



## EVALUATION OF THE FACILITIES AND GUEST RATINGS OF STARRED AND BOUTIQUE HOTELS IN TERMS OF CHILD-FRIENDLY FEATURES

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### Abstract

Considering that children are influential in consumer purchasing decisions, hotel preferences of families with children, emerge as a subject that needs to be investigated. Turkey, which has a very rich and diverse structure in terms of climate, nature, history and culture; has the same richness and diversity in terms of hotel enterprises. In general, starred hotels as holiday villages and resort hotels built on larger areas and boutique hotels with smaller and unique architecture offer options for families with children. The aim of this study is to reveal the features of starred hotels and boutique hotels in terms of their facilities for families with children and the ratings made by the guests. In the study, starred hotels and boutique hotels in Etstur with facilities for children were selected and these hotels were evaluated in accordance with the purpose of the study. The findings that emerged as a result of the evaluations were interpreted in terms of theory and practice.

**Keywords:** Turkey, child friendly hotel, boutique hotel, starred hotel, guest rating, Etstur.

**JEL Classification:** Z3, L83, M31, J13.

## YILDIZLI VE BUTİK OTELLERİN OLANAKLARININ VE MİSAFİR PUANLARININ ÇOCUK DOSTU ÖZELLİKLERİ AÇISINDAN DEĞERLENDİRİLMESİ

### Öz

Tüketicilerin satın alma kararlarında çocukların etkili olduğu düşünüldüğünde çocuklu ailelerin otel tercihleri araştırılması gereken bir konu olarak karşımıza çıkmaktadır. İklim, doğa, tarih ve kültür açısından oldukça zengin ve çeşitli bir yapıya sahip olan Türkiye; otel işletmeleri açısından da aynı zenginliğe ve çeşitliliğe sahiptir. Genel olarak tatil köyü ve resort otel gibi yıldızlı oteller ile daha küçük ve özgün mimariye sahip butik oteller, çocuklu aileler için seçenekler sunuyor. Bu çalışmanın amacı, yıldızlı otellerin ve butik otellerin çocuklu ailelere sunduğu imkânlar ve misafirler tarafından yapılan değerlendirmeler açısından özelliklerini ortaya koymaktır. Çalışmada Etstur'da çocuklara yönelik tesisleri bulunan yıldızlı oteller ve butik oteller seçilmiş ve bu oteller çalışmanın amacına uygun olarak değerlendirilmiştir. Değerlendirmeler sonucunda ortaya çıkan bulgular teori ve uygulama açısından yorumlanmıştır.

**Anahtar Kelimeler:** Türkiye, çocuk dostu otel, butik otel, yıldızlı otel, misafir değerlendirmesi, Etstur

**JEL Sınıflandırması:** Z3, L83, M31, J13.

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## 1. Introduction

The differentiation of hotel businesses in the services they offer to consumers is becoming a necessity in the tourism sector, where competition is increasing. While some hotels do not accept individuals under the age of 12 or 18 (Onaran, Mazan and Sert, 2014:386), some hotels and tour operators conduct campaigns where two children under 12 are free of charge. While service innovations such as baby beds, children's playgrounds, water slides, mini club activities, and children's buffet were available in very few hotels before, it is possible to see such services for children in many hotels today. In addition, in recent years, it has been observed that families prefer clean and natural foods, especially for their children, and they pay more attention to the children's menu and food while making their holiday purchase decision. It is also important that working mothers to leave their children in safe playgrounds and mini-clubs during the holidays, with the participation of women in business life, in choosing hotels that provide these services. It is seen that families give importance to the wishes of their children in their purchasing decisions (Çakıcı & İyitoğlu, 2011) and even shape their preferences completely according to these wishes (Sel & İtik, 2020: 1988). This study aims to examine the services offered by child-friendly hotels, especially preferred by families with children.

## 2. Conceptual Framework

### The Effects of Children on Holiday Decisions and the Concept of Child Friendly Hotel

With the increase in the rate of urbanization, the increase in education level, the change in economic and social conditions, the number of children in families decreased and the children gained a sense of belonging and a separate identity, so the roles of children in the family changed and their effects on the purchasing decision processes began to increase (Alagöz, 2009; Gülerarslan, 2011; Kozak and Özkeroğlu, 2020).

Horelli (1998) expresses children's participation in adults' plans as shown in Figure 1, adapted from the work of Amstein (1969). According to the figure, first of all, children are adapted to plan, then they are listened to, and then they are included in the family's plan, finally cooperation and real participation of children are ensured (Tuna, Özyurt and Kurt, 2019).

**Figure 1:** Children's participation in adults' plans (Horelli, 1998; Tuna et al., 2019).



When we look at the studies in the tourism literature, Swarbrooke and Horner (1999) mention that families pay attention to the needs of their children while purchasing a holiday, which makes it possible to say that children have been influential in their holiday decisions for a long time in practice. Hilbrecht et al. (2008) state that family vacation provides an opportunity to strengthen the bonds between family members, to do activities together and to spend quality time.

With the increasing influence of children in purchasing decisions in the tourism sector, it is seen that tourism services are shaped as child-friendly (İçöz, 2018: 33). Destinations that shape tourism services and concepts according to the target group of families with children, which have a different place in the market segments, are known as "family holiday destinations" in the market (Smec et al., 2016:433). Child-friendly hotels serving this target audience include a children's playground, mini club, children's water park, babysitter service, trained supervisor, etc. It is possible to define it as "hotels, which have taken every precaution and prepared the

environment and support so that families with all these elements can have a holiday with their children” (Güven et al., 2017).

According to the literature, it is extremely important for families that their babies are in a safe place and comfortable, since babies in the 0-2 age range are in need of care and need their families. Children between the ages of 3-6 (small children) also need to be close to their families and their desires and needs to play are quite high; It is stated that children between the ages of 7-12 (adult children) want to spend time with their peers and animals because they have various interests. It is stated that young people between the ages of 13-16 generally prefer to spend time away from their families and with their peers (Alexandrova, 2015: 120; Aylan, Topçugil, 2022). Considering that all kinds of services are tried to be provided for consumer demands and needs in adult services, it is seen that the 0-16 age group should be seen as a segment that should not be underestimated, and the wishes and needs of this age group should be taken into consideration.

### **2.1. Services for Children in Four-Five Star Hotels and Boutique Hotels**

In Turkey, the number of hotels serving with four and five-star all-inclusive concept is very high. It is seen that these hotels increase their physical features and services for children day by day. Boutique hotels, on the other hand, can provide the feature of being child-friendly with the services they offer to their guests, as they have smaller areas and buildings due to their structure.

*Certification of Tourism Facilities and Regulation on Qualifications* (2005) defines boutique hotels as; “unique in terms of their structural features, architectural design, furnishing, decoration and materials used, with superior standards and high quality in terms of operation and service, with experienced or trained personnel”.

When the market structure of the accommodation establishments is analyzed, it is seen that the boutique hotel establishments share the same market with both medium and small-scale and large-scale accommodation establishments, therefore the competitive environment in the market is extremely fierce (Özkeroğlu, 2017). Therefore, the child-friendly features of 4 and 5 star hotels and boutique hotels are worth examining.

It is seen that families consider factors such as parking facilities, expenditure, room features, cleanliness and comfort, personnel services, security and protection, recreation, and information in their hotel preferences (Sohrabi et al., 2012: 102). In their study, Khoo-Lattimore and Ben (2015), who revealed that children have a significant impact on the hotel preferences of families with especially young children, stated that the factors that determine the hotel preferences of families are "travel distance, interaction quality, child-friendly facilities, security and family-oriented programs".

In their study, Kozak and Özkeroğlu (2020) examined 204 cartoons drawn by children in the International Tourism Cartoons competition with semiotics. Based on the subjects determined according to the years, five themes were created: "All-Inclusive Holiday, Tourism and Peace, Future of Tourism, Holidays from the Past to the Present and Holiday Memories". According to the results they obtained; It was revealed that the children associated the all-inclusive holiday theme with "food and beverage" in relation to hotels, and they associated the theme of holiday memories with elements such as "holiday elements and people, souvenirs, accommodation, items in the hotel they stayed in". In addition, the authors commented that children observe a lot about the holiday, pay attention to many details and have awareness. From this point of view, it is possible to say that physical elements and services such as space and furniture in accommodation establishments are important for child guests in hotel establishments.

Considering the examples abroad in this regard; Hyatt hotels have the “Club Hyatt Program” application that specifically targets family tourists. Hotels such as Radisson, Holiday Inn and Four Seasons create marketing programs for children. Hilton similarly enters the family market, giving all children an insulated, compartmentalized canvas bag with lunch or snacks on the side with a

mesh drink holder, and an extra package containing a variety of gifts for children to enjoy on the go (Lehto et al., 2009).

In Turkey, Ela Quality Resort Hotel is a multi-entertainment and special activity complex "Everland" designed for young people and children. It constitutes its activities as "Q Kids Club". This club works with a card system and offers the opportunity to watch the inside with your phone or tablet. In this club, bags for children, small gifts such as coloring book, candy, chocolate are given. Uncovering the archaeologists of the future excavations are made in the dinosaur area for children. Sueno Hotels provides services to children as "Lollipop Kids Club". These activities include educational activities, games and competitions, kitchen workshop, creative art activities, costume design workshop, ballet education, environmental and recycling activities, educational activities, children's disco, science workshop, pool and beach activities, pool games, children's parties, children's shows, golf and tennis lessons (professional by instructors) games, competitions, basketball, football, volleyball, sueno horse farm. (Ozturk et al., 2018).

Öztürk, Atasoy, and Arıkan (2018) in their studies on hotel businesses, which are considered to be "Child Friendly Hotels" in Antalya, have revealed that hotels do not fully have the feature of being child-friendly. Aslan, Tosun, and Arslan Kurtuluş (2019), on the other hand, investigated the complaints about the hotel businesses that provide ultra all-inclusive concept and are specified as child-friendly hotels and concluded that the complaints about the words "pool, food, bad, clean, money" are in the majority.

Based on the literature, it is possible to list the physical features that child-friendly hotels should have as follows (Yılmaz, 2007; Öztürk et al., 2018; Tuna et al., 2019; Çakmak Sel & Mazman İtik, 2020)

- easy access and being in nature
- guiding signs
- noise-free rooms where the temperature can be adjusted
- protection lock on sockets located in low places
- diaper changing unit
- baby bed
- children's bed or connected family room
- babyphone service
- baby pillow and blanket
- heater for milk and food
- bath height suitable for children, baby bathtub, slippers and towels suitable for children
- rental baby carriers
- balconies up to 1-1.5 meters high
- depth sign and lifeguard in the pool
- safe and hygienic, free from harmful substances, children's playgrounds supported by pedagogues within sight-hearing distance
- children's menu, high chair, suitable chair-cushion, suitable cutlery, separate restaurant section if possible
- free caregiver
- animation

- fast laundry service
- elevator buttons at child's reach
- library and reading room with books suitable for child development
- playground attendant and paramedic with pedagogical training
- shaded areas in the garden free from poisonous plants
- registration sections at the height of children at the hotel entrance
- furniture suitable for children's height, blackout curtains and playgrounds for different age groups
- Balcony doors can be locked from inside, doors can be opened outward
- having stools in front of the sink
- children's area close to smoking areas
- swimming training opportunity for children
- trainings to increase personnel awareness
- areas with animals that children can pet and feed, if possible
- plajda çocuklu aileler için ayrı alan ve bu alanda sigara içilmemesinin sağlanması
- a separate area for families with children on the beach and ensuring that smoking is not allowed in this area
- removing garbage that may harm children's feet on the beach and informing guests about it
- without carpet, roller blinds, perfume-free, etc. for allergic children. Allocating rooms accordingly and having special menus in the restaurant for allergic children.
- areas suitable for children with special needs and trained staff

### **3. Methodology and Findings**

Etstur, which has agreements with many hotels in Turkey, is a great source of data with its points system created by applying surveys to its customers about hotels and taking their online comments. While reaching the data on 4 and 5 star hotels, the words "child friendly" were written in the search criteria on Etstur's website, and the results were filtered according to the scoring, and the 10 hotels with the highest scores were selected. While accessing the data about boutique hotels, the words "boutique hotel" were written, especially those with children's pools were selected, and the 10 highest rated hotels were evaluated.

Table 1 shows the Services for children of 4 and 5 starred hotels which were chosen for the study.

Table 1. Services for Children of 4-5 Starred Hotels in Turkey ([www.etstur.com](http://www.etstur.com))

	Child-Friendly Features											Otelpuan.com Score	
	Children's Pool	Children's Playground	Children's Play Area	Mini Club	Trained Staff	Children's Buffet	Baby Sitter	Baby Carriage	Children's Slide	Activity	Milk etc. Warmer for Babies		Other
Starred Hotel 1		+	+	+	+		+		+	+	+	-	10,0
Starred Hotel 2	+	+	+	+		+	+	+	+	+	+	Baby Star Concept	9,8
Starred Hotel 3	+	+	+	+	+	+	+	+	+	+	+	Maxiland Concept	9,8
Starred Hotel 4	+	+	+	+	+	+	+	+	+	+	+	Maxiland Concept 2	9,8
Starred Hotel 5	+	+	+	+			+			+	+	Gogi Kids Club	9,7
Starred Hotel 6	+	+	+	+	+	+				+		Tugi Kids Club 1	9,7
Starred Hotel 7		+	+	+					+	+		-	9,7
Starred Hotel 8	+	+	+	+	+	+	+	+	+	+	+	Tugi Kids Club 2	9,7
Starred Hotel 9	+	+	+	+		+	+		+	+		Rixy Club	9,6
Starred Hotel 10	+	+	+	+	+	+	+	+	+	+	+	Tugi Kids Club 3	9,6
<b>Total</b>	8	10	10	10	6	7	8	5	8	10	7		
<b>Percent</b>	%80	%100	%100	%100	%60	%70	%80	%50	%80	%100	%70		

\*In some hotels, separate entrance for children, drinks, toys for children at the entrance

According to the Table 1; all of the selected 4-5 starred hotels have Children's Playground, Children's Play Area, Mini Club, activity. Also 80% of them have children's pool, slide and baby sitter; 70% of them have children's buffet and milk etc. warmer for babies; 60% of them trained staff; 50% of them have baby carriage. It is seen that the scores of the hotels are between 9.6 and 10 according to the guest reviews.

As can be seen in the table, there are services for children with different names and contents as "Baby Star Concept, Maxiland Concept, Maxiland Concept 2, Gogi Kids Club, Tugi Kids Club 1, Tugi Kids Club 2, Rixy Club, Tugi Kids Club 3" in 4-5 starred hotels. friendly services. The content of these services included in Etstur are as follows ([www.etstur.com](http://www.etstur.com)).

#### **Baby Star Concept**

baby bed

baby carriage

baby monitor

baby stroller

nappy changing sponge

baby tub

potty, baby seat cover

shampoo for babies

baby fiber

baby bib

body lotion for babies

bottle warmer

wet wipes

boiler

highchairs

baby food and diapers can be purchased from the market in the hotel for a fee.

babysitting service

#### **Maxxiland 1**

Apart from Maxxiland, there are many sections and activities designed with children in mind throughout the hotel. Welcome with special beverage, milk and chocolate milk in the rooms of families with children, priority service for children at Maxx Main Restaurant, Children's buffet, indoor children's pool, bathrobes, towels, slippers, baby bathtub, mini stool, potty for children up to 12 years old in suites, baby shampoo, milk in the mini bar are among those offered. Maxxiland (between 09.00-22.00), Dino Land (10.00-17.00 hours depending on weather conditions). This is a kingdom that offers countless activities and entertainment opportunities for all children aged 1-12. Children are specially welcomed at the Maxxiland Children's Reception at the entrance of the Maxxiland building. Specially designed name cards with identity information and room numbers, milk in the minibar and Maxxiland's services are divided into two groups: 1-3 years old and 4-12 years old.

Special Services for 1-3 Age Group:

Special for smiling babies aged 1-3 at Maxxiland; Services such as sleeping room, special game room, potty, changing unit, baby corner in the main restaurant, baby bib, baby chair are offered. In addition, a pram, bottle warmer and Hipp Organic Food are among the privileges offered to the little ones. Free babysitting service at Maxxiland for children of the same age group (in-room babysitting is paid).

Special Services for 4-12 Age Group:

Facilities such as activity room, computer room (8-12 age), movie theater, playground, indoor children's pool in the spa, sleeping room, mini disco, children's buffet in the main restaurant, and children's buffet in a la carte restaurants are offered. Moreover; competitions, olympic games, pirate day, children's gymnastics, sports activities, snow white day, handicraft activities, Indian day and wii are among the special services offered.

#### **Maxxiland 2**

Maxxiland is a kingdom that offers countless activities and entertainment for all children aged 1-17! Children are specially welcomed at the Maxxiland Children's Reception at the entrance of the Maxxiland building. You can enjoy every moment with specially designed name cards containing your identity information and room numbers.

**1-3 Years (Laughing Babies):**

Sleeping room, special playroom, baby food preparation corner, potty, baby changing unit, baby corner at Azure24, baby bib and baby chair are among the facilities offered to children aged 1-3 at Maxxiland... In addition, babysitting (with charge) , pram (available from the concierge desk), bottle warmer and Hipp Mama are among the privileges offered to the little ones.

**Ages 4-7 (Mini), 8-12 (Junior)**

Activity room, game room, movie theater, playground, handicraft activities, aquapark, indoor and outdoor children's pool, sleeping room, mini disco (8-12 Ages-Junior), children's menu in a la carte restaurants on Azure Court Restaurants Street It is among what Maxxiland offers to its guests. Competitions, olympic games, pirate day ghost hunting, entertainment at the aquapark, PlayStation, wireless internet connection are also some of the special services offered to the little ones.

**Ages 13-17:**

Sport Academy does not forget children between the ages of 13-17. Young people, who benefit from the game hall in Maxxiland, where games such as foosball, PlayStation and climbing are offered, can also benefit from the activities offered in other parts of the hotel.

**Gogi Club and VIM****GOGI KIDS CLUB (4-12 Yaş):**

Located within the boundaries of the hotel, Gogi Kids Club welcomes the most valuable guests of the hotels, the children, in an environment that appeals to all age groups. Indoor pool, activity room, mini golf and zoo are among the activity areas offered for children at Gogi Kids Club.

**GOGI VIM Very Important Minis (VIM)-(1-3 Years):**

Designed to provide a safe and fun environment for families with babies aged 1-3, VIM offers the most personalized services for guests with babies. Paid babysitting provides services for babies aged minimum 12 months ((from 1 year of age-maximum 3 hours) 24 hours before, baby kitchen, activity room, 1 outdoor playground are the services offered in this section. \* Additional equipment that may be required for children can be supplied optionally within the VIM concept. Children between 1-3 years old can benefit from the kids club under family supervision.

**Tugi Kids Club 1-2**

For babies; there are sealed diaper stands by the pool. In the main restaurant, there is baby food, ready-made fruit yoghurt, cocoa and plain milk; in addition, baby food is offered free of charge to the guests at the facility. In case of need; Baby bathtub and washcloth, night light, potty, steam machine (with deposit), stroller (with deposit), baby phone (with deposit), baby glass (with deposit), baby bed and multiple sockets can be provided (upon availability). Baby carriage (with deposit) and pushchair service (with deposit) are also among the facilities provided to guests, depending on availability.

For kids; A la carte restaurants of the property offer children's menu service. Fun activities are held in the mini club between 10:00-19.30 and 20.30-00.00. Babysitting service is also available upon request, for a fee. While small celebrations special for birthdays color the holidays of little guests, the mini disco gives them the opportunity to have fun to the fullest. If needed, guests can use the items such as high chairs, microwave oven, children's buffet and blender in the main restaurant.

Tugi Kids World: 0 - 3 years: It serves between 10.00-19.30 and 20.30-00.00. It serves under parental supervision between 21.00-00.00. There are Smiling Babies Club for the 0-3 age group,

Mini for the 4-7 age group, Midi Club for the 8-12 age group, and Teenage Club for the 13-16 age group. There is a separate room for the 0-3 age group. Babies need to be under the supervision of their parents. Pool use must be under parental supervision.

Mini Club Features and Activities: Sports Academy, Dance Activities, Cooking Activities, Workshops, Drama Activities, Hand Skill Activities, Competitions, Painting Trainings, Face Painting, Birthday Organizations and Mini Disco.

Kids club opening hours are subject to change.

#### SMILING BABIES

There are changing unit, stroller, digital thermometer, nasal aspirator, baby cot, baby tub and net, potty, toilet seat, baby intercom, night lamp, baby camera, multi socket, steam machine, 3 cartoon channels, milk in mini bar, cocoa milk, chocolate wafer, children's buffet, highchair, microwave oven, bottle sterilizer, blender, ready-made fruit, yogurt, plain and cocoa milk, fruit juice, baby food, chicken and meat bouillon soup, boiled vegetables (for parents to prepare soup), bottle warmer. In mini club there are sleeping and TV room, baby food, ice cream, kitchenette (kettle, microwave, feeding bottle) sterilizer, fruit yoghurt, milk and juice, bottle warmer. Also there is waterproof diaper at the beach and private babysitter (extra charge).

#### Rixy Club

Soft Play Room provides free service for children aged 24 months to 4 years at the Rixy Club located in the facility. (In order for the little ones to benefit from this section, a parent must be present.) Paid babysitting service is available for children between the ages of 24 months and 4 years. For the 4-12 age group, Rixy Mini provides service between 10.00-12.30, 14.30-17.30 and 20.30-22.30. There are children's shows, fun activities, playstation (paid), mini disco and playground. \*Rixy Club service hours and activities may vary depending on weather conditions. Children's units in the outdoor area provide service depending on the weather conditions.

#### Tugi Kids Club 3

Tugi Kids World, which provides service between 10.00-00.00 hours, has a mini club for children aged 4-12 and a Teenage Club for guests aged 13-16. Children aged 0-3 can join the mini club and amusement park under parental supervision. Playground, playground, mini disco, some of the activities in the mini club. Paid babysitter service for children over 1 year old. The babysitter service is paid for among the services offered within the scope of Smiling Babies. Free services are; Baby carriage (left in the room upon request) and pushchair, baby bed, baby tub and net, potty, toilet seat, baby intercom, night light, digital thermometer, multiple socket, nasal aspirator and bottle warmer are left in the room upon request. 24 hours milk and bottle sterilizer in the lobby bar, milk in the minibar, cocoa milk, chocolate wafers, children's buffet in the main restaurant, high chair, microwave oven, blender, ready-made fruit yoghurt, plain and cocoa milk, ready-made jar 125 gr, chicken broth and meat broth bouillon soup, boiled vegetables (for parents to prepare soup), juice, sleeping room in mini club, TV room. Waterproof diaper for the pool.

As it is seen in Table 2, boutique hotels have more standard and limited services instead of content for children or clubs as in 4-5 starred hotels.

According to the Table 2; all of the selected boutique hotels have children's pool, 50% of them have children's play area, 40% of them have children's buffet, 40% of them have mini club, 20% of them have playground, 20% of them have babysitter, 20% of them have baby carriage., 10% of them have milk warmer etc. for babies, and none of them have water slides and activities for children. It is seen that the scores of the hotels are between 8,7 and 9,1 according to the guest reviews.

Table 2. Services for Children of Boutique Hotels in Turkey

	Child-Friendly Features											Hotel Score	
	Children's Pool	Children's Playground	Children's Play Area	Mini Club	Trained Staff	Children's Buffet	Baby Sitter	Baby Carriage	Children's Slide	Activity	Milk etc. Warmer for		Other
<b>Boutique Hotel 1</b>	+		+		+								9,1
<b>Boutique Hotel 2</b>	+			+		+		+			+	baby tub, food bowl and spoon, baby bottle cleaning brush, toilet seat adapter, sea slippers books, DVDs, TV channels for children and baby safety barrier	9,1
<b>Boutique Hotel 3</b>	+	+	+	+				+					9,0
<b>Boutique Hotel 4</b>	+					+							8,9
<b>Boutique Hotel 5</b>	+							+				TV channels for children	8,9
<b>Boutique Hotel 6</b>	+		+	+		+	+					TV channels for children and baby safety barrier books, DVDs, TV channels for children and baby safety barrier	8,9
<b>Boutique Hotel 7</b>	+												8,8
<b>Boutique Hotel 8</b>	+	+	+	+									8,7
<b>Boutique Hotel 9</b>	+		+			+						books, DVDs, TV channels for children	8,7
<b>Boutique Hotel 10</b>	+												
<b>Total</b>	10	2	5	4	1	4	2	2	0	0	1		
<b>Percent</b>	%100	%20	% 50	%40	%10	%40	%20	%20	%0	%0	%10		

### 3. Conclusion

From the data evaluated in the study, it is seen that the 4 and 5 star hotels, which are stated to be child-friendly, have child-friendly features in general. Besides, it is seen that many hotels have special concepts for children and that these concepts include many services for children. From the other side, it is seen that boutique hotels have the features of being child-friendly in subjects such as children's playground, mini club and children's buffet apart from the children's pool, and they do not provide much child-friendly services in other subjects. It is possible to say that this situation can be due to the fact that they are built in smaller areas. In boutique hotels, services such as books, DVDs, TV channels and baby barriers are mostly offered for children.

Although boutique hotels do not have large areas due to their structure, it is a disadvantage in providing child-friendly services, it is thought that they can increase their services where large areas are not required. Since the small number of guests staying at the hotel will facilitate the provision of personalized services, it can be stated that services for child guests can be provided more easily and effectively and studies can be carried out on the subject. By examining the reviews of these hotels in future studies, child-friendly services can be evaluated.

Considering Turkey's rich tourism resources and businesses, it is important to find services shaped according to the demands of our child guests. It is possible to say that it is difficult for hotel businesses that are unaware of the fact that children are influential in the purchasing decisions of families and that it is difficult for hotel businesses to exist in a competitive environment. In this context, it is thought that expanding this study and examining more and more hotel businesses in different places and concepts will be beneficial both in theory and in practice.

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