# EVALUATION OF CHILD-FRIENDLY HOTEL: THE CASE OF SİDE DISTRICT*

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**Abstract**

Today, people research the tourism business where they will stay for holiday in many ways and they prefer this business according to the features of the business and the services it provides. For this reason, tourism businesses pay more attention to different services in order to gain competitive advantage by responding to the needs and expectations of tourists in the best way. Families with children tend to tourism businesses that can meet the expectations of their children and make them satisfied more than themselves when they go on vacation. In order to be the tourism business preferred by the tourists who have such expectations, some hotels offer more and differentiated services for families and their children to receive a safe, comfortable and satisfying holiday service. These hotels are referred to as "child-friendly hotels". In the process of making a choice, the evaluations made by the guests on different platforms regarding child-friendly hotels are of great importance for families. As a result of the evaluations, families prefer hotels that are suitable for them and their children. In this study, it is aimed to evaluate the child-friendly hotels in the Side region within the framework of the points they have received from their guests according to their criteria, to rank them according to their scores and to determine the degree of importance of the criteria. Among the child-friendly hotels in the region, the evaluations about 19 hotels on the internet were reached, but due to the deficiencies in the evaluations, 8 hotels with accurate data were selected and these hotels were analyzed with the TOPSIS method. Within the scope of the analysis, the general score, features, cleanliness, comfort, food, price balance, service, location, building and rooms criteria of the hotels were evaluated. As a result of the analysis, an evaluation ranking was made among the hotels in the region according to the guest scorings.

**Keywords:** Tourism Businesses, Family Holiday, Child Friendly Hotel, Service, TOPSIS Method

**Jel Classification:** M10, L83, Z32

# ÇOCUK DOSTU OTEL DEĞERLENDİRMESİ: SİDE BÖLGESİ ÖRNEĞİ

**Öz**

Günümüzde insanlar tatil amaçlı konaklayacakları turizm işletmesini birçok yönden araştırmakta ve işletmenin sahip olduğu özeliklere ve verdiği hizmetlere göre tercih etmektedirler. Bu nedenle turizm işletmeleri, turistlerin ihtiyaç ve beklentilerine en iyi şekilde cevap vererek, rekabette üstünlük elde edebilmek için farklı hizmetlere daha fazla önem göstermektedirler. Çocuklu aileler, tatile çıkacakları zaman kendilerinden daha çok çocuklarının beklentilerini karşılayabilecek ve onların memnun olmasını sağlayabilecek turizm işletmelerine yönelmektedirler. Böyle bir beklentiye sahip olan turistler tarafından tercih edilen turizm işletmesi olabilmek için bazı oteller, ailelerin ve çocuklarının daha güvenli, konforlu ve memnun bir tatil hizmeti almaları için daha fazla ve farklılaşmış hizmetler sunmaktadır. Bu oteller "çocuk dostu oteller" olarak adlandırılmaktadır. Ailelerin tercihte bulunmaları sürecinde çocuk dostu oteller ile ilgili olarak misafirlerin farklı platformlarda yapmış olduğu değerlendirmeler büyük öneme sahiptir. Değerlendirmeler neticesinde, aileler kendilerine ve çocuklarına uygun olan otelleri tercih etmektedirler. Bu çalışmada, Side bölgesinde bulunan çocuk dostu otellerin, kriterlerine göre misafirlerinden almış oldukları puanlar çerçevesinde değerlendirilmesi, puanlarına göre sıralanması ve kriterlerin önem derecesinin belirlenmesi amaçlanmaktadır. Bölgede yer alan çocuk dostu otellerden 19 otelin internet ortamı üzerinden değerlendirilmelerine ulaşılmış ancak değerlendirmelerde bulunan eksiklikler nedeniyle sağlıklı verilerine ulaşılmış olan 8 otel seçilerek bu oteller TOPSIS yöntemiyle analiz edilmiştir. Analiz kapsamında otellerin, genel puan, konum, odalar, servis, temizlik, fiyat dengesi, konfor, özellikler, bina ve yemek kriterleri değerlendirilmiştir. Analiz sonucunda, bölgede bulunan oteller arasında misafir puanlamalarına göre bir değerlendirme sıralaması yapılmıştır.

**Anahtar Kelimeler:** Turizm İşletmeleri, Aile Tatili, Çocuk Dostu Otel, Hizmet, TOPSIS Yöntemi

**Jel Sınıflandırması:** M10, L83, Z32

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## 1. Introduction

Today, every person has a different demographic structure, family structure and habits. These characteristics, which differ from person to person, affect people's needs and expectations, and this also affects travel intention and accommodation business choices. While these differences in people cause them to be seen as different types of tourists in terms of tourism, businesses also offer differentiated services to different types of tourists in order to maintain their existence and gain competitive advantage.

Families with children, considered as one of the different types of tourists and cover the majority of tourists, are accepted as a key point for the tourism sector. Families with children act according to the wishes and needs of their children rather than their own expectations in choosing accommodation businesses and prefer accommodation businesses accordingly. In order to be the accommodation business preferred by families who have such expectations, hotels that offer different and various services for children are called "child-friendly", while these hotels try to increase the satisfaction level of families with children. It is thought that the hotels that can achieve this will be more preferred by families with children, offer a happier and more peaceful holiday and be the preferred accommodation business to be visited again.

This study aims to determine which services are effective in the tourism preferences of families with children, which service is highlighted in hotels, and how important the service types are in tourist satisfaction by collecting and analyzing the evaluations made for each service type within the framework of tourist experiences. Acting within the scope of this purpose, child-friendly hotels were evaluated within the framework of the scores they received from their customers on the internet and a ranking was made among the hotels. According to the ranking, it was then tried to determine because of which services they offer to their customers they provide satisfaction or to determine that due to the lack of which service the satisfaction level of these hotels is low.

## 2. Literature Review

In people's decision-making processes, while many features such as demographics and family structure affect the travel decision, travel preferences and expectations vary according to different features. For this reason, accommodation businesses determine what the tourist expectations are in order to gain competitive advantage and accordingly serve in different concepts in accordance with different tourist types (Emir and Pekyaman, 2010).

Families with children, considered as one of the tourist types and making up a large part of the tourists, are important for the tourism sector. While children significantly affect the decision-making process of families (Martensen and Gronholdt, 2008), the fact that children have demands and wishes for themselves (Tuna et al., 2019) affects the holiday preferences of families. Since the wishes and expectations of families with children are for their children rather than themselves, accommodation businesses must provide services for this, and "child-friendly hotels" have emerged. For an accommodation business to be considered child-friendly, it must have certain opportunities for children, such as activities, meals, and security. Accommodation businesses that can provide these opportunities are more preferred by families with children and can gain competitive advantage. The factors that have an impact on families with children and that are expected to be in child-friendly hotels are as follows (Emir and Pekyaman, 2010; Aymankuy and Ceylan, 2013; Kim and Park, 2017; Öztürk et al., 2018; Aslan et al., 2019):

• Location and easy accessibility of the hotel,

• The safety of the hotel,

• Affordable hotel price,

• Special discount for children,

• Having a family room,

• Having beds for children in the rooms,

• Presence of handrails on the stairs,

• Paying attention to cleanliness and hygiene,

• Special activities for children,

• Having children's pool and water parks,

• Children's menus,

• Good treatment of children by hotel employees.

Child-friendly hotels should have different and more diverse facilities and services for children than other hotels. Because when choosing a hotel, families with children pay attention to the criteria that will allow their children to have fun, such as activities suitable for their children, children's pool, recreation activities, children's meals. In addition to the aforementioned factors, some child-friendly hotels also provide services such as an amusement

park, sleeping room, constantly hot milk and food, kettle, baby carriage, baby tub for children, and they also have employees trained in childcare within the hotel (Aymankuy and Ceylan, 2013; Öztürk et al., 2018).

In its news titled "Top 10 Child-Friendly Hotels", Hürriyet (2020) mentioned the services provided for children by the hotels, which it considers as the best child-friendly hotel. These services include playground, camping areas, sports activities, yoga, archery, language training, breastfeeding chair, baby carriage, diaper changing areas, baby radio, sleeping rooms, employee trained in child care, babysitter, employee who can speak to children in different languages and children's reception who make children feel like individuals and allow them to handle their work themselves, game rooms, movie theaters, pool with water slides, mini-amphitheatre where they can take the stage, mini clubs, restaurants special for children and zoos. In addition, all 10 of these hotels are free or offer some discounts for children. As it can be understood, child-friendly hotels offer special services for children in very different and wide areas to increase the satisfaction level of families with children and to be preferred again. Since the priority of the families are their children, they prefer a peaceful and fun holiday for themselves and their children by staying in child-friendly hotels instead of going to a normal hotel and thinking about how their children will spend their holidays.

Families with children have some expectations from hotels as well as employee behaviours that they do not want to encounter in hotels. These behaviours are (Özkan-Buzlu and Atçı, 2020):

   • Threatening the safety and health of children,

   • Humiliating children,

   • Not accepting children as individuals and ignoring their rights,

   • Not treating children fairly and not paying attention in their services, etc.

Since the behaviours of the employees is an important criterion in the tourists' intention to revisit (Aslan et al, 2019) and the families pay attention to the behaviours of the hotel employees towards their children, it is necessary to be careful in the selection of hotel employees in order to increase the rate of preference for child-friendly hotels.

### 3. Methodology

### 3.1.    Purpose, Importance and Contributions of the Research

In this study, child-friendly hotels will be evaluated within the framework of the scores they have received from their customers over the internet, the importance of the criteria will be determined, and a ranking will be made among the hotels according to the scores. With the study, it is aimed to determine the criteria that will satisfy both children and parents in child-friendly hotels, as well as to determine the importance of these criteria by families and to rank the hotels included in the study. The ranking that emerged because of the results of the study will reveal which services in child-friendly hotels can satisfy families with children. This will lead the sector managers to understand what the satisfaction criteria are and what the expectations of families are according to their importance. Since the competitiveness of every business in every sector depends on meeting customer expectations, child-friendly hotels can canalize their resources to realize their activities if they know what the expectations of families are to gain sustainable competitive advantage. Therefore, the contribution of the results of this study to both the sector and the literature is of great importance.

### 3.2.    Population and Sample of the Study

The population of the study was determined as child-friendly hotels. The sample consists of child-friendly hotels located in the Side region Aktaş (2018) stated in his study that the number of families with children who come to Antalya for vacation is around 140,000 annually in the study of Erten-Bilgiç and Küçük (2022), 5 hotels with the highest scores among baby and child friendly hotels were examined and it was seen that 5 hotels are in Antalya, two of which are in Belek, two in Side and one in Lara. The sample was determined as Side because the province of Antalya is a holiday destination preferred by families with children and the criteria of most of the child-friendly hotels in Side among its districts have been fully met. Among the 19 child-friendly hotels whose evaluations were reached on Trivago on 19.02.2022, 8 hotels whose accurate data were obtained due to the missing criteria scores of some hotels were analysed with the TOPSIS method. The 8 hotels that constitute the sample of the study were evaluated according to their general points, features, cleanliness, comfort, food, price balance, service, location, building and room criteria.

### 3.3.    Method

In the study, TOPSIS Method (Technique for Order Preference by Similarity to Ideal Solution) was used to rank the hotels in the Side region according to some criteria. This method

is used to find the most ideal among the options with more than one criterion. While the method is applied in 6 steps, the most ideal result is reached after the implementation of these steps (Pavic and Novoselac, 2013). In the TOPSIS method, alternatives are evaluated together with criteria they own. This method helps to find the most ideal one among the alternatives with multiple criteria (García-Cascales and Lamata, 2012). The TOPSIS method is used in many areas such as environment, energy, health, personnel selection, performance evaluation, supply chain management and production (Palczewski and Salabun, 2019). In the tourism sector, it has been used in different areas related to the sector. For example, the terms financial performance (Özçelik and Kandemir, 2015; Erdoğan and Yamaltdinova, 2018; Bilici, 2019), supplier selection (Gündüz and Güler, 2015; Şimşek et al., 2015), personnel selection (Tarcan-İçigen and İpekçi-Çetin, 2017) , tour operator selection (Karaatlı et al., 2014), health and medical tourism (Ajmera, 2017; Lo and Liou, 2021; Çetin, 2022), service quality evaluation (Perçin and Bektash, 2018), destination selection (Morteza et al., 2016; Arif et al., 2019) and agro-tourism (Joshi et al., 2020), are mentioned many times in literature and it is seen that the TOPSIS method is often used in the tourism sector. As for the hotel selection, which is the subject of this study (Öztel et al., 2018; Kwok & Lau, 2019; Driver et al., 2020; Çelik and Aydoğan, 2021; Aydın-Taştekin et al., 2022), studies have been found in the literature.

**Step 1:** Creating the decision matrix with options and criteria.

$$D = \begin{bmatrix} \times_{11} & \cdots & \times_{1n} \\ \vdots & \ddots & \vdots \\ \times_{m1} & \cdots & \times_{mn} \end{bmatrix}$$

**Step 2:** After creating the decision matrix, creating the normalized decision matrix with the formula given below.

$$r_{ij} = \frac{x_{ij}}{\sqrt{\Sigma_{m=1}^{n} x_{mj}^2}}$$

$(x_{ij}: 1,2,\dots,n; number\ of\ criteria\ \ j: 1,2,\dots,m; number\ of\ alternatives)$

**Step 3:** Creating a weighted normalized decision matrix by multiplying the values in the normalized decision matrix created in Step 2 with the specified criterion weights.

$$A^+ \left\{ \left( \begin{matrix} max v_{ij} \\ i \end{matrix} \right) \Big| j \in J \right), \quad \left\{ \left( \begin{matrix} min v_{ij} \\ i \end{matrix} \right) | j \in J' \right) \right\}$$

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$$A^- \left\{ \binom{minv_{ij}}{i} \mid j \in J \right), \quad \left\{ \binom{maxv_{ij}}{i} \mid j \in J' \right) \right\}$$

**Step 4:** Finding positive (best) and negative ideal (worst) solutions with the formula given below according to the weighted normalized decision matrix.

$$S_J^+ = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^*)^2} \qquad\qquad S_J^- = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^-)^2}$$

**Step 5:** Finding the distance to the positive and negative ideal solutions found in Step 4 with the formula given below.

$$C_i^* = \frac{S_i^-}{S_i^- + S_i^*} \qquad\qquad 0 \le C_i^* \le 1$$

**Step 6:** Calculating the relative closeness of the options to the ideal solution and ranking them.

The criteria determined for the study are general score (GS), features (FT), cleanliness (C), comfort (CF), food (F), price balance (PB), service (S), location (L), building (B) and rooms (R). The study criteria were decided in the light of the features that child-friendly hotels should have in the literature. The overall score is the rating for all the services provided by the child-friendly hotels during the stay. Features include the services that the hotel provides for its customers (kids pool, animation, etc.). Cleaning was added to the criteria because families with children give importance to cleanliness and hygiene. The food was added to the criteria because families care about dishes whose taste their children like and the hours when food can be served. While the price balance is related to the balance between the service provided by the child-friendly hotel and the price paid, the price is an important factor in the travel preferences of families with children. Since service is related to hotel employees, it can also be considered as an employee-related criterion. Location is an important criterion for families with children in terms of easy transportation with children. Buildings and rooms, on the other hand, were added because families give importance to factors such as the safety of the buildings for children and the presence of children's beds in the rooms. The 8 hotels constituting the sample of the study were coded as CFH1, CFH2, CFH3, CFH4, CFH5, CFH6, CFH7, CFH8.

### 3.4. Findings

In order to be used in the method, the criteria weights determined by tourism academics under the leadership of a study in the literature (Çaylak, 2019) are given in Table 1.

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**Table 1.** Criterion Weights

| GS | FT | C | CF | F | PB | S | L | B | R |
|---|---|---|---|---|---|---|---|---|---|
| 0,25 | 0,15 | 0,10 | 0,10 | 0,10 | 0,10 | 0,05 | 0,05 | 0,05 | 0,05 |

The decision matrix created within the framework of the criteria evaluated by customers on Trivago is given in Table 2.

**Table 2.** Decision Matrix

| Child-Friendly Hotels | GS | FT | C | CF | F | PB | S | L | B | R |
|---|---|---|---|---|---|---|---|---|---|---|
| CFH1 | 8,4 | 8 | 8,4 | 8 | 8,3 | 8 | 8,3 | 8,4 | 8 | 8,2 |
| CFH2 | 8,8 | 8,1 | 8,7 | 8,1 | 8,7 | 8,4 | 8,5 | 8,3 | 8,1 | 7,7 |
| CFH3 | 9,3 | 8,2 | 8,2 | 8,8 | 9 | 8,7 | 8,9 | 8,7 | 8,2 | 9 |
| CFH4 | 9,4 | 8,3 | 8,9 | 8,2 | 8,8 | 8,8 | 8,6 | 8,8 | 8,3 | 8,1 |
| CFH5 | 9 | 7,3 | 8,8 | 8,7 | 8,6 | 8,7 | 8,9 | 8,7 | 7,3 | 8,7 |
| CFH6 | 8,7 | 7,8 | 8,4 | 7,5 | 8,3 | 7,9 | 8,3 | 8,3 | 7,8 | 8,1 |
| CFH7 | 9,1 | 7,8 | 8,2 | 7,5 | 8 | 7,6 | 8 | 8,5 | 7,8 | 8,3 |
| CFH8 | 8,3 | 8,2 | 8,6 | 8,1 | 8,9 | 8,7 | 8,7 | 8,6 | 8,2 | 8,5 |

After the decision matrix creation stage, the normalized decision matrix was created by applying the formula shown in Step 2. The normalized decision matrix is given in Table 3.

**Table 3.** Normalized Decision Matrix

| Child-Friendly Hotels | GS | FT | C | CF | F | PB | S | L | B | R |
|---|---|---|---|---|---|---|---|---|---|---|
| CFH1 | 0,33434 | 0,35496 | 0,34313 | 0,34813 | 0,34197 | 0,33829 | 0,34402 | 0,34778 | 0,34123 | 0,34789 |
| CFH2 | 0,35026 | 0,3594 | 0,35538 | 0,35248 | 0,35845 | 0,35521 | 0,35231 | 0,34364 | 0,35009 | 0,32668 |
| CFH3 | 0,37016 | 0,36383 | 0,37581 | 0,38294 | 0,37081 | 0,36789 | 0,36889 | 0,3602 | 0,36339 | 0,38183 |
| CFH4 | 0,37414 | 0,36827 | 0,36355 | 0,35683 | 0,36257 | 0,37212 | 0,35645 | 0,36434 | 0,36339 | 0,34365 |
| CFH5 | 0,35822 | 0,3239 | 0,35947 | 0,37859 | 0,35433 | 0,36789 | 0,36889 | 0,3602 | 0,35452 | 0,3691 |
| CFH6 | 0,34628 | 0,34609 | 0,34313 | 0,32637 | 0,34197 | 0,33406 | 0,34402 | 0,34364 | 0,34123 | 0,34365 |
| CFH7 | 0,3622 | 0,34609 | 0,33496 | 0,32637 | 0,32961 | 0,32138 | 0,33158 | 0,35192 | 0,34566 | 0,35213 |
| CFH8 | 0,33035 | 0,36383 | 0,3513 | 0,35248 | 0,36669 | 0,36789 | 0,3606 | 0,35606 | 0,36782 | 0,36062 |

The weighted normalized decision matrix created by multiplying the normalized decision matrix with the criterion weights is given in Table 4.

**Table 4.** Weighted Normalized Decision Matrix

| Child-Friendly Hotels | GS | FT | C | CF | F | PB | S | L | B | R |
|---|---|---|---|---|---|---|---|---|---|---|
| CFH1 | 0,08358 | 0,05324 | 0,03431 | 0,03481 | 0,03420 | 0,03383 | 0,0172 | 0,01739 | 0,01706 | 0,01739 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **CFH2** | 0,08756 | 0,05391 | 0,03554 | 0,03525 | 0,03585 | 0,03552 | 0,01762 | 0,01718 | 0,01750 | 0,01633 |
| **CFH3** | 0,09254 | 0,05458 | 0,03758 | 0,03829 | 0,03708 | 0,03679 | 0,01844 | 0,01801 | 0,01817 | 0,01909 |
| **CFH4** | 0,09353 | 0,05524 | 0,03636 | 0,03568 | 0,03626 | 0,03721 | 0,01782 | 0,01822 | 0,01817 | 0,01718 |
| **CFH5** | 0,08955 | 0,04859 | 0,03595 | 0,03786 | 0,03543 | 0,03679 | 0,01844 | 0,01801 | 0,01773 | 0,01846 |
| **CFH6** | 0,08657 | 0,05191 | 0,03431 | 0,03264 | 0,03420 | 0,03341 | 0,01720 | 0,01718 | 0,01706 | 0,01718 |
| **CFH7** | 0,09055 | 0,05191 | 0,03350 | 0,03264 | 0,03296 | 0,03214 | 0,01658 | 0,01760 | 0,01728 | 0,01761 |
| **CFH8** | 0,08259 | 0,05458 | 0,03513 | 0,03525 | 0,03667 | 0,03679 | 0,01803 | 0,01780 | 0,01839 | 0,01803 |

The positive and negative solutions according to the criteria found by applying the formula shown in Step 4 are given in Table 5.

**Table 5.** Determine the Positive Ideal and Negative Ideal Solution

| | GS | FT | C | CF | F | PB | S | L | B | R |
|---|---|---|---|---|---|---|---|---|---|---|
| **Positive (A⁺)** | 0,09353 | 0,05524 | 0,03758 | 0,03829 | 0,03708 | 0,03721 | 0,01844 | 0,01822 | 0,01839 | 0,01909 |
| **Negative (A⁻)** | 0,08259 | 0,04859 | 0,0335 | 0,03264 | 0,03296 | 0,03214 | 0,01658 | 0,01718 | 0,01706 | 0,01633 |

With the formula shown in Step 5, the separation measures for the distance to the positive and negative ideal solutions are given in Table 6.

**Table 6.** Separation Measures

| | S⁺ | S⁻ |
|---|---|---|
| **CFH1** | 0,01235 | 0,00583 |
| **CFH2** | 0,00799 | 0,00923 |
| **CFH3** | 0,00131 | 0,01534 |
| **CFH4** | 0,00362 | 0,01492 |
| **CFH5** | 0,00817 | 0,01089 |
| **CFH6** | 0,00817 | 0,00564 |
| **CFH7** | 0,01089 | 0,00873 |
| **CFH8** | 0,01172 | 0,00937 |

The calculation of the relative closeness of the options to the ideal solution is given in Table 7.

**Table 7.** Relative Closeness to the Ideal Solution

| Hotel | Result |
|---|---|
| CFH1 | 0,32091 |
| CFH2 | 0,53583 |
| CFH3 | 0,92156 |
| CFH4 | 0,80495 |
| CFH5 | 0,57135 |
| CFH6 | 0,40841 |
| CFH7 | 0,44496 |
| CFH8 | 0,44443 |

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The ranking of child-friendly hotels, whose relative closeness to the ideal solution has been calculated, is given in Table 8.

**Table 8.** Hotel Ranking

| Place | Hotel | Result |
|-------|-------|--------|
| 1 | CFH3 | 0,92156 |
| 2 | CFH 4 | 0,80495 |
| 3 | CFH 5 | 0,57135 |
| 4 | CFH 2 | 0,53583 |
| 5 | CFH 7 | 0,44496 |
| 6 | CFH 8 | 0,44443 |
| 7 | CFH 6 | 0,40841 |
| 8 | CFH 1 | 0,32091 |

CFH3 was chosen as the most ideal hotel among the 8 hotels analysed with the TOPSIS method. When the decision matrix given in Table 2 is examined, it is seen that all criteria scores of this hotel are higher than other hotels. Special services offered by the hotel for children are playground, animation, children's club, indoor heated children's pool and babysitter. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the food, cleaning, pool and staff is at a high level.

The services offered by CFH4, which ranks second, are indoor children's pool, mini club, buffet for children and trained staff in childcare. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the food taste, food variety, location, cleanliness, hygiene, children's activities, and hotel services is at a high level.

The services offered by CFH5, which ranks third, are mini club, mini disco, cinema, animation, playground, and babysitter. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the food taste, food variety, service and sea is at a high level.

The services offered to children by CFH2, which ranks fourth, are baby buffet, 24-hour ice cream service, mini beach, water slides special for children, diaper changing and breastfeeding area, baby carriage, children's club, children's pool with awning, playground, and animation. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the cleanliness, location, staff and water park is at a high level, while the customers are not satisfied with the food.

The services offered to children by CFH7, which ranks fifth, are children's buffet, children's slide, indoor and outdoor children's pool, children's club and mini disco. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the water park, food, staff, cleanliness, and location is at a high level, while the customers are not satisfied with the security measures in the children's areas.

The services offered to children by CFH8, which ranks sixth, are indoor and outdoor children's pool, children's buffet, playground, animation, water slides, children's club, babysitter, baby carriage, funfair, zoo, sports activities, dance course and mini club. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the staff, cleanliness and location is at a high level, while the customers are not satisfied with the service, food taste, variety of food and the hygiene of the pool.

The services offered to children by CFH6, which ranks seventh, are mini club, animation, mini disco, playground, highchair, children's pool and water slide. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the cleanliness, comfort and staff is at a high level, while the customers are not satisfied with the high price of the hotel, the taste of the food and the short mealtimes.

The services offered to children by CFH1, which ranks eighth, are mini club, animation, children's pool, baby carriage, bottle warmer, microwave and children's buffet. From the comments made by the customers about the hotel, it is understood that the customer satisfaction about the staff, location and activities is at a high level, while the customers are not satisfied with the food taste, variety of food, cleanliness and hygiene.

## 4. Conclusion

As a result of the literature review, it was determined that families with children pay attention to the factors that there should be a safe environment, suitable meals for children, entertainment areas and recreational activities, and that the behaviours of the hotel staff should be polite towards their children, they should accept the children (serving the child etc.) as individuals and the hotel price should be appropriate when choosing a hotel. Considering the results of the ranking made among child-friendly hotels in accordance with this information in the literature, it was seen that the hotel, which was in the first place (CFH3), did not have any customer complaints when the comments made by the customers were read. In fact, although there are hotels that offer more services than CFH3 among the hotels in the ranking, it was

observed that they cannot achieve as much satisfaction as CFH3. It is thought that the reason why the level of satisfaction is not proportional to the number of services provided may be related to the service quality.

It is seen that the hotels in the first place generally get high scores from each criterion and according to the comments, their satisfaction level is high in almost all the criteria. It is seen that the hotels in the last place cannot provide customer satisfaction in terms of food. The importance of food and beverage service for families is due to the fact that today's children are picky about eating and their food cultures have changed since they eat certain types of food more, and families prefer an environment where children can have a meal without any trouble to have a comfortable holiday. Therefore, it can be said that food and beverage service criteria such as a restaurant section specially designed for children, food and beverages in a variety and shape that will appeal to children, etc. are important for families with children.

Children's playground, mini club and trained and caring personnel are among the important evaluation criteria for families. In addition, the presence of children's pools and water parks suitable for children play an important role in the evaluation of hotels by families. However, Emir & Pekyaman (2010: 177) state that some features such as safety measures in children's pool and playgrounds are also taken into account by families with children.

In the evaluation of child-friendly hotels, the importance of cleanliness also came to the fore in the comments made regardless of the service unit. Whether it is related to usage areas (private or general), food and beverage areas or areas designed for children (pool, playground, mini club), cleanliness has an important place in the evaluation of families. In particular, the reason for the low evaluation scores of the hotels, which are in the last place in the evaluation within the scope of the study, is that they could not provide satisfaction in terms of cleaning. Therefore, it was determined that the hotels, which are in the last place in cleaning, could not provide satisfaction.

To achieve sustainable competitive advantage, hotels should adopt guest satisfaction as their first goal. In order for this to happen, they must first identify the characteristics of the tourist groups they serve and learn about their expectations and needs. The main goal of the child-friendly hotels considered within the scope of the study should be to maximize the satisfaction level of these families (with children) with the services they provide. In order to do this, they must first determine the strategies regarding which types of services should be provided and how these services should be provided.

The study was carried out in Side, a small holiday town in Antalya Province of the Mediterranean Region. In future studies, the inclusion of more child-friendly hotels in a wider region and more child-friendly hotels (with the condition of not missing criteria points) will provide serious information to both the literature and the sector.

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