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A Pathmaking Journal



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AWARENESS OF TURKISH SOCIETY ABOUT ACCESSIBLE TOURISM

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ABSTRACT

Turkey is among the countries which cannot have a share of accessible tourism although it is challenging and has a big market in tourism. People with disabilities represent a significant market share and Turkey can have a share of this market to increase its tourism revenues. Aim of this study is to present the awareness level of Turkish society about accessible tourism. This study concluded that Turkish society has an awareness of accessible tourism, but tourism establishments are required to make improvements both in service and structure.

KEYWORDS

Tourism, Accessible Tourism, World, Turkey, Awareness.

ECONLIT KEYS

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1. INTRODUCTION

Today the definition of disability conditions and the semantic ambiguity encountered while choosing descriptive words for these individuals should make us consider that the disabled principally means the precluded ones. In fact, this is a situation that does not create the disabled, but the ones who hinder the disabled. There is no guarantee for any person not to become disabled. Therefore, to ensure the disabled to exist in all fields of life like other healthy individuals should not only be a social effort but also it should be the whole effort the states give support. The struggle for obtaining rights of the disabled persons did not abruptly start; on the

contrary, it covers a process shaped in time (Arıkan, 2002:12). There have been legislative regulations intended for the disabled at several time intervals. The common point of these legislative regulations is to lead all the disabled to benefit from basic freedoms and human rights in a complete and equal way.

The positive economic, social, cultural and political effect that tourism has created in our day and especially the role it has played in economic and political relations has gradually gained importance. That's why, both for developed countries that have a share of international tourism activity and for developing countries the importance given to tourism is gradually increasing (Theobald, 2004:9; Holloway et al., 2009:5). The tourism sector in Turkey has shown a large development especially since 1980 and has had a significant share to meet the external deficits, reduce unemployment, and enhance balance of payments by providing a large amount of foreign currency inflow in financial difficulties of the country (Çımat and Bahar, 2003:1). In this regard, tendency in the tourism industry gets diversified and alternative trends in the tourism sector are of interest to people as the importance on tourism gains importance in Turkey and in the world (Emekli, 2005:100).

Accessible tourism, which keeps up to date as a new tourism sector and almost doubled its share in tourism sector, has started to attract attention of all the world countries. Engaging in tourism is a right for all community-residing persons to avail. Therefore, it is important to promote the participation of the ones who cannot travel due to any disability into tourism (Toskay, 1989:158). The possibilities entailing special equipment and service for the disabled all over the world and the works in this respect are very limited (Artar and Karabacak, 2003:18). This study aimed to suggest whether there is an awareness of Turkish society about accessible tourism. This study, which has an influential role in revealing whether the possibilities in tourism are proper for the disabled persons in Turkey, scrutinized all tourism services and concluded that Turkish society generally expect accessible tourism to develop and have a positive attitude towards the disabled persons.

2. LITERATURE

World Health Organization (WHO) defines the disability as “deficiency or limitedness of normal activities behaviors, abilities and tasks expected from a person

or a body as a whole” (WHO, 1980:28). Disability is an inevitable truth of human nature. Although people do not have to live with innate or subsequent disability, they might be obliged to lead their life as disabled with increasing age. Approximately 15% of the world population is composed of disabled people (World Disability Report, 2011:1). It is estimated that the population rate of disabled people would increase. This high rate shows that disabled people should be considered important. When the population of disabled people in some countries is considered, how large the related sector is can be understood. They are 10 million in England (English Tourism Council 2000), 50 million in the US which correspond to 19.3% of the whole population (US Census Bureau 2000). 12% of the population in Germany and 18.5 % (4.2 million) in Australia (Australian Bureau of Statistics 2012) are disabled. As for Turkey, the rate of disabled people is 12.29% (DİE and ÖZİDA, 2002:5). Considering these high rates it is understood that the disabled seen as a large mass in Turkey and in the world constitute a significant social category (Şahin, 2012:14; Aytaç, 2005:126, Beşer et al., 2006:267; Müftüoğlu,2006; Bulgan, 2014; Çağlar, 2012; Paga'n, 2012; Darcy, 2010; Poria et al., 2010; Darcy and Taylor, 2009).

The disabled ones or the ones that have disabled people in their families confront difficulties in participating in several unique activities. Tourism, which is one of these activities and generally has a complicated structure, is an activity that disabled people have difficulty and cannot usually associate with each other. However, wish for travelling is accepted to be at the same level for all people (Yau, McKercher and Packer, 2004:946). To benefit from the activities in tourism is a right for disabled people as well as healthy people and they are supposed to benefit from these rights. It is a fact that disabled people have various difficulties in transportation and accommodation services in the course of tourist activities. In accordance with the disability conditions of disabled individuals the insufficient number of accommodation facilities which have appropriate equipment for them to perform their daily activities suppresses their rights for tourism related activities. In addition, it is seen that the regulations for the transportation and accommodation needs of disabled people are still insufficient though there have been some regulations for their travel rights (Tütüncü and Aydın, 2013:261). The involvement of disabled people in tourism constitutes a supportive factor to integrate disabled people into the society and this involvement can be provided with a special kind of a tourism that is called accessible

tourism. It is a type of tourism that might only occur as a result of fundamental regulations for structural and service factors at all touristic facilities. Accessible tourism is not only for the disabled people but also for the families with children, pregnant women, temporary injured people (Burnett,1996: 7; Alen et al., 2012:140). Accessible tourism must include; accommodation, food service, travel facilities, conventions, cultural activities tourism information and advertising (UNWTO, 2013:6).

The regulations done or to be done for disabled people are at a high price (National Disability Strategy Consultation Report, 2009:8). However, it is important for people with disabilities to be able to travel on their own or with an accompanying person and attend activities in a comfortable way because it increases their development and self-confidence, and decreases their dependency on other individuals, and also contributes to the development of accessible tourism. Thanks to the rise of voyages and travels of the disabled people, a significant increase will occur in tourism incomes. Considering that disabled people usually travel with their companion, costs for regulating accessible tourism would return profit in the long run (Tozlu et al., 2012:2).

United Nations Organization is one of the international establishments that made legal arrangements for disabled people. These legislative regulations have brought new rights for the disabled by improving in time (Uygun, 2010:18). United Nations (UN) guaranteed to ensure health, education and social security of disabled people under the 25th article of “Universal Declaration of Human Rights” published on December 10, 1948. In addition to the Declaration of Human Rights, United Nations published “Declaration on the Rights of Disabled Persons” on December 9, 1975. The proper conditions of disabled persons in society, their participation in social activities as productive individuals and the responsibilities of the society for disabled persons were questioned by this declaration. Moreover, the year 1981 were accepted as “the Year of the International Handicapped” with the effort of United Nations Organization, the ten-year-program for disabled persons was created between 1983-1992 and these ten years were accepted as “Ten-year for the World Handicapped” (Akyüz, 2000:420-422). It has become a driving force for European Union to take action for disabled people after “Declaration on the Rights of Disabled Persons” that General Assembly of United Nations published in the year 1975 in addition to Universal Declaration of Human Rights, and the announcement of 1981 as the year

of the international handicapped, and following this the acceptance of “World Action Program for the Handicapped” in 1982.

Within this context several manifestos and decisions were published by the Council of Europe in the 1980s and 1990s (Çizel et al., 2012:17). Every country prepared an “Action Plan” for disabled people at this period. (Akyüz, 2000:420-422). The Council of Europe published a notice entitled as “Towards an Accessible Europe for Disabled Persons” on May 12, 2000. The notice stressed an extensive and a holistic strategy for removing the social, architectural and design obstacles that restrict social and economic opportunities of disabled people. It envisaged a Europe-wide effort to increase accessibility of disabled people by revising European Union (EU) policies on disabled people. (Commission of the European Communities, 2000:3). The main aim and objectives which are expected to be practiced with the decision of the year 2003 as “European Year of People with Disabilities” by the Council of Europe are as follows: It was determined to raise awareness level about the rights of disabled people, to ensure that they are protected against discrimination and use their rights in complete and equal way, to encourage discussions on required precautions for equal opportunities of the disabled people in Europe, to promote sharing positive practices, effective strategies and experiences gained at local, national and European scales, to strengthen cooperation between the related parties, that is, governments, social partners, non-governmental organizations, social service organizations, private sector and disabled people and their families, to increase the communication on disability and to promote creating a good image on disabled persons (Official Journal of the European Communities, 2001:16-17).

Considering the legislative regulations in some European Union countries national legislative regulations started to be practiced with “General Equal Treatment Law” entering in force on August 18, 2006 and anti-discriminative regulations of the EU. Thanks to this law Germany fulfilled its obligation to put European Union’s four equal treatment instructions into practice in German legislation (Eryılmaz, 2010:25). When the practices of disabled people in social life are examined, it is seen that there are holiday villages run by regional organizations in some states of Germany which sight-disabled persons have a holiday with their attendants. In addition to these opportunities, it is known that regional organizations organize interesting programs

and seminars during a year. Some national travel agents organize special tours for disabled people.

Sport activities that sight-disabled people can do and several sport competitions at the national and international level are organized by Sports Federation of Handicapped, German Sight-disabled Federation and local organizations (www.altinokta.org.tr). If individuals are born disabled in the Netherlands, they are recorded after birth, and it is seen that career studies are done at an advanced level for their development of self-confidence and hand-eyes coordination with regard to the integration into social life. It is known that career studies are considered important especially at schools (Bakırcı, 2011:308-309). In the Netherlands “Act on Equal Treatment on the Grounds of Handicap or Chronic Illness” entered in force in 2003. In that way, equal treatment is legally assured while getting service due to disability or chronic illness or benefiting from opportunities (www.dredf.org).

Considering legislative regulations in the UK, a member of the European Union, the importance given to disabled people from political and economic aspects has increased their condition by means of “Disability Discrimination Act” accepted in 1995, especially by service providers and tourism sector. Within the scope of this law discrimination against disabled people at places including attraction places and housing areas are illegal (Shaw and Coles, 2004:397). The Swedish Parliament accepted “Act Prohibiting Discrimination” numbered 307 in 2003.

Before this law, “Law on a Ban against Discrimination Disabled Persons in Working Life” numbered 132 were enacted. The law aims to abolish discrimination against individuals by ensuring that getting opportunities and services equally in social life due to one’s ethnic background, sexual orientation or disability cannot be prevented (Karan, 2009:173-181). It is estimated that 6.6% of the population in Italy (2009, EU Data of Statistics Office) is involved in disability because of various reasons (Eryilmaz, 2010:19). Legal regulations concerning disabled people in Italy were based on the constitution. The Italian Constitution guarantees the rights of disabled people which come from basic human rights. Regardless of social and personal conditions, the rights of people were accepted equal for all the citizens. The Italian Parliament accepted “Law for the Care, Social Integration and Rights of People with Disabilities” numbered 104 in 1992. Seeing that activities in tourism for disabled persons, special tour programs that disabled people can attend and

regulations for the disabled in some cities are mentioned on the website of a tour agent, Accessible Italy. The facilities in public transportation, transfer facilities from airports, opening of some local museums, sceneries or some important tourist destinations to disabled people are among these regulations (Öztürk, 2003:3).

According to the results of a Guerra's survey (2003), it is seen that Spain has a significant potential in terms of accessible tourism. Most of the disabled people from UK, Germany, France and Italy; the most important countries in terms of disabled tourist number, traveled to Spain. Therefore, it is found that Spain is an important destination for tourists with disabilities (Guerra, 2003: 49).

In the US it is known that one out of every five is disabled and one out of every ten is seriously disabled. In accordance with the estimations 12% of the population in the US will have been composed of disabled and old people by 2030 (United States Department of Commerce (USDC), 1997). Increasing disabled population has caused society to enhance the ways for accessibility of disabled people. There are many legislative regulations for disabled people in the US. Some of these legislative regulations are influential across the country and some are only in the states. To list some essential acts and regulations for disabled people in the American law: Individuals With Disabilities Education Act – IDEA), Rehabilitation Act of 1973 – RA, Americans With Disabilities Act of 1990 – ADA, Fair Housing Amendments Act – FHAA, Telecommunications Act of 1996, Supplemental Security Income – SSI, Medicaid, Social Security Disability Insurance – SSDI, Medicare are ranked. Among these acts and regulations, the most important ones are Rehabilitation Act of 1973 and Americans with Disabilities Act of 1990 (Çakmak, 2008:52). Americans with Disabilities Act that were enacted to involve disabled people into social standards of American society has empowered disabled citizens to be able to act efficiently. This legislative regulation has contributed to the formation of independent wellness centers that are new organizational structures to help disabled people in case of need. (Winter, 2003:56). According to the standards of “Americans With Disabilities Act” the number of rooms spared for disabled people is 1 for a 25 and 50 room hotel, 6 for a 151 and 200 room hotel, 9 for a 401 and 500 room hotel, and 2% of the total bed amount for a 501 and 1000 room hotel (Disability Discrimination Act, 1995).

It changes by country. For example, since 1991 some regulations were made by the Ministry of Culture and Tourism to enhance life standard of disabled people living

in Turkey or coming to Turkey within tourism movements. According to the regulation which is still in force and were enacted in the Official Newspaper dated 21.06.2005 and numbered 25852, it is required for 80 and over 80 room hotels and holiday villages to have at least one special room for the use of disabled people (Official Newspaper, 2005). Along with this regulation, there are 1176 rooms for disabled people in total at the tourism facilities in Turkey in accordance with the data in 2008 (TÜRSAB, 2008). According to the data by the Ministry of Culture and Tourism (2013), there is disabled guest room at 1033 facilities with Tourism Establishment Certificate in Turkey. However, it is not possible to reach the number of total bed availability for disabled people in Turkey because the statistics of the data concerning the disabled have not been kept (the Ministry of Culture and Tourism, 2013). When human rights are said in Turkey, the aim of creating a universal system including equality, freedom and respect to human dignity necessarily comes to mind. Until very recently it was not possible to speak of the existence and concerns of disabled people in this system. The acceptance of “Declaration on the Rights of Disabled Persons” by United Nations has become a highly important step for confirming and declaring disability as a human rights issue. By enacting the Law on December 3, 2008 for stating this Declaration was found appropriate, Grand National Assembly of Turkey (GNAT) showed its will as to an accession to Declaration. After that, providing disabled people access to their rights by enacting necessary legislative regulations has become important (Gül, 2008:1).

Difficulties of disabled people in travels and tourism, a significant minority in the world, has been a subject for academic publications (Amanda, 2003:4-61; Arıcı, 2010:93-98; Atak, 2008: 32-54; Bi, 2007:11; Breedt, 2007:3-40; Foggin, 2000:49-250 Israeli, 2002; Burnett and Baker, 2001; Darcy, 1998, 2003; Holden, 2010:1-8; Rummel, 2008:8-102; Schitko, 2009:6-7; Şahin, 2012:4-115; Yau et al., 2004). It is necessary to understand how to overcome the obstacles in travel and tourist activities for disabled people, facilitate their access to tourist activities, and consider economic contribution of such large minority into tourism sector (Bi, 2007:11). The factors to be considered for the easy access of disabled people to tourist activities are accessibility of all service providers (hotel, restaurant, bar, museum, entertainment parks etc.). Positive attitude of staff might be the most important factor to reduce the shortfall of inaccessibility of establishments in tourism sector for

disabled people. By removing the barriers that the disabled can confront in tourism sector and moving their pleasure to the top level, providing service to the disabled with a well-educated staff in a positive manner would help disabled people to come back to the establishments where they have had travel and tourism services (Israeli, 2002:101-102). In this way, more disabled people will benefit from tourist activities as there will be a significant increase in tourism sector (Takeda and Card, 2002:59).

In recent years the efforts for eliminating the difference between “normal” and “disabled” (handicapped) and the related statements have come to the fore. The pioneer of these statements Sutherland (1981) stressed that disability is not a physical condition only for a small minority and asserted disability should be considered as a normal state of humanity (Burcu, 2011:52). The difference between disabled and abled people is derived not from laming body or mind of disabled people but their representation of a suppressed minority in a disabling society (Shakespeare, 1994: 283). Within this context disability is a constant social state of the ones that are seriously handicapped in a social sense (Burcu, 2011:52; Miller, 2005). Disability is to specifically indicate social discrimination. The failure of society in the matter of disability is related to their not meeting the needs of disabled people systematically and the viewpoints and attitudes of abled ones. Interpretations that perceive a disabled person to have a desperate disease in a tragic situation or negative definitions of disability are factors which solidify into social circumstances of failure (Burcu, 2011:52).

Considering historical process in Turkey, it was determined that positive attitude and behavior were always displayed towards disadvantageous groups. It is observed that mores and sense of cooperation form basis for services to disabled people (Sayın, 2012:30). In this study, it is aimed to reflect what kind of a social frame disabled people living or not living in Turkey are at, and in other words, what attitudes and behaviors towards disabled people to engage in tourist activities with the case of Turkey. The meaning of being disabled and being engaged in tourist activities, that is, the views of society towards disabled people’s participation into tourist activities and what they consider about disabled people were examined.

3. METHOD

Survey method was used for data obtained from the study to become objective, to evaluate the data, and for the results of statistical analysis to become clear. The questionnaire is composed of two parts in which there are questions of demographic information and statements in accordance with 5-Likert scale. The population of the study is Turkey. Turkey is formed of seven geographic regions. That's why, the samples of the study are İstanbul which has the largest population density of Marmara region, Adana which has the largest population density of Mediterranean region, İzmir which has the largest population density of Aegean region, Ankara which has the largest population density of Central Anatolia region, Samsun which has the largest population density of Black Sea region, Van which has the largest population density of Eastern Anatolia region, and Gaziantep which has the largest population density of Southeastern Anatolia region. 1062 questionnaires out of all the questionnaires collected were used for the analysis.

The reliability of the questionnaire was questioned with the Cronbach Alpha test statistic and it was found reliable at the rate of 95%. As the preconditions of parametric tests in the sense of point given on question basis were not fulfilled, Mann Whitney U test was used to compare the mean rank for independent two groups. Moreover, Kruskal-Wallis H test was used to control the comparison of ordinal means of more than 2 independent groups (samples). Factor analysis was conducted for 55 statements in a 5-Likert scale. It was practiced at four basic stages. They are the evaluation of data convenience for factor analysis, obtainment of factors, rotation of factors, and denomination of factors. There are three methods to evaluate whether data set is appropriate or not. They are the formation of correlation, Kaiser-Meyer-Olkin (KMO) and Bartlett tests (Akgül and Çevik 2003:417). The value below 0,50 at KMO test is unacceptable; 0,50 is poor; 0,60 is average; 0,70 is good; 0,80 is very good; and 0,90 is excellent (Sharma, 1996:116). Bartlett Test (Bartlett Test of Sphericity) is used to examine whether the diagonal terms of correlation matrix are 1 and the terms except diagonal ones are 0. This test requires the data coming from multivariate normal distribution (Hair et al., 1998: 374). Scree test graphic is used to determine number of factors in accordance with the most eigenvalue. The factors whose eigenvalues is greater than 1 are reproduced while determining eigenvalues

(Mucuk 1978). Eigenvalues graphic is examined by means of scatterplot (Scree test) and the factors in which vertical lines are down until levels are included (Lewis, 1994:112-113). The techniques of vertical rotation such as Varimax, Quartimax, Orthomax, Biquartimax, Equamax are used while the techniques of sloped rotation such as Oblimax, Quartimin, Oblimin for the interpretation of factors at turning gear operations (Özdamar, 1999:246-247). Some factor loads in each column approximate to 1 and the rest of various values approximate to 0 in the most commonly used method, Varimax. By means of this method suggested by Kaiser the rotation in which factor variations would be maximum is done (Çokluk et al., 2010:203). The study is at the first type of failure level $\alpha=0,05$ and at 95% confidence interval.

4. FINDINGS

As it is seen in Table 1 that the data is appropriate for factor analysis because Kaiser-Meyer-Olkin value is close to 1 (very high). It is found that the data set is proper for factor analysis as the value of chi-square is statistically significant as a result of Bartlett's test.

Kaiser-Meyer-Olkin	0.966
Bartlett's Chi-Square	25987.968

Table 1. The result of KMO and Bartlett's tests.

In Table 2 eigenvalues and the explanatory amount of total variation are given. Seeing the Table it is seen that 5 factors' eigenvalue is greater than 1.

Component	Initial Eigenvalues	% of Variance	Cumulative %
Turkey is given by a specially designed vehicle transportation service for the disabled.	16.15	42.50	42.50
Giving transport services with specially designed tools for the disabled in Turkey that will have an impact of tourism developers with disabilities.	2.68	7.07	49.57
Structural features of the transport operation must be designed in an appropriate manner to people with disabilities.	1.95	5.14	54.71
In Turkey transportation of people with disabilities should be able to easily useful services.	1.44	3.79	58.50
Specially designed toilets for the disabled in the businesses of providing transportation services must be available.	1.15	3.02	61.53

Transport businesses should be assisted in belongings of people with disabilities.	1.00	2.70	64.23
By an experienced staff should be informed with disabilities in the transportation businesses.	0.99	2.61	66.85
Transportation services' personnel must exhibit positive attitudes towards disabled people.	0.83	2.19	69.04
When using the transport services for disabled people in the world and Turkey local communities should be exhibiting a positive attitude.	0.77	2.04	71.08
Passenger transportation businesses in place of stroke-riding which must be suitable for guests with disabilities.	0.66	1.75	72.84
The exterior of the hotel businesses ramps and roads must be designed for the disabled.	0.62	1.64	74.49
In the interior spaces of the hotel businesses reception area must be designed for the disabled.	0.56	1.48	75.97
The existence of informative signs in the interior and exterior of the hotel businesses makes it easy for guests with disabilities.	0.54	1.42	77.40
The staff of the hotel businesses must demonstrate a positive attitude towards people with disabilities.	0.52	1.39	78.80
Elevator in the hotel business should be in a position suitable for the disabled.	0.49	1.29	80.09
In the hotel business handicapped guest rooms which can easily be found somewhere to each location of the hotel.	0.48	1.26	81.36
Equipment of the rooms in the hotel businesses should be suitable for use by disabled guests.	0.45	1.20	82.56
The hotel businesses must be helped to move disabled guests' belongings.	0.43	1.13	83.69
The hotel businesses is located in the indoor and outdoor pools which must be designed easily lift system to enable them to enter the pool of people with disabilities.	0.40	1.07	84.76
Hotel businesses have rest areas that must be seated for disabled guests.	0.39	1.03	85.80
In the general area of the hotel businesses should have disabled toilets.	0.38	1.02	86.82
The restaurant in the hotel businesses should be designed tables for using by disabled guests.	0.37	0.98	87.80
Private catering and refreshments should be provided for the disabled in the hotel businesses.	0.36	0.96	88.77
The restaurants of the hotel business should be prepared with Braille menus.	0.34	0.91	89.69
Designed for disabled guests on the beach sunbeds and umbrellas to be found in recreational areas.	0.34	0.90	90.59
Bars and discos are in the hotel businesses which should have the appropriate equipment for the entertainment of guests with disabilities.	0.33	0.88	91.47
The animation activities organized in the hotel businesses should be prepared taking into consideration of people with disabilities.	0.32	0.85	92.33
The cinema in the hotel businesses must be suitable for guests with disabilities.	0.32	0.84	93.18
Developer of the hotel business tourism with disabilities should be enough to accommodate the structural elements and services.	0.30	0.79	93.98
Travel agencies should undertake developer activities for disabilities tourism	0.30	0.79	94.77
Transport businesses developer for the disabled tourism that have the necessary structural elements and services will have an effect of increasing the disabled tourism.	0.28	0.73	95.50

Engage in tourism activities for all people with disabilities as well as healthy individuals it is right.	0.27	0.72	96.23
In Turkey development of disability tourism is important.	0.27	0.71	96.95
One day I might be disabilities (such as old age and pregnancy causes).	0.26	0.68	97.63
The development of disability tourism in a destination which is a phenomenon related to the development of the country.	0.24	0.64	98.28
The development of disability tourism in Turkey that is increasing tourism revenues so it will have an impact.	0.22	0.60	98.88
People with disabilities were in the tourism activities in Turkey, the local people had a positive attitude towards the disabilities.	0.21	0.57	99.46
I can understand the difficulties were faced by people with disabilities when they were in tourism activities.	0.20	0.53	100.00

Table 2. Eigenvalues and the explanatory amount of total variance.

In Table 3 factor loads are given. The factors in the Table are as follows.

Factor 1: Accessible tourism establishments and social sensitivity

Factor 2: Accessible hotel establishments

Factor 3: Accessible transport facilities

Factor 4: Accessibility to services for disabled people at hotel establishments

Factor 5: Transport services having special structural characteristics for disabled people

Component	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
When using the transport services for disabled people in the world and Turkey local communities should be exhibiting a positive attitude.	0.529	0.091	0.501	0.174	-0.075
Passenger transportation businesses in place of stroke-riding which must be suitable for guests with disabilities.	0.538	0.142	0.488	0.216	-0.013
The exterior of the hotel businesses ramps and roads must be designed for the disabled.	0.551	0.258	0.192	0.444	0.069
In the interior spaces of the hotel businesses reception area must be designed for the disabled.	0.553	0.265	0.161	0.426	0.058
The animation activities organized in the hotel businesses should be prepared taking into consideration of people with disabilities.	0.626	0.365	0.134	0.155	-0.074
The cinema in the hotel businesses must be suitable for guests with disabilities.	0.641	0.358	0.196	0.175	-0.042
Developer of the hotel business tourism with disabilities should be enough to accommodate the structural elements and services.	0.655	0.316	0.166	0.198	-0.025
Travel agencies should undertake developer activities for disabilities tourism	0.689	0.211	0.102	0.242	0.149
Transport businesses developer for the disabled tourism that have the necessary structural elements and services will have an effect of increasing the disabled tourism.	0.717	0.213	0.072	0.207	0.191
Engage in tourism activities for all people with disabilities as well as healthy	0.699	0.195	0.137	0.250	0.144

individuals it is right.					
In Turkey development of disability tourism is important.	0.721	0.193	0.168	0.180	0.095
One day I might be disabilities (such as old age and pregnancy causes).	0.685	0.212	0.206	0.212	0.058
The development of disability tourism in a destination which is a phenomenon related to the development of the country.	0.715	0.149	0.178	0.037	0.045
The development of disability tourism in Turkey that is increasing tourism revenues so it will have an impact.	0.730	0.145	0.141	0.092	0.031
People with disabilities were in the tourism activities in Turkey, the local people had a positive attitude towards the disabilities.	0.710	0.145	0.091	0.065	0.041
I can understand the difficulties were faced by people with disabilities when they were in tourism activities.	0.714	0.143	0.148	0.113	0.126
Equipment of the rooms in the hotel businesses should be suitable for use by disabled guests.	0.315	0.588	0.171	0.289	0.043
The hotel businesses must be helped to move disabled guests' belongings.	0.267	0.635	0.213	0.279	-0.017
The hotel businesses is located in the indoor and outdoor pools which must be designed easily lift system to enable them to enter the pool of people with disabilities.	0.151	0.584	0.239	0.413	0.101
Hotel businesses have rest areas that must be seated for disabled guests.	0.129	0.621	0.212	0.401	0.118
In the general area of the hotel businesses should have disabled toilets.	0.127	0.608	0.201	0.358	0.158
The restaurant in the hotel businesses should be designed tables for using by disabled guests.	0.203	0.642	0.155	0.361	0.174
Private catering and refreshments should be provided for the disabled in the hotel businesses.	0.269	0.588	0.071	0.123	0.063
The restaurants of the hotel business should be prepared with Braille menus.	0.264	0.664	0.174	0.195	0.129
Designed for disabled guests on the beach sunbeds and umbrellas to be found in recreational areas.	0.257	0.783	0.108	-0.106	0.060
Bars and discos are in the hotel businesses which should have the appropriate equipment for the entertainment of guests with disabilities.	0.251	0.764	0.066	-0.149	0.066
Specially designed toilets for the disabled in the businesses of providing transportation services must be available.	0.114	0.316	0.688	0.114	0.189
Transport businesses should be assisted in belongings of people with disabilities.	0.117	0.351	0.714	0.145	0.090
By an experienced staff should be informed with disabilities in the transportation businesses.	0.311	0.089	0.678	0.317	0.011
Transportation services' personnel must exhibit positive attitudes towards disabled people.	0.350	0.079	0.680	0.299	0.019
The existence of informative signs in the interior and exterior of the hotel businesses makes it easy for guests with disabilities.	0.392	0.207	0.203	0.633	0.088
The staff of the hotel businesses must demonstrate a positive attitude towards people with disabilities.	0.306	0.201	0.263	0.691	0.071
Elevator in the hotel business should be in a position suitable for the disabled.	0.348	0.212	0.248	0.697	0.119
In the hotel business handicapped guest rooms which can easily be found somewhere to each location of the hotel.	0.493	0.280	0.228	0.506	-0.008

Turkey is given by a specially designed vehicle transportation service for the disabled.	-0.047	0.050	-0.116	0.091	0.733
Giving transport services with specially designed tools for the disabled in Turkey that will have an impact of tourism developers with disabilities.	0.256	0.172	0.372	0.047	0.656
Structural features of the transport operation must be designed in an appropriate manner to people with disabilities.	0.189	0.248	0.479	0.085	0.590

Table 3. Factor loads.

Seeing Table 3, the statements whose load is greater than 0.5 for each factor are effective ones as a factor. Factor 1 *“Local people should have a positive attitude in Turkey and in the world when disabled people benefit from transport services.”*, *“Drop off and pick up areas of transport services should be proper for disabled people.”*, *“There should be platforms and roads designed for disabled people at the outer side of hotel establishments.”*, *“There should be a reception area designed for disabled people at the inner side of hotel establishments.”* *“Animation activities at hotels should be organized by considering disabled people.”*, *“Movie houses at hotels should be designed by considering disabled people.”*, *“Hotel establishments are required to have sufficient structural and service factors improving accessible tourism.”*, *“Travel agents should practice activities improving accessible tourism.”*, *“That transport establishments have necessary structural and service factors improving accessible tourism would contribute to the development of accessible tourism.”*, *“It is a right for disabled people as well as healthy people to participate in tourist activities.”*, *“The development of accessible tourism in Turkey is important.”*, *“I might become a disabled person in a day (like elderliness and pregnancy).”*, *“The development of an accessible tourism in a destination is related to the development level of a country.”*, *“The development of accessible tourism in Turkey would increase tourism incomes.”*, *“The attitudes of local people towards disabled people in tourist activities are positive.”*, and *“I can understand the difficulties of disabled people having in tourist activities.”*

The statements in the 2.factor load are found effective: *“The equipment of rooms at hotel establishments should be appropriate for the use of disabled people.”*, *“There should be a lift system in pools at the inner and outer part of hotel establishments designed for disabled people so that they can comfortably swim.”*, *“There should be rest areas on which disabled guests can sit down.”*, *“There should be accessible toilets at general areas of hotel establishments.”*, *“There should be tables designed*

for the use of disabled people at restaurants of hotel establishments.”, “Special catering delivery should be served for disabled people at hotel establishments.”, “There should be menus prepared with Braille alphabet at restaurants of hotel establishments.”, “There should be rest areas with beach chair and umbrella at beaches designed for disabled people.”, and “The bar and disco at hotel establishments should have suitable equipment for the amusement of disabled people.”

The statements in the 3.factor load are found effective as their factor loads are greater than 0.5: *“There should be specially designed toilets for disabled people at establishments providing transport services.”, “Information should be provided to disabled people by an experienced personnel at transport establishments.”, and “The staff providing transport services should have a positive attitude towards disabled people.”* For the 4.factor the statements are found effective: *“The presence of informative markers at the inner and outer part of hotel establishments provide convenience to disabled guests.”, “The staff at hotel establishments should have a positive attitude to disabled people.”, “The lifts at hotel establishments should be proper for the use of disabled people.”, and “Guest rooms for disabled people at hotel establishments should be located within easy reach to every part of a hotel.”*

Considering Table 3 the statements are found effective for the 5.factor: *“Transport services are provided for disabled people in Turkey by specially designed vehicles.”, “Providing transport services to disabled people in Turkey by specially designed vehicles would improve accessible tourism.”, and “The structural properties of transport establishments should be properly designed for disabled people.”*

The factor variance of awareness level of Turkish public about accessible tourism by gender is given. There is a statistically significant difference between two types of gender for 2 and 5 factors ($p < 0.05$). This result suggests that there is a difference in the use of goods and services at hotel establishments by disabled people without any difficulty, and also there is a distinction between two types of gender to benefit from the opportunities provided by transport services having special structural properties for disabled people.

According to the ages of Turkish public participating in the questionnaire, it is seen there is a statistically meaningful difference among 1, 2, 3, 4 and 5. factors ($p < 0.05$). This result is important to suggest that Turkish public has different opinions by ages

in the sense of accessible tourism establishments and social sensitivity (1.factor), accessible hotel establishments (2.factor), accessible transport establishments (3.factor), accessibility to services at hotel establishments (4.factor), and transport opportunities having special structural properties for disabled people (5.factor). Generally, it suggests that there is a significant difference between age ranks and all factors, and the awareness of Turkish public about accessible tourism is at different levels by their ages.

There is a statistically significant difference in education levels of Turkish public for 1, 4, and 5 factors ($p < 0.05$). Considering that all the tourism establishments are required to have necessary structural and service factors so that disabled people can easily participate into tourist activities, and local people are required to have a positive attitude, it is seen that Turkish public differ by their education level for 1.factor. Likewise, there is a difference in accordance with education levels among Turkish public participating in the questionnaire hotel establishments should have necessary structural and service factors so that disabled people can easily access to every part of hotels. It is still seen for the 4.factor that there are differences by education levels for the view that hotel establishments should have necessary structural and service factors so that disabled guests can easily access to every part of hotels. For the 5.factor it is found that there is a significant difference between the view that transport services in Turkey for disabled people should have special properties and education levels.

There is a statistically significant difference between all the factors and home cities of Turkish public ($p < 0.05$). This result is important to show that the respondents have different opinion by their home cities in the sense of accessible tourism establishments and social sensitivity (1.factor), accessible hotel establishments (2.factor), accessible transport establishments (3.factor), accessibility to services at hotel establishments (4.factor), and transport opportunities having special structural properties for disabled people (5.factor). As a result of the study, it is found that there is a statistically significant difference between all the factors and monthly income of Turkish public ($p < 0.05$). Similar to the statistically significant difference between all the factors and home cities of Turkish public, the difference at the levels of monthly income has caused the awareness levels of Turkish public about accessible tourism to be different.

There is statistically difference between the ones who decide on their holidays through the advice of travel agents, and 3, 4, and 5 factors ($p < 0.05$). According to the data obtained, this result is important to show that the respondents who were advised by travel agents, which is considered as a factor for deciding on a holiday, have different opinion in the sense of accessible transport establishments (3.factor), accessibility to services at hotel establishments (4.factor), and transport opportunities having special structural properties for disabled people (5.factor). This result is found to be valuable as it suggests that the ones deciding on their holidays with an advice of travel agents end their holiday without experiencing any problem at transport and hotel establishments and the awareness level about accessible tourism is important in terms of these factors.

There is a statistically significant difference between the ones deciding on their holidays through guides/books and 1 and 4 factors ($p < 0.05$). According to the data obtained, awareness level of Turkish public deciding on their holidays through guides/books about accessible tourism is at different levels for 1.factor including accessible tourism establishments and social sensitivity, and 4.factor including accessibility to services at hotel establishments. It is found that there is a statistically significant difference between the ones considering price for their holidays and 4.factor ($p < 0.05$). According to the data obtained, the effect of price, which is one of the most influential factors in individuals' decision for a holiday, was examined on awareness level about accessible tourism, and finally, it is found that price has caused a significant difference in the sense of accessibility to services at hotel establishments for disabled people 4.factor.

It is found that there is a statistically significant difference between the ones answering to the question -what kind of activity tourism is- as an activity that preserving nature, history and cultural values, and 2, 3, and 4 factors ($p < 0.05$). In the study it is found that there is not a statistically significant difference between the ones answering to the question - what kind of activity tourism is - as an activity that harming social moral values, and all the factors. According to this result, there is not a significant difference between the ones considering tourism as an activity that harming social moral values and the factors, and it is not a factor influencing awareness of accessible tourism.

In this study there is a statistically significant difference between the ones not considering tourism opportunities interesting in the evaluation of tourism opportunities and 2, 3, and 4 factors ($p < 0.05$). This result is important to show that the respondents have different opinion of not considering tourism opportunities interesting in the sense of accessible hotel establishments (2.factor), accessible transport establishments (3.factor), and accessibility to services at hotel establishments (4. factor). It is found that there is a statistically significant difference between the ones considering tourism opportunities adequate in the evaluation of tourism opportunities, and 1, 3, and 4 factors ($p < 0.05$). According to the result obtained, Turkish public considers tourism opportunities adequate for 1.factor including accessible tourism establishments and social sensitivity, 3.factor including accessible transport establishments, and 4.factor including accessibility to services at hotel establishments.

There is a statistically significant difference between the ones considering that available establishments should be enhanced and their quality should be increased in the evaluation of tourism opportunities, and 2, 3, and 5 factors ($p < 0.05$). It is understood that awareness of Turkish public participating in the questionnaire about accessible are different levels compared to the ones considering that available establishments should be enhanced and their quality should be increased in the sense of 2.factor representing accessible hotel establishments, 3.factor representing accessible transport establishments, and 5.factor representing transport opportunities having special structural properties for disabled people.

There is a statistically significant difference between the ones considering that tourism should not develop any more for the matters that need to be done to develop tourism in Turkey, and 5.factor ($p < 0.05$). According to this result obtained, it shows that that awareness about accessible tourism is at different levels for the respondents considering that tourism should not develop any more for the matters that need to be done to develop tourism in Turkey in the sense of 5.factor representing transport opportunities having special structural properties for disabled people. In accordance with the necessities for the development of tourism in Turkey, there is a statistically significant difference between the ones considering that available establishments should be enhanced and service quality should be increased and 1, 2, and 5 factors ($p < 0.05$). Generally, this result suggests that awareness about accessible tourism is

at different levels between the respondents considering that available establishments should be enhanced and service quality should be increased and the ones agreeing with the factors of easy access of disabled people at all tourism establishments and social sensitivity.

In this study there is a statistically significant difference between the ones considering that renewal and restoration should be valued in accordance with the necessities for the development of tourism in Turkey, and 2 and 5 factors ($p < 0.05$). According to this result, it is understood that awareness about accessible tourism is at different levels between the respondents considering that renewal and restoration should be valued in the sense of easy access of disabled people at all tourism establishments to goods and services and transport services. In the study it is found that there is no statistically significant difference between the ones considering that new types of tourism such as convention tourism should be developed in accordance with the necessities for the development of tourism in Turkey, and all the factors ($p < 0.05$).

In accordance with the necessities for the development of tourism in Turkey there is a statistically significant difference between the ones considering that more effective advertising and marketing should be done, and 2, 3, 4, and 5 factors ($p < 0.05$). According to this result, awareness of Turkish public participating in the questionnaire about accessible tourism is at different levels between the respondents considering that that more effective advertising and marketing should be done and all the factors including easy access of disabled people to goods and services at both tourism and transport establishments. It is important to reach a comprehensive conclusion that there is no statistically significant difference between the respondents stating others and all the factors in accordance with the necessities for the development of tourism in Turkey. It is found there is a statistically significant difference among 1, 2, 3, and 4 factors in accordance with the state of having people with disabilities ($p < 0.05$). This result suggests that awareness levels of the respondents about accessible tourism are different in accordance with the factors having people with disabilities in their family or neighborhood, access of disabled people to establishments serving for tourism sector and showing social sensitivity to disabled people. In accordance with the engagement of disabled people with tourist activities comfortably there is a statistically significant difference between 1, 2, 3, 4

and 5 factors ($p < 0.05$). To interpret this result broadly it is seen that awareness levels of accessible tourism are different for the factors including access of disabled people to goods and services at all tourism establishments and social sensitivity in the sense of the engagement of disabled people with tourist activities comfortably.

There is a statistically significant difference among 1, 2, 3, 4, and 5 factors in accordance with the degree of intimacy to people with disabilities ($p < 0.05$). This result suggests that awareness levels of the respondents about accessible tourism are different in accordance with the degree of intimacy to people with disabilities and all the factors including access of disabled people to establishments serving for tourism sector and showing social sensitivity to disabled people. There is a statistically significant difference between the ones stating that disabled people in Turkey have difficulty while using transport services and 4. factor in accordance with the difficulties experienced by people with disabilities on holiday ($p < 0.05$). This result suggests that awareness levels of the respondents about accessible tourism are different between the ones stating that disabled people in Turkey have difficulty while using transport services and 4. factor including accessibility of disabled people to services at hotel establishments. There is a statistically significant difference between the ones stating that disabled people in Turkey have difficulty while benefiting from food and beverages services and 1, 3, 4 and 5 factors in accordance with the difficulties experienced by people with disabilities on holiday ($p < 0.05$). This result suggests that awareness levels of the respondents about accessible tourism are different between the ones stating that disabled people in Turkey have difficulty while benefiting from food and beverages services and the factors including easy access of disabled people to services at all tourism establishments and social sensitivity. There is a statistically significant difference between the ones stating that disabled people in Turkey have difficulty while benefiting from services of travel agencies and 1, 4 and 5 factors in accordance with the difficulties experienced by people with disabilities on holiday ($p < 0.05$). According to the data obtained, this result suggests that awareness levels of the respondents about accessible tourism are different between the ones stating that disabled people in Turkey have difficulty while benefiting from services of travel agencies and 1. factor including accessible tourism establishments and social sensitivity, 4. factor including accessibility to services at hotel establishments, and 5. factor including transport opportunities having special structural properties for

disabled people. There is no statistically significant difference between the ones stating others and all the factors in accordance with the difficulties experienced by people with disabilities on holiday, which is an indicator of a comprehensive study. This result is derived from the fact that all the tourism establishments at tourism sector are grouped (transport establishments, accommodation establishments, etc.). There is no significant difference between the others option and all the 5 factors because the respondents could state tourism establishments that they think of having difficulties without the need to the others option.

5. RESULTS

This study attempted to investigate awareness levels of Turkish public about accessible tourism. 575 males and 487 females out of 1062 in total participated into the study by representing 7 regions of Turkey. Majority of the participants in the study is composed of young and middle-aged individuals. Majority of the participants are educated individuals with high school or university degrees. It is found that housewives, workers, artisans and students participated in the study at most. In addition, it is determined that majority of the participants belongs to low income group, engages in tourist activities once in a year at most, and prefers the city, Antalya as a destination for their holidays at the very most. When the factor for making a vacation plan which is a finding obtained in most of the studies on tourism is examined, it is found that majority of the participants make a vacation plan with an advice of their family and friends. In the study Turkish public are asked to evaluate tourism, it is determined that great majority of the participants considered tourism as an activity promoting economic development and socialization. In this study which Turkish public are asked to evaluate tourism, it is seen majority of Turkish public stated the opinion that tourism facilities in Turkey are sufficient and tourism investment can be more increased. One of the most important results obtained is to explore the idea that people with disabilities confront with serious difficulties while engaging in tourist activities. It is understood Turkish public participating in the study consider that prices should be reduced and both service and structural properties of available establishments should be enhanced in order to develop tourism further. Considering the participants' establishing empathy with disabled people, it is asked to

the participants whether they have disabled people in their family and neighborhood and finally 295 of Turkish public participating in the study are found to have disabled acquaintances. The difficulties experienced by disabled people while they are on vacation in Turkey are assessed separately by tourism establishments and it is found that they have difficulties most at transport and accommodation establishments.

To evaluate generally the answers given to the statements in the 5-Likert scale in the study, it is understood that Turkish public have positive attitude towards people with disabilities and they are sensitive as a society, and they are required to enhanced both service and structure of transport and accommodation establishments so that disabled people can more comfortably benefit. Moreover, it is found that Turkish public participating in the study interprets the determined factors in a different way by their age and gender and these results are reflected to their awareness level of accessible tourism in a different way. Another essential result obtained in the study is that there is a difference in the awareness level of accessible tourism between education levels of Turkish public and the factors stressing the enhancement of access of disabled people to goods and services at all tourism establishments and the necessity of social sensitivity. As the participants in the study have a variety of occupational groups, it is concluded that the awareness level of accessible tourism changes between occupational groups and the determined 5 factors. That Turkish public participating in the study perceives all the factors in a different way in the sense of awareness level of accessible tourism by income and home city is another important result. According to this result, awareness of Turkish public about accessible tourism might be said to be at different levels by monthly income and home city, thus by the regions in which these cities are located. Similarly, the engagement of Turkish public with tourist activities a few times in a year would influence their awareness levels of accessible tourism in a different way. One of the most important results obtained in the study is that awareness level of accessible tourism is different among the Turkish public who have people with disabilities in their family and neighborhood in the sense of access of disabled people to services at all tourism establishments without handicap and social sensitivity. Likewise, awareness level of accessible tourism is different among the Turkish public who agree with the idea that the development of accessible tourism in Turkey would make a contribution to economy in the sense of access of disabled people to services at all tourism

establishments and social sensitivity. When disabled people intend to benefit from goods and services at all the establishments at tourism sector, the difficulties experienced by disabled people are separately questioned on a basis of establishment. The result obtained from the study suggests that awareness levels of accessible tourism are different for the factors in which difficulties experienced most at food-beverages and accommodation establishments.

Generally, the results obtained from this study suggest that Turkish public is aware of accessible tourism; however, the awareness levels differ by 7 cities whose population density is at most and are chosen from 7 regions in Turkey. In addition, it is understood that Turkish public wishes accessible tourism to develop in Turkey and considers it would positively contribute to economy. However, it is concluded through this study that all the establishments at tourism sector in Turkey are required to enhance their services and structural properties. The requested point to be reached through this study is awareness level of Turkish public about accessible tourism. Therefore, the most important result obtained from this study is that Turkish public has a positive attitude towards disabled people. Faced with negative attitudes in society, people with disabilities would not wish to participate in social interaction which has a complicated structure like tourism. This positive attitude of Turkish public towards disabled people would create an incentive effect on disabled people to participate in tourism.

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Article info: Received 06/03/16. Accepted 01/07/16. Refereed anonymously.