

# CHILD AGE GROUPS AND SERVICE EXPECTATIONS OF TOURISTS COMING TO ANTALYA REGION'S HOTELS

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## Abstract

In 2017, there were 10.5 million visitors to the Antalya region. Antalya has a coastline of 650 km long. This strip starting from Kalkan ends in Gazipaşa. Within these boundaries, Antalya serves well known tourist areas. These are Kalkan, Kaş, Tekirova, Kemer, Antalya Central, Kundu, Belek, Side, Manavgat, Alanya and Gazipaşa.

*Table I: Number of Foreign Tourists According to the Nationalities Coming to Antalya Region*

Nationality	0-3 years	3-6 years	7-12 years	Total
Albania	16	33	59	108
Algeria	9	10	35	54
America	7	18	19	44
Austria	6	2	26	34
Azerbaijan	18	67	142	227
Belarus	160	402	675	1237
Belgium	16	79	194	289
Bosnia and Herzegovina	5	7	10	22
Britain	148	242	591	981
Bulgaria	4	24	38	66
China	-	2	-	2
Czech Republic	11	28	59	98
Denmark	1	3	7	11
Egypt	1	-	8	9
Estonia	2	8	21	31
Finland	4	4	15	23
France	6	15	22	43
Germany	171	413	2043	2627
Hungary	8	18	35	61
Iranian	204	309	336	849

Iraq	3	-	-	3
Israel	74	171	121	366
Jordan	12	46	94	152
Kazakhstan	121	284	528	933
Kosovo	5	6	15	26
Kuwait	1	16	27	44
Lebanon	6	29	57	92
Lithuanian	20	29	64	113
Macedonia	4	18	35	57
Moldova	26	35	58	119
Netherlands	11	13	49	73
Netherlands	18	32	81	131
Pakistan	2	5	3	10
Palestine	1	1	-	2
Philippine	2	12	10	24
Poland	5	22	95	122
Romania	78	223	413	714
Russia	264	550	822	1636
SaudiArabia	9	26	43	78
Serbia	5	13	8	26
Slovakia	27	64	321	412
Swiss	16	24	70	110
Syria	2	5	7	14
Turkey	<b>487</b>	<b>967</b>	<b>2383</b>	<b>3837</b>
Turkmenistan	8	20	23	51
Ukraine	67	267	278	612
Uzbekistan	20	45	86	151
Grand total	<b>2087</b>	<b>4602</b>	<b>9619</b>	<b>16308</b>

The above Table I shows only results from a few hotels. In addition, this number has moved upwards within formation from other hotels. According to the statistics obtained from a few number of places. I have made in general, the total number of families visiting these hotels is 140.000. It is seen that the number of children of these families is 332.000. There are an average of 2.3 children per family. It is understood that the Mediterranean region is the destination preferred by the guests who come to there sort with the purpose of seeing sea, sun and sand. For this reason, we can evaluate all enterprises within the scope of resort hotels.

It is important that these establishments are equipped with service units that match the above-mentioned tourist profile. For this reason, the hotels in Antalya mostly consist of five star hotels and vacation villages. Families with children prefer these types of businesses.

In the preferences of the families, these services should be provided with all-inclusive service, with the possibility of having service units that can respond to all kinds of expectations of the children and allowing families to have a freeholiday. For this reason, swimming pools, mini zoo, play grounds, indoor play grounds, children's sections in the restaurant, sports activities, educational games in the accompaniment of special trainers etc. are countable. When we approach the issue from the point of view of the purpose and mission of the Congress, it is necessary for the businesses located in the coastal band of our country to give importance to such services.