Guest experience and unique accommodation features in Göreme, Cappadocia: An Airbnb review analysis

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ABSTRACT

Keywords:
Cappadocia,
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Guest experience,
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Sentiment analysis.

This study investigates the influence of unique accommodation features on guest experiences in the Göreme town of Cappadocia, focusing on Airbnb reviews. By analyzing 5,677 reviews from 122 Airbnb listings, the research identifies key features such as cave dwellings, panoramic views, and hot air balloon experiences, which significantly contribute to guest satisfaction. A mixed-method approach has been used, combining frequency analysis and sentiment analysis, to evaluate how these unique elements shape guests' perceptions and overall satisfaction. The findings highlight the critical role of both aesthetic qualities and service standards, emphasizing the need for hosts to balance unique architectural features with essential hospitality services like cleanliness and maintenance. This research provides insights for Airbnb hosts and destination marketers to enhance the appeal of Cappadocia as a premier destination for immersive, authentic tourism experiences. The study also offers strategic recommendations for improving marketing efforts and destination management by leveraging Cappadocia's cultural and natural heritage to create memorable guest experiences. As a suggestion for future research, it may be useful to extend the findings of this study to a wider geographical area and examine different tourist profiles.

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1. Introduction

One of the most critical factors that increase the competitiveness of touristic destinations is the quality of the accommodation experience offered. Recently, accommodation options that offer guests more unique (Bae et al., 2021) and authentic experiences (Lee et al., 2022) by going beyond the traditional hotel concept have become popular. In particular, the rise of sharing economy platforms such as Airbnb offers guests the opportunity to have unique accommodation experiences, and these experiences are seen to contribute to the attractiveness of touristic destinations (Sthapit & Björk, 2019; Egresi et al., 2019). In this context, culturally and geographically rich destinations such as Cappadocia stand out with unique accommodation features such as cave houses, stone rooms, and panoramic views (Karakuş, 2019; Öztürk Büke, 2023).

Cappadocia, as one of the most important touristic regions of Türkiye, attracts the attention of both domestic and foreign tourists (Barış-Tüzemen et al., 2023; Çoban & Yıldız, 2019). The unique accommodation features offered in the region are among the essential factors that increase visitors' interest (Tucker & Emge, 2010) in the area. Especially the cave houses and panoramic views offered by the accommodation units on the Airbnb platform are elements that deepen the guests' experience in this destination. However, the concrete impact of these features on the guest experience has been addressed in a limited way in the literature. Therefore, there is a need for an in-depth examination of the impact of the unique features of Cappadocia accommodation on guest satisfaction and their overall experience. This study aims to analyze the impact of unique features offered in accommodation units on the Airbnb platform in Cappadocia on guest experience. In particular, the main problem of this study is how physically and aesthetically unique features such as cave houses and panoramic views are expressed in guest reviews and the impact of these features on overall satisfaction levels.

First, the study contributes to the limited literature in this field by revealing the impact of the unique accommodation features of Airbnb, one of the sharing economy models, on guest experience in tourist destinations. Secondly, within the framework of the experiential tourism concept, it is important to provide concrete data for destinations with unique characteristics, such as Cappadocia, to develop their accommodation strategies. Thirdly, a comprehensive case study on guest satisfaction and online reviews will be presented that can serve as a reference for similar studies in the future.

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2. Guest Experience in the Hospitality Industry

Guest experience in the hospitality industry is shaped by many different factors, such as service quality (Xiang et al., 2014), physical characteristics of the facilities (Zarezadeh et al., 2022), staff behavior (Çoban & Yetiş, 2019), and food and beverage quality (Tajeddini et al., 2021). Studies have shown that the facilities' design (Zarezadeh et al., 2022), cultural themes, and natural features (Çoban & Yetiş, 2019) contribute to guest satisfaction. For example, Han and Ryu (2009) state that hotel design and physical environment significantly affect guests' perceived service quality and, therefore, their satisfaction. Similarly, Lin and Worthley (2012) emphasize that cultural themes and architectural elements in hotels make guests' hotel experiences deeper and more meaningful.

The physical characteristics of the natural environment and the destination in which the property is located also have a significant impact on the guest experience (Tajeddini et al., 2021; Chittiprolu et al., 2021). Prayag and Ryan (2012) state that natural features (e.g. landscapes, natural formations) in tourist destinations enrich guests' vacation experience and increase their loyalty to the destination. Similarly, Pizam and Ellis (1999) emphasize that the physical features of accommodation facilities, especially those integrated with natural beauty, have a strong impact on guests' overall satisfaction.

3. Unique Accommodation Experiences and Airbnb

The rise of sharing economy platforms in the tourism and hospitality industry has revolutionized travelers' accommodation options in recent years. Airbnb, the leading platform in the sharing accommodation industry (Lee et al., 2022), has offered guests unique experiences that go beyond the traditional hotel concept.

Airbnb has revolutionized the hospitality industry as one of the most successful examples of the sharing economy (Mohsin & Lengler, 2021). The unique experiences offered by Airbnb to guests have changed the understanding of hotel management by creating a new paradigm in the accommodation industry (Guttentag, 2015). Especially the opportunity to stay in houses that reflect the local culture allows guests to establish a more authentic connection with the destination. Zervas, Proserpio, and Byers (2017) have examined the impact of Airbnb on the hotel industry and stated that this platform competes with hotels, especially by offering unique accommodation experiences.

Airbnb's accommodation experiences aim to provide guests with more personalized and local experiences that are different from the standard hospitality approach. Belk (2014) draws attention to the concept of "use value" at the heart of the sharing economy and states that Airbnb offers its guests not only an accommodation space but also an authentic experience. Guttentag (2015) emphasizes that, unlike traditional accommodation facilities, Airbnb offers guests a unique and authentic environment, allowing them to personalize their holiday experience.

Studies show that Airbnb guests are generally motivated by its experiences (Guttentag, 2019) and benefits (Lee et al., 2022), such as local interactions (Fischer et al., 2019; Mody et al., 2017), authentic atmosphere (Birinci et al., 2018), and cost savings (Han, 2022; Jiang & Liu, 2022). Guttentag (2019) point out that the main reasons guests choose Airbnb are the opportunity to live like a local, the availability of unique homes, and the lower cost compared to traditional accommodation.

Similarly, researchers have emphasized that Airbnb provides guests with a more authentic experience (Egresi et al., 2019) by offering accommodation integrated with the local culture (Sthapit & Björk, 2019) and natural environment. For example, Airbnb accommodations in destinations like Cappadocia, where the architectural structure and natural landscape offer a unique experience, can be expected to significantly impact guest satisfaction.

4. Unique Accommodation Features and Experiential Tourism

Experiential tourism is a tourism concept that emphasizes the experiences that tourists have while visiting a destination (Smith, 2005). Conceptualized by Pine and Gilmore (1998), the experiential economy underscores the importance of experiences beyond services, where tourists make emotional and personal connections. In this context, unique accommodation features are essential for experiential tourism. Culturally and naturally, unique destinations such as Cappadocia, cave houses, and authentic settings allow tourists an unforgettable experience (Uriely, 2005). The impact of such unique features on tourists has been addressed in many studies (Karagöz & Uysal, 2020; Çoban & Yıldız, 2019; Özel & Kozak, 2016). Mehmetoglu and Engen (2011) examined the impact of experiential tourism on tourists' vacation satisfaction and found that physical environments, especially structures with unique features, increase guests' overall satisfaction. Similarly, authentic and traditional accommodation experiences in tourist destinations are key elements that increase tourists' loyalty to the destination (Lee et al., 2022). As a result, unique accommodation features are recognized as one of the fundamental building blocks of experiential tourism. In destinations with natural and cultural richness such as Cappadocia, authentic accommodation options offered to guests increase the touristic attractiveness of the region and make the guests' vacation experiences more meaningful.

Cappadocia, a unique geographical region in central Türkiye, has recently emerged as a popular tourist destination, particularly renowned for its distinctive accommodation offerings. Tourists increasingly opt for alternative accommodation options, such as Airbnb, over traditional hotel stays, driven by a desire for a more immersive and authentic experience (Li et al., 2019). This

research aims to investigate how the unique features of Airbnb accommodations in Göreme town of Cappadocia influence guest experiences, drawing insights from an analysis of guest reviews on the Airbnb platform. The effectiveness of management strategies in tourism destinations depends on their adaptation to the unique conditions of the destination. In this context, contingency theory emphasizes the importance of developing flexible and adaptive strategies in areas such as crisis management and sustainable tourism practices (Kaya & Kaya, 2023). In regions with cultural and natural richness such as Cappadocia, unique accommodation features play a key role in increasing tourist satisfaction and destination loyalty, and it may be important to adopt a management approach based on contingency theory to protect and enhance these features.

The Cappadocia region is known for its distinctive rock formations, known as "fairy chimneys," which have been carved into various structures, including homes, hotels, and other accommodation options. These unique geological formations, coupled with the region's rich history and cultural heritage, contribute to the appeal of Cappadocia as a tourist destination. Airbnb has capitalized on the demand for unique and immersive experiences in Cappadocia as an alternative accommodation platform. Airbnb hosts in the region often offer accommodations that are carved into the rock formations, providing guests with a one-of-a-kind experience and the opportunity to live in a "cave hotel" or a "fairy chimney"(Barış-Tüzemen et al., 2023). The distinctive features of these Airbnb accommodations, such as their unique architecture, design, and integration with the natural landscape, are likely to have a significant influence on guest experiences and perceptions (Çoban & Yetiş, 2019).

Theories of experiential tourism suggest that the physical environment, including the unique features of accommodation, can profoundly shape tourists' overall satisfaction and their connection to the destination (Mody & Hanks, 2019; Akarsu et al., 2020). The findings of this study also align with Experience Economy Theory, which posits that consumers are increasingly seeking experiences rather than just goods and services (Pine & Gilmore, 1998). The unique features of Airbnb accommodations in Cappadocia, such as the cave dwellings and fairy chimney integrations, contribute to a memorable and authentic experience for guests. These features move beyond simply providing lodging; they offer a glimpse into the region's unique history and culture, creating a more immersive and engaging travel experience (Guttentag, 2019; Akarsu et al., 2020; Mody & Hanks, 2019).

This research aims to explore the influence of these unique accommodation features on guest experiences, as reflected in Airbnb reviews. Specifically, the study examines the ways in which the distinctive architectural characteristics, integration with the natural landscape, and opportunities for cultural immersion offered by Airbnb accommodations

in Cappadocia shape guests' perceptions, satisfaction, and overall experience. Authentic and traditional accommodation experiences, such as those offered by Airbnb in Cappadocia, are recognized as key elements in enhancing the touristic appeal of a region and creating meaningful vacation experiences for guests. Therefore, this study aims to investigate the influence of unique accommodation features on guest experiences in Cappadocia, with a focus on Airbnb reviews. This research analyzes Airbnb reviews, focusing on the frequency and sentiment of guest comments related to specific aspects of the accommodations, to explore the influence of these unique accommodation features on guest experiences in Cappadocia.

The study aims to address the following research questions:

1. What are the most frequently mentioned unique features of Airbnb accommodations in Göreme town of Cappadocia, as reflected in guest reviews?

2. How do guests perceive and evaluate the influence of these unique features on their overall experience in Cappadocia?

3. What insights can be drawn from the analysis of Airbnb reviews to inform the marketing and management of unique accommodation offerings in Cappadocia?

5. Methodology

This study will adopt a mixed-methods approach, combining quantitative and qualitative analysis of Airbnb guest reviews. The first step will involve a frequency analysis of the guest reviews to identify the most commonly mentioned unique features of the Airbnb accommodations in Göreme. A text mining approach has been used to extract and categorize the keywords and phrases related to the unique accommodation features. The second part of the analysis focuses on the sentiment and emotional content of the reviews to understand how guests perceive and evaluate the influence of the unique accommodation features on their overall experience. Sentiment analysis techniques, such as natural language processing and machine learning algorithms, have been used to classify the reviews based on their emotional valence (positive, negative, or neutral) (Barış-Tüzemen et al., 2023). The qualitative analysis also involves a close reading of a sample of the reviews to gain deeper insights into the guests' perspectives and the specific aspects of the accommodations that have influenced their experiences.

The Natural Language Toolkit (NLTK) is a widely utilized open-source library in Python that can apply natural language processing (NLP) techniques to analyze, manipulate, and process human language. By providing extensive tools and resources, NLTK enables users to undertake various NLP tasks, including sentiment analysis, named entity recognition, topic modeling, and text corpora management. The library's features provide tokenization, stemming, lemmatization, parsing, and tagging, which

Table 1: Frequently Mentioned Words and Their Associated Ratings in Airbnb Reviews

Word	Frequency	Average Rating	Word	Frequency	Average Rating	Word	Frequency	Average Rating
great	2464	4,860609189	would	828	4,812419146	best	535	4,899343545
stay	2348	4,825052854	view	811	4,840369393	rooms	511	4,716049383
place	2273	4,815135135	hot	808	4,716524217	close	508	4,81147541
hotel	2112	4,761553918	beautiful	800	4,860082305	morning	506	4,764957265
breakfast	1915	4,809898763	thank	771	4,86407767	one	476	4,635910224
us	1865	4,804819277	air	763	4,781109445	kind	475	4,818984547
room	1840	4,654829545	terrace	743	4,834553441	see	469	4,844907407
good	1639	4,714285714	balloons	669	4,838709677	super	467	4,858910891
location	1589	4,758169935	perfect	642	4,901041667	like	444	4,665012407
nice	1544	4,773510972	balloon	640	4,848381601	day	426	4,676470588
recommend	1278	4,897249191	goreme	627	4,810193322	help	425	4,872773537
host	1220	4,775067751	well	623	4,730769231	always	424	4,832041344
clean	1141	4,843920145	time	599	4,727272727	walk	421	4,837150127
helpful	1120	4,853321033	highly	591	4,954144621	even	420	4,71761658
everything	1115	4,856846473	cappadocia	577	4,869047619	lovely	417	4,842105263
staff	1102	4,83497053	cave	572	4,81092437	delicious	410	4,906801008
friendly	1028	4,857575758	comfortable	567	4,860335196	center	406	4,82697201
also	945	4,757692308	experience	559	4,86023622	airport	403	4,826203209
really	902	4,820474777	helped	544	4,864646465	much	399	4,709333333
amazing	900	4,930758988	definitely	536	4,909090909	restaurants	398	4,852331606

Source: Elaborated by author

powers the development and training of machine learning models for a broad range of NLP applications. Also, NLTK offers pre-trained models and resources, positioning it as an option for scholars and practitioners engaged in NLP-related endeavors (Yao, J., 2019) (NLTK, 2024) .

For sentimental analysis, we have employed NLTK libraries corpus, tokenizer, and TextBlob. The review data was loaded from a CSV file, and a series of preprocessing steps were meticulously applied. These steps have included converting all cases to lower, removing non-word and non-space characters, tokenization, and stopword removal. Once the data has been cleaned, we have used the TextBlob library to analyze the sentiment of each sentence in the reviews, categorizing it as positive, negative, or neutral based on its polarity score. Then, we have filtered the reviews by specific unique features mentioned in the text, such as "cave" or "balloon," and calculated the average sentiment score for each feature. Also, the proportion of sentences with positive, negative, and neutral sentiments for each feature and the total number of sentences that mention each feature has been calculated.

Data Collection and Sample

The data for this study has been collected from the Airbnb platform, focusing on Göreme town of Cappadocia. A sample of 5677 recent guest reviews from 122 Airbnb hosts has been extracted, with the goal of capturing a representative range of experiences and perspectives. All reviews has been captured from all Airbnb hosts which are 38 homes and 84 hotels until the end of September, 2024. The analysis has been guided by the insights from the literature review, which has highlighted the importance of online reviews in understanding guest experiences and the unique features of alternative accommodation options, such as Airbnb (Hati et al., 2021).

Findings and Implications

The findings of this study are expected to contribute to the understanding of the influence of unique accommodation features on guest experiences in the Cappadocia region. The analysis of Airbnb reviews will provide insights into the specific aspects of the accommodations that guests find most memorable and engaging, such as the cave dwellings, fairy chimneys, and integration with the natural landscape.

The results also shed light on how these unique features shape guest perceptions, satisfaction, and overall experiences. The insights gained from this research can inform the marketing and management of Airbnb and other alternative accommodation options in Cappadocia, helping to highlight the unique selling points and experiential aspects that are most appealing to guests.

Overall, this study aims to contribute to the growing body of literature on the role of unique accommodation features in shaping tourism experiences, particularly in the context of emerging alternative accommodation options, such as Airbnb.

Frequency Analysis Results

When the results of the frequency analysis were analyzed, the number of words with 5 or more repetitions was found to be 2251. As seen in Table 1, the most repeated words are listed. Sixty of the most frequently repeated words are given in the table. Among the frequently repeated words, the words "great", "stay", "place", "hotel" and "breakfast" stand out. Looking at the accommodation features, the words "room" "location" "clean" "view" "terrace" "balloons" "cave" "hot air balloon", "view", "rooftop", "terrace" "breakfast" "cave" "stone" come to the fore.

Table 3: Low Rating Frequency Analysis: Commonly Mentioned Words in Negative Airbnb Reviews

Word	Frequency	Average Rating	Word	Frequency	Average Rating	Word	Frequency	Average Rating
worst	10	2,1111111	mood	6	3,4	canceled	11	3,6
refund	11	2,4	stains	5	3,4	loudly	5	3,6
weird	5	2,4	occupied	5	3,4	washed	5	3,6
confirm	7	2,7142857	control	7	3,4285714	attend	5	3,6
dirty	18	2,75	dirt	7	3,4285714	loud	28	3,625
cancel	12	2,8181818	leaves	7	3,4285714	maintenance	11	3,6363636
poor	14	2,8333333	saying	13	3,4545454	euro	12	3,6666666
dangerous	7	2,8333333	key	11	3,4545454	reason	9	3,6666666
paper	7	3	sink	8	3,5	humid	9	3,6666666
remote	6	3	curtains	6	3,5	smell	59	3,7058823
match	5	3	noticed	6	3,5	proper	7	3,7142857
calling	6	3,1666666	safety	6	3,5	hadnt	7	3,7142857
broken	19	3,25	40	6	3,5	okay	22	3,7272727
properly	15	3,2666666	informed	14	3,5384615	pros	16	3,7333333
ceiling	7	3,2857142	humidity	12	3,5454545	uncomfortable	20	3,7368421
30	7	3,2857142	drain	9	3,5555555	cons	12	3,75
wet	11	3,3	misunderstanding	9	3,5555555	desired	8	3,75
sorry	10	3,3	lack	22	3,5714285	constant	8	3,75
entered	8	3,3333333	solution	7	3,5714285	acceptable	9	3,7777777
dust	19	3,375	strange	7	3,5714285	unpleasant	9	3,7777777

Source: Elaborated by author

High Rating Frequencies

The results obtained from comments with low ratings are given. Results of the High Rating Frequency analysis are analyzed, the most repeated words are listed, as seen in Table 2. Sixty of the most frequently repeated words are given in the table. Frequently repeated words include "vineyard", "memorable", "cappadocia", "hospital" and "capadocia" came to the fore. In terms of accommodation features, the words "cappadcoia" "workers" "welcome" "terrace" "balloons" "cave" "hot air balloons" and "view" stand out.

Low Rating Frequencies

The results obtained from the comments that received low rates are given. Results of the Low Rating Frequency analysis are analyzed, the most repeated words are listed, as seen in Table 3. Sixty of the most frequently repeated words are given in the table. Frequently repeated words include "worst", "refund", "weird", "dirty" and "poor" came to the fore. In terms of accommodation features, the words "dirty" "dangerous" "welcome" "broken" "humidity" "lack" "occupied" and "curtains" stand out.

6. Findings of Sentimental Analysis

Sentiment analysis conducted on the 5,677 Airbnb reviews for accommodations in Göreme, Cappadocia, reveals key insights into guest experiences and preferences. The unique features of these accommodations such as "hot air balloons," "views," "rooftops," and "cave dwellings" were frequently mentioned and positively rated by guests. The sentiment scores showed that guests particularly appreciated the integration of the accommodations with the natural landscape, which enhanced their overall satisfaction (Table 4).

Table 2: High Rating Frequency Analysis: Commonly Mentioned Words in Positive Airbnb Reviews

Word	Frequency	Average Rating	Word	Frequency	Average Rating	Word	Frequency	Average Rating
vineyard	54	5	landscape	16	5	puppy	12	5
osmans	45	5	warmly	16	5	lively	12	5
memorable	42	5	atakan	16	5	understanding	12	5
strongly	28	5	kemal	15	5	baked	12	5
helen	25	5	question	15	5	parents	12	5
necessary	24	5	anyway	15	5	cheerful	12	5
lisa	22	5	convenience	14	5	doubt	12	5
simply	21	5	wow	13	5	accomodating	12	5
capadocia	21	5	atmospheric	13	5	workers	12	5
hes	21	5	veranda	13	5	nicest	12	5
unbeatable	20	5	responds	13	5	hospital	12	5
juice	20	5	info	13	5	glorious	12	5
thoroughly	20	5	memories	13	5	spaces	11	5
bahri	20	5	ballons	13	5	cutest	11	5
boutique	19	5	invited	13	5	matter	11	5
gem	19	5	chimneys	13	5	instantly	11	5
daughter	18	5	tastefully	12	5	famous	11	5
delightful	17	5	homestay	12	5	history	11	5
together	17	5	surely	12	5	mini	11	5
melissa	17	5	upgraded	12	5	orange	11	5

Source: Elaborated by author

Table 4: Sentiment Analysis of Key Features in Airbnb Reviews: Average Sentiment and Mention Distribution

Feature	Average Sentiment	Positive	Negative	Neutral	Total Mentions
hot air balloon	0,341835	0,976827	0,017825	0,005348	561
view	0,529056	0,934188	0,017094	0,048718	1170
rooftop	0,50591	0,913978	0,02509	0,060932	279
location	0,52748	0,913179	0,023735	0,063086	1601
terrace	0,512095	0,901575	0,024934	0,073491	762
breakfast	0,523069	0,89995	0,01901	0,081041	1999
host	0,449607	0,887606	0,026124	0,08627	1646
balloon	0,366367	0,869732	0,03908	0,091188	1305
food	0,450753	0,869281	0,013072	0,117647	153
cave	0,394633	0,834416	0,038961	0,126623	616
horse	0,271079	0,8	0,057143	0,142857	35
stone	0,395876	0,794326	0,049645	0,156028	141
close	0,30317	0,771963	0,080374	0,147664	535
restaurant	0,329294	0,770245	0,060264	0,169492	531
picture	0,335324	0,768707	0,040816	0,190476	147
atv	0,285083	0,761194	0,029851	0,208955	67
tour	0,285968	0,746053	0,048684	0,205263	760
transfer	0,248474	0,704545	0,039773	0,255682	176
shop	0,265215	0,694444	0,097222	0,208333	216
airport	0,243986	0,687023	0,048346	0,264631	393

Source: Elaborated by author

For example, features like "hot air balloon" rides garnered an overwhelmingly positive sentiment score (97,68%), while elements such as "view" and "location" also scored high on guest satisfaction, with sentiments exceeding 90%. Interestingly, elements like "terrace" and "breakfast" also contributed to positive guest experiences, reinforcing the importance of both the natural setting and hospitality services.

However, the analysis also highlighted some areas of dissatisfaction. Guests expressed negative sentiments related to factors like "dirty" accommodations or "poor maintenance," which negatively impacted the guest experience.

The analysis of the Airbnb reviews revealed that the unique features of the accommodations in the Göreme town of Cappadocia that were most frequently mentioned by guests include: Sentiment analysis of the reviews indicated that the majority of guests had a positive perception of the unique accommodation features, with comments highlighting the "hot air balloon", "view", "rooftop", "location", "terrace" "breakfast" "cave" "stone" and experiences.

These findings emphasize the importance of enhancing both the unique aesthetic qualities of the region (such as panoramic views and cave architecture) and the operational aspects (like cleanliness and upkeep) to maintain high levels of guest satisfaction. The implications for Airbnb hosts and destination marketers are clear: Focusing on promoting and maintaining these unique features can enhance visitor experiences and strengthen Cappadocia's position as a premier destination for alternative accommodation experiences.

7. Conclusions and Discussion

The findings of this study suggest that the unique features of Airbnb accommodations in Göreme have a significant impact on guest experiences. In particular, the accommodations' architectural structures (cave houses, fairy chimneys) integrated with the natural landscape of the region and the panoramic views they offer greatly have influenced guests' satisfaction. Such unique elements have been described by guests as "charming," "unique," and "intimate" and contributed to the integration of their experience of staying in the region with the cultural and historical fabric. The findings of this study suggest that the unique features of Airbnb accommodations in Cappadocia, such as their distinctive architecture, integration with the natural landscape, and panoramic views, have a significant influence on guest experiences (Al-Saffar & Aoul, 2019; Hati et al., 2021; Seyitoğlu et al., 2019). These distinctive attributes are key factors in attracting visitors to the region and creating memorable experiences that align with the Cappadocia's identity as a unique and immersive travel destination.

Among the positive findings, experiences such as "hot air balloon," "view," "terrace," and "breakfast" have been the most prominent. These features have received high levels of positive emotional feedback and stood out as elements that have enriched guests' vacation experiences. For example, the "hot air balloon" activity has generated 97,68% positive emotions, while elements such as "view" and "breakfast" have also positively shaped guests' vacation experiences. These results show that guests are looking for unique and local experiences during their vacations and that such experiences have the potential to create a memorable vacation. On the other hand, among the negative findings, issues such as "cleanliness" and "lack of maintenance" have led guests to have negative experiences. These findings suggest that Airbnb hosts in the region should not only focus on unique and attractive accommodation features, but also provide basic service standards. In particular, cleanliness, maintenance and

responsiveness to guest needs are critical to overall guest satisfaction.

Furthermore, the study highlights the importance of curated experiences and amenities in enhancing guest satisfaction and perceptions of the overall visit. By understanding the factors that shape guest experiences, Airbnb hosts and destination stakeholders can optimize their offerings to meet better the evolving expectations of travelers seeking authentic and transformative experiences in Cappadocia. (Seyitoğlu et al., 2019; Li et al., 2019). The findings of this study provide insights for Airbnb hosts and hotel managers on how to enhance their services to customers based on the four experience dimensions, and how hotels can compete with Airbnb on these dimensions (Li et al., 2019). The study also highlights the disruptive influence of the sharing economy on the travel industry and the significance of network technologies in enabling communities to leverage their resources.

These findings provide important clues not only for Airbnb hosts, but also for stakeholders developing destination management strategies for the region. By capitalizing on Göreme's natural and cultural heritage, better marketing and promotion of these prominent features of accommodation units can increase the touristic attractiveness of the region. At the same time, it has been concluded that authentic experiences that reflect the local culture and community should be emphasized to enhance guest experiences.

In conclusion, this study highlights the impact of unique accommodation features on guest experiences in Göreme based on Airbnb reviews and provides important strategic recommendations for Airbnb hosts and destination management professionals in the region. Marketing unique accommodation features plays a critical role in increasing guest satisfaction and strengthening the sustainable touristic appeal of the region.

As a suggestion for future research, it may be useful to extend the findings of this study to a wider geographical area and examine different tourist profiles. In particular, analyzing how tourists from different cultural backgrounds react to unique accommodation features can provide in-depth information for destination management and marketing strategies. In addition, using qualitative research methods to explore more detailed feelings and perceptions of guests' stay experiences can contribute to identifying specific areas for improvement to increase guest satisfaction.

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Guest experience and unique accommodation features in Göreme, Cappadocia: An Airbnb review analysis

Abstract

This study investigates the influence of unique accommodation features on guest experiences in the Göreme town of Cappadocia, focusing on Airbnb reviews. By analyzing 5,677 reviews from 122 Airbnb listings, the research identifies key features such as cave dwellings, panoramic views, and hot air balloon experiences, which significantly contribute to guest satisfaction. A mixed-method approach has been used, combining frequency analysis and sentiment analysis, to evaluate how these unique elements shape guests' perceptions and overall satisfaction. The findings highlight the critical role of both aesthetic qualities and service standards, emphasizing the need for hosts to balance unique architectural features with essential hospitality services like cleanliness and maintenance. This research provides insights for Airbnb hosts and destination marketers to enhance the appeal of Cappadocia as a premier destination for immersive, authentic tourism experiences. The study also offers strategic recommendations for improving marketing efforts and destination management by leveraging Cappadocia's cultural and natural heritage to create memorable guest experiences. As a suggestion for future research, it may be useful to extend the findings of this study to a wider geographical area and examine different tourist profiles.

Keywords: *Cappadocia, Airbnb, Guest experience, Accommodation features, Sentiment analysis.*

Authors

Full Name	Author contribution roles	Contribution rate
Koray Çamlıca:	*Conceptualism, Methodology, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing*	*100%*

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.