



Research Article

ARE CHILD FRIENDLY CITIES READY FOR CHILD TOURISM? SWOT ANALYSIS OF ANTALYA SAMPLE

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Abstract

Children are not only influential in the family's holiday decision, but they also guide families in their choices of destinations and tourism establishments. It is known that especially in the choice of destination, the power of children to influence their parents is rather high.. Within this context, through this study, it has been aimed to take an inventory of tourist attractions for child-friendly tourism in Antalya and examine Antalya province with the SWOT analysis approach. In conjunction with this aim, in the study qualitative research method was used and a case study was carried out about child-friendly tourism by using secondary data. Through the data and texts related to the subject, the tourist attractions for child tourism in Antalya, which is a child-friendly city, have been analyzed and the situation of the region in this area has been evaluated within the scope of SWOT analysis in line with the data obtained. According to the results of the research; it has been determined that Antalya have hotels, food and beverage enterprises, tours, recreation areas and activities for children in terms of tourist attractions for child tourism. In future studies, the perspectives of local administrations on child-friendly tourism can be evaluated.

Keywords: Child Friendly Cities, Child Friendly Tourism, Child Tourism, Child Tourist, SWOT Analysis

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DOI: 10.33083/joghat.2021.90