

Günübirlik Tur E-Broşürlerine Yönelik İçerik Analizi: Türkiye Karadeniz Bölgesi Örneği

Content Analysis on Excursion E-brochures: The Case of Black Sea Region in Turkey

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Öz: E-broşürler, günümüzde tur pazarlamasında önemli bir iletişim aracıdır. Bir turistik destinasyonun tercihinde önemli bir etken olan e-broşürler, turist tercihlerini etkileyebilmektedir. Bu araştırmanın amacı, Karadeniz Bölgesine gerçekleştirilen günübirlik turların e-broşür içeriklerini inceleyerek, bu broşürlerin Karadeniz Bölgesini nasıl yansıttığını belirleyebilmektir. Araştırma örneklemini Karadeniz Bölgesine günübirlik tur düzenleyen 46 seyahat acentası oluşturmaktadır. 46 seyahat acentasının düzenlediği toplam 140 tur çalışma sahasını oluşturmaktadır. İncelenen turların öncelikle, kodlama yöntemi ile içerikleri analiz edilmiştir. Gerçekleştirilen kodlama sonucunda 10 boyut oluşmuştur. Daha sonrasında gerçekleştirilen kodlar, SPSS'e girilerek frekans ve yüzde değerleri tablolastırılmıştır. Araştırma sonucunda, seyahat sigortası gibi önemli bir unsurun e-broşürlerde yeterli miktarda kullanılmadığı görülmüş ve rehber bilgisinin turistler üzerinde önemli bir çekicilik unsuru olmasına rağmen incelenen tur e-broşürlerinde fazla yer almadığı sonucuna ulaşılmıştır. Ayrıca, Karadeniz Bölgesinin doğal ve kültürel değerlerinin e-broşürlerde oldukça az yansıtıldığı diğer önemli bir sonuçtur.

Anahtar Kelimeler: E-broşür, Tur, Günübirlik, Karadeniz Bölgesi.

Abstract: E-brochures are important communication tools in today's tour marketing. E-brochures also can influence choices of tourists through their tour planning phases. The main objective of this study is to determine how e-brochures reflect the Black Sea Region by examining the excursions in this region. The sample of this study is drawn of 46 travel agencies which organize excursions in the Black Sea Region. Content analysis method was applied on data related to 140 tour programs organized by 46 travel agencies. The findings showed that travel insurance which is an important factor for e-brochures was not used sufficiently. Although guides information is a major attraction factor for tourist, it was not used in e-brochures adequately. In addition, the study suggested that natural and cultural values of the Black Sea Region was not reflected enough in e-brochures.

Keywords: E-brochure, Tour, Excursion, Black Sea Region.

1. Introduction

The first stage of purchase decision is to search information about products or services (Murray 1991). Several sources may be used for gathering information. These sources can be distinguished as internal sources and external sources. Internal sources are defined as one's own memory. External sources are interpersonal sources (family, friend etc.), public sources (magazines, newspapers etc.), objective sources (sources that rates product and informs consumer), experiential sources (product observation, using the product), promotional sources (advertisements, salespeople etc.) (Berkman and Gilson, 1986; Fodness and Murray, 1998). Touristic products show nonphysical characteristics and contain both internal and external sources. All sources about travel offer the opportunities to make comparison between travel options and show the risks of travels in the pre purchase decision stage decision (Andereck 2005).

A brochure is an inexpensive tool to spread information for wider audience. It is a simple way to attract potential clients and a great technique to package information. Brochures can be defined as: "Informational pamphlet or leaflet advertising an organization, business, event, product, or service" (Pennisi, et al. 2011,1). Tour brochures are distinctive promotional tools for tourism industry. Brochures are used for many multifunctional purposes such as carrying off information by focusing on specific market segment or orientedly to persuade tourist. Furthermore, brochures are practical tools that may help to reveal specific questions like how to get there?, what to see? (Brito and Pratas, 2015, 124). With rapid development of internet and media, new marketing channels have been appeared in tourism industry (Wanga, et al. 2007). In spite of innovation of different marketing channels, brochures have not lost its importance (Molina and Esteban, 2006, 1041). With the development of internet, brochures continue to be used as e-brochure. E-brochures are the digitization version of printed brochures (Buhalis and Deimezi, 2004; Bendito and Ramirez, 2011).

Theoretically e-brochures show similarity with traditional brochures (printed brochures) such as; a good presentation, intelligibility, clarity, user-friendliness, comprehensive information. Yet, e-brochures differ from printed ones by its incorporeity, unsalability, updatability characteristics and can be easy to control the number

of downloads and also cheaper than brochures (Bennett and Jones, 2004). However, far too little attention has been paid to how e-brochures reflect the touristic destinations. The aim of this study is to determine how e-brochures reflect the Black Sea Region. This paper will examine the e-brochures that have been used for excursions in the Black Sea Region. The reason for choosing Black Sea Region as a sample is there are many excursions which made on this region because of the natural beauties and it has hosted many ancient civilizations and religious beliefs. Also this region is recommended for excursion for tourists (Edinsel, 2012, 55; T.C. Çevre ve Şehircilik Bakanlığı 2013).

2. Literature Review

Tourism enterprises have been both challenged and eased by the rise of internet. With the increase of using internet communication, distribution channels have improved. Tourists, travellers and day-trippers decide their tour plan with online resources which allows to search possible destinations, transportations, accommodations. (Akehurst 2009, 51-52). All kind of marketing or advertising materials about destination which shown in web sites has catchy effect on tourists (Özdemir 2007, 894). It can be said that brochures are still an important marketing tools to help travellers decide their tour plan and also brochures does not have any complicated human, technical or structural principals (Andereck 2005).

As stated by Goodrich (1978), primary factors for evaluation and selection of touristic destinations is information about goods/services and perception of destination. Several studies in literature show that potential tourists use the tour brochures for comparison between tours and choosing the destination. Brochures are the main promotion instrument for tour operators and tour operators are willing to reveal their brand identities with their brochures (Carey and Gountas 1997, 430, Falzon 2012, 1083). It is argued that the best brochure has a huge impact for selection of package tours (Coltman, 1989; Moeran, 1983; Wicks and Schuett, 1991). In their study, Yamamoto and Gill (1999) suggested that tours brochures are the best source of information for tourist who plans vacation abroad. Falzon (2012, 1083) claimed that “both online and traditional distributional channels can coexist in the future”. But online brochures have more difficulties which requires capabilities of web marketing than traditional brochures (Wang, Hwang ve Fesenmaier 2006).

Generally, brochures are widely used by the Destination Marketing Organization (DMO) in order to manage a destination's image (Stepchenkova and Zhan, 2013). A study conducted at travel agents in Hong Kong by Heung and Chu (2000) showed that tourists who are low income used newspapers, magazines, television or tour brochures to choose the touristic destinations. It is widely accepted that effective and useful brochures have a huge influence on creation of destination image and decision making process of tourists and tourists satisfaction and brochures should include information about price, itineraries, company information (Moeran 1983, Alipour, Abbasi and Ghavidel 2012, 111). Therefore, brochures have to be evocatory, contain some information related to destination (map about destination, activities on destination), photos that attract tourists to satisfy (Molina and Esteban, 2006). As stated by Bendito and Ramirez (2011) the images on brochures of European countries showed that offer of tourism products were very complex and generalized. Also the brochures were for mainly cultural and nature tourists. In addition to this they found that the online information is largely used for its free access, the fact that e-brochures can be downloaded through the websites in pdf and it can be reached easily by the potential or real tourists. Brito and Pratas (2015) found that there is a similarity between approaches and the content of the messages on the front cover of touristic brochures. The ration and routine strategies are connected with “culture and history” and “price”. Also sensory strategies inspired by “natural” brand attributes and “man-made” attributes. A study about brochures conducted at Glendale area stated that brochures may be used as an information source and help visitors for destination choice. Also, the visitors who have no idea about the destination are more desirable for visiting the destination than visitors who have already experienced to visit the destination (Andereck 2005). Avraham and Daugherty (2012) claimed that although an icon is selected as an official part for destination, it is not an automatically part of an marketing advertisement symbol. They pointed out an example of American football which is state team sport of Texas but there was not any symbol of this on brochures.

Any information included in brochures is seen as part of travel contract. Hence, information on brochures that are prepared by travel agencies have to be clear and understandable. Otherwise, tourists may use their legal rights (Wanga, et al. 2007). As stated by Enoch (1996, 606), brochures contained accommodation services and food&bavaraage information's about Europe's countries' package tours. Also, date of tours was contained in brochures. Frochot (2003) claimed that, indigenous foods and beverages which are shown on brochures are an attractive factor to demonstrate life standards and authenticity on destinations. In addition to that, gastronomical details were shown only in a few brochures in nineteen different destinations brochures in France. In their detailed examination Wanga, Hsiehb and Chenc (2002) pointed out that sharing guides information on tour brochures had more positive effect on tourists than classic brochures. In his study, Hassan (2014) determined that linguistic cues and visual elements of Malaysian had been displayed on brochures. Also, five cultural elements were shown in brochures of which are local resident, festivals, traditional life style, traditional music,

traditional games. Buzinde, Santos and Smith (2006) analysed ethnic and racial representations of Canadian brochures and specified that minorities were much more displayed as entertainer roles on brochures. Schulz, Mau and Silberer (2007) suggested that printed brochures and catalogues may have a good effect on brand's image and buying behaviour of customers.

3. Research Methodology

E-brochures are influential in tourist's decision making process when choosing a destination. Therefore, content of e-brochures about touristic destinations may help to understand how it reflects the destination where the excursion is made. From this point of view, this study aims to determine how e-brochures reflect the Black Sea Region. For this reason, excursion in the Black Sea Region were chose for study sample. The reason for choosing the Black Sea Region is due to the fact that the region has natural beauties, Silk road passed through region and it has hosted many ancient civilizations and religious beliefs (Edinsel, 2012, 55). Excursions were considered as youth tourism and tours made by schools constituted %25 of domestic tourism and about %75 of these youths spent approximately 500 Euros on their trips (TURSAB 2015). In addition to this, 3.829.053 excursionist preferred Turkey as a touristic destination and this figure was approximately %9,46 of total excursionist (TUIK, 2015). Also, some locations of the Black Sea Region was recommended for excursion (T.C. Çevre ve Şehircilik Bakanlığı 2013).

A website should be listed on search engines for people who wants to reach any information on internet. The search of excursions was through website list under google search engine. The reason for choosing google search engine was this search engine is the most referenced search engine (Özdemir 2007). Also this method was used by some tourism researches to determine destination image (Choi, Lehto and Morrison 2007, Bayram, Keleş and Bayram 2015). For sampling, "www.google.com.tr." search engine was used for designating the sample and on the date of 28.10.2015, "Türkiye (Turkey)", "günübirlik (excursion)" and, "tur (tour)" statements were searched on google. The search results were 19 pages and 185 websites. Of 185 websites were related to travel agencies. Travel agencies with no excursions in the Black Sea Region were excluded. A total of 46 online travel agencies web sites were considered for further analysis.

For the purpose of this paper, a qualitative approach was taken in this paper using content analysis method on all e-brochures. The reason for using content analysis is this method is a qualitative approach that can be used in analysing of oral, written and different materials objectively and systematically (Tavşancıl and Aslan, 2001). Content analysis makes the use of data easier for further analysis (Coşkun, et al. 2015, 324). In addition to this, content analysis method is to bring similar data together with certain concepts and themes to interpret data easily (Yıldırım ve Şimşek 2013, 259). As stated by Albers and James (1988) the composition of pictures can be establish with a suitable parameters or domains. With using content analysis method, this paper attempts to identify the main themes of e-brochures for finding the reflection of the destination. This method is commonly used in tourism research (Avraham and Daugherty 2012; Camprubi, Guia and Comas 2014; Ulama 2015).

In this study a total of 140 excursions were extracted from 46 online travel agencies in the Black Sea Region. Firstly, researchers were searched excursion on websites and designate the tours e-brochures and details of e-brochures data were coded on Microsoft Office Excel sheet and in total 11142 data were coded by two researchers. The data were controlled by an authority. Thereafter, the codes are thematised by its common ground and dimensionalized by the relevant literature (Enoch 1996; Frochot 2003; Wanga, Hsiehb and Chenc 2002; Wanga, et al. 2007). Total of 77 theme was found under 10 dimensions. Secondly, dimensions data were entered on SPSS package programme for getting frequencies, percentages and tabulation.

4. Results

Table 1. Dimensions

<i>Dimensions</i>	<i>Groups</i>
1. <i>Information about tours</i>	Starting Point, Map, Details of tour, Vehicle, Advices, Notes, Destination info, Discount, Date of tour, Slogan, Guide info
2. <i>Services included/ not included in the price</i>	Admission charge of Museums and Ruins, Guidance Service, Travel insurance, Boat trip, Bicycle trip, Quad bike trip, Horse-riding trip, Ferry, Rafting, Ski-Pass
3. <i>Travel Contract</i>	Booking Details, Repeal and re-enactment, Insurance Coverage
4. <i>Food and Beverage</i>	Dinner, Complimentary Food and Drink, Breakfast, Lunch, Extra beverages
	<i>Geographical values</i>
	Mountain, Lake, Cave, Forest, River, Snow Scene, Waterfall, Canyon, Dock, Highland, Island
	<i>Architectural values</i>
	Building, Windmill, Chalet, Sanctuary, Tower, Tent, Alacahöyük, Sinop Prison, Castle, Grave, Aqueduct, Bridge
	<i>Shopping</i>
	Public-market, Demirciler bazaar
5. <i>Photos</i>	<i>Vehicle</i>
	Rowboat, Phaeton, Bicycle, Boat
	Handicrafts
	Flora
	Fauna
	Food and Beverage
	Folkloric values
6. <i>Food Included</i>	
7. <i>Price</i>	
8. <i>Travel Agency Locations</i>	Istanbul, Istanbul/Ankara, Samsun, Giresun, Bursa, Trabzon, Ankara Antalya/Istanbul
9. <i>Number of people</i>	Minimum, Maximum
10. <i>Tour Area</i>	Western Black Sea, Central Black Sea, Eastern Black Sea

As seen on Table 1. the coded data were grouped under ten dimensions.

Table 2. Start Point of Tour and Travel Agency Locations

<i>Dimension</i>	<i>Group</i>	<i>Frequencies</i>	<i>Percentages (%)</i>
<i>Start point of tour</i>	Istanbul	67	47,9
	Trabzon	30	21,4
	Ankara	29	20,7
	Giresun	8	5,7
	Samsun	2	1,4
	Bursa	1	0,7
	Unstated	3	2,1
	<i>Total</i>	<i>140</i>	<i>100,0</i>
<i>Travel Agency Locations</i>	Istanbul	62	44,3
	Trabzon	34	24,3
	Ankara	23	16,4
	Giresun	8	5,7
	Samsun	2	1,4
	Bursa	1	,7
	Antalya/Istanbul	3	2,1
	Istanbul/Ankara	7	5

<i>Total</i>	<i>140</i>	<i>100,0</i>
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Table 2. shows that start point of the tours organized in the Black Sea Region and travel agency locations. Istanbul has the most tours (67) as a starting point. Second city is Trabzon with 30 tours whereas the third city is Ankara with 29 tours. Bursa is the least city with only 1 tour. As stated in the dimension of Travel Agency Locations, Istanbul has the most travel agencies with 62 travel agencies, Trabzon is the second city with 34 travel agencies and Ankara is the third city with 23 travel agencies that organizes tours in the Black Sea Region. Bursa has only one travel agency.

Table 3. Information About Tours and Services Included/ Not Included in The Price

<i>Dimension</i>	<i>Groups</i>	<i>Frequencies</i>	<i>Percentages (%)</i>
<i>Information About Tours</i>	Starting Point	117	83,6
	Map	8	5,7
	Details of tour	131	93,6
	Vehicle	90	64,3
	Advices	64	45,7
	Notes	13	9,3
	Destination info	86	61,4
	Discount	33	23,6
	Date of tour	63	45,0
	Slogan	7	5,0
	Guide info	1	0,7
<i>Services included/ not included in the price</i>	Admission charge of Museums and Ruins	69	49,3
	Guidance Service	89	63,6
	Travel insurance	37	26,4
	Boat trip	3	2,1
	Bicycle trip	1	0,7
	Quad bike trip	1	0,7
	Horse-riding trip	1	0,7
	Ferry	1	0,7
	Rafting	1	0,7
	Ski-Pass	1	0,7
	Guidance Service	89	63,6

Table 3. shows that 131 specific details of tours were indicated in tour e-brochures. 117 tour e-brochures specified starting point of tours. 90 tour e-brochures stated type of vehicles. 86 information about destination were shown in tour e-brochures. The least details were shown in tour e-brochures which had 8 tour e-brochures with maps, 7 with slogans and, 1 with guide info. When services that are included/not included in price was examined. Guidance service was included in price in 89 tours. 69 tour e-brochures stated Admission charge of Museums and Ruins were included in price. Also travel insurance was included in price in 37 tours. The least services that included in price were boat trip, bicycle trip, quad bike trip, ferry, rafting and, ski-pass.

Table 4. Travel Contract, Food and Beverage and Price

Dimension	Groups	Frequencies	Percentages (%)
Travel Contract	Booking Details	65	46,4
	Repeal and re-enactment	57	40,7
	Insurance Covarage	8	5,7
Food and Beverage	Complimentary Food and Drink	97	69,3
	Breakfast	82	58,6
	Lunch	97	69,3
	Dinner	4	2,9
	Extra beverages	2	1,4
Price	Price	114	81,4
Food Included		119	85,0

In Table 4. details of travel contract, food and beverage, price and board type were shown. Booking details were the most shown detail with 65 tour e-brochures and 57 tour e-brochures were stated repeal and re-enactment details. Insurance coverage details were shown in only 8 tour e-brochures. When Food and Beverage dimension examined. Lunch and complimentary food and drink were the most included services. Breakfast was included in 82 tours. Dinner and extra beverages were included in only 6 tours. 119 type of board and 113 details of price were shown in the tour e-brochures.

Table 5. Photo

Dimension	Sub-dimension	Groups	Frequencies	Percentages (%)	
Photo	Architectural values	Unique Building	73	52,1	
		Windmill	7	5,0	
		Chalet	8	5,7	
		Sanctuary	27	19,3	
		Tower	12	8,6	
		Tent	1	0,7	
		Alacahöyük	1	0,7	
		Sinop Prison	1	0,7	
		Castle	2	1,4	
		Grave	2	1,4	
		Aqueduct	1	0,7	
		Bridge	6	4,3	
		Geographical values	Mountain	74	52,9
			Lake	76	54,3
	Cave		6	4,3	
	Forest		92	65,7	
	River		21	15,0	
	Snow Scene		25	17,9	
	Waterfall		13	9,3	
	Canyon		2	1,4	
	Dock		7	5,0	
	Highland		10	7,1	
	Shopping	Island	3	2,1	
		Public-market	1	0,7	
	Vehicle	Demirciler bazaar	1	0,7	
		Kayak	3	2,1	
		Phaeton	5	3,6	
Bicycle		2	1,4		
Handicrafts	Boat	4	2,9		
		2	1,4		
Food and Beverage		8	5,7		

<i>Folkloric values</i>	2	1,4
<i>Flora</i>	105	75,0
<i>Fauna</i>	35	25,0

Table 5. shows photos displayed in e-brochures. In architectural values sub-dimension Unique buildings photos were displayed in 73 tours, sanctuary photos were shown in 27 tours and tower photos were displayed in 12 tour e-brochures. The least photos of architectural values were aqueduct, grave, bridge, tent photos. When photos of geographical values in e-brochures were examined. Most shown photos were forests that were displayed in 92 tour e-brochures. Also 76 photos of lake and 74 photos of mountain were displayed over %50 percent of tour e-brochures. The least photos shown in e-brochures were 2 photos of canyons, 3 photos of islands, 6 photos of cave and 7 photos of docks. As shown in sub-dimension shopping and vehicle sub-dimension, kayak, phaeton, bicycle, boat in vehicle sub-dimension were displayed very few. Also handicrafts, folkloric values and food and beverage photos which is an important details for e-brochures were shown very few in tour e-brochures. Photos of floras were displayed in 105 and faunas were displayed in 35 tour e-brochures.

Table 6. Number of Person

<i>Dimension</i>	<i>Groups</i>	<i>Frequencies</i>	<i>Percentages (%)</i>
<i>Number of Person</i>	6-46	8	5,7
	12-31	8	5,7
	12-46	11	7,9
	14-46	29	20,7
	15-28	4	2,9
	25-46	3	2,1
	12-152	1	0,7
	Unstated	76	54,3
	Total	140	100
<i>Tour Area</i>	Western Black Sea	100	71,4
	Central Black Sea	3	2,1
	Eastern Black Sea	37	26,4

Table 6 shows number of minimum and maximum number persons that may join a tour and the tour areas. A great majority of e-brochures did not state the number of persons that may join the tour. The most stated group was 14-46 persons with 29 tour e-brochures. The least group was 12-152 persons. When tour areas of examined shown in e-brochures. Most excursions were made in the Western Black Sea and the least excursions were made on central Black Sea.

5. Discussion and Conclusion

Substantial changes occurred to the form of brochures with the development of technology. E-brochures revealed with these developments and costs of pressed brochures retrenched which made it easier to reach wider audience. E-brochures were used as portable document format and widely utilized online in early use of internet. Nowadays, e-brochures overreached portable document format and become hyper-text in various websites.

In this study, excursions organized in the Black Sea Region were mostly started at Istanbul. The reason of this may be the fact that 18,6 percent of Turkey's population lives at Istanbul and Istanbul is a province that can be easily accessed (TUIK, 2016). Also, a good deal of the travel agencies considered for this study were in Istanbul.

The paper showed that, start point of excursion, details of tours, type of vehicle and information about destination were the most stated details showed in e-brochures. Also, map, notes, slogans, guide info, advices and date of tour was not stated too much in 140 e-brochures. This information shows that there was not any specific standard for designing e-brochures in 140 e-brochures analysed. As stated by Andereck (2005), when visitors evaluate the brochures, visitors who have no experience to visit Glendale are more influenced from brochures to visit destination than tourist who already experienced to visit there before. Enoh (1996) stated that date of tours was shown in brochures. According to the study by Wanga, Hsiehb and Chenc (2002), guide information in brochures has an important attraction for tourists. In his study Hassan (2014) found that five cultural elements which was local resident, festivals, traditional life style, traditional music, traditional games shown in brochures were important facts to attract tourists. In this respect, examined excursion e-brochures in

the Black Sea Region had incompleteness in regard to information about guides, tour dates, notes, advices and photos of cultural elements shown in e-brochures.

Services like admission charge of museums and ruins, guidance service and travel insurance were included in price in nearly half of the tours. However, great amount of services like boat tour, bicycle tour, ski-pass were not included in price. Also only 8 e-brochures stated details of insurance coverage and nearly half of the e-brochures stated booking details and repeal and re-enactment in travel contract dimension. According to study by Wang, Hsieh, Chou and Lind (2007), any information embedded in brochures is included to travel contract. In this study, important details like insurance coverage, repeal and re-enactment and booking details were not shown too much in examined e-brochures. Furthermore, Brito and Pratas (2015), Moeran (1983), Alipour, Abbasi and Ghavidel (2012) noted that price details are a routine message for brochures, the findings of this study are in contrast with this studies as none of the brochures showed price of tours. Also there is a similarity with study conducted by Bendito and Ramirez (2011) in point of brochures which have mainly cultural and natural image.

Results indicate that sanctuaries and unique building in dimension of architectural values were emphasized on examined e-brochures. Yet, geographical values like, mountain, lake, forests, highlands in the Black Sea Region were not reflected enough. According to study by Brito and Pratas (2015), geographical values shown in brochures have an important effect on perception of destination brand strategy. Also, photos of bazaars, handicrafts, folkloric values, food and beverages were hardly shown on e-brochures. Buzinde, Santos and Smith (2006) stated on their study, ethnic and racial representations were displayed on Canadian brochures. As stated by Enoh (1996) and Frochot (2003), food and beverage were important factors that should be shown in brochures. Yet, neither geographical values nor food and beverage photos were demonstrated in examined e-brochures. Considering the photos of geographical values, food and beverage are important for destination choice for tourist, it is an important deficit not showing many photos of geographical values, food and beverage in e-brochures. Also as stated by Avraham and Daugherty (2012) though selected icons for destination is an important attraction for tourists, there was few icons such as Sinop Prison shown in the e-brochures.

On the other hand, flora values were shown approximately third quarters and fauna values were shown one third. Number of persons that may join excursions was partly shown in examined e-brochures. The 12 – 46 person group was the most shown group in the number of person dimension. Lastly, %71,4 of the excursion was made through West Black Sea Region. 37 excursions were on Middle Black Sea Region and only 3 excursions were on East Black Sea Region.

The results of this study shows that although there are similarities with the relevant literature by the way of content of e-brochures there is a contradiction about information such as price, travel contract, food and beverage which shown in inspected e-brochures. Another important issue was there was not consistency in e-brochures. Some of the e-brochures was showing the geographical values of destination but some of them was not. Finally, in order to reflect the image of the destination correctly the information should be added sobersidedly for that this study may contribute travel agencies for preparing e-brochures. There are some limitations of this study, the sample of this study only contained e- brochures of excursion and Black Sea Region. Also, only one search engine was used for finding excursion.

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