CHILD FRIENDLY ACCOMMODATION ESTABLISHMENTS: THE LAND OF LEGENDS KINGDOM HOTEL EXAMPLE

Ebru N. CEYLAN

*Endarch Mimarlık, Muğla, Türkiye (ebru.n.ceylan@gmail.com)

EXTENSIVE SUMMARY

In the hospitality industry, which has developed rapidly around the world, some of the businesses are increasingly being introduced as child-friendly tourism enterprises by a number of uncertain criteria in order to take the lead in competition. The concept of a child-friendly accommodation business is sympathetic. These businesses, which are considered to be positive discrimination by families with children, are particularly preferred by parents and children. Throughout the world and in Turkey, on this issue, which has just begun to be discussed and also requires high responsibility, it is considered that the determination of the criteria is very important in terms of preventing unfair competition in the sector and will contribute to the protection of consumer rights.

Being a child-friendly tourism business will provide many commercial returns as well as many social responsibilities. The fact that tourism enterprises are directed towards children facilitates the marketing activities of tourism enterprises. In the studies, it is stated that the money to be spent to be a child-friendly enterprise can also be seen as a kind of self-insurance for enterprises in order to avoid serious amounts of compensation in the event of an accident, and that being a child-friendly enterprise will also minimize the costs of gaining new guests.

In addition to the necessity to comply with health and safety rules for accommodation facilities, it is necessary to take into account the health and safety criteria specific to children's facilities. The fact that businesses are taking preventive measures to protect their children and their rights and health will be the reasons for preference. The interior design of the hotel, like “The Land The Land of Legends Kingdom Hotel” should have positive effects on the perception level of the children and there should be a communication between the children and the hotel spaces. Multi-colored and fun space designs that enrich children's imagination should be included. The fact that children's spaces are far from mediocrity, colorful and active is the first step in the development of talented individuals with freedom of thought.

Today, it is necessary to be aware of and use new technologies in order to make successful interior designs and to design spaces that are strong in aesthetics, competitive, functional and will make a difference. Not only to get support from the engineering field, but from a multi-disciplinary point of view, with the support of teams from different professional groups such as art, graphic design, communication, digital technologies, versatility in design should be ensured with, interdisciplinary communication as in the case of the sampled hotel.

It is desirable that this study sheds light on studies on interior space design approaches, physical equipment, materials, security and similar issues in determining the criteria of child-friendly hotels. Within the scope of the
study, first of all, field literature review was done about the effects of children on purchasing and consumption decisions in the tourism sector, child-friendly tourism, tourism enterprises for children, criteria for child-friendly hotels, health and safety rules in hotels, children's hotels, space and interior designs. Then "The Land of Legends Kingdom Hotel" operating in Antalya-Belek in Turkey, which have been established as the first child-themed hotel with world-class facilities, awarded by tripadvisor excellence certificate has been examined through case studies of qualitative research methods. According to the findings in the hotel subject of the research, besides the health and safety of children, under the supervision of pedagogues, colorful and entertaining space designs enriching their imagination were included. In furniture, fittings and equipment, the needs of both the children and their parents were taken into consideration.

Throughout the world and in Turkey, there are not enough academic studies on the criteria that child friendly hotels should meet and the classification of child friendly hotels. This study is thought to be useful in establishing the criteria and standards which are considered necessary for spatial approaches in child friendly hotels. It is recommended that hotel establishments integrate positive features appropriate to the facilities of their hotel, from the interior architectural spatial approaches of “The Land Of Legends Kingdom Hotel” without losing their originality of design.

Conducting future research on health and safety rules for children in tourism accommodation facilities in our country will contribute to the determination of criteria for “child friendly facilities”. In addition, studies should be initiated to define these criteria not only for hotels but also for other tourism enterprises such as transportation enterprises, food and beverage enterprises.