AN EVALUATION OF E-COMPLAINTS OF CHILD-FRIENDLY HOTELS

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Abstract

Today families travel often and stay at hotels. When parents stay at hotels with their children, they want their children to be in safe environment, enjoy their time, participating in joyful activities related to their age. Families look for satisfying children's feeding, comfort, and safety needs in their holiday. Parallel with the trends and consumer needs today many hotels are classified themselves as 'child friendly'. Families who prefer child friendly hotels may encounter come problems and some have experienced bad time. With developments in technology and widespread usage of internet people share their bad hotel experiences and complaints not only with families and close friends but also, they share them on internet. Considering this issue, the research aims to investigate consumer complaints of families who staying in child friendly hotels. The research methodology of this paper is a qualitative study. The data has gathered from sikayetvar.com website. In this web site there are 78 complaints about child friendly hotels. The data is gathered from relevant web site analyzed with a content analysis. Research findings are discussed considering relevant literature. According to findings, tourists having baby & early age children struggle with sleep, feeding and security problems. Tourists with older age children face with problems about pool, waterslide, game area & kids club and water sports. In the conclusion recommendations and suggestions are made for hotels.

Keywords: Child-Friendly Tourism, Family Tourism, Child-Friendly Hotel, Tourist Complaints, Child Tourists.

JEL Classification: L83, Z33, M31

ÇOCUK DOSTU OTELLERİN E-ŞİKAYETLERİNİN DEĞERLENDİRİLMESİ

Öz

Günümüzde aileler sık sık seyahat etmekte ve otellerde konaklamaktadır. Ebeveynler çocuklarıyla birlikte otellerde kaldıklarında, çocuklarının güvenli bir ortamda olmalarını, keyifli vakit geçirmelerini, yaşları ile ilgili eğlenceli aktivitelere katılmalarını istemektedirler. Aileler, tatillerinde çocukların beslenme, konfor ve güvenlik ihtiyaçlarını karşılamaya çalışırlar. Günümüzde tüketici ihtiyaçlarına paralel olarak birçok otel kendilerini 'çocuk dostu' olarak sınıflandırılmaktadır. Çocuk dostu otelleri tercih eden aileler sorunlarla karşılaşabilmekte ve bazıları kötü zamanlar geçirebilmektedir. Teknolojideki gelişmeler ve internetin yaygınlaşmasıyla birlikte insanlar kötü otel deneyimlerini ve şikayetlerini sadece aileleri ve yakın arkadaşlarıyla değil aynı zamanda internet üzerinden de paylaşmaktadırlar. Bu husustan hareketle araştırma, çocuk dostu otellerde konaklayan ailelerin tüketici şikayetlerini incelemeyi amaçlamaktadır. Bu makalenin araştırma metodolojisi nitel bir çalışmadır. Çalışmadaki veriler sikayetvar.com web sitesinden toplanmıştır. Bu web sitesinde çocuk dostu otellerle ilgili 78 şikayet bulunmaktadır. İlgili web sitesinden toplanan veriler içerik analizi ile analiz edilmiştir. Araştırma bulguları ilgili literatür dikkate alınarak tartışılmıştır. Bulgulara göre bebek ve erken yaşta çocuğu olan turistler uyku, beslenme ve güvenlik sorunlarıyla karşı karşıya kalmaktadır.

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Daha büyük yaşta çocuğu olan turistler ise, havuz, su kaydırağı, oyun alanı & çocuk kulübü ve su sporları ile ilgili sorunlarla karşılaşmaktadır. Çalışmanın sonuç bölümünde oteller için öneriler ve önerilerde bulunulmuştur.

1. Introduction

In recent years, due to huge advancement and rapid change in technology and lifestyle, tourists have not been travelling without their children, on the contrary they have been travelling with their children and babies. Families with children have different needs than other tourists. So, they choose to stay in child-friendly hotels because they do not want to face with some problems due to serving failure in parents and children's needs and, they want to reduce childcare responsibilities (Güven et al., 2017: 633). In child friendly hotels, all the service process is designed for child needs (Tuna et al., 2019: 7). Food and beverage services, rooms, pools, kids club and other entertainment activities for kids are arranged considering children's interest, health and safety. Since, children are one of the factors affecting family travel decisions (Therkelsen, 2010), families concern are different than other tourists on making travel decisions. Khoo-Lattimore et al. (2015) mentioned '*travel distance*', '*quality of interactions*', '*child-friendly amenities*', '*safety*' and '*family-oriented programs*' effect families' travel decision. Emir and Pekyaman (2010) revealed that families with children focus on safety, baby/kid bed in hotel room, suitable cupboards for children, kids' menu in restaurants, existence of family rooms, emphasis on strong hygiene, pools for children, existence of handrails in staircases issues while making travel decisions. So, families select their hotels considering these issues and look for services that meet their expectations. When customers' expectations are not met, customers' needs are not satisfied, and they reveal this unsatisfactory experience by complaining behaviour. Today, many complaints take place online. Considering this problem, the aim of this study is to identify family tourists' complaints on child-friendly hotels. The research question of this study is in which topics family tourists face with problems in child-friendly hotels and complain about them.

2. Literature Review

2.1. E-complaints

With Web 2.0 technologies, people share their vacation experiences, travel plans and hotel experiences with other users on travel-related blogs. These shares are made on personal social media accounts such as Facebook and Instagram, on sharing sites such as YouTube or on review sites such as TripAdvisor. Moreover some users find these shares more reliable than businesses advertisements (Şahin et al., 2017:373). While hotel managers used to receive feedback from guests via Guest Comment Cards, now with the advancement of the internet, besides sharing these comments with hotel managers, hotel guests can share these feedbacks also with potential customers (Dinçer and Alrawadieh, 2017: 799). With the current information technologies, customers can examine the catalogs of the hotels, make room reservations and provide feedback on the services of the hotels. At the same time, the web has become a source of information for hotel businesses (Lee and Hu, 2004: 169).

Hospitality managers, who were previously worried about a dissatisfied customer telling their complaint to a dozen or so people, know that with the internet, this can be heard by thousands of potential customers. Since this information is not under the control of the enterprise, it can potentially cause greater damage (Shea, 2004: 155).

According to Lee and Hu (2004)'s study, most of all e-complaints consist of issues such as decrease in service quality, rude customer representatives and overcharge (p.176). In a study conducted by Şahin et al. (2017), 1655 tourist e-complaints were categorized and examined according to their subjects. It has been found that most of the guest complaints are related to food and beverage services and hotel staff. After these complaints, there are complaints about room comfort, inadequate facilities and services, and cleaning-hygiene. The least complained themes in the study are location and view, security and pricing (p. 373-379). Dinçer and Alrawadieh (2017) analyzed 424 negative reviews published on TripAdvisor with content analysis in order to determine the quality of e-complaints about luxury hotels. It has been determined that the majority of negative comments are related to the performance and attitude of the staff, overall perceived service quality, and service quality such as incorrect delivery, delay and unresponsiveness (p. 794-795). Sangpikul (2021), examined customers' e-complaint evaluations of service quality in spa facilities and classified them in two groups as subjective and objective. Subjective assessments include issues such as inadequate skills of employees, poor customer service, worthlessness of service, and poor product quality. The themes for objectively grouped assessments are noise, poor English language skills of employees, poor facilities and standards, and high prices. In addition, the results of the study show that objective evaluations constitute half of the total complaints (p. 11-20).

Service businesses that can analyze consumer complaints will benefit in the eyes of their customers, but those who cannot analyze these complaints will spread to a much wider audience (Tyrrell And Woods, 2004: 183).Responding to negative e-complaints by hotels not only helps potential guests evaluate and compare services and products, but also reduces the potential risks which they may encounter during the purchasing process (Sparks et al., 2016: 75). According to a study conducted by Lee and Hu (2004), it was found that just one out of every five complaints made to hotels in a forum is answered by hotels (p.177). Sparks et al. (2016) conducted a study on the hotel's response to e-complaints, and it was found that there was a difference between customers trust to the hotels' which response to e-complaints after one day and after 30 days (p. 82). Customer-oriented businesses may encounter some unexpected situations in the face of a mistake they make while providing service to their customers. How businesses deal with these situations can also be evaluated within the scope of service orientation (Tyrrell And Woods, 2004: 183).

2.2. Child Friendly Hotels

Although the concepts of family tourism, child-friendly tourism and the theme of child-friendly hotels have come to the fore in recent years, this concept is perceived differently by hotels, tour operators, travel agencies and customers, namely tourists, since the criteria of child-friendly hotel management are not determined within the framework of a legislation. This situation causes hotels to offer different services under the concept of child-friendly hotel (Güven et al., 2017: 634).

Taner (2019) makes some suggestions by examining the relationships between child, child-friendly society and child-friendly tourism in his conceptual study. According to this; Child-friendly tourism is a tourism activity that emerged from family tourism, and hotels and tourism businesses should arrange the environment they serve as child-friendly.

A child-friendly hotel can be defineds as '*a hotel that has a children's playground, mini club, children's water park, caregiver service, trained supervisor, etc.*'(Güven et al., 2017: 634). Child-friendly hotel takes every precaution, provides support and creates an environment that will allow families to have a holiday with their children (Guven et al., 2017: 634). Ahipaşaoğlu (2018) defines child-friendly tourism as environments where children can be safe, free from all kinds of violence, be healthy, play and learn. Child-friendly hotels include hotels that are child-friendly and offer quality service to families with children. In this type of hotels, children from different age groups stay safely with their families (Tuna et al., 2019). In addition, the spatial and environmental arrangements within the hotel should be arranged in a way that children can feel comfortable (Arıkan and Öztürk, 2018: 25).

Tuna et al. (2021) proposes some regulations regarding the certification process of child-friendly hotels. Accordingly, the child-friendliness of hotel businesses can be considered in two different categories; firstly, a system such as a star system can be designed and each star can be set as a minimum requirement to meet certain children's needs. Secondly, thematic children's hotels where everything is designed for children can be accepted instead of child-friendly (pp: 12). Erten et al. (2022) determined some criteria in the design of hotel rooms for babies and children in the 0-6 age group. According to the study, the hotels they reviewed do not have furniture without sharp corners, a changing unit, a baby bed, a baby bath, an ergonomic hanger for children, and an ergonomic toilet/sink. (pp. 48-49). For a hotel to be considered a child-friendly hotel, it must have certain products and services for children. These can be listed as follows; playground for children, mini club and trained staff, water park and water slides for children, babysitter service, menus suitable for children, healthy and considering their interest and taste, shampoo and soap suitable for children's use, separate beds for children in rooms and providing free wireless internet throughout the hotel (Guven et al., 2017: 634, Öztürk et al., 2018: 11). Wei et al. (2021) stated in their research that the decoration in hotel rooms will support the interaction between the family and the child and help the child gain some skills.
In this context, a design with graffiti, window openings and holes on the walls of the room is proposed for hotel rooms. According to this; By promoting graffiti and design by parents and children, the room allows children to make full use of their imagination, develop manual dexterity and raise environmental awareness.

Another important issue in the context of child-friendly tourism and hotels is child-friendly menus. Children's menus should be designed taking into account the health of children and in accordance with their tastes and tastes (Öztürk et al., 2018: 7). Keskin et al. (2019) emphasizes the need to increase awareness of child-friendly menu practices in tourism. Accordingly, businesses providing catering services should be sensitive about creating child-friendly menus and offer sustainable menus (Keskin et al., 2021: 276). Sayılır et al. (2019) discusses the manager's perspectives on the concept of child-friendly hotel in their research.

According to this; Although medium and large-scale hotel managers in Çanakkale have a positive view of the child-friendly hotel concept, they state that there is no hotel in Çanakkale that will fit the child-friendly concept. In order to disseminate the child-friendly concept, hotel employees should first receive pedagogical training, and applications such as baby beds, children's beds and children's menus should be included in hotels (Sayilir et al., 2019: 106-107). Child-friendly hotels should have a healthcare team that can provide the necessary medical intervention in emergencies and trained and qualified personnel should be employed (Arıkan and Öztürk, 2018: 25).

Arıkan and Öztürk (2018) state in their research that the decision to take a vacation is a joint decision of the mother, father and child. He emphasizes that the decision of children to go on vacation and the choice of destination and hotel affect the decisions of families. In addition, 72% of the respondents prefer child-friendly or family hotels (pp.25). Another reason for families prefering ,child-friendly hotels is that they do not want to have problems in meeting their own and their children's needs and the family's responsibility for childcare is reduced (Guven et al., 2017:633). When families with children are choosing a hotel, the presence of activities for children is a very important criterion in the evaluation of hotels (Aymankuy and Ceylan, 2013:105). Vivid colors that can attract children's attention should be used, and a variety of activities should be provided (Arıkan and Öztürk, 2018: 25). Özkan Buzlu and Atçı (2020) examined the child-unfriendly behaviors of tourism business employees and grouped these behaviors under four main themes: safety and health, language/address style, acceptance and respect for the child as an individual, and unfair and careless service (pp. .3341).

Child-friendly tourism and child-friendly hotels constitute a type of tourism and accommodation preferred by families. Although there is no definition in the legislation yet, the products and services that child-friendly hotels should be created are created with the studies in the literature. As studies in this area increase, the child-friendly hotel and its features will be revealed more clearly. Families with children prefer child-friendly hotels for their children and expect to receive suitable products and services for their children during the holiday.
When faced with the opposite situation, the resort complains of being dissatisfied with the experience. Today, with the advancement of technology, complaint behavior has started to turn into e-complaint. As e-complaints reach more people, hotels need to consider more child-friendly practices.

3. Methodology

The research methodology of this paper is a qualitative study. The data has gathered from sikayetvar.com website which is one of the widespread complaining tools used by consumers in Turkey. The data gathered from relevant web site analyzed with a content analysis. There are 78 e-complaints about child-friendly hotels and all the e-complaints are examined. E-complaints are evaluated in the relevant web site between June 2020 and June 2021. First, codes are identified and then, they're classified under topics named as 'categories' and 'themes' and also, tourists' comments that describe unsatisfactory consumer experiences are evaluated.

4. Findings and Discussion

In this web site there are 78 complaints about child friendly hotels. According to content analysis, there are 3 themes are identified: Service Theme, Physical Environment and Structure Theme, People Theme. Table 1 indicates Themes, Categories and Codes.

Table 1: Themes, Categories and Codes

Service Theme					Physical Environment and Structure Theme		People Theme
F&B Category	**Enter. & Activities for Kids Category**	**Safety and Security Category**	**Health and Hygiene Category**	**Law & Regulations Category**	**Indoor Environment and Structure Category**	**Outdoor Environment Category**	**Behaviour & Attitudes Category**
Codes: Kids' menu children beverage kids' favorite food feeding equipment (blender, kettle, sterilization machines for feeder)	**Codes:** Kids club Not existed Closed Not enough Personnel Pool, waterslides and other children's activities	**Codes:** Safety belt (baby carriage, feeding chair) wrong mattress for the baby crib Broken (safety belts baby carriage, play yards, feeding chair) Fight Discussion	**Codes:** Dirty Old Animals (insects, mosquitoes, cats, spiders, ants) Spot Doctor Fever Infection Hospital Thermometer	**Codes:** Agreements Payment Fees Money Visa Cash Credit Card Mischarge Front office Reservation Cancelling Management	**Codes:** Room Far Elevator Staircase Narrow Building Room Pool house Bungalow Suite Restaurant	**Codes:** Garden Pools Sport Areas like Golf, Tennis, Basketball, Football Large field Slope Sheer	**Codes:** Rude Mean Irrelevant Angry Tired Eye contact Smiley face Calm Shouting

According to Table 1, there are three themes identified: 1- Service Theme, 2- Physical Environment and Structure Theme and 3- People Theme. 1- The categories of the Service Theme are F&B, Entertainment and Kids' Club, Safety and Security, Health and Hygiene, Law and Regulations. Codes of the Food and Beverage category are kids' menu, no blender, lack of children beverage, lack of kids' favorite food, lack of feeding equipment (kettle, sterilization machines for feeder). Entertainment and Activities for Kids category includes kids club issues, not existed, closed, not enough personnel, pool, waterslides and other children's activities. Safety and Security category includes codes such as safety belt (baby carriage, feeding chair), wrong mattress for the baby crib, broken (safety belts baby carriage, play yards, feeding chair), fight and discussion.

Health and Hygiene category covers the codes like dirty (pool, hotel, room, restaurants etc.), old, animals (insects, mosquitoes, cats, spiders, ants) and spot, doctor, fever, infection, hospital, thermometer. Law and Regulations category includes agreements, payment, fees, money, visa, cash, credit card, mischarge, front office, reservation, cancelling, management codes.2- Physical Environment and Structure Theme has two categories Indoor Environment and Structure and Outdoor Environment. Indoor Environment and Structure category includes room, far, elevator, staircase, narrow, building, pool house, bungalow, suite, restaurant. Outdoor Environment category includes garden, pools, sport areas like Golf, Tennis, Basketball, Football, large field, slope and sheer. 3- People Theme includes Behaviour and Attitudes category, and the codes are rude, mean, irrelevant, angry, tired, eye contact, smiley face, calm, shouting, sweet and helpful.

4.1. Service Theme

4.1.1.   Complaints On Food and Beverage Category

Food and Beverage category includes complaints of tourists about food and beverage issues. Many of these complaints are about lack of kids' menu, scarcity of baby meal preparation equipment such as blender, kettle, sterilization machine etc. and also, food and beverage for kids:

'There was no menu and food for babies and children. My children could eat rice all of our holiday'.

'There was no blender in the hotel to make fruit and vegetable puree for my baby's meals'.

'We couldn't find any milk or fresh fruit juice nor ayran in the hotel. In a child-friendly how can't we have these beverages? What will child drink? Alcohol?'

'I didn't bring my sterilization machine for my baby's feeder and there wasn't any at the hotel so i have to buy a sterilization machine in our holiday'.

Moreover, some complaints emphasis the shortage of feeding table for babies and little kids:

'There weren't sufficient number of feeding table. So, our baby had to sit in her baby carriage'.

4.1.2.   Complaints on Entertainment and Activities for Kids Category

Entertainment and Activities for Kids category includes tourists' complaints on entertainment and activities for kids in hotels. Many of the complaints are about non-existence or being closed and poorness of facilities and activities for kids such as kids' club and in hotels, swimming pools and waterslides:

'There wasn't any kids' club in the hotel'.

'Kids' club were closed in the hotel'.

'Waterslides were closed during our holiday and the swimming pool was not enough to attract our children. Our kids were unhappy about it, so we became sad'.

One of the complaints is about inappropriate animation shows for children:

'Personnel told us children can watch animation shows at nights in the amphitheater, but it was scary, and our kid was frightened. In the end, he cried all night and talked about all the holiday'.

One of the complaints is about management issues of the kids'club:

'Kids club were crowded, and mixed-I mean there were children from all ages like 3 to 15 or sth. Our kid is 4 years old, and she felt irritated because of older children. Because they were shouting when playing. Is it too hard to separate kids' club considering their ages?...'.

4.1.3. Complaints on Safety and Security Category

Safety and Security category includes complaints about lack of or broken safety belts on baby carriages and feeding chairs, use of wrong mattress for the baby crib:

'There wasn't any safety belt in the feeding table, our 1.5-year-old daughter had to eat all meals in her baby carriage…'.

'The baby carriage which the hotel was given to us was old and with a broken safety belt. It was not safe for our son because he is just 2 years old and easily can fall down from the carriage. So, we couldn't use it…'.

One of the complaints was about discussion within some tourists at the hotel:

'Tourists who stay in our next door, has a discussion for 3 nights, they are shouting at each other. My child is scared and cried..'.

4.1.4. Complaints on Health and Hygiene Category

Health and Hygiene category comprises mainly some issues like dirty and old hotel rooms, facilities and equipment in hotels. Some complaints emphasis on spotted bed mattresses, linens, pillowcases, blankets, towels, bathroom and toilets and also, beetles and insects:

'our room was too bad, towels and blankets are dirt with spots all around, cleaning is just a failure.'.

'..there were roaches in our room and the biggest one was nearly 5 cm…housekeeper hardly managed to kill it with a stick..'.

'when we first entered the room, the toilet bowl was full of cigarette ashes, lavabo was dirty and the toilet was used but the toilet was not flushed…we asked for cleaning, the housekeeper blowed cigarette ashes and then told us that it wasn't a big deal. Considering toilet, she told us that hotel's water is yellow so, therefore toilet is seen dirty.'.

One of the complaining issue is dirtiness of kids' activities:

'we have stayed at the hotel as it is a child-friendly hotel but the kids' club and playground was full of mol and toys are dirty..'

Some complaints are about hygiene of food and beverage:

'we found hair a couple of times in our foods… it is too disgusting…is it too hard to use a glove?..'.

'Service plates were always with spots and food left overs on it…we always tired to find clean plates..'.

Some complaints are about hygiene of pool and health issues:

'well, you may find sand, some food like bread, dried fruits and nuts and several hairclips..'.

'especially aquaparks for kids are virus generation places…last day of our holiday, my daughter had a fever and had red spots all over her body so, we left the hotel immediately. Our doctor told us that this was a viral infection driven by dirty pools…'.

'although, the hotel is named as child-friendly actually it is a child- enemy hotel. Pools are very dirty, no disinfection and most of the children have red spots all over bodies including our child..'.

'pools are very dirty, my son had a viral infection and all of his mouth is full of wounds and cannot eat anything…'.

Some complaints are about the lack of medical help in hotels:

'my son had a fever at 3 A.M. in the night -39 C degrees- but there was no doctor nor paracetamol. What the hotel recommended me was to go to a nearest pharmacy which is 25 km distance with a taxi. Our thermometer is out of battery, hotels thermometer is very old, and it is hard to use it when your kid is little because she moves her arm. I think if a hotel calls itself as child friendly, at least it has to give us a child friendly thermometer.'.

'I have bitten by a beetle, the personnel told me that the hotel doctor works days from 9 A.M. to 5 P.M., so, I had to go to a hospital which is 7 km long.'.

4.1.5.   Complaints on Law and Regulations Category

This category includes on complaints about Law and Regulatory Category includes hotel and travel agency issues and regulations. Some customers complain about services that they pay for via travel agency or directly to hotel but cannot have these services in hotels:

'*2 days later the hotel will be closed due to the end of summer season, therefore hotel personnel are irrelevant and uninterested in serving guests…some of the restaurants and other staff are out of service already…but this has to be told guests before payment, so maybe we would change our decision.. the travel agency told me that pictures and info about hotel was updated but where is the child-friendly hotel? We were always hungry and stayed in a room without towels and whatever we complained to personnel or manager, they replied to us that hotel will be closed…'.*

'..we asked travel agency and also, on the travel agency's web site there were information about hotel..it is written that child-friendly hotel has a mini-buffe for kids but in the real it was locked and out of service.. there has to be kids' menu but there wasn't…again in the travel agency's web site sterilization machine, heater, cleaning machine for feeding bottles of babies…'.

'..i have been staying at this hotel for 5 days and trying to make a reservation a dinner in the Italian Restaurants for 4 days but it is impossible. Every night they told me that it is fully booked. Guest relations took my name and told us if there is a place in any of the international cuisine restaurants they will sign my name but they signed us for a Turkish restaurant. What should we do to eat in an international cuisine restaurant? Should we have to make a reservation before coming to hotel?…'.

'..i told travel agency that the hotel's services do not expect our needs with children and our room is delivered to us very late but the travel agency told me there is nothing to do.. so, i checked out early and general manager of the hotel told me they will refund of my payment but after a while they told me it is not possible…'.

'..the travel agency made a reservation in the X hotel and told us that we'll be very comfortable with our 2 babies and also, to call him if there is any problem. So, we have trusted him and make the payment. We reached the hotel around 1 P.M. the hotel was out in the bush and nearly there is 1 km distance between the hotel and sea. Pools are tiny and hygiene is below min. Before we checked in, we went to another hotel and wanted to stay one of the empty rooms. I called our customer representative in the travel agency and told our wish, he told us to call us back, but we have waited many hours with our babies in front of the reception. I think our customer representative is disappeared.'.

'...SPA programme is in our holiday package, but the hotel charged extra money for the service…'.

4.2. Physical Environment and Structure Theme

Physical environment theme has two categories: Indoor and Outdoor Environment and Structure Category. This category includes complaints about inadequate transport service and facilities in hotels, mobility problems and non-existence of lifts in child-friendly hotels:

'..the hotel's outdoor area is very wide, although there are ring services at the area, we have seen them working only once but baby carriage does not fit in it. Even if we do not take baby carriage with us, there is a very long line for the ring. We were walking within the hotel to reach restaurants 10-15 mins and more 10-15 mins to reach our room. So, it is definitely not a child-friendly hotel..'

'..there are only 2 little pools in the hotel so they are very crowded and the hotel is in nowhere, we walk to beach more than 1 km…'.

'..we preferred this hotel as child-friendly, there is no lift in the hotel so we carried our baby's baby carriage on stairs all of our holiday..very child-friendly…'.

'...if you want to go to the beach with the baby carriage, then you have to walk through till end of the hotel and use an elevator like a construction elevator to go down….'.

4.3. People Theme

People theme includes Behaviour and Attitude Category and complaints on behaviour and attitudes of other customers, hotel personnel and hotel manager:

'...there is only one place with a live music, so we sat there with our 2 year old daughter. Some customers have become uncomfortable about her noise and one of them just yelled at my daughter. So, we turned back to our room. OK, they are right but we preferred the hotel as child friendly so how child friendly is it? Do we suppose to sit in our room in our holiday? Also, she sleeps at 10 P.M. We would go back to our room at 10 P.M. This is our first holiday after birth, we take a vacation to feel good, experience good things and have good memories but now, we are in our room, our baby is sleeping and I'm crying...'.

'...when our 2.5 year old kid cries, our room's wall is beaten and the guest next door yelled to us. The hotel manager came and warned us about our kids' cry..'

'..my baby's pacifier dropped, i asked if they could boil it in the water for 5 mins. the waiter rejected it, then a young kitchen lady offered help but the waiter didn't let her do it. We had a discussion with the waiter..'.

'When ask something from waiters , they beat us with their face gestures. All of them are surly..'.

'experienced front office personnel behave disrespectfully to customers..'.

'...Kids club personnel were so irrelevant and didn't care children. They're looking at their watch as if they're waiting for closing time. I care and play with my child in kids club, even I see kids club personnel picking apart a little kid's arm..'.

'...Kids club personnel didn't speak Turkish, they cared foreign guest. We felt outsider in our country…'.

5. Discussion

Aslan et al. (2019) identified complaints on 5 themes such as general cleanliness, health, services for children, general problems about hotel and workers and their behaviours. Most of the complaints are about pools, F&B, cleanliness, hygiene, health. Parallel with Aslan et al. (2019) this study classifies e-complaints on some themes; 1- Service Theme, 2- Physical Environment and Structure Theme and 3- People Theme. Most complaints are collected on F&B, health and hygiene and also, entertainment for children's categories.

Children in hotels may feel outsider because they are far away their homes and comfort places. They may not like the taste or appearance of food or beverage, so families put their children's needs at first (Emir and Pekyaman, 2010). As families with baby and children expect kids menu and baby feeding equipments in child-friendly hotels. *'There was no menu and food for babies and children. My children could eat rice all of our holiday'… 'There was no blender in the hotel to make fruit and vegetable puree for my baby's meals'.* Families have more satisfactory holiday experiences if hotels serve baby-friendly services like baby toilet seats and bottle warmers and keep particular hotel amenities for babies and kids (Khoo-Lattimore et al., 2015).

Families want to experience good things and have good memories with their kids in vacation. '...there is only one place with a live music, so we sat there with our 2-year-old daughter. Some customers have become uncomfortable about her noise and one of them just yelled at my daughter. So, we turned back to our room. OK, they are right, but we preferred the hotel as child friendly so how child friendly is it? Do we suppose to sit in our room in our holiday? Also, she sleeps at 10 P.M. We would go back to our room at 10 P.M. This is our first holiday after birth, we take a vacation to feel good, experience good things and have good memories but now, we are in our room, our baby is sleeping and I'm crying…'. Li et al. (2017) defined themes for motivations of family travel are *'spending quality time with children', 'creating pleasant memories', 'learning and development', 'compensation for children' and 'self-compensation'.*

Hygiene in child-friendly hotels highly emphasized by families. Especially poor hygiene of pools and related health problems are mentioned by families. 'especially, aquaparks for kids are virus generation places…last day of our holiday, my daughter had a fever and had red spots all over her body so, we left the hotel immediately.

Our doctor told us that this was a viral infection driven by dirty pools…'…'although, the hotel is named as child-friendly actually it is a child enemy hotel, pools are very dirty, no disinfection and most of the children have red spots all over bodies including our child..'….'pools are very dirty, my son had a viral infection and all of his mouth is full of wounds and cannot eat anything…'. Pools are one of the most favourite places for children in the hotel. Therefore, sustaining hygiene of pools are crucial. There is more efforts are needed to increase hygiene and health standards in hotels like serving many people at the same time (Aslan et al., 2019).

Child-friendly hotels should arrange safe play and entertainment areas for kids. Kids' club is needed in the hotels and also kids club personnel have to be educated and be willing to play with kids (Emir ve Pekyaman, 2010). *'There wasn't any kids' club in the hotel'…'Kids' club were closed in the hotel'…'Waterslides were closed during our holiday and the swimming pool was not enough to attract our children. Our kids were unhappy about it, so we became sad'.*

6. Conclusion And Recommendations For Child-Friendly Hotels

In the research, there are three themes identified: 1- Service Theme, 2- Physical Environment and Structure Theme and 3- People Theme. According to the findings, tourists' problems are related with their child's age.

Tourists with baby & early age children struggle with sleep, feeding and safety problems. Tourists who have older age children face with problems about pool, waterslide, game area & kids club and water sports.

Sparks and Brawning (2010) stated that tourists may tell a detailed and persuasive story and they have an impact on potential guests' hotel selection. Therefore, managers should care tourists' complaints. According to the research findings, some suggestions are made for hotels which named themselves as child-friendly hotels. These recommendations are listed below;

- Since complaints on cleaning and hygiene are one of the most common outcomes of the research findings, cleaning of rooms and hotel (restaurants, pools, entertainment areas for kids like kids' club etc.) has to be done regularly, especially there has to be a garbage can and garbage bag for diapers. Because mass of diapers with poos in the garbage can, cause first bad smell an than poor hygiene and diseases.
- Kids menu with healthy and favourite foods and beverages have to be served to families. Also, hotels may provide feeding equipments for babies such as sterilization machine and water heater for feeding bottle and pacifiers, boiled waters for babies.
- Child-friendly hotels should provide entertainment activities for kids considering their age groups. Personnel in kids' club have to be interested in kids and also be educated about kids. Child-friendly hotels should focus on child, and this has to be reflected to the families and other tourists.
- According to the research findings, one of the most complained issues are hygiene and health. Children may be infected easily so, hygiene and health issues have to be taken into account seriously especially pool areas and F&B.
- Considering health issues, child-friendly hotels keep doctors/nurses/other health professionals 7/24 hours for emergency issues. Moreover, hotels should provide thermometer, paracetamols, allergy medicines for bee, insect and fly bites to intervene just into emergency situations.

If these services may not be provided at the hotel, then the hotel personnel should go to pharmacy to buy these things or a hotel's car has to be offered to families through pharmacy or a hospital in case of emergency.

- Another important issue is safety of children. So, pools, baby beds and baby carriages have to be checked regularly for safety issues considering high safety measures.

7. Limitations

The limitation of the research is this study includes e-complaints of tourists' staying at child-friendly hotels, but the e-complaints are gathered from only one e-complaining web site. The further research might include analyzing more e-complaints from different travel web sites and, interviews of the relevant complaints' owners.

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