Science is love, love requeries honesty

# Comparison of Integrated Marketing Communication (IMC) Activities of Chain Hotels Specific to Social Media

Gamze ERYILMAZ[1]    Damla DUMAN[2]    Dilek EFE[3]

**Abstract**

The study aims to compare the integrated marketing communication activities of leading national and international hotel chain brands in the hospitality industry by examining their social media activities. Accordingly, Türkiye's largest national (n=6) and international (n=6) hotel chains were selected as the research area, taking into account their number of rooms and geographical spread. In this study, Facebook, X (Twitter), Instagram and YouTube accounts were analyzed. First of all, the accounts used by hotel businesses and their usage characteristics were investigated. The contents of these social media accounts were then analyzed. According to the findings, international hotels conduct more effective Integrated Marketing Communication (IMC) activities on social media compared to national hotels. National hotels, on the other hand, mostly do not prefer YouTube channel but are active on other social media channels. In general, product or service promotion, information/news sharing and special day content are the most preferred content. Product or service promotion is the most frequently shared content. Based on the results, hotel businesses should use social media channels in an up-to-date manner for the activity of IMC activities. This is important for MIMC conditions. At the same time, businesses should provide content criteria holistically.

**Keywords:** Marketing, Integrated Marketing Communication, Hotel, Social Media

**JEL Code:** L80, M31

## Zincir Otellerin Bütünleşik Pazarlama İletişimi (BPİ) Faaliyetlerinin Sosyal Medya Özelinde Karşılaştırılması

**Özet**

Çalışma, konaklama sektörünün önde gelen ulusal ve uluslararası otel zinciri markalarının sosyal medya faaliyetlerini inceleyerek bütünleşik pazarlama iletişimi faaliyetlerini karşılaştırmayı amaçlamaktadır. Buna göre, oda sayıları ve coğrafi yayılımları dikkate alınarak Türkiye'nin en büyük ulusal (n=6) ve uluslararası (n=6) otel zincirleri araştırma alanı olarak seçilmiştir. Bu çalışmada Facebook, X (Twitter), Instagram ve YouTube hesapları analiz edilmiştir. Öncelikle otel işletmelerinin kullandığı hesaplar ve kullanım özellikleri incelenmiştir. Daha sonra bu sosyal medya hesaplarının içerikleri analiz edilmiştir. Elde edilen bulgulara göre uluslararası oteller, ulusal otellere kıyasla sosyal medyada daha etkili Bütünleşik Pazarlama İletişimi (BPİ) faaliyetleri yürütmektedir. Ulusal oteller ise çoğunlukla YouTube kanalını tercih etmemekte ancak diğer sosyal medya kanallarında da aktif durumdadır. Genel olarak ürün veya hizmet tanıtımı, bilgi/haber paylaşımı ve özel gün içerikleri en çok tercih edilen içeriklerdir. Ürün veya hizmet tanıtımı en sık paylaşılan içeriktir. Sonuçlara göre otel işletmelerinin BPİ faaliyetlerinin etkinliği için sosyal medya kanallarını güncel bir şekilde kullanması gerekmektedir. Bu, Modern Bütünleşik Pazarlama İletişimi (MBPİ) koşulları için önemlidir. Aynı zamanda işletmelerin içerik kriterlerini bütünsel olarak sağlaması gerekmektedir.

**Anahtar Kelimeler:** Pazarlama, Bütünleşik Pazarlama İletişimi, Otel, Sosyal Medya

[1] Assoc. Prof., Turizm Faculty, İskenderun Technical University, gamze.eryilmaz@iste.edu.tr, Orcid ID: 0000-0003-0588-8021

[2] Res. Asst., Turizm Faculty, İskenderun Technical University, damla.mulazimoglu@iste.edu.tr, Orcid ID: 0000-0001-6667-3214

[3] Asst. Prof., Turizm Faculty, İskenderun Technical University, dilek.efe@iste.edu.tr, Orcid ID: 0000-0001-5957-7312

## INTRODUCTION

Marketing communication is one of the basic elements that businesses use to persuade customers. It is an effective tool used especially to convey messages to target audiences and connect with wider markets (Kitchen & Burgmann, 2010). There are priority stages in marketing communication. The first of these is to determine the right target audience. In the second stage, characteristics of the target audience such as age, income, internet usage pattern, and ethnicity are determined. Efforts to effectively conduct and ensure the continuity of these stages can be explained by integrated marketing communication (IMC) (Percy, 2008).

IMC can be defined as the process of managing and executing all sources of information about the product/service for potential and existing customers, which motivates the customer to buy and ensures customer loyalty (Schultz et al., 1995). In this process, businesses can use communication tools effectively to meet their goals (Schultz & Schultz, 2003). In terms of communication, it is important for businesses and customers to reach each other. (Kotler & Armstrong, 2010). Communication technologies and social media can be defined as the preferred primary communication tools to ensure this two-way communication (Şenkal, 2016).

IMC is an important marketing component that coordinates the promotional elements of the marketing mix and ensures that these elements are used in a holistic framework (Çalık et al., 2013). Before digitalization, IMC was a combination of advertising, sales promotion, word of mouth, direct marketing, and public relations (Kitchen & Schultz, 2009). The Modern IMC (MIMC) adopts an approach that integrates social media and digital platforms (Šerić, 2017). The use of social media in IMC strategies offers various advantages and opportunities. Social media platforms encourage direct and interactive communication to enable companies to engage with their target audiences through the channels they offer (Karpinska-Krakowiak & Eisend, 2021; Harizi & Trebicka, 2023). Through the use of social media, companies can engage in dialogue, receive customer feedback in real-time, and promptly address their concerns. This interactive approach allows for a more comprehensive comprehension of consumer preferences, needs, and expectations (Kaplan & Haenlein, 2010; Diab, 2023). Additionally, social media have an impact on consumer behaviours. Alalwan et al. (2017) state that social media platforms have progressively impacted different aspects of individuals' lives, including social, educational, commercial, and political perspectives. The authors suggest that social media influence is not limited to personal and social spheres but also has implications for business and political domains. Their implications on daily lives have created a marketing opportunity for companies by enhancing consumer involvement and communication. This stage, which IMC has reached in the modern sense, has also shaped the IMC practices in the tourism and accommodation sector.

IMC has a very important position in terms of conveying consistent and compatible messages to target audiences in the tourism sector (Pike, 2008; Pizam & Holcomb, 2010). MIMC networks are thought to be effective tools for accommodation businesses to receive feedback from customers. This study aims to answer the following question "How effectively does the accommodation sector use IMC activities specifically social media tools?"

When the literature is examined, it has been observed that IMC is considered a study subject from the perspective of both managers (Zahay et al., 2004; Reid, 2005; Einwiller & Boenigk, 2012; Luxton, Reid, & Mavondo, 2017; Porcu et al., 2019) and customers (Šerić et al., 2015; Šerić, 2017; Kushwaha et al., 2020) in the field of tourism. IMC has also been studied conceptually (Naik & Raman, 2003; Rust et al., 2004; Madhavaram et al., 2005; Porcu et al., 2012). There are studies (Koldemir, & Pektaş, 2015; Alyakut, 2017; Halawani et al., 2019; Belber et al., 2022; Rosário &

Dias, 2023; Bakr, 2023) that examine social media channels (for instance, only Facebook accounts or business websites) within the scope of IMC, based on tourism businesses. However, in the accommodation sector, no study could not be determined in which the social media channels of the businesses serving in the sector are separately evaluated within the scope of IMC. The purpose of this study is to fill this gap.

The study aims to compare the integrated marketing communication activities of the leading national and international hotel chain brands of the hospitality industry by examining them specifically for social media. In this regard, Türkiye's largest national (n=6) and international (n=6) hotel chain enterprises were determined as the research area considering their number of rooms and geographical prevalence. From the perspective of IMC, it is possible to talk about many social media communication tools. These can be listed as "Social bookmarking (e.g., Delicious, StumbleUpon), Location check-ins/reviews (e.g., Foursquare, Yelp), Product reviews (e.g., Amazon, GoodReads), Microblogs (e.g., Tumblr, X (Twitter), Weibo, Photo/video sharing (e.g., Flickr, Instagram, Pinterest, YouTube), Social networks (e.g., Facebook, Google+, LinkedIn, Renren), Blogs (e.g., WordPress, Blogger)" (Barger & Labrecque, 2013). This study aims to examine the accounts of Facebook, X (Twitter), Instagram, and YouTube. The reason for choosing these tools is that they are up-to-date and popular (Urista et al., 2009). Facebook was established in 2004, YouTube in 2005, X (Twitter) in 2008, and Instagram in 2010 (Aymankuy et al., 2013).

First of all, which accounts hotel businesses use and the usage features of these have been researched. Second of all the social media accounts contents were examined. In parallel with the findings, how effective hotel businesses are in terms of integrated marketing activities has been investigated. Which hotel/hotels implement these activities in a way that makes a difference to the others has been determined. In terms of reflecting the current situation of the sector IMC activities, this study is considered to be original.

## METHODOLOGY

In this study, which has a qualitative research design, the population of the research consists of national and international hotel chains in Türkiye. The purposive sampling technique was used as the sampling technique. Purposeful sampling takes one or more subsections of a universe as a sample, instead of a representative sample for research purposes. It is to make a part of the universe suitable for the problem of observation (Altunışık et al., 2012: 140). In this context, the sample of the study is Türkiye's largest national (n=6) and international (n=6) hotel chain in terms of the number of rooms and geographical prevalence (Tourismdatabank, 2020). The hotel chains that make up the sample of the research are presented in Table 1.

**Table 1. Sample of the Study**

| N=National | INT= International |
|---|---|
| 1- Anemon Hotels | 1- Hilton Hotels |
| 2- Divan Hotels | 2- Wyndham Hotels |
| 3- Dedeman Hotels | 3- Accor Hotels |
| 4- The Green Park Hotels | 4- Radisson Hotels |
| 5- Kaya Hotels | 5- InterContinental Hotels Group (IHG) |
| 6- Titanic Hotels | 6- Marriott Hotels |

The research data were obtained from the Facebook, X (Twitter), Instagram, and YouTube accounts of 12 chain hotel brands presented in Table 1. Data were collected in the last week of March 2024. Content analysis was used as an analysis technique. Considering the research design, frequency

analysis (introducing the frequency with which units appear quantitatively (percentage and proportional) was preferred among the content analysis techniques (Yüksel, 2015).

The content analysis was conducted in two stages. In the first stage, information about start date, number of likes, and number of followers, were taken into consideration. Due to the structural characteristics of social media channels, the criteria taken into account are determined as follows (Tüysüz, 2018): X (Twitter) - "start date, number of followers and number of tweets"; "YouTube" - "channel usage start date, number of subscribers and views of shares"; "Instagram" - "number of followers, number of followed and number of posts made".

The second stage focused on the social media accounts contents of hotel businesses. In these accounts, integrated marketing communication activities in the fields of news/information, service/product promotion, social responsibility, sponsorship, special day content, discount/campaign, out-of-organization content, survey application, artistic content, and sports activity were taken into consideration (Tüysüz, 2018). Whether these activities were existent or absent was counted, and percentages and frequencies were provided.

The focus was on the January-March 2024 period only for the evaluation of the shares made on the social media accounts. This is because the data related to tourism statistics are presented quarterly (Ministry of Culture and Tourism, 2024). It was thought that such a time limit would be more appropriate in terms of parallelism with these periods.

Depending on the criteria evaluated within the scope of the research, answers were sought to the following questions:

1. Which of the social media tools do chain hotels use?

2. What does the sharing data of chain hotels on social media platforms consist of?

3. What is the number of followers, likes, and subscribers of chain hotels?

4. What is the total sharing of chain hotels in January, February, March 2024?

5. How much did chain hotels include integrated marketing communication (public relations, sponsorship, and sales development areas) activities in their total posts in January, February, and March 2024, specific to their social media accounts?

**Limitations of the Research**

The research is limited to the tourism sector that uses social media. Türkiye's six largest national and six international hotel chain enterprises serving in this sector in terms of the number of rooms and geographical prevalence constitute the framework of the research area. Only the social media accounts of the hotels, which were considered within the four social media channels (Facebook, X (Twitter), Instagram, and YouTube), were examined.

**RESULTS**

The social media accounts of 12 hotel chains were analyzed in terms of IMC. According to the findings, it was determined that all hotel chains have global accounts on 4 social media channels (Facebook, X (Twitter), Instagram, and YouTube) as of 2024. In the following section, the analyzed social media characteristics (starting date, number of likes, number of followers) of hotel businesses are presented.

**Table 2. Features of Facebook Accounts of Hotel Businesses**

| Hotel Businesses | Starting Date | Number of Likes | Number of Followers |
|---|---|---|---|
| 1- Anemon Hotels | 7 July 2011 | 7.2 K | 7.1 K |
| 2- Divan Hotels | 28 January 2016 | 22 K | 23 K |
| 3- Dedeman Hotels | 25 May 2012 | 82 K | 82 K |
| 4- The Green Park Hotels | 19 July 2019 | 148 K | 167 K |
| 5- Kaya Hotels Group | 4 October 2011 | 55 K | 56 K |
| 6- Titanic Hotels | 28 August 2010 | 178 K | 178 K |
| 7- Hilton Hotels | 1 September 2009 | 1.7 M | 1.8 M |
| 8- Wyndham Hotels | 4 June 2018 | 15 K | 19 K |
| 9- Accor Hotels | 7 December 2009 | 313 K | 323 K |
| 10- Radisson Hotels | 6 February 2011 | 152 K | 154 K |
| 11- InterContinental Hotels Group (IHG) | 26 January 2019 | 81 K | 96 K |
| 12- Marriott Hotels | 25 July 2012 | 2.5 M | 2.6 M |

*K=Thousand; M= Million

Table 2 presents the features of the Facebook accounts of hotel businesses. Hilton Hotels and Accor Hotels were the earliest among other hotel companies to have a Facebook account. The Green Park Hotels and InterContinental Hotels Group (IHG) had the latest global Facebook accounts. Hilton Hotels (1.7M - 1.8M) and Marriott Hotels (2.5M-2.6M) have the highest number of likes and followers.

**Table 3. Features of X (Twitter) Accounts of Hotel Businesses**

| Hotel Businesses | Starting Date | Number of Followers | Number of Following | Number of Tweets |
|---|---|---|---|---|
| 1- Anemon Hotels | June 2009 | 1.342 | 233 | 595 |
| 2- Divan Hotels | January 2016 | 68 | 0 | 19 |
| 3- Dedeman Hotels | May 2012 | 1.427 | 182 | 3.368 |
| 4- The Green Park Hotels | December 2011 | 1.782 | 21 | 2.808 |
| 5- Kaya Hotels Group | July 2012 | 700 | 2 | 1.187 |
| 6- Titanic Hotels | August 2010 | 1.681 | 26 | 4.458 |
| 7- Hilton Hotels | April 2009 | 26.079 | 1.160 | 86.257 |
| 8- Wyndham Hotels | July 2014 | 13.397 | 195 | 7.202 |
| 9- Accor Hotels | February 2019 | 31.436 | 26 | 4.776 |
| 10- Radisson Hotels | March 2010 | 18.867 | 3.374 | 15.156 |
| 11- InterContinental Hotels Group (IHG) | December 2010 | 19.158 | 6.813 | 108.541 |
| 12- Marriott Hotels | March 2008 | 458.927 | 531 | 33.026 |

Table 3 presents the characteristics of X (Twitter) accounts of hotel companies. The most recently opened Twitter account belongs to Accor Hotels. Divan Hotels has the lowest number of followers (68 Followers). The number of followers of this hotel is zero. Marriott Hotel has the highest number of followers. InterContinental Hotels Group (IHG) stands out in terms of the number of people followed. Divan Hotels has the least number of Tweets (19 Tweets). InterContinental Hotels Group (IHG) has the highest number of Tweets (108,541 Tweets).

**Table 4. Features of the Instagram Accounts of the Hotel Businesses**

| Hotel Businesses | Starting Date | Number of Followers | Number of Following | Number of Posts |
|---|---|---|---|---|
| 1- Anemon Hotels | January 2014 | 12.2 K | 48 | 89 |
| 2- Divan Hotels | January 2016 | 26.3 K | 18 | 1.548 |
| 3- Dedeman Hotels | July 2013 | 11.4 K | 26 | 1.631 |
| 4- The Green Park Hotels | July 2016 | 107 K | 29 | 529 |
| 5- Kaya Hotels Group | January 2013 | 24.6 K | 12 | 285 |
| 6- Titanic Hotels | June 2013 | 113 K | 7 | 3.284 |
| 7- Hilton Hotels | December 2016 | 228 K | 506 | 478 |
| 8- Wyndham Hotels | February 2017 | 40.1 K | 26 | 454 |

| | | | | |
|---|---|---|---|---|
| **9- Accor Hotels** | February 2019 | 94.3 K | 176 | 509 |
| **10- Radisson Hotels** | August 2010 | 65 K | 73 | 1.359 |
| **11- InterContinental Hotels Group (IHG)** | January 2019 | 100 K | 334 | 790 |
| **12- Marriott Hotels** | September 2012 | 572 K | 214 | 498 |

**K= Thousand; M= Million**

Table 4 shows the characteristics of the Instagram accounts of hotel businesses. The hotel with the highest number of followers is Marriott Hotels with 572 K followers. The hotel with the lowest number of followers is Dedeman Hotels with 11.4 K followers. The hotel with the highest number of followers is Hilton Hotels with 506. Titanic Hotels has the lowest number of followers with 7. At the same time, this hotel chain has the most posts with 3,284. Anemon Hotels has the least number of posts with 89.

**Table 5. Features of YouTube Accounts of Hotel Businesses**

| Hotel Businesses | Starting Date | Number of Subscribers | Number of Posts | Number of Views |
|---|---|---|---|---|
| **1- Anemon Hotels** | 9 March 2012 | 40 K | 47 | 10.058 |
| **2- Divan Hotels** | 25 January 2011 | 5.64 K | 99 | 3.815.122 |
| **3- Dedeman Hotels** | 12 June 2012 | 1,14 K | 68 | 1.979.122 |
| **4- The Green Park Hotels** | 1 March 2013 | 49 K | 11 | 11.760 |
| **5- Kaya Hotels Group** | 24 December 2011 | 3.07 K | 41 | 21.043.500 |
| **6- Titanic Hotels** | 31 March 2011 | 1.96 K | 180 | 6.397.762 |
| **7- Hilton Hotels** | 2 November 2005 | 952 K | 339 | 138.636.170 |
| **8- Wyndham Hotels** | 10 July 2014 | 2,41 K | 8 | 76.983.675 |
| **9- Accor Hotels** | 4 June 2012 | 28,7 K | 144 | 18.845.017 |
| **10- Radisson Hotels** | 17 June 2009 | 11 K | 358 | 10.720.375 |
| **11- InterContinental Hotels Group (IHG)** | 17 June 2008 | 25,6 K | 143 | 225.605.304 |
| **12- Marriott Hotels** | 16 February 2006 | 113 K | 350 | 15.216.250 |

**\*K= Thousand**

Table 5 shows the characteristics of the YouTube accounts of hotel businesses. Hilton Hotels has the earliest start date and the highest number of subscribers. Anemon Hotels has the lowest number of subscribers and views. InterContinental Hotels Group (IHG) has the highest number of views.

**Analysis of Social Media Content: Facebook, X (Twitter), Instagram and YouTube**

The sharing made by hotel businesses between January and March 2024 for their Facebook, X (Twitter), Instagram and YouTube accounts was considered. The analysis process was limited to 10 criteria (News / Information, Service / Product Promotion, Social Responsibility, Sponsorship, Special Day Content, Discount / Campaign, Out-of-Organization Content, Survey Application, Artistic Content, Sports Activity). The sharing in each account was calculated in terms of percentage values.

**Anemon Hotels**
Findings regarding Anemon Hotels are presented in Table 6. When the table is evaluated in general, the contents related to "Discount / Campaign Out-of-Organization Content, Survey Application, Artistic Content, Sports Activity" were not shared on all four social media channels. X (Twitter) and YouTube are the most passive social media channel in terms of content sharing.

Facebook: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in service/product promotion (67%). News / Information (17%) and Social Responsibility (11%) are other topics shared. The smallest amount of sharing is seen in Special Day Content (5%).

**Table 6. Anemon Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | 3 | 17 | - | - | 2 | 11 | 1 | 50 |
| Service / Product Promotion | 12 | 67 | - | - | 12 | 67 | 1 | 50 |
| Social Responsibility | 2 | 11 | 2 | 100 | 2 | 11 | - | - |
| Sponsorship | - | - | - | - | - | - | - | - |
| Special Day Content | 1 | 5 | - | - | 2 | 11 | - | - |
| Discount / Campaign | - | - | - | - | - | - | - | - |
| Out-of-Organization Content | - | - | - | - | - | - | - | - |
| Survey Application | - | - | - | - | - | - | - | - |
| Artistic Content | - | - | - | - | - | - | - | - |
| Sports Activity | - | - | - | - | - | - | - | - |
| TOTAL | 18 | 100 | 2 | 100 | 18 | 100 | 2 | 100 |

X (Twitter): The analysis revealed that the shares met just 1 of the selected criteria. All of the sharing takes place in Social Responsibility (100%).

Instagram: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in service/product promotion (67%). News / Information (11%), Social Responsibility (11%) and Special Day Content (11%) rates are equal.

YouTube: The analysis revealed that the shares met 2 of the selected criteria. News / Information (50%), Social Responsibility (50%) rates are equal.

**Divan Hotels**

Findings regarding Divan Hotels are presented in Table 7. When the table is evaluated in general, the contents related to "Artistic Content, Sports Activity" were not shared on all four social media channels. X (Twitter) is the most passive social media channel in terms of content sharing.

**Table 7. Divan Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | 2 | 9 | - | - | 1 | 5 | - | - |
| Service / Product Promotion | 13 | 59 | - | - | 11 | 50 | - | - |
| Social Responsibility | 2 | 9 | - | - | 2 | 10 | 1 | 50 |
| Sponsorship | 1 | 5 | - | - | 2 | 10 | 1 | 50 |
| Special Day Content | 3 | 13 | - | - | 2 | 10 | - | - |
| Discount / Campaign | - | - | - | - | 1 | 5 | - | - |
| Out-of-Organization Content | - | - | - | - | 1 | 5 | - | - |
| Survey Application | 1 | 5 | - | - | 1 | 5 | - | - |
| Artistic Content | - | - | - | - | - | - | - | - |
| Sports Activity | - | - | - | - | - | - | - | - |
| TOTAL | 22 | 100 | - | - | 21 | 100 | 2 | 100 |

Facebook: The analysis revealed that the shares met 6 of the selected criteria. The largest amount of sharing is in service/product promotion (59%) and the second largest amount of sharing is Special Day Content (13%). News / Information (9%) and Social Responsibility (9%) rates are equal. The smallest amount of sharing is seen in Sponsorship (5%) and Survey Application (5%).

X (Twitter): Divan Hotels did not share any content on its Twitter account during the research period. During the analysis process, it was determined that the last posts of the hotel belonged to 2021.

Instagram: The analysis revealed that the shares met 7 of the selected criteria. The largest amount of sharing is in service/product promotion (50%). Social Responsibility (10%), Sponsorship (10%) and Special Day Content (10%) rates are equal. The smallest amount of sharings are seen in News / Information (5%), Discount / Campaign (5%), Out-of-Organization Content (5%) and Survey Application (5%) rates are equal.

YouTube: The analysis revealed that the shares met 2 of the selected criteria. Social Responsibility (50%) and Sponsorship (50%) rates are equal.

**Dedeman Hotels**

Findings related to Dedeman Hotels are presented in Table 8. When the table is evaluated in general, the contents related to "Survey Application, Artistic Content, Sports Event" were not shared on all four social media channels. YouTube is the most passive social media channel in terms of content sharing.

**Table 8. Dedeman Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | 1 | 10 | 8 | 23 | 2 | 8 | - | - |
| Service / Product Promotion | 7 | 70 | 9 | 25 | 16 | 68 | - | - |
| Social Responsibility | 1 | 10 | 2 | 6 | 1 | 4 | - | - |
| Sponsorship | - | - | 2 | 6 | - | - | - | - |
| Special Day Content | 1 | 10 | 3 | 9 | 2 | 8 | - | - |
| Discount / Campaign | - | - | 5 | 14 | 2 | 8 | - | - |
| Out-of-Organization Content | - | - | 6 | 17 | - | - | - | - |
| Survey Application | - | - | - | - | - | - | - | - |
| Artistic Content | - | - | - | - | - | - | - | - |
| Sports Activity | - | - | - | - | 1 | 4 | - | - |
| TOTAL | 10 | 100 | 35 | 100 | 24 | 100 | - | - |

Facebook: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in service/product promotion (70%). The smallest amount of sharings are seen in News / Information (10%), Social Responsibility (10%) and Special Day Content (10%) rates are equal.

X (Twitter): The analysis revealed that the shares met 7 of the selected criteria. The largest amount of sharing is in service/product promotion (25%) and the second largest amount of sharing is in News / Information (23%). Other rates are Out-of-Organization Content (17%), Discount / Campaign (14) and Special Day Content (9%). The smallest amount of sharings are seen in Social Responsibility (6%) and Sponsorship (6%) rates are equal.

Instagram: The analysis revealed that the shares met 6 of the selected criteria. The largest amount of sharing is in service/product promotion (68%). Similar rates are observed News / Information (8%),

Special Day Content (8%) and Discount / Campaign (8%). The smallest amount of sharings are seen in Social Responsibility (4%) and Sports Activity (4%) rates are equal.

YouTube: Dedeman Hotels did not make any posts on its YouTube account during the research period. The last posts of the hotel belong to 2021.

**The Greenpark Hotels**

Findings regarding The Greenpark Hotels are presented in Table 9. When the table is evaluated in general, the contents related to "Social Responsibility, Sponsorship, Discount / Campaign, Out-of-Organization Content, Survey Application, Artistic Content" were not shared on all four social media channels. X (Twitter) and YouTube are the most passive social media channel in terms of content sharing.

**Table 9. The Greenpark Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | 2 | 13 | - | - | 2 | 11 | - | - |
| **Service / Product Promotion** | 5 | 33 | - | - | 6 | 33 | - | - |
| **Social Responsibility** | - | - | - | - | - | - | - | - |
| **Sponsorship** | - | - | - | - | - | - | - | - |
| **Special Day Content** | 8 | 54 | - | - | 7 | 39 | - | - |
| **Discount / Campaign** | - | - | - | - | 2 | 11 | - | - |
| **Out-of-Organization Content** | - | - | - | - | - | - | - | - |
| **Survey Application** | - | - | - | - | - | - | - | - |
| **Artistic Content** | - | - | - | - | - | - | - | - |
| **Sports Activity** | - | - | - | - | 1 | 6 | - | - |
| **TOTAL** | 15 | 100 | - | - | 18 | 100 | - | - |

Facebook: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Special Day Content (54%). The service / Product Promotion rate is 33%. The smallest amount of sharing is seen in News / Information (13%).

X (Twitter): The analysis revealed that the shares met none of the selected criteria. According to the analysis, it was determined that the last Twitter post about the hotel was made in 2022.

Instagram: The analysis revealed that the shares met 5 of the selected criteria. The largest amount of sharing is in Special Day Content (39%) and the second largest amount of sharing is in Service / Product Promotion (33%). Similar rates are observed News / Information (11%) and Discount / Campaign (11%). The smallest amount of sharing is seen in Sports Activity (6%).

YouTube: The analysis revealed that the shares met none of the selected criteria. According to the reviews, the last YouTube post about the hotel was made in 2023.

**Kaya Hotels Group**

Findings regarding Kaya Hotels Group are presented in Table 10. When the table is evaluated in general, the contents related to " News / Information, Social Responsibility, Sponsorship, Discount / Campaign, Out-of-Organization Content, Survey Application" were not shared on all four social media channels. X (Twitter) is the most passive social media channel in terms of content sharing.

**Table 10. Kaya Hotels Group Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | - | - | - | - | - | - | - | - |
| **Service / Product Promotion** | 2 | 50 | - | - | 3 | 60 | - | - |
| **Social Responsibility** | - | - | - | - | - | - | - | - |
| **Sponsorship** | - | - | - | - | - | - | - | - |
| **Special Day Content** | 1 | 25 | - | - | - | - | - | - |
| **Discount / Campaign** | - | - | - | - | - | - | - | - |
| **Out-of-Organization Content** | - | - | - | - | - | - | - | - |
| **Survey Application** | - | - | - | - | - | - | - | - |
| **Artistic Content** | - | - | - | - | 1 | 20 | - | - |
| **Sports Activity** | 1 | 25 | - | - | 1 | 20 | 1 | 100 |
| **TOTAL** | **4** | **100** | **-** | **-** | **5** | **100** | **1** | **100** |

Facebook: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (50%). Special Day Content (25%) and Sports Activity (25%) were the least shared content with the same rates.

Instagram: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (60%). Artistic Content (20%) and Sports Activity (20%) are the least shared content with the same rates.

X (Twitter): The analysis revealed that the shares met none of the selected criteria. According to the reviews the hotel's last Twitter post is from 2023.

YouTube: The analysis revealed that the shares met 1 of the selected criteria. There is only one sharing with Sports Activity.

## Titanic Hotels

Findings regarding Titanic Hotels are presented in Table 11. When the table is evaluated in general, the contents related to "News / Information, Social Responsibility, Sponsorship, Discount / Campaign, Survey Application, Artistic Content" were not shared on all four social media channels. X (Twitter) is the most passive social media channel in terms of content sharing.

Facebook: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (74%). The smallest amount of sharings are seen in Out-of-Organization Content (13%) and Sports Activity (13%), with the same rates (Table 11).

X (Twitter): The analysis revealed that the shares met none of the selected criteria. The last post from the hotel's Twitter account was made in 2023.

**Table 11. Titanic Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | - | - | - | - | - | - | - | - |
| **Service / Product Promotion** | 11 | 74 | - | - | 15 | 75 | 1 | 100 |
| **Social Responsibility** | - | - | - | - | - | - | - | - |
| **Sponsorship** | - | - | - | - | - | - | - | - |
| **Special Day Content** | - | - | - | - | 1 | 5 | - | - |
| **Discount / Campaign** | - | - | - | - | - | - | - | - |
| **Out-of-Organization Content** | 2 | 13 | - | - | 2 | 10 | - | - |
| **Survey Application** | - | - | - | - | - | - | - | - |
| **Artistic Content** | - | - | - | - | - | - | - | - |
| **Sports Activity** | 2 | 13 | - | - | 2 | 10 | - | - |
| **TOTAL** | 15 | 100 | - | - | 20 | 100 | 1 | 100 |

Instagram: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (75%). Similar and the second largest amount of sharings are seen in Out-of-Organization Content (10%) and Sports Activity (10%). The smallest amount of sharing is seen in Special Day Content (5%).

YouTube: The analysis revealed that the shares met just 1 of the selected criteria with 1 sharing about Service / Product Promotion (100%).

**Hilton Hotels**

Findings regarding Hilton Hotels are presented in Table 12. When the table is evaluated in general, the contents related to "Social Responsibility, Discount / Campaign" were not shared on all four social media channels. Except for these two features, at least one post was made on the hotel's social media accounts. In other words, all of the hotel's social media accounts have active posts.

**Table 12. Hilton Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | - | - | 1 | 3 | - | - | - | - |
| **Service / Product Promotion** | 7 | 60 | 1 | 3 | 3 | 30 | 6 | 50 |
| **Social Responsibility** | - | - | - | - | - | - | - | - |
| **Sponsorship** | - | - | 3 | 11 | 1 | 10 | - | - |
| **Special Day Content** | 1 | 8 | - | - | - | - | - | - |
| **Discount / Campaign** | - | - | - | - | - | - | - | - |
| **Out-of-Organization Content** | - | - | 12 | 48 | - | - | - | - |
| **Survey Application** | 1 | 8 | - | - | - | - | - | - |
| **Artistic Content** | 3 | 24 | 8 | 32 | 4 | 40 | 4 | 33 |
| **Sports Activity** | - | - | 1 | 3 | 2 | 20 | 2 | 17 |
| **TOTAL** | 12 | 100 | 26 | 100 | 10 | 100 | 12 | 100 |

Facebook: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (60%) and the second largest amount of sharing is in Artistic Content (24%). The smallest amount of sharings are seen in Special Day Content (8%) and Survey Application (8%), with the same rates.

X (Twitter): The analysis revealed that the shares met 6 of the selected criteria. The largest amount of sharing is in Out-of-Organization Content (48%). Other rates are Artistic Content (32%) and Sponsorship (11%). Similar and the smallest amount of sharings are in News / Information (3%), Service / Product Promotion (3%) and Sports Activity (3%).

Instagram: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Artistic Content (40%). Other rates are Service / Product Promotion (30%) and Sports Activity (20%). The smallest amount of sharing is seen in Sponsorship (10%).

YouTube: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (50%) and the second largest amount of sharing is in Artistic Content (33%). The smallest amount of sharing is seen in Sports Activity (17%).

## Wyndham Hotels

Findings regarding Wyndham Hotels are presented in Table 13. When the table is evaluated in general, the contents related to "News / Information , Social Responsibility, Sponsorship, Out-of-Organization Content, Survey Application, Artistic Content" were not shared on all four social media channels. X (Twitter), Instagram and YouTube are the most passive social media channel in terms of content sharing.

**Table 13. Wyndham Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | - | - | - | - | - | - | - | - |
| **Service / Product Promotion** | 4 | 58 | - | - | - | - | - | - |
| **Social Responsibility** | - | - | - | - | - | - | - | - |
| **Sponsorship** | - | - | - | - | - | - | - | - |
| **Special Day Content** | 1 | 14 | - | - | - | - | - | - |
| **Discount / Campaign** | 1 | 14 | - | - | - | - | - | - |
| **Out-of-Organization Content** | - | - | - | - | - | - | - | - |
| **Survey Application** | - | - | - | - | - | - | - | |
| **Artistic Content** | - | - | - | - | - | - | - | - |
| **Sports Activity** | 1 | 14 | - | - | - | - | - | - |
| **TOTAL** | **7** | **100** | **-** | **-** | **-** | **-** | **-** | **-** |

Facebook: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (58%). The smallest amount of sharings are seen in Special Day Content (14%), Discount / Campaign (14%) and Sports Activity (14%), with the same rates.

X (Twitter), Instagram and YouTube: The analysis revealed that the shares met none of the selected criteria. The last Twitter post of the hotel belongs to 2020. Instagram and YouTube posts were last made in 2023.

## Accor Hotels

Findings regarding Accor Hotels are presented in Table 14. When the table is evaluated in general, the contents related to "Discount / Campaign, Artistic Content, Sports Activity" were not shared on all four social media channels. Facebook is the most passive social media channel in terms of content sharing.

**Table 14. Accor Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| **News / Information** | - | - | 7 | 26 | 2 | 14 | 3 | 27 |
| **Service / Product Promotion** | - | - | 6 | 22 | 6 | 39 | - | - |
| **Social Responsibility** | - | - | 4 | 15 | 2 | 14 | 1 | 9 |
| **Sponsorship** | - | - | 2 | 7 | - | - | - | - |
| **Special Day Content** | - | - | 1 | 4 | 4 | 26 | 2 | 18 |
| **Discount / Campaign** | - | - | - | - | - | - | - | - |
| **Out-of-Organization Content** | - | - | 6 | 22 | 1 | 7 | 5 | 46 |
| **Survey Application** | - | - | 1 | 4 | - | - | - | - |
| **Artistic Content** | - | - | - | - | - | - | - | - |
| **Sports Activity** | - | - | - | - | - | - | - | - |
| **TOTAL** | - | - | 27 | 100 | 15 | 100 | 11 | 100 |

Facebook: The analysis revealed that the shares met none of the selected criteria. The hotel's last Facebook post is from 2023.

X (Twitter): The analysis revealed that the shares met 7 of the selected criteria. The largest amount of sharing is in News / Information (26%). Other rates are Service / Product Promotion (22%), Out-of-Organization Content (22%), Social Responsibility (15%) and Sponsorship (7%). The smallest amount of sharings are seen in Special Day Content (4%) and Survey Application (4%), with the same rates.

Instagram: The analysis revealed that the shares met 5 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (39%) and the second largest amount of sharing is in Special Day Content (26%). News / Information (14%) and Social Responsibility (14%) have the same rates. The smallest amount of sharing is seen in Out-of-Organization Content (7%).

YouTube: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Out-of-Organization Content (46%). Other rates are News / Information (27%) and Special Day Content (18%). The smallest amount of sharing is seen in Social Responsibility (9%).

**Radisson Hotels**

Findings regarding Radisson Hotels are presented in Table 15. When the table is evaluated in general, the contents related to "Sponsorship, Special Day Content, Survey Application, Artistic Content, Sports Activity" were not shared on all four social media channels. X (Twitter) is the most passive social media channel in terms of content sharing.

Facebook: The analysis revealed that the shares met just 1 of the selected criteria with 3 sharings about Service / Product Promotion (100%).

X (Twitter): The analysis revealed that the shares met none of the selected criteria. The hotel's most recent X (Twitter) post is from 2023.

Instagram: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (72%). The smallest amount of sharings are seen in Discount / Campaign (14%) and Out-of-Organization Content (14%), with the same rates (Table 15).

**Table 15. Radisson Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | - | - | - | - | - | - | 2 | 15 |
| Service / Product Promotion | 3 | 100 | - | - | 5 | 72 | 10 | 77 |
| Social Responsibility | - | - | - | - | - | - | 1 | 8 |
| Sponsorship | - | - | - | - | - | - | - | - |
| Special Day Content | - | - | - | - | - | - | - | - |
| Discount / Campaign | - | - | - | - | 1 | 14 | - | - |
| Out-of-Organization Content | - | - | - | - | 1 | 14 | - | - |
| Survey Application | - | - | - | - | - | - | - | - |
| Artistic Content | - | - | - | - | - | - | - | - |
| Sports Activity | - | - | - | - | - | - | - | - |
| TOTAL | 3 | 100 | - | - | 7 | 100 | 13 | 100 |

YouTube: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (77%) and the second largest amount of sharing is News / Information (15%). The smallest amount of sharing is seen in Social Responsibility (8%).

## InterContinental Hotels Group (IHG)

Findings regarding InterContinental Hotels Group (IHG) are presented in Table 16. When the table is evaluated in general, the contents related to " Social Responsibility, Discount / Campaign, Survey Application" were not shared on all four social media channels. X (Twitter) is the most passive social media channel in terms of content sharing.

**Table 16. InterContinental Hotels Group (IHG) Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | 2 | 9 | - | - | 2 | 5 | - | - |
| Service / Product Promotion | 19 | 87 | - | - | 24 | 60 | 4 | 100 |
| Social Responsibility | - | - | - | - | - | | - | - |
| Sponsorship | - | - | - | - | 1 | 3 | - | - |
| Special Day Content | 1 | 4 | - | - | 1 | 3 | - | - |
| Discount / Campaign | - | - | - | - | - | - | - | - |
| Out-of-Organization Content | - | - | - | - | 8 | 20 | - | - |
| Survey Application | - | - | - | - | - | - | - | - |
| Artistic Content | - | - | - | - | 3 | 6 | - | - |
| Sports Activity | - | - | - | - | 1 | 3 | - | - |
| TOTAL | 22 | 100 | - | - | 40 | 100 | 4 | 100 |

Facebook: The analysis revealed that the shares met 3 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (87%). News / Information (9%) has the second largest amount of sharing. The smallest amount of sharing is seen in Special Day Content (4%).

X (Twitter): The analysis revealed that the shares met none of the selected criteria. This is because the page is not active. During the research process, when logging into the X account of the hotel, it

is stated on the page that the account is temporarily inactive. In addition, this page directs users to their official web pages and Instagram accounts to get information about the hotel.

Instagram: The analysis revealed that the shares met 7 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (60%) and the second largest amount of sharing is Out-of-Organization Content (20%). Other rates are Artistic Content (6%) and News / Information (5%). The smallest amount of sharings are seen in Sponsorship (3%), Special Day Content (3%) and Sports Activity (3%), with the same rates.

YouTube: The analysis revealed that the shares met just 1 of the selected criteria with 4 sharings about Service / Product Promotion (100%).

## Marriott Hotels

Findings regarding Marriott Hotels are presented in Table 17. When the table is evaluated in general, the contents related to "Discount / Campaign, Survey Application, Artistic Content" were not shared on all four social media channels. The hotel has at least one post on all social media channels.

**Table 17. Marriott Hotels Facebook, X (Twitter), Instagram, YouTube Sharing Content**

| Criteria | Facebook | | X (Twitter) | | Instagram | | YouTube | |
|---|---|---|---|---|---|---|---|---|
| | Sharing | % | Sharing | % | Sharing | % | Sharing | % |
| News / Information | - | - | 8 | 23 | - | - | - | - |
| Service / Product Promotion | 16 | 94 | 11 | 31 | 17 | 95 | 19 | 68 |
| Social Responsibility | - | - | 11 | 31 | - | - | 2 | 7 |
| Sponsorship | - | - | 2 | 6 | - | - | - | - |
| Special Day Content | - | - | 3 | 9 | - | - | - | - |
| Discount / Campaign | - | - | - | - | - | - | - | - |
| Out-of-Organization Content | - | - | - | - | - | - | 1 | 4 |
| Survey Application | - | - | - | - | - | - | - | - |
| Artistic Content | - | - | - | - | - | - | - | - |
| Sports Activity | 1 | 6 | - | - | 1 | 5 | 6 | 21 |
| TOTAL | 17 | 100 | 35 | 100 | 18 | 100 | 28 | 100 |

Facebook: The analysis revealed that the shares met 2 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (94%) and the smallest amount of sharing is seen in Sports Activity (6%).

X (Twitter): The analysis revealed that the shares met 5 of the selected criteria. The largest amount of sharings are in Service / Product Promotion (31%) and Social Responsibility (31%), with the same rates. Other rates are News / Information (23%) and Special Day Content (9%). The smallest amount of sharing is seen in Sponsorship (6%).

Instagram: The analysis revealed that the shares met 2 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (95%) and the smallest amount of sharing is seen in Sports Activity (5%).

YouTube: The analysis revealed that the shares met 4 of the selected criteria. The largest amount of sharing is in Service / Product Promotion (68%). Other rates are Sports Activity (21%) and Social Responsibility (7%). The smallest amount of sharing is seen in Out-of-Organization Content (4%).

**CONCLUSION**

In the developing and changing modern world, the development of technology and its being at the center of life has started a new era in marketing communication. Marketing activities can continue to be active in marketing communication with IMC. Customer orientation, reaching customers, promotion and advertising are important functions in IMC. The execution of these functions through social media channels is realized under MIMC conditions. In this study, the activity levels of hotel businesses regarding social media channels and their activities within the same time period are compared and analyzed.

When the results are evaluated in general, the most effective MIMC tools used by national hotels are Facebook and Instagram. The most effective MIMC tools used by international hotels are Facebook, Instagram and YouTube. X (Twitter) is the least preferred IMC tool among all hotels compared to other social media channels. According to the findings, it can be said that the active use of social media is more common in international hotels. When the social media channels used by hotels in the literature are analyzed, it is found that Facebook is the most preferred communication channel and X (Twitter) is the least preferred communication channel in Yılmaz's (2019) study. A similar finding was found in Kılıçarslan & Albayrak's (2022) study in which they examined the social media of hotels in five destinations in Europe. These findings are also supported by Cinnioğlu & Boz's (2015) study in which they examined the Facebook pages of hotels in Çanakkale. According to this study, it was concluded that hotel businesses generally have only basic information on their pages and do not use their Facebook pages effectively. When the top 10 (ten) websites visited worldwide between September 1 and October 30, 2023 are examined, it is seen that YouTube ranks 2nd, Facebook ranks 3rd, X ranks 7th and Instagram ranks 8th. In this context, it can be said that the social media usage preferences of hotels are in line with social media usage trends (Wearesocial, 2024).

Considering the dates of the first use of Facebook accounts, the number of followers and likes, it was determined that the high or low number of followers and likes of both national and international hotels was not related to the time period when the social media account was opened. It is thought that the high number of followers and likes may be related to the fact that hotels actively share posts on their Facebook accounts to provide IMC (Eryılmaz & Zengin, 2014; Leung & Baloglu, 2015; Cinnioğlu & Boz, 2015). It can be said that the research findings obtained after examining the content sharing criteria support this idea. It was observed that hotels with high rates in terms of content sharing criteria related to IMC also had high numbers of followers and likes. This indicates that effective and active sharing is important in terms of increasing the number of followers and likes. Otherwise, it is clear that hotels will not be able to manage their social media marketing efforts sustainably (Chan & Denizci Guillet, 2011).

It can be said that the majority of national hotels actively use social media channel X (Twitter) (Sari et al., 2022; Wen et al., 2016; Bonsón et al., 2016). Most hotels have significant numbers of followers and tweet shares. However, it was observed that this was again not related to the account opening dates. When the content sharing criteria of national hotels for IMC are analyzed, it is seen that Dedeman Hotels has the highest number and variety of shares. It was observed that there was no parallelism between the date of opening an X (Twitter) account and the number of followers-tweets and content sharing criteria of international hotels. It was also found that the international hotel that shared the most content for IMC criteria was Marriott Hotels, which also had the highest number of followers. However, there are hotels with a high number of tweets but no posts on content criteria. On the contrary, there is also a hotel (Accor Hotels) that created its X account the

latest, ranked last in terms of the number of tweets, but has a high number of followers and a high number and variety of content criteria sharing. According to these results, the effectiveness of IMC activities on X may be related to the high number of followers, the number of tweets and the simultaneous high number of content for IMC criteria. At the same time, it is thought that the frequency and diversity of the posts made for IMC activities may also play a role in the number of followers.

When the Instagram accounts of national hotels are analyzed, it is determined that Dedeman Hotels, which has the highest number of followers and posts, also has the highest level of posts regarding content criteria. However, the number of posts and content criteria posts of other national hotels are also quite high. According to this result, it can be said that national hotels actively use their Instagram accounts as a MIMC tool. It was also observed that international hotels mostly use Instagram account actively. The studies of Asanbekova & Maksudunov (2018) and Bayram et al. (2016) also support this finding. According to the findings, it was determined that there are hotels with a high number of posts and low content sharing for IMC criteria. At the same time, it was also determined that there are hotels with a high number of followers and high content sharing regarding the criteria. Accordingly, it is once again observed that content sharing within the scope of integrated marketing communication plays a greater role in the number of followers. When this situation is evaluated in general, it can be said that there is a parallelism between the number of shares and followers on the social media channel and the number of content shared for MIMC.

YouTube is the least preferred and least effectively used MIMC tool by national hotels (Aydın, 2012). Hotels' YouTube social media accounts vary in terms of the most shares, the highest number of followers, or the number of views or shares. However, it is seen that hotels remain passive in terms of content sharing criteria. Even the hotels that shared the most content on MIMC (Anemon Hotels and Divan Hotels) shared a maximum of two posts. It is observed that national hotels lag behind in the effective use of this social media channel. Therefore, national chain hotels are recommended to use all social media channels simultaneously and effectively for integrated marketing communication. When international hotels are analyzed, the number of followers, shares and views varies as in national hotels. However, it was determined that international hotels use YouTube more effectively in terms of content sharing. Most of the hotels significantly shared content according to criteria. The content sharing criteria of the hotels vary within themselves. As a result, it can be said that there is a parallelism between the high number of posts and content sharing criteria. Accordingly, as long as hotels are active in terms of content sharing, it may be possible to track their performance through the number of followers and views.

When the content sharing criteria of national chain hotels for IMC are analyzed, Service/Product Promotion was shared the most. News / Information (posts are related to the award news received by all hotels), Social Responsibility and Special Day Content, respectively. Similar results were obtained in the study of Sari et al. (2022). Accordingly, it can be said that national hotels focus only on certain criteria in the MIMC process and remain more passive about other content. It should not be ignored that content diversification has important feedbacks (service quality, profitability, etc.) in an effective marketing communication process (Hacıoğlu & İlban, 2008). When the content shares of international hotels are analyzed, it can be said that only Hilton Hotels shows diversity in terms of both social media channel usage and content criteria for MICM compared to all the hotels analyzed. The hotel has at least one social media channel post on Survey Application, Artistic Content and Sports Activity. The main MICM content criteria shared by international hotels include product promotion, information/news sharing, social responsibility, special day celebrations and

external content. Accordingly, it is recommended that national hotels should also diversify their content criteria sharing for an effective MICM. The more important it is to be simultaneously active on social media channels, the more important it is to diversify the content shared on social media channels. All of these elements can be considered as part of the IMC process.

Based on the results of the study, hotel businesses should use social media channels up to date for the activity of IMC activities. This is important for MIMC conditions. At the same time, businesses should meet the criteria holistically. In this way, marketing activities will reach their goals more quickly. Both national and international hotel chains should adapt all social media tools for international marketing. This is important to reach more users or customers.

The content evaluation part of the study was limited to four social media channels. It is recommended that a similar study be conducted for other social media channels in future research. The content of each social media channel can be analyzed separately for a single hotel. In certain periods, the hotels in this study can be similarly analyzed. Then it can be compared with the results of this study. In this way, it can be followed whether the businesses are currently developing their marketing activities.

## REFERENCES

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A reviewand analysis of the existing literature. *Telematics and Informatics, 34*(7), 1177–1190.

Altunışık, R., Çoşkun R., Bayraktaroğlu, S., & Yıldırım, E. (2012). *Research methods in social sciences.* Sakarya Publishing.

Alyakut, Ö. (2017). Kahve markalarının bütünleşik pazarlama iletişimi bağlamında sosyal medya kullanımları. *Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi*, *19*(2), 209-234.

Asanbekova, M. & Maksudunov, A. (2018). The marketing power of instagram: A content analysis of top hotel enterprises in Kyrgyzstan, *Uluslararası Türk Dünyası Turizm Araştırmaları Dergisi, 3*(2), 141-152.

Aydın, Ö. K. (2012). Türkiye'de otelcilik sektöründe sosyal medyanın kullanımına yönelik bir inceleme. *Akdeniz Üniversitesi İletişim Fakültesi Dergisi,* (18), 99-109.

Aymankuy, Y., Soydaş, M. E., & Saçlı, Ç. (2013). Sosyal medya kullanımının turistlerin tatil kararlarına etkisi: Akademik personel üzerinde bir uygulama, *Journal of Human Sciences*, *10*(1), 376-397.

Bakr, A. D. (2023). Sosyal medyada bütünleşik pazarlama iletişim uygulamaları: Karşılaştırmalı bir analiz. *Öneri Dergisi, 18*(59), 243-264.

Barger, V.A. & Labrecque, L.I. (2013). An integrated marketing communications perspective on social media metrics. *International Journal of Integrated Marketing Communications, 5*(1), 64-76.

Bayram, M., Bayram, Ü. & Arıcı, S. (2016). Otel işletmeleri instagram paylaşımlarının sosyal medya pazarlaması kapsamında içerik analizi yöntemi ile değerlendirilmesi. *İşletme Araştırmaları Dergisi, 8*(2), 427-442.

Belber, B.G., Yıldırım, E. & Duman, D. (2022). Sosyal medyanın termal turizm talebine etkisi, In M. Baş, İ. Erdoğan Tarakçı & R. Asla (Eds.), *Dijitalleşme 2* (pp.171-191), İstanbul: Efe Akademi.

Bonsón, E., Bednárová, M. & Wei, S. (2016). Corporate Twitter use and stakeholder engagement: An empirical analysis of the Spanish hotel industry. *European Journal of Tourism Research, 13*, 69–83.

Chan N, L. & Denizci Guillet, B. (2011). Investigation of social media marketing: How does the hotel industry in Hong Kong perform in marketing on social media websites?, *Journal of Travel & Tourism Marketing*, *28*(4), 345-368.

Cinnioğlu, H. & Boz, M. (2015). Sosyal medya araçlarından Facebook sitesinin otel işletmeleri açısından kullanımının incelenmesi: Çanakkale örneği. *Akademik Bakış Uluslararası Hakemli Sosyal Bilimler Dergisi,* (51), 249-264.

Çalık, M., Altunışık, R. & Sütütemiz, N. (2013). Investigation of the relationship between integrated marketing communication, brand performance and market performance. *International Journal of Management, Economics and Business, 9*(19), 137-161.

Diab, O. (2023). Critical analysis on measuring social media performance: Applicability of the ROI. in *Management Studies and Economic Systems (MSES), 8*(1/2), 1-8, Winter & Spring.

Einwiller, S. & Boenigk, M. (2012). Examining the link between integrated communication management and communication effectiveness in medium-sized enterprises. *Journal of Marketing Communications, 18*(5), 335–366.

Eryılmaz, B. & Zengin, B. (2014). Butik otel işletmelerinin sosyal medya kullanımına yönelik bir inceleme: Facebook Örneği. *Kastamonu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 4*(2), 42-59.

Hacıoğlu, N. & İlban, M. O. (2008). Bütünleşik pazarlama iletişimi etkisiyle destinasyon marka imajı üzerine bir araştırma. *Öneri Dergisi, 8*(30), 19-37.

Halawani, F. M., Soh, P. C. & Muthaiyah, S. (2019). The effect of social media on hotels' business performance in the Lebanese hotel sector: Effect of social media on hotels' business performance. *Journal of Electronic Commerce in Organizations (JECO), 17*(3), 54-70.

Harizi, A. & Trebicka, B. (2023). The integration of social media in integrated marketing communication: A systematic review and theorical framework. *Academic Journal of Interdisciplinary Studies, 12*(6), 159-175.

Kaplan, A. M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59–68.

Karpinska-Krakowiak, M. & Eisend, M. (2021). The effects of animistic thinking, animistic cues, and superstitions on brand responses on social media. *Journal of Interactive Marketing, 55(1),* 104–117.

Kılıçarslan, Ö. & Albayrak, T. (2022). Otellerin sosyal medya durum analizi: Avrupa'daki beş destinasyon örneği, *Anatolia: Turizm Araştırmaları Dergisi, 33*(1), 18-28.

Kitchen, P. & Burgmann, J. (2010). Integrated marketing communication. In Sheth, J. N. and. Malhotra, N. K. (Eds.) *Wiley International Encyclopedia of Marketing*, John Wiley and Sons Ltd.

Kitchen, P. J. & Schultz, D. E. (2009). IMC: New horizon/false dawn for a marketplace in turmoil? *Journal of Marketing Communications*, *15*(2-3), 197-204.

Koldemir, B. & Pektaş, G. Ö. E. (2015). Integrated marketing communication activities at marinas and website analysis of Istanbul marinas. *II. National Port Congress* (pp.10-23). İzmir, Turkey.

Kotler, P. & Armstrong, G. (2010). *Principles of marketing, practise*. Hall International, London.

Kushwaha, B. P., Singh, R. K., Varghese, N. & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating brand equity. *Journal of Content, Community & Communication*, *11*(6), 52-64.

Leung, X.Y. & Baloglu, S. (2015). Hotel Facebook marketing: An integrated model. *Worldwide Hosp Tour Themes, 7*(3), 266–282.

Luxton, S., Reid, M. & Mavondo, F. (2017). IMC capability: Antecedents and implications for brand performance. *European Journal of Marketing, 51*(3), 421–444.

Madhavaram, S., Bradrinarayanan, V., & McDonald, R. E. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy. *Journal of Advertising, 34*(4), 69–80.

Ministry of Culture and Tourism (2024). Data publication schedule, https://yigm.ktb.gov.tr/TR-233611/veri-yayimlama-takvimi.html (Date of Access: 04.03.2024).

Naik, P. & Raman, K. (2003). Understanding the impact of synergy in multimedia communications. *Journal of marketing research, 40*(4), 375–388.

Percy, L. (2008). *Strategic integrated marketing communications*. Routledge Publishing.

Pike, S. (2008). *Destination marketing: An integrated marketing communication approach.* Elsevier Butterworth-Heinemann.

Pizam, A. & Holcomb, J. (2010). *International dictionary of hospitality management*. Routledge.

Porcu, L., del Barrio-Garcia, S., Alcántara-Pilar, J. M. & Crespo-Almendros, E. (2019). Analyzing the influence of firm-wide integrated marketing communication on market performance in the hospitality industry. *International Journal of Hospitality Management*, *80*, 13-24.

Porcu, L., Barrio-García, S. D. & Kitchen, P. J. (2012). How integrated marketing communications (IMC) works? A theoretical review and an analysis of its main drivers and effects. *Communication & Society, 25*(1), 313–348.

Reid, M. (2005). Performance auditing of integrated marketing communication (IMC) actions and outcomes. *Journal of Advertising, 34*(4), 41–54.

Rosário, A. T. & Dias, J. C. (2023). Marketing strategies on social media platforms. *International Journal of E-Business Research, 19(*1), 1-25.

Rust, R. T., Ambler, T., Carpenter, G. S., Kumar, V. & Srivastava, R. K. (2004). Measuring marketing productivity: Current knowledge and future directions. *Journal of Marketing, 68*(4), 76–89.

Sari, R. P., Putra, F. K. K., Maemunah, I. & Dianawati, N. (2022). The use of Twitter in social media marketing: Evidence from hotels in Asia. *Asia Pasific Management and Business Application, 11*(1), 59-74.

Schultz D. E., Tannenbaum S. I. & Lauterborn R. (1995). *The new marketing paradigm: Integrated marketing communication.* Chicago: NTC Business Book.

Schultz, D.E. & Schultz, H. (2003). *IMC, the next generation: Five steps for delivering value and measuring returns using marketing communication.* McGraw-Hill.

Šerić, M. (2017). Relationships between social web, IMC and overall brand equity: an empirical examination from the cross-cultural perspective. *European Journal of Marketing*, *51*(3), 646–667.

Šerić, M., Gil-Saura, I. & Ozretic-Dosen, D. (2015). Insights on Integrated Marketing Communications: Implementation and impact in hotel companies. *International Journal of Contemporary Hospitality Management, 27*(5), 958–979.

Şenkal, Y. (2016). Public relations and advertising in the integrated marketing communication process. *Journal of Communication Studies*, *2*(2), 39-53.

Tourismdatabank (2020). Retrieved from https://www.turizmdatabank.com/ on 22.05.2022.

Tüysüz, Z. (2018). *The role of social media in integrated marketing communication health sector example*, (Yayınlanmamış Yüksek Lisans Tezi), KTO Karatay University, Konya.

Urista, M. A., Dong, Q. & Day, K. D. (2009). Explaining why young adults use myspace and facebook through uses and gratifications theory. *Human Communication*, *12*(2), 215-229.

Wearesocial (2024). The complete digital 2024 global overview report, https://wearesocial.com/us/blog/2024/01/digital-2024-5-billion-social-media-users/. (Date of Access: 03.04.2024).

Wen, W., Clark, M., Kang, B. & Fine, M. (2016). The use of Sina Weibo and Twitter by International Luxury Hotels. *Tourism Culture & Communication,* 16(3), 137–145.

Yılmaz, Ö. (2019). Otel işletmelerinde bir pazarlama aracı olarak sosyal medya kullanımının belirlenmesine yönelik bir araştırma. *Yönetim ve Ekonomi Araştırmaları Dergisi*, *17*(1), 377-394.

Yüksel, Y. (2015). İçerik çözümlemesi. *Academia Accelerating the World's Research,* 1-60.

Zahay, D., Peltier, J., Schultz, D. E. & Griffin, A. (2004). The role of transactional versus relational data in IMC programs: Bridging customer data together. *Journal of Advertising Research, 44(1),* 46–65.

**Yazar(lar) Hakkında/About Author(s)**

**Gamze ERYILMAZ/gamze.eryilmaz@iste.edu.tr**
She completed her undergraduate education in 2012 at Mersin University, Department of Tourism and Hotel Management. In addition, she completed her Master's Degree in 2014 and Ph. D. Degree in 2018 at Mersin Universty, Department of Tourism Management. Gamze ERYILMAZ, who started to work as a Assistant Profesor in 2019 at department of Travel Management and Tourist Guiding, Collage of Tourism and Hotel Management, İskenderun Technical University. In the same year, she started to work in the department of Gastronomy and Culinary Arts at the Faculty of Tourism, Iskenderun Technical University. She carries on her career as Dean Vice in the same faculty. She instructs undergraduate and graduate level in the fields of tourism marketing, marketing researches, general tourism and data analysis.

**Damla DUMAN/damla.mulazimoglu@iste.edu.tr**

She completed her undergraduate education in 2014 at Akdeniz University, Department of Tourism Management. In addition, she completed her Master's Degree at İskenderun Technical University in 2021. She is currently a Ph.D candidate at the Institute of Tourism Studies at Nevsehir Haci Bektas Veli University. Damla DUMAN has been working as a Res. Asst. at Iskenderun Technical University, Faculty of Tourism, Department of Tourism Management since 2019. Her research areas are tourism marketing and destination management.

**Dilek EFE/dilek.efe@iste.edu.tr**

She completed her master's degree at Uşak University between 2010-2013, and she received a PhD in Department of Business Administration from Hatay Mustafa Kemal University Social Sciences Institute, between 2014-2022. Hatay Mustafa Kemal University, where she started her career in 2014, continued to provide education as Iskenderun Technical University as of 2015. She currently works as a Asst. Prof. at Iskenderun Technical University, Faculty of Tourism, Department of Tourism Management. Her research areas are organizational behavior, innovation, business, tourism management. She has articles, papers and book chapters in these fields and has been a referee in national journals.

**ETİK BEYAN FORMU**

| |
|---|
| **Araştırma Desteği Bilgisi:** Araştırma desteği alınmamıştır. |
| Etik Kurul Onay Durumu |
| ( ) Etik kurul onayı gerekmektedir. |
| **Etik Kurul Raporunu Veren Kurum** |
| **Etik kurul raporu karar tarihi:**          **Karar Sayı No:** |
| (X)  Etik kurul onayı gerekmemektedir. Nedeni aşağıda belirtilmiştir. |
| ( ) Veriler 2020 tarihinden önce toplandığından etik kurul izni alınmamıştır. |
| (X) Çalışmada kullanılan yöntem etik kurul izni gerektirmemektedir. |
| **Yazar(lar)ın Katkı Oranı** |
| 1.Yazar: %40 |
| 2.Yazar %30 |
| 3.Yazar %30 |
| **Bilgilendirilmiş Onam Formu:** Tüm taraflar kendi rızaları ile çalışmaya dâhil olmuşlardır. |