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EXPLORING THE PERFORMANCE OF HOTELS' WEBSITES FOR GUESTS WITH DISABILITIES: A CONTENT ANALYSIS APPROACH

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ABSTRACT

The globally rising awareness about the social inclusion of individuals with disabilities also influences the tourism and hospitality industry in Turkey. This exploratory research focuses on the disability related content of 61 four and five star hotels' corporate websites in Izmir to reveal the provision of services to people with disabilities within the lodging industry via content analysis. The findings mainly revealed that the websites are not well-structured to support social inclusion of people with disabilities. Most of the hotel websites lack the details of general accessible information and visuals of the properties related to disability and measurement details of offered products in line with the services. Accordingly, empowerment of stakeholders is emphasized in order to improve the awareness of economic and social benefits in accessible accommodation.

Keywords: Disability Service, Accessible Hotel, Website Content, Tourist with Disabilities

Jel Codes: I14, I3, K38, L83

ENGELLİ MİSAFİRLER İÇİN OTELLERİN İNTERNET SİTELERİNİN PERFORMANSINI KEŞFETME: İÇERİK ANALİZİ YAKLAŞIMI

ÖZ

Dünyada engelli bireylerin sosyal katılımları konusunda artan farkındalık, Türkiye'de turizm ve misafirperverlik endüstrisini de etkilemektedir. Bu keşifsel araştırma, konaklama endüstrisi içinde engelli bireylere sağlanan hizmetleri açığa çıkarmak için İzmir'de bulunan 61 adet dört ve beş yıldızlı otelin kurumsal internet sitelerindeki engellilik ile ilgili içeriklere, içerik analizi aracılığıyla odaklanmaktadır. Temel olarak bulgular, internet sitelerinin engelli bireylerin sosyal katılımlarını desteklemede iyi yapılandırılmadıklarını ortaya koymaktadır. Otel internet sitelerinin büyük kısmında genel erişilebilirlik bilgisi, engellilik ile ilgili mülkiyetin görselleri ve hizmetle beraber sağlanan ürünlerin ölçüm detayları eksiktir. Bu doğrultuda, erişilebilir konaklamada sosyal ve ekonomik faydaların farkındalığını arttırmak için paydaşların güçlendirilmesine vurgu yapılmaktadır.

Anahtar Kelimeler: Engelli Hizmeti, Erişilebilir Otel, İnternet Sitesi İçeriği, Engelli Turist

Jel Kodları: I14, I3, K38, L83

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1. INTRODUCTION

There are over 650 million people with disabilities (PwD) living worldwide and people aged 65 and over increase this number since people have higher levels of disability as they age (Genoe and Singleton, 2009). By 2050, this number will reach to approximately 1.2 billion (World Health Organization, 2007). Considering the growing number of PwD, support for the social inclusion of these people is becoming pivotal every day, because PwD not only face physical disabilities (Bezyak et al., 2017) but also social and cultural difficulties (Huang et al., 2009). In this sense, tourism is an essential tool for PwD in terms of development of their personalities, improvement of quality of life and social inclusion (Kastenholz et al., 2015). However, as Belanger and Jolin (2011) suggested, tourism and vacation right of PwD and several other groups with disadvantages could not go beyond ‘*a distant dream*’ yet. Over the last decade, PwD financially contributing to tourism have been documented in Europe, Canada, the US and Australia (Buhalis et al., 2005; Darcy, 2003; Darcy and Pegg, 2011; Dwyer and Darcy, 2008; Van Horn, 2007);). Rose (2013) also emphasized the importance of financial benefits that the PwD in USA can provide to the tourism industry and underlined the matter of accessible tourism. The importance of global tourism industry appropriately addressing the basic needs of PwD has been reinforced through the establishment of the United Nations’ Convention on the Rights of Persons with Disabilities (United Nations, 2006). The increasing awareness about the issues in disability activities in worldwide, also affects the hotel industry positively in Turkey. In this regard, firms are expected to increase their awareness about disability related matters either in their corporate websites or along with their social responsibility projects (Nazli and Mutlu, 2018).

According to Moore (2013), it is critical to point out certain matters for the rarely heard voices of PwD who are caught up in conflict or crisis. Accordingly, stakeholder theory (Freeman, 1984) pronounced the policy dynamic of the tourism industry. Freeman (1984) pointed out stakeholder as people or groups influencing and/or affected by the success of organizations, so PwD are composed of several stakeholders such as customers, employees, suppliers or partners. The purpose of this approach is to manage the relation of shareholders, employees, customers, communities and their interests in the long-run for the success of the organization (Harrison and Freeman, 1999). Employees are recognized to be one of the essential stakeholders who should have a voice in the corporate mechanism (Blair, 2004), and also the guests with disabilities. From this perspective, empowerment is considered to be the crucial outcome of service provision to PwD, since it enables self-efficacy, sense of control and access

to resources (Dempsey and Foreman, 1997). Sautter and Leisen (1999) emphasized stakeholder theory in relation to tourism, viewing the role of tourism as a proactive force which benefits the growth of local community rather than just the wealthy tourists. Whether stakeholders are widely or narrowly defined, all exponents of stakeholder theory agree that organizations have economic relationships within the moral-oriented management context (Sheehan and Ritchie, 2005). Thus, the theory is pivotal to comprehend social inclusiveness for service providers such as the hotel industry. Service-oriented organizations such as tourism operate in close proximity to customers and inclusion should be a top priority for both economic and socially moral reasons. Therefore, the main purpose of this study is to investigate the facilities of hospitality industry related to the service provision for PwD.

Beresford and Campbell (1994) underlining user involvement in services, criticize the unrepresentativeness of PwD related social care services. Researchers indicated that the rising concern on representativeness is related to increasing number of PwD and political impact on market (Beresford and Campbell, 1994). Service providers, such as hotel managements, are expected to offer proper service and infrastructure for PwD. But studies about offering equitable provision of services for PwD are respectively few (Darcy and Pegg, 2011). As indicated by Victorino and Verma (2006), as the type of customer changes, expectations of customers also change. Since the expectations of PwD from the hospitality industry is a less studied research area, this assessment is carried through the content of corporate website, which plays a significant role in strategic positioning of firms (Simeon, 1999), customer dependency (Obal and Kunz, 2013), customer loyalty (Chuang et al., 2016) and customer satisfaction (Kim and Stoel, 2014) also.

Accordingly, the main purpose of this study is to investigate the facilities of hospitality industry related to the service provision for PwD. More specifically, this paper aims to examine corporate websites of four and five star hotels in Izmir, Turkey, through an inductive content analysis approach, in order to enlighten disability related issues through an exploratory perspective. The research fills the gap in disability related content in the website of four and five star hotels in this tourism destination and suggests a framework for PwD for the hotel industry.

2. ACCESSIBLE ACCOMMODATION

The majority of the articles related with PwD and the accommodation industry focus on the subject of employment of PwD (Kou and Kalargyrou, 2014; Jasper and Waldhart, 2013; Houtenville and Kalargyrou, 2012; Bengisu and Balta, 2011). A few studies pay attention to

the experiences of PwD who visited the establishments providing accommodation services (Poria et al., 2011). Rising population of PwD, have increasing effects on tourism establishments (Alles, 2011). As Darcy (2010) focused on the demand side of tourism, the author recommended that accommodation is recognised as an essential constraint to the tourism experiences of PwD. These constraints are indicated as the lack of accessible accommodation, provision of accessible accommodation that do not comply with access standards, lack of importance attributed to the role of accommodation in terms of trip satisfaction, problems locating accessible accommodation, inadequate and inaccurate information about the accommodation. Rose (2013) also listed the problems that PwD can face in an accommodation and paid attention to topics such as inaccessible airport transfer, vehicle, restaurant, rooms, parking ways, including the accessible websites. Alles (2011) pointed out that one of the significant effects is the increase in the number of signboards related with accessible tourism. As recognized, accessible accommodation should cover a wide range of area in order to offer a qualified vacation to PwD.

Considering the current understanding in Turkey, only a few of them evaluate the current policy of hospitality industry in Turkey. For instance, Ozturk et al. (2008) surveyed 252 hotel managers about sector readiness to meet the needs of PwD. Their findings were remarkably optimistic while Turkish managers regarded PwD as a new group whom they had not previously considered. According to the managers, sector has weaknesses in providing services for the PwD and they believed that strategic changes are needed. Similarly, Morris and Kazi (2014) investigated the concordance of the legislation related with disability in the context of accessible accommodation in hotels in Dubai. According to the results, majority of hotels were not aware of PwD's legal rights.

3. INTERNET USE AND CORPORATE WEBSITE CONTENT ABOUT DISABILITY

The utilization of internet by individuals with disabilities has been studied by several researchers (Bundon and Clarke, 2015; Goggin and Newell, 2003). As addressed by Ellis and Kent (2011), inventor of the World Wide Web, Tim Berners-Lee stresses the essentiality of accessibility to internet '*by everyone regardless of disability*'. The widespread use of internet in the society may be recognized as a plus for PwD in terms of information accessibility, but it requires high-cost software and hardware tools (Goggin and Newell, 2003).

Internet can be used by PwD for several reasons such as; gaining and publishing information, developing and maintaining networks and mentoring peers (Seale, 2007). Though

Web 2.0 applications are indicated to ‘*pose both increased opportunities and greater challenges for PwD*’ (Ellis and Kent, 2011: 132). Besides, Web Accessibility Initiative (2017) published how an individual with disabilities facilitates web, including videos, stories, definition of disabilities and accessibility principles.

There are beneficial principles for website owners to communicate with PwD. According to World Report on Disability (World Health Organization and The World Bank, 2011), PwD require various services from low to high cost and further research is necessary to understand people with disabilities in their environments and interactions. From the marketing perspective, website is considered to be a crucial and standard part of a marketing program (Li et al., 2015; Salavati and Hashim, 2015; Aquila and Marcus, 2004). Thus, the type of facilities websites require in order to be accessible to PwD, is a challenging matter.

Web Accessibility Initiative classifies the disabilities as; auditory, cognitive, neurological, physical, visual, and speech disabilities. Regarding what type of obstacles that the PwD can encounter when entering the website; Briggs and Saas (2016:1) summarize as; ‘*...individuals with vision impairments may be unable to read text, view images on web; those with hearing impairments may be unable to obtain information from videos lacking captions; those with mobility impairments regarding hands may be unable to navigate web technology; those with intellectual impairments may struggle to use web technologies that require timed responses from users*’.

Considering the hospitality industry through World Wide Web; some websites list the available places for the PwDs, for accessible accommodation. Some of these websites are; <http://www.goodaccessguide.co.uk/>, <http://www.disabledgo.com/> and <https://disabledfriendlyhotels.com/>. The similar services exist in Turkey such as <https://www.engelsiztatil.org/> and <http://www.oteldenal.com.tr>; while the first website offers couple names of suitable hotels for PwD, shows information about their services but does not cover Izmir within the concept of disability. Hence, the database of related websites is less comprehensive to that of internationally. Evaluation of hotels’ accessibility options or evaluation of perceptions of PwD is one way to reveal the accessible facilities of hotels. Though accessing PwD on vacation, who are already quite few, is difficult; moreover, hotels are not willing to be audited about their accessible accommodation infrastructure through a field visit. Besides, websites such as <https://www.engelsiztatil.org/> and <http://www.oteldenal.com.tr> do not cover every hotel. So, an alternative method is considered to be evaluation of content in corporate websites. As an example, Williams et al. (2006) examined UK-based websites of

hotels in order to present the satisfaction level of expectations of tourists with disabilities. The authors addressed that tourists with disabilities not only gave importance to the web accessibility (text to speech attributes) but also the quality of accessed knowledge. The researchers searched for the word ‘*disability*’ in 80 different accommodation firms and found out that only six of the websites have explanations about PwD but the content of the information is not investigated within the study. Similarly, this study focuses on the data related to disability through corporate websites of hotels.

4. METHODOLOGY

4.1. Purpose and Research Questions

The fundamental purpose of this research is to investigate the perspective of tourism and hospitality industry related to PwD in Turkey. In accordance with the primary purpose, corporate websites of four and five star hotels located in Izmir, are analysed related to the content about disability.

The primary research questions consist of the disability information shared by the four and five star hotels by investigating their corporate websites (current applications, general accessibility related activities, efforts or news, disability related human resource activities) and three main questions are presented as follows;

1. What type of information or declared services is presented in the corporate websites of hotels for the PwD as stakeholders?
2. What are the similarities and differences between the website contents related to PwD?

4.2. Sample Size and Method

The total population is 186 tourism establishments which are located in Izmir, Turkey and registered in Directorate of Culture and Tourism (2017). This list includes several categories of establishments such as two star hotels, three star hotels, pensions, private establishments, boutique hotels, etc. Being one of the sampling technique, stratified sampling (Hair et al., 2010) is used. Among these categories, the main focus of this research is on 61 four star and five star hotels, which are assumed to have corporate governance mechanism and disability related activities. Within this cosmopolitan destination, the social inclusion of individuals with disabilities is essential when considering the rising number of PwD.

The basic approach is that corporate websites of each hotel are meticulously investigated in terms of their disability related content. The relevant content is collected and then categorized

accordingly. An inductive content analysis approach is used (see, Dınçer and Alrawadieh, 2017). The themes of disability related content of hotels within their corporate websites are listed under several categories.

5. MAIN FINDINGS

In the following section, the demographic characteristics of the sample, such as location of the hotel, social media usage, language options are presented. Afterwards, content related to the disability is categorized and investigated in detail.

5.1. Demographic Properties

Amongst 61 firms, %35 is five-star and %65 is four-star hotels. Along with the highest percentage, %41 of four-star hotels is located in the downtown area. On the other hand, five star hotels are mostly located in the summer destinations such as Çeşme and Selçuk with %27 and %23 respectively.

Besides evaluating corporate websites, hotels also share information via social media tools. In order to have an understanding of the hotels' social media usage, website declaration of social media existence is analysed. According to the results, the vast majority of the hotels have a Facebook account which is the most frequent social media tool (*see Figure 1*). On the contrary, Pinterest and YouTube accounts are %20 for each.

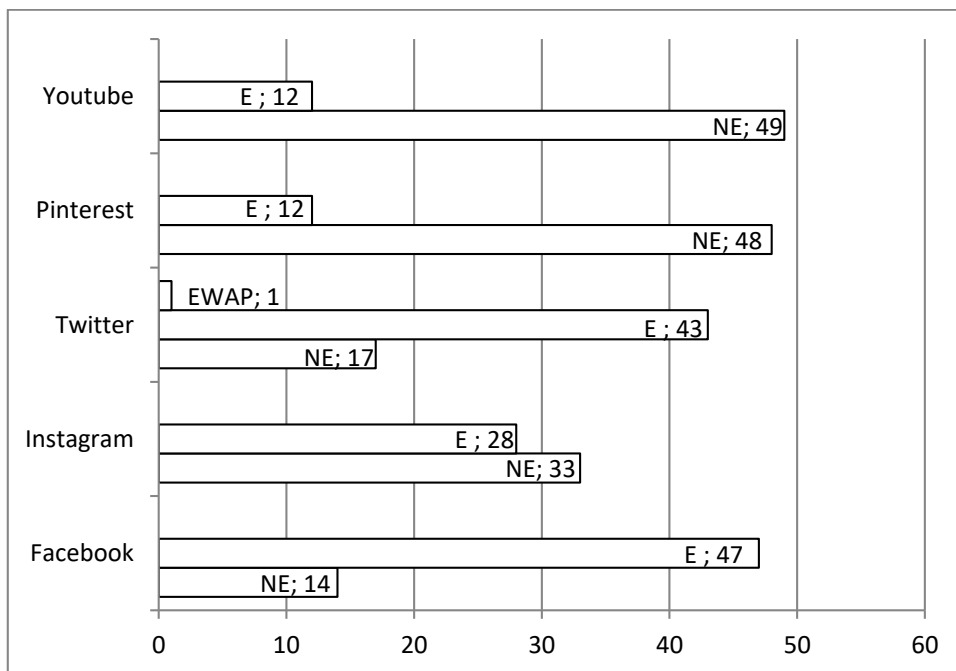


Figure 1: Numbers of social media accounts of hotels, as indicated in their official websites (NE: Not Exist, E: Exist, EWAP: Exist Without Any Post)

Considering the type of hotel, in every mentioned social account, five star hotels are recognized to be more active. For instance, considering Facebook accounts, while %82 of five-star hotels claims to have, only %74 of four-star hotels have account. The difference between four and five star hotels expands in Instagram, Pinterest and YouTube.

According to the language options of websites, the most frequent option is only English with %46 (see Figure 2). Besides, the search option within the corporate website is only available for three hotels.

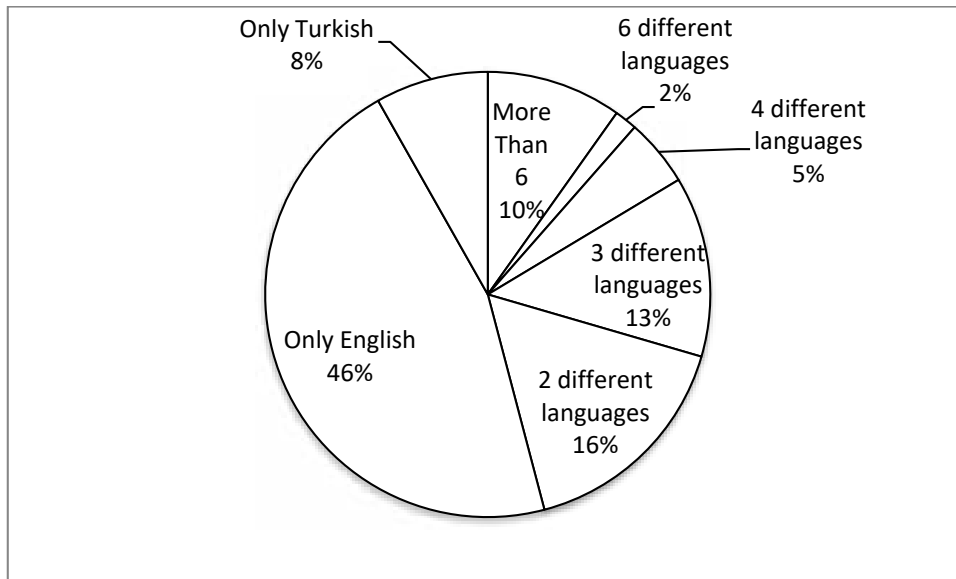


Figure 2: Language options of corporate websites

5.2 Disability Related Content

Amongst 61 hotels, %59 of five star hotels and one-third of four star hotels' websites include disability related content. Besides, considering the type of disability, hotel websites stated that %43 of the hotels refers to physical disability, which is the highest referred type of disability (See Figure 3). Types of disabilities seen in Figure 3 are gathered from the website content. No other type of disability is referred in the websites.

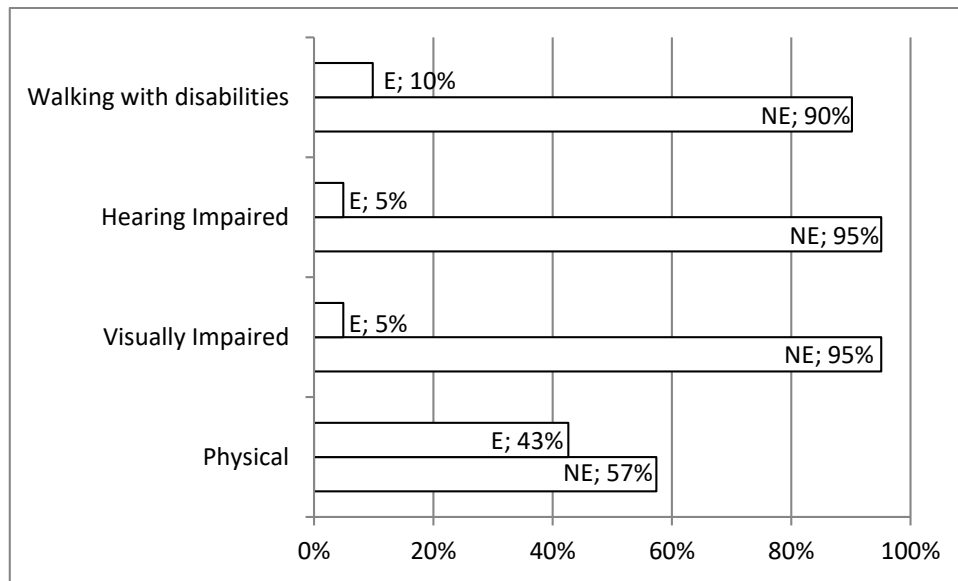


Figure 3: Types of disabilities and their percentages in hotel websites (E: Exist, NE: Not Exist)

The content analysis of websites indicate that %36 of the hotels claim to have accessible room facilities, while only five of them indicate the number of accessible rooms. The number of accessible rooms varies from four to one. Only two of the hotels having accessible room, publish visual materials of the rooms which are four and five star hotels. Half of the hotels claiming to have accessible room are five star hotels. In other words, %50 of five star hotels and %28 of four star hotels claim to have accessible room.

One of the hotels does not include any specific information about PwD, though claims to have health facilities covering a wide range of diseases, which is indirectly related to disability. Two of the hotels claim to have orthopaedic bed, but do not refer to PwD also. On the contrary, amongst 61, three five star hotels indicate what kind of services they are not able to offer for PwD.

Far from this, only four of the hotels claim to be an accessible hotel, with a wide range of accessible facilities such as several accessible room features, accessible areas which are; rooms, elevators, guest rooms with mobility features with entry or passage doors, meeting rooms, parking, public entrance, registration desk, route from the accessible public entrance to accessible guestrooms, route from the accessible public entrance to the registration area, route from the hotels' accessible entrance to the meeting room/ballroom area, route from hotels' accessible public entrance to at least one restaurant, the business centre and spa, audible alerts in elevators, wide bedroom doors, braille elevator, digital alarm clock available with sound,

light and vibrating pad, emergency button on phone, emergency pull cords and grab bars in bathroom, evacuation chair available to help evacuate PwD, large print menus, ramp entrance into the building, lowered light switches and lowered peep hole in door.

Related to human resources in relation with disability, only seven of the hotels give information about employment of PwD in their websites. These chain hotels express themselves as equal opportunity employers committed to hiring a diverse workforce, sustaining an inclusive culture and providing several types of benefits for the people with disabilities such as paid time off, holiday pay, medical and dental insurance and company paid life insurance, etc.

6. DISCUSSION

In this exploratory study, information about the matter of disability is systematically examined in the corporate websites of 61 four and five star hotels. The four and five star hotels are distributed within twelve different provinces, where the downtown area holds the highest number. Besides, the four star hotels are mostly located in the centre of the town, though the five star hotels are located in more touristic places such as Çeşme and Selçuk. This indicates that local and seaside destinations in Izmir generally offer a better quality, which also may be preferred by PwD.

Social media tools are beneficiary for customers to gain information about hotels. According to the results, the social media tools such as Facebook, Twitter, Instagram in the corporate websites of hotels are seen more than the tools as Pinterest and YouTube. However, the disability related characteristics are not investigated within these tools. This may be another research topic to be discussed. In addition, there are much more language options in five star hotels than in four star hotels as expected. Some chain hotels have the comfort to offer native languages including the most frequently offered ones.

Considering disability related data in corporate websites, the vast majority of the hotels lack the details about visually impaired, hearing impaired and providing required services for PwD. Especially in four-star hotel websites glossed over the topic of disability, and neglected the necessary information. Main focus is on “*physical disability*”, which indicates that the awareness of physical disability is higher than other types of disabilities. What most of the hotels’ websites lack is the details of general accessible information and clear visuals of the property related to disability and measurement details (width or depth of elevator door, distances, other door widths, restroom height, wash hand basin height, distance between bed

and wall, etc.) unlike those of other tourism establishments which are disability friendly hotels in several locations around the world.

Considering results, there are certain differences between five and four star hotels and the diversity of shared information about disabilities in websites. It is recognised that five star hotel websites have a wider context in terms of tools and accessibility than the four star hotels. Besides, there is inadequate information about disability in general and disability related promotional activities and accessibility options, which is observed especially in four star hotels. However, there is a wide variety of disability information in five star hotel chains emphasizing what type of rooms or activities they provide in a detailed way such as the measurement details of accessible areas and materials. This difference between four and five star hotels can also be seen through human resources view. Although four star hotels' website do not include employment of PwD, five star hotels pay significant attention to disability employment such as providing equal employment opportunities, job applications, explaining the necessary qualifications, etc.

As stated in the report of WTO (2015) which compares the recurrence of classification criteria in four and five star hotels across 30 European destinations and six global destinations, there is little attention on accessibility. Given that an estimated %15 of the world population has some form of disability, lack of appreciation of needs of travellers with reduced mobility should be stressed both as a matter of principle and as a business opportunity. Accordingly, increase in hotel managers' awareness about disability, is expected to result in creation of a niche market, as a part of strategic differentiation. Increased awareness about disability may increase the level of understanding about various dimensions of accessible accommodation.

7. CONCLUSION

The main aim of this exploratory study was to understand and analyse the disability disclosure or related activities of 61 four and five star hotels' corporate websites in one tourism destination. The overall results address further questions in this area while keeping its originality since there is no any other study aiming specifically at disability in the website contents of four and five star hotels in this specific destination. Results;

- Enlightened how far the sample websites may be similar or distinctive in their disability related content and activities related with disability.

- May the increase public awareness especially in the lodging industry since there are over 650 million PwD living in the world and a growing number of people aged 65 and over that have higher levels of disability as they age.
- May lead the hotel industry to re-evaluate their corporate policies or programs in providing accessible accommodation and re-establish their websites accordingly within this digital age.

With respect to the study of Williams et al. (2006), disability effort or emphasis on this matter is higher in Turkey but still needs some attention in certain areas such as service and human resources. As stressed by Tiddy (2001), disability is more than just a concept. Rather, by creating enabling accommodation environments and welcoming service attitudes towards PwD ensures a competitive business advantage due to the ageing population.

Not astoundingly, Gröschl (2007) in undertaking a review of human capital policies and applications with respect to PwD in the hotel industry came to the result that disability was missed out as a significant component of hotel operations. By neglecting the detail of their substantial needs, their inclusive attitude will not be backed up by enabling accommodation practices and environments (Barnes et al., 2010; Swain et al., 2004). In other words, to satisfy the needs of these essential stakeholders, the hotel industry should pay attention to the service details about PwD. By this way, this service provision can create this segments' dependency (Obal and Kunz, 2013), and loyalty (Chuang et al., 2016) to the establishment.

Accordingly, the hospitality industry in sample area can support the empowerment of PwD and develop the infrastructure of facilities in order to provide equity in service provision for disadvantaged groups and other stakeholders in need. This paradigm shift can be triggered by reorganizing firm policies, considering disadvantaged groups as a segmentation of market and ensuring this perspective to disseminate through communication tools of the firm. The new paradigm will not only focus on a potential market of PwD but also let the travellers take appropriate decisions in choosing the best hotel that fits their fundamental needs and wants. At this point, websites play a significant role and the main framework or policy for PwD in the hotels' corporate websites may be formed as;

- Policy declaration regarding equity in service provision to PwD:*** Vision and mission statements of the hotels in relation with PwD, partnership with other disability friendly hotels, etc.

- ii. **General accessible information and specifications:** Accessible hotel entrance, wheelchair use in parking lot, entrance doors, accessible parking, accessible reception desk, facilities for visually-impaired, accessible elevator for a wheelchair, audio announcement in elevator, accessible restaurant, accessible toilet in lobby, accessible pool area, accessible pathways, evacuation plan for PwD, etc.
- iii. **Accessible room and specifications:**
 - **Accessible bedroom:** Door width, accessible electrical sockets, reachable telephones and light buttons from bed, bed height, location of bed, movable bed, dimension of gap under bed, accessible temperature control panel, accessible fridge, accessible curtains, accessible balcony, etc.
 - **Accessible bathroom:** Door width and doors open inwardly, shower seat, toilet height, handle bars, accessible wash hand basin and height of wash hand basin, mirror position with respect to wash hand basin, emergency alarm cord or button, etc.
- iv. **Specific services based on the type of disability:** Visually impaired, hearing impaired, walking with disabilities, cognitive or intellectual disability, etc.)
- v. **Clear visuals or videos in corporate website related with PwD:** Room, bathroom, lobby, parking lot and other accessible areas)
- vi. **Smart applications in hotel websites for the use of PwD:** Easy booking, real time booking, free social network service, free-to-use supplier directory for accessible services, etc.)

Whether the travel of PwD is emphasized in terms of ‘disabled travel’, ‘accessible tourism’, ‘inclusive travel’ or ‘barrier free’, the reality for hotel operations is that PwD in connection with the ageing population is a growing market that is an essential segment of the tourism sector, which cannot be ignored under the law or from a business standpoint (Buhalis et al., 2005; Darcy, 2003; Dwyer and Darcy, 2008; Genoe and Singleton, 2009; Nazli and Mutlu, 2018; Neumann and Reuben, 2004; Van Horn, 2007). Based on the uniqueness of this study, this research sheds a light on the efforts put on for the disabilities by the four and five star hotels and will open up novel perspectives of other tourism establishments, researchers, practitioners and hoteliers. However, considering the current perspectives of Industry 4.0, the hotel industry has a long way to go in terms of transforming their corporate websites into smart applications with the necessary tools of technology and helping people with disabilities use these corporate websites effectively and efficiently.

The research has some limitations. The scope of the study consists of a limited number of hotels in which only the subject of disability is assessed, based on the services declared in the corporate websites. The customer evaluation of the existing services is not researched in this study. Long time is allocated for consideration of analysis related to time constraints and difficulty in seeking out specific data about the PwD. The time dependent change of website contents also created hassles in searching for the required data. Website contents are analysed regardless of when they are published since the aim of study is to understand the perspective of these hotels but not to evaluate the change in the perspectives.

For further studies, some other tourism establishments can also be studied qualitatively and quantitatively. The categorizations in this research may help researchers and practitioners use in their other studies related with disabilities and increase much more awareness about the topic. The outcomes of this exploratory research will deepen the analysis of future studies. In line with the situation in Turkey, the increase in the spending of allowances for PwD and the increase in employment of PwD are seen as pivotal developments in the region. The comparison between the previous developments related with disability in the hotel industry and the current situation can also be analysed. The relationship between the disability services of the tourism establishments and the perception of actual guests for these services can be evaluated as well. Considering the hotel industry, digital age and changing expectations of travellers, the question now is how the industry players can meet the changing needs of PwD, and increases their competitive advantage through their corporate websites with a strong and up-to-date digital presence that can help win back direct contact, increasing efficiency and customer loyalty.

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