



HOTEL MANAGERMENTS' STATUS OF MEETING THE NEEDS OF FAMILIES WITH CHILDREN

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Research Article

Abstract: This study was performed to identify whether the hotel managements met the needs of families with children aged 0-18 years. The research covered 84 hotels which had management permit obtained from the Ministry of Health of Turkey, agreed to participate in the research and were located in the city centers of Sivas, Kayseri and Ankara provinces of Turkey. Data were gathered with a questionnaire, constructed by the researcher in the light of the relevant literature, was consisted of two parts. The first part is comprised of 10 questions about the properties of the hotels. The second part is consisted of 34 questions aiming to evaluate whether the hotels satisfy the hygiene, security, comfort, entertainment, culture and arts, health and nutrition needs of the families with children. In the research in which hotel managements were assessed solely on the basis of whether they had the competency to meet the needs of families with children. For the analysis percentage and frequency distributions were utilized. It was found that, of the hotels, 60.0% were on the main street, 81.2% had no garden, 67.5% had no grab bar in the swimming pool, bathroom and toilet, 71.3% had no warning sign, 32.5% had no power outlet with child protection, 32.5% had furniture design incompatible with children's safety needs, 43.8% had no break-resistant glassware, 60.0% had faucets with easy open handle, 38.7% did not offer any form of health service and 72.6% had no club or playground for children.

Keywords: *Needs of Families With Children, Hotel Managements' Status of Meeting the Needs of Families With Children, Expectation Of Families*

Introduction

In tourism, the child factor turned to be quite important both to families and to the hotel managements. Children of all ages from infancy to adolescence represent a significant segment of the world population and tourism market alone and as members of the family (Emir & Pekyaman, 2010; Carr, 2011).

Child tourism was described as the tourism form creating touristic settings in which children could healthfully play and spend time away from any form of violence, develop themselves, get respect and love and adopt respect and love as their behaviors, enhance their creativity, would feel safe and the demands of families with children could be met (Tuna, 2018). In this conjunction, touristic businesses are expected to be equipped with qualifications which can respond to the wishes and needs of families with children.

Several studies performed in recent years indicate that children had a noticeable effect on the selection of hotels to be stayed (Çakıcı & İyitoğlu, 2012; Emir & Pekyaman, 2010; Caruana & Vassallo, 2003). Children are affected considerably by their relations with the environment and can clearly see the key aspects of the quality of life of the places in which they live (Bilgin, 1984). In spatial sense, children constantly try to comprehend the environments and places where they grow up, prosper, play and travel during their development process (Akarsu, 1984). Families mostly prefer good-quality accommodation spaces which meet their children's needs as well as their own needs. Which human needs the space is capable of meeting and to what extent, and what opportunities the space offers and in this sense how the space shapes user behaviors are directly linked with the quality. 'Spatial quality' is a qualification which should be addressed within the context of the relationship between human and space (Kahraman, 2014). In their quests to complete mental and physical development, children of all ages have the right to have fun, play and learn. There are a lot of steps which need to be taken in Turkey for ensuring that the change which is focused on child rights is made (Çakırer & Özservet, 2015). In order to meet the demands of families with children, the hotels should prioritize children's basic needs such as health, security needs such as being able to walk on the street alone in safety, comfort needs such as playing with friends and having access to green fields and cultural needs such as participating in the social activities (<http://unicef.org.tr/sayfa.aspx?id=64&dil=en&d=1>)

Needs of families with children can be examined in general under five categories as (i) comfort,

(ii) security, (iii) hygiene, (iv) culture, arts and entertainment and (v) health and nutrition.

	Having daily cleaning service (room, bathroom, toilet)
	Having laundry service accessible for 24 hours
	Having swimming pool cleaning
Hygiene Needs	Having clean rooms (beds, mattresses, pillows, towels)
	Having the facilities at an easily accessible safe location away from the traffic jam (areas for freely going for a walk away from the busy traffic)
	Having baby monitors in rooms for the child safety
	Having child protection for power outlets
	Having playthings for children
	Having stair rails tall enough to protect children
	Having warning signs for guiding children (traffic lights, colored animal figures)
Security Needs	Having doors opening outwards
	Having furniture designed as per the children's dimensions
	Having lockable balcony and terrace doors
	Having break-resistant glasses and windows
	Monitoring children constantly
	Having stools in front of the lavatories
	Having child bathtubs in bathrooms
	Having thermometers in bathrooms
	Having faucets with easy open handle
	Having baby diaper change units installed on the wall (for the purpose of saving space)
	Having smoke-free spaces which are not overcrowded
	Having service staff to help children in the elevators (having the elevator button panel low enough for children to reach)
	Having no poisonous or thorny plants
	Having large rooms
	Having family rooms with cribs and with separate bedrooms (two separate rooms with a connecting door)
	Having baby diaper change units, buckets and basins in rooms
	Having saucepans and pots in the rooms for warming-up purposes

Comfort Needs	<ul style="list-style-type: none"> Having fumigators for feeding bottles or jars Having feeding bottle or jar heaters Having rental baby carriages, strollers and baby slings Having woods and grass (suitable for walking on) Having libraries which contain books of child and youth literature (audio books for illiterate small children)
Culture, Arts and Entertainment Needs	<ul style="list-style-type: none"> Having a separate TV room Having TV rooms located in a smoke-free space Providing children with the opportunity to watch child programs (Child movies and so on) Being in the vicinity of natural beauties Having playgrounds 200 meters away from the hotel (in a distance allowing parents to see and hear their children)
Nutrition Needs	<ul style="list-style-type: none"> Having a separate restaurant section for families with children Having kitchen which is open for 24 hours
Health Needs	<ul style="list-style-type: none"> Medical Doctor, Nurse, Infirmary, Medicine Cabinet

Figure 1: Needs of families with children (This figure was configured on the basis of Yilmaz (2007) and Parasuraman et al. (1988))

External setting of hotels is comprised of water places, roads, parks and gardens, and internal setting is made up of rooms, bathrooms, aisles, the lobby and restaurants. Both the external and internal settings of hotels which are occupied during holiday seasons should be well-equipped to meet the needs of children (Öktem, 2013).

Swarbrooke and Horner (1999) stated that families made holiday decisions by taking into consideration the children's needs and ages. The primary needs of families with infants aged 0-24 months are the security and comfort of the infants. Whilst hotels which offer special services such as the nutrition designed specifically for babies and which meet the security and hygiene needs are preferred, hotel managements with low hygiene standards are avoided by families. The security is a consideration important to the families with pre-school children aged 2-5 years. These families choose the hotel which takes necessary security precautions in the balcony and swimming pool. Besides, as children of this age group are likely to get bored soon, short-distance destinations can be primarily preferred by such families. Child menus, toys and childminders are among the elements preferred by these families. School children aged 5-12 years in general want to play with

their peers in places such as playgrounds or swimming pools. Animation shows and recreational facilities specifically intended for this age group will help these children have a happier and more comfortable holiday. Children aged 13-18 years aspire to participate in increasingly more independent and entertaining adult activities (Swarbrooke & Horner, 1999; Carr, 2011).

One of the properties to be possessed by a hotel serving the families with children is that the hotel is located in a safe place which is easily accessible but away from the traffic jam and has areas for going for a walk freely. Besides, such hotels should be in the proximity of shopping malls and natural beauties of the city (Yılmaz, 2007). Moreover, it is necessary to have car parks at the hotel entrance, woods and grass suitable for walking on in front of the hotel, to have playgrounds and football fields for children 200 meters away from the hotel in a distance allowing parents to see and hear children and to have instructions providing information on the walking pace and the ground. Furthermore, the configuration of the garden in a way to attract the children with statues and figures, artificial hills, canopied seating spaces and parasols are certain properties which will meet the expectations of families. It is essential not to have poisonous or thorny plants in the gardens.

Just as the size of the hotel room which makes up the internal setting of the hotels is of importance, the hotel room which offers two separate bedrooms through a connecting door and has a crib is more convenient to the families. Moreover, extras in the hotel rooms such as the baby diaper change units installed on the wall for saving space, bathroom buckets and bathtubs, saucepans and pots for warming-up purposes, feeding bottle or jar heaters, fumigators for feeding bottles or jars, rental baby carriages, strollers and baby slings and baby monitors for child safety are among the primary expectations of the families (Turkish Regulation on the Certification and Qualifications of Touristic Facilities, <https://www.resmigazete.gov.tr/eskiler/2005/06/20050621-11.htm>)

One of the most crucial properties to be sought by families at a hotel is the security. Assuring the security of children is to be made possible by taking measures and making arrangements at the hotel and by ensuring that parents and hotel employees have awareness about the dangerous zones and hotelwares. Lighting accessories such as lampshades, chandeliers and lamps, TV sets, mirrors, tables, wardrobes, plants, radiators, cables, curtain ropes, plastic bags, power outlets and heavy objects placed one on top of the other are among the items which are likely to give rise to accidents at hotels. Besides paying attention to these items, security measures such as the child protection

for power outlets, stair rails tall enough to protect children, warning signs for guiding children (traffic lights, colored animal figures), doors opening outwards, furniture designed as per the children's dimensions, lockable balcony and terrace doors, break-resistant glasses and windows, stools in front of the lavatories, child bathtubs and thermometers in bathrooms and faucets with easy open handle should all be taken in all child-friendly hotels (Yıldırım, 2016).

There should be smoke-free spaces which are not overcrowded. Aisles should be designed considering also the needs of children, and service staff to help children in the elevators should be employed (the elevator button panel should be low enough for children to reach.). There should be a separate TV room for children to watch child programs (Child movies and so on). There should be books of child and youth literature (audio books for illiterate small children). Laundry service and clothes dryer accessible for 24 hours, child menus in the hotel restaurants, child portions, forks and spoons for children, child tables and chairs, a separate restaurant section for families with children and kitchen open for 24 hours are among the properties to be possessed for meeting the needs of families with children.

1. Research Methodology

It is ascertained that there were studies addressing complaints about the hotel managements in Turkey (Yavas et al., 2004; Karatepe, 2006), however, it is found that there was no study exploring particularly the expectations of families with children. The research was performed as a descriptive study for identifying whether internal and external settings of certain hotels in Sivas, Kayseri and Ankara provinces which are locations affecting the decency of holidays of families with children as temporary affection areas. As the research was in need of the contribution of different areas of specialization, it was supported with data collected from other areas of study and with articles and theses which were previously composed in this area.

1. 1. Population and Sample

The research population was comprised of hotels which had management permit obtained from the Ministry of Health of Turkey, were located in city centers of Sivas, Kayseri and Ankara provinces and agreed to participate in the research. Upon the receipt of permits and endorsements from the authorized hotel representatives and managements by having face-to-face meetings with hotel managers in Sivas province where the researcher lived and by contacting the hotel

managements in Kayseri and Ankara by e-mail, the research was completed with the participation of a total of 84 hotels which voluntarily agreed to take part in the research and filled in the survey form in full. These hotels which were included into the research considering that they could represent two metropolises and a provincial city of Central Anatolia Region of Turkey were examined solely in terms of whether they had the competency to meet the expectations of families with children aged 0-18 years.

1. 2. Data Collection Tool and Its Application

In this study, data were gathered by means of the survey technique applied face-to-face and through internet. The survey form which was created in light of the previous studies performed in other disciplines contains two parts. The first part of the survey form is comprised of 10 questions designed to identify the properties such as the province where the hotel is located, the year when the hotel is built, location of the hotel in terms of the street, which means of transport is used by families to go to the hotel, the number of rooms at the hotel, the number of children who stayed at the hotel for the last year, age group of the children, whether there is any child bed and garden and the number of stars which the hotel possessed. The second part of the survey form intends to find out the factors which are associated with the decision of families with children to select the hotels. Upon the review of the relevant literature on the properties which the hotels serving the families with children should possess so that families with children can have a safe holiday during which they will have no trouble in meeting the basic needs of their children, questions in the second part of the survey form was produced by means of ‘SERVQUAL’, a scale comprised of five dimensions and developed by Parasuraman et al. (1988) for measuring the service quality, and of the criteria specified in ‘properties to be possessed by hotels which serve the families’ proposed by Yılmaz (2007). The second part of the survey form contains a total of 34 questions aiming to evaluate whether the hotels satisfy the hygiene (5 questions), security (12 questions), comfort (9 questions), entertainment, culture and arts (4 questions), health (2 questions) and nutrition (2 questions) needs which the families set as their expectations for children. The research rested on the assumption that the hotel managers responded reliably to the survey questions which were used as the data collection tool.

1. 3. Evaluation of the Collected Data

Statistical analysis of the research data was performed through IBM SPSS 23.0 software. Descriptive statistics obtained through the research were expressed as percentages and frequencies. As the research was in need of the contribution of different areas of specialization, it was supported with data collected from other areas of study and with articles and theses which were previously written in this area.

2. Analysis

Table 1. Certain Descriptive Properties of the Hotels

Descriptive Properties (n=84)		Number	%
The province where the hotel is located	Sivas	24	28.6
	Kayseri	15	17.9
	Ankara	45	53.6
The construction year of the hotel	1961-1980	10	11.9
	1980-2000	18	66.7
	2001-2017	56	21.4
The number of stars	5	14	16.7
	4	22	26.2
	3	26	31.0
	No star	22	26.2
Which means of transport is used by families to reach the hotel	Personal means of transport	69	82.1
	Hotel's transport service	15	17.9
Hotel location in terms of the street	On the main street	51	61.2
	On the side street	32	38.4
	Outside residential area	1	1.2
The number of rooms at the hotel	10-40	26	31.8
	41-70	34	40.5
	71-100	16	18.2
	100 and above	8	9.5
The number of children who stayed at the hotel for the last year	1-50	37	44.4
	51-100	27	32.4
	101-150	14	16.8
	150 and above	6	7.2
Age groups of children	0-6	45	54.0
	6-12	30	35.2
	12-18	9	10.8
Whether there is any child bed	Yes	39	46.4
	No	45	53.6
Whether there is any child garden	Yes	15	18.8
	No	65	81.2
Whether there is any playground for children	Yes	16	81.0
	No	68	19.0

Table 1 exhibited the data on the evaluation of whether 84 hotels located in city centers of Sivas, Ankara and Kayseri provinces had competencies to meet the expectations of families with children.

Table 1, it is discerned that, of 84 hotels addressed within the scope of this research, 54% (45) were located in Ankara province, 28.8% (24) were located in Sivas province and 17.2% (15) were located in Kayseri province, and 11.9% were built prior to 2000 (nearly 50 years-old) whilst 66.7% were built after 2000. Besides, of 84 hotels, 31.2% had three stars and 16.7% had five stars, and 17.9% would pick the families up from their locations if demanded by them whereas the families were supposed to reach 82.1% of the hotels by personal means. Moreover, it was ascertained that, of 84 hotels, 38.1% were located on the side street whilst 60.7% were on the main street, 81.2% had garden, 40.5% had 40-70 rooms, 9.5% had more than 100 rooms, and 53.6% had no child bed. Furthermore, it was identified that a total of 1345 children stayed at 84 hotels for the last year and of 1345 children, 46.4% were aged 0-6 years, 35.7% were aged 6-12 years and 10.7% were aged 12-18 years (6 hotels did not indicate the age of children).

Table 2: Competency of the hotels to meet the hygiene expectations of the families with children

Variables			Number	%
HYGIENE NEEDS	Routine cleaning	Everyday	41	48.8
		When dirty	16	19.0
		Everyday and when dirty	27	32.1
	Children's pool Cleaning (n=19)	Once a week	27	32.1
		Every Day	55	65.5
		When dirty	2	2.4
	Laundry Service	Yes	72	85.7
		No	12	14.3

In Table 2, it is seen that 80.9% of the hotels do the cleaning of the rooms and other areas every day and once, but 19.0% do the cleaning as the hotel gets dirty. While 85.7% of the hotels have a laundry service, it is seen that 14.3% of them had no.

Table 3: Competency of the hotels to meet the security needs of the families with children

Variables			Number	%
SECURITY NEEDS	Power outlets with child protection	Yes	58	69.0
		No	26	31.0
	Grab bars	Yes	30	35.7
		No	54	64.3
	Warning signs	Yes	24	28.6
		No	60	71.4
	Baby monitors	Yes	26	31.0
		No	58	69.0
	Night lightings	Yes	67	79.8
		No	17	20.2
	Unsafe garden plant	-		
		No	84	100.0
	The direction to which the door is opened	Inward	58	69.0
		Outward	26	31.0
	Furniture design	Suitable	54	67.5
		Unsuitable	26	32.5
Whether the balcony and terrace doors can be locked (n=66)	Lockable	42	50.0	
	No lock	26	31.0	
Break-resistance of the glassware	Break-resistant	49	58.3	
	Not break-resistant	35	41.7	

It was found that, of hotels covered by this research, 69% had power outlets with child protection, 64.3% had no grab bar, 71.4% had no warning sign, 69% had no baby monitor, 63.7% had room and balcony doors opening inwards, 67.5% had furniture design suitable for children, 50% had lockable balcony and terrace doors, 58.3% had break-resistant glassware.

Table 4: Competency of the hotels to meet the comfort needs of families with children

Variables			Number	%
COMFORT NEEDS	Baby care units in the shared toilets	Yes	26	31.0
		No	58	69.0
	Check-in at the lobby	Yes	24	28.6
		No	60	71.4
	Extras for the babies in the rooms	Yes	30	35.7
		No	54	64.3
	Baby carriages, strollers, baby slings	Yes	22	26.2
		No	63	73.8
	Curtains in the rooms	Yes	67	79.8
		No	17	20.2
	Wardrobe hanging rails compatible with child's height	Yes	20	23.8
		No	64	76.2
	Whether there is any separate child room	Yes	32	38.1
		No	52	61.9
	Whether elevator button panel is compatible with child's height	Yes	41	48.8
		No	43	51.2

It was found that, of hotels covered by this research, 69% had no baby diaper change unit in the shared toilets, 71.4% had no check-in at the

Childminders	Yes	23	27.4
	No	61	72.6

lobby, 64.3% had no extras for the

babies (bathroom buckets, bathtub, heaters) in the rooms, 73.8% had no baby carriage, baby slings and strollers, 79.8% had curtains in the rooms, 76.2% had no wardrobe hanging rail compatible with child's height, 61.9% had no separate child room, 51.2% had elevator button panels low enough for children to reach.

Table 5: Competency of the hotels to meet the culture, arts and entertainment needs of the families with children

Variables			Number	%
CULTUR, ART AND ENTERTAINMENT NEEDS	Library for children	Yes	19	22.6
		No	65	77.4
	Children's club/playground	Yes	22	26.2
		No	62	73.8
	TV room for children	Yes	24	28.6
		No	60	71.4

It was identified that, of 84hotels, 22.6% had library for children whereas 77.4% had no library for children, 26.2% had club or playground for children whilst 73.8% had no club or playground, and 28.6% had a separate TV room.

Table 6: Competency of the hotels to meet the health and nutrition needs of the families with children

Variables			Number	%
HEALTH AND NUTRITION NEEDS	Medicine cabinet, medical doctor, nurse, infirmary	Yes	31	36.9
		No	53	63.1
	Children's menu, baby food, highchairs	Yes	29	35.5
		No	55	65.5

It was discerned that, of the hotels addressed by this research, 63.1% did not offer health service while 36.9% provided health service (medicine cabinet, medical doctor, nurse, infirmary).

It was ascertained that, of hotels taking part in this research, 34.5% had feeding chair, kids menu, child serving and had a separate restaurant section for families with children whereas 64.5% had no feeding chair, kids menu, child serving and section for families with children.

3. Conclusion/Discussion and Recommendations

Children's needs and desires which change as per their ages is a determining factor in the selection of hotels. In the context of the selection of hotels by families, meeting all physical and mental expectations of families and consequently assuring their satisfaction became of importance to hotel managements. It will be possible for hotel managements to meet expectations and promote satisfaction only if the service standards are clearly specified and raised (Emir, 2007).

One of the practices to be applied by the hotel managements for making the physical setting more enjoyable for children is to build playgrounds which contribute to the child development and meet children's desires and needs and to design these playgrounds in a way to be safe for children and compatible with children's ages (Tandogan, 2014). As a whole, the physical setting for children is as diversified as the residence, vicinity of the residence, parks, gardens and hotels as the temporary affection areas in parallel to the physical, perceptual-cognitive and societal-emotional development of children. Of hotels covered by this study, 38.4% (32 hotels) are located on side streets, 61.2% (51 hotels) are on main streets and 81.2% have no garden (Table 1). Hotels which are located on the main streets with busy traffic and have no garden violate the rights of children to walk and play on streets safely, to interact with animals and plants, to have green fields and to partake in cultural and social events (<http://unicef.org.tr/sayfa.aspx?id=64&dil=en&d=1>).

The aim of meeting the expectations of families by transforming the settings inhabited by children into more hygienic, healthful, safer and entertaining spaces is achieved through 'child-friendly hotel' also known as family-friendly hotel or family hotel (<http://cocukdostuturizm.org/assets/documents/publications/ICCTurizmBrosur-hll.pdf>). In general, child-friendly hotels can be described as facilities which are designed to meet family needs and include different playgrounds for each age group, private swimming pools for small children, children's clubs, special menus for children and even babysitting services (Obrador, 2012). The reason for the families with children to select the child-friendly hotels is that the families do not want to have any problem in meeting the needs of their children as well as their own needs (Güven et al., 2017). Among the preferred elements in child-friendly hotels are to have cribs and cupboards for children in the rooms, child menus in the restaurant and family rooms, to attach importance to the hygiene and to have swimming pools for the children and stair rails. Safe playgrounds for all age groups of children and also child menus, toys and childminders are also among the preferred elements.

One of the key elements which affects the selection of holidays by families is the security. Even if children of all age groups have accidents, children aged 0-6 years are more likely to have accidents especially for reasons such as being unaware of dangers, being sensitive and open to environmental risks and being curious about exploring and learning. Accidents such as falling from height, having injuries and burns and drowning which are ranked as the fourth among the causes of child deaths can be prevented by taking certain simple precautions, and these accidents have the risk of being experienced in all living spaces including the hotels. As children are unable to protect themselves from accidents, it should be considered that the responsibility belongs to the adults for ensuring that the children are accommodated at places which are safe against accidents, that the protective measures are taken in the rooms, swimming pools, elevators, stairs, gardens and balconies, and that the safety is regularly checked (Yıldırım, 2016). Upon the review of measures taken by hotels covered by this research, it was found that, of 84 hotels, 67.5% had no grab bar in the swimming pools, bathrooms and toilets and 71.3% had no warning signs around aisles and stairs. Moreover, it was ascertained that, of 84 hotels, 32.5% had no power outlets with child protection, 32.5% had no furniture design well-suited to the needs of children, 43.8% had no break-resistant glassware and 60% had faucets with easy open handle (Table 3). In a previous study in which the complaints about a hotel were examined, security problems such as having bathtub too high from the ground, having no life guard on the coast or in the swimming pool, having child pool which was too deep for children and not cleaning the broken glassware around the swimming pool were identified (Güzel, 2014).

In this current research, it was found that the cleaning was done everyday in 51.2% of the hotels for meeting the hygiene needs of families with children whereas cleaning was done only when facilities got dirty in 20% of the hotels (Table 2). Moreover, it was discerned that, while laundry service was available everyday in 85% of the hotels, there was no laundry service in 15% of the hotels, and also, the swimming pool was cleaned everyday in 11 out of 18 hotels with swimming pool whilst the swimming pool was cleaned when it got dirty in other seven hotels. In a previous study, it was demonstrated that families had certain complaints and grievances about child-friendly hotels, and hotel's cleanliness, hygiene, food safety and environmental sanitation came at the top of these grievances. From studies performed on the effectiveness of the cleaning, it can be inferred

that more cleaning can be necessary even if the hotel employees clean the hotel rooms and shared facilities on a regular basis (Park et al., 2017).

Having foodstuff and drinks specifically designed for children and paying attention to the healthfulness of these foods and drinks are of particular importance. Menus offering different options to children should be made available. Having kitchens and laundry facilities open for 24 hours is again one of the key needs of families with children during the holiday. Children can be interested in eating some foodstuff or drinking milk before going to bed. If the room service offers some milk to a family with children for free, it will undoubtedly be a positive touch to be remembered and will positively affect the future decisions on the selection of the same hotel in the next visits (Açikgöz, 2018).

Through certain studies, it was indicated that dangers arising from the failure to find medical doctor, the lack of medical equipment and the foot-and-mouth disease would be in place (Aslan, Tosun & Arslan Kurtuluş, 2019). Under this current study, it can be deduced that families' health problems would be solved if the need arose in 61.3% of the hotels which had nurses and medical doctors whereas the health needs of the families with children would not be met if the need for medical service emerged in 38.8% of the hotels with no health professionals (Table 6). Most hotels which obtained management permit from the Ministry of Health of Turkey did not employ medical doctors and nurses. This situation gives rise to certain disadvantages and risky circumstances. In particular, in the study performed by Ciçek and Avderen on thermal hotels, it was found that, out of a total of 47 hotels, only 29.8% employed medical doctors, 70.2% had no medical doctor, and 53.2% employed nurses whereas 46.8% had no nurse (Table 6). In fact, Article 14 of the regulation of the Ministry of Health of Turkey on the thermal springs stipulates the following: "In thermal springs, at least (a) medical ecology and hydroclimatology specialist or physical therapy and rehabilitation specialist or, as required by the medical evaluation council depending on the medical indications, medical doctor from other areas of specialization experienced or having certification in thermal spring therapy, (b) a physiotherapist or a nurse or a health worker or a health technician are employed (Official Gazette of Turkey: December 9, 2004 / 25665)." On the other hand, despite this regulation, most hotels which obtained permit from the Ministry of Health of Turkey do not employ any medical doctor, nurse, physiotherapist or health worker.

Most families prefer hotels which offer entertainment, culture and arts facilities especially for children at primary school age (Açıköz, Emir & Pekiyan, 2010). Doing the best for children is a matter of culture. For the formation of the culture, the child libraries undertake a crucial task as they enable people to get to know each other, socialize with each other, do favors for each other and share with each other in a multi-layered fashion. So that the outlook toward the child in the society and toward the life with the child can healthfully develop, child libraries and bookshelves will occupy a significant place in the formation of the reading culture of children and the establishment of social and societal ties in Turkey of the future (Akçay-Duff & Edizer, 2015). In the study, it was found that, out of a total of 84 hotels, only 22.6% employed library for children, %77.4 had no library for children (Table 5).

Childminding and children's club are services which are important to the promotion of satisfaction with the hotel. It was found that 72.6% of the hotels covered by this study had no childminder (Table 1). When childminding service is offered, the assumption of this task by people who are capable of responding to guest's demands, reliable, responsible and specialist in this field is of significance to the prestige of the hotel and family's satisfaction (İnceöz,2018).

Tourism should offer new destination opportunities for countries especially with young and dynamic populations like Turkey (Tengilimoglu and Özdemir, 2013). In Turkey, for firms such as ETS Tur, Tatil Sepeti and Tatil Budur, criteria to be met by hotels designated as child/family hotels are to have family rooms which offer the opportunity to have easy access to the child room through a door from parents' room, to have special swimming pools designed in small size solely for children, to have wide spaces with water slides and aqua parks, to offer babysitting service, to have mini clubs offering different services to each age group, to have amusement parks, to provide special food alternatives, to have buffets for babies and children, to have menus specifically designed for children, to have special offerings during the day (ice-cream, corn and so on) and to offer day-long entertainment activities such as special animation shows performed for children, sleeping rooms, face painting, handcrafts, t-shirt painting, mini volleyball, boccia and bowling (<https://www.etstur.com/Cocuklu-Misafirlere-Uygun-Tesisler?gclid=EAIaIQobChMI> , <https://www.tatilbudur.com/cocuk-dostu-oteller?gclid=> , <https://www.tatilsepeti.com/cocuk-dostu-oteller?gclid=EAIaIQobChMIg->). These criteria also meet the comfort needs of families with children. These criteria also meet the comfort needs of families with children. It was found

that, of hotels covered by this research, 69% had no baby diaper change unit in the shared toilets, 71.4% had no check-in at the lobby, 64.3% had no extras for the babies (bathroom buckets, bathtub, heaters) in the rooms, 73.8% had no baby carriage, baby slings and strollers, 79.8% had curtains in the rooms, 76.2% had no wardrobe hanging rail compatible with child's height, 61.9% had no separate child room, 51.2% had elevator button panels low enough for children to reach. It was determined that the facilities to meet the comfort needs of the family were not sufficient (Table 4).

It is discerned that there are a number of civilian initiatives which develop child-friendly hotel criteria in some countries, and, from them, hotels can optionally obtain certificates proving that they are child-friendly hotels. Through the cooperation between the German Child Protection Association (Deutscher Kinderschutzbund) and Technical Inspection Association (TÜV NORD CERT), criteria particularly for child-friendly services and products were specified and quality certificates were issued. In cooperation with the Technical Inspection Association, child-friendly inspection criteria were developed for hotels, holiday resorts and parks, the application of these criteria was launched as of November 15, 2002, and was formalized as "TÜV Service Check-Ok für Kids". Designed as an independent quality certificate, "Ok für Kids" is the certificate which states that the business is 'Suitable for Children' and is granted to businesses meeting the relevant criteria and successfully completing the certification procedure.

One of the examples of child-friendly hotels in Europe is Kinderhotels. Kinderhotels Europa is a marketing company which brings the first-class family hotels together. It was established with the goal of enhancing specialization by meeting the best quality standards for the family holiday, expanded at international level after a decade, and was transformed into a limited liability company. Under the brand name of Kinderhotels Europa, 50 hotels operate in four countries (Austria, Germany, Italy and Croatia).

In this research conducted to identify the competency of 84 hotel managements in city centers of Sivas, Kayseri and Ankara provinces to meet the expectations of families with children, it was found that none of the hotels met the criteria specified for being designaed as the child-friendly hotel.

'Child-Friendly Hotel' practices should be launched for accommodation facilities located in city centers, and subsequently they should be extended to other tourism-related sectors (transportation,

catering). Hotels, the majority of which are located in urbanized spaces, should be transformed into places meeting children's and families' needs, demands and expectations. Particularly the hygiene is a matter of importance to the families with children that have sensitivities about the issue of health. Thus, it is necessary to ensure the hygiene of foodstuff and the hygiene of employees, to pay attention to hygiene rules for rooms, to clean every spot assuming that the children are likely to touch everything. Moreover, it will be viable to provide hotel employees with education on the course of action to be adopted toward children and families with children. On the other hand, it is recommended that all these efforts be made with reference to the UN Convention on the Rights of the Child and with the participation of the children as urged by one of the main principles specified in this convention.

Turkey is a well-known travel destination with high quality resorts especially very suitable for families with children. However, this study doesn't cover any of these resort hotels except one hotel. According to the Ministry of Tourism and Culture, most of the hotels covered by in this study are small and have limited room numbers. They are mostly located in city center and can be defined as small business hotels.

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