

A STUDY ON INCLUSIVE TOURISM:

THE CASE OF ESKİŞEHİR

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(Master Thesis)

Eskişehir, 2019

**A STUDY ON INCLUSIVE TOURISM: THE
CASE OF ESKİŐEHİR**

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MASTER THESIS

Eskiőehir, 2019

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**ESKİŞEHİR OSMANGAZI UNIVERSITY
TO THE INSTITUTE OF SOCIAL SCIENCES**

This study titled “A STUDY ON INCLUSIVE TOURISM: THE CASE OF ESKİŞEHİR” that was prepared by Efnan EZENEL was accepted as Master Dissertation at the Department of Tourism Management by our jury by being found successful as a result of the defense exam conducted in accordance with the related article of the regulation on Postgraduation Education and Training of the Social Sciences Institute on August 05, 2019.

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ABSTRACT
A STUDY ON INCLUSIVE TOURISM:
THE CASE OF ESKISEHIR

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Master Thesis-2019

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Tourism is a growing field every day and is an important tool for social integration especially in Europe. It is essential to think about how to make this industry one of the biggest one for contributing to the countries economy. The sustainable development goals (SDGs) explains that the development of the sectors will be more inclusive under the growing global inequality and sectors should take responsibilities such as tourism, travel. This thesis to the special issue first presents in national literature a study that defines the concept of inclusive tourism and discusses the case of Eskişehir under the concept of inclusive tourism.

Inclusive tourism explains how all people with different abilities might be ethically included in the process of consumption and production. The main aim of this study is to explain this niche new market with the principles of it and to explain the case of Eskişehir where urban tourism occurs, within the scope of inclusive tourism. People with disabilities, people who are volunteers of associations related to accessibility or disability and who are working at the department of accessibility and disability in local municipality constitute the sample of the study. A total of 17 people were interviewed who have knowledge and experiences on accessibility and disability in this study. Qualitative research methods were adopted and data of the research were collected via focus group interview technique. The data obtained by the focus group interview were analyzed with grounded theory.

In this study, the grounded theory is chosen in the purpose of revealing a model for inclusive tourism destination within the context of an inclusive city. According to the model which has been revealed “Living within togetherness in an inclusive city” has been determined as the core category of the research for the case of Eskişehir. Under the core category of the “Living within togetherness in an inclusive city”, a total of 6 main categories and 15 sub-categories have been defined in this study. As a result of the model created: When the necessary conditions are organised by focusing on the central phenomenon “Living within togetherness in an inclusive city”, Eskişehir may have the possibility to reach the inclusive tourism and can empower tourism services for everybody.

Key Words: Accessibility, Accessible Tourism, Social Inclusion, Universal Design, Inclusive Tourism, Inclusive Destination

ÖZET

KAPSAYICI (INCLUSIVE) TURİZM ÜZERİNE BİR ARAŞTIRMA: ESKİŞEHİR ÖRNEĞİ

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Yüksek Lisans Tezi-2019

Turizm İşletmeciliği Anabilim Dalı

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Turizm her geçen gün gelişen bir alandır ve özellikle Avrupa’da sosyal entegrasyon için önemli bir araçtır. Bu endüstrinin ülke ekonomisine katkıda bulunmak için en büyük sektörlerden biri haline getirilmesi gerektiğini düşünmek büyük bir önem taşımaktadır. Sürdürülebilir kalkınma hedefleri (SDGs), sektörlerin gelişiminin büyüyen küresel eşitsizlik kapsamında daha kapsayıcı olacağını ve turizm, seyahat gibi sektörlerin bu anlamda daha fazla sorumluluk alması gerektiğini açıklamaktadır. Bu çalışma, öncelikle ulusal literatürde kapsayıcı turizm kavramını tanımlayan ve kapsayıcı turizm kavramı kapsamında Eskişehir’i ele alan bir çalışma sunmaktadır.

Kapsayıcı turizm, farklı kabiliyetlere sahip insanların üretim ve tüketim sürecine etik olarak nasıl dahil edilebileceğini açıklamaktadır. Bu çalışmanın amacı, söz konusu yeni niş pazarı ilkeleriyle açıklamak ve kent turizminin gerçekleştiği Eskişehir ilinin durumunu kapsayıcı turizm kapsamında ele almaktır. Çalışmanın örneklemini, engelli bireyler, engellilik ve erişilebilirlik ile ilgili derneklerin gönüllüleri, erişilebilirlik ve engellilik departmanında çalışan yetkililer, turizm alanında faaliyet gösteren ve araştırma yapan bireyler oluşturmaktadır. Bu çalışmada erişilebilirlik ve engellilik hakkında bilgi ve deneyime sahip toplam 17 kişi ile görüşülmüştür. Çalışmada nitel araştırma yöntemleri benimsenmiş olup araştırma verileri odak grup görüşme tekniği ile toplanmıştır. Odak grup görüşmesi ile elde edilen veriler gömülü teori ile analiz edilmiştir. Bu çalışmada gömülü teori, kapsayıcı

şehir bağlamında kapsayıcı turizm destinasyonu oluşturmak için bir model ortaya çıkarmak amacıyla seçilmiştir. Ortaya çıkan modele göre “kapsayıcı bir şehirde birlikte yaşamak” Eskişehir örneğinde araştırmanın çekirdek kategorisi olarak belirlenmiştir.”Kapsayıcı bir şehirde yaşamak” çekirdek kategorisi altında, bu çalışmada toplam 6 ana kategori ve 15 alt kategori tanımlanmıştır. Oluşturulan modelin bir sonucu olarak:” kapsayıcı bir şehirde birlikte yaşamak” merkez olgusuna odaklanarak gerekli koşullar düzenlendiğinde, Eskişehir kapsayıcı turizme ulaşma olanağına sahip olabilir ve herkes için turizm hizmetini güçlendirebilir.

Anahtar Kelimeler: Erişilebilirlik, Erişilebilir Turizm, Sosyal Kapsayıcılık, Evrensel Tasarım, Kapsayıcı Turizm, Kapsayıcı Destinasyon

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LIST OF ABBREVIATION

ENAT: The European Network for Accessible Tourism

UNWTO: The World Tourism Organization

UN: United Nations

WHO: World Health Organization

PREFACE

I would like to present my special thanks to my dear Professor and supervisor Prof. Yaşar Sarı (PhD), who never spared his time and support and guided me with his knowledge and experiences during my master degree study and at every stage of study of my thesis; to Rasa Pranskuniece (PhD) from Vytautas Magnus University, Lithuania for her suggestions and corrections with her knowledge and experiences at every stage of my thesis.

Efnan EZENEL
ESKİŞEHİR,2019

INTRODUCTION

It is estimated that more than a billion people are living with some type of disability and approximately 15% of the world's population is living with a disability according to 2010 global population estimates (www.who.int, 2011). The proportion of the population is approximately 8 million people with disability in Turkey, it means 12.29 % of the population (Yıldız et al., 2017).

The disabled, defined as the world's largest minority, means the world's largest niche market for the tourism industry. The necessity of being a contemporary society and as a basic human right, each individual living in the society should have equal access to all services and opportunities in the destination. Travelling, resting, visiting and participating in daily life are among these rights. And when talking about equal access to all services and opportunities in the destination, it is essential to define accessible tourism. Accessible tourism is defined as a tourism type when the variety of tourism activities happening during the leisure time devoted to tourism by people with disability, and that enables them to completely integrate their functional and psychological perspectives with individual satisfaction (Alén et al., 2012). It is noted that accessible tourism enables individuals with disability to move and take part in tourism activities by utilizing a barrier-free travel products and services (Darcy et al., 2011). Concept of accessible tourism provides better accessibility features in tourism and travel services such as transportation, accommodation, travel, tours, restaurants, beaches, tour buses in order to fulfil the expectation and demand of people with disability (Özogul et al., 2016). Accessible tourism, which has become more universal in recent years, is referred to with another term "Tourism for All" and it is defined that people with or without disabilities can travel within the country or other countries (ENAT, 2007). Tourism for All is a tourism term which provides full integration of people with special needs such as people with disability or old aged people in tourism and travel activities (Leidner, 2006).

Apart from the definitions made within the scope of tourism services organised specially, a new type of tourism has emerged. This tourism type is "inclusive tourism" which is about inclusion. Inclusion is one of the focal standards of the United Nations with the sustainable development goals (SDGs) in 2015 (Scheyvens, 2017).

Even though destinations carry out accessible activities, a number of problems still exist in terms of both social inclusion and infrastructure. Therefore it is an important problem that services, opportunities, products and activities can not include all part of the society. This shows that services such as tourism, urban, culture, social in destinations should be further developed to include all segments. As a result, inclusive approach in a destination especially in the field of tourism can unlock barriers in much ways and can affect many parts of service field as intuitional and sectorial.

Accessible tourism, barrier-free tourism make easy to participate in tourism activities for people who need special needs and they are still excluded in some measure. But the tourism where everybody has a right to participate in activities needs more holistic approach. Therefore inclusive tourism creates more holistic services and products without having a limitation for a certain group. In this research, the concepts in the literature has been examined within the scope of touristic services offered to groups with disadvantages; inclusive tourism which is in the foreign literature as the recent tourism tendency in the development of process of tourism services and related terms to it such as inclusive city, inclusion, social inclusion have been defined; Eskişehir has been explained in the context of inclusive tourism. The aim of this study is to examine the cohesion and commitment relationship between inclusive tourism and accessible tourism and to explain the principles contained in the concept of inclusive tourism. Additionally, this research focuses on Eskişehir that is a tourism destination and provides partly inclusion in urban and accessible opportunities in order to determine in which ways Eskişehir sample provides or does not provide inclusive service as a tourism destination.

This study is important from the point of view making an original contribution to the literature and it is thought that this new emerging concept “inclusive tourism” will provide important information and provide a different perspective to the enterprises that provide tourist services and sector stakeholders, local governments. Futhermore, this research gives an innovative idea and recommendations in order to strengthen the potentiality of tourism and city opportunities in Eskişehir. In conclusion, the inclusive tourism does not refer “all inclusive” or “accessible tourism”. While all inclusive tourism refers a tourism system including marketing, pricing, all services such as breakfast, lunch,

dinner,drinks, animation and sport activities that are covered by an organised price and eliminates the money flow between hosting part and guests (Çiftçi et al., 2007; Anderson, 2010) and inclusive tourism emphasizes social inclusion and social movement that promotes inclusiveness (freewheeling.info, 2016). When talking about accessible tourism, it refers where all people can participate in and enjoy tourism activities and creating the development of a fully accessible tourism environment for people who need accessible tourism service and products (Eichhorn, 2011; UN, 2019). However, inclusive tourism makes tourism destinations, service and products, information usable for everyone without any exclusion (Münch et al., 2011).

1.SECTION

ACCESSIBILITY AND TOURISM

1.1. THE TERM ACCESSIBILITY

The term accessible in Latin (*accedere*) is derived from the verb, “to approach, to go, to coming close” and derived from adjective verb (*accessus*) “approaching or an approach; entrance”. It is derived from (Accessibilis; Accessible) in Late Latin and it means “the ability to provide access, approach or reach” in 1400s and then in following period, it means (*accessible*) in Middle French. It means “easy to reach” by 1640s (Douglas Harper, 2010).

The concept of accessibility means quality of accessibility, quality of access, accessibility or usability for people with any disabilities (English Oxford Living Dictionaries, 2018).

World Health Organization explains the concept of accessibility with three different titles. In this context, the accessibility of physical accessibility, economic accessibility or affordability, information is treated as accessibility (WHO, 2013).

Physical Accessibility

Within the scope of human rights, health facilities, goods and services that are provided for all segments of the population, particularly in rural areas for vulnerable or marginalized groups such as ethnic minorities and indigenous populations, women, children, young people older people, people with disabilities and HIV / AIDS patients should be in the form of secure physical access (WHO, 2013).

Economic Accessibility or Affordability

It is a measure of how people can pay for services without problems. This measure is not only the cost of health care; it also takes into account indirect and opportunity costs (for example, the cost of allocating transportation costs and work time from facilities and facilities) (WHO, 2013).

Information Accessibility

Information accessibility is a human right in information and communication era. It is extreme significance in the networked society and the equal access to information and communication technologies for people with disabilities and old aged people (Jaeger, 2009). According to the WHO, information accessibility includes the right to obtain and receive information and ideas on health issues.

Social Accessibility

Mobile applications, social media, web sites are an indispensable part of daily life in order to evaluate communication, job applications or leisure time. Social accessibility plays an important role in the accessibility of web and social media platforms and mobile applications within the scope of “Accessible Web for All “and social responsibility. In this context, social accessibility is defined as providing equal opportunity for the access of any material published on the platforms in question for everyone, including those with disabilities. (Nasir, et al., 2016). In another study, social accessibility is defined as a feature of design and emphasizes both social and functional factors and under the title of “Design for social accessibility “, it is understood that the technological products are accessible as technological design by individuals with or without visual impairment. (Shinohara, 2017).

Architectural Accessibility

Architectural accessibility refers to creating spaces to meet the needs of everyone in the universal design of pregnant women, young people, elderly people with disabilities and casualties (Enginöz et al., 2015). From the arrangement of rooms to colour selection; From the entrance ramps to the elevator dimensions, the creation of accessible areas taking into account the details in many areas is within the scope of architectural accessibility. The 21st century architecture area tended to focus on accessibility for the disabled, but the universal design is the philosophy underlying architecture accessibility (www.thoughtco.com, 2018). Architectural accessibility is handled with three different approaches. These concepts emerged respectively: Accessible Design [(A [ccessible] D [esign]),] Universal Design (U [niversal] D [esign]) and Inclusive Design (I [nclusive] D [esign]) (Wong ,2014).

Therefore, architectural accessibility provides unlimited participation of people with special needs and these concepts of designs make facilities more usable for all citizens (Scheien et al., 1989).

Disability and Accessibility

We can not define disability with a single definition. It can be visible or invisible. Disability is defined as a term that a condition or function judged to be significantly impaired relative to the usual standard of an individual or group (Disabled-World, 2019). An individual has a physical or mental impairment and if this impairment limits at least one major activity, it is called disability (The ADA, 2019). Even a person has any disability, twenty-first century focuses on including everybody in the social life by providing equal opportunities that is suitable for different human skills rather than separate people (Kaplan, 1999). Everybody has the right to enter areas independently such as cinema, café, library, public institutions, education areas (UN, 2008). However, these buildings generally do not have sufficient equipment and structure for disadvantaged individuals (Luiza, 2008). The quality of an environment, product, service or information element that makes it accessible and / or available to everyone, regardless of their abilities, defines the concept of accessibility and within this definition, the concept of accessibility is used in social, disability and architectural areas. (European Commission, 2013). Accessibility by another definition; the degree to which a product, device, service, or environment reaches as many people as possible. Also considered as 'access capability' (Accessibility Issues | Disability Information Bureau, 2018).

Fundamental rights, inclusive growth and social justice are central to the European Commission's agenda. Under these headings the 2010-2020 European Disability Strategy sets eight main action areas:

- Accessibility
- Participation
- Equality
- Employment
- Education and Training
- Social Protection
- Health

- External Action

In the above mentioned main action areas, accessibility is seen as a precondition for the participation of people with disabilities in society and economy, as well as in the centre of the strategy and the purpose of the strategy on the accessibility of public services for people with any disability, are expressed as ensure the availability of goods and services, including assistive devices (European Commission, 2017). Accessibility is considered to be an ongoing process of working in the best way to include more people with disability in meaningful ways. (Braille Works, 2016).

1.2. RIGHT TO ACCESSIBILITY

Accessibility constitutes a human right in itself, in accordance with Article 9 of the disability rights contract, which is included in the United Nations Convention on Rights and, in order to enable the access of persons with disabilities, the parties must meet the legal and political importance and the necessary conditions (Vardakastanisv, 2014). In accordance with Article 9, States parties should take appropriate measures to ensure that persons with disabilities have equal access to the physical environment, transportation, information and communication, technology at minimum cost, in order to ensure that persons with disabilities live independently and fully participate in all aspects of life (UN -Disability, 2014).

The principle of equality and non-discrimination requires states to ensure that social protection programs meet the standards of accessibility, adaptability, acceptability, and competence for all rights holders. Social protection which is defined by the UN Research Institute For Social Development is concerned about preventing, managing, overcoming circumstances that unfavourably influence individuals'well being and its programmes and policies which manages such situations as disability, exclusion, old age, unemployment (UNRISD, 2010). These standards which are mentioned above have been recommended through several general comments by the Committee on Economic, Social and Cultural Rights (CESCR). These General Comments include 13, 14, and 19 (Social Protection-Human Rights, 2019).

According to General Comments 13, 14 and 19, the outlines are presented as below (OHCHR.org, 2000):

- General Comments 13: Accessibility in educational institutions and programmes as accessible education to all
- General Comments 14: Accessibility in health facilities, goods and services
- General Comments 19: Accessibility is explained by following aspects such as inclusion, availability, affordability, participation and information, physical access

As above mentioned; the term accessibility is defined in order to advocate the rights of people with disability, with special needed and old aged (Wijk, 2011).

1.3. UNIVERSAL DESIGN AND ARCHITECTURAL ACCESSIBILITY

Universal design means creating spaces that meet the needs of young, old, disabled people without discrimination (Staines, 2012). But the term Universal Design is often confused by many people with Accessibility and Barrier Free design (Pruett, 2017). Accessibility describes the extent to which the environment, products and services are accessible to people with special needs (Lid et al., 2016). Another term which is used for architectural accessibility, the Barrier-Free Built Environment offers an environment that provides free and safe movement, function access to individuals with reduced mobility due to age, gender or a transient situation, and beyond offering a ramp, wide passages, door handles, railings, floor surfaces, tactile and it contains conditions such as guides that provide a lot of physical access (Design Manual for a Barrier-Free Built Environment, 2004). Barrier-free design focuses only on disabled design by developing assistive technologies with most frequent examples such equipments as remote controls, wider doors in trains at buildings and homes (Persson et al., 2015). In this sense, it does not meet the term universal design and focuses directly on the physical access of people with disabilities. Universal design has an overall inclusive meaning. The universal design meets the physical and sociological conditions of many exit chats labelled for all. Universal design goes beyond minimum access standards, enabling product, environment and service design to reach the widest possible public users

and The basic aim is to make life easier for everyone (Design for Accessibility, 1994). Universal design is an inclusive form of design that offers a wide range of convenience (Maisel et al., 2017). Universal Design is an egalitarian feature with its alternative and inclusive qualities. In addition, Universal Design has a wide range of application areas. It is an aesthetic design developed in the 21st century which can be applied in many areas from urban scale to a hotel operation, airport, product design or any technological area. (Hacıhasanoğlu, 2013). Although the macro visibility of Universal Design is explained, the micro-view should be determined by the sub-sections according to the area to be applied during the application process (Burgstahler, 2009). Accordingly, the following sub-sections should be considered in the application process (www.cer.jhu.edu, 2002):

- Application determination
- Identification of the universe to be applied
- Inclusion of consumers
- Adoption of universal design rules and standards
- Implementation of guidelines and standards in a universal design concept
- Obtaining demands from consumers for applications to be made in accommodation or larger areas (assistive technology, sign language interpreter, etc.)
- Providing training and support to ensure inclusive experience (trainers, technological support staff, volunteers, training for stakeholders and staff, etc.)
- Evaluation Process (Evaluation of the application periodically with different user groups)

Universal Design consists of seven basic principles. These principles of universal design by a group of architects, product designers, engineers and environmental design researchers working under the leadership of Ronald Mace at North Carolina State University in 1997 are formed with the titles in the figure below (NDA, 2014).

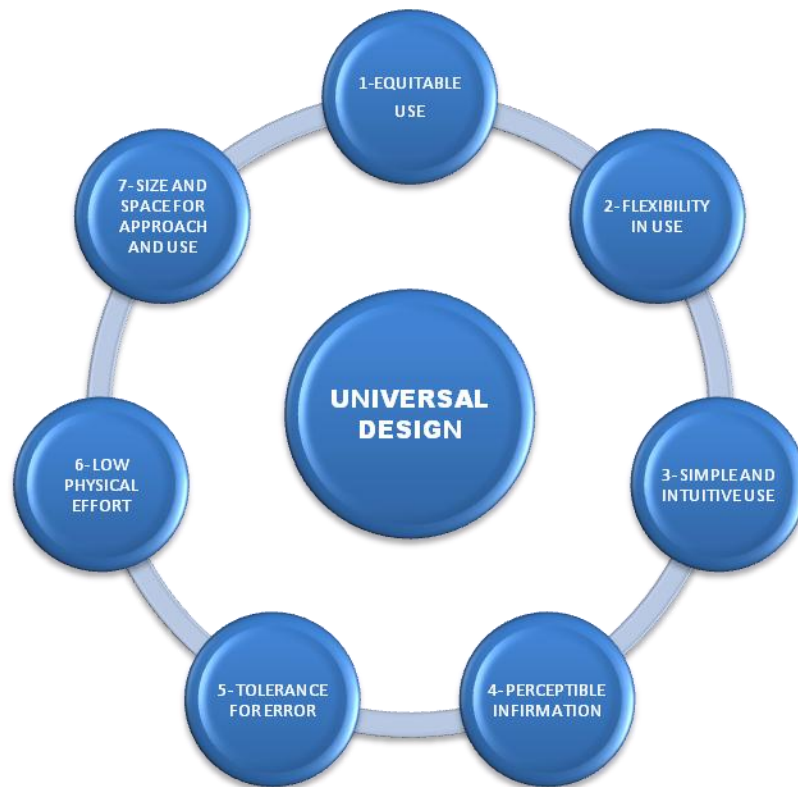


Figure 1. The Seven Principles of Universal Design

Source: (universaldesign. ie, 1997)

1.3.1. Principles of Universal Design

Seven principles of the universal design which determined by The Center for Universal Design are presented as below with outlines (mimarlikdergisi, 2009; Uslu et. al, 2014; Interaction Design Foundation, 2016):

PRINCIPLE 1. Equitable Use: The design is useful and marketable for people with different abilities. It provides the same usage for all users and is equivalent. It is far from labeling the person and is equally accessible to all users;

PRINCIPLE 2. Flexibility in use: The design does not have a wide range of individual preferences and features. It is suitable for right or left handed use and is compatible with the user's speed;

PRINCIPLE 3. Simple and Intuitive Use: Design is easy to use, regardless of user experience, knowledge, language skills or current concentration level. It lacks unnecessary complexity, consistent with user expectations and intuitions. It has a wide range of literacy and language skills. It has the ability to effectively ask

questions and provide feedback during and after the completion of the task;

PRINCIPLE 4. Perceptible Information: The design effectively communicates the necessary information to the user, regardless of the ambient conditions or the user's sensory capabilities. The use is varied with different pictorial, verbal or tactile modes. Adequate contrast is provided between the necessary information and the environment. The legibility of the information can be maximized. Adaptation to various techniques and devices used by individuals with sensory constraints can be achieved;

PRINCIPLE 5. Tolerance for Error: Minimizes hazards in terms of design function and minimizes adverse consequences of accidental or undesired actions. It provides and minimizes distress and error warnings. It is a warning against hazards and provides monitoring control mechanism;

PRINCIPLE 6. Low Physical Effort: The design is used efficiently and comfortably with minimum effort. It is a design that minimizes repetitive actions and physical effort, allowing the user to maintain body position in neutral position;

PRINCIPLE 7. Size and Space for Approach and Use: According to the Universal Design Centre of North Carolina State University, appropriate size and area should be provided for access and use regardless of individual's size, posture and mobility. Important elements for sitting or standing users are provided clearly, easily accessible. Hand and grip differ in size and provide adequate space for the use of auxiliary devices or personal assistance .

1.4. ACCESSIBLE PRODUCTS AND SERVICES

Key products and services, for example, mobile phones, ATMs, ticketing machines and banking services, will be made progressively accessible for individuals with disabilities.

There are number of products and services that should be accessible such as (European Parliament, 2019; ENAT, 2008).:

- ATMs and other payment terminals, Design of Banks
- Transportation possibilities (Air, Bus, Taxi, Train)
- Computers, Web Designs, Mobile Applications, Smart Phones, Tablets and TV

- Books, magazines
- Telecommunication services
- Tourism Services and Tourist Attractions
- Recreation Services and areas
- Art Galleries
- Sport Centres
- Multimedia Products
- Public Places (Rest Rooms, Kiosks, Cafes, Elevators, Playgrounds, Restaurants, Stores, Parking areas...etc)
- Work Place (Furniture, Desks, Rest Rooms, Elevators...etc)
- Education Areas (Schools, Training Centres, Universities...etc.)

In this context, European Accessibility Act (EAA), set common accessibility requirements for certain key products and services which will be able to help disabled people to participate in society completely and according to those accessibility requirements, there are such products and services needed to be accessible as computers, Smart phones, TVs, ATMS, Payment terminals, e-books, e-readers, websites and mobile applications of private companies and ticket machines (European Parliament, 2017). Additionally, the 112 – emergency number and telephony services will have to be accessible to all Europe people (PROGRESSIVE, 2019). Even though there is a political agreement on the European Accessibility Act, the act has failed for the people with disabilities. Therefore, The European Accessibility Act will include new EU-wide minimum requirements on accessibility of products and services (EUROPEAN DISABILITY FORUM, 2018). It is seen that laws and acts that emerged under the accessibility in order to influence service and products providers and for more accessible environment. Components of the social condition, laws, public, policies, thought of public, values and market powers are combining to require or encourage using accessible and universal design procedures and strategies (Erlandson, 2007).

1.5. ACCESSIBLE CITIES

Poor services and circumstances such as transport, distance, spatial distribution that are offered by urban is a major barrier for development of cities

(Weiss, 2018). Accessibility is an important criterion for destinations; it provides everyone to have a easy daily life, holiday, utilize urban and tourism opportunities and services, travel and discover. As there are many citizens and tourists such as seniors, people with disability who are excluded from participating or from fully participating in urban life or tourism because of lack of accessibility or inadequate accessible city and tourism services and products, social inclusion can be only possible when all individuals can fully utilise tourism and city opportunities (Small et. al, 2010). Accessibility creates more accessible destinations and access to live comfortable daliy life and holiday for people who live with a disability. Accessible cities mean more than ramps, these cities must have social infrastructure that allows social sustainability, social equality, public spaces, public transport and independent mobility (Simon, 2016). To ensure such requirements a comprehension of the significance to a person of having their requirements met through the organizational standards and universal design and value of freedom, equity, inclusivity, dignity to make empowering a city more accessible and create a tourism destination (Darcy et. al, 2009). Within the framework of Accessible Cities, accessibility is the key factor of tourism for people living with disability. It is also not enough to make a city accessible; it is also important that the population of the city has a knowledge and positive attitude to host the people who need special services and products in order to fulfil the expectations of people who chose accessible destinations. During the promotion period or marketing and selling period of touristic destinations, products and services strategic knowledge management is necessary for fulfilling the expectation of consumer (Darcy, 2010). In this respect, it can be seen that operationalization process has a much more effect when considering about accessibility and inequality in an accessible city (Bruinsma, 1998).

To sum up, as it is important as make a city accessible, it is also important to promote it, sell it with reliable information in tourism sector for consumer satisfaction and the best holiday experience. A couple of years back very few tourist destinations were accessible for the people with disabled or seniors. On contrary, now many tourist destinations try to make their destinations including their museums, restaurants, streets, cultural heritages, beaches, hotels and tourist attraction sites accessible for all people including people with different types of disability (Scott, 2008). As a result of this, accessibility creates potential market opportunity

such as senior tourism and accessible tourism (Alén et al., 2012). The following in the Table 2. are some famous accessible cities around the world that the people with disability and seniors can travel to.

Table 1. Some Famous Accessible Cities around The World

Accessible City	Country	Label	Accessible Services and Products
Berlin	Germany	Barrier Free City	2013 EU Commission's Access City Award AccessBerlin app.
Stratford-upon-Avon	United Kingdom	A Disability-Friendly town.	Accessible Pub, Arts, Lodging, Taxis, Public Transportation, Banks, Churches, Pharmacies Sign Language Translation, Audio Descriptions, An Induction Loop Amplification System and Infra-Res Headsets
Sydney	Australia	A Disability-Friendly Destination	Accessible Public Transportation, Parking Spaces, Public Restrooms Accessibility Map A City For All: Inclusion (Disability)Action Plan 2017-2021
Montréal, QC	Canada	An Accessible City	Accessible 289 Establishments, 118 Attractions, 58 Accommodations, 84 Restaurants and 25

			Other Organisation (Pharmacies, Grocery stores, Libraries, etc.)
Dublin	Ireland	A Disability – Friendly Place	Accessible Hotels, Transportation, Restaurants, Pubs, Attractions and more. Mobility MOJO (Award-Winning Website)
San Diego, CA	United States of America	An Accessible City	Accessible Beaches and Sightseeing Tours, Theatres, Service Animals, some museum and Science Centre, Zoo. Infra-red Audio Assistance Systems- ASL Translation and Audio –Described Performance in theatres and accessible beaches
Tokyo	Japan	Wheelchair Accessible Tokyo	Accessible Temples, Museums, Parks, Gardens, Art Centre, Government Building, Some Markets- Barrier- Free Tours
Warsaw, Krakow	Poland	An Accessible City	Accessible Hotels, Public Transportation, Historical Areas, Parks, Museums AccessibleTour.Pl
Frankfurt	Germany	A Wheelchair Accessible City / Barrier-Free Frankfurt	Accessible Cafes, Restaurants, Cathedrals, Stores, Public Transportation,

			Accommodation, Public Buildings, Cultural and Educational Institutions, Frankfurt-handicap.de Frankfurt-inklusiv.de
Paris	France	A High Level Accessible City	Accessible Hotels, Facilities, Museums, Monuments, Adapted Public Toilets, Tourist Offices Visiting Paris with a Disability on Accessible Paris Guide 2019-2020

Moreover there are some example as the best practices on accessbile cities with The City Access Award which is an EU attempt that recognises efforts of cities to turn out to be more accessible, promotes equal access to urban life for people with disabilities, and enables local authorities to show and share their best practices to each other (Social Seeds, Interreg EU, 2018 & Access City Award 2018). Some of these cities are Breda, Netherland in 2019; Lyon, France in 2018; Chester, United Kingdom in 2017; Milan, Italy in 2016 where the more accessibility turned out so as to ensure equal access to essential principles and rights; improve the quality of life of its population and provide that each person – regardless of age, mobility and ability, skills – has equivalent access to all the resource and pleasures cities have to offer (European Commission, 2019).

1.6. ACCESSIBLE TOURISM

Accessible tourism provides accessibility for all in tourism and additionally it tends to the formation of universally designed environments that can support inclusion of people who may have temporary disabilities, reduced mobility, families with young children, increasing ageing population, pregnant women (UNWTO,

2005). Together with being a niche market, accessible tourism is a type of tourism that includes community oriented procedures between partners like stakeholders, local government and so it enables people with special needs involving mobility, vision, hearing and cognitive dimensions of access (Michopoulos et al., 2015). It can boost the improving the tourism services and products for all. The main aim of accessible tourism consist of outlines as below (European Commission, 2019):

- Increasing the travel opportunities available for people with special access needs
- Promoting social inclusion
- Improving the skills of staff in tourism sector

Accessible tourism includes community forms between partners such as tourism stakeholders, service providers, and local governments to empower people with disabilities in order to access requirements, including mobility, vision, hearing and cognitive dimensions of accessibilities, to work freely and together with value and dignity through universally designed tourism services and products (Buhalis et al., 2011). Tourism services and products are designed based on accessibility in order to ensure access to tourism destinations, attraction (Vengesai, 2009). Stakeholders, services providers focus on accessibility as central for creating accessible environment (Gillovic et al., 2015). All governments have an important role to provide accessible public services like transportation, recreational areas, and cultural heritage areas, routes, terminals (Buhalis, 2000). Implementation of accessible tourism can be fulfilled when stakeholders can work together (ECA, 2017).

Ensuring a successful implementation of accessible tourism, this multiple cooperation between government and tourism stakeholders is necessary. Realistic steps and plan are determined together with implementation partners during the process. This is also an important part of implementation of accessible tourism before creation of products and services. In this framework, there are some determined steps for inclusion of disability in accessible tourism (Goldstein, 2004; Darcy, 2006; Zajadacz 2015):

- 1- Universal Design and Reasonable Accommodation
- 2- Partnership with Disability Organizations
- 3- Human Resources Policy, Practices and Disability Inclusion

- 4- Legal Framework
- 5- Technology-Enabled Inclusion
- 6- Financial Capabilities

1.6.1. Some Adapted Services and Products in Accessible Tourism

Tourism and touristic activities also concern people with disabilities. Many activities, sites and infrastructures benefit from adjustments and adaptations in order to be accessible to people. Senior citizens and people with disabilities are the main target tourist profile of accessible tourism. When creating a product and service, firstly to define the tourist profile. According to tourist profile of accessible tourism, main product description is defined as accessibility of destination, accessibility of information, good quality accommodation, outdoor activities, availability of special menus, medical facilities, health and safety measures, political stability (www.cbi.eu, 2018). Although there is still an important gap between supply and demand of accessibility, there are certain products and services are offered more from day to day.

1.6.2. Accessible Hotels

There are many hotels which provide accessible rooms and accessible environment (Wazzan, 2015). However, most information about rooms at these hotels can be reached by contacting the hotel directly (www.curbfreewithcorylee.com, 2016). Because of the lack of information on websites, it is generally difficult to reserve. There are some online resources to help improving this service such as “Accessible Travel Online”, ”ADA Hospitality & Disability”, “Accessible Japan”, “Handiscover”, “Access All Rooms”, “Bookingbilty”, “Accessible Madrid “, “Wheelie Good Hotels”, “Disabled Friendly Hotels”, “Accessible Travel Netherlands”, “Accessable Disabled Accessible Travel”. The 2010 ADA Standards for Accessible Design includes some requirements for accessible hotels so that facilities and hotel rooms are accessible and usable for people with disabilities (www.ada.gov, 2010). According to minimum requirements of the 2010 ADA Standards for Accessible Design, accessible rooms must be with

mobility and communication features dispersed among the different categories or rooms available in the facility and some other facilities of hotel such as fitness centre, spa, swimming pool, golf courses, playground, restaurant, beach must be accessible and usable for people with disabilities (ADA National Network, 2017). The ADA guidelines include regulations in order to ensure requirements not just for wheelchair users but also for other people with different abilities. Consequently, the requirements for accessible hotels take into account different types of disabilities. There are three essential highlights of ADA requirements that should be in guest rooms in every hotel. According to these highlights, these are bathtubs with grab bars and a seat, roll-in showers with a seat and communication equipment for the hearing and sight-impaired (wheelchairtravel.org, 2019).

According to Best Practice Guidance Accessible Hotels in London, the design of accessible rooms should offer (Best Practice Guidance Accessible Hotels in London, 2010):

- The opportunity to use mobile hoists
- Enough area for additional beds on demand
- Wheelchair accessible bathroom with rolls in shower
- Double basin, at lower and standard height
- Desk where people who use wheelchair work
- Bed adaptation, height

and additionally, accessible rooms provide enough area for rounding of a wheelchair.

Even though hotels provide accessibility features for the guest with disabilities, communication is also an essential part of accessible hotels. Therefore training the hotel staff on effective communication for the guests who are deaf or hard of hearing and the staff at least some of them should be trained for sign language. Moreover the use of respect language must be concerned by all staff in the hotel. If it is possible, hotels should provide disability equipments or rent of them through service providers (www.ada.gov.tr, 2010).

1.6.3. Accessible Restaurant, Cafes, Pubs

Restaurants, cafes, pubs are the social places where people meet their friends, make business and get food or drink service options. Creating a accessible restaurant,

cafe or pub makes sense and good business sense. People with disabilities or ageing population represent a growing market and a large customer potential with family members, friends or colleagues of them. Accessibility must be provided for spaces such as parking lots, travel routes to the place, the entrance ramps, rest rooms, seats, tables and counters at restaurants, cafes and pubs (Small Business - Chron.com, 2019).

According to 2010 ADA Guidelines section 902.3 the distance between table tops must be between 28 to 34 inches high for wheelchair users, there should be 30 inches of clearance between any of the legs on the table, there should be parking space identification sign as international symbol of accessibility, a wide range of topics exist in 2010 ADA Guidelines with many section including from parking lot, entrance, restrooms, other areas of concern, seats, employee work areas, kitchen equipments to counter and table top surfaces (www.ada.gov, 2010).

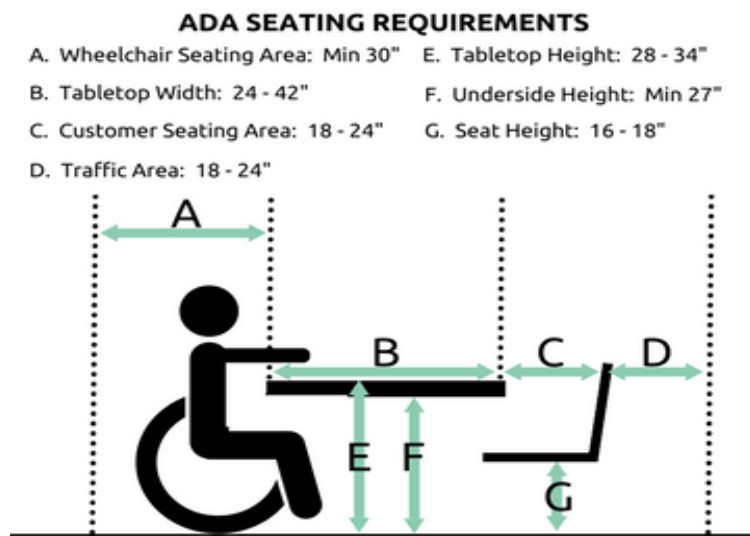


Figure 2. Consolidated Foodservice

Source: (www.ada.gov, 2010)

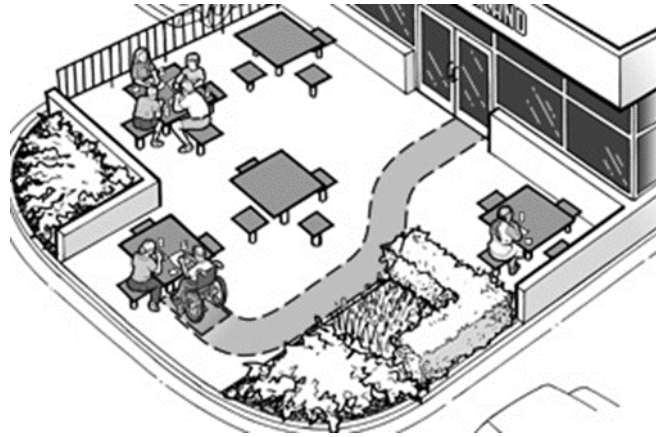


Figure 3. Path of Travel

Source: (www.adata.org 2017)

1.6.4. Accessible Beaches

Access to beach is a universal right and all recreational user groups should benefit from possibilities of beaches and enjoy the coastal aesthetics. Service providers in tourism must be fulfill this universal right and promote it. Improving the quality of life for people with disabilities, recreational areas including beaches should be accessible for social inclusion. Accessible requirements on a beach provide people with disabilities more freedom and possibilities to participate in beach and water related activities. Scoping requirements for accessing to beach are defined as below by Accessible Standards for Federal Outdoor:

- Facilities serving beaches (any circulation paths, parking facilities, toilet facilities, bathing facilities, kiosks)
- Beach nourishment (at least a beach access route must be provided that have connection with ramps, seashore, parking facilities, entrance, pedestrian access)
- Technical Requirements (special provisions for the surface, clear width, running slope, resting intervals, dune crossing) (United States Access Board, 2019).

In addition to accessible beach requirements different types of floating wheelchairs and special sun beds should be provided or rent for people with disabilities or reduced mobility. There are standards beach wheelchairs that are preferred by users for access to beaches.

The WaterWheels floating chair allows users to ride on the beach and enjoy the pleasures of swimming. Thanks to its floating armrests and three wheels, users can float safely in calm waters. The TerraWheels Walk Chair for people who simply want to enjoy the joys of a walk along the beach. Its balloon wheels are ideal for driving on the sand. The Hippocampe all-terrain chair is a versatile and comfortable chair (Access Rec, 2015).



Picture 1. An Example of Accessibility Solutions at Beach

Source: (www.accessrec.eu/fr/, 2015)

Explanation of accessibility solutions at beach as in picture 1:

- 1 - AccessMat: the beach access mat
- 2 - AccessWood: the wooden path
- 3 - AccessDeck: rigid plates for flexible access
- 4 - WetMat: the carpet to secure your wetlands
- 5 - GrassMat: carpet accessibility and protection for turf
- 6 - WaterWheels: the floating beach chair
- 7 - TerraWheels: the beach chair
- 8 - Seahorse: the all-terrain chair
- 9 - The beach locker for everyone

Numerous areas all through the world offer shorelines that are wheelchair friendly yet it can generally be hard to find them. Some of them provide through boardwalks or ramps, some others offer specially designed beach wheelchairs that can be rent. Following there is a list of some the most accessible beaches around the world.

Table 2. The Most Accessible Beaches around The World

Beach	Country	Feature or Service
Santa Monica, Malibu Beaches	California, USA	Boardwalks and ramps
Virginia Beach	Virginia, USA	Boardwalks, direct access to boardwalk, wheelchair rental
Pattaya Beach Resort	Thailand	Connected ramps, accessible rooms, boardwalk access
Sirens Resort	Loutraki, Greece	Wheelchair accessible rooms, showers, wide walkways, easy navigation, direct access to the ocean
Freedom Shores	Isla Aguada, Mexico	Large promenade, adaptive scuba diving, taxis, transportation service
Hanauma Bay, Honolulu	Hawaiian Island of Oahu	Equipped beach wheelchairs, easy navigation, walkways, accessible rooms
Cancun	Mexico	Boardwalks, wide paths, private beach access
Manly Beach	Australia	Accessible cafes, restaurants, shops, beach wheelchairs, walkways
Alcione Beach, Bagno Auroria, Fossa Maestra, Stella del Mare	Tuscany ,Italy	Ramps, boardwalks, showers, changing rooms, accessible rooms
Parlee Beach Provincial Park	Shediac, New Brunswick, Canada	Walkways, wheelchair available terrain, recreational areas
Wasaga Beach	Georgian Bay, Ontario, Canada	Wheelchair rent, easy access to the beach, a Mobi- Mat Recpath, accessible fishing platform, access to the rives

1.6.5. Accessible Tours

There are lots of different tour operators and agencies who organize accessible tours. Some of them specialize in cruises, safaris, adaptive scuba diving, jeep safari, while others can offer a wide variety of sightseeing or historical tours for individuals or groups. It is important to know that the needs of people with disabilities can be met in tour. While reserving tours, special travel agents who have adaptive tours and trained staff that can fulfill requirements of group, are preferred by tourists with disabilities. These special travel agents serve under the title of “accessible tourism for all” or “inclusive tourism”. This is a form of tourism service that offer adapted tours and travel services through a collaborative process with stakeholders and access requirements (UNWTO, 2013). Touristic service providers who are responsible for recreational activities of tourism, tours shall take proper measures to empower people with disabilities to participate in tourism activities with dignity, equality. Under the accessible tour concept, auditory and visual information and different types of assistive communication tools should be provided for deaf and blind tourists. A tour company should hire sign language, interpreters or tourist guide who knows sign language for deaf tourists and ensure printed descriptive tour material or brochure in all places which are visited. Tour and travel companies should develop customized travel itineraries and services for people with disabilities and these travel itineraries can organized as area and disability level basis (Tsai, 2010). Organizing an accessible tour, some certain requirements should be provided such as pre- organisation information in different format, support workers, hire of extra equipments, first aid and medical support by specialized agency (www.tcd.ie., 2019).

1.6.6. Accessible Eco Recreation

The recreational elements have strong relation with eco tourism and touristic activities in today’s modern world. Eco recreation areas offer a wide range of recreational activities such as adventure sports, camping, trekking, and hiking in natural areas. However, people with disabilities have still difficulties accessing to these areas and being a part of eco-recreation. Whereas, there are many adaptive recreation activities in ecological areas that people with disabilities can enjoy for

health, wellness, leisure and well-being. Participation of people with disabilities in these activities empowers social inclusion in society. These activities can be arrayed as, golf, horse riding, paddling, swimming, wheelchair basketball, photography, camping, jogging, tennis, and fishing (cmetoolkit, 2014).



Picture 2. Accessible Mountain Recreation

Source: (www.myprincegeorgenow.com, 2016)



Picture 3. Accessible Outdoor Recreation

Source: (www.myprincegeorgenow.com, 2018)

For more promotion of accessible eco-recreation areas, projects, voluntary approaches can have initiative role when organising accessible activity programs and designing the areas as inclusive (Şenel et. al, 2018). Accessible Eco- Recreation areas include facilities for people with disabilities characterized by at least some ramps, accessible walkways, toilets, rooms, parking lots, routes and with accessible equipments under the scope of universal design (WS, 2018).



Picture 4. Universal Design Outdoor Fitness Equipment

Source: (www.gfoutdoorfitness.com, 2019)

1.6.7. Accessible Transportation

Accessible transportation is a significant civil right in the concept of equity and one of the biggest problem for seniors and people with disability is accessible transportation. It is not easy to get to workplace, urban centre, school or travel in a destination without accessible transportation for seniors and people with disability (www.globaldisabilityrightsnow.org, 2016). Accessible transportation is defined as a door for living independently for all by being able to use transportation and creating mobility for all (Suen et al., 2000). In order to ensure better transportation system and creating mobility, it is not enough to enhance only public transportation but also accessible transportation involving buses, rail, aviation, sea travel is considered together with the right information and service that meet with the needs of consumers with special needs (Department for Transport – UK, 2018). Importance and development of transportation system effect tourism promotion and different modes of transportation such as railway, airway are helpful to advance international tourism (Khan et al., 2017). Because transportation system creates a big coordination between various tourist destinations and touristic services and products (Sorupia, 2005). Although big transportation company or national transportation system ensure accessible service, there are still some barriers and a big gap in public and urban transportation system because of financial problems or not fully considering in planning or implementation of accessible transportation (Babinard et al., 2012).

1.7. ACCESSIBLE TOURISM AND SMART CITIES

Technological developments are not excluded from urban accessibility solutions anymore. Information and Communication Technology (ICT) provides us communication and information especially in developed cities. Smart cities are the part of accessibility in the way of providing accessible solutions in urban areas with city-integrated smart city applications (Pérez-delHoyo et. al, 2016). Innovation and accessibility are the future of tourism and supporting the sustainability in tourism which is third largest socio-economic activity.

New challenges or difficulties and demands are responded by smart tourism in fast modern life including the advancement of digital tools, services and products; equivalent chance and access for all visitors; sustainable development of the local area; and support to initiative sector, local capacity and heritage (European Capital of Smart Tourism, 2019). According to these definitions European Union has started to reward smart cities every year under four main titles. These initiative titles are sustainability, digitalisation, cultural heritage and creativity and accessibility. The aim of the award is to foster the development of smart tourism destinations that facilitate access to tourism and hospitality, service and products of tourism and experiences via smart ICT-based tools.

Putting together integrated technologies in cities and accessibility, smart tourism destinations improve urban accessibility and are becoming more inclusive by using innovative technologies to benefit people with disabilities and older people. Many solutions and projects for accessibility with smart cities are already under implementation and smart cities is the key factor for future of urban development for all (Tecla, 2019).

2. SECTION

INCLUSIVE TOURISM

2.1. INCLUSIVE TOURISM

Inclusive tourism is defined by Dr. Scott Rains as a global movement that ensures the full social participation of all people with disabilities in the process to assure the same service and products in travel, citizenships, and cultural contribution for every other person (www.rollingrains.com, 2014). Dr. Scott Rains was creator of Inclusive Tourism who was travel writer and publisher in Rolling Rains and a famous leader in accessible tourism and inclusive tourism by promoting the concepts of accessible tourism and inclusive tourism all over the world until he died in 2016 (www.universaldesignaustralia.net.au, 2017).

Some certain concepts and terms relating to ideas and practices that should implement for accessible for all are in the scope of inclusive tourism. These terms are internationally accepted terms that are “Accessible Tourism”, “Tourism for All”, “Barrier- Free Tourism”, “Easy Access Tourism”, “Universal Design”, “Responsible Tourism” and there is no certain understanding or agreement on which term is most proper in tourism and under the title “For All” (Pavkovic et. al, 2017).

An inclusive approach is about more than installing ramps, building large rest rooms, opening separated accessible beaches, widening parking lots or walking paths, it is about equality, social inclusion, dignity and ensuring full participation by providing an inclusive environment for all people and for everyone in the same environment (www.qld.gov.au, 2016).

Inclusive Tourism is improved through universal design and it includes seven principles of universal design that are “Equitable Use”, “Flexibility in use”, “Simple and Intuitive to use”, “Perceptible Information”, “Tolerance for Error”, “Low Physical Activity”, “Size and Space for Appropriate Use” (Advancing Tourism, 2016). Inclusive tourism includes universal design –based system for the plan of destinations, areas, sector products, data, communication, approach and policy to be usable and effective by the greatest scope of people in the largest scope of circumstances without exclusion or separate design, thought and structure (www.pushadventures.com.au, 2016).

Inclusive tourism focuses on attention to full experience of tourists and travellers and quality management through all service. Individual accessibility is integrated into all environments from transportation, hotels, and activities to recreation, culture, communication, and data (Rowett, 2016). The world has started to become more inclusive; especially Europe sets on its national and local policies more inclusively as the population continues to age. In this sense, The United Nations reported Sustainable Development Goals in 2015 and presented 17 goals (www.sustainabledevelopment.un.org, 2018). A considerable number of the goals address on inclusive growth and social inclusion. Among these goals, the aim of the Goal 8 is to promote inclusive and sustainable economic growth and the Goal 10 aims to reduce inequality within and among countries (World Economic Forum, 2016). Additionally, disability is referenced in different part of the Sustainable Development Goals and especially it is situated in parts identified with education, growth, employment, inequality, accessibility of human settlements without marking them (United Nations-Disability, 2019). Based on Sustainable Development Goals a new report that is released by the World Tourism Organisation (UNWTO) presents a new model for inclusive tourism destinations. . “Global Report on Inclusive Tourism: Model and success stories” also contributes directly to The Sustainable Development Goals that are Goal 8; Goal 10; Goal 5; Goal 17 (UNWTO, 2018). The report aims to create and promote inclusion in destinations by all tourism stakeholders and provide best practices of more inclusive tourism in long –term sustainability. It is a road map for achieving the goals of the global agenda based on inclusivity and inclusive tourism development. The 'Worldwide Report on Inclusive Tourism: Model and examples of overcoming adversity's exhibits how the travel industry can work as a vehicle for maintainable improvement, and the decrease of destitution and disparity, with regards to the 2030 Agenda and the 17 Sustainable Development Goals (SDGs).

Inclusive tourism is an important call for service providers in tourism with its positive influence and wide range of tourist who has different abilities. It involves a circle of coordination, communication between stakeholders, service providers, tourists, sector, professionals, builders, architectures, policy makers, researchers on the way of creating the best possible outcome for all (Nyanjom et al.,2018). Inclusive tourism is still a developing tourism type and it is confused by many scientists,

service providers, tourists or researchers or bloggers. To understand the inclusive tourism, it is necessary to understand inclusion, social inclusion and exclusion within the context of United Nations Sustainable Development Goals that take place in the Agenda of 2030. Accessible Tourism, Barrier- Free Tourism or Tourism for All are not only enough for explain the inclusive tourism. There are still many statements on Inclusive Tourism that are the same with accessible tourism. It is right that inclusive tourism has cooperation with accessibility and accessible tourism but it is not just an accessible tourism. It should be identified what is not inclusive tourism in order to identify it and separate the meaning of the term from accessible tourism. According to Scott, accessible tourism is not enough for a place to be accessible while the people who work there have exclusionary approach, communication, attitudes and there is no fully accessible environment. That's why inclusive tourism is a concept where everybody is included at the same time and in the same environment. It helps to bridge the gap between social exclusion, diversity worldwide and inclusive tourism models can be defined as a real formula where can be created and promoted inclusions in a tourism destination practically (Lew, 2018).

Inclusive tourism doesn't make think of accessible tourism or accessibility in tourism, it refers to "cultural inclusion and diversity" and is defined as following:

"Inclusive tourism is a global movement to ensure the full social inclusion of all people, along with all people with disabilities, old aged, pregnant, people with temporary disabilities who contribute to travel, citizenship and cultural area, and to provide the same things to everyone in the process" (Dr. Scott Rains, 2016).

"Inclusive tourism is not only implementing legal requirements but also providing accommodation needs for all kinds of people to have a holiday" (Daniel Gschwind, 2016).

"Dr. Rains also emphasizes social inclusion when describing inclusive tourism and defines this type of tourism as a social inclusion and social movement that promotes inclusiveness" (freewheeling.info, 2016).

Another definition for inclusive tourism indicates that the purpose of inclusive tourism is defined as meeting the need for accommodation of the widest variety of tourists as possible without labelling and without the need for special accommodation (Rollingrains, 2007). Rowett states that the concept of inclusive

tourism opens the door to a whole and new world, and that this type of tourism can have the opportunity to address a wider range of tourists by embracing all tourist type regardless of their mobility (Tourism E-School, 2016). In summary, while inclusive tourism includes travellers, industry professionals, policy makers, designers and contractors, it also has an understanding of universal design principles: Equitable Use; Flexibility in Use; Simple and Intuitive Use; Perceptible Information; Tolerance for Error; Low Physical Effort; Size and Space for Approach and Use (togetherwerock.com, 2016).

As the definitions indicate, the inclusive tourism involves certain dimensions as social, design, communication, inclusion, cooperation, humanism, human rights, products and services (Zapata et al., 2018). However there are increasing inclusive city, inclusion, social inclusion researches and projects, there are few studies and projects on inclusive tourism around the world. The most significant driving forces of the world is urbanization and more than half the modern city population now lives in urban and this portion is increasing by day by more (www.unfpa.org, 2019). Therefore cities are needed to create new opportunities for a better living condition. Indeed, urban areas are the central points of recreational, touristic, artistic activities (Girard, 2014). Creating cities, touristic destinations and visit points that include everyone is necessity in global world (www.inclusiveurbanism.org, 2019).

2.2. INCLUSIVE TOURISM VS ACCESSIBLE TOURISM

Inclusive Tourism is not Accessible Tourism; it is also together with it. To separate these two terms, it should be observed under one frame. When accessible tourism is very familiar to many researchers, consumers, tourism shareholders and service provider of tourism, inclusive tourism is defined newly in the world (Biddulph et al., 2018). However, it is a holistic concept and involves consumers of the other tourism concepts such as responsible tourism, community based-tourism, social tourism, accessible tourism, barrier-free tourism, disabled tourism, senior tourism and so on. The concept of inclusive tourism is outlined with distinctive features of accessible tourism in table below:

Table 3. Comparison of Accessible Tourism and Inclusive Tourism from Some Points

ACCESSIBLE TOURISM	INCLUSIVE TOURISM
Accessible tourism focuses on access of people with disabilities	Inclusive tourism focuses on economic and social inclusion
Accessible tourism has exclusion because of special needs while offering social participation	Inclusive tourism empowers fully participation
Accessible tourism creates accessible environment for the people with disabilities, with reduced mobility, seniors	Inclusive tourism creates inclusive environment
Accessible tourism empower and develop the environment where it is implemented	Inclusive tourism accelerates sustainable development in whole sector
Accessible tourism is specific and niche	Inclusive tourism is both equitable and expanded
Accessible tourism creates special opportunities	Inclusive tourism is collaborative
Accessible tourism has regulation-based management	Inclusive tourism has universal design –based formula

Source: Adapted from Regina Scheyvens & Robin Biddulph (2017)

Inclusive tourism is a new creation of market in recent decades that is human rights-based and profit-based within the context of universal design without special and separate design service and product (<http://www.e-bility.com>, 2007). Tourism is already a huge market and if the stakeholders make their tourism business more inclusive, they can make more money because they will have a tourism service including everybody together. The key elements of inclusive tourism that distinct it from other tourism forms is presented as below (Scheyvens, et al., 2018):

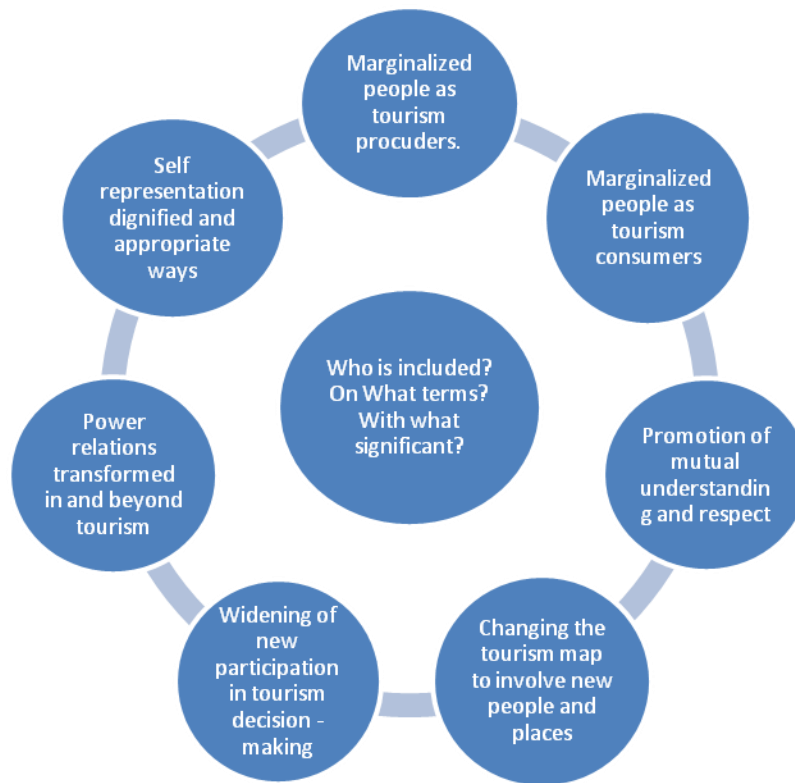


Figure 4. The Key Elements of Inclusive Tourism

When the inclusive tourism implementations increase more, the disconnect between supply chain will disappear and there are still many barriers in tourism sector for accessible tourism, senior tourism and this disconnection between different tourism forms in general tourism sectors blocks the economic growth. Barriers are stated as below (Travelability, 2018):

- Lack of coordination on accessible facilities
- Advanced booking
- Lack of knowledge of needs of people with disabilities or old aged
- Lack of information on facilities
- A few accessible and inclusive tour and tour providers
- Limitation on bookings for accessible tourism with agencies,
- Exclusion in bookings

To create inclusive approach will unlock barriers in much way and form a welcoming destination. A tourism destination will be able to benefits of inclusive

tourism such as customer satisfaction, increased revenue, and increased loyalty and a growing market (visitscotland.org, 2019).

It is important to see beyond the specific target population and special needs in inclusive tourism. Inclusive tourism is inseparable with universal design and universal design is implemented for wide tourist diversity.

2.3. INCLUSIVE CITY

Inclusive city is defined as a city wherein the processes of development incorporate a wide diversity of residents and activities, provides marginalized activities including social and economic well-being (www.inclusiveurbanism.org, 2019). Inclusive city provides better opportunities for better living conditions such as physical/spatial inclusion, social inclusion and economic inclusion (www.worldbank.org, 2019). Another definition of inclusive city is stated by introducing four inter-related themes relating to the term inclusion and in the scope of these themes, an inclusive city is defined (Hambleton, 2015):

- Linking inclusion, inequality and place;
- Adopting a ‘rights based perspective’;
- Enhancing inclusive approaches to democracy;
- Including human’s relationships with the natural environment

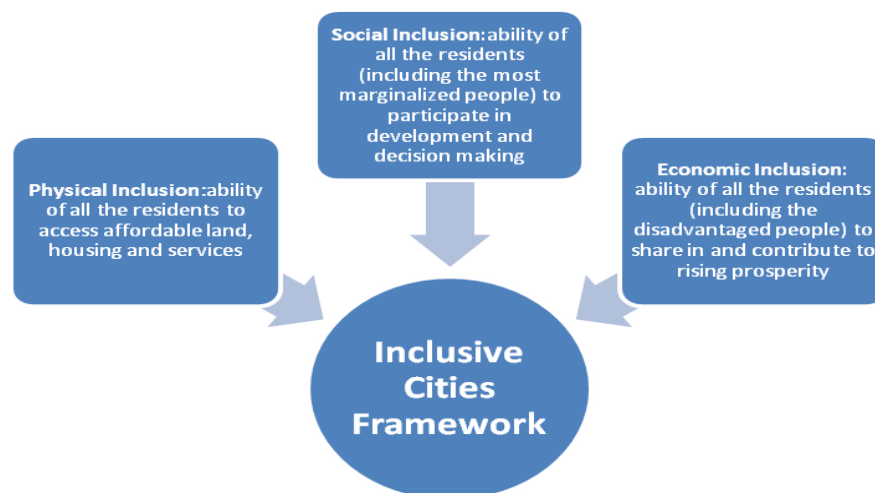


Figure 5. Inclusive Cities Framework

Source: (www.wilsoncenter.org, 2019)

An inclusive city features can be defined with these titles as below (Inclusive Cities Report 2008, 2017):

- Having access to basic services
- Having access to employment opportunities
- Recognising people's cultural rights
- Creating expressions in arts and heritage activities
- Recognising the human capital
- Being socially and spatially cohesive
- Promoting human rights
- Being proactive in meeting development challenges

It is seen that inclusive city is additionally key that people with disabilities and marginalized groups are given to chance to use the city as well as be dynamic financial benefactors so as to push cities towards further advancement (disabilitydevelopment.com, 2017).

3. SECTION

RESEARCH DESIGN

3.1. THE METHODOLOGY

The strategy of classic grounded theory (GT) is selected for this study. The study is designed by one of the qualitative research methods that are grounded theory. Grounded theory accepts the meaning data embedded in it and contributes to the creation of a new theory or . In the book “The Discovery of Grounded Theory” of Glaser and Strauss explained the main aim of grounded theory that is a discovery of a theory from the data obtained in the form of systematic (Glaser et al., 1967). Thus, according to this approach, the necessary is discovering of the theory from data. Again in the same book of Glaser and Strauss explained three basic principles of the grounded theory as first, the primary task of the researcher is a new ways to explore the social world; as second, the purpose of the analysis is to understand and explain the phenomenon investigated and create a theoretical framework and as third, the created theory is hidden in the data not pre-imposed which contains information (McLeod, 2001).

This study followed Straussian Grounded Theory design. Feeler (2012) notices, that over the years Glaser and Strauss developed their approaches in divergent ways; Glaser’s approach (1978, 1992) has come to be known as classic grounded-theory research whereas Strauss’s approach (Corbin & Strauss, 2008; Strauss, 1978) has taken the name “Straussian” (Feeler, 2012). It has been tried to introduce the “Inclusive Tourism” in this study and show the potential of Eskisehir in the scope of “Inclusive Tourism”. The main subject of this study is to examine the concepts in the literature in the context of the touristic services offered to disadvantaged groups, to define the inclusive tourism in international literature as the recent tourism trend in the development process of the tourism services in question and to analyze the data obtained and to evaluate the province Eskisehir in the context of inclusive tourism.

The aim of this study is to demonstrate the relationship between inclusive tourism and other types of tourism services that provide services to disadvantaged groups (disabled tourism, unobstructed tourism, accessible tourism, tourism for all,

etc.) and the concept of inclusive tourism and to contribute to body of literature by taking practical results and by explaining the principles that it contains.

According to the questions prepared for research, qualitative research approach was adopted. As like a wide range of research, subjective research needs some examination questions. Research questions incorporate a scope of subjects, yet most spotlight on members' comprehension of implications and public activity in a specific setting. In qualitative research, there is a nearby connection between the researcher's objectives and theoretical outlines (Mohajan et. al, 2018).

In this research, qualitative research methods were adopted and data of the research were collected via focus group interview technique. Focus group interviews are a qualitative method that aims to learn about the psychological and socio-cultural characteristics and practices of the groups, sub-groups themselves and their conscious, semi-conscious or unconscious, and to learn the behaviours and the reasons behind these behaviours (Sahsuvaroglu et. al, 2008). Traditionally, focus group research is a way of collecting qualitative data, which essentially involves engaging a small number of people in an informal group discussions around a particular topic or set of issues (Wilkinson, 2004). Although group interviews are often used simply as a quick and convenient way to collect data from several people simultaneously, focus groups explicitly use group interaction as part of the method. (Kitzinger, 1995).The method is particularly useful for exploring people's knowledge and experiences and can be used to examine not only what people think but how they think and why they think that way. The optimum size for a focus group is six to eight participants but focus groups can work successfully with as few as three and as many as 14 participants (Gill et al., 2008). The contexts within words are particularly significant in centre of gatherings as a result of interactive nature of focus group (Onwuegbuzie et. al, 2009). Focus groups are usually preferred for data collection method by the reason that it generates feeling of inclusion among participants and these effects to increasing of enthusiasm and eagerness to work for improvement (Marrelli et. al, 2008). Using focus groups together with surveys especially with old aged people and people with disability is a powerful tool for obtaining information about how people think or feel about something (Barret et al., 2000).

Researcher used the focus group because it is useful to obtain detailed information about personal and group feelings, experiences and opinion. The study

has a specific subject with experience on disability, social inclusion and tourism. It is a good way to gather together people who have similar backgrounds on accessibility, disability, social inclusion and tourism so it was good to use focus group in order to discuss this specific topic. As the research aims to demonstrate the relationship between inclusive concept, inclusive tourism, products and services and city based on accessibility experiences of people with disabilities, the focus group was used in this study. In addition, Eskişehir, Turkey was selected as study site because of the high living conditions.

3.2. SAMPLING

Purposive Sampling of maximum variation method was selected based on characteristics of a population and the objective of the study for sampling. Maximum benefit can be gained for the study with purposive sampling of maximum variation method (Higginbottom, 2004). People with disabilities, people who are volunteers of associations related with accessibility or disability and who are working at the department of accessibility and disability in local municipality constitute the sample of the study. Focus group interview is the sampling method of the study. The data was collected in UTEF (International Federation of All Disabilities – Seniors-Orphans), where I am chairman of the Province Eskişehir and that organised by me. Semi –structured and open-ended questions were asked to participants. Voice recorder, notepad and pen were used by researcher in order to save and take notes of natural conversations during the focus group interview.

In this course, multidimensional qualitative information has been obtained about the experiences, tendencies, ideas, emotions and attitudes of the participants about Inclusive Tourism and related concepts. The researcher created a conceptual and theoretical framework and planed accordingly the questions. Inclusion that is the main subject of The United Nations Sustainable Development Goals reported in 2015 was taken into consideration in the selection of participants that consist of people with disabilities, people who are volunteers of associations related with accessibility or disability and who are working at the department of accessibility and disability in local municipality.

The sampling stages are presented as below:

- Accessible Service quality in Turkey and Around the world
- Knowledge Stage on Accessibility, Inclusion, Barrier-Free Tourism, Accessible Tourism
- Universal Design and Inclusive Tourism
- Inquire on accessible services and inclusive services of Eskişehir in the scope of Tourism

A total of 17 people were interviewed who have knowledge and experiences on accessibility and disability in this study. The interactive feedbacks were gained during the interview through the focus group interview.

3.3. DATA COLLECTION

In this research, the researcher organized an accessible and inclusive meeting point as responsible of organizing the place. Social Inclusion was taken into consideration in this study. The focus group interview was held at the date of November, 19, 2018 in an accessible and inclusive place that was chosen intentionally by researcher. The second focus group interview was held in June, 29, 2019 with five people with special needs. 18 semi-structured and open-ended questions related to research were asked to focus group that was inclusive during the progress of the focus group interview. The first focus group interview took 6 hours 13 minutes. The second focus group interview took 3 hours. The place was suitable and social as physical conditions for the people who have disabilities. It was an accessible cafe where people can reach easily. Short explanations about the concepts, road map and format were given before the start of focus group interview. While developing the interview form, resources related to research were scanned. In the interview form, the participants were asked questions about their experiences about accessibility, accessible tourism, how they perceive inclusive tourism and their experiences about accessibility and inclusion in Eskişehir. Interview questions are given in Annexes 1. All of the interviews were deciphered by the researcher and handwritten to the digital environment and adapted to the data analysis. Table 5 shows the information of participants.

Table 4. Information of Participants related to First and Second Focus Group Interviews

Participants	Age	Gender	Disability	Role of Social Inclusion
P1	45	Female	Person with Physical Disability	Volunteer Member of Local NGOs
P2	27	Female	Person with Physical Disability	Activist and Volunteer Member of National NGOs
P3	40	Female	Relative of person with disability	Activist Writer on Disability, Volunteer Member of National NGOs, Nurse
P4	48	Male	Visually-Impaired	Volunteer Member of National NGOs
P5	59	Female	No Disability	Chairman of NGOs and Federation, Volunteer
P6	40	Female	Relative of person with mentally disabled	Chairman of NGO and Activist
P7	41	Male	Visually-Impaired	Pianist, Volunteer Member of NGOs
P8	26	Female	No Disability	Tourism Student
P9	38	Female	No Disability	Officer from municipality
P10	60	Male	Person with Physical Disability	Officer from municipality
P11	37	Female	Person with Physical Disability	Tourist in Eskisehir
P12	43	Male	No Disability	Touristic Service Provider, Owner of Local Agency
Participants	Age	Gender	Disability	Role of Social Inclusion
P13	40	Female	Person with Physical Disability	Volunteer Member of National NGOs
P14	37	Female	Person with Physical Disability	Volunteer Member of National NGOs
P15	45	Male	Person with Physical Disability	Volunteer Member of National NGOs
P16	35	Female	Person with Physical Disability	Volunteer Member of

			Disability	National NGOs
P17	42	Female	Person with Physical Disability	Volunteer Member of National NGOs

In the process of preparing an interview form, the researcher prepared a template form with 18 semi-structured and open-ended questions related to research as pilot study. Three participants were interviewed during the pilot study in order to determine that the questions are suitable for obtaining the data for the research. After the pilot study of interview, questions, introduction in the form were submitted to the expert opinion for evaluation of fitness for the purpose content, understandability. Semi-structured and open-ended interview questions used as data collection tool in this study form consist of following themes:

- Accessibility
- Social Inclusion
- Inclusive Services and Products
- Touristic Services

Data collection flow is presented in the following Figure 6:

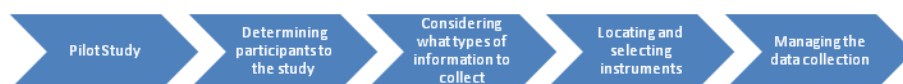


Figure 6. Data Collection Flow

3.4. DATA ANALYSIS

The data obtained by focus group interview were analyzed with grounded theory approach. The reason why the researcher used the grounded theory approach for analyzing is that grounded theory can give an overview of the process in the narrative form because the participants who have experienced the phenomena or

lived through experience are invited and tell their stories (Schreiber et. al, 2001). In this study, the grounded theory is chosen in the purpose of revealing a model for inclusive tourism destination within the context of an inclusive city.

It is stated that grounded theory plays an important role in building and developing a theory form the data that is obtained and there are some other indispensable parts of qualitative research methods while leading grounded theory approach, have additionally been included such as theoretical sampling, unit of analysis, sampling, target population, role of the researcher, data collection procedures and techniques and ethics etc. (Shahid ,2014). Grounded theory is more than a data collection approach in qualitative research methods; it tries to emerge theory from data. A grounded theory does not start with a hypothesis from which theories are deducted, yet with a field of study or an exploration question, and what is applicable to this inquiry is permitted to rise amid the research procedure (Bitsch, 2015). Qualitative data analysis technique was used in the analysis of the research data. The participants were coded as P1, P2, and P3 in the data analysis. All of the interviews were deciphered by the researcher and handwritten to the digital environment and adapted to the data analysis with the permission of participants.

Grounded theory presents a well ordered, systematic design for analyzing data. This systematic design is implemented step by step by coding. These coding systems for data analysis are named open coding, axial coding, and selective coding (www.wou.edu, 2019). By using systematic approach, the data analysing process was carried out in accordance with the coding stages as open coding, axis coding and selective coding and conditional matrix a data analysis process. The procedure of grounded theory method is presented as below in Figure 7:

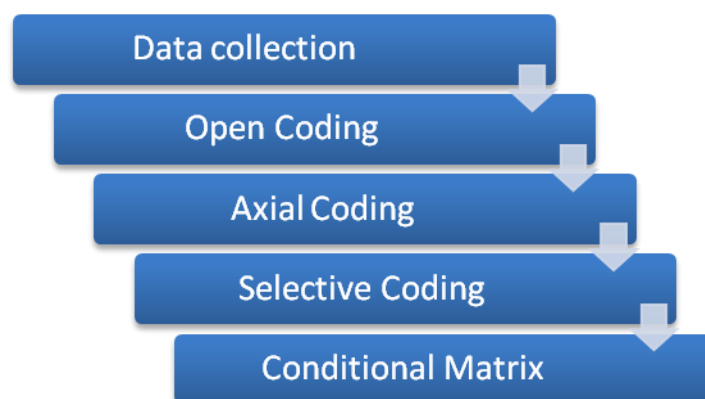


Figure 7. Data Analysis Procedure of Grounded Theory Method

Open coding Osman et al. (2015) notice, that open coding is the first stage of data analysis. Open coding depends on idea of information being “cracked open” as methods for distinguishing applicable classifications; Masoodi (2017) notices, that open coding as can be done line by line or by sentence or paragraph, or even the whole document (Strauss and Corbin, 1998).

Axial coding is regularly utilized when categories are in an advanced stage of development; Masoodi (2017) notices, that it is important putting back data in new ways after open coding by identifying relationships between categories. Masoodi (2017) notices, that use of the ‘paradigm model’ or ‘conditional matrix’ (an analytical tool in Straussian GT (Strauss and Corbin, 1998, Ch. 12) to identify context, conditions, action / interaction strategies and consequences. Osman et al. (2015) notice, that axial coding is an intermediate stage of coding process. Those deconstructed data during open coding were gathered back together in new form by creating associations between categories, in which, open coding and axial coding go hand in hand (Corbin and Strauss, 2008; Strauss and Corbin, 1990). Selective coding is the third stage of coding process for integrating and refining categories (Osman et al.,2015). Selective coding is utilized when the core category or central category that corresponds every single other classification in the theory, is recognized and identified with different categories (www.faculty.washington.edu, 2011). Masoodi (2017) notices here is important deciding on the central category that all major categories can link to (Strauss and Corbin, 1998).

Conditional Matrix is a set of constrict circles, each dimension relating to an alternate unit of impact (www.quaro.com, 2015). Conditional Matrix is and analytic aid, a diagram, useful for considering the wide range of conditions and consequences related the phenomenon under study according to the definition of Strauss and Corbin (Strauss et al., 1990). The constant comparative method was used in order to analyze the data in this study because of systematic grounded theory being preferred. The constant comparative method is utilised as a method for the purpose of analyzing data for developing a grounded theory (www.qualres.org, 2008). Because of the constant comparative method being used, data collection process and analysis process continued simultaneously.

Research Reflection of Researcher

Term inclusive is the main core of why I decided to research this thesis. I have been volunteer members of many association on disability for many years and working for them for a long time. When I first heard about the term “inclusive”, I start to research it in Turkish and in English. I found that it is very valuable term and growing day by day. Then I discovered inclusive tourism and it was ideal subject what I wanted to do. Because I would like to do more than accessibility both in urban and tourism. When it is searched in Turkey, there is a gap about inclusive tourism in national literature. Inclusive tourism is developing around the world and Eskişehir can have a goal on being a destination where inclusive tourism can be in the future. Today we can see accessibility in Eskişehir and it is a city where people with special needs and seniors live peacefully.

It is a new exploration that’s why I preferred grounded theory in order to discover inclusive tourism and try to explain Eskişehir under this subject. Before I prepare the question, I consulted a volunteer and person with special needs who have academic background. Because the term accessibility and accessible tourism are still not understood enough by people and it was risky to prepare questions so academic. I collected data with two focus group. My first focus group was twelve people and I took attention to meet people with different abilities as the study being inclusive tourism. The most difficult time in this study was first focus group because it was difficult to tell the people as theoretical. It took six hours with 18 questions. I especially combined the terms and experiences in questions in order to reach deep data. The second focus group took 3 hours with 5 people with physical disability. I reached the same experiences and similar data collection. Applying grounded theory was very difficult. It is a long process but also collecting data from the deep and experiences is very different experience. The process was very intense during the research but the core theme is for all “Living within togetherness in an inclusive city”. And this is what I wanted to make tell the people in this research before I started this study.

Trustworthiness

The concepts resulting from the coding have been systematically compared in the literature and approved by the expert. concepts have been adhered to the

literature while developing. As a result of the conceptual connection, the conditional matrix was revealed. Conceptual connection between the concepts revealed the main and sub-categories and were supported by the literature. While evaluating Eskişehir within the scope of inclusive tourism, the concepts of inclusive tourism, accessibility, accessible tourism, inclusive cities, accessible cities were discussed. While the province of Eskişehir is examined in terms of inclusive tourism, the objective of being an inclusive city is discussed with the conditional matrix. During the research process, the researcher was involved in all focus group interviews and made observations. Expert opinions were taken while creating questions and constructing the theoretical structure. The main topic of the research and subjects about Eskişehir will be shared with local government and associations under the scope of social responsibility seminars as soon as the conclusion of the thesis process.

3.5. FINDINGS

In grounded theory approach, conceptual categories and characteristics of the categories and the relationships between them are clearly laid out. In this study, “Living within togetherness in an inclusive city” has been determined as the core category of the research. Being with everybody in an Inclusive City is the core category of the research. It has gathered around the dimensions and categories that affect it. 1742 codes were detected during the data collection. According to this, inclusion, accessibility, destination management, inclusive tourism, technology and stakeholders total 6 main categories and 15 sub-categories have been defined in this study under the core category of living within togetherness in an inclusive city. The field of inclusive city is a new developing term therefore the categories are open to grow according to the new researches. The main structure of theory is seen on the Figure 8:

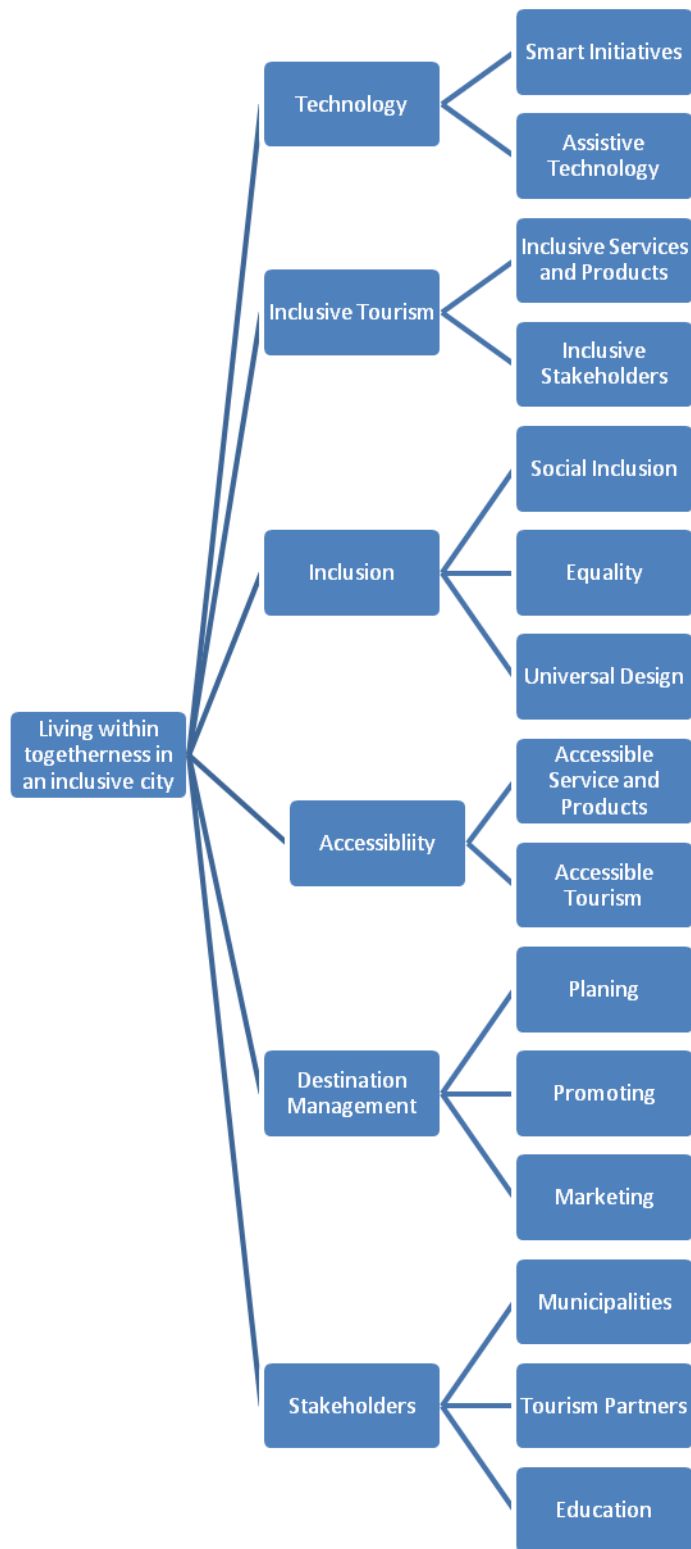


Figure 8. The Main Structure of Theory

The term inclusive tourism or inclusive city have been quite for a long time, yet it has been largely an academic practice as of not long ago. Not many organisations were applying it to their work in a repeatable manner. A significant distinction is that inclusive approach is a strategy for all while accessibility is an

attribute for special needed people such as people with disabilities, old aged. Preferably, inclusive approach and accessibility cooperate and are performed together to make experiences that are compliant with standards and additionally genuinely usable and open to all people with different abilities. Cities, urban centres are the motor of the economic improvement, employment and opportunities. But specifically the urban built atmospheres and urban built tourism destinations are not sympathetic to the needs of people with disabilities and old-aged people. While cities or tourism destinations have much to gain from socially inclusive communities, people with disabilities or older people with their relatives, families or friends also have a lot to gain from these inclusive cities or tourism destinations undoubtedly. There is a growing awareness in the world that all visitors should be able to participate in social life, tourism or cultural activities productively, safely and with pleasure according to their abilities. As one can't move from one place to another and live the daily life or social life as a free individual without accessibility and one cannot be included in a society fully without inclusive approach (Bannert, 2013). Today, the approach has started to change for cities and tourism destinations and design of the cities, services or products have started to become usable for everyone, without the need of special adaptation or design (Hanson, 2004). teçhizat (araç-gereç) teşviki olarak sıralanabilir (Badmin vd.,1988; Bucher, 1972; Karaküçük, 1999; Müftügil, 1991; Sağcan, 1986; Tezcan, 1982).

Accessibility, inclusive approach, they are both very important for different reasons as having different strengths but service providers, municipalities, architects should be familiar with all of them including also universal design in order to create an inclusive city where one can be with everybody and inclusion is performed fully. living within togetherness in an inclusive city is the core category of this research and it is explained and presented that living within togetherness in an inclusive city together with sub categories from the perceptions of participants as following:

3.5.1. Accessibility

The core category “Living within togetherness in an inclusive city” explains fully participation to the society and activities such cultural, artistic, tourism without

separation and the importance of accessibility in relation with the core category is increasing user satisfaction indirectly.

Accessibility creates more inclusion in a city and adapted services, products in accessible conditions make a city more demanded by special needed consumers. Accessibility is a basement for creating more demanded city for inclusive tourism. The more accessibility is created, the more inclusive tourism market potential increases. An inclusive city can empower the accessibility more with universal design. Accessibility is inseparable with inclusive city. If a city is accessible, it has already potential to be an inclusive city. If knowledge of accessibility exists in a city or society, inclusive city can be adapted easily. The term accessibility opens more efficient way in order to reach an inclusive city and provide living within togetherness in an inclusive city. According to expressions of P6 about Eskisehir which is a partly inclusive city and where accessibility can be observed, she can experience social activities, public transportation, communication in urban together with her daughter who has physical disability. She emphasised that she can find accessibility in Eskisehir and increasing of inclusive activities make Eskisehir more liveable for them. P7 who is a pianist and virtually- impaired said *“After I moved here from Istanbul to Eskisehir made me more social. Because I can use the walk roads easily here and people are very open and respectful to us. I feel in peace here and more social. This city included me and it should be more inclusive in the future. I found here accessibility.”* P7 told that he is a tourism student and he can see that accessibility make the daily life here easy. Mostly museums are accessible and centre of city is accessible for travelling. There is already city tourism in Eskisehir and the city is already hosting people with disabilities and old aged. Eskisehir is ready for being a candidate of Inclusive city. There should be more challenge by stakeholders and Eskisehir can be inclusive city. During the conversations, it is observed by researchers they emphasised accessibility and that they can find common activities where there is universal design and accessibility. According to the observation of the researcher P6 defended strongly that Eskisehir’s cultural activities such as classical music concerts or some theatres halls are open to everybody and easy –reach. In meanwhile P2 reacted and added her positive expression about the transportation in the city because of tramway. Three participants were observed during the break of the interview that they talked about the crowdedness of tramway and they cannot get

on them because of people and one of them told that she wants to get on boats on the river but she cannot because of inaccessibility of them. In the second focus group, P 17 told the same expressions about the tramway, she told “ *I am waiting for a long time for tramway because it is full of people and no one can enter and we have to wait with our wheelchairs at outside for hours. It is ok in summer but in winter it is not easy for us. Although tramway is inaccessible from some points; buses are very accessible in Eskişehir and drivers are very helpful.*”

According to expression of participants from these points, the researcher determined sub-category of Accessibility and Accessible Tourism, Accessible Service and Product are determined as sub-category of Accessibility. The figure related to the this model is presented in Figure 9. as below:

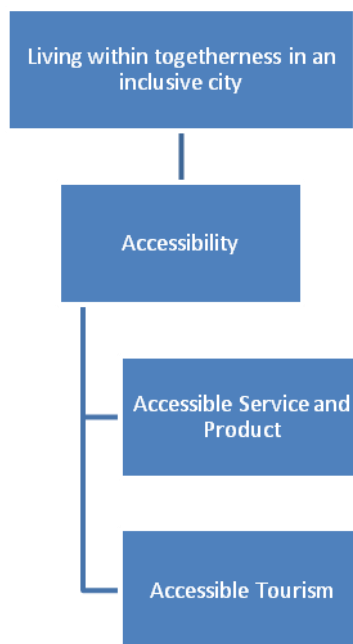


Figure 9. The Sub-Category Structure of Theory

3.5.2. Inclusion

The term inclusion is a core stone of living within togetherness in an inclusive city. If a city is inclusive designed, it already provides inclusion for all

citizenship moreover tourists who visit there. Inclusion is a human right of every person and it should be provided by all city governments creating inclusive city. More globalising world, more inclusive cities will appear.

It is asked to participants if they can experience the inclusion or feel inclusive in Eskisehir. P2 commented that she sometimes experiences inclusion in Eskisehir and she feels like that she lives in an inclusive city in Europe. P7 added to her *“I am virtually- impaired and sometimes, it can be difficult for me to walk because of roads are not fixed up. I feel generally exclusion in these situations.”* When he was transferring his opinion about this case, the researcher observed that he reacted angry because of this condition which creates exclusion. And then he continued his sentences *“However when I am visiting a museum or exhibition, I feel the inclusion in the city. Here is inclusive from some points of view but not inclusive from some points of view. For example, if roads are not fixed up near to my home, it is difficult for me to go out and this means exclusion and destroys the think of inclusive city even there are some accessible products.”* P5 who is a chairman of NGOs and federation shared her observations on Eskisehir and other inaccessible cities. According to P5, Eskisehir is accessible and all municipalities give attention to inclusion. Everybody can benefit recreation activities such as cinema, shopping mall, cultural activities, and even some streets are universal design in Eskisehir. Museums, concert halls, shopping malls, walking roads, public transportations are universal design product. When she was speaking, she was happy to see these conditions in Eskisehir and she was smiling during the conversation because of these positive possibilities. In the second focus group, P 15 told *“ If you live in center, social life is easy reach and there many activities which we can participate in but in rural it is not easy but when we compare it with Kütahya or Afyon, Eskişehir is very good city for living in and you can enjoy everyday here.”*

According to expression of participants from these points, it is not enough to be accessible. There should be universal design for fully participation into society. The researcher determined sub- category of inclusion as social inclusion, equality and universal design. If there is universal design, there is equality there and inclusion is inevitable. The figure prepared for this purpose is presented in Figure 10:

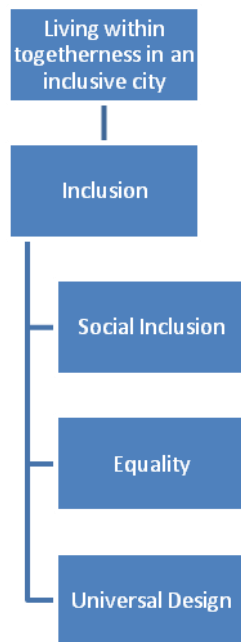


Figure 10. The Sub-Category Structure of Theory

3.5.3. Destination Management

A city cannot provide inclusion without destination management. Before being an inclusive city, first step is destination management. Being inclusive city is big cooperation with all stakeholders, administrative parts of municipalities, service provider and more. To sum up, there should be cooperative supply chain from institutions to private sectors, from local associations to residence from city architects to researchers. Planning it altogether with experts is necessary process. After all conditions are continued, promoting and marketing process should start. All service and products should be ensured equally for inclusive city. If there is no destination management, it cannot be called inclusive city with irregular implementation.

P4 expressed that I cannot say inclusive city without inclusion in WebPages of cities or info boards without speech for virtually – impaired. If a city has an aim to be inclusive city, they should plan it for everybody. P12 shared a comment of him as tourism service provider *“I have really not known about these issues until you invited me. I am owner of an agency. I am marketing this city; I have many guests international and national. But I have no service for all. In addition to this, we have also no accessible website for marketing Eskisehir for all.”* During the conversation

of P12, he was sad because of not aware of adapted products and as understanding of his expressions not having service for all, he was thoughtful and he listened all interview with full of attention. When the interview continued, one of the participants was observed that he told to the owner of agency accessible rooms are very expensive contrary to other rooms and he try to understand what the reason for that.

Researcher determined from the sub-category of Inclusive city other sub-categories planning, marketing, promoting according to the conversations of participants naturally during the interview. The general and simple structure about the relation between inclusive city and destination management is presented below in Figure 11:

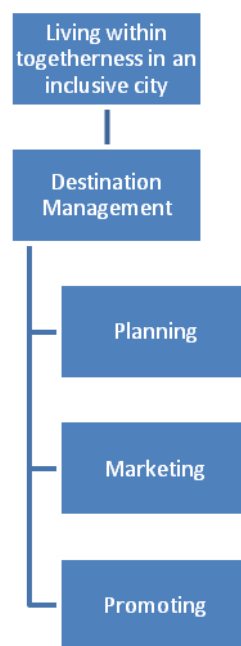


Figure 11. The Sub-Category Structure of Theory

3.5.4. Inclusive Tourism

A city with universal design empowers many parts of the area and many sectors in the city through best practices of inclusive city. A city that has inclusive requirements includes already potential of being inclusive tourism inside of it. To implementation of inclusive tourism, it is necessary to create a supply chain and produce, offer tourism products and services. Inclusive city is holding the big

tourism potential with its universal design but the only needs is to present the right product and service which can complete the inclusive city image and service.

P11 talked to all as a tourist with disability in Eskisehir and she shared her thoughts. *“I love Eskisehir so much. Normally it is difficult to travel in Turkey with disability. I have been in Spain and I had really very good holiday there and could visit everywhere with everybody, I want to underline it “with everybody”; the reason I want to explain this that when I was there, I used the same door, I used the same restroom, I used the same table at a cafe with everybody. This is the point. Everywhere was accessible and I felt there very social. I reached the same feeling here only in Eskisehir”*. When P11 gave the examples, some participants are observed that they feel hopeless about the inclusive development in Turkey. Then P10 and P9 started to speak together and they were very willing to give information about Eskisehir. P10 and P9 added their thoughts as there are many works for accessibility in Eskisehir. Two municipalities have goals in 2019 that are being more accessible and being a part of European Network for Accessible Tourism. According to the researcher observation during these conversations some of the participants discussed on their own about the meaning of inclusive tourism and inclusive city.

According to the participants’ conversations and answers, researcher determined sub-categories as inclusive tourism, inclusive service and product, inclusive stakeholders. The detailed model is given below in Figure 12:



Figure 12. The Sub-Category Structure of Theory

3.5.5. Technology

It is important to set up a smart city strategy when an inclusive city is created. Creating an inclusive city has a smart- city based structure as well because smart city implementations in urban have the potential both to change a city for better conditions and reinforce existing inequalities. Even though smart city concept has not fully- formed like inclusive city, the two new city concepts have the same goals for equality. Under the correct authority, urban areas can utilize the move towards smartness to empower a parallel move towards in order to create inclusivity in the city. In other respects, social and digital exclusion can be minimized by technological developments such as smart city applications, mobile city applications, assistive technologies that are ensured in urban. Inclusive city has an important challenge for providing diversity and inclusivity and products and services of technological developments are one of the best practices of inclusive environment. Therefore, there is a strong cooperation between being a smart city and inclusive city together. Moreover, access to the information that is one of the most important human rights can be ensured for the people with disabilities via smart cities and technological developments. However, inclusive city strategies need to be set out with shared values of diversity and equity. So public and sector should have an approach with these mentioned values for making a city inclusive. For this reason, it is not always an easy task to create an inclusive city without shared values, common vision and strong coordination. The strategies should be conceived by each stakeholder in order to create a city truly inclusive.

When the coordination between living within togetherness in an inclusive city and technology was observed through focus group interview, P1 commented that the technology is very important for them who are with disabilities. She added that assistive technology, smart city initiatives, mobile applications are the solution of reaching the reliable information and enable them to reach the right choices in urban area. She said *“We are electronic wheelchair users and it is a good chance for us to live in Eskisehir. Because of the smart city initiatives here, we can have chance to charge our wheelchairs everywhere. Of course we need more services but Eskisehir makes us enable to go out, meeting with our friends or sitting in a cafe and travel around in our daily life in peace”*. P10 shared his opinion on his workplace *“Our*

vision as a local institution is improving the smart city possibilities and so that we can create more inclusive environment in this city". P1 didn't speak during this part of conversation and she listened carefully. When conversation stopped, she told "But the most important is rest rooms. We have rest rooms but we need more assistive tools in rest rooms. We have rest rooms that are provided by our municipalities but in some cafe or shopping malls, there is no handle and we talked about smart cities but telephone charge points for instance, they are too high for me". The researcher observed that officers took some notes for improvement of the city by their intuitions.

It is seen that inclusive city and technology are affected by these sub-categories of technology defined by researcher that are smart city initiatives and assistive technology. A model of inclusive city sub-categories on relation with technology is presented below in Figure 13:

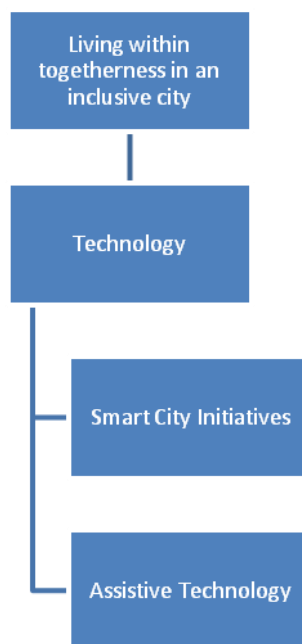


Figure 13. The Sub-Category Structure of Theory

3.5.6. Stakeholders

Another point to be mentioned is the relation between inclusive city and stakeholders. An inclusive city cannot create a supply chain without stakeholders. Stakeholders who have the same vision on inclusive city work together in cooperation in order to make sure that each one works successfully in their own field. Inclusive city planning need to put measures that effect the city development inclusively and strategies that can present possibilities which can meet with individual's city needs. For instance, agencies, city councils, municipalities needs to know if services or products that they give can adapted or adaptable during the development process. Education is also part of development by providing trainings, researches on strategies, process.

It has been seen in the comment of P10 that regulations should be present the stakeholders. P 10 told that stakeholders, for instance, city councils need to know regulations in national and international level. If a city has a goal to be an inclusive city, from private art gallery to museum, from shopping centre to pharmacy need to know how can provide accessibility and adapted service. Expressions of P12 below show that education part is important in order to fulfil the special needs. *"We are marketing non-adapted tourism products in sector. When a person with disabilities come and wants an accessible service or tour. We don't have enough information how we can provide or where we can supply the adapted service. There is already not sufficient supply chain in sector in Eskisehir or around Turkey. Even you are willing to serve inclusive tourism, we need trainings for it on how we can promote and marketing."* From this point of view, it is seen that cooperation with tourism faculties or people who are expert on the issues should organise training. P2 support the expression of P12 and added *"I don't think that travel agencies, hotels, cafes have enough service for provide accessible service and this is exclusion. When I want to join a tour, they can sell directly but they don't know what they sell to me. That's why I always have to ask them if the service is accessible or not. There is also lack of awareness, knowledge and education; they don't know what I need"*.P3 joined the conversation *"It is important to emphasis the education field as law, regulations or for some concept such as accessibility or inclusion. If there will be a city or a cafe or a hotel, firstly it needs people to be trained about regulations, concepts such as accessibility or universal design. Otherwise it doesn't work."* P8 as

a tourism student is observed that she used jests which were expressing the confirmation these conversations on education. Then she added *“There should be more projects maybe by universities together with tourism sector and municipalities.”* When all participant were sitting around the table, two participants were talking with each other about the cafe and one showed him her wheelchair that was suitable with the table, she told she can prefer here because of its accessibility. In the second focus group, P 14 told *“Eskişehir has a good municipality. If I need something or if I need to be transferred from my home to hospital for an emergency and if I need adaptive car, the officers from municipality are always helpful. When I talked with other wheelchair user friends from other cities, they have always problem with municipalities services.”*

The category of Being with everybody in an Inclusive and stakeholders consist of sub-categories such as municipalities, Tourism Partners and Educational Field according to memos and records. The model of the inclusive city and stakeholders is given as follow in the Figure 14:

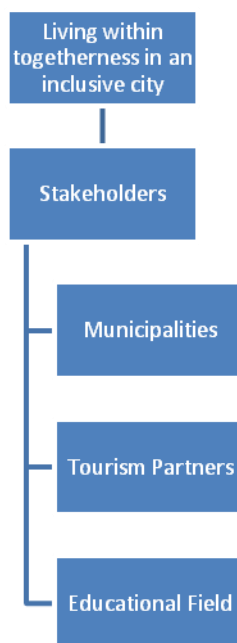


Figure 14. The Sub-Category Structure of Theory

RESULTS

The results, discussions and recommendations reached within the framework of the findings obtained from the research are given under this title. Priority is given to the results. The results are presented according to the main aim and problem of the study. In this context, this study tries to set light to inclusive tourism by examining the concepts in the literature within the scope of touristic services offered to people with disabilities, defining the concept of inclusion, social inclusion and inclusive tourism, inclusive city as the main subject that is a recent trend and evaluation of tourism into a new era in the development process of the tourism services, evaluating the province Eskisehir in the context of inclusive tourism. The results of this research are important for the introduction of inclusive tourism and evaluation of the province Eskisehir in the context of inclusive tourism and accessible tourism.

As the definitions indicate, the inclusive tourism involves certain dimensions as social, design, communication, inclusion, cooperation, humanism, human rights, products and services. However there are increasing inclusive city, inclusion, social inclusion researches and projects, there are few studies and projects on inclusive tourism around the world. The most significant driving forces of the world is urbanization and more than half the modern city population now lives in urban and this portion is increasing by day by more. Therefore cities are needed to create new opportunities for a better living condition. Indeed, urban areas are the central points of recreational, touristic, artistic activities. Creating cities, touristic destinations and visit points that include everyone is necessity in global world. In that context Eskisehir is one of the accessible destination of Turkey that hosts many visitors and provide easy access to visiting points. Metropolitan municipalities and district municipalities are trying to keep their work at the accessible level as possible. In this context, while the accessible services and works are carrying out in the city who have the potential to serve for accessible tourism, these services and works need to be further developed to cover all segments of public and the city stakeholders need to focus on some problems such as social, infrastructure, service in order to create more accessible city.

As a matter of fact, it is observed that there is still lack of knowledge in tourism of city for making the services offered within the scope of accessible tourism. According to the research in Eskisehir, the perception of travel agencies on

people with disabilities is defined with the expressions “high cost”, “ need care”, “difficult to act”, “needing protection” and they are not ready to serve for accessible tourism (Kozak et. al, 2014). However, the accessibility of the city is seen an advantage for old aged people and people with disabilities at the some visiting point of the city Eskisehir (Öztürk et. al, 2017). The unit of disability in metropolitan municipality of Eskisehir continues working towards becoming an accessible city that will enable people with disabilities and old aged people living within the barriers to move them freely without the need for another person. Besides support of the unit in the social, cultural, health, sports and educational issues, to organize the social inclusion programs and to produce solutions for people with disabilities and old aged people are also in the aim of the unit (www.eskisehir.bel.tr, 2015). Moreover accessibility, inclusiveness, respect for human and law are among the vision and mission of metropolitan municipality of Eskisehir (www.eskisehir.bel.tr, 2015). There are also awareness organisations which are held in Eskisehir within the scope of vision and mission of Eskisehir metropolitan municipality. Eskişehir Metropolitan Municipality, Swedish Embassy, Swedish Institute (SI), Human Rights In Mental Health Initiative and Disabled Women Association organized in collaboration with the 'Accessible City' activities within the scope of 'Accessible City Panel' was held in 2017 (www.haberler.com, 2017). Accessible film festivals which have been organised every year since 2015, was held in Eskisehir for 2 years as well (www.engelsizfestival.com, 2018). Municipality of district Tepebaşı, Eskişehir also one of the active municipalities of Eskişehir continues its works on social inclusion. The municipality set up social life centre where people with disabilities or with intellectual disabilities enable to overcome psychological or physical difficulties in their social life in a sense of trust and to gain the necessary independent living skills in their daily life. The centre provides occupations courses for being waitresses (service personnel), assembly worker, assistant of chef and in this context individuals have the opportunity to apply their skills that they have gained in working life (www.tepebasi.bel.tr, 2019). Other services of municipality are hobbies gardens, water sports centre, and hypnotherapy centre, working opportunity in cafes of municipality which are accessible and inclusive, some courses such as drama, painting, ceramic, some workshops, and academic lessons in order to create employment in their social life and increase the adaptation of people with different abilities and disabilities. Another district Odunpazarı municipality provides

accessible culture and art centre where people can visit with disabilities or without disabilities and participate in daily activities and accessible playground where the kids can play. While private museums, art and culture services, touristic natural parks, some part of municipalities' buildings, some walking roads, public transformations such as bus and tramway are partly accessible and usable for all in Eskisehir. Additionally all municipalities have accessibility departments where you can find solution by experts of institutions. One of the three universities Anadolu University presents also inclusive and accessible opportunities with its infrastructure and social life in the campus and moreover it still continues to grow the campus of inclusiveness and accessibility with its disability coordination centre (www.anadolu.edu.tr/en, 2019). Another university of Eskisehir Osmangazi University offers an activity and therapy centre with its Mahmudiye Vocational High Education School Hippo-therapy Application and Research centre where people with different abilities or disabilities can get inclusive service and join the activities such as riding in the word standards (mmyo.ogu.edu.tr, 2019). It is seen accessible design and inclusive approach can be seen in Eskisehir but there are still lack of design in some tourism destination or on the roads. It still developing on accessibility but according to the opportunities in the urban daily life and transportation possibilities, activity diversities, social inclusion of the destination, it is preferred by many people with different abilities. However the city and local governments and universities of the city provide accessible possibilities and have inclusive approach, tourism stakeholders still have lack of knowledge about accessible tourism and inclusive tourism. While there are accessible hotel rooms in some hotel chains, they have still insufficient service in the context of implementation. Service providers of the tourism still need to be developed in this case in Eskisehir in spite of Eskisehir being preferred by many tourists with different abilities and old-aged.

According the core category in the main structure of theory emerged by the grounded theory in this study, it can be seen:

- Inclusive tourism is associated with social and public awareness
- It is related to providing equal service to all.
- Inclusiveness has a direct relationship with the tourism sector.
- Inclusive tourism has a relationship with individual and social responsibility.

- Inclusive tourism is linked to equality, human rights, the right to travel and democracy.
- Inclusive tourism has relations with all tourists who meet the need for travel with disabled, pregnant, elderly and individuals.

The arrangements made commonly include ramps, elevator, toilets some assistive technology and this reduction can be only provide accessibility for those with limited mobility. However, it is essential to be inclusive in these regulations in urban and in tourism “living within togetherness in an inclusive city”. Therefore it is important to implement universal design during the growing process of the inclusive city and inclusive tourism on necessary areas. Evaluation of the Eskisehir’s condition in the scope of inclusive tourism with the start point that is central phenomenon of the conditional matrix of this study “living within togetherness in an inclusive city” is presented in the Figure 15:

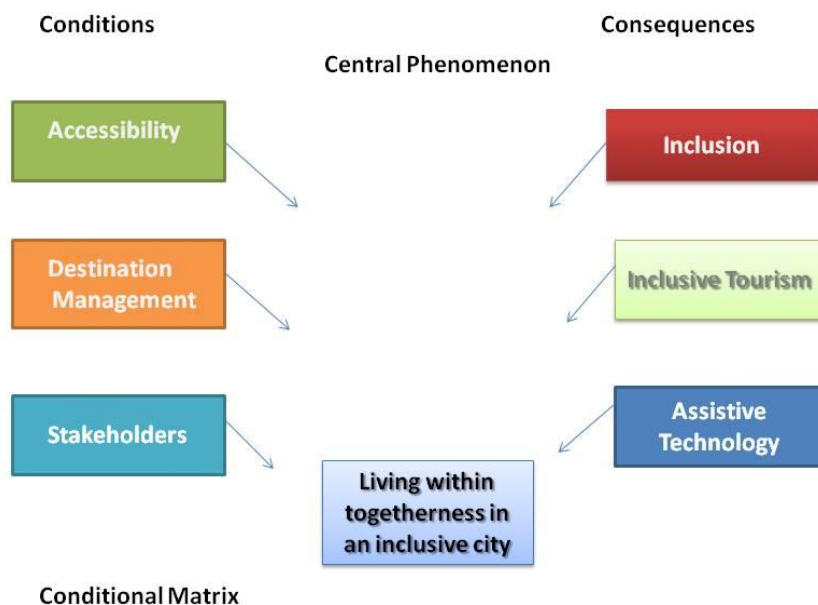


Figure 15. Conditional Matrix of Theory

When the necessary conditions are organised by focusing on the central phenomenon “Living within togetherness in an inclusive city”, the consequences that are located above will emerge and so city may have possibility to reach the inclusive

tourism among these consequence according to the conditional matrix. According to the conditional matrix, fully organization between the conditions accessibility, destination management and stakeholders are the fundamental with a solid understanding of universal design. These conditions may be criteria the foundation of integrity for any inclusive solution such as inclusive city, inclusive tourism, inclusive activities.

The model below in Figure 16. can be given as an example in the study of “A Study on Inclusive Tourism: The Case of Eskişehir” in order to create an inclusive tourism for everybody without separation. These steps can be a road map for creating an inclusive tourism in the modern city of Eskişehir.

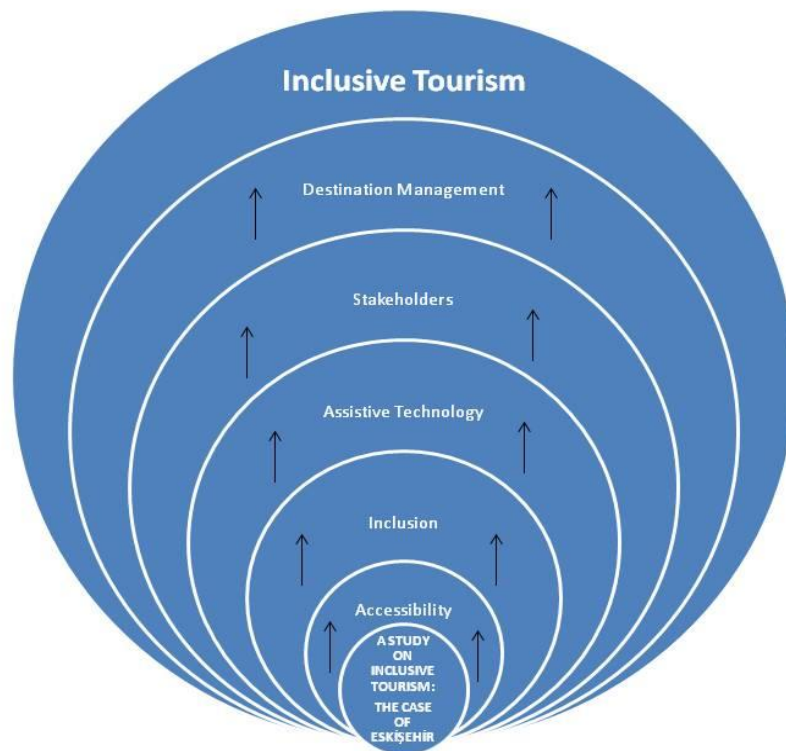


Figure 16. Proposal Model to Create More Inclusive Tourism

In the scope of the model, here are the recommendations try to be given below for Eskisehir:

- To focus on accessibility for all at first and then to make grown universal design perception
- To determine the categories in urban as social areas, touristic areas, cultural areas, public building
- To evaluate of accessible points and improvement works on it by stakeholders, researchers and local governments, municipalities
- To organise awareness trainings for public, stakeholders, touristic service providers
- To organise trainings for the stakeholders, touristic service providers, researchers in order to produce inclusion projects in the such field as urban, destination management, touristic products and service, public services, health and well-being services
- To determine smart city opportunities and assistive technology possibilities and then improvement of these
- To organise supply chain for all process
- To determine strategies by forming a committee includes tourism service providers, authorities form municipalities, researchers from universities, architectures, NGOs that are related to the case

Recommendations can be more; it is a big challenge to create an inclusive destination and emerge in it inclusive tourism. It needs further and deeper collaboration and development of partnership focused on inclusive tourism and inclusive city in the purpose of building this initiative. Not exclusively do travellers or tourists themselves come from a more extensive range of socio economic backgrounds than at any other time, however the tourism sector part has extended to reach into numerous networks in fast-growing and set up economies alike. So projects and activities, tourism principles can be enable all people feel included in society by creating inclusive tourism. Only need is holistic and coordinated national, regional bodies, individuals, public, tourism companies and service providers and institutions for this. The tourism power of the city will be more by extension of more inclusive city implementations. It is believed that this study will be a valuable reference for promoting the inclusion in Eskişehir destination and others for all tourism stakeholders in order to create a more inclusive sector and city. The research has limitation about the subject and inclusive city and inclusive tourism destination

in Turkey. There hasn't any inclusive destination and inclusive tourism practice in Turkey yet. Therefore Eskisehir is found suitable for researching from this point of view where the social inclusion best practices are implemented and level of accessibility is higher comparing to the other cities of Turkey. Further studies about inclusive tourism need for future research agenda on tourism in Turkey.

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ANNEX 1.

**FOCUS GROUP QUESTIONS FOR “ A STUDY ON INCLUSIVE TOURISM:
THE CASE OF ESKİŞEHİR”**

Place:

Date and Time:

Participant Name and Surname:

Association or Federation Name:

Participant Age:

Profession:

Disability Situation:

Introduction:

Dear participant,

The aim of this study is to present your views and opinions within the scope of the questions that will be asked to evaluate tourism of Eskişehir within the scope of “Inclusive Tourism”.

Your answers to the questions during the focus group meeting will be reserved by us and will be used for scientific purposes.

Thank you for your interest and help.

EFNAN EZENEL

T. C. Culture and Tourism Ministry

Professional Tourist Guide

ESKİŞEHİR OSMANGAZİ UNIVERSITY

MASTER OF TOURISM MANAGEMENT

Inclusive Tourism:

The purpose of inclusive tourism is defined as meeting the needs of the widest possible range of tourists without labeling the individual and without the need for special accommodation. This definition shows that the objective of inclusive tourism is to provide universal design and tourism services to everyone equally and expresses social inclusion, which is one of the most important features of inclusive tourism.

Focus Group Questions:

1. Are the tourism services and products enough in Turkey for individuals people with limited mobility, hearing or visually impaired individuals who are pregnant and seniors? How did you observe and experience this during your travels? When booking the hotel, taking the long-distance bus and so on. How does the quality of service make you feel?
2. Do you think that every person in the world or in Turkey in the tourism sector are offered equal service? Do you think we're equal? What do you think? What does equality make you feel?
3. Is it in developed countries (Europe, New Zealand, Australia and so on.) if you think you can travel more comfortable or in Turkey? How would you describe travel without a barrier? Are you worried about your tourism experiences while traveling or before travel? How did your last trip feel?
4. Have tourism staff or stakeholders enough experience and knowledge to provide accessible service in tourism? Can you tell me one of your memory?
5. Do you think that transport companies provide equal services to everyone? Can you tell us about your last trip?
6. What do you think it means that accommodation and travel companies provide equal services to everyone? Who would you describe everyone as?
7. Do you think that food and beverage companies such as cafes, bars and restaurants offer equal services to everyone? Does your social life in city centers make you happy?
8. Museum, ancient city and so on. Do you think that it provides equal service to everyone in historical areas?
9. Have you heard of the concepts of “ ACCESSIBILITY ”,“ BARRIER-FREE

TOURISM ”, “DISABLED TOURISM”, “ACCESSIBLE TOURISM” and do you have any knowledge about these concepts? What do you think the content might be?

10. Do you think these concepts have access to benefits or eliminating barriers to achieving equal services for all? How? How do these concepts make you feel?

11. Do you have any knowledge of the concepts of accessibility in universal design or architecture? How do you think these concepts benefit from equal service opportunities?

12. Have you heard of a concept called “INCLUSIVE TOURISM”?

13. Do you think that social inclusion exists in society in Turkey? Can you experience it?

14. Do you think Turkey in the tourism sector "INCLUSIVE" Do you think the services are provided?

15. Do you find Eskişehir accessible? Do you have easy access to places such as museums, shopping centers, historical and touristic areas, theaters, galleries and do you think that the accessibility is sufficient? How does it feel to be in Eskişehir?

16. Do you think tourism and social life in Eskişehir are inclusive? Can you tell us about your social and tourism experiences here?

17. Do you think touristic and public spaces are accessible in Eskişehir?

18. What do you think should be done to provide more inclusive service?