

# Research on the Development and Supply of Accommodation Enterprises in the Scope of Accessible Tourism in the Region of Antalya

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**ABSTRACT---** *When we consider that 15 percent of the people in the world are disabled, it becomes easy to see why disabled individuals should form an important subject of attention for the tourism industry. In order to obtain a profitable share of the market formed by disabled tourists, it is necessary that the tourism sector analyze the resources available to supply access to tourism to disabled customer.*

*The purpose of this research is to determine the tendencies and expectations of parties involved in the supply side of tourism, in order to see how accessibility for disabled people visiting tourism facilities can be provided with both honor and equality, and in a fashion that will encourage an increase in their utilization level. The ultimate goal is for Turkey and Antalya to enjoy a greater share of the disabled tourism segment by developing proposals that will satisfy the expectations of all stakeholders.*

**Keywords---** disability, disabled people, accessible tourism, tourism supply, accommodation enterprises

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## 1. INTRODUCTION

Being disabled can affect numerous human faculties such as hearing, sight and various other physical and intellectual deficiencies. For a number of reasons, disabilities often prevent people from meeting their own needs, either temporarily or permanently, in the desired time and to a necessary level of quality (Daniel et al. 2005). The number of disabled people, who have been called the world's largest minority by International United Nations Organization, shall increase even further as the world's population ages; the older generations are the greatest individuals at risk of becoming disabled. According to '2011 World Disability Report' prepared by the World Bank and World Health Organization, it is currently believed that approximately 15 percent of population is considered disabled (WHO 2011).

It is possible to categorize the factors which prevent disabled people from into two groups: inner and outer. Inner factors include reasons generated from the specific handicap of the individual person such as, their not having adequate knowledge, being deprived of access due to their level of ability, reasons connected to their health, factors connected to physical and psychological issues, their not seeing the ability to travel as their right, economic difficulties, income differences, needing specific access to certain kinds of skilled care when they travel, etc. A second important category of factors preventing disabled people from is based on outer reasons. Particularly, the problems they face in gaining access to historical sites, accommodation enterprises, and irregular architectural housing, as well as negative natural conditions and ecological issues, the behaviors of personnel working in accommodation and travel enterprises, etc., must all be considered (Öztürk and Yaylı 2006). In addition to these issues, the negative behaviors of tourists who are not disabled when on holiday in the same environment with disabled tourists can also be a significant outer preventative factor.

Despite the fact that disabled people are a niche market for the tourism sector, their needs have not been emphasized in academic studies (Israilli, 2002). Regularly, tourism activities are specifically designed for people who are not disabled (Yau et al. 2004). According to accepted opinion on the matter, participating in tourism activities should be encouraged for all people, whether or not they have a disability. Living with obstacles often also brings many other, associated difficulties. For this reason, in order for disabled people to participate in tourism activities and as a result live happier, more fulfilling lives, it is necessary that they overcome various social and practical difficulties (Germ and Schleien, 1997).

The purpose of this research is to put forth the existing perspectives of this issue on the supply side (accommodation enterprises, travel agencies, and tour operators) and orient a discussion of the subject of accessible tourism such that disabled people on the demand side of tourism facilities are better able to make use of tourism activities with honor and a sense of equality. We begin with the accommodation enterprises in Antalya in an effort, to determine the expectations of

those accommodation enterprises, as well as of travel agencies and tour operators in Turkey, to see whether or not they are properly oriented to take full advantage of this special market.

## **2. LITERATURE REVIEW**

It is estimated that between 5% and 20% of the world's population is disabled (UNESCAP 2000). The gradual increase in the world's disabled population can be explained by the ageing of the population and the world-wide increase in chronic health problems. While World Health Survey research indicates that the number of persons living with disabilities is approximately 785 million (15.6%) (for persons aged 15 years and older), a Global Burden of Disease study estimates this number to be as high as 975 million (19.2%). Research has also shown that the number of disabled people in the world is increasing rapidly (WHO 2011). If we add to these numbers senior citizens, pregnant women, children and families, total number of disabled individuals increases to half of world's population.

After considering the number of disabled people in certain countries, the extensiveness of the related market can be better understood. Disabled people constitute 17.5% of England's population (English Tourism Council 2000), 19.3% of the population in the United States of America (US Census Bureau 2000; Kahn 2000). Twelve percent of the population of Germany and 18% of the population of Australia (Australian Bureau of Statistics 1993) are disabled. In Turkey, according to data collected by TUIK (the Turkish Statistical Institute) in 2002 the rate of disabled people is 12.29% of the total population (TUIK 2002). Despite a decrease in child deaths and improvements in medicine, it is believed that these figures will increase in the coming years as the population ages. To give an example, in the year 2030 it is estimated that the number of disabled people in the US will reach 100 million (Burnett and Bender 2001).

Important laws are in place in Turkey and throughout the world that relate to disabled people. These laws were enacted to make it easier for disabled people to live in their communities and to provide for a comfortable means of movement. The rights of disabled people were codified in the United Nations Disability Rights Agreement and "Accessible Tourism for Everybody." These opinions are becoming more popular around the world (Kilimci 2008). Becoming more aware of disabled peoples' desire to participate in tourism and learning to see this market as possibly profitable have also paved the way for an increase in the number of academic studies regarding the orientation of accessible tourism. Studies on this subject increased in number at the end of the 1980s and into the 1990s, in parallel with certain legal advancements (Smith 1987; Murray and Sproats 1990; Cavinato and Cuckovich 1992; Gleeson 1997; Yaylı and Öztürk 2006). Despite this, it can be seen from the related literature that the research work that has been done on the subject of tourism and travel by disabled people is insufficient, and the studies that have been are very limited (Darcy 1998; Burnett and Bender 2001; Darcy 2002; Ray and Ryder 2003; Yau et al. 2004; Öztürk et al. 2008). At the present time, these studies are in progress (Aitchison 2003; McKercher et al. 2003; Ray and Ryder 2003; Daniels et al. 2005).

In related literature, it is possible to find studies under different subject headings such as the travel constraints faced by disabled people (Abeyraine 1995; Cavinato and Cuckovich 1992), tourism decision making processes (Shaw and Coles 2004), holiday meanings, motivations, experiences, and satisfaction rates (Daniels et al. 2005; Darcy 2002; Yau et al. 2004), and perceptions regarding the role of travel agencies (McKercher et al. 2003).

On the other hand, the research done by Cavinato and Cuckovich (1992) referenced Ray and Ryder (2003) and their analysis of the harmonization of the US transportation sector for disabled people; it was stated that the positive results provided by the new legal regulations and the Americans with Disabilities Act (the ADA) have resulted in improvements in the market for disabled people in the US. Coles and Shaw (2003) indicated that after the enactment of the Disability Discrimination Act (the DDA) in England, the market segment made up of disabled people become progressively more important in terms of overall economic meaning. Aitchison (2003) has researched travel and social structure from the point of view of disabled people. McKercher et al. (2003) examined the efficiency of the services presented to disabled people by travel agencies in Hong Kong; they argue that the market is not attractive for these agencies because of the special characteristic of the services needed. As a result, such services could only be profitable when accompanied by high commissions. Daniels et al. (2005) expressed that it is necessary to take stronger measures to satisfy the needs of disabled people during all stages of travel. Yau et al. (2004) put forward that disabled people who travel pass through five different stages with regards to personal factors: the making of contacts, analysis, and realization of the travel, experience, and feedback. Yaylı and Öztürk (2006) have put forward that travel research should consider the recommendations of disabled people who have already participated in travel, as well as the recommendations of agencies designed to help disabled people when they plan their travels.

It can be seen that researchers are focused on determining the obstacles encountered by disabled people when they travel. It is frequently asserted that there is a direct negative relationship between the obstacles to travel and the intentions of disabled people to participate in travel; for this reason, in order to increase the participation of disabled people in travel it is necessary to eliminate these obstacles (Cavinato and Cuckovich 1992; Israeli 2002; McKercher et al. 2003).

First of all, economic problems are a factor acting as an obstacle to disabled people looking to travel. Beyond this, the most important obstacles are physical disabilities that inhibit disabled people's ability to move, not being able to find suitable accommodation enterprises, and technological inadequacies in reaching places or regions to go (such as unsuitable access for making arrangements regarding buses and taxis). Consequently, these situations cause obstacles to the instigation of the travel in an orderly and convenient (Darcy 1998). Problems external to economic issues include planning with regards to particularities such as determining the region to visit, the selection of travel agencies, the selection of accommodation facilities, etc. (Crawford et al. 1991). In the study done by Cavinato and Cuckovich (1992), they mentioned several difficulties generated by transportation necessary to travel, and put forward that responsible institutions and establishments of transportation particularly take this into consideration.

Research shows that despite wanting to travel, disabled people often postpone actually engaging in travel because of the difficulties they face. Disabled people need to make additional and unique arrangements in order for travel to be a positive experience. For example, they must have unobstructed travel access, suitable bathroom and restroom accommodations, foldable beds, suitable elevators, internationally recognized travel enterprises, etc. In order to meet the travel needs of disabled people, it is first necessary that state and private enterprises do some planning beforehand. Governments should recognize this as a requirement of being social (Yaylı and Öztürk 2006). In this context, another important finding emerging from the research of Miller and Kirk (2002) is that the government must take primary responsibility for disabled people if they are to adequately benefit from tourism.

Tourism providers offer products related to travel such as accommodations, food and beverages, entertainment and leisure activities and transportation (Lickorish and Jenkins 1997); these elements are presented to consumers by tourism enterprises and institutions in the market either for a certain price or on a free of charge basis (İçöz 2005) with the sole purpose of meeting tourism demands (Sessa 1983). Alongside the individual and inner desire factors that orient disabled people toward tourism (just as is the case for people not suffering from disabilities), factors falling under the heading of supply are also of great importance. These factors generally exist in regions and areas considered to house tourist attractions, but also include the infra- and super structure facilities supporting these attractions. The first characteristic supporting such attractions is the region's "accessibility," and the second is the "presentability" of possibilities (İçöz 2005). According to Turco et al. (1998), there are several changes that need to be made if disabled people are to be able to better make use of tourism activities. The first of these is related to tourist attractions themselves. As is well known, human-formed environments (theme parks, sporting events, etc.), natural beauty (favorable climates, mountains, oceans, etc.), historical structures (museums, ancient cities, etc.) and finally desirable social and cultural environments all make up types of tourist destinations. Disabled people have more difficulties than others in reaching these points. What is important for disabled people is to collect adequate and accurate information about the sites they wish to visit. A second point regarding this issue is related to the sources of information disabled people access. According to research, essential information includes what activities may be done, how they shall be done, where to stay, and also issues related to means of transportation. For disabled people, it is important to obtain information and recommendations from their friends, travel agencies and from the internet. A third point is that of transportation. Transportation is a compulsory element of travel, necessary for participation in tourism activities; consequently, it brings with it many difficulties. Tourism destinations must establish suitable transportation systems for disabled people, if they hope to attract this subsection of the market. Finally, the last issue regarding this topic is accommodations for disabled people, together with food and beverage-related activities.

In the year 2009, in the declaration made as a result of the ESCAP-Takayama 2009 Congress sponsored by UNESCAP, accessible tourism is defined as "tourism and travel activity providing accessibility for all disabled people and unhindered persons including the ones having movement, hearing, seeing, cognitive or intellectual and psychosocial disabilities" (ENAT 2012). At the same time, accessible tourism provides universally-designed tourism products and services to persons who have access requirements including those involving movement, sight, hearing, and cognitive access dimensions as well as products that facilitate the possibility of using tourism environments in ways that are independent, equal, and proud (Darcy and Dickson 2009). Accessible tourism foresees the presentation of activities and services covering all aspects of tourism to all individuals, eliminating all possible obstacles and difficulties; it provides the possibility of optimal capacity and income for the enterprises servicing this tourism sector where intense competition is encountered in a global dimension. For this reason, it seems for tourism agencies, tour operators, and accommodation enterprises to fulfill their obligations by providing proud and equal, independent accessibility to all disabled people.

### **3. DESTINATION OF RESEARCH: ANTALYA**

Antalya is a coastal city in southern Turkey. According to the 2013 Report of TUIK (the Turkish Statistical Institute), Turkey's population is 76,667,864 and Antalya's population is 2,158,265. The ratio of Antalya's population to Turkey's population is 2.8% (TUIK 2014). Antalya is a tourism capital for Turkey, taking sixth place in the world's tourism line up. According to the 2014 Tourism report by TUROFED (the Turkish Hoteliers Federation), Antalya is one of seven

significant tourism destinations in the world, due to its historical and natural beauty. After London and Paris, it is third among the ten most visited cities in the world. Antalya provides the possibility of tourism activities during all four seasons of the year. Cultural tourism is first among its many offerings, but it also has new and modern tourism facilities for marine, sports, health, snow, congress, highland, cave, camp, and faith-based tourism activities (TUOFED 2014). According to a 2013 Report by KTM (the Culture and Tourism Ministry), while the number of enterprises having tourism licenses was 2,870, room number was 336,447 and bed capacity was 706,019 in the year 2012. Antalya had 716 accommodation enterprises, 168,124 rooms and 359,912 beds. The ratio of Antalya to the rest of Turkey with regards to tourism accommodation enterprises is 24.9%; with regards to number of rooms, the ratio increases to 49.9% and net capacity to 50.9% (KTB 2013). According to a 2014 Tourism Report of TUOFED (the Turkish Hoteliers Federation), in the year 2012 a total of 34,910,098 tourists came to Turkey and 11,122,510 foreign tourists visited Antalya. The number of tourists who came to Antalya was a ratio of 31.8% when compared with the number of tourists overall who visited Turkey.

#### **4. PURPOSE, SCOPE, AND METHOD OF RESEARCH**

The main purpose of this research is to determine the existing attitudes, expectations, and tendencies of the accommodation enterprises on supply side of accessible tourism. Sub-purpose of the research is determining the expectations and tendencies of accommodation enterprises related to accessible tourism.

In terms of the quantitative research prepared to address these purposes, including the surveys prepared accommodation enterprises on the supply side of the hospitality industry to disabled people the goal was to determine what arrangements existed that were devoted to disabled people as well as the expectations and tendencies of enterprises related to accessible tourism. In the surveys, questions related to the demographic characteristics of the enterprises were also included. The scope of the research consisted of 310 AKTOB (the Mediterranean Touristic Hoteliers and Enterprises Association) member five star accommodation enterprises 201 KTM (2013).

When determining the scope of this research, in the beginning it was thought that we would apply surveys on travel and accommodation enterprises located all over Turkey. However, due to time and cost restrictions, parameters of the research were limited to a single main group and a sub-group selected from the main group (the sample). The sample was formed by 92 five star accommodation enterprises active in Antalya. Surveys were delivered to the establishments by hand and then were recovered from the establishments once they had been completed. In the returned surveys, those filled out by the directors of qualifying accommodation enterprises were examined. Surveys completed by directors of 17 accommodation enterprises were not considered in the evaluation because they were not completed in a manner that was compliant with the necessary criteria. The reasons for having a relatively low level of participation in the survey included not having adequate time to complete the survey, not paying attention to the subject of the survey, not having adequate skill to till complete the survey, etc. Consequently, there were 75 accommodation enterprises and top-level directors who participated in the survey.

In this study, the acceptable error rate was determined to be 10%. The safety interval was determined to 95% and, relatedly, the Z value was determined to be 1.96. A total of 462 AKTOB member five star accommodation enterprises formed the main group. While 74 accommodation enterprises would have been enough, 75 participants were realized.

Data about the sample were obtained through this survey. Since the persons working in accommodation enterprises were Turkish, the surveys were prepared in Turkish language. The data were subjected to analysis via defining statistical method geared toward explaining existing events, situations, concepts and relations. In the analysis of the data, a SPSS 22.0 for Windows package program was used. In SPSS 22.0 for Windows program, an internal safety analysis of the data in the Alpha model was performed. Arithmetical averages and standard deviation numeric indicators were used to define the statistics, in order to summarize the sample numerically.

Opinions regarding the expectations of accommodation enterprises related to accessible tourism were collected via Quinary Likert Scale. According to the interpretation of average values as in or out of compliance with the Quinary Likert Scale used in the survey, the participation of the directors were evaluated as  $X_{avg.} = 1.0-1.79$ , None;  $X_{avg.} = 1.80-2.59$ , Little;  $X_{avg.} = 2.60-3.39$ , Medium;  $X_{avg.} = 3.40-4.19$ , High; and  $X_{avg.} = 4.20-5.0$ , Very High.

In the formation of research questions, qualitative research performed by Beykan et al. (2012) with regards to the demands of disabled people when participating in tourism activities and the quantitative research in the related literature were both utilized. This scale was formed by 27 questions, and an inner consistency coefficient was found for accommodation enterprises as follows:  $\text{Alfa}=0.954$  (see Table 5) for accommodation enterprises. These values of  $0.80 \leq 0.954 \leq 1.00$  express that the scale used for this research is highly reliable (Kalaycı 2005).

## 5. RESEARCH FINDINGS

Research findings are based on the results of our analysis of the surveys administered to accommodation enterprises working on the supply side of tourism industry. In the following sections of this research, we discuss our examination of the results of this survey and the findings reached as a result of our analysis. The frequency and percentage distributions related to the variables and the average values are presented in order to show a central tendency occurring in suitable situations.

### 5.1 Findings related to accommodation enterprises

#### a) Demographic indicators and enterprise information related to enterprisers

The demographic characteristics of the individuals responding to the survey who were also involved in the 75 AKTOB member accommodation enterprises, as well as some defining information related to their accommodation facilities, are presented in Table 1. The persons who participated in the survey were top-level directors of accommodation enterprises, and 63% of these directors were men. A significant majority of the employees were middle aged (57.40%) and 62.67% were university graduates. Additionally, 78.67% of the accommodation enterprises were five star hotels and 21.33% were five star holiday villages. More than half of the enterprises worked independently (73.33%), and 40% of the facilities had provided their services in the sector for more than ten years. The proportion of enterprises that were active for more than five years at the time of the survey was 76%. Almost all of the enterprises (97%) worked in the “all inclusive” system.

**Table 1** Demographic findings related to accommodation enterprises and directors (N=75)

		Number	Percentage
Gender	Female	29	37
	Male	46	63
Age	20-29	21	28
	30-39	43	57.4
	40-49	11	14.6
Educational Status	Primary Education	2	2.67
	High School	23	30.6
	University	47	62.67
	Postgraduate	3	4
Enterprise Class	Five Star Hotel	59	78.67
	Five Star Holiday Village	16	21.33
Enterprise Type	International Chain Hotel/Holiday Village	6	8
	National Chain Hotel / Holiday Village	14	18.67
	Independent Hotel / Holiday Village	55	73.33
Activity Duration of Enterprise	1-5 years	18	24
	6-10 years	27	36
	More than 11 years	30	40
Pension Sales Method of Enterprise	Room-Breakfast	0	0
	Half Pension	0	0
	Full Pension	2	3
	All Inclusive	73	97

#### b) Rooms for disabled in accommodation enterprises

Of accommodation enterprises participating in this study, 80% they had rooms in their facilities catering to the needs of disabled people. In 92% of these facilities, the number of rooms suitable for the disabled ranged between 1 and 5. Accommodation enterprises were questioned regarding the arrangement of the rooms they had that were designed for disabled people. In Table 2, the arrangements made by accommodation enterprises for disabled people are displayed together with the associated rates. All of the rooms were wheelchair accessible, and 82% of the rooms were suitable for use with an accompanying person. However, the rates for other arrangements were at levels closer to 50%. In half of the handicapped accessible rooms, these arrangements were not in place. Particularly, there were deficiencies in the arrangements for visually and hearing/sense disabled people.

**Table 2** Findings related to arrangements in disabled rooms (N=60)

	Number	Percentage
Room and physical areas included in room (WC, bathroom) are suitable for use with wheelchair	60	100
Rooms are suitable to be occupied with accompanying person	49	82
Sensible surfaces and guidance for visually disabled people in the room and in physical areas included in the room (WC, bathroom)	38	53
Written guidance in the room and physical areas included in the room (WC, bathroom) for hearing/sensation impaired	31	52
Audio warning systems in room	25	42
Alarm apparatuses in room to be used if in danger or need	28	47

**c) Elevator accessibility in the enterprises**

In 66.67% of accommodation enterprises, an elevator in compliance with the needs of disabled people was not in place. The rate of the accommodation enterprises having elevators accessible to disabled people was only 33.33%. The types of arrangements regarding elevators in facilities advertising accommodations for disabled people are given in Table 3.

**Table 3** Findings regarding elevators related to arrangements (N=25)

	Number	Percentage
Audio guidance present in the elevator	10	40
Written guidance present in the elevator	19	76
Embossed guidance on elevator's key panel	14	56
Lighted guidance on the key panel of the elevator	15	60
Key panel in the elevator reachable from a wheelchair	24	96
Light and audio alarm present in the elevator to be used if in danger	22	88

**d) "Open Area" arrangements for disabled people**

Findings related to open area arrangements and accommodations for disabled people occurred in 80% of the enterprises, with a total number of 75 open arrangements in 60 enterprises (see Table 4). Of the 60 enterprises stating they had accommodations for disabled people, 80% had ramps in their open areas. In 48.33% of the facilities, there was written guidance; there were pool elevators for disabled people in 43.33% of the enterprises. Embossed guidance was available in 6.66% of the facilities, audio guidance in 3.33%, and trained personnel in 11.66%.

**Table 4** Findings related to arrangements for disabled in open areas of the facility (n=60)

	Number	Percentage
Ramp with suitable slope present	48	80
Pool elevator present	26	43.33
Written guidance present	29	48.33
Embossed guidance present	4	6.66
Audio guidance present	2	3.33
Trained personnel capable of caring for disabled people	7	11.66

**e) Other arrangements in accommodation enterprises for the disabled people**

Additionally, questions were asked about the number of health personnel available in each facility. In all of the enterprises, it was determined that there was a full-time doctor, nurse, and other health personnel employed. This is a legal obligation. However, when it was asked whether or not they had personnel who were trained to communicate with disabled people, 89.33% of the accommodation enterprises gave a 'No' reply. In only eight of the facilities were there personnel who were able to communicate with disabled people. Of the facilities, 73.3% gave 'Yes' reply when asked whether or not disabled people ever came to the facility. However, the occupancy rate for rooms designed for disabled people was below 50%.

When it was asked whether or not they thought of making arrangements for disabled people throughout all of the rooms in their facilities, 82.67% of the enterprises gave a 'No' reply. When they were asked for an explanation as to why, that

came to the forefront: the financial burden generated from deficiencies in infra- and super- structure, the lack of potential seen in the disabled tourist market. When asked whether or not they thought of making arrangements for disabled people in at least some of the rooms in their facilities, 66.13% gave a ‘No’ reply. On the other hand, when asked if they would make arrangements in complying with the needs of disabled people if incentives were provided, 60% gave a ‘Yes’ reply.

To the question regarding what facilities could be offered for hospitality services for disabled people outside of the high tourism season, enterprises gave the following replies: price cutting, free of charge transportation support, reduced room sale for singles with an accompanying person, no charge for accompanying persons, and the provision of more health personnel.

#### f) Main expectations of accommodation facilities regarding accessible tourism

The average replies regarding to the subject of accommodation enterprises’ expectations related to accessible tourism are given in Table 5. In preparing the suggestions, findings of focus group studies conducted with the purpose of developing accessible tourism and related literature were taken into consideration.

**Table 5** Expectations of accommodation enterprises related to accessible tourism (N=75)

	Minimum Value	Maximum Value	Average Value	Standard Deviation
Disabled people and other tourists visiting Antalya should have equal access to tourism products and services.	1	5	3.87	0.79
Special tourism products and services should be available in Antalya for disabled people.	1	5	3,88	0.83
Antalya’s infrastructure should be made, in line with international standards for disabled people.	1	5	4.04	0.81
Tourism superstructure facilities in Antalya should be made more suitable, in line with international standards for disabled people.	1	5	4.12	0.75
Disabled people visiting Antalya should utilize tourism products and services within a service chain prepared according to obstacle type.	1	5	4.01	0.74
A holistic and participant management structure in Antalya is necessary to include disabled people in the planning and application arrangements of tourism activities.	1	5	3.95	0.86
It is necessary to determine the expectations of different disabled groups (hearing, physical, visual) with regards to tourism.	1	5	4.08	0.76
It is necessary to have the participation of disabled people in the development of products and services related to accessible tourism.	1	5	4.16	0.80
Legal legislation regarding a sustainable financial incentive system is necessary to provide for full participation of disabled people in tourism activities.	1	5	4.20	0.82
International and national tourism demands should be analyzed.	1	5	3.99	0.83
In order to develop State-sponsored accessible tourism, active and passive incentives should be provided to tourism enterprises in Antalya (such as providing VAT - Value Added Tax - exemptions, long term credits with low interest, etc.).	1	5	4.12	0.86
Various social tourism projects should be developed to encourage disabled people to make better use of tourism opportunities.	1	5	4.08	0.85
Products and services must be developed specific to disabled people’s demands and enriched with the cultural values unique to Antalya.	1	5	4.03	0.87
Enterprises giving suitable services for accessible tourism should be certificated by the Ministry of Culture and Tourism.	1	5	4.11	0.76
Lessons related to accessible tourism should be offered in the curriculums of educational institutions at every level providing instruction regarding accessible tourism.	1	5	3.93	0.87
Training should be given to employees of tourism institutions in Antalya regarding the service standards required by disabled tourists.	1	5	4.08	0.88
National and international stakeholders should participate in the preparations by Antalya for accessible tourism.	1	5	4.09	0.85
Special transportation and accommodation facilities should be planned to provide for the transportation of disabled people to the tourism enterprises in Antalya.	1	5	3.80	0.93
Tourism services prepared particularly for the disabled do not generate a				

disproportionately high cost.	1	5	3.43	1.23
NGOs addressing the issues of the disabled should assume an active role in decision making and inspections related to the development of Antalya for accessible tourism.	1	5	4.19	0.80
Legal arrangements should be made to encourage disabled friendly tourism enterprises.	1	5	4.11	0.84
It is important to provide public and private sector cooperation encouraging the progress of accessible tourism.	1	5	4.09	0.87
Training should be offered in tourism enterprises as a way of appeasing personnel to be employed in accessible tourism enterprises.	1	5	4.11	0.78
Arrangements in Antalya for accessible tourism are difficult to make in a short period of time due to cost and issues with management infrastructure.	1	5	4.15	0.86
When the existing tourism product and service infrastructure in Antalya is taken into consideration, accessible tourism is not a profitable investment when a cost-benefit analysis is done.	1	5	3.93	0.94
Generally, I wish that my enterprise was capable of rendering services to disabled people.	1	5	3.97	0.82
Generally, having disabled people participate in tourism activities increases the performance of my enterprise.	1	5	4.01	0.92

A scale of 1 to 5 (1 = none; 2 = little; 3 = medium; 4 = high; 5 = very high) was used to measure the expectations of accommodation enterprises' directors.

## 6. RESULTS AND DISCUSSION

Although the number of people suffering from disabilities will change each year, approximately 15% of the world's population is currently composed of disabled people. In our contemporary world where human rights and freedom of travel are protected, it is essential (particularly for governments representing social states, accommodations and travel enterprises that serve as important sub-systems of the tourism sector) that disabled people and their associated market are taken into consideration. It is the god-given right of disabled people to enjoy unhindered travel, rest, and fun. Developed countries are in a better position than developing countries to facilitate this right, especially in terms of universally designed legal arrangements, and infra- and super-structure applications.

Tourism can assist in the development of the physical, psychological, and moral health of disabled people. Furthermore, tourism provides the possibility of establishing social relationship skills as well as the opportunity to increase one's capacity to understand others, broaden horizons, develop interactions between cultures, learn new information, etc., and thus it can facilitate personal development and overall living quality. On the other hand, from a social aspect tourism can provide many benefits by including the reduction of social adaptation expenses of disabled people. These benefits include social integrity and the implementation of social equality.

Accessible tourism has a full range of versatile characteristics; it is also a process of trying to provide for the basic rights of living and travelling equally and with honor to persons who have to live their lives with permanent or temporary disabilities. In order to implement changes that will move the industry in the direction of providing for the development necessary to meet the demands of accessible tourism, particularly involving public institutions and non-governmental organizations, universities and tourism enterprises must pursue their efforts with coordination and cooperation. In this context, the first and most basic requirement is to implement a tourism "master plan." Accessible tourism should look to include disabled people in the community instead of isolating them from the community. Before anything else, the world will progress and develop when all people enjoy the proper level of disability awareness and show respect to disabled people.

This study aims to illustrate the points of view of the directors of accommodation and travel enterprises; they are the most important two sub-systems of the tourism sector for the disabled market. In this context, we tried to determine whether or not the directors of accommodation enterprises in Antalya, Turkey and the directors of travel enterprises in Ankara, Istanbul, Izmir and Antalya provinces had sufficient knowledge about the disabled market; we also sought to understand their overall points of view about the market.

In this section, the strategies of parties on the supply side of this industry will be illustrated, reflecting their expectations regarding and tendencies toward developing accessible tourism.

a) The accommodation enterprises in Antalya that participated in this research were primarily of the inclusive pension type. 80% stated that they had rooms in their facilities suitable for disabled people. In 92% of these facilities, the number of rooms suitable for disabled people ranged from 1 to 5. It was determined that all of the rooms designated for use by the disabled were suitable to be used with wheelchairs, and 82% of the rooms were suitable to be used with an accompa-

nying person. Despite this fact, there were deficiencies in the arrangements for visually and hearing/sense disabled people. In terms of arrangements for disabled visiting Antalya, it was determined that the most underserved of the disabled people were those with sight/hearing disabilities. Additionally, it was concluded that, overall, the services provided by accommodation enterprises were considerably inadequate for serving the disabled market.

b) It was determined that there was a full-time doctor, nurse, and other health personnel employed in all of the accommodation enterprises, as this was a legal obligation. However, the rate of accommodation enterprises that had personnel trained to render services to disabled people was 10.67%. In only 8 out of 75 facilities, there were personnel who could communicate with disabled people and render services to them. It could be said that accommodation enterprises were in the preliminary stages in terms of presenting service to mentioned market and accommodation services to the disabled market, and accommodation service personnel were insufficient in terms of rendering services to disabled people.

c) It was determined that a significant majority of the accommodation enterprises servicing disabled people (73.3%) participated in this research. It was observed that the annual occupancy rates of the rooms designed for disabled people were considerably low, and there was an inadequate number of disabled tourists to fill the rooms to full occupancy. For this reason, it was determined that accommodation enterprise directors were not considering making all rooms disabled-accessible. On the other hand, if incentives were provided for disabled people to make it possible for them to holiday at these accommodation enterprises, 60% of enterprise directors said it would be possible to make the arrangements necessary to service disabled people. Additionally, it was stated by the directors that if incentives were provided in order to render hospitality services to disabled people outside of high season, they could provide benefits such as price cutting, free of charge transportation support, room sales over the single price with an accompanying person, free of charge accompanying persons and extra health personnel service.

We list the supply-side, proposals and expectations below so that would be necessary for Antalya to become an accessible tourism destination.

a) Accessible tourism is a holistic and versatile activity. In a process also requiring disabled people at the center of the decision-making mechanism, it was proposed to have public institutions, universities, non-governmental organizations and private sector enterprises all act in coordination and cooperation with the Ministry of Culture and Tourism.

b) As in the samples examined in the US and England (Coles and Shaw 2003; Ray and Ryder 2003), beginning with the implementation of laws related to disabled people in 2005, laws regulating accessible tourism could provide important contributions to encouraging the disabled to participate in tourism in Turkey. That could then lead to a boom in the tourism culture in Turkey. In this context, in order to be able to get a readily accessible share of the tourism market, together with the determination of international standards, applications, and inspections, arrangements could be made to provide for generally open areas, transportation areas (air, land, and sea) and the associated vehicles, and inside-outside sites for accommodation enterprises.

c) As emphasized in the study by Ray and Ryder (2003), disabled people presently form a significant market segment. The State could provide social and economic support such that all citizens could enjoy their travel rights. For this, it would be necessary to form legislation regulating a sustainable financial incentive system that would provide for the participation of disabled people in tourism activities. In this fashion, various tourism projects could be developed (for example, the possibility of having holidays one or two times in a year with the cost met by the State) such that disabled people could make more regular use of tourism facilities.

d) International and national accessible tourism demands should be analyzed, and tourism supply should be organized according to this demand analysis. In order to be able to create this supply, several incentives could be provided by the State with the purpose of developing accommodation enterprises geared toward accessible tourism (such as VAT exemptions, long term credits with low interest, etc.). Accommodation enterprises providing suitable services in compliance with accessible tourism criteria (for example, enterprises that arrange at least 10% of their capacity to be in compliance with disabled people's needs) could be named, certificated, and promoted as "Disabled Friendly Accommodation Enterprises" by the Ministry of Culture and Tourism.

e) People should be educated and made aware of the issues surrounding life with disabilities whether by the media or by educational institutions. Disabled people, conversely, should be enlightened with regards to the subject of travel. For this reason, priority should be given to disabled people and their kids in both education and training. Additionally, lessons related to accessible tourism should take place in the curriculums of educational institutions at every level providing services related to accessible tourism. A separate service unit could be formed for disabled people in both the central and country organization of the Ministry of Culture and Tourism. Enlightening information could be provided in the web-pages of sector establishments related to the service of disabled people.

f) In accommodation enterprises, training should be provided to personnel employed to render services to disabled people. In this context, certified training programs should be organized by the Ministry of Education for tourism training together with universities, non-governmental organizations rendering services to disabled people, and tourism enterprises

designed to train personnel communication with and serve disabled people. Such training could be made compulsory for those who succeeded in completing these programs if they sought to be employed in accommodation and travel enterprises.

g) Since disabled people prefer to holiday with the non-disabled rather than be separated into their own environment, instead of building hotels designed to isolate disabled people from other tourists, it would be more suitable to add additional arrangements to any existing capacity.

h) As can be seen in this research, by emphasizing the State's social characteristics when the accessible tourism sector, directors of accommodation enterprises expressed that work done by the private sector will become obsolete if the State does not also fulfill its duties. As a result we propose that the State provide significant steps in accessible tourism through private sector and non-governmental organizations; at the same time, required particularities are necessary to increase the share and income that can be gained from this important and special market. A study done by Daniels et al. (2004) supports this perspective.

Later research on accessible tourism could expand the work done here to cover all disabled people. Additionally, this study could be used as a research for future studies focused on people who are disabled in terms of their hearing, sight, or other physical disabilities. Additionally, this research could also offer a useful point of view to the execution organs of State, local governments, public institutions, local administrations, universities, and related non-governmental organizations.

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