the needs and special requirements of PwD is also an important societal issue and stronger incentives to address this situation and increase responsiveness and tolerance should create a more inclusive and compassionate society. This is consistent with the issue of ecocultural discrimination taken up by Jamal and Camargo (2014: 17) who asserted that the exclusion of individuals, groups and disadvantaged populations from participation in tourism development, marketing planning and decision-making related to the use and distribution of the resources denotes exclusion based on ethnicity, gender, sexual orientation and disability, among others. A study by Gillovic *et al.* (2018) examine the use of language in accessible tourism to enable positive change among travellers with disabilities. As some people live with disabilities that are not visible, it is important to address their needs during travel as well, but this development required high level of both knowledge and awareness among all stakeholders included in the process. It is undisputable that technology might be of much help here, but PwD in Croatia do not perceive technology as an important channel for solving the issue of accessing tourism facilities and destination (Krajinović and Čavlek, 2024: 280). However, it should be noted that this PwD claim largely refers to the use of technology as a substitute for travel experiences, which should certainly be understood as an incentive for further infrastructure development related to accessibility.

According to the results, the respondents from the general population suggested in their answers that all that is accessible and good for PwD makes their lives easier, which indicates their concerns about the possibil-

integraciju i ukljućivost te da je razvoj pristupaćnog turizma vrlo važan. „Osobe s invaliditetom često mogu dizajnirati ili utjecati na svoje svakodnevno okruženje dok imaju rutine za pregovaranje o svim poteškoćama i pragovima koji postoje. Ovo se ne odnosi na nova okruženja tijekom putovanja, gdje nemaju prethodno znanje, mreže ili utjecaj na dizajn niti potencijalne prepreke s kojima se trebaju suoćiti i naćin kako ih prevladati“ (Michopoulou *et al.*, 2015: 181). Ova je izjava u središtu pristupaćnosti i poziva na uklanjanje svih prepreka u destinaciji, ukljućujući one povezane s dijeljenjem svih informacija o odrećenoj znaćajci turistićke ponude. Ovdje je važno napomenuti da se OSI u Hrvatskoj „ne slažu s tvrdnjom da se mogućnosti pristupaćnog turizma u Hrvatskoj kontinuirano poboljšavaju. Moglo bi se reći da je takvo stanje razočaravajuće za turistićki orijentiranu zemlju poput Hrvatske“ (Krajinović i Čavlek, 2024: 280). Tu leži i najveći jaz između stavova opće populacije i OSI u Hrvatskoj: dok u općoj populaciji postoji prilićno pozitivan stav prema razvoju pristupaćnog turizma, stvarni korisnici usluga i iskustava u ovom segmentu prilićno su razočarani. To ne pokazuje znaćajan napredak u smislu razvoja pristupaćnog turizma. Što se tiće stvaranja pravedne destinacije, mišljenja šire javnosti su ohrabrujuća i stvaraju formativno okruženje. Rezultati u području socijalne integracije i empatije pokazuju da su ispitanici svjesni važnosti ovih pitanja te pokazuju visoku razinu empatije prema ovom segmentu potražnje i prema OSI. No, društvo u cjelini treba nastojati postići veću razinu tolerancije prema ovom segmentu i stvoriti ukljućivije okruženje koje bi omogućilo intenzivniji razvoj pristupaćnog turizma.

Konaćno, ovim se istraživanjem želje lo utvrditi u kojoj je mjeri opća populacija upoznata s mogućnostima ukljućivanja OSI u turizam. Rezultati pokazuju da, iako javno mnijenje pokazuje odrećeno razumijevanje specifićnih potreba ovog segmenta, još puno toga treba ućiniti kako bi se on poboljšao. Na

ities and benefits of universal design. They also believe that the Croatian society supports social integration and inclusion and that the development of accessible tourism is very important. “People with disability can often design or influence their everyday environment whilst they have routines to negotiate any difficulties and thresholds that exist. This does not apply to new environments whilst travelling, where they do not have prior knowledge, networks or influence on the design nor the potential barriers that are to face and the way to overcome them“ (Michopoulou *et al.*, 2015: 181). This statement is at the heart of accessibility and calls for the removal of all barriers in a destination, including those associated with sharing all information about the particular feature of the tourism offer. It is important to note at this point that PwD in Croatia “do not agree with the statement that the possibilities of accessible tourism in Croatia are continuously improving. One could argue that such a state of affairs is disappointing for a tourism-oriented country like Croatia“ (Krajinović and Čavlek, 2024: 280). The widest gap between the attitudes of general population and PwD in Croatia lies in this point: while there is a rather positive attitude towards the development of accessible tourism in the general population, the actual users of the services and experiences in this segment are rather disappointed. This shows no significant progress in terms of the accessible tourism development. As regards creating a just destination, the views of the general public are encouraging and provide a formative environment. The results in the area of social integration and empathy show that the respondents are aware of the importance of these issues and display a high level of empathy for this demand segment and for PwD. However, society as a whole should endeavour to achieve higher levels of tolerance towards this segment and create a more inclusive environment that would allow for more intensive development of accessible tourism.

primjer, ispitanici se ne slažu (mod 2, skala 1-4) da drugi ljudi ne vole ići na ljetovanje s osobama s tjelesnim ili težim oštećenjima. Međutim, kada je u pitanju zajednički odlazak na ljetovanje s osobama s intelektualnim teškoćama, stupanj slaganja je 3 (4 znači potpuno slaganje). Nadalje, ispitanici ne smatraju da je društvo tolerantno prema OSI. Ovaj rezultat ukazuje na to da unatoč visokoj razini empatije u društvu, još uvijek ima puno prostora za napredak u ovom segmentu turističke ponude. Međutim, podizanje svijesti o potrebama i specifičnim zahtjevima OSI važno je društveno pitanje i snažniji poticaji za rješavanje ove situacije te povećana svijest i tolerancija trebali bi stvoriti uključivije društvo. Kao što su istaknuli Gillović i McIntosh (2015: 232), „budućnost pristupačnog turizma oslanja se na industriju koja predstavlja primjer povezivanja, komunikacije i suradnje“. S obzirom na cilj istraživanja, odnosno razumijevanje pravednosti vezane uz koncept razvoja pristupačnog turizma, posebice s obzirom na njegov razvoj u Republici Hrvatskoj, može se ustvrditi da su ovim istraživanjem stečena mnoga saznanja. Što je najvažnije, postalo je jasno da je opća populacija u Hrvatskoj svjesna važnosti pristupačnih rješenja u turizmu i uključivanja OSI u turizam. Prvi korak prema uključivanju OSI u društvo, prema CDC-u (2025), jest uklanjanje prepreka i smanjenje diskriminacije, što je, čini se, predodređeno rezultatima primarnog istraživanja u Hrvatskoj. Na temelju tih spoznaja bilo bi moguće izgraditi uključivo društvo koje omogućuje stvaranje pristupačnog turizma na pravednim pretpostavkama.

Finally, this survey aimed to determine the extent to which the general population is aware of the possibilities of including PwD in tourism. The results show that while the public opinion shows some understanding of the specific needs of this segment, much still needs to be done to improve it. For example, the respondents disagree (mode 2, scale 1-4) that other people do not like to go on holidays with people with physical or severe disabilities. However, when it comes to going on holidays together with people with intellectual disabilities, the level of agreement is 3 (4 means full agreement). Furthermore, the respondents do not believe that the society is tolerant towards PwD. This result indicates that despite a high level of empathy in the society, there is still much room for improvement in this segment of the tourism offer. However, raising awareness of the needs and specific requirements of PwD is an important societal issue and stronger incentives to address this situation and increased awareness and tolerance should create a more inclusive society. As pointed out by Gillović and McIntosh (2015: 232), “the future of accessible tourism, is reliant upon an industry exemplifying connectivity, communication and collaboration“. With regard to the research objective, i.e. to understand how justice is related to the concept of the development of accessible tourism, especially with regard to its development in the Republic of Croatia, it can be stated that many insights were gained through this study. Most importantly, it became clear that the general population in Croatia is aware of the importance of accessible solutions in tourism and the inclusion of PwD in tourism. The first step towards the inclusion of PwD in society, according to CDC (2025), is to remove barriers and reduce discrimination, which seems to be predetermined by the results of the primary research in Croatia. Based on this knowledge, it would be possible to build an inclusive society that enables the creation of accessible tourism based on just assumptions.

5. ZAKLJUČAK

Društvo općenito treba snažnije poticati na prihvaćanje tolerancije i uključivosti kao načina života kako bi se osigurale jednake mogućnosti svim njegovim članovima. Pristupačnost je, kako se često naglašava, temeljno ljudsko pravo i kao takvo treba biti zajamčena svima. Širenje pristupačnog turizma omogućilo bi ne samo više sadržaja i atrakcija za turiste, već i više mogućnosti za lokalno stanovništvo.

Može se zaključiti da je pristupačnost nužan uvjet za razvoj društva te da postoji snažna potpora stanovništva u Hrvatskoj za postizanje te razine razvoja. Uključivanje tolerancije i empatije u temeljne vrijednosti društva unaprjeđuje osnovu za razvoj pristupačnog turizma i omogućuje turističkoj politici da dobije puno veći potencijal za razvoj ovog specifičnog proizvoda koji predviđa jednak pristup turističkim iskustvima za sve turiste.

No, u taj okvir još treba uložiti velike napore, jer korisnici dostupnih turističkih usluga nisu zadovoljni kvalitetom pruženih informacija niti ih doživljavaju pouzdanima. Nadalje, OSI ne smatraju da se pristupačni turizam u Hrvatskoj pravilno razvija. Osim empatije koja mora biti prisutna u društvu kako bi se stvorilo tolerantnije okruženje, od velike je važnosti podizanje svijesti o ovoj problematici u društvu. Na taj bi način pravednost bila nužan uvjet za razvoj pristupačnog turizma i zapravo bi omogućila sudjelovanje svih potencijalnih korisnika – stvarajući tako uključivo društvo.

Ograničenja ovog istraživanja leže u činjenici da rezultati nisu komparirani s drugim zemljama, što bi omogućilo usporedbu stupnja razvoja pristupačnog turizma u Hrvatskoj s drugim tržištima. Nadalje, buduća istraživanja trebala bi se više usredotočiti na pitanja pravednosti i uključivosti kako bi se razumjeli precizni čimbenici koji sprječava-

5. CONCLUSION

Society in general must be more strongly encouraged to accept tolerance and inclusion as a way of life in order to ensure equal opportunities to all its members. Accessibility, as is often emphasized, is a matter of fundamental human rights and as such should be granted to everyone. The expansion of accessible tourism would provide not only more facilities and attractions for tourists, but also more opportunities for the local population.

It can be concluded that accessibility is a necessary condition for the development of the society and that there is a strong support among the population in Croatia for achieving this level of development. Incorporating tolerance and empathy into the core values of the society enhances the basis for the development of accessible tourism and allows tourism policy to gain a much greater potential for developing this specific product stipulating equal access to tourism experiences for all tourists.

However, great efforts are still needed to be made within this framework, as the users of accessible tourism services are neither satisfied with the quality of the information provided nor do they perceive it as reliable. Furthermore, PwD do not feel that accessible tourism is developing properly in Croatia. In addition to the empathy that must be present in the society in order to create a more tolerant environment, it is of great importance to raise awareness of this particular issue within the society. In this way, justice would serve as a necessary condition for the development of accessible tourism and actually enable the participation of all potential users – thereby creating an inclusive society.

The limitations of this research lie in the fact that the results were not compared with other countries, which would allow a comparison of the level of development of accessible tourism in Croatia to other markets. Furthermore, future research should focus more on the issue of justice and inclusion in order to understand the precise factors that

ju intenzivniji razvoj pristupačnog turizma u Hrvatskoj.

prevent a more intensive development of accessible tourism in Croatia.

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