

Facebook'taki Beş Yıldızlı Oteller: Antalya Yöresinde Bir Durum Çalışması

Five Star Hotels on Facebook: A Case Study in Antalya Region

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Abstract: *The Internet, providing information sharing to external user groups, has a great potential. This great potential showed itself clearly with social media applications. Facebook, being commonly used (top social media application) in the world is the subject of this study. In this study it's aimed to identify what kind of information the hotels gave place on their Facebook pages (image, audio, video etc.) and to identify which and how frequent they used Facebook functions. In line with that aim, various dimensions and items were determined to systematize the data which would be obtained from Facebook pages. It is focused on four key dimensions for assessing the Hotels' Facebook pages; informing, contact details, sharing and supporting features. This research is conducted between February 28-March 28, 2015 and Facebook pages of 148 five-star hotels in Antalya Region are accessed. Based on the research findings, it can be defined that the informing level of the hotels is at a moderate level and the hotels are effective in sharing their contact details. However, it has to be indicated that the sharing video and audio for existing / potential guests in their own language is limited and inadequate. In addition to that, 62% of the sample has a direct reservation link on the Facebook page so it might be promising to reach large masses at less cost and quickly.*

Keywords: *Web 2.0, Social Media, Facebook, Five Star Hotels, Antalya.*

Öz: *İnternet dış kullanıcı gruplarına bilgi paylaşımını sağlayan müthiş bir potansiyele sahiptir. Bu büyük potansiyel sosyal medya uygulamaları ile kendini açıkça göstermiştir. Dünya'da en çok kullanılan sosyal medya uygulaması olan Facebook araştırma konusunu oluşturmaktadır. Bu araştırmada otellerin Facebook sayfalarında hangi bilgilere yer verdikleri, neleri paylaştıkları (görüntü, ses, video vb.) ve Facebook'un hangi fonksiyonlarını ne sıklıkta kullandıkları belirlenmeye çalışılmıştır. Bu amaç doğrultusunda, Facebook sayfaları incelenirken elde edilecek verileri daha sistematize hale getirmek için çeşitli boyutlar ve bu boyutlarda yer alacak maddeler belirlenmiştir. Otellerin Facebook sayfaları değerlendirilirken dört kilit boyut üzerinde durulmuştur; bilgilendirme, iletişim bilgileri, paylaşım ve destekleyici özellikler. Bu araştırma 28 Şubat – 28 Mart 2015 tarihleri arasında yapılmış ve Antalya yöresinde yer alan 148 adet beş yıldızlı otelin Facebook sayfasına ulaşılmıştır. Araştırma bulguları sonucunda, otellerin bilgilendirme seviyesinin orta düzeyde ve iletişim bilgilerinin paylaşılmasında etkili olduğu ifade edilebilir. Ancak, mevcut/potansiyel misafirlerin kendi dillerinde video ve ses paylaşımlarının sınırlı ve yetersiz olduğunu belirtmek gerekir. Buna ek olarak örneklemin %62'si Facebook sayfasında rezervasyon linkine sahiptir ve böylece daha az maliyetle ve hızlı bir şekilde geniş kitlelere ulaşmak için umut verici olabilir.*

Anahtar Kelimeler: *Web 2.0, Sosyal Medya, Facebook, Beş Yıldızlı Oteller, Antalya.*

1. Introduction

The Internet, providing information sharing to external user groups, has a great potential (Bonsón and Escobar, 2006). Consumers had been using the internet for reading, watching and/or purchasing product/service. However the purpose of internet use got changed; consumers took up to use sites enabling content share, blogs, social networks and wiki communities in order to create, share and discuss something (Kietzmann, Hermkens, McCarthy and Silvestre, 2011). “The internet in its general meaning can be defined as a network that performs data transfer between computers, attended by millions of people and organization from many parts of the world” (Tan, Baydaş and Aksent, 2004).

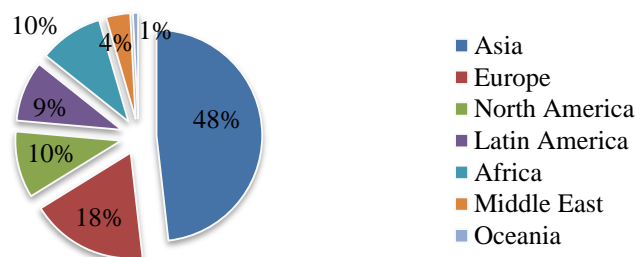


Chart 1: Distribution of Internet Usage in the World by Regions

Source: Compiled from: <http://www.internetworldstats.com/stats.htm>.

According to 30 November 2015 data, the internet usage rates by regions are shown in Chart 1. When the statistical data is analyzed it is seen that the internet is mostly used in Asia (40% of the Asian population) and in Europe (73.5% of European population). While having least internet usage with 0.8% rate, 73% of Oceania/Australia's population use the internet.

Poel and Leunis (1999), define that internet is a quite important distribution channel for consumers. Internet provides many advantages also for tourism and hotel management sector. Consumers seeking information about the products they preferred or would prefer, are able to reach suppliers directly and easily by means of internet without geographical or time-wise obstacles (Law and Hsu, 2006). Internet also provides individuals with information about touristic destinations and the products and services via other consumers (Pan, MacLaurin and Crotts, 2007).

In the light of technological developments, there have been big changes also in the internet usage when considered from E-mail to Web-Sites; internet constitutes the first step of promoting. Such that, in 2000's travel marketing staff had become professionalized in building web sites, on which individuals would be able to get information about the trip and make hotel room reservation. Given that case is defined as Web 1.0 (Laboy and Torchio, 2007). The developments in software and hardware technologies late in 20'th century, made changes in our lives by social and economical aspects and these changes ensured the Web 2.0 to show up (Milano, Baggio and Piattelli, 2011).

Web 2.0 is defined as: "an open-source, user-controlled collection of interactive online applications expanding the marketing power, knowledge and experience of users in business processes and social processes" (Constantinides and Fountain, 2008, pp. 232). Web 2.0, provides consumers with creating content in any subject they are interested in and sharing it with unlimited number of users (Laboy and Torchio, 2007). Web 2.0 technologies can be defined as approach of creating content and distributing and it gives freedom to its users in terms of content sharing, re-use and meeting (Adebanjo and Michaelides, 2010; Gretzel, 2006). In brief, Web 2.0 technologies had become a social phenomenon which enables creating and distributing web content (Adebanjo and Michaelides, 2010).

Internet was more individualistic and stable in the past (Adebanjo and Michaelides, 2010; O'Reilly, 2005). However with Web 2.0 internet came to a more interactive, collusive and dynamic state (Adebanjo and Michaelides, 2010; Kaplan and Haenlein, 2010; Chan and Denizci Guillet, 2011). Accordingly the key evolution of Web 2.0 technologies has manifested itself in social media applications. Social media in general, could be characterized as a category of online discourses on which people can create content, share them and add bookmarks. (Zehrer, Magnini and Crotts, 2012). Social media employs mobile and web-based Technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Hence social media provides communication and interaction between firms and users, it has gained importance increasingly in recent years (Gretzel, 2006; Pan et. al., 2007; Xiang and Gretzel, 2010; Lee, Xiong and Hu, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2013). Tourism business environment is also influenced permanently by social media (Zehrer et. al., 2012). The term Web 2.0 is characterized as Travel 2.0 and is stated to have significant influences in tourism sector. And the utilizing such development tools in improvement of tourism web sites is considered quite important (Milano et. al., 2011). There are various social media applications used by people around the world. When the most preferred social media applications are analyzed it can be seen that there is; 1.59 billion Facebook users, 320 million Twitter users, 400 million Instagram users and 100 million LinkedIn users around the world (Kemp, 2016). Sites characterized as social media on one hand mean the content created by consumer; on the other hand they popularized the internet usage by passengers (Gretzel, 2006; Pan, et. al., 2007; Xiang and Gretzel, 2010).

2. Social Media and Facebook in Tourism Sector

Social web (Web 2.0), rather than a technical innovation is considered as a social novelty which alters communication and interaction styles of individuals and firms (Zehrer et. al., 2012). Web 2.0, together with bringing new difficulties to firms, it also gives chances of getting information about customer needs and requests and accordingly forming direct and customized interaction (Constantinides and Fountain, 2008). Modern businesses are faced with the reality that Web 2.0 technologies are used quite frequently among customers. In this respect, firms are in need of knowing how Web 2.0 affects information management and in this respect; firms need to understand how Web 2.0 impacts knowledge management and how the user learning process can be leveraged as a strategic source for service growth and sustained advantage (Shang, Li, Wub and Hou, 2011).

Social media can be defined as an information system that the users collect information from each other and popularize it (Kim, Kim and Kim, 2010; Mizrachi and Sellitto, 2015). Social media is seen as one of the largest sources of social interaction in the world (Stankov, Lazić and Dragičević, 2010). Because, as well as being cost-efficient, it enables instant access (Ma and Au, 2014). In the information acquisition process, social media is pointed as a platform that should be valued by firms and customers (Mangold and Faulds, 2009; Mizrachi and Sellitto, 2015). According to researches it's possible to say that effective use of social networks in the customer relations management forms brand awareness, brand loyalty and motivates consumers (Wang and Zhang, 2013). Wong and Law (2005) also indicate that information quality is a relatively important dimension and effectively used social media applications would positively affect online purchasing intention (Pan, et. al., 2007). Growing into an information source for visitors, the internet, turned into being a platform for tourism business. The common name of virtual platforms on which the internet users publish and share the contents with large masses "Social Media", is intensively used both by hospitality businesses and by tourists (Eryılmaz and Zengin, 2014). Social media enables tourists share and revitalize their experiences (Tussyadiah and Fesenmaier, 2009; Xiang and Gretzel, 2010). As a result of Tussyadiah and Fesenmaier's study (2009), about the social media effect on the purchasing decision of tourists: travel videos give spiritual pleasure by stimulating fantasies and imagination and also revitalize travel memories of watchers. In addition to this, it's stated that the shared videos are delivering the other countries and social areas a depictive access Tussyadiah and Fesenmaier, 2009). Social media is seen as a powerful word of mouth agent in the matter of travel (Laboy and Torchio, 2007; Khirin and Phalitnonkiat, 2013; Atadil, Berezina, Çobanoğlu and Yılmaz, 2010). It's seen that wine companies in Canada, New Zealand, South Africa and USA use social media mainly for communication (being close to customers, enabling interactive communication) (Alonso, Bressan, O'shea and Krajsic, 2013). For this reason businesses in tourism industry must strive for having information about customer needs and for that purpose must use the social media as a tool to meet these needs by going beyond the ordinary (Chitu and Abu, 2013). The most preferred social media application, Facebook may be used in various forms. Feedback and advertisement channel are the apparent usage areas. Also, it's stated that the customers use Facebook to maintain social network with friends and companies (Khirin and Phalitnonkiat, 2013). Facebook as a popular social media application which aims communication and information sharing is the most preferred social media application. It's estimated that Facebook has approximately 1.59 billion users in the last quarter of 2015. (<http://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>, Access Date: 02 May 2016).

Hospitality businesses use social media applications such as Facebook, Twitter, YouTube and Instagram for the purposes such like promoting services, interacting with customers, learning customer preferences, expectations and suggestions besides announcing novelties (Kasavana, Nusair and Teodosic, 2010). When academic studies are examined, it's clearly seen that Facebook is substantial in tourism industry. Chan and Denizci Guillet (2011), evaluated which social media application and to what extent Hong Kong hotels used. The research carried out between January-March 2010 with second hand sources and various online sources. They rated Social media efforts at three different levels: feature level, brand level and corporate level. As a result of their research they observed Twitter (56.7%) and Facebook (53.7%) are the most commonly used. Although Dwivedi, Yadav and Venkatesh, as a result of their study on national tourism organizations identified that the most preferred social application is Facebook followed by Twitter, YouTube and Flickr applications (Escobar-Rodríguez and Carvajal-Trujillo, 2013).

Hsu (2012) examined Facebook pages of 6 hospitality businesses operating in Taiwan with qualitative research method. Within the context of research, creating hospitality firm's Facebook accounts, selecting the qualifications of the page, quality and content volume, aesthetics and visual quality, linguistic performance, coverage zone, accessibility and interaction quality is evaluated. According to the research findings, hotels use Facebook in respect of e-marketing and they are nationally successful but not sufficient in international arena. However, firms having Chinese pages for shares revealed that potential customer repository is expanded. In USA 50 national tourism organizations web sites are examined with content analysis method and it's determined that organizations use at least one social media application on their websites. And it's seen that the most preferred social media applications respectively are Facebook, Twitter, YouTube and Flickr (Yoo and Kim, 2013).

In Turkey there are studies on social media and particularly analyzing the relationship between Facebook and tourism industry. For instance; Sü Eröz and Doğubay (2012), have analyzed social media in tourism businesses in the scope of marketing ethics, asserting that the internet use and social media are vital tools for tourism businesses in terms of touristic product preferability. Collins and Algür (2012) have analyzed-through content analysis- Facebook pages of totally 300 hotels selected from all around the world (150 hotels from Turkey and 150 from other countries). The most substantial result of this study is that, compared with other countries' hotels, the hotels in Turkey are still not sufficiently utilizing Facebook's functions. Analysing Facebook pages of the boutique hotels which adopted customized service understanding Eryılmaz and Zengin (2014), stated that boutique hotels use Facebook highest, compared other social media applications, also they are not using experts for these pages management and there is few businesses enabling on line reservation possibility. In another study Eryılmaz and Zengin (2015) in order to evaluate the role of social media on customers' choices have made research on 410 guests from 4 or 5 star hotels operating in Turkey. According to the results of that research; they stated that tourists had information about the accommodation facilities and this information affects their preferation. According to the information obtained from Antalya provincial directorate of culture and tourism, inbound visitors of Antalya by nationalities and numbers, are shown in Table 1.

Table 1. Distribution of inbound visitors to Antalya by nationalities in 2015 (January-December)

<i>Nationalities</i>	<i>Total</i>
Germany	3 148 458
Russia	2 838 134
Netherland	503 188
United Kingdom	461 482
Sweden	335 875
Ukraine	317 530
Kazakhstan	268 459
Belgium	244 519
Poland	241 449
Grand Total	11 331 840

Source: Compiled from: <http://www.antalyakulturturizm.gov.tr/TR,127686/yabanci-ziyaretci-sayilari-ve-milliyet-dagilimi-2015-yi-.html>

The inbound visitor number of Antalya is: 11.331.840 (except trough trips). As can be seen in Table 1, it can be stated that the most of visitors come from Germany (Nationality Share: 28.97%) and from Russia (Nationality Share 26.11%). The social media using rates of countries are shown in Chart 2.

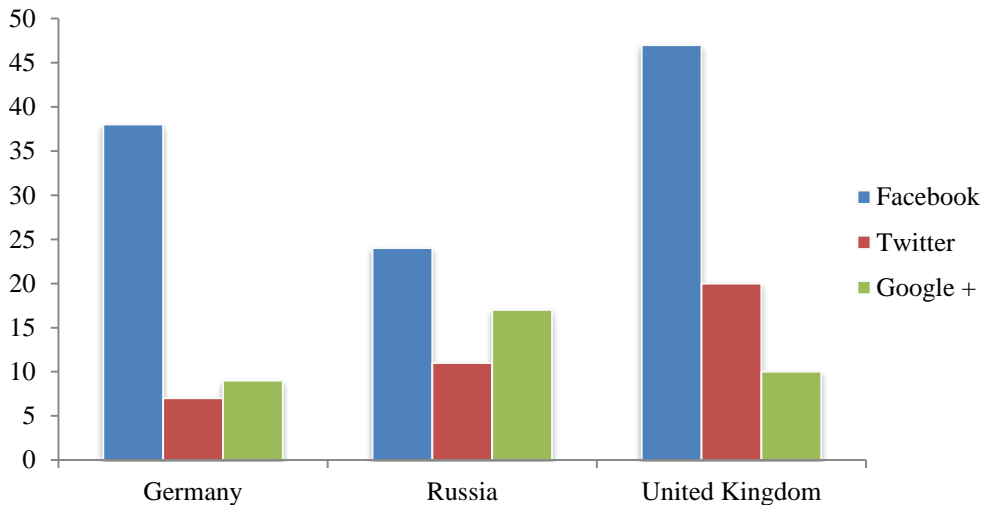


Chart 2: Distribution of Countries by Social Media Usage Rate (2015)

Note: Rates figure the % of internet users by countries.

Source: (Kemp, 2016) compiled from: <http://wearesocial.com/uk/special-reports/digital-in-2016>

As shown in Chart 2, in the aforementioned countries Facebook is placed on the top of social media applications. In response to this it can be stated that Twitter and Google+ applications in this countries are used less as against Facebook. This chart indicates that the most preferred social media application Facebook is much more of importance in the tourist generating countries of Antalya.

3. Research Method and Findings

The purpose of this study is to reveal which features and to what extent five stars hotels of Antalya use the social media application Facebook. In line with this purpose the Facebook pages of hotels are reviewed with a qualitative research method through content analysis. Content analysis is a scientific approach that enables objective and systematic examination of verbal, written and other materials (Tavşancıl and Aslan, 2001). In this study it's aimed to identify what kind of information the hotels gave place on their Facebook pages (image, audio, video etc.) and to identify which and how frequent they used Facebook functions. In line with that aim, various dimensions and items were determined in order to systematize the data which would be obtained from Facebook pages. In this research, the content analysis aimed at Facebook pages of hotels which was carried out in four dimensions: informing, contact details, sharing and supporting features. In the informing dimension; it's checked whether there is explanation about hotel, general information, parking lot and awards or not. In the

contact details dimension; the hotels' address on the page, location on the map, telephone number, web-site link and, the links to other sites (if available) are evaluated. In the sharing dimension at which the visual quality is in the forefront; the cover and profile photo of the hotels' Facebook page, sharing rate (photo and videos) and sharing language are examined. Lastly, it's enquired whether there are any supporting features on the Facebook page of the hotel or not. Given the dimensions, identified by utilizing dimensions that were used in academic studies which exercised on the similar topic. For instance, Khirin and Phalitnonkiat (2013), endeavored to reveal the purpose of Facebook usage of hotels in Pattaya with content analysis method and to that end they analyzed Facebook pages in three dimensions: customer support, marketing research and advertising/promotion. Hsu (2012), reviewed Facebook utilization of hotels in Taiwan in terms of international marketing. And in this respect he discussed two perspectives; basic features and supporting features. Another research carried out about Facebook usage in order to intensify social bond and it's reviewed in three aspects; informing, information sharing and content (Waters, Burnett, Lamm and Lucas, 2009).

The analysis of the data obtained within the qualitative research this order was followed: The inventory of the data obtained from Facebook pages was analyzed. In the second stage codification process was made based upon dimensions used in the studies of Khirin and Phalitnonkiat (2013) and Hsu (2012). After codification process similar data was gathered under temporary themes. The obtained temporary themes were correlated on the basis of research questions and final themes were formed. In the third stage the findings were interpreted. One of the most important subjects in content analysis is ensuring the reliability. The reliability of techniques used for content analysis is mostly dependent to codification process. While that is pertinent to reliability of encoders and encode categories. Encoders reliability requires different encoders encoding the same text in the same type or the same encoders encoding the same text in the same type in different times (Bilgin, 2014). Yıldırım and Şimşek (2006), stated that the similarities in the data set must reach %70 and above encoding percentage to ensure reliability of encoding. In this direction the researchers carried out the encoding from Facebook pages independent of each other and thus ensuring the reliability of encoding process.

INFORMING	CONTACT DETAILS	SHARING	SUPPORTING FEATURES
<ul style="list-style-type: none"> •Explanation •General Info •Awards •Parking Lot 	<ul style="list-style-type: none"> •Address •Location •Telephone •E-Mail •URL •Link to Other Sites 	<ul style="list-style-type: none"> •Profile Photo •Cover Photo •Sharing Rate •Language 	<ul style="list-style-type: none"> •Reservation •Event Calendar •Review

Figure 1: Functionality of Facebook Page

In this study qualitative research method, content analysis, enabled a descriptive representation. In order to gather more reliable information a control chart was formed in which the identified dimensions and items of these dimensions were placed. By this way, during the analysis of Facebook pages of hotels, the related items on the chart were ticked off (✓) and the data were collected. Within this control chart there is statements aimed to collect data about features of 4 dimensions shown at Figure 1.

5 star hotels in Antalya constitute the research population. According to data obtained from Antalya Directorate of Culture and Tourism there are totally 304 five star hotels in Antalya; 255 of them with tourism operation license and 49 of them with tourism investment license (<http://www.antalyakulturturizm.gov.tr/TR,93462/konaklama-tesisi-istatistikleri.html>, Access Date: 04 January 2015). Within the context of the research, the web-sites of 254 five star hotels are accessed and 148 of these hotels having Facebook link on their website, constitute the research sample. Research was conducted between March 29, 2015 and April 1, 2015.

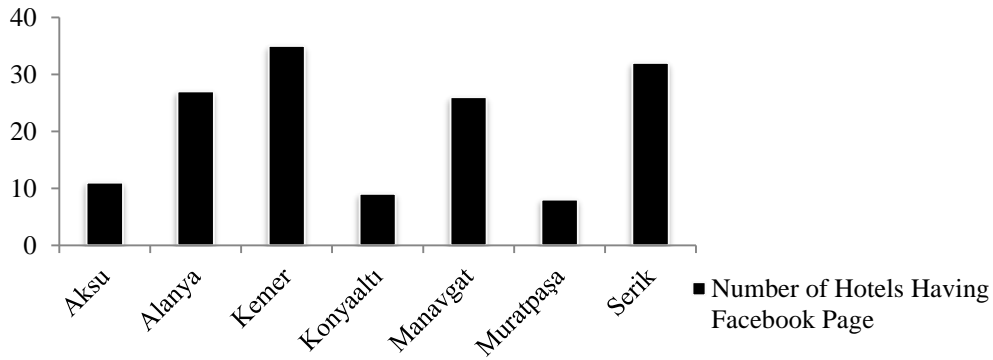


Chart 3: Distribution of 5 Star Hotels Using Facebook in Antalya- by Regions

Distribution of 148 hotels (research sample) on the basis of districts is shown on Chart 3. 35 of five star hotels in Kemer district have Facebook pages with a 23.6% rating. In Aksu (7.4%), Konyaalti (6.1%) and Muratpasa (5.4%) districts the rate of hotels having Facebook pages is low, notwithstanding that; it is high when compared to hotel numbers in these regions.

3.1. Information

According to Anthony Liew (2013) information is understood through associational relationship and information is related with meaning and human intention. In brief, the purpose of information is value creation (Liew, 2007). In this respect one of the most important facts is information for businesses to open up to world. Internet Technologies besides facilitating our lives, it enables our information reach large masses fast and cost effectively. Facebook, offering a great opportunity for information share, is also essential for hotels hosting international guests in Antalya. According to 2014 stats there are 304 five star hotels in Antalya. Only 148 of these hotels have Facebook page. It's possible to say that, there are a relatively high number of hotels still not aware of Facebook being a substantial information sharing arena.

Table 2. Information on Facebook Pages of Five Star Hotels in Antalya

Informing	f		%	
	N/A	A	N/A	A
Explanation	36	112	24,3	75,7
General Info	81	67	54,7	45,3
Awards	135	13	91,2	8,8
Parking Lot	87	61	58,8	41,2

Data collected about the informing dimension of 148 Facebook pages which are reached through research, shown at Table 2. 75.7% of the sample gave place to short or wide explanation about the hotel in their Facebook pages. 54.7% of these hotels didn't give place to general information about hotel on their Facebook page. Only 13 hotels displayed their awards on their Facebook pages. Only 41.2% of five star hotels in Antalya stated that they have parking lot in their Facebook page.

3.2. Contact Details

“Communication is an act realized by using specific tools” (Çakır and Topçu, 2005, pp. 71). Businesses pay attention to use different tools effectively in the realization phase of that act. When considered in terms of tourism industry, the tools used for communication becomes more important in that it serves international guests. Internet accordingly the social media applications are the most effective tools clearing the way from spatial and time-wise restrictions. Providing cost effective access to large masses, the world's most used social media application Facebook, in that respect offers a great opportunity for hospitality businesses.

Table 3. Contact Details on Facebook Pages of Five Star Hotels in Antalya

<i>Contact Details</i>	<i>f</i>		<i>%</i>	
	<i>N/A</i>	<i>A</i>	<i>N/A</i>	<i>A</i>
Address	4	144	2,7	97,3
Location	25	123	16,9	83,1
Phone Number	1	147	0,7	99,3
E-Mail	30	118	20,3	79,7
URL	3	145	2,0	98,0
<i>Link to Other Sites</i>	<i>N/A</i>	<i>A</i>	<i>N/A</i>	<i>A</i>
TripAdvisor	95	53	62,2	35,8
Twitter	120	28	81,1	18,9
YouTube	135	13	91,2	8,8
Pinterest	133	15	89,9	10,1
Google +	147	1	99,3	0,7
Instagram	111	37	75,0	25,0

In the light of data collected, to define which contact details the five star hotels in Antalya displayed on their Facebook pages, the findings, shown at Table 3.

When Table 3 is analyzed it is possible to say that almost all the research sample share hotels address, telephone number and web site URL on Facebook page. Also it can be stated that rate of hotels sharing their location via Google Maps is 83.1%. It's seen that approximately 20% share the e-mail address of the hotels on Facebook page. In this dimension another issue of concern is whether there is link to other websites used by the sample on Facebook pages or not. Based upon the research data it can be stated that mostly links of TripAdvisor (35.8%) and Instagram (25.0%) have place in Facebook pages.

3.3. Sharing

The main purpose of the social media is sharing entries such like businesses' product promotion and tourists sharing a holiday experience. Some important issues come into prominence. For instance, visual quality is highly important as first impression for customers (Cross and Parker, 2004). In this regard profile and cover photos besides sharing (photos, videos etc.) can be attractive and impressive at first impression. Language is another important matter. The language used may pose an obstacle in promotion/marketing activities (Harrison-Walker, 2002). It's possible to say that hotels willing to reach international dimension can be more effective, popular and understandable by different nations provided that they post shares in various languages. In 2013, it's seen that hotels granted "Social Hotel Awards" have hotel logo /emblem as a profile picture and hotel/hotel panorama as a cover photo on their Facebook pages. In this direction, primarily the profile and cover photos of Facebook pages are checked.

Table 4. Profile/Cover Photos of 5 Star Hotels in Antalya

	<i>Profile Photos</i>		<i>Cover Photos</i>	
	<i>f</i>	<i>%</i>	<i>F</i>	<i>%</i>
Logo/Emblem	99	66,9	9	6,1
Hotel/Landscape	46	31,1	125	84,5
Other	3	2,0	14	9,4

The statistical data obtained about profile/ cover photo choices of five star hotels in Antalya is shown at Table 4. 66.6% of the hotels prefer to hotel logo/emblem as profile photo. As for 84.5% of the hotels preferred

hotel/panorama as cover photo. This state has parallels with cover photo choices of hotels having “Social Hotel Awards”.

Table 5. Languages Used by 5 Star Hotels on Facebook Pages

<i>Languages</i>	<i>f</i>	<i>%</i>
Turkish	142	95,9
English	135	91,2
German	39	26,4
Russian	36	24,3

As shown in Table 5. Turkish is placed on the top of languages used by hotels for social sharing. 95.9% of hotels use Turkish for sharing. After the native language, the most preferred language seems to be English with 91.2%. When Table 5 is viewed the most surprising is that the hotels share ratings in German (26.4%) and Russian (24.3%) languages. As it was stated before, Russia is at 1st place in terms of tourist numbers coming to Antalya and Germany is the 2nd.

Table 6. Sharing Rates on Facebook Pages of Five Star Hotels in Antalya (March 2015-Image Sharing)

<i>Sharing Rate</i>	<i>Sharing Rate</i>	<i>Sharing Rate</i>
Never	Never	Never
Between 1-10	Between 1-10	Between 1-10
Between 11-20	Between 11-20	Between 11-20
Between 21-30	Between 21-30	Between 21-30
31 and more	31 and more	31 and more
Total	Total	Total

Table 7. Sharing Rates on Facebook Pages of 5 Star Hotels in Antalya (March 2015-Video Sharing)

<i>Sharing Rate</i>	<i>f</i>	<i>%</i>
Never	111	75,0
Between 1-3	29	19,6
Between 4-6	6	4,1
7 and more	2	1,4
Total	148	100,0

Ratings of photos and videos shared on Facebook pages of hotels within the research are shown at Table 6 and Table 7. It can be stated that 23% of the sample have been inactive within the time specified and didn't share any photos on Facebook page which provides communication and sharing. As for approximately 42% of hotels have between 1 and 10 image sharing rate. Unexpectedly it can be also seen that 75% of hotels didn't share any videos

3.4. Supporting Features

There can be different objectives about usage of Facebook and similar social media applications by businesses. These objectives can be ranked as; intensifying customer relations, creating corporate image, promotion,

marketing, enhancing the purchasing intention of existing and potential customers and providing information about customer satisfaction. When it's considered from the point of hospitality businesses it's a natural consequence that existent and potential customers use Facebook as an impulse for booking, which is the first step of purchasing. In this respect the Facebook pages of hotels in the research sample are checked whether there is link for booking or not. Furthermore it's examined whether there is information or event calendar towards the events organized in hotel. In that it may be substantial for attracting guests and announcing these events to individuals via Facebook can be cost effective and a faster communication tool.

Table 8. Supporting Features on Facebook Pages of Five Star Hotels in Antalya

<i>Supporting Features</i>	<i>f</i>	<i>%</i>
Reservation Link	92	62,2
Event Calendar	54	36,5
Review (Rating)	121	81,8

The findings about the supporting features used on Facebook pages by five star hotels in Antalya are shown at Table 8. Intended for the ultimate objective of Hospitality businesses 62% of the sample has given a place to booking link on their Facebook pages. Only 54 of five stars on Facebook share their event calendar on Facebook. As for 81.8% of the hotels offer users the rating button enabling assessment on their Facebook page.

4. Conclusion and Recommendations

Today in 21th century, it's well known that internet provides numerous advantages to the businesses. Internet constitutes the first step of promotion and advertisement for businesses. In recent years technological changes led the appearance of the fact "social media". It's possible to define social media as an information system that users collect data from each other and disseminate it. Social media, on which a great number of users have interaction, provides great benefit to firms about promotion and marketing. Because, thanks to social media, businesses are able to reach more people faster and cost efficiently. Facebook is the most preferred social media application worldwide. User number of the application is increasing year by year since it was created. According to 2014 stats the application has 1.59 billion users (<http://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>, Access Date: 02.05.2016). The purpose of this study is to reveal which features and to what extent five stars hotels of Antalya use the social media application Facebook, which is the most commonly used social media application around the world. According to 2014 stats there are 304 five star hotels in Antalya. Only 148 of these hotels have Facebook page. In the research direction these 148 hotel's Facebook pages are analyzed with the content analysis method. Four dimensions are emphasized: informing, communication, sharing and supportive features.

When informing sect on Facebook pages of five star hotels in Antalya is examined, it's observed that 75.7% of the hotels gave place to explanation about the hotel in their Facebook pages and unexpectedly 45.3% gave place to general information about the hotel, 41.2% having information of parking lot availability and 8.8% have information sect about the awards. Hotels should place importance on informing as the first step of introducing their business.

Communication which is practiced with specific tools has been always an important issue for businesses. In the light of data collected, aiming to determine which communication details the five hotels in Antalya gave place in their Facebook pages, it can be clearly stated that Hotels utilize the opportunity that Facebook offered. Another issue of concern in the direction of research purpose was that whether the hotels gave place to links to other review sites and social media applications on Facebook pages. It is seen that hotels give link mostly to TripAdvisor (35.8%) and Twitter (18.9%) on their Facebook pages. Despite the fact that Twitter and Google + applications are highly used in Russia, Germany and Netherlands which are leading actors in Antalya's tourist market, its seen that unfortunately that applications are not used by hotels. In this regard it's suggested that hotels should use the other social media applications too.

Another important issue is profile and cover photo at the first impression looking over any Facebook page. Profile and cover photo preferences of five star hotels in Antalya (which may be also considered as a reflection of corporate identity and image) are examined and its seen that they are in parallels with the photos used on Facebook pages of hotels granted with "Social Hotel Awards". Almost 66% of five star hotels in Antalya use hotel's logo/emblem as the profile photo. And a big majority of the hotels use hotel or panorama of the hotel as the cover photo. When shares on Facebook pages of the hotels are checked, it's unfortunately seen that 23% of the hotels didn't post anything within the specified period. Also it can be stated that 35% of the hotels shared

minimum 10 posts but this number is not enough in terms of building bridges between hotel and guests or turning the potential into booking. In fact the most important issue here is the language used for posting. According to the data obtained, it's seen that sharing level in the language of the countries constituting the present market of hotels is pretty low (Russian 24.3% and Germany 26.4%). For this reason it's possible to say that sharing posts in the language of the existent market both will help a better understanding of hotels activities and build the bridges between hotel and its guests. Also it can be suggested sharing posts in the language of the potential guests in order to increase visitor numbers.

To sum up, Facebook is the most important and most used social media application. This application is suggested to be used actively in various purposes such as promoting hospitality businesses, building bridges between existent guests and expanding guest spectrum. In this respect as bringing forward a proposal for hotel managers; Benchmarking of hotels which use Facebook actively and have positive impacts would be beneficial. By identifying what functions of Facebook they use and what type of posts, which frequency they share posts. Future research can be focused on researching the effect of images and audio shared through Facebook pages of hotels on tourists' hotel choice.

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