

MANAGEMENT OF ACCESSIBLE TOURISM AND ITS MARKET IN TURKEY

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Over one billion people live with some kind of disability in the world. The prevalence of disability and the likelihood of elderly people becoming disabled have increased with the aging of populations. It is a fundamental right of disabled people to take part in any domain of life under equal terms with all others else. Disabled people have needs like travelling, vacationing and sightseeing in different places as other people do. It is their fundamental right to benefit from tourism services equally, hygienically, comfortably, honourably and more actively.

Accessible tourism is not a process of assimilation but a process of integration. Turkey should manage this process well to benefit from the special, important accessible tourism market adequately. Action is needed at local, national, and global levels, to remove the barriers (e.g., physical, social, behavioural, environmental) that hinder disabled people and to put into practice the necessary, neglected regulations for both the public and tourism sectors.

Keywords: Disabled, Accessible tourism, Accessible tourism market, Accessible tourism management.

INTRODUCTION

Removing barriers that stand in front of the comprehensive participation in social life of all people and ensuring of compliance to all segments of life in the creation is an important indicator of a contemporary society. People with disabilities shouldn't be excluded from society, but should be integrated into society.

The services that are be offered to people with disabilities whether congenital or acquired for various reasons provide easier and more comfortable accessibility. They also will contribute to improved quality of life for not only people with disabilities but also, especially old people, pregnant women and children, including the activities of other normal people.

More than one billion people or about 15 percent of the world's population (According to the 2010 world population estimates) is estimated to live with some kind of disability. The number of people with disabilities is called the largest minority in the world by United Nations Organization (UNO) and this will further increase high risk of becoming populations are aging and older people with disabilities. Stakeholders, governments, civil society organizations and disabled people's organizations have an important role in creating conditions for elimination of barriers, improve rehabilitation and support services, ensuring adequate social protection,

constituting inclusive policies and programs and enforcing, existing new regulations with universal standards on behalf of the benefits of people with disabilities and whole society. People with disabilities should be at the centre of these efforts (WHO, 2011).

The right to travel is considered an essential human right for human happiness by the World Tourism Organization and tourism is a basic requirement for the health of people within the framework of the rights of all people. It is emphasized that the values of the world should be open to all and tourism activities should contribute to the development of human rights and the full participation of people with disabilities in tourism within the scope of the Global Code of Ethics in tourism (WHO, 1999).

1. DISABILITY AND ACCESSIBLE TOURISM

A person with disability is someone who requires special physical regulations to be able to act independently in buildings and open spaces and who may not be able to comply with the requirements of normal life due to the loss of different degrees of physical, mental, spiritual, emotional and social skills, whether congenital or acquired for any reason. The barrier is a key element, which arises with social factors as a result of a relationship between people with disabilities and their environment. Physical, cultural, or social limitations in a built environment cause disability (The Prime Minister's Office Report, 2010).

Disability is the consequence of an impairment that may be physical, cognitive, mental, sensory, emotional, developmental, or some combination of these. A disability may be present from birth, or occur during a person's lifetime. Disabilities is an umbrella term, covering impairments, activity limitations, and participation restrictions. An impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations. Thus disability is a complex phenomenon, reflecting an interaction between features of a person's body and features of the society in which he or she lives (WHO, 2012)

Disability causes various problems in people's lives. Someone is a disabled person and hindered his vital capacity due to the loss of physical, mental, emotional, sensory and social skills in various degrees. This situation prevents the vital activity of people as partially or completely and make difficult to maintain their social life as a result of any accident or illness as congenital or acquired (TUIK, 2002).

A person with a disability is an individual whose ability to lead an inclusive life in the community of his/her own choice is limited by the separate or concomitant impact of physical, economic, social and cultural environments and/or personal factors that interact with physical, sensory, psychosocial, neurological, medical, intellectual or other conditions that may be permanent, temporary, intermittent or imputed (Shulze, 2010). The term "person with disability" includes all persons who owing to the environment being encountered, suffer a limitation in their relational ability and have special needs during travel, in accommodation, and other tourism services, particularly individuals with physical, sensory and intellectual disabilities or other medical conditions requiring special care, such as elderly persons and others in need of temporary assistance (WTO, 2005).

All the structures, processes and systems which are prepared for people with disabilities must have certain characteristics particularly including accessibility, and should develop these features in the course of time. In general, the concept of accessibility for people with disabilities signifies becoming available all places, the fields, the built environment, buildings, structures and transport systems.

Modern societies that accept tourism activity as a right for people with disabilities, and all sectors of society are taking steps in this direction towards the organization. With the declaration of the year 1981 as "International Year of Disabled People" by the United Nations, the significant change in understanding of behaviour about this group of people has been observed. In order to consolidate this change, yet the United Nations defined 1983 - 1992 years as "Decade of Disabled People". During this period, clarified and improved understanding with the "World Programme of Action Intended for Disabled People" has become one of the indispensable in contemporary society today (Artar and Karabacakoğlu, 2002).

The concept of accessible tourism, which is inclusive, non-discriminatory and all-encompassing, is the preferred term instead of disabled tourism. About the concept of accessible tourism has no accepted single and universal definition. The content of this concept will be developed certainly in the process in line with applications and researches in the world. Accessible tourism concept is also known and used under different names such as "Universal Tourism", "Disabled Tourism" "Barrier-free Tourism" and "Everyone and Everything Including Tourism". Accessible tourism is defined as tourism and travel activity that provides accessibility of "mobility, hearing, visual, cognitive or intellectual and psychosocial disabilities, including the elderly and people with temporary disabilities, to all disabilities and non-disabled people." by UNESCAP as a result declaration in ESCAP-Takayama Congress-2009 (ENAT, 2012).

Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It encompasses publicly and privately owned tourist locations (WIKIPEDIA, 2012).

Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors (Darcy and Dickson, 2009).

Accessible tourism requires the services without barriers and challenges for all activities of holiday in accordance with all the processes and services. The quality of the tourism product is considered as the main factor in accessible tourism. The information is an important factor to improve mobility, socio-cultural participation and territorial cohesion in increasing of accessing of touristic destination. This information will provide increase in demand to the accessible destinations.

2 ACCESSIBLE TOURISM MARKET IN THE WORLD

The idea "Accessible Tourism for All" is becoming more common in all over the world with the United Nations Convention on the Rights of People with Disabilities, whose rights expressed (Kilimci, 2008). The academic studies about accessible tourism are unfortunately very limited, although the accessible tourism which has a fairly high market in terms of tourism (Yau,

McKercher and Packer, 2004; Öztürk et al., 2007). However, a greater understanding of the accessible tourism market has been promoted through research commissioned by the European Commission where a stakeholder analysis has provided an insight into the complexities of accessible tourism (Buhalis, et al., 2005).

The rate of people with disabilities is assumed to be 15 percent of total population of the world according to "2011 World Report on Disability" that is prepared by the World Bank and the World Health Organization. The increase of number of people with disabilities is explained by aging of the population and increasing of chronic health problems worldwide. World Health Survey designates that the number of people in the event of living with disability over the age of 15 as 785 million (15.6 per cent) and Global Burden of Disease (Global Burden of Disease) study estimates the number of people with disabilities as 975 million (19,2 per cent). Studies have shown that the number of people with disabilities is growing rapidly (The Prime Minister's Office Report, 2010). The total number of disabled people is nearly half of the world's population, if restricted number of elderly people, pregnant women, children and their families are added.

Chen (2004) stated that the governments have the responsibility to provide accessible tourism for disabled people (Poria, Reichel and Brandt, 2010). Disabled people are described as the world's largest minority by United Nations has become the world's largest special market for the tourism industry. Effective legislation for people with disabilities has been neglected for many years in many countries (especially in developed countries) and the implementation of legal regulations to take effect gradually started slowly. However, legal regulations participated the people with disabilities have become much more mobile than in the past and gained the various economic and social benefits, in the increasingly closer to travel and tourism activities (TÜRSAB, 2008).

Businesses in the tourism sector compete intensely with each other on quality, price, service offering and the charm. Accessible businesses provide an additional attraction for the customers and gain a significant competitive advantage. Likewise, the current level of access to tourism enterprises can vary considerably. Disabled people create large and growing market for both business and leisure travel in the world and the European Union. Researches show that people with disabilities are loyal customers and they go to again destinations that offer good accessible facilities (EC, 2004).

The study "Accessible Market and Stakeholder Analysis-2005" which has been conducted by the University of Surrey British OSSATE (One-Stop-Shop for Accessible Tourism in Europe) in Europe reveals 46 million people with disabilities living in the physical or mental problem. This figure reaches 130 million people, when pregnant women and the population over the age of 65 are taken into account. 70 percent of this population is travelling according to the aforesaid survey. The tourism expenditure of this potential travelling figure (130 million) is estimated more than 80 billion €, if it is considered that these people with disabilities are travelling generally by one or a few individuals.

According to 2008-data of TÜRSAB (Association of Turkish Travel Agencies), total number of disabled people reached nearly 50 million in USA and purchasing power of this sector exceeded \$ 175 billion. The amount of the annual tourism expenditure is \$ 13,6 billion. There are in China "growing economy in the world" 60 million and in developed Japan 5 million disabled people. It comes out that disabled people produce more overnight, if it is considered that the

majority of people with disabilities travels with a companion at least and participates in tourism activities.

3. ACCESSIBLE TOURISM MARKET IN TURKEY

Population of disabled people in Turkey is %12,29 in the total population. There are approximately 9 million people with disabilities in Turkey (The Prime Minister's Office Report, 2010).

Various arrangements have been made by the Ministry of Culture and Tourism in Turkey in order to improve the living standards in tourism movement of the people with disabilities are live in Turkey and come to Turkey. The accommodation enterprises must have at least one handicapped (disabled) room that have 80 or more rooms according to the regulations currently in force (Official Gazette of Republic of Turkey, 2005). In Turkey, there are 1176 handicapped rooms in accommodation enterprises according to data of TÜRSAB (2008). Accommodation enterprises in province Antalya have the most handicapped room with 605 special handicapped rooms (TÜRSAB, 2008).

The current capacity of most of accommodation enterprises in the tourism sector of Turkey in which is experienced intense global competition remains idle with the occupancy of 60 percent yearly. The people with disabilities are defined by the United Nations Organization as "the world's largest minority" constitute 1 billion populations of people. It is of great importance for the survival of accommodation enterprises in tourism sector in Turkey to take adequate share from the special market which occurs in people with disabilities who can travel.

36,7 million tourists visited Turkey in 2012 according to the data of TÜİK (Statistics Institute of Turkey). Turkey's tourism revenue amounted to 23,4 billion dollars and the amount of average tourist spending was \$ 577 (TÜİK, 2013). Turkey estimates and expects to reach 63 million tourists, 86 billion dollars in foreign tourism revenue and expenditure per tourist in 1350 in case of the development and completion of infrastructure and accommodation needs in the event of the specified regions in 2023, in the framework of strategic approaches of 2023 Tourism Strategy (KTB, 2007).

The achievement of these determined goals is possible, but difficult. It is a fact that existing stocks of tourism enterprises can not and will not be maximized with the approach of mass tourism which is composed of the triangle "sea, sand and sun". The diversification of the tourism market and obtainment of universal expectation for these markets are an absolute necessity in a sector which can not perform bed occupancy of 60 percent in term of year.

70 percent of people with disabilities participate in tourism activities especially in developed countries. A large proportion of people with disabilities are participating in tourism activities and travelling at least one companion. Thus, the number of tourists doubles. 130 million people with disabilities joined the tourism activity with their companions only in Europe, while the number of tourists who came to Turkey in 2012 is 36 million. They spent 80 billion euros in 2012. The importance of this particular tourism market is more clearly emerged for tourism sector.

Turkish tourism sector is not ready enough for accessible tourism market according to the findings of research conducted by Ozturk et al. (2008);

- First, governmental and non-governmental organizations do not seem to be working effectively to help people with disabilities.
- Second, transportation facilities are the second most important problem as a barrier for physically disabled people's travel activities.
- Third, environmental conditions are also seen as a problem.
- Fourth, the quality of the personnel of tourism enterprises is seen as a problem.
- Finally, the architecture of hotels is not seen to be a problem for people with a disability. Service areas, such as entrances of hotels, parking areas, and lobby and reception areas, are more suitably equipped for physically disabled people than are areas such as bathrooms and lifts.

Below is a summary of the identified problems about the accessible tourism on the TÜRSAB Report (2008);

- The lack of adequate and appropriate public transportation vehicles for the people with disabilities.
- The lack of design of the city or borough sights, museums and historical sites in accordance with disabled people (the lack of restrooms, ramps, sidewalks etc.)
- The absence of parking places and proper signs for disabled people.
- The absence of telephone booths for disabled people.
- The absence of spatial arrangements and easily process of regulations for disabled people arriving with their own car at border crossing. For example, as the presence of buildings where the entrance stairs a few steps for passport control.
- The lack of providing services to tourists in hospitals, health centres, public buildings, such as the police station facing persons with disabilities to benefit from these services, hardware failure, or even the first to be experiencing a problem, even building entrances (by the way, when regulations are making for disabled people, not only walking, such as vision and hearing may be experiencing problems should also be noted)
- The absence of authority for applying of disabled people has got problems.
- The lack of disabled room number (1 percent disabled rooms in an accommodation enterprise has 80 or over 80 rooms)
- The lack of disabled room equipments to satisfy the people with disabilities and to meet the needs of them.
- The lack of arrangements rooms, facilities, access areas, public toilets, food and beverage units, the break even points, theme parks and entertainment centres in the appropriate, although the rules specified in the aforementioned regulation.

4. SWOT ANALYSIS OF ACCESSIBLE TOURISM IN TURKEY

This Swot Analysis was made using a second-hand source data about accessible tourism. As we know, SWOT analysis is method of using of the obtained data in making of strategic marketing planning pre-determining opportunities and threats related to the product of a company, identifying the advantages and disadvantages of a product compared to its competitors. The word

SWOT consists of the initials of the four words in English, Strengths, Weaknesses, Opportunities, and Threats (Avcıkurt, 2003).

Internal (strengths and weaknesses) and external (opportunities and threats) factors must be determined using the SWOT Analysis Technique in determination of the accessible tourism policies of a country. In this context, the determination of these factors will help to select the appropriate strategy to the country's objectives, the precise knowledge and analyzing of the strengths and weaknesses in the field of the country's accessible tourism, with the help of SWOT analysis. In addition, the assessment of possibilities of country's accessible tourism will give the opportunity to see and correct the mistakes on this subject. The strengths, weaknesses, opportunities and threats of Turkey's accessible tourism are listed below:

Strengths of Accessible Tourism in Turkey

- Adoption of the Law for Disabled People (law number:5378, the date of adoption 01.07.2005)
- The adoption of the United Nations Convention on the Rights of Persons(law number 5825, the date of adoption 03.12.2008)
- Strategy and the National Action Plan for Accessibility(Published in the Official Gazette dated 12.11.2010 and numbered 27757)
- A perfect fit coastline, natural beauty, unique historical and archaeological sites and the presence of a wide variety of suitable climate for accessible tourism
- A wide range of tourism products and services than in competing countries
- Proximity to markets which send tourists to Turkey due to the geographical location
- A high level of knowledge and experience in the tourism sector
- A well-trained workforce
- High quality of services offered in the tourism sector
- High entrepreneurial spirit in Turkey
- Being successful in benchmarking applications in Turkey. Better applications than the original source. For example, All-Inclusive System
- Tourism enterprises in Turkey are newer and have a better quality than tourism enterprises in European countries
- A positive perception of an ever evolving and growing accessible tourism in Turkey

Weaknesses of Accessible Tourism in Turkey

- The absence of accessible tourism master plan
- Inadequate public policies and standards
- The lack of infrastructure facilities for accessible tourism
- Mismatch between the enterprise and the environmental quality(Avcıkurt et al, 2003)
- Deficiencies in being a pioneer and promoting in real meaning about accessible tourism (in particular, the Ministry of Culture and Tourism)
- Not having sufficient knowledge and sensitivity for Tourism accessible of local governments are the public organizations
- Production of daily solutions instead of holistic and integrated planning

- The lack of adequate and consistent general public spaces at universal level for accessible tourism
- The lack of adequate and consistent tourism facilities for indoor and outdoor arrangements at universal level for accessible tourism
- Quantitative and qualitative impairment of accessible tourism applications
- Defects and Omissions related to legislative regulations
- Inadequacies of the provision of services in the fields of public and private business
- Deficiencies of public and private business financing (financial resources)
- Negative attitudes of society towards people with disabilities
- Not having the full knowledge and consciousness of society about accessible tourism
- Negative perceptions of disabled people and their relatives about accessible tourism
- Service transmission deficiencies and problems in the areas of public and private business
- Inadequacies of information and participation in the activities
- The lack of data and reliable evidence on accessibility

Opportunities for Accessible Tourism in Turkey

- Providing concentration of interest for accessible tourism in the world, because Turkey has highly competitiveness on marine, health, nature, history and cultural tourism
- Offering accessible tourism businesses and services opens doors of a large and growing market
- The development of possibilities of convenient travel, accommodation and transportation for people with disabilities in Turkey
- Increasing attractiveness for accessible tourism due do favourable climatic conditions, sea, a clean environment
- Regulations and applications about accessibility have made quickly and continue to make of Turkey (E.g., Applications in Alanya district of Antalya and Konya province)
- Providing financial support of Turkey and the European Union for projects and destinations of accessible tourism
- Obtaining a competitive advantage in the face of competing countries through accessible tourism

Threats for Accessible Tourism in Turkey

- Having been taken a significant distance of European countries in the field of accessible tourism
- Supporting accessible tourism primarily for their disabled citizen of European Nations with political will
- Taking a long time of recovery from social exclusion and marginalization of people with disabilities
- Not being able to use their constitutional rights of people with disabilities in the absence of a structural reform of the public sector interested in the problem of "Implementation gap"
- Risk of being null and void of rights and efforts which are provided to the people with disabilities without the support of political will

- The rights to be provided to disabled people will be held without political will support studies aimed at ruining peace risk
- Inability to reaching targeted the number of tourists and tourism revenue in case of works of accessible tourism without a framework of a master plan

5. ACCESSIBLE TOURISM MANAGEMENT

Tourism is a cross-cutting activity in society; it is both result and vehicle of virtuous globalization. The most important issue is the sustainability of tourism activities. Tourism policies do not exist without political will and measures: regulatory, economic and operational. Accessibility is a main component of quality definition in tourism (Handsuh, 2005).

People with disabilities represent a significant overlooked development challenge. The ensuring equality of rights and access for these persons will have an enormous impact on the social and economic situation in countries around the world. Countries must be support people with disabilities in cultural life, recreation, leisure, vacation and sports, and the purpose of the obligation to participate. This is as a whole global problem that must be addressed raising the quality standards of the tourism industry (STCRC, 2008).

Accessible tourism market is increasing both in domestic and foreign tourism; because both the number of people with disabilities is increasing a variety of reasons (physical, mental, spiritual, emotional and social skills, congenital or acquired, pregnancy, senility, etc.) and the countries encourage their disabled citizens to travel. The countries have to build accessible tourism destinations with universal design in public spaces and private sector businesses, to be able to achieve the desired share in this important market which offers a new opportunity for growth in tourism industry.

An accessible tourism stakeholder forum should be established under the leadership of the Ministry of Tourism, which is the representative of the political will and the main router of tourism sector, to manage accessible tourism, that incorporating multi-faceted global challenges and opportunities and to achieve the desired share. The action plan of accessible tourism for everyone should be included within the scope of the tourism master plan. The relevant public and private institutions should implement the regulations and practices simultaneously and in a coordinated way in accordance with the tourism master plan.

Accessible tourism management which requires universal design within the economic, social, cultural, physical and environmental phenomena is an ethical process which everyone will have the opportunity to benefit from tourism activities as an equal and honourable.

On the basis of the literature review, some suggestions can be made to improve the conditions accessible tourism in tourism sector of Turkey and in order to achieve a share from this important market. These suggestions can benefit particularly the Ministry of Culture and Tourism, relevant government agencies, managements of tourism enterprises, local authorities, as informative and guiding

- Universal design should be implemented to improve the state of the market for accessible tourism regulations (laws, regulations, and standards, etc.). These regulations should include social responsibility in the context of challenging and encouraging the participation of all people tourist activities elements of sanctions.

- All the activities should be carried out one roof by the Ministry of Culture and Tourism for activities which making with co-ordinated and universal design.
- A national disability strategy and plan of action should be adopted. National Action Plan should be implemented in a coordinated way on three main axes (legislative arrangements, public awareness and implementation).
- Decision-makers in the tourism sector should contribute to the state institutions by the decisions which will be taken on accessible tourism considering the expectations and desires of both side of demand and side of supply.
- Accessible tourism requires offering an integrated service for tourists. In this context, universal designed arrangements should be established which will provide the tourists healthy, comfortable and dignified manner in all destinations. The relevant government departments should ensure the realization and control of these coordinated arrangements.
- State should ensure the social and economic contributions to fulfil the right of travel of all citizens particularly including the disabled and the elderly by the notion of being a social state.
- The foundations, associations and various organizations which were established to provide services to disabled people and the elderly population should be sensitive and pressure to meet their needs on the government agencies (E.g. The biggest disabled-friendly hotel of Turkey and Europe called Panorama Park Hotel Marmaris which provides service to people with disabilities and the elderly was closed. Then this hotel is owned by a public authority was held to offer services to the people aren't disabled. None of disability organization reacted to this creation.)
- The units in central and provincial organizations of the Ministry of Culture and Tourism should be established to inform disabled people about accessible tourism and in order to meet their needs of travel.
- The state should provide informative and awareness-raising educational services in order to provide positive behaviour on this issue, improve public awareness and understanding about disability and disabled life of community in the course of the school curriculum and the media. In addition, accessible tourism should be processed as a subject in the curriculum of all schools of tourism management.
- Tourism enterprises should inform correctly all the people about accessible tourism.
- Tourism enterprises should use the symbols in all service units for disabled people; make exterior and interior designs with universal design for the disabled according to universal regulations and applications.
- Tourism enterprises should train personnel on accessible tourism services.
- People with disabilities should not be considered in only one category. It can be unnecessary for another disabled person while a service is essential for a disabled person. For example, the people with visually impaired disabilities can demand the sidewalk while people with physical disabilities don't want the sidewalk,
- Particularly, government agencies including tourism sector should be interest in academic studies about accessible tourism and benefit from the results of the academic studies. Public and academic studies should be collected, updated and shared accurate data with the public.
- Special investment incentives can be given to the businesses which will service only to the people with disabilities (Pehlivanoğlu, 2012). The Ministry of Culture and Tourism can give special awards to the businesses which have given the best service to the people with

disabilities. Thus, it can be achieved the introduction of tourism enterprises in national and international media, taking places in prepared brochures according to this segment and catalogues (TÜRSAB, 2008).

- All the tourist enterprises and facilities should include arrangements with universal design for disabled people according to the regulations. Thus, disabled people are coming as tourists to our country will benefit from the tourism enterprises without exposure any barrier (TÜRSAB, 2008).
- Accessible tourism businesses that meet the criteria of universal design can be given a separate and surplus status (certificate, or special category of stars, etc.).
- Accommodation enterprises should design at least 10% of bedrooms, transport (including aircraft) and travel businesses should design 10 % of seat capacity and all the public areas should be designed as universal design according to disabled people.
- The people with disabilities from the organizations which are representing disabled people should be among the experts oversees tourism businesses.
- The destinations as regions and towns have to do a lot of work in these areas which want to enter in the tourism market formed by the people with disabilities. At the beginning of their, the public transport should be taken for using of disabled people. The resort's attractions, museums and historical sites in the city should be designed in accordance with disabled people (WC can be used by people with disabilities, appropriate ramps, etc.). Free parking facilities, appropriate signs and hospital facilities for disabled people should bring into line. The authority should be organized which can apply disabled people have problems. Thus, regulations such as organizing authority and living spaces can open the doors of this market to the region (TÜRSAB, 2008).
- People with disabilities should be included in the process, and should be in the centre of the process.

Summary of the potential benefits of accessible tourism can be expressed as:

- The adoption of the United Nations Convention on the Rights of People with disabilities will have a unique opportunity to ensure further rights to disabled people (Lang, 2009).
- Increasing of social participation within the framework of accessible tourism will contribute to the reduction of marginalization and discrimination.
- All arrangements and regulations will improve the quality of life of other people also, which have been made to benefit the tourism activities of disabled people a more relaxed way.
- Turkey, which has a rich range of tourism products, not only the coastal tourism, but also sports, culture, health and winter tourism as well as other varieties of tourism will have the opportunity to obtain a deserved share of the pie from accessible tourism.
- Accessible tourism will contribute to reduction of idle capacity of tourism enterprises, but also to an increase of occupancy and income.
- Accessible tourism will provide spread of the entire year of tourism activity and increase of the employment in tourism sector.
- Increase of tourism revenues will contribute to an increase of revenues of providers that provide goods and services to tourism sector as direct and indirect and to creation of new business areas.

- Awareness, which has been created with participating of people with disabilities in tourism activities, will provide an increase of social conscious.
- Accessible tourism has the potential to improve their livelihoods and standards of living of people with disabilities.
- Accessible tourism will provide both increasing of domestic tourism and foreign tourism and contribute towards reducing imbalances in the distribution of income between regions.
- Tourists with disabilities that prefer to spend their holiday with their companions in processes of low season (October-December and February-May) and spend more money than other tourists will provide more foreign exchange into the country.
- The accessible tourism potential of the country can be considered as more widely, productive, creative, balanced, and harmonious.
- By reaching of target audience of accessible tourism can be achieved to benefit the more people from tourism.
- Accessible tourism can create new and productive areas of investment, increasing the acceleration of the development of the tourism sector.

CONCLUSION

Accessible tourism with universal design refers to a wide audience as possible, and provides the participation of everyone in tourism in an independent, healthy and dignified way. Accessible tourism provides for the adaptation to social life and the elimination of discrimination of the elderly, children, pregnant, and people with disabilities whose vital capacity blocked. Accessible tourism is not assimilation; it is a process of integration.

All physical, social, behavioural, and environmental barriers should be eliminated to receive a share of the important and special markets of people with disabilities. At the same time, legal and administrative arrangements with universal design should be enacted that support active participation of people with disabilities in tourism activities. Accessible transportation and transportation systems, environmental and structural spaces, and touristic destinations should be arranged and constructed in a coordinated manner as a chain system.

Turkey, (which has a positive seasonal features, new and good quality enterprises and entrepreneurs who are open to new ideas to capture trends in accessible tourism) has the ability to receive a significant share from accessible tourism market. The arrangements and regulations for accessible tourism will provide both to improve the competitiveness of enterprises and to enable the fulfilment of social responsibility of public and private sector.

In recent times, the legal regulations related to people with disabilities (laws, regulations, circulars, etc.) have gained momentum, and have begun to change perspectives slowly for the participation of persons with disabilities to live a normal life. If work on necessary but not sufficient legal regulations, environmental and public spaces, the structural areas, transportation systems and tourist destinations don't lose impetus, the Turkish tourism sector will be able to take a significant share from the market of national and international accessible tourism.

Most of all, it shouldn't be forgotten that all the arrangements for participation in tourism activities of the people with disabilities should be done to fulfill the fundamental right of all people to participate in travel and tourism activities.

Efforts should be made to implement necessary and sufficient legislations, structures and vehicles in universal design which will upgrade the quality of life and to benefit from tourism activities of people with disabilities in the line with the principle of "Win-win.". This can be done under the leadership of the Ministry of Culture and Tourism and in coordination and cooperation of all stakeholders. Otherwise, it will be impossible to get a significant share from accessible tourism market, which is a very important and specialist market and to realize the tourism vision of Turkey in 2023.

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