

SOCIAL AND ECONOMIC ASPECTS OF SUSTAINABLE DEVELOPMENT: THE EXAMPLE OF ACCESSIBLE TOURISM

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Abstract

The actuality of research is based on a very small attention that is paid to rights and needs of persons with disabilities. Research includes the assessment of the legislation and assessment of traffic and accommodation accessibility, as well as the accessibility of the other contents of the tourism offer. The aim of the research is to show the importance of developing accessible tourism in order to achieve sustainable tourism development. From the social aspect, it is necessary to grant the basic human right to travel. It also has a significant economic effect, given the number of people in the world who have some form of disability. According to the results of the research, accessibility and tourist offer for persons with disabilities in Montenegro are at an inadequate level, and improvement of infrastructure and adaptation of the offer would significantly contribute to strengthening the sustainability of the tourist product.

Key Words: *sustainable development, tourist product, accessibility, social and economic aspects*

JEL classification code: *Z32*

Sustainable development of a tourist destination

Term destination is often used as a synonym for a tourist place, although a tourist place cannot form a tourist offer as a tourist destination. Tourists are always looking for more so-called integral quality, standardized and varied offer, which often cannot be offered on the level of tourist place. Therefore, the destination does not have to relate only to a certain place, surrounded by borders, moreover tourist destination means a

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encompassed geographical entity with attractive, communicative and receptive factors, i.e. all those natural, social, anthropogenic, cultural, historical, traffic and other assumptions for accommodation, food, entertainment and recreation (Vujović et al.,2012:100).

Magas, Vodeb and Zadel define tourist product as the totality of tangible and intangible properties, including functional, social and psychological benefits and satisfaction. The product can be ideas, services, goods, or any combination of these three terms (Magas et al.,2018:33).

The most important basis for a sustainable tourist destination policy is protection, reservation, rational use of space and its improvement. Implementation of best practices for sustainable tourism development will first occur in destinations that have great support from state or territorial authorities, well-established regional and local tourism organizations, as well as local institutions and leaders. Planning and implementation of best practices of sustainability allows tourist destinations to contribute to local economic development, preservation of nature, socio-cultural environments, community well-being and extraordinary experiences of visitors (Jegdić & Marković,2011:107).

The main subjects of the tourist destination are: tourists, traffic, attractiveness of services, information about the destination. Destination life cycle goes through the stages of research, inclusion, development, consolidation and stagnation. The research phase is characterized by a small number of tourists, which attracts untouched and unpolluted nature and culture in the destination. The increased number of tourists, in the phase of inclusion, is the result of a local initiative to provide services to visitors and propaganda of the destination. At the development stage, a large number of visitors are present, the organization of tourism is changing. The growth rate of visitors drops in the consolidation phase, and the destination is entirely a part of the tourism industry. In the stagnation, destination loses its attractiveness, while the irreversible loss of guests is a feature of the declining phase (Županović, 2011:66).

The dynamic development of the tourism industry results in numerous positive and negative effects on the development of tourist destinations. Since the clean and unpolluted environment is the basis for successful tourism, tourism is more dependent on the environment than on any other activity. Tourism is also the main user of the environment because almost all activities of tourists are based on its use and thus significantly affect it.

In this respect, the relation between resource-based and activity-based sustainability can be quite conflicting. As the number of tourists increases and the destination evolves (i.e. grows) cyclically through changing modifications of destination as a product, indicating that the limits to activity-based sustainability have not yet been reached, tourism growth may overstep some of the resource-based limits to change (Županović & Kovačević, 2013:447).

The transformation of space, due to the impact of tourism, can be positive and negative. The positive effects of tourism on the territory are: restoring historically significant places and buildings, adapting old buildings for tourist purposes, creating new tourist areas, protecting the environment, defining measures for the protection of certain areas etc. The negative effects of tourism on the territory include: pollution of space, water and air, destruction of the flora and fauna, degradation of landscapes and cultural and historical monuments and more (Bošković, 2008: 123-127).

The negative impact of tourism, especially in the primary tourist area, is very large and is expressed by the destruction of primary tourist attractiveness, disturbing ecological and sociocultural balance, destruction of nature and cultural heritage and disturbing the cultural landscape (Bartoluci, 2013:184).

It can be established that the management of sustainable development presupposes the management of various interests, which are manifested in three levels (Galičić & Laškarin, 2016:198):

1. The first level of interest: make the goals and images of stakeholders closely related to the development of tourism. On the one hand, the interest of the tourist areas and their inhabitants in the preservation of one's own cultural heritage and the environment, and on the other hand, the interest of the areas from which tourists come and tourists themselves in environmental change, discovering and getting to know each other.
2. The second level consists of the aims and interests of persons, enterprises and institutions that operate in tourism, thus ensuring their own needs. These are: travel agencies, catering, trade, entertainment industry, etc.
3. The third level consists of the interests of persons and groups that happen or rarely appear in the tourist system (for example, real estate agencies).

Sustainable tourism development implies a planning process that includes different interests and relationships in one destination and requires a high local participation in the planning. When planning sustainable tourism at a destination, it is necessary to explore the offer, preferences of tourists and the views of the community towards the development of tourism. This is necessary for the definition of trends on the market, the advantages and disadvantages of the tourist offer, possible challenges, opportunities for development, etc. Sustainable tourism planning must retain local specifics in order to avoid generalization and inadequate development (Jegdić et al., 2013: 153-162).

Complex systems of relations between community members, business interests and authorities are characteristic of tourist destinations, as well as various combinations of natural, built and socio-cultural resources. Efficient and sustainable planning and management are the basis for a good development of a tourist destination. The imperative for sustainable tourism development is the cooperation between the government, business entities and stakeholders from the local community, and the constant construction of the brand and image of the destination is very important for its promotion and positioning in the tourism market. In addition, adequate attention needs to be paid to a marketing system that will integrate tourism stakeholders at national, regional and local levels to manage co-operative marketing strategies for tourist destinations. In this way, the conditions for the long-term sustainability of the destination are created (Jegdić & Marković, 2011:108).

The observed model is conceived as a carrying capacity model, which involves determining the carrying capacity of tourist resources and space. It is based on a reasonable restriction of predicted development with minimal adverse effects, and preferably creates optimal effects. (Vukonić & Keča, 2001, 108).

Several definitions of carrying capacity have been offered, depending on how and where the concept is applied. The World Tourism Organisation defines carrying capacity as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and socio-cultural environment and an unacceptable decrease in the quality of the visitors". (Kostopoulou & Kyritsis, 2006: 9)

Accessible tourism

The concept of accessibility has evolved from "eliminating barriers" in buildings, urban environments and transportation, to the principles of "Universal Design" (UD) or accessibility for all (Buj, 2010:18).

The World Health Organization (WHO) estimates that 15% of the population, or about one billion people, live with some form of disability. As the population rapidly ages, the number of those who have certain impediments will only grow. Many will develop some form of disability in a certain period, and sooner or later will have specific requirements for access to tourism infrastructure, services and products. For example, if we take Europe, the accessible tourism market is estimated at around 27% in relation to the total population and 12% in relation to the tourism market. These figures include a large proportion of older travelers, people with disabilities and families with young children. The accessible tourist market is a huge opportunity for destinations that are ready to accommodate these visitors, as they tend to travel more during the off-peak season, often in groups, more often returning to visit, and in some parts of the world spending more than average on their travels (UNWTO, 2016:4).

The World Health Organization (WHO) recognizes that disability is complex, dynamic, multidimensional and disputed. Over the years, theories have been built in relation to its meaning and the term has reached a significant evolution with a change from an individual, a medical perspective to a structural and social perspective. This is described as a transition from a "medical model" to a "social model" in which people are viewed as being disabled by society rather than by their bodies. The model of medical disability that continues to exist in many developing countries puts emphasis on rehabilitation and recovery of human functions and often has a negative connotation. Disability is viewed as a disease that causes damage or other medical condition requiring continuous medical assistance, in the form of individual treatment by professionals. With this approach, all efforts are concentrated solely and exclusively on health recovery, even at the political level where actions are focused on reforming the health care and health system (UNWTO, 2016:26).

Care tourism for individuals and groups (institutions, organisations) requires a different approach from mainstream tourism (European network for Accesible tourism, 2007:17):

- 40 % (individuals and groups) do not go on holidays because of the lack of assistance or care.
- It is important to be able to rely on a 'safe environment' (specialised care and assistance nearby)
- Individuals and groups don't expect assistance from hoteliers, but would like staff in general to be trained in how to cater for people with a disability
- People appreciate the availability of technical aids (e.g. shower wheelchair, hoists, adjustable bed,...).
- Individuals are willing to pay extra for technical aids in the hotel.

Tourism and EU National Accessibility Legislation

Evidence from the EU Agency for Fundamental Rights show that people with disabilities face discrimination and barriers in exercising their rights at the same level as others, despite the fact that in the EU people with reduced mobility have the same rights to freedom of movement, freedom of choice and non-discrimination as all citizens. (Policy Department for Structural and Cohesion Policies, 2018:17)

Table 1. *Legislative Analysis Summary EU-28 Member States*

Country	Act establishing equal rights for PwD on national level
International	UN Convention on the Rights of People with Disabilities, 2007
Austria	Federal Disability Equality Act, 2006.
Belgium: Flemish Region	Decree of 10 July 2008 (a framework for the Flemish policy on equal opportunities and equal treatment)
Brussels Metropolitan Region	Article 8 of the Decree of 06 April 1995 (the integration of people with disabilities)
Walloon Region	Decree of 6 November, 2008 against certain forms of discrimination as amended by the Decree of 19 March, 2009
Bulgaria	Anti-discrimination Act passed in 2003 transposing the EU Equality Directives

Croatia	The Law on Croatian Citizenship (1991) Declaration on the Rights of Disabled Persons in 2005
Cyprus	Persons with Disabilities Laws 2000 – 2007
Czech Republic	Act No. 198/2009 Coll., on Equal Treatment and on Legal Means of Protection against Discrimination
Denmark	Motion B 43 on equal treatment and equality between person with disabilities and persons without disabilities (1993)
Estonia	Social Welfare Act (1995) Equal Treatment Act of 23 December 2008
Finland	Non-Discrimination Act (21/2004) (does not include requirement for accessibility to the built environment)
France	Law of 11 February 2005 for equal rights and opportunities, participation and citizenship of disabled persons
Germany	Disability Equality Act at the national level that public buildings have to be accessible Federal Equal Opportunities Act, (2002)
Greece	Greek Constitution establishes the principle of equality among all Greek citizens (article 4). Article 21 (fundamental rights of disabled people)
Hungary	Act XXVI of 1998 on the rights and equal opportunities of persons with disabilities Act CXXV of 2003 on equal treatment and on the promotion of equal opportunities
Ireland	Equal Status Acts (ESA) 2000 to 2012 are the principal pieces of anti-discrimination law in Ireland
Italy	law 104/92 ("Framework Law for assistance, social integration and rights of the handicapped")
Latvia	Article 91 of the Constitution Concept 'Equal Opportunities for All' (1998) was intended to create equal opportunities for people with disabilities etc
Lithuania	Law of Equal Treatment (IX-1826 of 18 November 2003) (not requiring accessibility of the buildings)

	Law on Social Integration of the Disabled (1991) – requires access to built environment
Luxembourg	Action Plan in favour of Persons with Disabilities
Malta	Equal Opportunities (Persons with Disability) Act
Netherlands	General Act on Equal Treatment based in the Constituion
Poland	Charter of Rights for Persons with Disabilities (1997) Act on Equal Treatment (2010)
Portugal	Constitution of the Portuguese Republic (Article 71 affirms the equal rights of persons with disabilities) Law 38/2004, of 18 August –Legal System for Prevention, Habilitation, Rehabilitation and Participation of the Disabled Person

Source: *Policy Department for Structural and Cohesion Policies (2018), Research for TRAN Committee - Transport and tourism for persons with disabilities and persons with reduced mobility, European Parliament, Brussels.16-24*

A more detailed description of the legislation of some countries: (Policy Department for Structural and Cohesion Policies, 2018: 25-29).

1. Austria - According to the alternative report on the implementation of the UN Convention on the Rights of Persons with Disabilities in Austria, published by the Austrian National Council of Persons with Disabilities (OEAR), Austria has no regional development regulations concerning housing or land planning. The OEAR also considers that regulations relating to structural accessibility in construction laws are not organized in a standardized form or considered sufficient. The Austrian B1600ff standard regulates accessibility standards, but they are not taken into consideration in existing construction laws and are not binding. Nine existing provinces in Austria have nine different laws dealing with accessibility issues in several ways in relation to standard and quality. Austrian Institute for Structural Engineering (OIB) has developed the Standard Guidelines on accessibility for planning and building in 2007. Although all the provinces agreed on OIB guidelines, only five provinces adopted it by 2012.

2. Belgium - Belgium is geographically divided into three regions: Flanders, Brussels and Wallonia. There is a small number of national laws dealing with construction, because the subject matter is regulated at the regional level. Accessibility in relation to public buildings is regulated by the Decree of June 5, 2009 in the Flemish region and by Decree of May 28, 2009 in Brussels, where the Regionally Urban Development Regulation sets rules regarding adaptation of public areas. Access to all buildings for PwD was provided in 1995 by the Walloon Code of Land Management, Urban Planning, Heritage and Energy in Walloon region. All three regions are involved in several initiatives and projects aimed at making cities more accessible. Decree of July 9, 2010 establishes the appropriate notion for accommodation.

3. Croatia - The Law on Physical Planning and Construction provides the basis for the Rulebook on ensuring accessibility of building to persons with disabilities and reduced mobility. The requirements in the Rulebook are applicable to public, as well as to residential buildings. Building control has been provided from building design to construction and maintenance, and sanctions for disrespect for all parties involved in construction that are somehow involved in violation of conditions are envisaged. In 2004 "Project for solving facility accessibility for persons with disabilities" was co-financed by the government. Funds were allocated to local self-administration units and units of regional self-administration. The state has the obligation to provide funds for removal of construction and other barriers under the National Strategy for Equalization of Opportunities for Persons with Disabilities 2007-2015.

4. Cyprus - In the first report of Cyprus for the implementation of the UN Convention on the Rights of Persons with Disabilities, the Department for the Social Inclusion of Persons with Disabilities states that significant barriers remain in accessibility of built environment for people with disabilities, mainly due to the inadequate enforcement of legislation on accessibility by relevant local authorities. Legislation that guarantees the accessibility to PwD to the built environment is Streets and Buildings Law, which is currently under revision, in order to set higher standards for requirements in the design of roads and buildings. In the process of issuing the building permit, the documents relating to the building certificate must comply with the requirements of Regulation 61 H. Architectural plans of hotels providing infrastructure for persons with disabilities in the context of the Hotels and Tourist Accommodation Regulations - Facilities for persons with disabilities is approved by the

Cyprus Tourism Organization (CTO). For premises that want to improve or expand their infrastructure, the CTO has made a Technical Guide that contains technical specifications, criteria and best practices and also maintains a list of hotels offering accommodation and additional services for PwD.

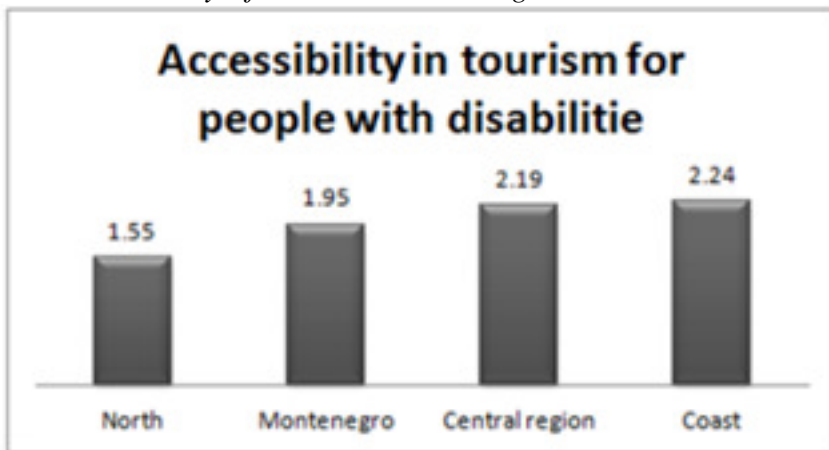
5. Germany - Germany is composed of 16 states, all of which have their own Act on Equal Opportunities and building regulations for private and public buildings, as well as local authorities buildings, which are similar in all 16 countries. At the national level, Disability Equality Act requires that new public facilities be accessible. The obligation of existing buildings is that they must comply with accessibility requirements when renovating. In all construction projects, regulations relating to the construction without barriers must be taken into account, which can fully or only partially prescribe conformity with technical regulations, depending on the laws of the federal state. In 2010, the Building and Civil Engineering Standards Committee developed a standard "Construction of accessible buildings" that defines the technical requirements for accessible building and refers to the planning, execution and equipment of publicly accessible buildings.

Analysis of access and quality of services for persons with disabilities in tourism of Montenegro

According to the respondents, tourism in Montenegro is not sufficiently accessible for persons with disabilities. The situation is the worst in the northern part of Montenegro, while central part and the coast are in a little better situation. At the level of whole Montenegro, accessibility in tourism for people with disabilities was rated by an average grade of 1.95, as shown in figure 1.

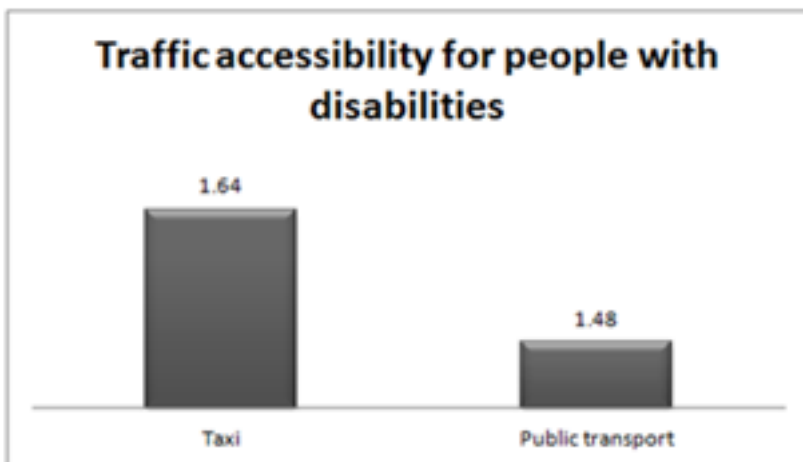
Traffic accessibility for people with disabilities also receives a low grade, which can be seen from the figure 2. Accessibility for people with disabilities when it comes to public transport is rated by an average grade of 1.48, while taxi services are rated by an average grade of 1.64.

Figure 1: *Accessibility of tourism in Montenegro*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Figure 2: *Traffic accessibility*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Figure 3. shows average grade for the accessibility of parking spaces for people with disabilities. Hotels have the best accessibility of the parking space (2.9), followed by open spaces (2.62) and restaurants (2.29).

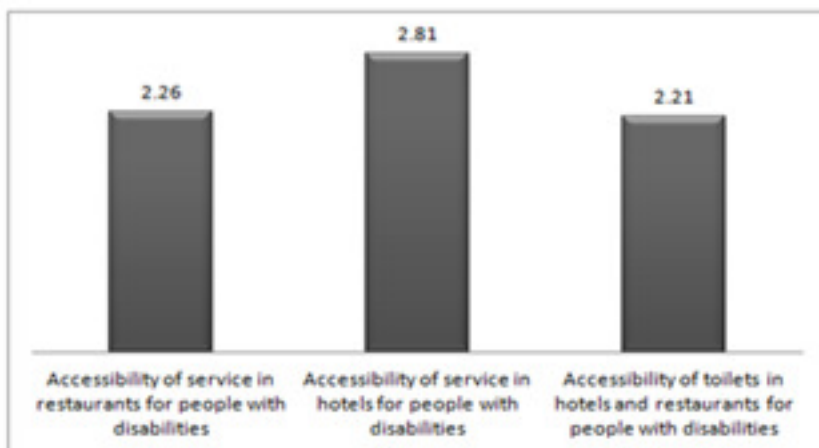
Figure 3: *Accessibility of parking spaces*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Figure 4. shows the average grades for accessibility of hotels and restaurants. Hotel service accessibility is rated slightly better than restaurant services.

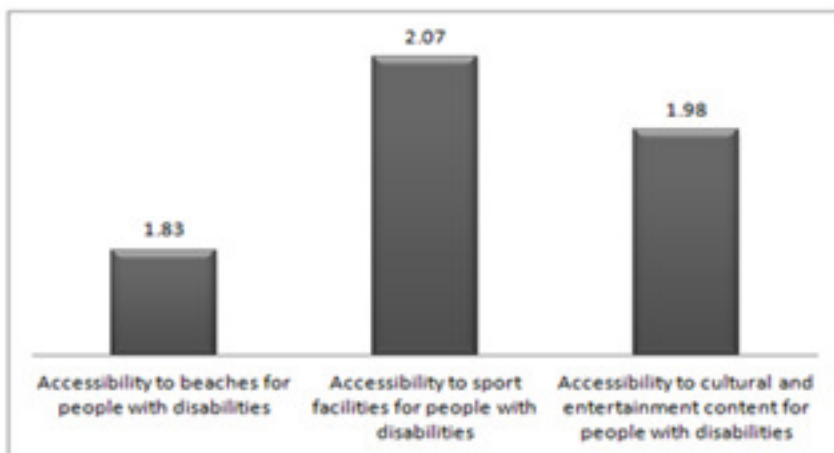
Figure 4: *Accessibility of hotels and restaurants*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

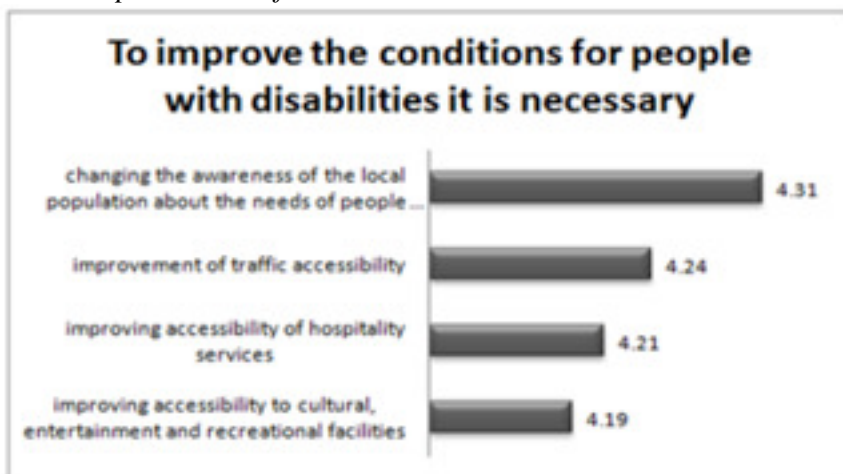
Accessibility to sports, cultural and other tourism content is shown in figure 5. This content is rated with average grade of 2.07 or less.

Figure 5: *Accessibility of beaches, sport facilities, cultural and entertainment content*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Figure 6: *Improvement of the current situation*

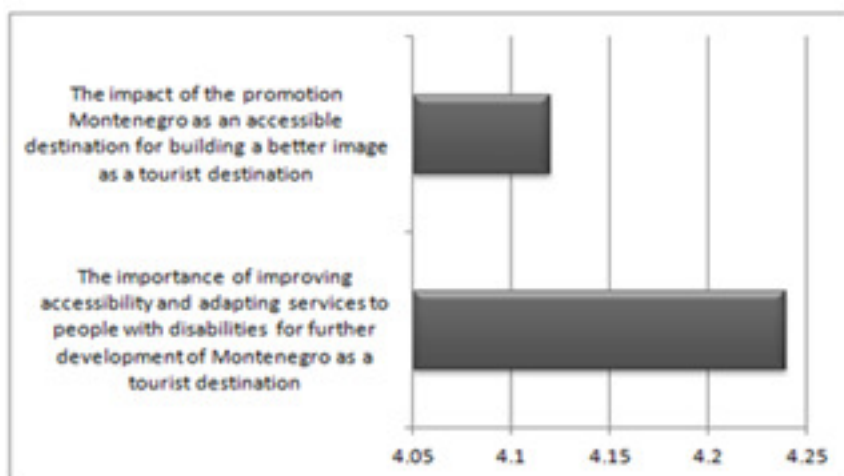


Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

In order to improve the conditions for people with disabilities in Montenegro, first of all it is necessary to change the awareness of the local population about the needs of persons with disabilities. In addition, as demonstrated in figure 6., it is important to improve traffic accessibility, accessibility of hospitalirty services, and cultural, entertainment and recreational facilities.

Research shows that for further development of Montenegro as a tourist destination it is very important to work on improving accessibility and adapting services for people with disabilities (average grade 4.24). As shown in figure 7., respondents believe that the promotion of Montenegro as an accessible destination would significantly influence on creating better image as a tourist destination (average grade 4.12).

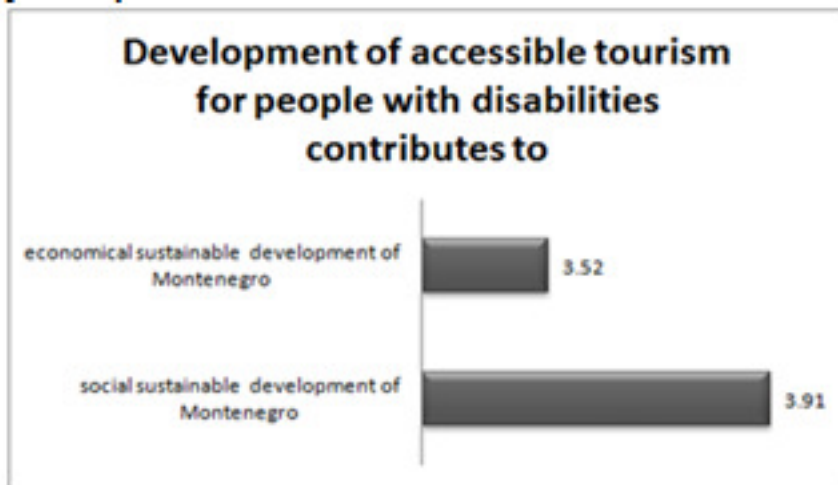
Figure 7: *The importance of improving accessibility*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Respondents believe that the development of accessible tourism for people with disabilities would significantly influence the social aspect of sustainable development, as well as on the economic component of sustainable development, as shown in figure 8.

Figure 8: *The impact of accessible tourism on the economic and social component of sustainable tourism*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Figure 9: *Legislation, understading of needs, impact on developing sustainable community*



Source: Zečević, D. (2018). *Social and economic aspect of sustainable development: the example of improving infrastructure for persons with disabilities in Montenegro tourism*, Desk research, Faculty of Business and Tourism, Budva.

Legislation related to the rights of persons with disabilities is assessed with an average grade 3. The importance of developing accessible tourism for people with disabilities to develop sustainable community is rated with an average grade 3.62. Knowledge of different needs of people with disabilities is assessed with an average rate 3.57, as shown on figure 9.

Conclusion

Taking into account the problem of accessibility of people with disabilities in the tourism industry and especially in the hotel segment in the context of socio-economic parameters of sustainable development, we can conclude that important improvements are needed. We believe that this will contribute not only to the improvement of the conditions of people with disabilities, which is a priority, but also to the significant improvement of the image of Montenegro as a tourist destination, as well as to the increase of trust in it.

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