



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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1. Introduction

Family travel within the tourism sector has been a market segment that maintains its importance today as it was in the past. What's more, it has a tendency to grow day by day when compared to other leisure travel types (Schanzel and Yeoman, 2014: 357; Taner, 2019: 2). From this point of view, destinations and tourism establishments have been carrying out a number of operations to get more shares from this market via child-friendly tourism practices. In child-friendly tourism, the protection of children's rights, the value and respect of children as individuals, and the creation of tourism environments in which children are protected from violence could be considered as examples of child tourism practices. Accordingly, child-friendly tourism is a type of tourism through which the demands of families with children can be met by creating touristic environments where children can healthily play and spend time away from all kinds of violence, see respect and love, develop themselves, increase their creativity, and be safe (Ceylan, 2019: 264).

The concept of "Child Friendly City", which is one of the child-friendly practices, was used for the first time at the Habitat II conference held in İstanbul in 1996. At the Habitat II conference, the necessity of cities to be livable places were emphasized and this aim was expressed in the dimension of children with the concept of "Child Friendly City". Child-friendly cities are the cities and local administration systems that are attentive to the realization of children's rights in the daily life of the city (Görkem, 2013: 822). In addition, in child-friendly cities, ensuring the welfare of children, healthy living environment, democratic society and good administration should be accepted as basic indicators (Berkün, 2019:138). On the one hand, the child-friendly city supports the city administration to make decisions for the benefit of children. The child-friendly city supports the city administration to make decisions for the benefit of children. Additionally, it is a model developed to provide a healthy, educational, safe, stimulating, inclusive and culturally rich environment for children.

Throughout the world, there are more than 800 child-friendly cities. Some of these cities are; London in England, Tilburg in the Netherlands and Pistoia, Cremona, Milan and Rome in Italy (Gökmen, 2013: 823). UNICEF's Child-friendly Cities initiative and UNESCO's Growing up in Cities initiative have been carrying out important studies on child-friendliness (Gökmen, 2013: 822). In Turkey, there are 12 cities (Uşak, Sivas, Gaziantep, Karaman, Kırşehir, Antalya, Kayseri, Konya, Erzincan, Bursa, Tekirdağ and Trabzon) that are working on child-friendly city initiatives. With the child-friendly city initiative, it is supported to draw attention to the importance of the issue and to increase the administrative capacity of the cities within this framework. Within the context of the child-friendly city initiative, drawing attention to the importance of the issue and to increasing the administrative capacity of cities within this framework has been supported (Güz and Şahin, 2018: 76). In child-friendly cities, child-friendly environments are created. The city of Antalya was chosen, in the study, as a child-friendly tourism destination with reference to the child-friendly city initiative. An inventory of the touristic attractions of Antalya as a child-friendly destination was made. In line with this inventory, the strengths and weaknesses of the child-friendly destination's practices for child tourism were determined and a SWOT analysis was carried out by which the opportunities and threats were discussed. In this study, the determination of the child-friendly tourism opportunities of Antalya and turning these opportunities into an advantage in terms of attracting more child tourists has been aimed. Besides, the province of Antalya has sufficient supply resources for families with children, and accommodation businesses can offer the majority of services that this segment may need. It has been concluded that Antalya is a destination that can serve child tourism not only with accommodation enterprises, but also with recreational areas (theme parks, museums, aqua parks, zoos and amusement parks). Finally, the tourist attractions of the destination regarding child tourists have been examined with the SWOT analysis method and a number of suggestions have been made on the subject.

2. Literature review

2.1. Child Friendly City

According to the first article of the United Nations Convention on the Rights of the Child, any person under the age of 18 is accepted as a child (Özkan, Buzlu and Atçı, 2020: 3344). The United Nations Convention on the Rights of the Child, which was adopted by 194 countries including Turkey on 20 November 1989 and entered into force on 2 September 1990, is the most comprehensive and legally binding document that deals with children's rights at the international level (Schierkolk, 2019: 9; Taner, 2019: 5; Ahipaşaoğlu, 2018: 13). While this convention protects the rights of children universally, it is also considered as a guiding

document in terms of child-friendly practices (Özkan, Buzlu and Atçı, 2020: 3345). “Child-friendly city”, one of the child-friendly practices; has been defined as the city that defends the rights of children and agrees to carry out activities and implementations on children's rights in cities (Riggio, 2002: 47). Child-friendly cities have established their own governance system on the four principles of The United Nations Convention on the Rights of the Child as: (1) No child should be treated unfairly for any reason (Article 2), (2) Respect for the best interests of the child (Article 3), (3) Children's natural rights to be alive, survive and develop in the best possible way (Article 6), (4) Respect for the opinions of children (Article 12) (Riggio, 2002: 48-49; Taner, 2019: 7).

A child-friendly city is considered to be the city that envisages a good administrative system by taking into account the rights of the children; ensures the active participation of children in the city administration and decision-making process through all service units in the city; deals with all the relevant decisions from a child rights perspective, and is responsible for realizing the activities and structures which should be carried out to ensure the right in order to access basic services. (Topsümer, Babacan and Baytekin, 2009: 9). In local administrations, making room for children and involving them in decisions is much more important than doing something on behalf them. The process of building a child-friendly city also means the implementation of the Convention on the Rights of the Child in local administration environments and pays regard to a number of features that place children at the center. Local administrations need to consider the following building blocks to be a child friendly city. These building blocks (Topsümer et al., 2009; Gökmen, 2013) are;

- **Children's Participation;** ensuring the active participation of children in matters affecting them, listening to their opinions and taking these opinions into account in the decision-making process,
- **Child Friendly Legislation;** determining the legal regulations, rules and procedures that will protect and promote the rights of all children,
- **The Implementation Strategy for the Rights of the Child;** on the basis of the convention, developing a detailed and comprehensive strategy or agenda for the transformation of a child-friendly city,
- **Child Rights Unit or Coordination Mechanism;** establishing permanent units in local establishments to ensure that children's perspectives are primarily taken into consideration,
- **Detection and Evaluation of Impact on Children;** the existence of a systematic process in order to determine the effects of laws, policies and practices on children before, during and post-implementation stages;
- **Child Budget;** the allocation of adequate resources and the budget analysis of practices regarding children,
- **The Situation Report of Children in the City;** carrying out sufficient monitoring and data collection studies published regularly to determine the status of children and their rights,
- **Ensuring the Awareness of Child Rights;** carrying out the necessary training and information activities to increase the knowledge of both adults and children about child rights,
- **Independent Defense for Children;** supporting non-governmental organizations in the efforts to protect and maintain the rights of the child, and establishing independent human rights institutions - ombudsman or child commissioner in this field.

In this sense; a healthy and safe environment, a friendly environment for the development of children, a sustainable and fair environment, an environment that provides care to everyone in which basic services are provided, a friendly environment especially for children with special conditions (disabled), an environment that does not discriminate and encourages solidarity should be among the primary goals of local administrations (Gökmen, 2013: 823).

Rome, Amsterdam, Dubai, Melbourne, Ubut (Bali), Monte Carlo, Paris, Machu Piccu (Peru), Cape Town, Punta Ghana (Dominican), Chiang Mai (Thailand) can be considered as the cities that stand out as child-friendly cities around the World. In these cities, besides stories from the history that arouse excitement for children, there are museums, amusement parks, interesting sports opportunities such as aquariums and horse riding, educational activities such as farming in nature and these cities also provide night care services to the guests (Taner, 2019: 9). Kadıköy (DAK), Nezahat Gökyiğit Botanical Garden (NGBG) owned by Ali Nihat

Gökyiğit Foundation, Esenler Children's Street affiliated to Esenler Municipality and World Play Day (WPD) event organized by Marmara University can be given as the examples of child-friendly environments in Istanbul. In addition to the support of child-friendly environments by local administrations, foundations and universities, each institution should prioritize these environments, activities and child participation in creating a child-friendly city (Kamaraj et al., 2016: 1162).

First of all, in order for destinations to be successful in child-friendly tourism, the concepts of child, being child-friendly, child-friendly society, child-friendly city, child-friendly business and the relationship between these concepts should be analyzed very well. In short, unless a country or a destination internalizes the concept of being child-friendly, it is not considered sufficient to be a child-friendly establishment and get a share from the child-friendly tourism market. From this point of view, in child-friendly cities, the wishes and expectations of child tourists should not be ignored. Cities must primarily have the necessary facilities to meet the fundamental needs of children, as a tourist, such as eating, sleeping, safety, health etc. (Therkelsen, 2010). Afterwards, since children are very active, various areas, in which more dynamic activities could be done, should be planned. For example; the activities involving ecological experiences such as fruit picking, playing with animals, fishing can be organized. What's more, dramatic play opportunities such as horse riding, superheroes, swinging and throwing games should also be planned (Song, Park, and Kim, 2020). In short, the fact that children need comfortable and safe facilities, fun and educational activities should be taken into consideration and necessary studies should be programmed and carried out accordingly

2.2. Child Friendly Tourism and Child Tourist

In evaluating the child as a tourist, children are mostly considered together with their families. Accordingly, the place of a child in tourism as a tourist is mainly evaluated within the context of "child-friendly" concept (Faché, 2005; Konu and Laukkanen, 2010; Kaufman and Scantlebury, 2010; Gärtner, Rauber, and Berger, 2014; Hastaoğlu, Can, and Vural, 2018; Öztürk, Atasoy and Arıkan, 2018; Yalçınkaya, İtanbullu, Dinçer and Dinçer, 2019). Being child-friendly has been defined as treating children with compassion and supporting their well-being and happiness (Taner, 2019: 4). In an other definition regarding child friendly understanding, being child friendly means enabling children to lead healthy and happy lives by supporting their learning and entertaining in environments, where they can feel themselves safe, warm, loving, free to express themselves, and protecting children from any possible harmful aspect such as discrimination, psychological and physical violence (neglect, verbal and physical assault, economic and sexual exploitation, abuse etc.) (Özkan, Buzlu and Atçı, 2020: 3345). From this point of view, child-friendly tourism includes the tourism activities that are carried out by families, thus; destinations and tourism establishments should be arranged as child-friendly. As for child-friendly tourism establishments, on the other hand, they are defined as touristic enterprises that are in a position to respond to the wishes and needs of children and their families and can be in demand thanks to such kind of characteristics (Aymankuy and Ceylan, 2013: 264).

Child-friendly tourism is not only limited to special services and physical measures, for children, taken by travel agencies, accommodation and food-beverage establishments, but the establishments need to develop institutional policies aimed at protecting children's rights in order to fully adopt and realize the concept of child-friendly tourism. Through these policies; the following aspects; (1) protecting the rights of employed children (working children in accordance with the law), (2) protecting children from violence, (3) informing employees and tourists about child rights, (4) increasing social awareness, particularly about children, have been aimed (Schierkolk, 2019: 13-14). While the workers of tourism enterprises communicate with children; they should respect the beliefs, opinions and thoughts of children, pay attention to the language they use in communication with children, respect the privacy of children, avoid physical contact with them as long as it is not necessary, and not give gifts, food and drink to children without getting permission from their parents (Özkan, Buzlu and Atçı, 2020: 3345-3346).

In research carried out within the field of tourism; the concept of child, child-friendly tourism (Gürbey, 2019; Zajadacz, Piotrowski, Potocka and Terlecka, 2019; Taner, 2019; Ahıpaşaoğlu, 2018; Gün, Tosun and Aslan, 2018; Kesgin and Ross, 2018) and child-friendly hotels (Ceylan, 2019; Ceylan, Özgürel and Topaloğlu, 2019; Tuna, 2019; Tuna, Özyurt and Kurt, 2019; Öztürk, Atasoy and Arıkan, 2018; Güven, Beydilli, Ceylan and Bütün, 2017), the factors affecting the hotel/restaurant preference of the families with children (Aşık, 2019; Khoo-Lattimore, Prayag, and Cheah, 2015; Emir and Pekyaman, 2010), the role of children in families' decisions to purchase tourist attractions (Curtale, 2018; Aymankuy and Ceylan, 2013; Therkelsen, 2010), the

level of children's influence on family decisions about tourism destinations, activities and accommodations (Tripathi and Sengupta, 2011; Gram, 2007) have been scrutinized and discussed.

Although several studies have been conducted on determining the marketing practices of child-friendly hotels operating in Turkey (Özel, 2013), the quality of interaction between hotel employees and child customers is one of the important factors determining the hotel preferences of parents (Khoo-Lattimore et al., 2015), the complaints of child-friendly hotel customers about employee behavior (Aslan et al., 2019), the issues that tourism employees should pay attention to in communication with children (Schierkolk, 2019), the child-unfriendly behavior of tourism business employees (Özkan, Buzlu and Atçı, 2020), not even a single study has been come across that deals with practices in child-friendly destinations. It is thought that the study will contribute to the field in terms of filling the gap in the literature about this issue.

3. Methodology

In this research, tourist attractions for child tourism in Antalya, which is a child-friendly city, have been examined through documents and texts and it has been aimed to evaluate the situation of the region in this field within the scope of SWOT analysis in line with the data obtained. Through such kind of an analysis, the strengths and weaknesses of the region and the opportunities and threats created by the touristic attractions in the region have been determined. In the research, qualitative research method, which gives the opportunity to obtain in-depth information, has been used (Yıldırım and Şimşek, 2011). In qualitative research, generally qualitative data collection techniques such as observation, interview, and document and speech analysis are used. Besides, qualitative research, in which perceptions and events related to human beings are examined in depth in social reality and natural environment, also has a holistic perspective that combines different disciplines (Hatch, 2002; Baltacı, 2019). Scanning written documents containing information related to the facts or events examined in the research in detail and creating a new integrity from this information is called document/text analysis (Creswell, 2002). As the design of the research, embedded multiple case study has been preferred among the case study designs that allow focusing on a specific situation (Creswell, 2013). The main purpose of the case study is to provide an opportunity to make an in-depth analysis on a current event or situation (Ekiz, 2003). In the study, it is the comparison of the opportunities and threats determined by the external environment analysis with the strong and open aspects of the organization determined in the internal environment analysis (Bryson, 1995:127). The data obtained during the evaluation period allows the formation of strategies (Rue and Byars, 1995:173).

Antalya is one of the important destinations of Turkey with the number of visitors, touristic attractions, tourism infrastructure and superstructure opportunities. Antalya is included in the UNESCO Child-friendly city initiative list. Therefore, it has more than enough opportunities to meet the wishes and expectations of families with children. For this reason, Antalya province was chosen as the application area in the study. In the research, firstly, an inventory of touristic attractiveness sources for child tourism of Antalya, which is a child-friendly city, has been formed. The data obtained from secondary sources have been examined under three main themes as "Touristic Attractions for Children", "Outdoor Recreation Areas for Children" and "Indoor Recreation Areas for Children" and the information about these touristic attractions has been presented. Then, a detailed SWOT analysis has been performed in the light of the findings.

4. Findings

4.1. Touristic Attractions for Children

In Antalya, there are hotels, restaurants, tours, recreation areas and various other activities within the scope of tourist attractions for children. The services provided for children as tourist attractions have been explained as follows.

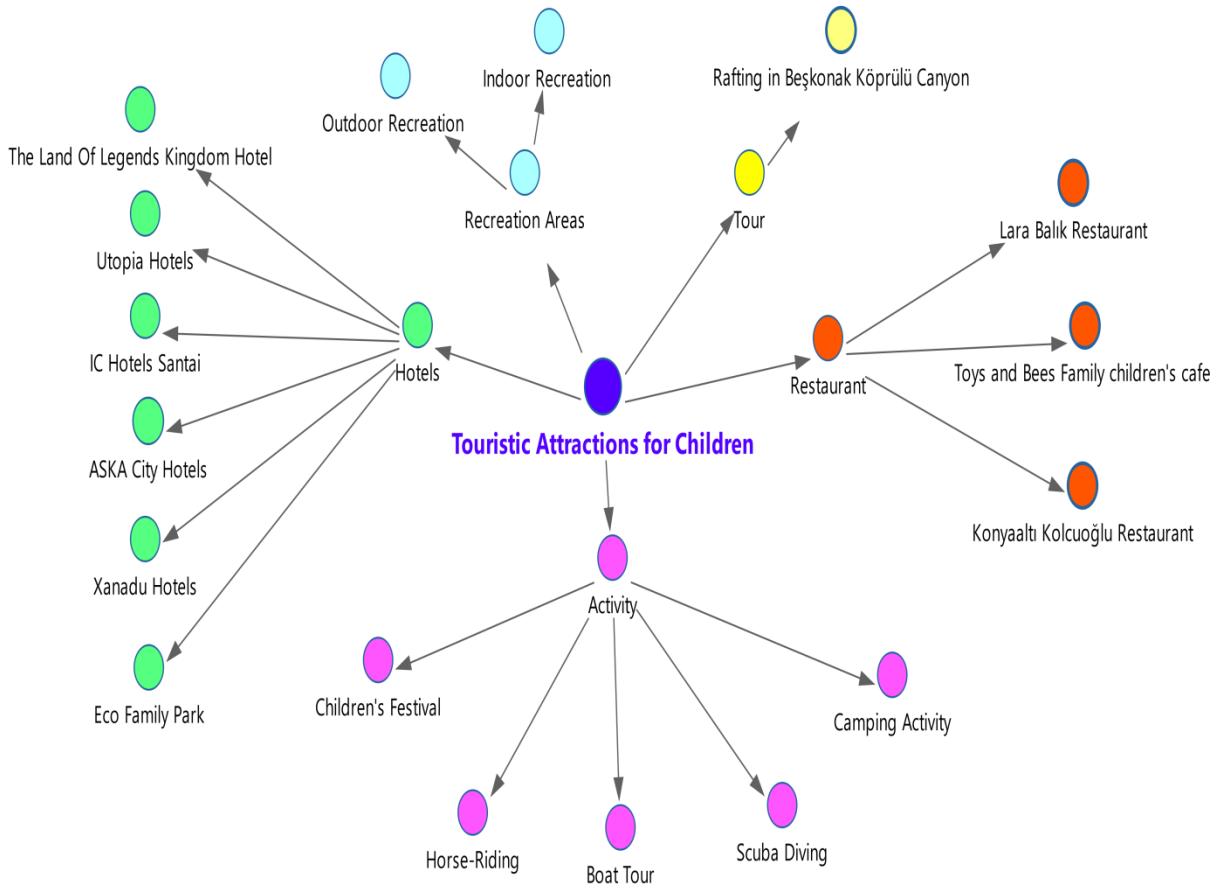


Figure 1. Touristic Attractions for Children in Antalya Province

➤ **Hotels:** Although there is not a definite number of child-friendly hotels, Eco Family, The Land of Legends Kingdom, Ela Quality Resort Hotel, Utopia, Water Planet Hotel and Aquapark, Sueno Hotels, Voyage Hotel Sorgun, Gürol Premier Tekirova, Susesi Luxury Resort hotels can be considered among the prominent child-friendly hotels in the region. **The Land of Legends Kingdom:** Inside the hotel, along with a shopping center where various stores can be found together there are restaurants that appeal to all ages, particularly children, in which world cuisines can be experienced. In the interior designs of some of the restaurants, there are concepts that child will enjoy experiencing, such as eating in an aquarium. Besides, there are many activities for children at The Land of Legends. **Utopia Hotel:** By means of the weekly entertainment programs organized by the animation department of the hotel, children will have the opportunity to contribute to their social development and have a pleasant holiday by making new friends from different cultures. Mini Aquapark allows the children of Utopia World Hotel to have a holiday full of adventure and fun by playing in the water parks next to the Main Aquapark. **Eco Family Otel:** In this hotel there are camping, adventure park, zipline, rafting and many more activities for children.

➤ **Restaurants:** As a result of the research, Lara Balık, Konyaaltı Kolcuoğlu Restaurant and Toys and Bees Families & Kids' Cafe stand out as a child-friendly restaurant, as they have children's menus for children, tables and chairs suitable for children, meals using natural and healthy products, plate decorations and playgrounds for children.

➤ **Tours:** When the tours organized for children have been investigated, it can be stated that only rafting tours have been made. Besides, various activities are also organized for the participation of children in Antalya.

➤ **Activities:** The Woodlinecamp area is a proper camping place for campers aged 7-17 and as a festival that appeals to children, Antalya Children and Kite Festival can be shown. **Horse-riding:** Funtastic Park ARES Horse Farm, Nallı Bahçe Horse Farm Breakfast & Restaurant, Antalya Equestrian and Riding Club, **Boat Tour:** Alanya Boat Tour, **Scuba diving:** In Antalya, Kaş, Alanya, Side, Olympos and Konyaaltı districts have some underwater facilities for children. However; it has been determined that while

the children under the age of 14 cannot do scuba diving alone, children over the age of 14 can have this experience under the supervision of a scuba diving trainer.

➤ **Recreation Areas:** It has been determined that there are a wide variety of indoor and outdoor recreation areas for children in Antalya. These recreation areas have been examined in detail in figures 2 and 3.

4.2. Outdoor Recreation Areas for Children

According to the findings obtained from the research, outdoor recreation areas have been classified as aqua parks, zoos, amusement parks, theme parks, outdoor museums and others (Figure 2). It has been determined that Antalya has very rich outdoor recreation areas for children such as Dolusu and Water Planet Aquapark, Sarnıç Hill Zoo, Fairy Tale Amusement Park, Sandland (Sand sculpture) Museum, Dinopark and Expo theme parks.

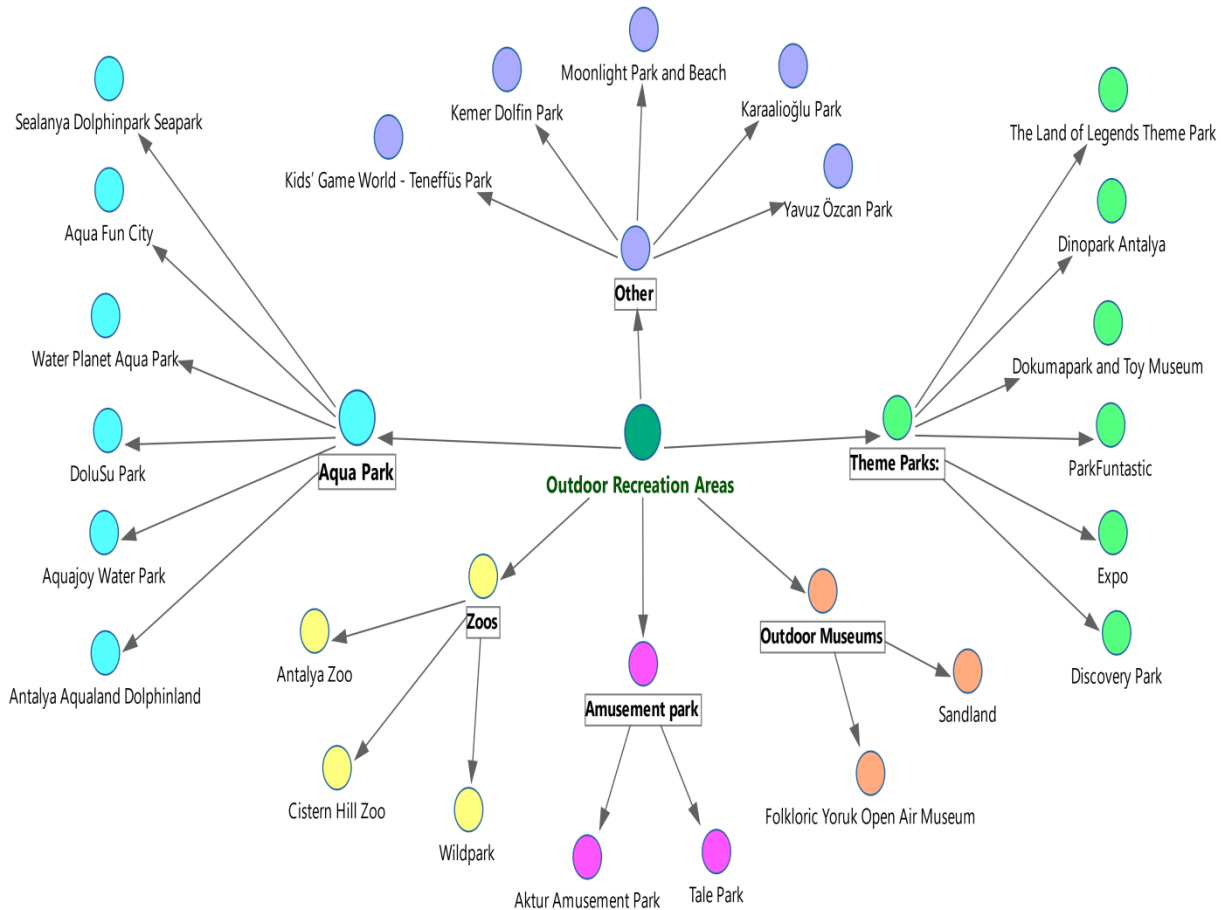


Figure 2. Outdoor Recreation Areas for Children in Antalya Province

Theme Parks: *The Land of Legends Kingdom*, offers different activities and experiences for children. Along with roller coasters, water towers, children's playgrounds and fun filled water slides suitable for all ages, it gives the opportunity to enjoy 5-d cinema with its rocking seats, wind, fog, water splashes, laser and light effects. What's more, there are various pools and recreation grounds in the park and the visitors to the park can learn about a number of friendly marine animals through several activities. **Dinopark:** In this park, there are various real-size models of dinosaurs whose species became extinct millions of years ago. These moving models can make the natural sounds of dinosaurs and give the feeling of being alive with their gaze and breathing. What's more, in the park; there are hiking trails, pool games such as bumper boats; 7D cinema; adventure games such as dino-vivor, a climbing wall and a planetarium. **Dokumapark and Toy Museum:** Antalya Yarn and Cotton Weaving Factory was founded in the 1950s. The factory, which was among the most important industrial establishments of the Republican Period, was abandoned to its fate in the past. Today, together with the citizens of Antalya, Kepez Municipality have carried out the transformation operation of the factory buildings that have witnessed the history, without destroying the natural structure and without cutting down a single tree in the factory garden. The name of the factory was changed into Dokumapark. The area of the Yarn and Cotton Weaving Factory, which was once used as a nursery, has now been turned into the world

of toys. At the Anatolian Toy Museum, which was opened in Dokumapark, thirteen thousand eight hundred toys have been exhibited in 15 different themes and in 15 halls. **Park Funtastic:** In this park, children can play in the construction loader park, ride ATVs, do mountain sledging and experience some other activities such as go-kart, rope trail, zipline and zorbing. **Discovery Park:** In the park, the children can enjoy with water shows or they can visit the bird sanctuary, crocodile park, terrarium, cinema, aquarium and a museum where they can find a lot of information about natural history. **Expo:** One of the important parts of the Expo 2016 Antalya exhibition area is the Country Gardens section, which covers 75,000 m² of the area. Since Expo 2016 has a botanical theme, the countries participated in the organization have set up their gardens in the area allocated to them and have been exhibiting their endemic plants to introduce themselves to the visitor in terms of cultural aspects. There are a total of 54 countries that have participated in Expo 2016. In addition, there are 9 cities, 9 towns and 4 university gardens. The Country Gardens section has been divided into 2 parts by a river running through it. Asian countries have been located on one side of the river and the European countries on the other side. Apart from these countries, there are also countries called Cluster Countries whose constructions were financially met by Turkey. In the park, there are adventure tracks, children's science and technology center, plant sculptures, theme tracks, houses from 7 regions and a traffic education track. The children who visit the Expo can have fun and get information about traffic by observing traffic lights and signs while using battery-powered cars on the rubber pavement road which is about 150 meters long and 3 meters wide.

➤ **Outdoor Museums: Sandland (Antalya Sand Sculpture Museum):** As a result of the performances of professional sand sculpture artists from different countries of the world on the Lara coastline, which lasted for about 3 weeks, there are magnificent works created by using approximately 10 thousand tons of river sand in an area of 10 thousand square meters. This place, in which more than 150 sculptures are located, have been offering a different experience to its visitors. This unique event, which reflects the most natural, magnificent and entertaining state of art, is held with a different theme every year. In the showground which appeals to everyone from 7 to 70, child visitors can participate in the workshop program organized in the Magic Sand Castle, which was especially designed for children, using kinetic sand. **Folkloric Yörük Park Open Air Museum:** Today, this open-air museum, which was designed and situated close to the coast of Kemer, has been representing the yoruk culture, which has a history of more than 700 years in the Mediterranean Region. In the Yörük Park, which resembles an ethnography museum, there are tools and equipment used by the Yoruk people. Inside the traditional yoruk tents, the nomadic lifestyle has been animated using mannequins.

➤ **Amusement Parks: Aktur Amusement Park** first started operating in Antalya in 1991 right behind the Wholesale Market Hall in Şarampol and has been operating since 1997 with more than 40 entertainment units and a family tea garden for 300 people. **Tale Park:** The “tale park”, established on an area of 5000 square meter in Kepez, is an important attraction center for children. The tale park is a unique place for children as it is the first of its kind in Antalya. With this aspect, the tale park is a special place that all the children from Antalya and visiting Antalya would like to see.

- **Zoos:** The foundations of **Antalya Zoo** were laid in 1989 under the leadership of Antalya Metropolitan Municipality. Separate sections have been created for different animal species in the zoo. These sections are designed according to the seasonal conditions and animal species. **Cistern Hill Zoo:** Kumluca Cistern Hill Zoo, which was founded in 2006, has been home to ruminant style (grass eating) animals. The zoo, which has been increasing the diversity in terms of animal species day by day, is located very close to the Kumluca town center. Cistern Hill Zoo, which is the largest zoo in the west of Antalya, has been welcoming a great many visitors, particularly children, from the surrounding settlements. **Wildpark:** It has been specially designed to make the visitors experience the wild life of the rainforest, the mysterious world of deserts and caves in an authentic atmosphere. Wildpark, which is a Tropical Reptile House, has an area of 1000 square meters on the roof of Antalya Aquarium. Opened in 2013, Wildpark hosts the world's most interesting reptiles and creatures with 70 different terrariums.

- **Aqua Parks: Antalya Aqualand Dolphinland**, Antalya Aqualand & Dolphinland aqua park was founded in 1994. As the first water park of Antalya, it has the advantages of being in the city center and easily accessible. In this park, one has the opportunity to watch the shows performed by dolphins from a close distance. In these shows, the visitors can both watch the dolphins that amaze them with their extraordinary aerobatic movements and swim with the dolphin. **Aquajoy Water Park**: There are swimming pools with water slides where children can have amusing experiences. **DoluSu Park**: Besides the Mermaid Aquarium, which is the first and the only one in Turkey, and unique water slides, a range of various activities have been organized in the park. Visitors can do 32 different activities using the slides 17 of which have been designed for adults and 9 of which have been designed for children. There are 32 different activities, including 17 adults' and 9 children's slides, each more fun and action-packed than the other, including the Giant Funnel and Slide & Fly slides, which have a miniature street of Turkish architecture. These structures have been established for the first time in Turkey and they symbolize flying from Kaf Mountain as a metaphor. The slides of DoluSu Park have been designed getting inspiration from our Turkish fairy tale heroes. **Sealanya Dolphinpark Seapark**: This place is described as the "Interactive Aquarium" park. Here, it is possible to watch thousands of sea creatures in giant aquarium pools. Moreover, one can also swim in the aquarium pool with a mask and snorkel. There is the opportunity to swim with thousands of tropical sea creatures in pools such as dolphin pool, shark pool, manta pool, coral reef pool. In addition to these giant aquarium pools, there is a freshwater pool for children, a freshwater lake and a 300-meter-long river. **Water Planet Aqua Park**: A Good Life Water Planet Hotel & Aquapark, located in Okurcalar Town of Alanya district in Antalya, is an eco-friendly and natural wonder complex that has the largest water park in the region. In this water park, the visitors have the chance to experience enthusiastic slides, rafting and bungee jumping activities. **AquaFun City**: In addition to water-related activities, there is a kid's club, a lego table, a ball pool, and a painting table here. What's more, there are bumperboat, gondola, Ferris wheel, carousel, train, airplane, shooting range, skywater, boxer, air hockey, superbike, transformers, batman, loly pop, toy story, table football, battery-powered-cars in the amusement park and game hall.

➤ **Others**: In the province of Antalya, some of the children's parks have been evaluated within the scope of other outdoor recreation areas. As the examples of these parks, Kids' Game World - Teneffüs Park, Kemer Dolfin Park, Moonlight Park and Beach, Karaalioğlu Park and Yavuz Özcan Park can be shown.

4.3. Indoor Recreation Areas for Children

In Figure 3, the indoor recreation areas for children in Antalya have been presented. As seen in Figure 3, when the museums are taken into consideration as indoor recreation areas for children in Antalya; it has been determined that there are Suna İnan Kırış Kaleiçi Museum, Hababam Class Museum, Underwater Museum, Marine Biology Museum and Antalya Toy Museum. There are also reverse house and Antalya aquarium enterprises that will provide children with different experiences and help them to have fun, as well.

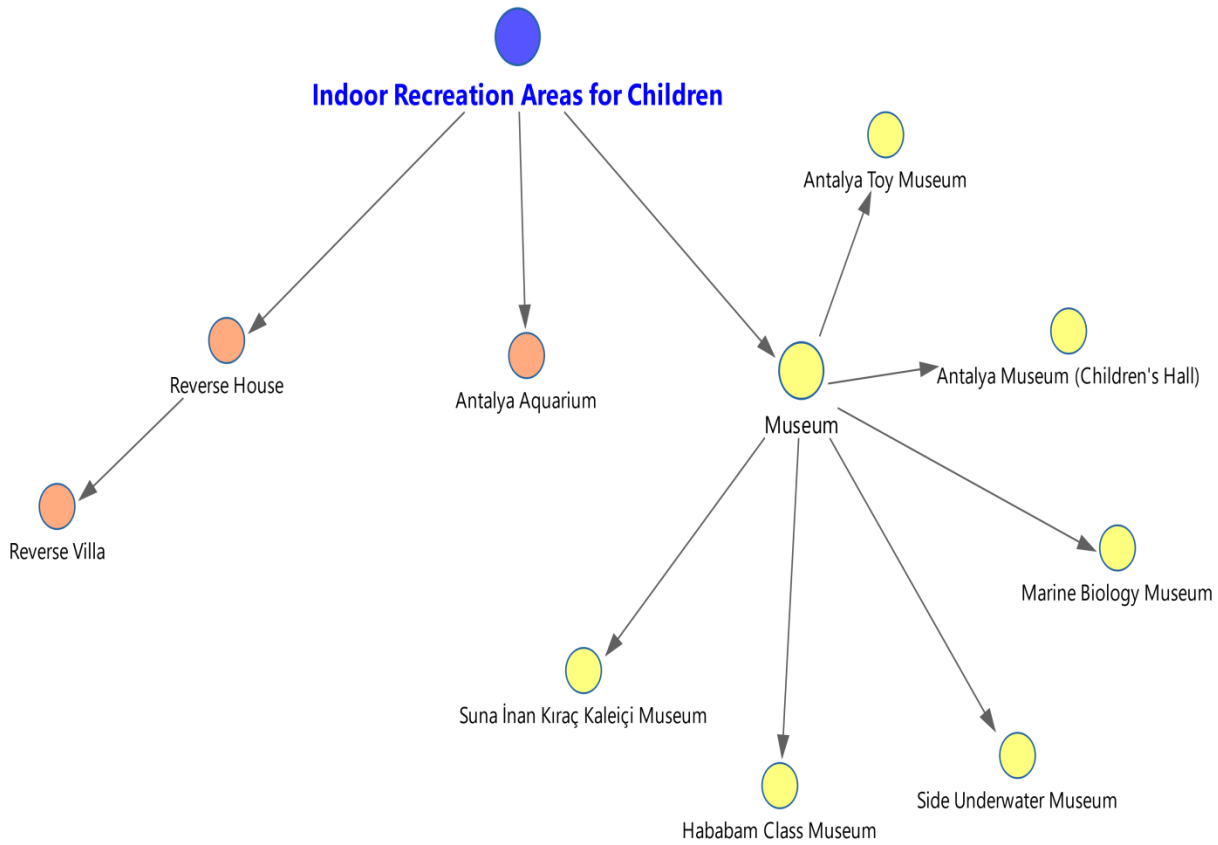


Figure 3. Indoor Recreation Areas for Children in Antalya Province

➤ **Antalya Museum (Children's Hall):** There are 13 different sections inside the museum as one of which is the Children's Section. *In the children's section*, besides Karain Cave, Çatalhöyük, Alacahöyük, Myra (Rock Tombs), Perge (the columned street), Patara (Lighthouse), Aspendos Theater; the Yivli Minaret and Clock Tower, which are symbols of Antalya, have been simulated respectively. In addition to these, there are also examples of crafts that are about to become extinct today. **Antalya Toy Museum:** The museum was opened with a ceremony held in Antalya Kaleiçi on April 23, 2011. It is the third toy museum in Turkey apart from the ones in Istanbul and Izmir. Antalya Toy Museum, in which approximately 3,000 antique toys have been exhibited, opens the doors of a fairy-tale world to its guests, here, the sculptures of popular cartoon characters such as Micky Mouse, Red Kit, Smurfs, Keloğlan, Cinderella and a pumpkin carriage, Nasreddin Hodja and his donkey, Smurfs, Keloğlan, Popeye have been displayed. **Marine Biology Museum:** With the Marine Biology Museum, established by the Antalya Metropolitan Municipality, it has been aimed to adopt marine culture and protect our natural heritage by ensuring that marine creatures, particularly endangered species, are closely known. In the museum, where Turkey's marine biological riches, fish and fishery culture have been introduced to groups of any age and occupation, from kindergarten students to scientists, besides the education of students on these subjects has also been planned. **Side Underwater Museum:** Side Underwater Museum, Turkey's first underwater museum, takes diving enthusiasts on an epic journey in blue waters presenting its special collection that consists of 117 sculptures. The museum, which tells about the richness of Anatolian civilization, is located at a depth of 11, 18 and 24 meters, approximately 1.5 miles off Side. **Hababam Class Museum:** The legendary characters of Turkish cinema, "İnek Şaban", "Güdük Necmi", "Badi Ekrem", "Mahmut Hoca", "Hafize Ana" and "Damat Ferit" have been brought together in the Hababam Museum, which is located within the borders of Antalya Kepez Municipality. A great many elements of this unforgettable Yeşilçam film have been displayed in this museum. **Suna İnan Kırac Kaleiçi Museum:** Suna-İnan Kırac Kaleiçi Museum consists of two buildings that are registered as cultural assets to be protected. These two

buildings, purchased by Suna and İnan Kırac, were renovated between the years of 1993-1995 and turned into a museum. One of these structures is a typical example of a late period traditional two-storey Turkish house with an outer sofa. The second building in the garden of the museum is an Orthodox Church, which was restored in 1863, known to have been built in the name of Agios Georgios. Cultural and artistic works belonging to the Suna-İnan Kırac collection have been exhibited and cultural events have been organized in the church, which was organized as an exhibition center after the restoration.

➤ **Antalya Aquarium:** Antalya Aquarium, one of the largest aquarium complexes in the world, concomitantly offers inspiration, entertainment and education. After 40 thematic aquariums, it is the largest tunnel aquarium in the world with a length of 131 meters and a width of 3 meters. Here, you can make snowballs from real snow at the Snow World & Ice Museum, or take a tropical trip through the world's most poisonous, colorful and most interesting species in Wild Park. In Oceanride XD Cinema, the world's seas can be travelled by using multidimensional cinema technology.

➤ **Reverse House:** Reverse House Action Park, which was opened in 2015 in Kundu hotels region of Aksu district, attracts the attention of local and foreign visitors with its design. There is a special area for children in the Reverse House. It was built on a land of 300 square meters as 85 square meters. The decoration of the house is changed twice a year, in summer and winter. **Reverse Villa:** It is located in Manavgat, a tourism destination in the east of Antalya.

5. SWOT Analysis of Antalya's Child Tourism Potential

In Table 1, the situation regarding child tourism in Antalya, which is a child-friendly city, has been evaluated with the SWOT analysis method.

Tablo 1. SWOT Analysis of Antalya's Child Tourism Potential

Strengths	Weaknesses
<ul style="list-style-type: none"> The provision of family rooms special for families with children in which there are rooms for parents and children separated by doors; having sleeping rooms for children, special treats (ice cream, corn, etc.), bottle sterilization facility, baby carriage, 24 hours hot milk, face painting activity, handicrafts and the presence of accommodation establishments that offer services such as children's pools, areas with slides and aqua parks, babysitting services, amusement parks, children's menus and buffets, mini clubs and animation shows for children, Having catering establishments with children's menus and playgrounds, Having camping opportunities, planning horse riding, rafting, scuba diving, boat tour activities for children and organizing children's festivals, 	<ul style="list-style-type: none"> Lack of tour plans for child tourists, The absence of an inventory about visiting points for children, The absence of travel guides for child tourists, The inadequacy of policies to protect children's rights, despite providing recreational activities and physical opportunities for child tourists, Inadequate awareness-raising activities for employees in tourism enterprises regarding children's rights, Not sharing the practices for child tourists with the public, The inadequacy of promotional activities about the child-friendly cities, The inadequacy of efforts of local administrations about child-friendly city initiatives,

<ul style="list-style-type: none"> • Having outdoor recreation areas such as museums, aqua parks, theme parks, amusement parks, zoos and other city parks for children to visit, • Having many indoor recreation areas such as museums, aquariums, sweat houses that can attract the attention of children, • The majority of child-friendly tourist attractions' being situated close to the city center, • The city's having infrastructure and superstructure facilities sufficient for child-friendly tourism, • The accessibility of the city, • Having the opportunity to realize child-friendly tourism activities throughout the year, • The city's having natural beauties and historical riches that may attract the attention of children, • Organizing tours (rafting) in terms of child-friendly tourism, • Having activities by which children can learn and gain new experience by living, such as playing with animals, fishing, horse riding and camping, • Having museums, reverse house and recreational areas with cartoon characters and sculptures that will contribute to the development of children's imagination, • Organizing cultural and artistic activities that will contribute to the development of children, • Having activities that will contribute to the physical, cognitive and mental development of special children. 	<ul style="list-style-type: none"> • The failure of efforts about child-friendly tourism and the failure of tourism enterprises to highlight the child-friendly issues, • Inadequate use of the resources of Expo 2016 for children, • The inadequacy of promotions for child-friendly tourism with the resources of Expo 2016.
Opportunities	Threats
<ul style="list-style-type: none"> • Inclusion of Antalya in the UNESCO Child-friendly city initiative list, • Child-friendly accommodation enterprises' 	<ul style="list-style-type: none"> • Not including studies on the rights of child tourists defined by The UNESCO Child-friendly city initiative, • Lack of criteria prepared by the Ministry of Culture and Tourism, for child-friendly hotels

<ul style="list-style-type: none">• Carrying out promotional and marketing activities with the aim of branding in this field,• The fact that EXPO 2016 was held in Antalya,• Exhibiting the natural and cultural resources of 54 countries at EXPO, contributing to the development of children's awareness of nature and history,• Organizing activities at EXPO adventure track, children's science and technology center with plant sculptures in order to allow children both to have fun and learn,• Carrying out activities in 2018 in Antalya by the International Children's Center (ICC) Child Friendly Tourism Initiative with the participation of taxi drivers, accommodation sector, travel agency and consulate employees in Antalya on “Child Friendly Tourism”, “Child Rights and Child Friendly Tourism and Prevention of Violence against Children in Tourism”, “Child Health in Child-Friendly Tourism”, “Communication with Children in the Tourism Sector”,• Planning to hold the second Child Friendly Tourism Trainings in 2021 with the participation of Aquaworld Belek by MP Hotels, The Marmara Antalya, Miracle Resort Hotel Antalya, Utopia World Hotel, Utopia Beach Club and Rubi Platinum Spa Resort & Suites representatives.	<ul style="list-style-type: none">• Not creating an inventory of child-friendly tourism products by the Ministry of Culture and Tourism,• The inadequacy of works carried out by local administrations on child-friendly tourism,• The inadequacy of academic and sectoral studies to develop child-friendly tourism.
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6. Conclusion and Recommendations

In this research, tourist attractions for child tourism in Antalya, which is a child-friendly city, have been examined through documents and texts and it has been aimed to evaluate the situation of the region in this field within the scope of SWOT analysis in line with the data obtained. The cities where children's voices, needs, priorities and rights become an integral part of public policies and practices are considered to be child-friendly cities (Görkem, 2013:822). From this point of view, the first step in making cities more livable for children and planning them as child-friendly cities is to consider the right of participation, which is the most natural right of children. Adopting the “child first” principle, which is also included in UNICEF's terminology in city management, is an indispensable aspect of child-friendly cities and child-friendly tourism. By means of the opportunities that child-friendly cities offer to children, healthy individuals can be raised in the society, and a peaceful environment in the city can be ensured and various advantages can also be provided for child-friendly tourism.

The province of Antalya, chosen as the research area, has been determined to have many touristic attractions regarding the child tourists. In child-friendly accommodation establishments; family rooms, sleeping rooms for children, babysitting services, special treats for children, menus, pools that are special for children, slides and amusement parks, mini clubs and animation activities for children, various educational activities, games and competitions, kitchen workshops, creative art activities, environment and nature activities, trainings on various sports, and many other child-friendly services such as horse farms have been provided for the guests. What's more, it has been revealed that food and beverage enterprises have children's menus for child tourists, tables and chairs suitable for children, meals using natural and healthy products, plate decorations and playgrounds for children. At the same time, as recreation areas, aqua parks, zoos, amusement parks, outdoor museums and many theme parks have been identified. Particularly, the Land of Legends Theme Park, Dinopark, Antalya Toy Museum, Parkfuntastic, Expo, Discovery Park are among the noteworthy areas in terms of child-friendly tourism. In Antalya, there are aquariums, museums, and reverse house-themed places as indoor recreation areas for children. The Antalya Museum considerably attracts the attention of children since it is the first museum in Turkey to have created a special section for children and in this section, various toys for children and antique piggy banks have been displayed alongside organizing educational activities including ceramics works and some simple restorations to increase children's interest in history.

As a result of the findings obtained from the study, a number of suggestions have been presented that will contribute to Antalya province getting a larger share in child tourism;

- Carrying out studies and projects by local administrations, foundations and universities in Antalya with the aim of increasing the quality of life through child-friendly physical environments, child-friendly natural environments, socio-cultural environments and activities in these environments,
- Increasing the number of disabled child-friendly facilities and areas,
- Making more use of places such as Sandland Antalya (Sand Sculpture Museum), Antalya Aqualand, Dolphinland, Sealanya Dolphinpark and Seapark which will both contribute to the physical, cognitive and mental development of disabled child tourists and enable them to have a good time,
- Taking the opinions of children in the services provided for children in tourism destinations and establishments and respecting their opinions, as well,
- Increasing the variety and number of special tours for children,
- Branding of restaurants on child-friendly practices,
- Planning the Expo fair area as a child-friendly tourism activity area and including promotional activities in this regard,
- Providing children with an unpolluted and sustainable environment,
- Protecting the rights of children for a sustainable environment,
- Increasing the number of cultural and social activities that are organized for children,
- Ensuring cooperation of public institutions and organizations, local administrations and non-governmental organizations with the context of child-friendly tourism,
- Joint action of tourism stakeholders in order to ensure that the rights of child tourists are adopted in the sector,
- Ensuring the participation of children in the relevant sessions of local administrations in Antalya in making decisions regarding children,

As a result, child-friendly tourism is becoming more popular day by day and the destinations have engaged in various entrepreneurial activities. Therefore, the branding of destinations on child-friendly tourism will positively affect the travel preferences of families with children. At this point, it is extremely important for destinations to internalize the concept of child-friendly in order to be successful in child-friendly tourism.

Limitations and Future Research

The use of secondary data in the research due to the Covid-19 pandemic constitutes the limitation of the research. In future studies, the perspectives of local administrations on child-friendly tourism can be evaluated.

This study does not require ethics committee approval.

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