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## ANALIZA PUTNIH NAVIKA I POTREBA OSOBA S INVALIDITETOM U MAĐARSKOJ

### AN EXPLORATIVE ANALYSIS OF THE TRAVEL HABITS AND NEEDS OF PEOPLE WITH DISABILITIES IN HUNGARY

**SAŽETAK:** Ova studija istražuje ponašanja na putovanju, motivacije i izazove osoba s invaliditetom (OSI) u Mađarskoj te pruža empirijske uvide u njihova iskustva turizma. Cilj ovog rada je identificirati ključne čimbenike koji utječu na ponašanje OSI na putovanju, uključujući prepreke pristupačnosti, izvore informacija o putovanju i percepciju uključenosti u turizmu. Stoga je provedena anketa među OSI u Mađarskoj uz korištenje kombinacije metoda prikupljanja podataka osobno i online. U studiji je korišten istraživački pristup, prikupljanje podataka o učestalosti putovanja, preferiranim destinacijama, problemima pristupačnosti i iskustvima s diskriminacijom. Rezultati pokazuju da pristupačnost prijevoza, dostupnost pouzdanih informacija i društveni stavovi imaju odlučujuću ulogu u oblikovanju izbora putovanja osoba s invaliditetom. Iako mnogi ispitanici prepoznaju potencijalne prednosti putovanja, konstantne strukturne i društvene prepreke i dalje ograničavaju njihovu participaciju u turizmu. Pružanjem empirijskih dokaza o stvarnim iskustvima koja doživljavaju OSI, studija naglašava neopodnu potrebu za političkim intervencijama, poboljšanjima sustava i inkluzivnim dizajnom usluga.

**KLJUČNE RIJEČI:** pristupačni turizam, osobe s invaliditetom (OSI), navike putovanja, Mađarska, uključenost u turizmu

**ABSTRACT:** This study explores the travel behaviours, motivations, and challenges of people with disabilities (PwD) in Hungary, providing empirical insights into their tourism experiences. The aim of this paper is to identify key factors influencing the travel behaviour of PwD, including accessibility barriers, sources of travel information, and perceptions of inclusivity within the tourism industry. Hence, a questionnaire survey was conducted among PwD in Hungary, utilizing a combination of face-to-face and online data collection methods. The study employed an exploratory approach, gathering

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self-reported data on travel frequency, preferred destinations, accessibility concerns, and experiences with discrimination. The findings reveal that transportation accessibility, availability of reliable information, and societal attitudes play a decisive role in shaping PwD's travel choices. While many respondents recognize the potential benefits of travel, persistent structural and social barriers continue to limit their tourism participation. By providing empirical evidence on the real-world experiences of PwD, the study highlights the critical need for policy interventions, industry improvements, and inclusive service design.

**KEY WORDS:** accessible tourism, people with disabilities (PwD), travel habits, Hungary, inclusivity in tourism

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## 1. UVOD

Putne navike osoba s invaliditetom (OSI) u zadnje vrijeme privlače sve veću pozornost istraživanja u turizmu i politika koje se odnose na turizam, što je odraz širih društvenih kretanja prema inkluziji i jednakim mogućnostima (Buhalis *et al.*, 2012; Gonda i Raffay, 2021). Putovanja služe kao vitalni element društvenog i gospodarskog angažmana i pružaju nekoliko prednosti, kao na primjer povećanu društvenu integraciju te veću dobrobit i kvalitetu života (Farkas *et al.*, 2022). Unatoč tomu, OSI u iskustvu putovanja često nailaze na prepreke zbog fizičkih, informacijskih i društvenih ograničenja. To je dovelo do sve većeg priznanja potreba za pristupačnim turizmom, strategijom koja jamči jednak pristup mogućnostima putovanja za sve osobe, bez obzira na njihove fizičke ili kognitivne vještine (Darcy *et al.*, 2010; Eusébio *et al.*, 2023).

Kao i u nekoliciini europskih zemalja, naglasak na pristupačnosti u Mađarskoj pojačali su nacionalni i međunarodni okviri. Prilagodba smjernicama Europske unije i provedba mađarske politike o invaliditetu naglasili su potrebu uklanjanja prepreka putovanjima i turizmu (Gonda i Raffay, 2020). Međutim, stvarna provedba ovih ciljeva i dalje je teška budući da se brojna turistička poduzeća tek trebaju u potpunosti prilagoditi specifičnim zahtjevima osoba s invaliditetom, uključujući pristupačnu infrastrukturu i potrebne promjene u ponašanju između pružatelja usluga i drugih putnika (Darcy *et al.*, 2020).

## 1. INTRODUCTION

The travel habits of people with disabilities (PwD) have received heightened focus in tourism research and policy, mirroring wider social movements towards inclusion and equitable opportunity (Buhalis *et al.*, 2012; Gonda and Raffay, 2021). Travel serves as a vital element of social and economic engagement, providing several advantages, including increased social integration and higher well-being and quality of life (Farkas *et al.*, 2022). Nevertheless, PwD often encounter obstacles to travel experiences due to physical, informational, and social restrictions. This has resulted in a growing acknowledgment of the need for accessible tourism, a strategy that guarantees equitable access to travel possibilities for all persons, irrespective of their physical or cognitive skills (Darcy *et al.*, 2010; Eusébio *et al.*, 2023).

Similarly to several European nations the emphasis on accessibility in Hungary has been enhanced by national and international frameworks. The adherence to EU guidelines and the execution of Hungary's disability policy have underscored the need of eliminating obstacles to travel and tourism (Gonda and Raffay, 2020). However, the actual implementation of these objectives continues to be difficult as numerous tourism companies have yet to adjust fully to the particular needs of PwD including accessible infrastructure and necessary attitudinal changes between service providers and other passengers (Darcy *et al.*, 2020).

Bez obzira na ova ograničenja, rastući broj OSI značajno je tržište, iako još uvijek nedovoljno iskorišteno unutar turističkog sektora. Razumijevanje ponašanja OSI na putovanju, njihovih sklonosti i prepreka na koje nailaze na putovanju ključno je za formuliranje ciljanih inicijativa koje poboljšavaju pružanje usluga i promiču inkluzivnije turističko okruženje (Cassia *et al.*, 2020). Ovo istraživanje uključuje eksplorativno ispitivanje putnih navika OSI u Mađarskoj, naglašavajući njihove različite potrebe. U studiji se pokušavaju pomiriti ciljevi politika sa stvarnim iskustvima razjašnjavajući elemente koji utječu na izbor putovanja OSI u Mađarskoj. Ispituju se strukturne prepreke i individualna iskustva koja utječu na njihov angažman u turizmu i naglašavaju prilike za pružatelje usluga kako bi poboljšali svoje ponude za ovu skupinu. Cilj je istraživanja intenzivirati rasprave o pristupačnom turizmu te dati praktične prijedloge za kreatore politika i dionike kako bi se poboljšala uključivost turističkog sektora Mađarske.

## 2. PREGLED TEORIJE

Posljednjih desetljeća sve veća pozornost pridaje se pitanjima vezanima uz OSI, budući da su pristupačnost i uključivost postali ključni čimbenici u oblikovanju modernih društava. Pojam invaliditeta, zbog svoje složenosti, može se tumačiti na različite načine. Konvencija UN-a o pravima osoba s invaliditetom (2006) definira OSI kao “osobe koje imaju dugotrajna tjelesna, mentalna, intelektualna ili osjetilna oštećenja, koja u interakciji s različitim preprekama mogu spriječiti njihovo potpuno i učinkovito sudjelovanje u društvu na ravnopravnoj osnovi s drugima.” Međutim, kako primjećuje Zsarnóczy (2018), postoje i neka druga stanja, poput starenja, majčinstva ili raznih oblika alergija, koja također mogu imati dugoročni utjecaj na kvalitetu života pojedinca. Također, gubitak sposobnosti kao posljedica nesreće ili dugotrajne bolesti također se može uvrstiti u

Notwithstanding these limitations, the expanding demographic of PwD is a substantial, yet untapped, market within the tourism sector. Comprehending their travel behaviours, inclinations, and obstacles is key to formulating targeted initiatives that enhance service delivery and promote a more inclusive tourism landscape (Cassia *et al.*, 2020). This research conducts an exploratory examination of the travel habits of PwD in Hungary, emphasizing their distinct requirements. This study seeks to reconcile the policy goals with the actual experiences by elucidating the elements that affect the travel choices of PwD in Hungary. It examines the structural barriers and individual experiences influencing their engagement in tourism, emphasizing the opportunities for service providers to enhance their offerings for this group. The research aims to increase the conversation on accessible tourism by providing practical suggestions for policymakers and industry stakeholders to improve the inclusiveness of Hungary's tourism sector.

## 2. THEORETICAL BACKGROUND

In recent decades, increasing attention has been given to issues concerning PwD, as accessibility and inclusion have become key factors in shaping modern societies. The concept of disability, due to its complexity, can be interpreted in various ways. The UN Convention on the Rights of Persons with Disabilities (2006) defines PwD as “those who have long-term physical, mental, intellectual or sensory impairments, which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.” However, as Zsarnóczy (2018) notes, there are some other conditions that may also have a long-term impact on individuals' quality of life, such as aging, maternity or various forms of allergies. Additionally, loss of function resulting from an accident or prolonged illness may also fall within this category (Özcan,

ovu kategoriju (Özcan, Topcu i Arasli, 2021) jer one često dovode do posebnih potreba.

Prema procjenama WHO-a (2023), 16% svjetskog stanovništva trenutno živi s nekim oblikom invaliditeta, dok se 27% stanovništva EU-a suočava s povezanim izazovima (Eurostat, 2023). Udio osoba s invaliditetom u Mađarskoj iznosi 22,3%, što čini oko 2,2 milijuna ljudi (Eurostat, 2023), a to je više od svjetskog prosjeka. S obzirom na to, može se zaključiti da OSI predstavljaju značajan i rastući tržišni segment unutar turističkog sektora (Var *et al.*, 2011; Figueiredo, Eusébio i Kastenholz, 2012; Załuska, Kwiatkowska-Ciotucha i Grzeškowiak, 2022) kako globalno, tako i u Mađarskoj (Gonda, 2021).

Tijekom godina poduzeti su značajni naponi na području pristupačnosti. Na međunarodnoj razini i Europski parlament i Svjetska turistička organizacija (UN Tourism) predani su podršci pravima OSI s naglaskom na značaj pristupačnog turizma u stvaranju sigurnog okruženja u kojem svi, bez obzira na invaliditet, mogu doživjeti užitke putovanja (UNWTO, 2016). Što se tiče regulatornih odredbi, Mađarska je usklađena sa svojim kolegama iz EU-a, budući da različiti propisi i nacionalni programi imaju za cilj osigurati jednaka prava i pristup za OSI (Gonda, 2024). Ključno polazište u ovom području, koje je postavilo temelj za brojna srodna područja, je Zakon XCII iz 2007. godine o Konvenciji o pravima osoba s invaliditetom i njezin Fakultativni protokol, uz Zakon XXVI iz 1998. godine o pravima i jednakim mogućnostima osoba s invaliditetom (Csapó i Mészáros, 2023). Nadalje, Nacionalni program za OSI (2015. – 2025.), usvojen 2015. godine, zaslužuje posebnu pozornost jer promiče razvoj turističkih aranžmana za OSI, uključujući pristupačne web stranice i e-usluge. No, program također naglašava da mađarski pružatelji usluga tek trebaju u potpunosti prepoznati turistički potencijal ovog segmenta tržišta. Slijedom toga, ključno je razumijevanje specifičnih potreba i

Topcu, & Arasli, 2021), as these life situations often give rise to special needs.

According to the estimates by the WHO (2023), 16% of the global population is currently living with some form of disability, while 27% of the EU population faces the associated challenges (Eurostat, 2023). The share of PwD in Hungary is 22.3%, accounting for approximately 2.2 million people (Eurostat, 2023), which exceeds the global average. Considering this, it can be inferred that PwD represent a significant and growing market segment within the tourism sector (Var *et al.*, 2011; Figueiredo, Eusébio and Kastenholz, 2012; Załuska, Kwiatkowska-Ciotucha and Grzeškowiak, 2022) both globally and in Hungary (Gonda, 2021).

Over the years, significant efforts have been made in the field of accessibility. At the international level, both the European Parliament and the UN World Tourism Organisation (UN Tourism) are committed to supporting the rights of PwD emphasizing the importance of accessible tourism in creating a safe environment where everyone, regardless of disability, can enjoy the pleasures of travel (UNWTO, 2016). In terms of the regulatory provisions, Hungary is aligned with its EU counterparts, as various regulations and national programmes aim to ensure equal rights and access for PwD (Gonda, 2024). A pivotal starting point in this domain, which has laid the foundation for numerous related areas, is the 2007 Act XCII on the Convention on the Rights of Persons with Disabilities and its Optional Protocol, alongside the 1998 Act XXVI on the Rights and Equal Opportunities of Persons with Disabilities (Csapó and Mészáros, 2023). Additionally, the National Disability Programme (2015-2025), adopted in 2015, warrants particular attention as it promotes the development of tourism packages for PwD including accessible websites and e-services. However, the programme also emphasizes that Hungarian service providers have yet to recognize fully the tourism potential of this market segment. Consequently,

preferencija OSI, zajedno s obukom i senzibiliziranjem pružatelja usluga i osoblja o načelima univerzalnog dizajna (Cochran, 2020; Załuska, Kwiatkowska-Ciotucha i Grzeškowiak, 2022; Csapó i Mészáros, 2023). Unatoč tomu, takvi programi obuke mogu biti učinkoviti samo ako se pravilno provode i osmišljavaju u suradnji s OSI koje mogu dati osobni uvid u važnost pristupačnosti (National Council on Disability, 2015).

Usporedno s razvojem pravnog okvira, posljednjih se godina pojavio sve veći akademski interes za pristupačni turizam, posebno u odnosu na različite čimbenike i ograničenja koja oblikuju sudjelovanje OSI u turističkim aktivnostima (De Pascale *et al.*, 2023). Postoji široki konsenzus među istraživačima da se navike putovanja OSI značajno razlikuju od opće populacije (Fitri, 2024). Park *et al.* (2023) ističu značajne razlike u učestalosti putovanja, odabiru načina putovanja, vremenu putovanja, udaljenosti i preprekama s kojima se susreću. Obično se OSI u manjoj mjeri odlučuju na putovanja na kraćim udaljenostima koja traju dulje te se nerijetko oslanjaju na ograničene mogućnosti prijevoza (Park *et al.*, 2023).

Ovi različiti obrasci putovanja potaknuli su značajnu pažnju znanstvenika na izazove povezane s prijevozom za OSI (Cochran, 2020; Stafford i Tye, 2023; Fitri, 2024). Prema sadašnjim rezultatima, značajan dio OSI suočava se sa značajnim poteškoćama, u rasponu od neadekvatne infrastrukture i opreme (Sammer *et al.*, 2012; Farkas, Raffay i Dávid, 2022; Liu *et al.*, 2023; Gonda, 2024; Mohiuddin *et al.*, 2024) do percipirane društvene izolacije od pružatelja usluga i drugih putnika (Cochran, 2020) prilikom korištenja različitih načina prijevoza. Posljedično, mnogi odlučuju ne sudjelovati u turističkim aktivnostima, čime se pojačava fenomen poznat kao „neputovanje“ (Csapó i Gonda, 2019; Csapó *et al.*, 2019). Nasuprot tomu, kako ističe Cochran (2020), pojedinci koji se osjećaju društveno povezanim tijekom putovanja obično putuju češće, što može do-

understanding the specific needs and preferences of PwD, along with training and sensitizing service providers and staff on universal design principles, is essential (Cochran, 2020; Załuska, Kwiatkowska-Ciotucha, & Grzeškowiak, 2022; Csapó & Mészáros, 2023). Such training programs may only be effective if properly enforced and designed in collaboration with PwD who can offer personal insights into the importance of accessibility (National Council on Disability, 2015).

Alongside the evolution of the legal framework, a growing body of academic interest in accessible tourism emerged in recent years, particularly *vis-à-vis* the various factors and constraints shaping the participation of PwD in tourism activities (De Pascale *et al.*, 2023). There is a broad consensus among the researchers that the travel habits of PwD differ significantly from the general population (Fitri, 2024). Park *et al.* (2023) highlight notable disparities in trip frequency, mode choice, travel time, distance, and the barriers they encounter. Typically, PwD undertake fewer trips, covering shorter distances that require longer durations, and often rely on more limited transportation options (Park *et al.*, 2023).

These distinct travel patterns have prompted considerable scholarly attention to the transportation-related challenges for PwD (Cochran, 2020; Stafford and Tye, 2023; Fitri, 2024). According to current findings, a significant proportion of PwD face substantial difficulties, ranging from inadequate infrastructure and equipment (Sammer *et al.*, 2012; Farkas, Raffay i Dávid, 2022; Liu *et al.*, 2023; Gonda, 2024; Mohiuddin *et al.*, 2024) to perceived social isolation from both service providers and other travellers (Cochran, 2020) when using various modes of transportation. Consequently, many choose not to participate in tourism activities, thereby reinforcing the phenomenon known as ‘non-travel’ (Csapó and Gonda, 2019; Csapó *et al.*, 2019). In contrast, as Cochran (2020) points out, individuals who feel socially connected while traveling tend to travel more

nijeti nekoliko zdravstvenih prednosti i poboljšati njihov boljitak.

Kako navode Figueiredo, Eusébio i Kastenholz (2012), osim fizičke pristupačnosti i osjećaja sigurnosti, pristup informacijama drugi je najvažniji čimbenik u planiranju putovanja i procesu donošenja odluka OSI. Studija otkriva da postoji varijabilnost u načinu na koji različiti segmenti zajednice osoba s invaliditetom koriste izvore informacija pri odabiru odredišta. Na primjer, ispitanici s oštećenjem sluha češće koriste internet od drugih segmenata, dok osobe s mentalnim poteškoćama često ovise o informacijama koje dobivaju od obitelji prilikom planiranja putovanja jer se moraju nositi s određenim ograničenjima zbog kojih se moraju više oslanjati na vjerodostojne izvore informacija, poput preporuka obitelji. To može upućivati na jaz između onoga što se oglašava i onoga što pružatelj usluga zaista nude.

Studije su također pokazale da različita demografska obilježja (npr. spol, dob, prihod od obrazovanja, bračni status) mogu značajno utjecati na obrasce putovanja OSI (Var *et al.*, 2011; Woodside i Etzel, 2015; Fitri, 2024). De Pascale *et al.* (2023) ističu da na sklonost putovanju žena s invaliditetom značajnije utječu različita ograničenja kao što su osobne vještine, odsutnost partnera na putovanju te poteškoće s prijevozom i smještajem. Ekonomska ograničenja također predstavljaju značajnu prepreku sudjelovanju OSI u turizmu (Kastenholz, Eusébio i Figueiredo, 2015). Troškovi povezani s putovanjem, poput smještaja i troškova njegovatelja, mogu biti previsoki (McKercher i Darcy, 2018), posebno za pojedince s nižim raspoloživim prihodima. Osim toga, Milicchio i Prosperi (2016) ističu da mnoge osobe s invaliditetom, zbog svoje nepovoljne financijske situacije, također ne mogu kupiti pametne uređaje za podršku putovanja (npr. pametne telefone, tablete), unatoč interesu kako za nabavu tako i za korištenje ovih tehnologija. Također vrijedi ispitati odnos između dobi i razine obrazovanja te njihov utjecaj na ponašanje OSI

frequently, which may bring several health benefits and enhance their well-being.

According to Figueiredo, Eusébio and Kastenholz (2012), besides physical accessibility and a sense of safety, access to information is the other most important factor in the travel planning and decision-making process of PwD. The study reveals that there is variability in how different segments of the disability community utilize information sources when selecting a destination. For instance, respondents with hearing impairments tend to use the Internet more than other segments, while individuals with mental disabilities often depend on family-provided information when planning trips as they face specific constraints that make them more reliant on credible information sources such as family recommendations. This may suggest a gap between what is advertised and what is actually offered by service providers.

Studies have also shown that various demographic characteristics (e.g., gender, age, education income, marital status), can impact significantly the travel patterns of PwD (Var *et al.*, 2011; Woodside and Etzel, 2015; Fitri, 2024). According to De Pascale *et al.* (2023) the propensity to travel for females with disabilities is influenced more significantly by various constraints, including personal skills, absence of a travel partner, and difficulties with transport and accommodation. Economic constraints also represent a significant barrier to tourism participation for PwD (Kastenholz, Eusébio and Figueiredo, 2015). The costs associated with travel, including accommodation and caregiver expenses, can be prohibitive (McKercher and Darcy, 2018), especially for individuals with lower disposable incomes. In addition to these, Milicchio and Prosperi (2016) point out that many PwD, due to their disadvantaged financial situation, are also unable to purchase travel-supporting smart devices (e.g., smartphones, tablets), despite their interest in both acquiring and using these technologies. It is also worth examining the rela-

na putovanju. Agovino *et al.* (2017) utvrdili su da OSI starije životne dobi općenito imaju nižu razinu obrazovanja, što pridonosi njihovom smanjenom angažmanu u turizmu jer imaju tendenciju pokazivanja manjeg interesa za mogućnosti poput istraživanja različitih kultura i tradicija (Sipos *et al.*, 2021, Zimmer, Brayley i Searle, 1995). Osim toga, OSI starije životne dobi mogu se suočavati s poteškoćama u korištenju informacijskih i komunikacijskih tehnologija (ICT), kao što su digitalni alati, zbog fizičkih ograničenja ili nepoznavanja tehnologije (Corrêa i Gosling, 2021; Jarjabka *et al.*, 2024), što dodatno ograničava njihovu sposobnost sudjelovanja u turističkim aktivnostima.

Osim demografskih karakteristika, osobne preferencije, poput motivacije za putovanje, također mogu utjecati na sudjelovanje OSI u turističkim aktivnostima. Kao što je Popiel (2015) istaknuo, doživljavanje novih mjesta i uključivanje u aktivnosti značajni su motivacijski čimbenici za OSI. Slično, Var *et al.* (2011) ističu da OSI kao glavne razloge za odlazak na odmor primarno traže rekreaciju i zabavu. To sugerira da su stvarni doživljaji, iako postoje virtualne alternative, uglavnom popularniji, jer fizički aspekt putovanja pridonosi rehabilitaciji i mentalnom blagostanju. Stoga, sve veći naglasak na pristupačnosti i uključivosti ističe potrebu za rješavanjem jedinstvenih navika putovanja i izazova s kojima se OSI suočavaju. Usklađivanjem regulatornih okvira s akademskim uvidima, dionici mogu poboljšati iskustva putovanja OSI i potaknuti uključivije okruženje u Mađarskoj.

### 3. METODOLOGIJA

U jesen 2023. godine provedena je anketa usmjerena na OSI korištenjem metode licem u lice i putem interneta. Primarni cilj ovog istraživanja bio je dobiti sveobuhvatno razumijevanje trenutnog statusa pristupačnog turizma ciljane populacije i njihovog ponašanja na putovanju. Kako bi se osigurala točnost

tionship between age and educational attainment and how it affects the travel behaviour of PwD. Agovino *et al.* (2017) found that older PwD generally have lower levels of education, which contributes to their reduced tourism engagement as they tend to show less interest in opportunities such as exploring different cultures and traditions (Sipos *et al.*, 2021, Zimmer, Brayley and Searle, 1995). Additionally, older PwD may face difficulties in using information and communication technologies (ICT), such as digital tools, due to physical limitations or unfamiliarity with technology (Corrêa and Gosling, 2021; Jarjabka *et al.*, 2024), further limiting their ability to participate in tourism activities.

Besides demographic characteristics, personal preferences, such as travel motivation, can also affect PwD participation in tourism activities. As Popiel (2015) pointed out, experiencing new places and engaging in activities are significant motivational factors for disabled individuals. Similarly, Var *et al.* (2011) highlighted that PwD primarily seek recreation and leisure as their main reasons for taking holidays. This suggests that, while virtual alternatives may exist, real-world experiences tend to be more favourable as the physical aspect of travel contributes to rehabilitation and mental well-being. Hence, the growing emphasis on accessibility and inclusion highlights the need to address the unique travel habits and challenges faced by PwD. By aligning regulatory frameworks with academic insights, stakeholders can enhance travel experiences for PwD and foster a more inclusive tourism landscape in Hungary.

### 3. METHODOLOGY

In the autumn of 2023 a questionnaire survey targeting PwD was conducted utilizing both face-to-face and online methods with the primary objective to obtain a comprehensive understanding of the current status of accessible tourism and the travel behaviours of the targeted population. To ensure the accuracy of

uvida, anketni uzorak uključuje samo OSI, osim kada im je bila potrebna pomoć pri ispunjavanju upitnika, a tada je dopuštena podrška članova obitelji. Ispitanici su imali mogućnost osobno ili mrežnim putem ispuniti upitnik koji se sastojao od ukupno 33 stavke, uključujući 26 pitanja o sadržaju i sedam pitanja o demografskim obilježjima ispitanika.

S obzirom na to da OSI predstavljaju jedinstven i specifičan segment populacije, usvojen je ciljani pristup uzorkovanja kako bi se osiguralo učinkovito regrutiranje sudionika. Kako bi se uključila široka i raznolika skupina ispitanika, surađivali smo s raznim civilnim organizacijama koje podržavaju OSI. Te su organizacije olakšale pristup sudionicima, omogućivši uključiviju zastupljenost OSI koje bi inače bilo teško uvrstiti konvencionalnim metodama istraživanja.

Upitnik korišten u ovoj studiji razvijen je u sklopu zajedničkog Erasmus+ projekta pod nazivom *Razvoj inovativne obrazovne metode PRISTUPAČNOG turizma u srednjoj Europi* (2022-2-HU01-KA220-HED-000099410). Anketna pitanja osmislio je tim stručnjaka iz Poljske, Rumunjske, Mađarske i Hrvatske posebno za ovu studiju, umjesto prevođenja postojećih standardiziranih instrumenata, a pitanja su temeljena na stručnom znanju i prethodnim istraživanjima o navikama putovanja i izazovima pristupačnosti s kojima se svi OSI suočavaju. U procesu razvoja upitnika vodilo se računa o relevantnosti pitanja za ciljeve studije i o njihovoj prilagođenosti specifičnom kontekstu pristupačnog turizma u srednjoj Europi.

U svojstvu eksplorativne studije, ovo istraživanje ne pravi razliku između različitih vrsta invaliditeta, nego predstavlja kumulativne rezultate koji odražavaju opće ponašanje na putovanju i izazove s kojima se svi OSI suočavaju. Analiza je usredotočena na agregirana iskustva te ističe zajedničke trendove i prepreke bez segmentiranja uzorka na temelju specifičnih vrsta oštećenja. Ovaj metodološki pristup usklađen je s primarnim ciljem studije kojim se nudi početni uvid u

the insights, only PwD were included in the survey sample, except when they required assistance in completing the questionnaire the support of family members was permitted. The respondents had the option to complete the questionnaire that comprised 33 items, including 26 content-specific and 7 demographic-related questions, in person or online.

Given that PwD represent a unique and specific population segment, a targeted sampling approach was adopted to ensure effective participant recruitment. To reach a broad and diverse group of respondents, we collaborated with various civilian organizations supporting PwD. These organizations facilitated access to participants, allowing for a more inclusive representation of PwD who may be difficult to engage by conventional survey methods.

The questionnaire used in this study was developed as part of a collaborative project entitled *The Development of the Innovative Educational Method of ACCESSIBLE Tourism in Central Europe* (2022-2-HU01-KA220-HED-000099410). The team of experts from Poland, Romania, Hungary, and Croatia designed the survey questions specifically for this study rather than translating the existing standardized instrument. The survey items were based on expert knowledge and prior research on the travel habits and accessibility challenges faced by PwD. The development process ensured relevance of the questions to the study's objectives and suitability to the specific accessible tourism context of Central Europe.

As an exploratory study, this research does not differentiate between various types of disabilities. Instead, it presents cumulative findings that reflect the general travel behaviours and challenges faced by PwD as a whole. The analysis focuses on the aggregated experiences, highlighting common trends and barriers without segmenting the sample based on specific impairment types. This methodological approach aligns with the study's primary objective of offering an initial insight into the tourism participation of PwD, serving as a foundation for future

participaciju OSI u turizmu te služi kao temelj budućih istraživanja kojima bi se mogle provesti detaljnije analize podskupina.

Anketna pitanja obuhvatila su razne teme, uključujući vrste invaliditeta, dnevne izazove s kojima se suočavaju pojedinci s različitim invaliditetima – od manjih oštećenja do onih koji zahtijevaju stalnu pratnju – i specifične poteškoće s kojima se susreću tijekom putovanja u svrhu odmora i zabave. Značajan dio ankete bio je usmjeren na ponašanje OSI na putovanju i u turizmu, a kretao se od općih pitanja poput „Putujete li u slobodno vrijeme?“ do detaljnijih pitanja o izazovima s kojima se suočavaju u različitim fazama putovanja, korištenju pomagala, učestalosti domaćih i međunarodnih putovanja te primarnim preprekama koje OSI odvrću od turizma.

Dodatnim pitanjima ispitivana je dinamika suputnika, metode organizacije putovanja i dostupnost pomoći za putnike s invaliditetom koji ili ne žele samostalno planirati svoja putovanja ili ne žele putovati sami. U anketi su također istraživani izvori financijskih potpora za ova putovanja. Bitan aspekt ankete bio je utvrditi žele li OSI putovati samostalno ili uz pomoć te njihove sklonosti uključivim programima (osmišljenim i za putnike s invaliditetom i bez njih), programima posebno prilagođenim OSI ili sudjelovanju u općim turističkim aktivnostima zajedno s vršnjacima bez invaliditeta. Također su istraživani motivi za njihove odluke o putovanju. U rješavanju potreba povezanih s turizmom, anketa je uključivala izjave koje se posebno odnose na zahtjeve OSI gdje se ispitanicima omogućilo izražavanje razine slaganja. Posebna pozornost posvećena je utvrđivanju razlika vidljivih u odgovorima različitih demografskih skupina. Shodno tome i sukladno vrsti podataka, upotrijebili smo hi-kvadrat testove za ispitivanje značajnih razlika u odgovorima prema spolu, dobnim skupinama i težini invaliditeta. Primijenili smo prag razine značajnosti od 5% koji je široko prihvaćen u društvenim znanostima.

research that may conduct more detailed subgroup analyses.

The survey questions encompassed a variety of topics, including the types of disabilities, the daily challenges faced by individuals with different disabilities – ranging from minor impairments to those requiring constant supervision – and the specific difficulties encountered during travel for leisure purposes. A significant portion of the survey focused on the travel and tourism behaviours of PwD. It ranged from general inquiries, such as “Do you travel for leisure?” to more detailed questions regarding the challenges faced in various aspects of travel, the use of assistive devices, the frequency of domestic and international travel, and the primary barriers that discourage PwD from engaging in tourism.

Additional questions explored the dynamics of travel companions, travel organization methods, and the availability of assistance for disabled travellers who either prefer not to plan their trips independently or opt not to travel alone. The survey also investigated the sources of financial support for these trips. An essential aspect of the survey was to determine whether PwD preferred to travel independently or with assistance, and their preferences for inclusive programmes (designed both for travellers with and without disabilities), programmes specifically tailored for disabled individuals, or participation in general tourism activities alongside non-disabled peers. The study also delved into the motivations behind their travel decisions. In addressing tourism-related needs, the survey included statements specifically concerning the requirements of PwD, allowing respondents to indicate their levels of agreement. Special attention was paid to identifying differences observable in the responses of various demographic groups. Accordingly, in line with the data type, we employed Chi-square tests to examine significant differences in responses according to gender, age groups, and severity of disability. We applied 5% significance level threshold that is widely accepted in social sciences.

**Tablica 1: Demografski podaci ispitanika**

| Spol                |       |           |
|---------------------|-------|-----------|
|                     | Osobe | % (n=320) |
| Muški               | 133   | 41,6%     |
| Ženski              | 183   | 57,2%     |
| Drugi               | 2     | 0,6%      |
| Ne želim odgovoriti | 2     | 0,6%      |

  

| Dob                 |       |           |
|---------------------|-------|-----------|
|                     | Osobe | % (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%     |
| Stanji od 66 godina | 52    | 16,3%     |
| Ne želim odgovoriti | 8     | 2,5%      |

  

| Obiteljsko stanje        |       |           |
|--------------------------|-------|-----------|
|                          | Osobe | % (n=320) |
| Neoženjen/neudana        | 140   | 43,8%     |
| U izvanbračnoj zajednici | 37    | 11,6%     |
| Rastavljen/a             | 16    | 5,0%      |
| Oženjen/udana            | 95    | 29,7%     |
| Ne želim odgovoriti      | 13    | 4,1%      |
| Udovac/udovica           | 19    | 5,9%      |

  

| Najviši stupanj obrazovanja     |       |           |
|---------------------------------|-------|-----------|
|                                 | Osobe | % (n=320) |
| Doktorat                        | 4     | 1,3%      |
| Sveučilišni magisterij          | 28    | 8,8%      |
| Sveučilišni prvostupnik         | 69    | 21,6%     |
| Srednja škola                   | 119   | 37,2%     |
| Strukovna škola                 | 49    | 15,3%     |
| Najviše 8 razreda osnovne škole | 46    | 14,4%     |

| Radni odnos                                |       |           |
|--------------------------------------------|-------|-----------|
|                                            | Osobe | % (n=320) |
| Aktivan/na sa smanjenom radnom sposobnošću | 32    | 10,0%     |
| Student/ica                                | 21    | 6,6%      |
| Nesamostalan/na                            | 7     | 2,2%      |
| Fizički radnik/ca                          | 19    | 5,9%      |
| Nezaposlen/a                               | 4     | 1,3%      |
| Intelektualni radnik/ca                    | 71    | 22,2%     |
| Umirovljenik/ca                            | 56    | 17,5%     |
| Samozapolen/a, poduzetnik/ca               | 11    | 3,4%      |
| Korisnik/ca invalidnice                    | 80    | 25,0%     |
| Ne želim odgovoriti                        | 14    | 4,4%      |

| Vrsta naselja                                                   |       |           |
|-----------------------------------------------------------------|-------|-----------|
|                                                                 | Osobe | % (n=320) |
| Glavni Grad                                                     | 95    | 29,7%     |
| Međunarodno regionalno središte: 500.000 - 1 milijun stanovnika | 3     | 0,9%      |
| Regionalno središte: 250.000 - 500.000 stanovnika               | 11    | 3,4%      |
| Veliki grad: 100.000 - 250.000 stanovnika                       | 33    | 10,3%     |
| Grad srednje veličine: 25.000 - 100.000 stanovnika              | 52    | 16,3%     |
| Mali grad: 10.000 - 25.000 stanovnika                           | 56    | 17,5%     |
| Mali grad s manje od 10.000 stanovnika                          | 19    | 5,9%      |
| Mali grad s 5.000 stanovnika                                    | 1     | 0,3%      |
| Selo s više od 1.000 stanovnika                                 | 46    | 14,4%     |

Izvor: vlastita obrada

**Table 1: Respondents' demographic profile**

| Gender                  |         |           |
|-------------------------|---------|-----------|
|                         | Persons | % (n=320) |
| Male                    | 133     | 41.6%     |
| Female                  | 183     | 57.2%     |
| Other                   | 2       | 0.6%      |
| I do not wish to answer | 2       | 0.6%      |

  

| Age                     |         |           |
|-------------------------|---------|-----------|
|                         | Persons | % (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%     |
| Over 66 years old       | 52      | 16.3%     |
| I do not wish to answer | 8       | 2.5%      |

  

| Family status           |         |           |
|-------------------------|---------|-----------|
|                         | Persons | % (n=320) |
| Single                  | 140     | 43.8%     |
| In a cohabitation       | 37      | 11.6%     |
| Divorced                | 16      | 5.0%      |
| Married                 | 95      | 29.7%     |
| I do not wish to answer | 13      | 4.1%      |
| Widow                   | 19      | 5.9%      |

  

| Highest level of education    |         |           |
|-------------------------------|---------|-----------|
|                               | Persons | % (n=320) |
| Doctoral degree               | 4       | 1.3%      |
| University, Master's degree   | 28      | 8.8%      |
| University, Bachelor's degree | 69      | 21.6%     |
| Secondary school              | 119     | 37.2%     |
| Vocational school             | 49      | 15.3%     |
| Max. 8 primary school classes | 46      | 14.4%     |

| Employment relationship                     |         |           |
|---------------------------------------------|---------|-----------|
|                                             | Persons | % (n=320) |
| Active people with reduced working capacity | 32      | 10.0%     |
| Student                                     | 21      | 6.6%      |
| Dependant                                   | 7       | 2.2%      |
| Physical employee                           | 19      | 5.9%      |
| Unemployed                                  | 4       | 1.3%      |
| Intellectual employee                       | 71      | 22.2%     |
| Retired                                     | 56      | 17.5%     |
| Self-employed, entrepreneur                 | 11      | 3.4%      |
| Disability allowance                        | 80      | 25.0%     |
| I do not wish to answer                     | 14      | 4.4%      |

| Type of settlement                                                   |         |           |
|----------------------------------------------------------------------|---------|-----------|
|                                                                      | Persons | % (n=320) |
| Capital city                                                         | 95      | 29.7%     |
| International regional centre: up to 500,000 – 1 million inhabitants | 3       | 0.9%      |
| Regional centre: up to 250,000 – 500,000 inhabitants                 | 11      | 3.4%      |
| Big city: up to 100,000 – 250,000 inhabitants                        | 33      | 10.3%     |
| Medium-sized city: up to 25,000 – 100,000 inhabitants                | 52      | 16.3%     |
| Small town: up to 10,000 – 25,000 inhabitants                        | 56      | 17.5%     |
| Small town with less than 10,000 inhabitants                         | 19      | 5.9%      |
| Small town of 50,000 inhabitants                                     | 1       | 0.3%      |
| Village with more than 1,000 inhabitants                             | 46      | 14.4%     |

Source: own editing

## 4. REZULTATI

### 4.1. Analiza stavova OSI o turizmu

Sudionici su zamoljeni da procijene svoj stupanj slaganja sa 17 tvrdnji koristeći ljestvicu od 1 do 7, gdje 1 označava snažno neslaganje, a 7 znači snažno slaganje. Istraživanje ocrtava podatke, naglašava glavne teme, uspostavlja veze i nudi uvide u veće implikacije tih mišljenja. Rezultati nastoje poboljšati razumijevanje preferencija putovanja i zahtjeva OSI, posebno u pogledu pristupačnosti, boljitka i društvene prihvatljivosti.

#### 4.1.1. Uloga pristupačnosti u odlukama o putovanju

Pristupačnost je značajna odrednica koja utječe na navike putovanja OSI. Tvrdnju „Kad bi u mojoj zemlji vlakovi i autobusi bili pristupačniji invalidskim kolicima, putovalo bi više osoba s invaliditetom“ snažno je odobrilo 44,1% ispitanika, dok je drugih 14,7% pokazalo umjereno slaganje, a samo je 6,7% izrazilo snažno neslaganje, dok  $\chi^2$  test nije otkrio statistički značajne razlike prema spolu ( $p=0,230>0,05$ ), dobnim skupinama ( $p=0,140>0,05$ ) ili težini invaliditeta ( $p=0,889>0,05$ ). To pokazuje da je pristupačna infrastruktura javnog prijevoza ključni čimbenik u odabiru putovanja i ukazuje na to da poboljšanja u dostupnosti prijevoza mogu značajno povećati uključenost OSI u domaći turizam. Osiguravanje dostupnih vlakova i autobusa poboljšat će mobilnost i potaknuti uključivo okruženje za putovanja te tako omogućiti OSI da otkriju i uživaju u novim lokacijama bez nailaženja na prepreke povezane s prijevozom.

Značaj pristupačnosti naglašen je tvrdnjom: „Kad bi u mojoj zemlji bilo pouzdanih internetskih informacija o planinarskim stazama za kolica, više bi OSI odlučilo ići u prirodu.“ U ovom slučaju, 39,8% sudionika izrazilo je snažno slaganje, dok je 16,0% navelo umjereno slaganje, što pokazuje da

## 4. RESULTS

### 4.1. Analysis of Tourism-Related Attitudes among PwD

The participants were asked to assess their degree of agreement with 17 statements using a scale from 1 to 7, where 1 signifies strong disagreement and 7 signifies strong agreement. The research delineates the data, highlights major themes, establishes connections, and offers insights into the larger implications of these opinions. The results seek to improve comprehension of PwD's travel preferences and requirements, especially on accessibility, well-being, and social acceptability.

#### 4.1.1. The Role of Accessibility in Travel Decisions

Accessibility is a significant determinant affecting the travel habits of PwD. The assertion “If trains and buses in my country were more wheelchair accessible, more people with disabilities would travel,” garnered robust concurrence from 44.1% of respondents, while an additional 14.7% indicated moderate agreement and a mere 6.7% expressed strong disagreement. Regarding the statement, the Chi-square test results did not reveal statistically significant differences by gender ( $p=0.230>0.05$ ), age groups ( $p=0.140>0.05$ ), or severity of disability ( $p=0.889>0.05$ ). This signifies that accessible public transportation infrastructure is a crucial factor in the choice to travel and indicate that improvements in transportation accessibility may substantially increase the involvement of PwD in domestic tourism. Ensuring accessible trains and buses will enhance mobility and foster an inclusive travel environment, thus allowing PwD to discover and enjoy new locations without encountering transportation-related obstacles.

The significance of accessibility is underscored by the assertion, “If there was a reliable online collection of hiking trails for

je, osim fizičke dostupnosti, bitan i pristup preciznim i pouzdanim informacijama. Dobro održavani i aktualni digitalni materijali o pristupačnim stazama u prirodi mogu značajno poboljšati aktivnosti OSI na otvorenom. Ovi rezultati naglašavaju zajednički značaj fizičke infrastrukture i dostupnosti informacija te pokazuju da bi inicijative za poboljšanje i jednog i drugog mogle dovesti do uključivijeg turističkog gospodarstva. U pogledu ispitivane tvrdnje nisu utvrđene statistički značajne razlike temeljene na spolu ( $p=0,150>0,05$ ), odnosno težini invaliditeta ( $p=0,488>0,05$ ) prema rezultatima  $\chi^2$  testa. Međutim, među dobnim skupinama ( $p=0,032<0,05$ ) utvrđene su značajne razlike budući da su najpozitivnije povratne informacije dali ispitanici u dobi od 50 do 65 godina, pri čemu ih je 64,2% snažno potvrdilo tu izjavu, a slijede dobna skupina od 36 do 50 godina (57,5%) i dobna skupina od 26 do 35 godina (58,7%). Kod najmlađih ispitanika (18–25 godina) i dalje prevladavaju pozitivni stavovi (52,1%), iako je ova skupina pokazala više nesigurnosti. Ispitanici stariji od 66 godina pokazali su najveći udio negativnih i ravnodušnih odgovora (61,9%), što se može pripisati nepovjerenju ili izazovima povezanim s korištenjem digitalnih platformi. Rezultati jasno upućuju na to da bi trebalo na internetu objaviti mrežu planinarskih staza dostupnih invalidskim kolicima. Ta bi mreža mogla prvenstveno privući i poslužiti kao korisno rješenje za pretežno sredovječne generacije.

#### **4.1.2. Utjecaj turizma na boljitak i društvene veze**

Turizam se smatra značajnim čimbenikom u poboljšanju mentalnog blagostanja i poticanju društvenih veza OSI. Tvrdnju „Moja iskustva s putovanja čine me sretnijim/om“ snažno je podržalo 43,9% sudionika, dok je 16,6% izrazilo umjereno slaganje. Uporabom  $\chi^2$  testa nije bilo moguće identificirati statistički značajne razlike

wheelchairs, more people with disabilities would choose to hike in nature.” In this instance, 39.8% of participants expressed strong agreement, while 16.0% indicated moderate agreement. This indicates that, in addition to physical accessibility, access to precise and dependable information is essential. The presence of well-maintained, current digital materials about accessible nature trails might significantly enhance outdoor activities for PwD. These results underscore the combined significance of physical infrastructure and information accessibility, indicating that initiatives to improve both might lead to a more inclusive tourism economy. In relation to the examined statement, statistically significant differences based on gender ( $p=0.150>0.05$ ), or severity of disability ( $p=0.488>0.05$ ) according to the results of the Chi-square test were not detected. However, among the age groups ( $p=0.032<0.05$ ) significant differences were found as the most positive feedback was provided by respondents aged 50–65, with 64.2% strongly affirming the statement followed by the 36–50 age group (57.5%) and the 26–35 age group (58.7%). Among the youngest respondents (18–25 years old), positive attitudes still prevail (52.1%), although this group displayed more uncertainty. The respondents aged over 66 showed the highest proportion of negative and indifferent responses (61.9%), which may be attributed to mistrust or challenges associated with using digital platforms. The results clearly suggest that an online route collection of hiking trails for wheelchairs could primarily be an attractive and beneficial tourism solution for mostly middle-aged generations.

#### **4.1.2. Tourism's Impact on Well-being and Social Connections**

Tourism is seen as a substantial factor in enhancing mental well-being and fostering social connections for PwD. The assertion, “My travel experiences make me happier,” received robust endorsement from 43.9% of

između spola ( $p=0,249>0,05$ ), dobnih skupina ( $p=0,175>0,05$ ) ili težine invaliditeta ( $p=0,704>0,05$ ). Sve to ukazuje da se na putovanja često gleda kao na izvor sreće i zadovoljstva. Mnogim pojedincima putovanje predstavlja način izbjegavanja poteškoća svakodnevnog života, uranjanja u nova okruženja i doživljavanja pozitivnih iskustava. Stoga psihološke prednosti turizma jasno ističu potrebu poboljšanja iskustva putovanja za OSI.

Jednako tako, tvrdnja „Turizam značajno pridonosi mom blagostanju“ dobila je snažnu podršku 21,9% sudionika, i još 16,3% onih koji su pokazali umjereno slaganje. Unatoč tomu, značajan postotak, tj. 15,3% ispitanika, izrazilo je snažno neslaganje. Ova razlika sugerira da, dok mnogi priznaju korisne učinke putovanja na njihovo opće blagostanje, drugi mogu uočiti da prepreke s kojima se susreću tijekom putovanja umanjuju te prednosti. Prepreke koje se odnose na pristupačnost, kao što su nedovoljna pomoć ili nepovoljni susreti s pružateljima usluga mogu poništiti očekivane prednosti putovanja, te tako naglašavaju potrebu rješavanja ovih izazova kako bi ova skupina u potpunosti postigla korisne učinke boljitka od turizma. Analiza  $\chi^2$  testom nije pokazala značajne razlike u pogledu spola ( $p=0,055>0,05$ ), dobnih skupina ( $p=0,314>0,05$ ) ili težine invaliditeta ( $p=0,536>0,05$ ).

Jednako su važne i društvene dimenzije turizma. Tvrdnja „Turizam poboljšava moje odnose s drugima“ dobila je visoko slaganje od 34,9% ispitanika i umjereno slaganje od 14,2%. Test  $\chi^2$  nije potvrdio prisutnost statistički značajnih razlika u pogledu tvrdnje kada se analizira prema spolu ( $p=0,647>0,05$ ), dobnim skupinama ( $p=0,258>0,05$ ) ili težini invaliditeta ( $p=0,889>0,05$ ). Ovo ukazuje na to da putovanja ne povećavaju samo individualna iskustva, već i jačaju društvene veze, nudeći priliku za zajedničke aktivnosti i interakcije. Putovanje može biti ključno za očuvanje i jačanje veza s obitelji, prijateljima i vršnjaci-

participants, while 16.6% expressed moderate agreement. The Chi-square test did not allow identifying statistically significant differences across gender ( $p=0.249>0.05$ ), age-based groups ( $p=0.175>0.05$ ), or the severity of disability ( $p=0.704>0.05$ ). This indicates that travel is often seen as a source of happiness and satisfaction. For many individuals, travel provides a means to evade the difficulties of daily existence, immerse in novel surroundings, and cultivate positive experiences. The psychological advantages of tourism are clear, underscoring the need to enhance travel experiences for PwD.

Likewise, the assertion, “Tourism contributes significantly to my well-being,” garnered robust endorsement from 21.9% of participants, with a further 16.3% indicating moderate agreement. Nevertheless, a significant percentage, 15.3%, expressed strong disagreement. This difference suggests that, whereas many acknowledge the beneficial effects of travel on their general well-being, others may perceive that obstacles faced during travel undermine these advantages. The obstacles concerning accessibility, insufficient assistance, or adverse encounters with service providers may negate the prospective advantages of travel highlighting the need for resolving these challenges to attain fully the well-being benefits of tourism for this group. The Chi-square analysis did not indicate any significant differences regarding gender ( $p=0.055>0.05$ ), age groups ( $p=0.314>0.05$ ), or severity of disability ( $p=0.536>0.05$ ).

The social dimensions of tourism are of equal significance. The statement, “Tourism improves my relationships with others,” received high agreement from 34.9% of the respondents and moderate agreement from 14.2%. The Chi-square test did not support the presence of statistically significant differences regarding the statement when analysed by gender ( $p=0.647>0.05$ ), age groups ( $p=0.258>0.05$ ), or severity of disability ( $p=0.889>0.05$ ). This indicates that travel not only increases individual experiences but also

ma. Različnost odgovora sugerira da veličina ovih društvenih koristi može varirati, pod velikim utjecajem uključenosti i pristupačnosti iskustava putovanja.

#### **4.1.3. Društveno prihvaćanje i transparentnost pružatelja usluga**

Istraživanje je ispitalo dojmove društvenih stavova prema OSI i otvorenost pružatelja usluga o pristupačnosti. Tvrdnja „Društvo u mojoj zemlji postaje sve tolerantnije i otvorenije za probleme OSI“ naišla je na vrlo nizak konsenzus, jer je samo 6,1% izrazilo snažno slaganje, a 15,8% pokazalo je snažno neslaganje. Znatan broj pojedinaca izrazio je sumnju u društveni napredak u prihvaćanju i razumijevanju teškoća s hendikepom. Ovo ukazuje na to da mnogi vide stagnaciju u stajalištima društva, što možda utječe na njihovu sklonost sudjelovanju u društvenim aktivnostima i aktivnostima na odmoru. U pogledu ove izjave,  $\chi^2$  analiza nije pokazala značajne razlike u pogledu spola ( $p=0,578>0,05$ ), dobni skupina ( $p=0,618>0,05$ ) ili težine invaliditeta ( $p=0,982>0,05$ ).

Tvrdnja „Netočne informacije pružatelja usluga smještaja i drugih ustanova sve su manje uobičajene“, ukazala je na manjak povjerenja, budući da se 20,8% ispitanika s njom uopće ne slaže. U odgovorima na ovu tvrdnju nisu se mogle otkriti statistički značajne razlike na temelju spola ( $p=0,568>0,05$ ), dobne skupine ( $p=0,325>0,05$ ) ili ozbiljnosti invaliditeta ( $p=0,469>0,05$ ) prema rezultatima  $\chi^2$  testa. To sugerira da je nekoliko OSI skeptično u pogledu vjerodostojnosti obećanja organizatora turističkih putovanja o dostupnosti, što bi moglo omesti putovanja jer bi ih sumnje u stvarnu pristupačnost hotela i atrakcija mogle odvratiti od posjeta novim lokacijama. Rješavanje ovog problema zahtijeva veću otvorenost i predanost pružatelja usluga da daju precizne i istinite informacije o svojim proizvodima.

strengthens social connections, offering opportunity for shared activities and interactions. For PwD, travel may be essential in preserving and enhancing connections with family, friends, and peers. The diversity of replies suggests that the magnitude of these social benefits may fluctuate, largely influenced by the inclusivity and accessibility of travel experiences.

#### **4.1.3. Social Acceptance and Service Provider Transparency**

The survey examined the impressions of social attitudes towards PwD and the openness of service providers about accessibility. The assertion, “Society in my country is becoming more and more tolerant and open to the problems of people with disabilities,” saw little consensus, with just 6.1% expressing strong agreement and 15.8% indicating strong disagreement. A considerable number of individuals conveyed doubt about social advancement in the acceptance and comprehension of handicap difficulties. This indicates that many PwD see a stagnation in society’s views, perhaps affecting their inclination to participate in social and vacation activities. Concerning this statement the Chi-square analysis indicated no significant differences in terms of gender ( $p=0.578>0.05$ ), age groups ( $p=0.618>0.05$ ), or severity of disability ( $p=0.982>0.05$ ).

The statement, “False communication about accessibility by accommodation providers and other institutions is becoming less common,” indicated a deficiency of trust, as 20.8% strongly disagreed. In the answers to this statement, no statistically significant differences could be detected based on gender ( $p=0.568>0.05$ ), age group ( $p=0.325>0.05$ ), or severity of disability ( $p=0.469>0.05$ ) according to the Chi-square test results. This suggests that several PwD are sceptical about the veracity of accessibility promises made by tourism operators, which may hinder travel since doubts over the genuine accessibility of hotels and attractions might dissuade them

Tvrdnja da su „pružatelji turističkih usluga sve pripremljeniji i otvoreniji usluživati OSI“ izazvala je različite reakcije, a 19,5% ispitanika zauzelo je neutralan stav. Rezultati  $\chi^2$  testa nisu otkrili statistički značajne razlike prema spolu ( $p=0,697>0,05$ ), dobnim skupinama ( $p=0,968>0,05$ ) ili težini invaliditeta ( $p=0,825>0,05$ ). Ova ambivalentnost ukazuje na to da, iako je došlo do značajnog napretka, većina ispitanika vjeruje da pružatelji usluga još uvijek imaju značajan potencijal za poboljšanje u pogledu pristupačnosti i uključenosti. Postoji potreba za poboljšanom obukom i svjesnošću među turističkim radnicima kako bi se omogućilo sveobuhvatno razumijevanje i prilagođavanje zahtjevima gostiju s invaliditetom.

from visiting new locations. Resolving this problem requires more openness and a dedication from service providers to give precise and truthful information on their products.

The assertion that “Tourism service providers are increasingly prepared and open to serve disabled guests,” elicited varied reactions, with 19.5% adopting a neutral stance. The Chi-square test results did not reveal statistically significant differences by gender ( $p=0.697>0.05$ ), age groups ( $p=0.968>0.05$ ), or severity of disability ( $p=0.825>0.05$ ). This ambivalence indicates that, while significant advancements have occurred, most respondents believe that service providers still possess considerable potential for improvement regarding accessibility and inclusion. There is a need for improved training and awareness among tourism workers to enable the comprehensive understanding and accommodation of the demands of impaired guests.

### ***Slika 1: Razina slaganja s izjavama o stavovima s posebnim osvrtom na specifične potrebe putovanja***

“Molim vas, opišite koliko se slažete sa sljedećim izjavama. Označite 1 ako se uopće ne slažete i 7 ako se u potpunosti slažete.”

|                                                                                                                                                                                                                   |       |       |       |       |       |       |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Kad bi vlakovi i autobusi u mojoj zemlji bili pristupačniji za invalidska kolica, više OSI bi putovalo. (n=299)                                                                                                   | 6,7%  | 7,4%  | 9,0%  | 9,0%  | 9,0%  | 14,7% | 44,1% |
| Moja iskustva putovanja čine me sretnijim/om. (n=296)                                                                                                                                                             | 6,1%  | 6,4%  | 7,8%  | 9,5%  | 9,8%  | 16,6% | 43,9% |
| Kad bi u mojoj zemlji bilo pouzdanih internetskih informacija o planinarskim stazama za invalidska kolica, više bi osoba s invaliditetom odlučilo ići u prirodu. (n=294)                                          | 6,1%  | 8,2%  | 8,2%  | 11,2% | 10,5% | 16,0% | 39,8% |
| Kad bi u mojoj zemlji bilo više planinarskih staza za hodanje u blizini gradova, više bi OSI išlo hodati. (n=294)                                                                                                 | 5,3%  | 9,6%  | 9,9%  | 11,9% | 9,6%  | 16,0% | 37,5% |
| Turizam mi pomaže u odnosima s drugima. (n=295)                                                                                                                                                                   | 8,8%  | 10,8% | 10,5% | 10,2% | 10,5% | 14,2% | 34,9% |
| Ekstremni sportovi i aktivnosti bi bili privlačni osobama s invaliditetom kada bi im se osiguralo pravo na sigurnost i podršku. (n=288)                                                                           | 16,3% | 13,2% | 10,8% | 14,2% | 11,1% | 10,8% | 23,6% |
| Turizam je važan dio mog života. (n=295)                                                                                                                                                                          | 13,9% | 12,9% | 9,2%  | 13,9% | 13,9% | 13,6% | 22,7% |
| Turizam znatno doprinosi mom boljitku. (n=288)                                                                                                                                                                    | 15,3% | 12,5% | 10,4% | 14,2% | 9,4%  | 16,3% | 21,9% |
| Ljudi se neugodno osjećaju kad provode odmor u mjestima gdje se nalaze osobe s invaliditetom. (n=292)                                                                                                             | 17,1% | 20,2% | 15,8% | 17,8% | 10,6% | 8,6%  | 9,9%  |
| Volim koristiti suvremene tehnološke alate (aplikacije, AR, proširena stvarnost), također koristim VR naočale na obilasku grada, kao i druge VR uređaje koji mi omogućuju poboljšati doživljaj putovanja. (n=291) | 51,5% | 17,2% | 8,2%  | 7,6%  | 5,2%  | 2,7%  | 7,6%  |
| Već sam koristio/la internetke turističke usluge, npr. „posjet“ muzeju putem mrežne aplikacije ili sudjelovao/la na virtualnim turama. (n=292)                                                                    | 41,4% | 19,9% | 10,6% | 9,9%  | 3,8%  | 7,2%  | 7,2%  |
| U mojoj zemlji društvo postaje sve toleranije i otvorenije za probleme osoba s invaliditetom. (n=297)                                                                                                             | 15,8% | 22,9% | 14,1% | 14,1% | 15,8% | 11,1% | 6,1%  |
| Sve je manje netočnih informacija pružatelja smještaja i drugih ustanova o pristupačnosti u mojoj zemlji. (n=288)                                                                                                 | 10,8% | 20,8% | 18,4% | 21,2% | 14,6% | 8,3%  | 5,9%  |
| Sve više me zanima potencijal virtualnog/digitalnog turizma. (n=290)                                                                                                                                              | 35,5% | 19,0% | 13,1% | 10,3% | 9,7%  | 6,6%  | 5,9%  |
| Pružatelji turističkih usluga su sve pripremljeniji i otvoreniji usluživati osobe s invaliditetom. (n=297)                                                                                                        | 12,5% | 16,5% | 18,9% | 19,5% | 16,8% | 10,4% | 5,4%  |
| Mogućnosti za pristupačni turizam u mojoj zemlji se konstantno poboljšavaju. (n=295)                                                                                                                              | 12,9% | 19,7% | 16,6% | 21,7% | 14,2% | 10,2% | 4,7%  |
| Pogledujem dizajnirane uređaje kojim se lakše postižu virtualna iskustva, npr. VR naočale. (n=289)                                                                                                                | 70,6% | 10,7% | 4,8%  | 5,9%  | 1,7%  | 4,3%  |       |

1 - u potpunosti se ne slažem 2 3 4 5 6 7 - u potpunosti se slažem

*Izvor: vlastita obrada*

**Figure 1: Level of agreement with attitude statements with special regard to specific travel needs**

“Please describe how much you agree with the following statements. Mark 1 if you strongly disagree and 7 if you strongly agree.”

|                                                                                                                                                                                                                  |       |       |       |       |       |       |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| If trains and buses in my country were more wheelchair accessible, more people with disabilities would travel. (n=299)                                                                                           | 6,7%  | 7,4%  | 9,0%  | 9,0%  | 9,0%  | 14,7% | 44,1% |
| My travel experiences make me happier. (n=296)                                                                                                                                                                   | 6,1%  | 6,4%  | 7,8%  | 9,5%  | 9,8%  | 16,6% | 43,9% |
| If there was a reliable online collection of hiking trails for wheelchairs, more people would choose to hike in nature. (n=294)                                                                                  | 6,1%  | 8,2%  | 8,2%  | 11,2% | 10,5% | 16,0% | 39,8% |
| In my country, if there were hiking trails in park forests near the cities, more people with disabilities would go hiking. (n=293)                                                                               | 5,8%  | 9,6%  | 9,9%  | 11,9% | 9,6%  | 16,0% | 37,5% |
| Tourism improves my relationship with others. (n=295)                                                                                                                                                            | 8,8%  | 10,8% | 10,5% | 10,2% | 10,5% | 14,2% | 34,9% |
| Extreme sports and activities would be attractive to people with disabilities if they were given the right safety and support. (n=288)                                                                           | 16,3% | 13,2% | 10,8% | 14,2% | 11,1% | 10,8% | 23,6% |
| Tourism is an important part of my life. (n=295)                                                                                                                                                                 | 13,9% | 12,9% | 9,2%  | 13,9% | 13,9% | 13,6% | 22,7% |
| Tourism contributes significantly to my well-being. (n=288)                                                                                                                                                      | 15,3% | 12,5% | 10,4% | 14,2% | 9,4%  | 16,3% | 21,9% |
| People are embarrassed to spend their holidays in places where people with disabilities are present. (n=292)                                                                                                     | 17,1% | 20,2% | 15,8% | 17,8% | 10,6% | 8,6%  | 9,9%  |
| I like to use modern technological tools (apps, AR, augmented reality), I also used VR glasses during a city tour, and VR, virtual reality devices that facilitate and/or enhance the travel experience. (n=291) | 51,5% | 17,2% | 8,2%  | 7,6%  | 5,2%  | 7,6%  | 7,6%  |
| I have already used online tourism services, e.g. “visited” a museum with an online application or participated in virtual tours. (n=292)                                                                        | 41,4% | 19,9% | 10,6% | 9,9%  | 3,8%  | 7,2%  | 7,2%  |
| Society in my country is becoming more and more tolerant and open to the problems of people with disabilities. (n=297)                                                                                           | 15,8% | 22,9% | 14,1% | 14,1% | 15,8% | 11,1% | 6,1%  |
| False communication about accessibility by accommodation providers and other institutions is becoming less common in my country. (n=288)                                                                         | 10,8% | 20,8% | 18,4% | 21,2% | 14,6% | 8,3%  | 5,9%  |
| I have an increasing interest in the potential of virtual/digital tourism. (n=290)                                                                                                                               | 35,5% | 19,0% | 13,1% | 10,3% | 9,7%  | 6,6%  | 5,9%  |
| Tourism service providers are increasingly prepared and open to serve disabled guests. (n=297)                                                                                                                   | 12,5% | 16,5% | 18,9% | 19,3% | 16,8% | 10,4% | 5,4%  |
| The opportunities for accessible tourism are constantly improving in my country. (n=295)                                                                                                                         | 12,9% | 19,7% | 16,6% | 21,7% | 14,2% | 10,2% | 4,7%  |
| I own/design a device that makes virtual experiences more immersive, e.g. VR glasses. (n=289)                                                                                                                    | 70,6% | 10,7% | 4,8%  | 5,9%  | 7,2%  | 4,5%  | 4,5%  |

■ 1 - strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 - strongly agree

Source: own editing

#### 4.1.4. Zanimanje za virtualni i digitalni turizam

Iako se fizičko putovanje cijeni zbog njegovih opipljivih koristi, odgovori sugeriraju da je virtualni turizam manje privlačan mnogim OSI. Izjava „Sve više me zanima potencijal virtualnog/digitalnog turizma“ dobila je snažno neslaganje od 35,5% ispitanika, dok je 19,0% pokazalo umjereno neslaganje. Samo mali udio ispitanika izrazio je snažno zanimanje za opcije digitalnog turizma. To ukazuje na sklonost autentičnim iskustvima ili iskustvima iz stvarnog svijeta u odnosu na virtualne alternative, što sugerira da, iako

#### 4.1.4. Interest in Virtual and Digital Tourism

While physical travel is valued for its tangible benefits, the responses suggest that virtual tourism is less appealing to many PwD. The statement, “I have an increasing interest in the potential of virtual/digital tourism” received strong disagreement from 35.5% of respondents, with 19.0% showing moderate disagreement. Only a small minority expressed strong interest in digital tourism options. This indicates a preference for authentic or real-world experiences over virtual alternatives suggesting that, while digital tourism can pro-

virtualni turizam može omogućiti određeni pristup kulturnim i prirodnim mjestima, on ne zamjenjuje vrijednost fizičkog putovanja za većinu ispitanika. Vezano uz tvrdnju,  $\chi^2$  analiza nije pokazala značajne razlike u pogledu spola ( $p=0,261>0,05$ ), dobnih skupina ( $p=0,659>0,05$ ) ili težine invaliditeta ( $p=0,492>0,05$ ).

Ovaj osjećaj dodatno podupiru odgovori na izjavu „Već sam koristio/la internetske turističke usluge...“, gdje se 41,4% ispitanika izrazito ne slaže sugerirajući da virtualni turizam još uvijek nije široko prihvaćen kao zamjena za fizičko putovanje među OSI. Mogući razlozi za to uključuju nedostatak osjetilnog bogatstva, ograničenu interaktivnost i želju za istinskim angažmanom licem u lice u novom okruženju. Ovi rezultati upućuju na to da bi digitalna rješenja trebala biti osmišljena tako da nadopunjuju, a ne da zamjenjuju fizički turizam, nudeći pristupačne alternative kada osobna iskustva nisu izvediva. U odgovorima na ovu tvrdnju nisu otkrivene statistički značajne razlike prema dobnim skupinama ( $p=0,841>0,05$ ). Međutim, u vezi sa spolom ( $p=0,023<0,05$ ) i težinom invaliditeta ( $p=0,049<0,05$ )  $\chi^2$  testovi ukazuju na postojanje značajnih razlika. Rezultati ukazuju da ispitanice pokazuju nižu stopu odbijanja (15,9% se slaže, u usporedbi sa 12,1% među muškarcima), a ukupno gledano, žene pokazuju veću otvorenost prema ovoj vrsti online turističke usluge.

Stupanj invaliditeta značajno utječe na korištenje online turističkih usluga. Među onima kojima je potrebna stalna pratnja većina (65,2%) ih uopće ne koristi, a nitko se od ispitanika ne slaže s tvrdnjom u potpunosti. Među osobama kojima je potrebna redovita ili povremena pomoć u svakodnevnim aktivnostima, stope odbijanja i dalje su visoke (45,2%), iako se u određenoj mjeri pojavljuje češće korištenje. Posebno zanimljiva skupina su osobe s lakim do umjerenim invaliditetom: dok je udio nekorisnika i dalje visok (39,4%), zapažen je i udio (18,2%) ispitanika koji koriste ove usluge. Rezultati jasno uka-

vide some access to cultural and natural sites, it does not replace the value of physical travel for most respondents. In connection with the statement Chi-square analysis did not indicate any significant differences in terms of gender ( $p=0.261>0.05$ ), age groups ( $p=0.659>0.05$ ), or severity of disability ( $p=0.492>0.05$ ).

This sentiment is further supported by the responses to the statement, “I have already used online tourism services...,” where 41.4% strongly disagreed suggesting that virtual tourism is not yet widely embraced as a substitute for physical travel among PwD. Possible reasons for this include the lack of sensory richness, limited interactivity, and the desire for genuine, face-to-face engagement with new environments. These findings imply that digital solutions should be designed to complement rather than replace physical tourism, offering accessible alternatives when in-person experiences are not feasible. In the answers for this statement, no statistically significant differences were detected based on age groups ( $p=0.841>0.05$ ). However, in connection with gender ( $p=0.023<0.05$ ) and severity of disability ( $p=0.049<0.05$ ) the Chi-square tests indicated the existence of significant differences. The results indicate that female respondents show a lower rate of rejection (15.9% agree, compared to 12.1% among males), and overall, women demonstrate greater openness towards this type of online tourism service.

The degree of disability significantly influences the use of online tourism services. Among those requiring constant supervision, the vast majority (65.2%) do not use them at all, and none of the respondents fully agreed with the statement. Among the persons needing regular or occasional assistance in daily activities, rejection rates remain high (45.2%), although more frequent usage appears to some extent. An especially interesting group is persons with mild to moderate disabilities: while the proportion of non-users remains high (39.4%), there is also a noteworthy share (18.2%) of the respondents who use these services. The re-

zuju na postojanje značajnih prepreka za osobe s težim invaliditetom u korištenju online turističkih usluga. Nasuprot tomu, takve platforme su relevantnije za osobe s lakšim invaliditetom.

#### ***4.1.5. Prednost fizičkih nad virtualnim iskustvima***

Konačni skup izjava otkriva jasnu sklonost fizičkim iskustvima putovanja u odnosu na virtualne alternative. Na primjer, s izjavom „Posjedujem/dizajniram uređaj kojim se lakše postižu virtualna iskustva, npr. VR naočale“, nije se složilo 70,6% ispitanika. Ovaj nedostatak interesa za imerzivne virtualne uređaje sugerira da većina OSI pridaje veću vrijednost opipljivim iskustvima iz stvarnog svijeta. Iako virtualna stvarnost i slične tehnologije mogu ponuditi određene prednosti, poput pristupa inače nedostupnim mjestima, ne doživljavaju se kao zamjena za fizičko putovanje. U vezi sa spolom ( $p=0,079>0,05$ ), dobnim skupinama ( $p=0,230>0,05$ ) ili težinom invaliditeta ( $p=0,279>0,05$ ) ne mogu se naći značajne razlike na temelju  $\chi^2$  testova.

Ova sklonost angažmanu u stvarnom svijetu dosljedna je u drugim izjavama, poput niskog interesa za korištenjem digitalnih alata tijekom putovanja, gdje se 51,5% u potpunosti ne slaže s izjavom „Volim koristiti suvremene tehnološke alate...“, a to može odražavati želju za jednostavnijim, manje tehnološki posredovanim iskustvima putovanja ili sugerirati da postojeća digitalna rješenja ne odgovaraju adekvatno specifičnim potrebama ovog segmenta.

U odgovorima na ovu tvrdnju pokazuju se statistički značajne razlike po spolu ( $p=0,871>0,05$ ) i dobnim skupinama ( $p=0,341>0,05$ ). Međutim, u pogledu težine invaliditeta ( $p=0,012<0,05$ )  $\chi^2$  test pokazao je značajne razlike. Na temelju rezultata vidljivo je da korištenje suvremenih tehnoloških alata u turističke svrhe značajno korelira s težinom invaliditeta. Tako među osobama

sults clearly indicate that significant barriers exist for individuals with more severe disabilities regarding online tourism service usage. In contrast, such platforms are more relevant for persons with milder disabilities.

#### ***4.1.5. Preference for Physical over Virtual Experiences***

The final set of statements reveals a clear preference for physical travel experiences over virtual alternatives. For example, the statement, “I own/design a device that makes virtual experiences more immersive (e.g., VR glasses),” was strongly disagreed with by 70.6% of respondents. This lack of interest in immersive virtual devices suggests that most PwD place greater value on tangible, real-world experiences. While virtual reality and similar technologies may offer certain advantages, such as accessibility to otherwise inaccessible sites, they are not perceived as replacements for physical travel. In connection with gender ( $p=0.079>0.05$ ), age groups ( $p=0.230>0.05$ ), or severity of disability ( $p=0.279>0.05$ ) no significant differences can be found based on the Chi-square tests.

This preference for real-world engagement is consistent across other statements, such as the low interest in using digital tools during travel, where 51.5% strongly disagreed with the statement “I like to use modern technological tools ... when travelling.” This may reflect a desire for more straightforward, less technologically mediated travel experiences, or suggest that existing digital solutions do not adequately address the specific needs of this segment.

The answers to this statement showed statistically significant differences by genders ( $p=0.871>0.05$ ) and age groups ( $p=0.341>0.05$ ). However, regarding the severity of disability ( $p=0.012<0.05$ ) the Chi-square test indicated significant differences. Based on the results, it is evident that the use

kojima je potrebna stalna pratnja, većina ispitanika (82,6%) uopće ne koristi takve uređaje, čime im ova tehnologija postaje ili nedostupna ili neugodna. Kod osoba kojima je potrebna stalna ili povremena pomoć stope odbijanja su nešto niže, ali još uvijek značajne (57,4%), dok je razina potpunog slaganja vrlo niska (6,7%). Ispitanici s ozbiljnim ograničenjima također pretežno odbijaju te tehnologije (78,1%), što sugerira da digitalne tehnologije i dalje predstavljaju značajne prepreke za ovu skupinu. Međutim, ispitanici s malim ograničenjima pokazuju otvoreniji stav (16,4%), što navodi na zaključak da bi im se ove tehnologije potencijalno mogle svidjeti, iako značajan udio u skupini i dalje oklijeva ili ih odbija.

## 5. RASPRAVA

Rezultati ove studije daju sveobuhvatan uvid u ponašanje na putovanju i izazove pristupačnosti s kojima se OSI suočavaju u Mađarskoj. Dok rezultati potvrđuju da pristupačnost ostaje ključni čimbenik u oblikovanju turističkih iskustava OSI, oni su također u skladu sa širim međunarodnim studijama o preprekama i motivacijama koje utječu na odluke o putovanju OSI.

Glavni zaključak ove studije je da dostupnost prijevoza igra presudnu ulogu u odlučivanju OSI o tomu hoće li putovati ili ne. Sudionici su izrazili snažno slaganje s idejom da bi više njih bilo spremno putovati kad bi javni prijevoz bio dostupniji. To je u skladu sa zaključcima prethodnih studija (Sammer *et al.*, 2012; Stafford i Tye, 2023), koje su pokazale da neadekvatna infrastruktura javnog prijevoza značajno ograničava mobilnost OSI. Istraživanje Liu *et al.* (2023) nadalje naglašava da razlike u dostupnosti javnog prijevoza ostaju veliki izazov u cijelom svijetu, pojačavajući potrebu za uključivim promet-

of modern technological tools for tourism purposes significantly correlates with the severity of disabilities. Among persons requiring constant supervision, a vast majority of the respondents (82.6%) do not use such devices at all, indicating that this technology is either inaccessible or uncomfortable for them. Among the individuals requiring constant or occasional assistance, rejection rates are somewhat lower but still substantial (57.4%), while the level of full agreement is very low (6.7%). The respondents with severe limitations are also predominantly rejecting these technologies (78.1%), suggesting that digital technologies continue to pose significant barriers for this group. However, the respondents with slight limitations show a more open attitude (16.4%) suggesting that these technologies might potentially appeal to them, although an important share of the group remain hesitant or rejecting.

## 5. DISCUSSION

The findings of this study provide a comprehensive insight into the travel behaviours and accessibility challenges faced by PwD in Hungary. While the results confirm that accessibility remains a critical factor in shaping the tourism experiences of PwD, they also align with broader international research on the barriers and motivations influencing travel decisions among PwD.

A central finding of this study is that transportation accessibility plays a decisive role in determining whether PwD engage in travel. The participants expressed strong agreement with the notion that more PwD would be willing to travel if public transportation were more accessible. This is consistent with prior studies (Sammer *et al.*, 2012; Stafford and Tye, 2023), which have demonstrated that inadequate public transport infrastructure significantly limits the mobility of PwD. Research by Liu *et al.* (2023) further emphasizes that disparities in public transit accessibility remain a major challenge

nim politikama kako bi se poboljšala mobilnost i sudjelovanje OSI u turizmu.

Osim toga, naši rezultati naglašavaju važnost točnih i pouzdanih informacija o pristupačnosti, posebno u pogledu smještaja i turističke infrastrukture, a što je u skladu s prethodnim rezultatima (vidi Figueiredo, Eusébio i Kastenholz, 2012). Slična zapažanja iznijeli su Darcy *et al.* (2010), koji su utvrdili da pogrešne informacije o pristupačnosti od pružatelja turističkih usluga često dovode do nezadovoljstva i demotiviraju namjere putovanja. To navodi na ideju da bi poboljšanje transparentnosti informacija povezanih s pristupačnošću moglo polučiti značajan pozitivan učinak na stope sudjelovanja OSI u turizmu.

Rezultati pokazuju da OSI doživljavaju putovanje kao izvor sreće i većeg blagostanja, što je u skladu sa studijama koje naglašavaju psihološke dobrobiti sudjelovanja u turizmu (Cochran, 2020; Farkas *et al.*, 2022). Naši rezultati također podržavaju argument Eusébio *et al.* (2023) da bavljenje turističkim aktivnostima potiče društvenu uključenost, omogućujući OSI da izgrade društvene veze i osjećaju se integriranijima u društvu.

Međutim, mješoviti odgovori koji se odnose na povoljan utjecaj turizma na dobrobit OSI odražavaju osjetljivu prirodu ovih iskustava. Dok su mnogi sudionici izrazili čvrsto slaganje s tvrdnjom da turizam doprinosi njihovoj dobrobiti, drugi su naveli da prepreke pristupačnosti i negativni društveni stavovi često smanjuju uživanje u putovanjima. To je u skladu s radom McKerchera i Darcyja (2018) koji sugeriraju da, iako turizam može imati osnažujući učinak, stalni izazovi pristupačnosti i društvena diskriminacija mogu umanjiti njegove potencijalne koristi.

U ovoj studiji ističe se nedostatak konsenzusa među OSI u pogledu društvene otvorenosti i tolerancije prema pitanjima invaliditeta u turističkom okruženju. Neki su sudionici primijetili percipirani porast društvenog prihvaćanja, dok su drugi izrazili snažno neslaganje, što ukazuje na kontinui-

worldwide, reinforcing the need for inclusive transportation policies to improve the mobility and tourism participation of PwD.

Additionally, our results highlight the importance of accurate and reliable information on accessibility, particularly regarding accommodation and tourism infrastructure, aligning with the previous findings (see Figueiredo, Eusébio and Kastenholz, 2012). Similar observations have been made by Darcy *et al.* (2010), who found that misleading accessibility information from tourism service providers frequently leads to dissatisfaction and discourages PwD from traveling. This suggests that improving the transparency of accessibility-related information could have a significant positive impact on tourism participation rates among PwD.

The results indicate that PwD perceive travel as a source of happiness and improved well-being, which aligns with the studies emphasizing the psychological benefits of tourism participation (Cochran, 2020; Farkas *et al.*, 2022). Our findings also support the argument made by Eusébio *et al.* (2023) that engaging in tourism activities fosters social inclusion, enabling PwD to build social connections and feel more integrated within society.

However, the mixed responses concerning the impact of tourism on well-being reflect the nuanced nature of these experiences. While many participants expressed strong agreement that tourism contributes to their well-being, others indicated that accessibility barriers and negative social attitudes often reduce the enjoyment of travel experiences. This aligns with the work of McKercher & Darcy (2018), who suggest that while tourism can be empowering for PwD, persistent accessibility challenges and social discrimination can diminish its potential benefits.

Our study highlights a lack of consensus among PwD regarding societal openness and tolerance toward disability issues in tourism settings. Some participants noted a perceived increase in social acceptance, while others

rani skepticizam prema napretku u uključivanju OSI. To je u skladu s rezultatima Cochran (2020), koji je izvijestio da društveni stavovi ostaju glavna prepreka potpunom sudjelovanju OSI u turizmu, pri čemu se mnogi pojedinci susreću s negativnim percepcijama drugih putnika i pružatelja usluga.

Osim toga, skepticizam prema pouzdanosti tvrdnji turističkih poduzeća o pristupačnosti bio je očit u našoj studiji, a mnogi sudionici izrazili su nepovjerenje u točnost informacija o pristupačnosti pružatelja smještaja. Slične probleme identificirali su Figueiredo *et al.* (2012), koji su istaknuli da pružateljima turističkih usluga često nedostaje odgovarajuće znanje o pitanjima invaliditeta, što dovodi do lažne ili obmanjujuće komunikacije o značajkama pristupačnosti. Taj izazov pledira na poboljšanu obuku osoblja i implementaciju standardiziranih sustava certificiranja pristupačnosti, kao što preporučuju Darcy *et al.* (2020).

Studija je utvrdila nisku razinu interesa za alternative virtualnog turizma među OSI pri čemu su mnogi ispitanici izrazili skepticizam prema iskustvima digitalnog turizma. Dok tehnologija ima potencijal za povećanje pristupačnosti u turizmu, naši rezultati sugeriraju da većina OSI preferira fizička putovanja u odnosu na virtualne alternative, što je u skladu s rezultatima prethodnih istraživanja (Var *et al.*, 2011; Popiel, 2015). Iako digitalni turizam može biti koristan komplementarni alat, on ne zamjenjuje želju za iskustvima u stvarnom svijetu nego jača potrebu glavnog fokusa na fizičku dostupnost umjesto pukog oslanjanja na tehnološka rješenja.

Iako ova studija pruža vrijedne uvide, ona također naglašava potrebu daljnjih istraživanja u nekoliko ključnih područja. Buduće studije mogle bi istražiti prepreke pristupačnosti u različitim komponentama turističke ponude, uključujući ugostiteljstvo, atrakcije i javni prijevoz, kako bi se steklo detaljnije razumijevanje načina na koji se snalaze u iskustvima putovanja u različitim kontekstima. Uz to, longitudinalne studije koje prate

strongly disagreed, indicating continued scepticism toward progress in disability inclusion. This is consistent with the findings of Cochran (2020), who reported that social attitudes remain a major barrier to full tourism participation for PwD, with many individuals encountering negative perceptions from other travellers and service providers.

Additionally, scepticism toward the reliability of accessibility-related claims by tourism businesses was evident in our study as many participants expressing distrust in the accuracy of accommodation providers' accessibility information. Similar issues were identified by Figueiredo *et al.* (2012), who pointed out that tourism service providers often lack adequate knowledge on disability issues, leading to false or misleading communication about accessibility features. This challenge requires improved staff training and the implementation of standardized accessibility certification systems, as endorsed by Darcy *et al.* (2020).

The study revealed a low level of interest in virtual tourism alternatives among PwD with many respondents expressing scepticism toward digital tourism experiences. While technology has the potential to increase accessibility in tourism, our findings suggest that most PwD prefer physical travel to virtual alternatives, aligning with previous research (Var *et al.*, 2011; Popiel, 2015). Although digital tourism can be a useful complementary tool, it does not replace the desire for real-world experiences – reinforcing the need to focus primarily on improving physical accessibility rather than relying solely on technological solutions.

While this study provides valuable insights, it also highlights the need for further research in several key areas. Future studies could explore accessibility barriers across different components of tourism supply, including hospitality, attractions, and public transportation, to gain a more detailed understanding of how PwD navigate travel experiences in diverse contexts. Additional-

promjene u pristupačnosti i društvenim stavovima tijekom vremena mogle bi pružiti dublji uvid u učinkovitost politika i inicijativa industrije usmjerenih na poboljšanje uključivog turizma.

Drugi važan smjer budućih istraživanja je uloga digitalnih tehnologija u poboljšanju pristupačnosti. Iako studija ukazuje na ograničeni interes za virtualni turizam, potrebno je dodatno istraživanje kako bi se razumjelo kako se pomoćne tehnologije i mobilne aplikacije mogu optimizirati za podršku OSI u planiranju i neovisnijem doživljaju putovanja. Nadalje, zajedničko istraživanje između pružatelja turističkih usluga, kreatora politike i skupina za zagovaranje OSI moglo bi olakšati razvoj inkluzivnijih turističkih proizvoda i usluga, osiguravajući da se potrebe i preferencije OSI učinkovito rješavaju.

Buduće studije mogu proširiti ove rezultate korištenjem rigoroznijih statističkih tehnika, uključujući faktorsku analizu i regresijsko modeliranje, kako bi se utvrdile primarne odrednice ponašanja OSI na putovanju. Štoviše, proširenje istraživanja na raznovrsnije uzorke i longitudinalne podatke može omogućiti bolje razumijevanje promjenjivih obrazaca putovanja i problema s pristupačnošću.

Ovo istraživanje pruža značajne informacije, iako ima ograničenja. Korišten je upitnik koji, unatoč učinkovitosti u prikupljanju velikih uzoraka podataka, možda neće uključiti cjelokupnu zamršenost pojedinačnih iskustava. Ovo je istraživanje ograničeno svojim istraživačkim karakterom, usredotočujući se na općenite obrasce putovanja OSI, a ne na sveobuhvatne statističke analize poput faktorske analize, regresije ili psihometrijske validacije. Veličina uzorka i moguća pristranost samostalnog odabira mogu utjecati na mogućnost generalizacije rezultata. Zatim, uzorak studije bio je ograničen na Mađarsku, što je potencijalno ograničilo mogućnost generalizacije rezultata na nacije s različitim kulturnim i pravnim okruženjima.

ly, longitudinal studies tracking changes in accessibility and social attitudes over time could provide deeper insights into the effectiveness of policies and industry initiatives aimed at improving inclusive tourism.

Another important direction for future research is the role of digital technologies in enhancing accessibility. Although the study indicates limited interest in virtual tourism, further investigation is needed to understand how assistive technologies and mobile applications can be optimised to support PwD's planning and experiencing travel more independently. Furthermore, collaborative research between tourism service providers, policymakers, and disability advocacy groups could facilitate the development of more inclusive tourism products and services, ensuring that the needs and preferences of PwD are effectively addressed.

Subsequent studies may expand upon these results by using more rigorous statistical techniques, including factor analysis and regression modelling, to ascertain the primary determinants of travel behaviours among PwD. Moreover, broadening the research to include more varied sample and longitudinal data may provide enhanced understanding of changing travel patterns and accessibility issues.

This research provides significant information, although it has limitations. The study used a questionnaire survey that, although efficient in collecting large sample data, may fail to include the whole intricacies of individual experiences. This research is limited by its exploratory character, concentrating on the general travel patterns of PwD rather than doing comprehensive statistical analyses like factor analysis, regression, or psychometric validation. The sample size and possible self-selection bias may influence the generalizability of the results. Then, the study's sample was confined to Hungary, which potentially limited the generalizability of the results to nations with distinct cultural and legal environments.

Daljnji nedostatak odnosi se na niz oštećenja ispitanika. Invaliditet uključuje raznolik niz poremećaja – svaki predstavlja različite zahtjeve i probleme. Anketa je uključivala različite invaliditete; međutim, više studija moglo bi se usredotočiti na podskupine kao što su osobe s ograničenjima u kretanju, senzornim poteškoćama ili kognitivnim problemima kako bi se rješenja prilagodila jedinstvenim zahtjevima OSI.

U radu se identificiraju mnogi smjerovi za buduća istraživanja koja bi mogla proširiti njegove rezultate. Longitudinalne studije mogle bi pratiti napredak pristupačnog turizma u Mađarskoj, procjenjujući učinke zakonskih izmjena, tehnoloških inovacija i povećane svijesti među pružateljima turističkih usluga. To će olakšati identifikaciju trendova i procjenu dugoročne učinkovitosti aktivnosti osmišljenih za poboljšanje pristupačnosti u turizmu. Dodatna značajna domena za nadolazeće studije je utjecaj tehnologije na poboljšanje iskustva putovanja za OSI. Digitalne tehnologije, uključujući mobilne aplikacije i virtualne ture, trebale bi se ispitati radi potencijalne pomoći OSI u planiranju putovanja i donošenju odluka.

U konačnici, zajedničko istraživanje između pružatelja turističkih usluga, kreatora politika i OSI moglo bi olakšati stvaranje novih rješenja za pristupačni turizam. Takva suradnja mogla bi omogućiti zajednički razvoj turističkih dobara i usluga koje bolje ispunjavaju zahtjeve OSI. Štoviše, istraživanje o obuci i obrazovanju turističkog osoblja može pružiti uvid u učinkovito osposobljavanje radne snage kako bi se ispunila očekivanja posjetitelja s invaliditetom, čime se poboljšava ukupna kvaliteta usluge.

## 6. ZAKLJUČCI

Rezultati ove studije daju detaljan uvid u ponašanja na putovanju i zahtjeve OSI u Mađarskoj, naglašavajući i napredak i trenutne nedostatke u pristupačnom turizmu. Analiza

A further drawback pertains to the range of impairments addressed in this research. The disabilities include a diverse array of disorders – each presenting distinct demands and problems. The poll included diverse disabilities; however, more studies might focus on subgroups like persons with mobility limitations, sensory disabilities, or cognitive problems to tailor the solutions to PwD's unique requirements.

The paper identifies many directions for future research that might expand upon its results. Longitudinal studies might monitor the progression of accessible tourism in Hungary, evaluating the effects of legislative modifications, technology innovations, and heightened awareness among tourism operators. This will facilitate the identification of trends and the assessment of the long-term efficacy of actions designed to enhance accessibility within the tourism industry. An additional significant domain for forthcoming studies is the impact of technology on improving travel experiences for PwD. Digital technologies, with mobile apps and virtual tours, should be examined for possible support in trip planning and decision-making.

Ultimately, collaborative research among tourism services providers, policymakers, and PwD might facilitate the creation of novel solutions for accessible tourism. Such collaborations might enable the joint development of tourism goods and services that would better meet the requirements of PwD. Moreover, research on the training and education of tourism staff may provide insights into effectively equipping the workforce to fulfil the expectations of visitors with disabilities, thereby enhancing overall service quality.

## 6. CONCLUSIONS

The findings of this study provide a detailed insight into the travel behaviours and requirements of PwD in Hungary, highlighting both advancements and ongoing defi-

iskustava, želja i prepreka s kojima se ova populacija susreće otkriva značajne posljedice za turistički sektor, političare i znanstvenike.

U istraživanju se naglašava ključna važnost pristupačnosti kao utjecaja na obrasce putovanja OSI. Poboljšanje dostupnosti prijevoza, smještaja i turističkih mjesta moglo bi značajno povećati njihovo sudjelovanje u putovanjima. Kako rezultati otkrivaju da se OSI često susreću s preprekama zbog neprikladne pristupne infrastrukture, slabe informiranosti o dostupnim uslugama te nepovoljnog stava pružatelja usluga i drugih posjetitelja, rješavanje ovih poteškoća ključno je kako za društvenu uključenost tako i za iskorištavanje gospodarskog potencijala ovog rastućeg potrošačkog sektora. Ulaganje u poboljšanja pristupačnosti omogućuje turističkom sektoru privlačenje šire klijentele, čime se ostvaruju ekonomske koristi i potiče uključenost.

Nadalje, rezultati naglašavaju potrebu za preciznim i pouzdanim informacijama koje se odnose na pristupačnost. OSI trebaju potpune i pouzdane informacije o dostupnosti turističkih usluga, uključujući izbor smještaja i sustave prijevoza. Istraživanje pokazuje da poboljšanje digitalnih platformi za pružanje sveobuhvatnih dostupnih informacija može poboljšati planiranje putovanja za OSI, promičući stoga veće sudjelovanje u turističkim aktivnostima. Digitalna rješenja moraju se razvijati uz sudjelovanje OSI kako bi se osiguralo da adekvatno odgovaraju njihovim zahtjevima.

Štoviše, društvene dimenzije putovanja, uključujući potencijal za njegovanje veza i poboljšanje dobrobiti, prepoznate su kao ključni motivatori za OSI u turizmu. Ispitivanje izjava povezanih sa specifičnim zahtjevima putovanja OSI daje značajne uvide u sklonosti putovanja, zahtjeve i prepreke s kojima se susreću. Pristupačnost, uključujući fizičku infrastrukturu i informacijske resurse, ključna je za povećanje njihovog sudjelovanja u turizmu.

ciencies in accessible tourism. An analysis of the experiences, desires, and obstacles encountered by this population reveals significant consequences for the tourism sector, politicians, and scholars.

The research highlights the essential importance of accessibility in influencing the travel patterns of PwD. Enhanced accessibility in transportation, lodging, and tourism sites might markedly increase their engagement in travel activities. The findings reveal that PwD often encounter obstacles due to inadequate accessible infrastructure, poor information on accessible services, and the adverse attitudes of service providers and other visitors. Resolving these difficulties is crucial for both social inclusion and harnessing the economic potential of this expanding consumer sector. Investing in accessibility enhancements allows the tourism sector to attract a wider clientele, hence yielding economic benefits and fostering inclusion.

Furthermore, the results underscore the need of precise and dependable information pertaining to accessibility. PwD need complete and reliable information on the accessibility of tourism services, including lodging choices and transit systems. The research indicates that improving digital platforms to provide comprehensive accessible information may enhance trip planning for PwD, therefore promoting more participation in tourism activities. Digital solutions must be developed with the involvement of PwD to ensure that they adequately address their requirements.

Moreover, the social dimensions of travel, including the potential to cultivate connections and improve well-being, were recognized as key motivators for PwD to participate in tourism. The examination of the statements on special travel needs of PwD yields major insights into the travel preferences, requirements, and obstacles they encounter. Accessibility of both physical infrastructure and informational resources, is key for enhancing their participation in tourism.

Nadalje, izražena sklonost fizičkim, a ne virtualnim turističkim iskustvima ukazuje na to da bi se inicijative za povećanje mogućnosti putovanja za OSI trebale uglavnom usredotočiti na poboljšanje pristupačnosti u stvarnom svijetu, uz pružanje digitalnih alternativa kao dodatnih izbora. Rezultati ovog istraživanja naglašavaju potrebu za posebnim vladinim mjerama i poslovnim praksama koje naglašavaju pristupačnost, transparentnost i uključenost u turizam te osiguravaju potpun doživljaj društvenih i psiholoških prednosti putovanja. Ispunjenjem navedenih uvjeta, turizam može značajno pridonijeti poboljšanju socijalne uključenosti i kvalitete života OSI.

Osim istraživanja, treba poduzeti konkretne radnje kako bi se poboljšala dostupnost unutar turističke industrije. Ulaganja u infrastrukturu bez stepenica, pristupačan javni prijevoz i prilagodljive turističke usluge imat će odlučujuću ulogu u ostvarivanju uključivijeg putovanja. Osim toga, implementacija standardiziranih sustava označavanja pristupačnosti poboljšala bi transparentnost i pomogla OSI da donose informirane odluke o putovanju. Jačanje suradnje između vlada, turističkih poduzeća i organizacija OSI također je ključno u razvoju smjernica i programa obuke koji promiču uključivi turizam. Usvajanjem ovih mjera, turistička industrija može ići dalje od osnovne usklađenosti i raditi prema autentičnoj uključivosti, osiguravajući da OSI mogu u potpunosti sudjelovati u iskustvima putovanja bez nepotrebnih prepreka.

Furthermore, the pronounced inclination towards physical rather than virtual tourism experiences indicates that initiatives to augment travel possibilities for PwD should mainly concentrate on enhancing real-world accessibility, while providing digital alternatives as supplementary choices. The results highlight the need for specific governmental measures and business practices that emphasize accessibility, transparency, and inclusion in tourism, ensuring that PwD may fully experience the social and psychological advantages of travel. By satisfying these requirements, the tourism industry may significantly contribute to enhancing their social inclusion and quality of life.

Beyond research, concrete actions should be taken to improve accessibility within the tourism industry. Investments in step-free infrastructure, accessible public transportation, and adaptive tourism services will play a crucial role in making travel more inclusive. Additionally, the implementation of standardized accessibility labelling systems would improve transparency and help PwD make informed travel decisions. Strengthening collaboration between governments, tourism businesses, and disability organizations is also essential in developing guidelines and training programs that promote inclusive tourism. By adopting these measures, the tourism industry can move beyond basic compliance and work toward genuine inclusivity, ensuring that PwD can fully participate in travel experiences without unnecessary obstacles.

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