
MARKETING PROBLEMS OF ACCOMMODATION ESTABLISHMENTS: A RESEARCH IN THE DISTRICT OF SAFRANBOLU¹

Hilal UYGURTÜRK²

Abstract

Tourism which is a developing and growing sector provides many benefits to the national economy. Playing an important role in the national economy and the development of regions; tourism sector is managed by several establishments. In this respect, accommodation establishments are the leading businesses. Together with the developing national economies, technological progresses and the increasing competition; accommodation establishments have concentrated on marketing studies for the purpose of keeping hold of their present customers, finding new customers and sustaining their activities. This condition brings along some problems; marketing problems in particular. In this study, it is aimed to determine the marketing problems of accommodation establishments operating in the district of Safranbolu, which plays an important role in the Turkish tourism sector. According to that purpose, a questionnaire study was conducted in the accommodation establishments in Safranbolu and the data were analyzed. Within the scope of the study, the marketing problems of accommodation establishments in Safranbolu can be summarized in general as follows: lack of demand, language problem, failure of creating new marketing channels, failure of setting a competitive price, need for a quality labor force, changes in social and economic conditions, lack of knowledgeable and skilful salesmen, difficulty of estimating customers, lack of market knowledge, rapid change in consumer preferences and lack of good sales organization. Especially language problem was found to be a significant marketing problem.

Keywords: Accommodation Establishments, Marketing Problems, Safranbolu

JEL Classification: M31, L83, Z32

KONAKLAMA İŞLETMELERİNİN PAZARLAMA SORUNLARI: SAFRANBOLU İLÇESİNDE BİR ARAŞTIRMA

Öz

Gelişen ve büyüyen bir sektör olan turizmin ülke ekonomisine sağladığı yararlar oldukça fazladır. Ülke ekonomisinde ve bölgelerin kalkınmasında önemli rol oynayan turizm sektöründe birçok işletme rol üstlenmektedir. Söz konusu bu işletmelerin başında konaklama işletmeleri yer almaktadır. Gelişen ülke ekonomileri, teknolojideki ilerlemeler ve rekabetin artmasıyla birlikte konaklama işletmeleri var olan müşterileri ellerinde tutmak, daha fazla yeni müşteri bulmak ve faaliyetlerini sürdürmek amacıyla pazarlama çalışmalarına ağırlık vermektedir. Bu durum birtakım sorunlarla birlikte pazarlama sorunlarını da beraberinde getirmektedir. Bu çalışmada, Türkiye de turizm sektöründe önemli yer tutan Safranbolu ilçesinde faaliyet gösteren konaklama işletmelerinin pazarlama sorunlarının tespit edilmesi amaçlanmıştır. Bu amaç doğrultusunda Safranbolu'da yer alan konaklama işletmelerinde anket çalışması yapılmış ve elde edilen veriler analiz edilmiştir. Çalışma kapsamında Safranbolu'daki konaklama işletmelerinin pazarlama sorunları genel olarak şu şekilde özetlenebilir: talep yetersizliği, dil bilmeme sorunu, yeni pazarlama kanallarının yaratılamaması, rekabet edilebilir fiyat belirlenememesi, nitelikli insan gücüne ihtiyaç duyulması, sosyal ve ekonomik koşullardaki değişiklikler, bilgili ve yetenekli satış elemanına sahip olamama, müşterilerin tahmin edilme gücünün zayıflığı, pazar bilgisi eksikliği, tüketici tercihlerindeki hızlı değişim, iyi bir satış organizasyonuna sahip olamama, tüketici tercihlerindeki hızlı değişimdir. Özellikle dil bilmeme, önemli bir pazarlama sorunu olarak tespit edilmiştir.

Anahtar Kelimeler: Konaklama İşletmeleri, Pazarlama Sorunları, Safranbolu.

JEL Sınıflandırması: M31, L83, Z32

¹ This article was presented at the 3rd International Congress on Political, Economic and Management Sciences (ICPEMS) held in Serbia / Belgrade on 08-12 November 2017 as an abstract.

² Dr. Öğr. Üyesi, Karabük Üniversitesi İşletme Fakültesi, Halka İlişkiler ve Tanıtım Bölümü, E-mail: hilaluygurturk@karabuk.edu.tr, ORCID: 0000-0002-6925-0150

1.Introduction

Establishments face various problems due to the developing and changing environmental elements, caused by globalization. Production-related problems, administrative, legal and bureaucratic problems, financing problems and marketing problems are among the primary problems faced by establishments.

It takes an important part of the time of establishment managers to find solution offers to the problems they face while sustaining their activities. Although some of the problems are just one-time, it is seen that majority of the problems are repeated according to differentiating customer structures, technological developments and requests that vary according to time. In this context, one of the important problems frequently faced by establishments is marketing problems.

Marketing activity consists of product development, pricing, distribution and promotion processes based on all environmental elements according to the requests and needs of consumers. Thus, it is possible to express marketing activity as a sensitive work just like all other functions.

Among the sectors where marketing activity comes into prominence, tourism is the leading sector. Due to the increase in the number of tourists and tourism revenues by years, the tourism establishments desiring to receive a greater share from this sector have begun to concentrate especially on marketing activities. Marketing studies are also important for accommodation establishments, which are among the basic establishment groups in the tourism sector.

There are various marketing problems in accommodation establishments just like in other establishments. These problems arise from different qualities of accommodation establishments from other establishments. Accommodation establishments differ from other establishments because they have higher fixed investments, higher fixed costs, lower investment returns and they produce and sell service (Tunçsiper and İlban, 2006:228). The basic product in accommodation establishments is service. Differences of services according to goods can be arrayed as; abstractness, untouchableness, heterogeneity, synchronization and not giving the other party the right to ownership. In addition, service production is largely based on labor compared to the production of goods.

In accordance with the qualities in question, marketing activities of establishments in the service sector differentiate from establishments which produce goods. Marketing activities also differentiate in tourism, which is a service sector. Tourism marketing can be defined as the whole of activities which aim to make a research, an estimation and a choice concerning a touristic product and include the decisions to be made for transporting the product to the end user, also based on the qualities of the tourism demand for the purpose of introducing the touristic product to the market in accordance with the goal of maximizing the profit of a tourism establishment (Öztaş and Sezgin, 1998: 135-158). In other words, it is the whole of activities consisting of systematic efforts of tourism establishments to meet the needs of tourists ideally at the national and international level and also using marketing instruments. In the tourism sector, the most important problem faced by accommodation establishments during marketing activities is the simultaneity of production, distribution and consumption activities and the obligation for customers to be present at where the service is provided. This condition requires accommodation establishments to make different efforts in marketing activities.

Today, there is a need for new destinations making a rapid introduction to the market and the present destinations also need to strengthen their marketing strategies to compete for the purpose of sustaining their presence. Thus, establishments and tourism destinations in the tourism sector should be positioned in the market accurately, have a good image and a strong brand. In this context, one of the tourism destinations coming into prominence with its historical, natural beauties and socio-cultural characteristics is Safranbolu.

In this study, it is aimed to determine the marketing problems of accommodation establishments. According to that purpose, accommodation establishments in Safranbolu, which is one of the important tourism destinations were included in the study. Determining the marketing problems of accommodation establishments, which are one of the important actors in the tourism sector where there is an intense competition, is important for the healthy development of the sector.

2. Literature Review

Marketing problems are among the primary problems faced by establishments. Following are some of the studies which were carried out by different researchers concerning these problems.

Çimen (2001) aimed to determine the marketing problems of greenhouse producers in Antalya-Kumluca. As a result of the study; it was found that the product quality and price were set by the broker, the producer was unable to commercialize products to the trader directly and the prices were too low during the times of abundant products, which were the primary marketing problems. Torlak and Uçkun (2005) aimed to determine the marketing and financing problems of SMEs, as well as the inter section between these problems. As a result of the study, it was determined that the establishments faced marketing problems such as difficulty of developing new products, rapid change of consumer preferences and price agreements of rivals. Şahin and Demir (2005) investigated the marketing problems of 44 small and medium scaled establishments operating in the area of textile and/or ready wear in Mersin. In their study, they also received opinions and expectations from the managers of the establishments concerning electronic commerce. In their study, Tunçsiper and İlban (2006) discussed the marketing problems and marketing applications of the hotel establishments in Balıkesir. In the study which was conducted using a questionnaire, the most important marketing problems of the hotel establishments were found to be; difficulty of keeping pace with technological developments, lack of demand, difficulty of satisfying the customers, deceptive and fallacious advertisements, intense competition and lack of knowledgeable and skilful salesmen. In their study, İnal and Toksarı (2006) tried to determine the marketing problems of furniture establishments in Kayseri. In this context, questionnaires were applied to 32 establishments and according to the data acquired, the problems were tried to be solved. Çatı and Yıldız (2007) conducted a study to determine the production and marketing problems of fresh and dried apricots produced in Turkey, offer solutions and also reveal whether the problems were perceived differently according to the types and target markets of establishments or not. As a result of the study, it was determined that establishments perceived the production and marketing problems differently according to their types and target markets. Gelibolu (2009) aimed to determine the marketing problems of kashar cheese establishments in Kars and Yıldırım (2011) aimed to reveal the problems faced by family businesses in marketing activities. Scheers (2011) focused on the problems of SMEs in South Africa concerning marketing skills in his study. The effect of marketing skills of managers on work failure of SMEs in South Africa was examined. At the end of the study, it was concluded that lack of marketing skills affected the success of SMEs negatively. Köksal (2014) handled the problems faced in the local product marketing and solutions to these problems on the basis of the example of 'Burdur walnut paste'. Findings acquired as a result of the study show similarities with the general marketing problems of SMEs. In their study, Ebitu et al. (2015) examined the correlation between the marketing problems and the performance of small and medium scaled establishments. In the study, it was determined that there was a significant correlation between the marketing problems of SMEs and the increase in their profit margins and sales volumes. It was recommended for the establishment managers to train on marketing principles and applications sufficiently. Sharma and Kumar (2018) aimed to find problems faced in the supply chain of apple and to examine the problems faced by the apple growers in getting proper market information. At the end of the study, it was concluded that the apple grower faces many problems in the supply chain of apple, transportation of apple and getting marketing information. Ali (2019) aimed to reveal marketing problems of kohlrabi, carrot and cauliflower in lakhipur community development block of Goalpara district, Assam, India. This study

leads to a logical conclusions that there exists a vast scope for increasing producer's share in consumer's price. Ali and Vengadesh (2019) aimed at analyzing the various marketing problems and prospects of rural industrial units in Madurai distric. The study suggested that the government should encourage their departments, institutions and banks to buy their requirements from rural industrial units directly.

3. Extent of the Study and Method

In the study, it was aimed to determine the marketing problems of accommodation establishments. According to that purpose, accommodation establishments operating in Safranbolu, which is one of the important tourism destinations were included in the study.

Success of marketing activities of an accommodation establishments is an important issue, because it will contribute to the establishment and the city from many aspects (economic, social, etc.). Marketing function which is of vital importance for establishments includes activities concerning the development, pricing, distribution and promotion of goods and services. In the light of the information to be obtained with a market survey, establishments become successful in providing better goods/services to consumers. Thus, the importance attached by establishments to the marketing activities increases every passing day. Because accommodation establishments provide service as a product, the marketing activities become even more important. In this respect, examining the marketing applications and problems of accommodation establishments will not only light the way for managers, but also inspire other studies. In addition, it is believed to be useful for solving the marketing problems detected within the frame of the study results and for accommodation establishments to achieve their goals.

Universe of the study consists of authorized persons employed in accommodation establishments in the district of Safranbolu. According to the data acquired from the Safranbolu Tourism Information Office in affiliation with the the Ministry of Culture and Tourism; there are totally 121 accommodation establishments (26 with tourism establishment certificate and 95 with municipality certificate) in Safranbolu by 2017 (STDB, 2019). All of the accommodation establishments were reached, but only 72 authorized persons agreed to participate in the questionnaire. Among the questionnaires, those with missing data were excluded from the analysis and a total of 60 questionnaires were evaluated and included in the analysis.

In the study, questionnaire method was used for the purpose of collecting data to determine the marketing problems faced in accommodation establishments. The questionnaire form consists of two sections. In the first section, there are questions aiming to determine the qualities of accommodation establishments. In the second section, there are 33 questions including marketing problems under the title of functional information.

Within the scope of the study, the scales used in different studies in the literature were analyzed for the purpose of determining the marketing problems faced in accommodation establishments and the scales which were agreed to be appropriate within the scope of the study subject were used in the questionnaire form. Tunçsiper and İlban (2006), Torlak and Uçkan (2005), Korkmaz (2003) and Akçi and Olcay's (2014) studies were used for the scale used in the questionnaire. In the questionnaire form using a five point likert scale, the scale dimensions were determined as "1= Insignificant", "2= A Little Significant", "3= Significant", "4= Quite Significant" and "5= Very Significant". A frequency analysis was performed with the data acquired from the questionnaire which was formed to determine the marketing problems faced in accommodation establishments in Safranbolu and interpreted on the basis of averages. SPSS software was used for the frequency analysis.

4. Findings

This section includes the results obtained from the analysis which was performed to determine the marketing problems faced by the authorized persons employed in accommodation

establishments in Safranbolu. The title of findings includes information about the establishments which participated in the study and the results of the analysis which was performed within the scope of the study.

4.1. Information about the Establishments Which Participated in the Study

Findings concerning the accommodation establishments which participated in the study, such as type of establishment, document state, operating period, presence of marketing/sales department, person carrying out the marketing/sales activity and presence of marketing/sales plan are evaluated.

Table 1 shows the information about 60 accommodation establishments which participated in the study.

Table 1: Information about the Accommodation Establishments

Variable		Frequency (N)	Percent (%)
Type of Accommodation Establishments	Hotel	10	16,7
	Motel	-	
	Boutique hotel	29	48,3
	Pension	17	28,3
	Other (Mansion etc.)	4	6,7
Document state	Municipality Certificate	31	51,7
	Ministry of Tourism Certificate	23	38,3
	Unspecified	6	10,0
Operating period	1-5 years	16	26,7
	6-10 years	20	33,3
	11-15 years	15	25,0
	16 years and more	9	15,0
Presence of marketing/sales department in the accommodation establishment.	Yes	13	21,7
	No	46	76,7
	Unspecified	1	1,7
Who manages marketing / sales activity?	Boss/establishment owner	46	76,7
	Marketing/sales manager	6	10,0
	Other	7	11,7
	Unspecified	1	1,7
Presence of marketing/sales plan.	Yes	32	53,3
	No	28	46,7
TOTAL		60	100

According to Table 1; 48,3% (29) of the accommodation establishments which participated in the study consist of "Boutique Hotels", 28,3% (17) "Pension", 16,7% (10) "Hotels" and 6,7% (4) "Other" establishments. Examining in terms of their document state; it is seen that 31 accommodation establishments have "Municipality Certificate", 23 accommodation establishments have "Ministry of Tourism Certificate", whereas 6 establishments did not specify their state. Examining in terms of their operating period; it is seen that 20 establishments rank first with 6-10 years of operation and are followed by 16 establishments with 1-5 years and 15 establishments with 11-15 years. There are 9 establishments operating for 16 years and more. While 46 establishments gave the answer "N/A" to the question concerning the presence of

marketing/sales department in the accommodation establishment; 13 establishments indicated that they had a marketing/sales department within their body. While 46 establishments indicated that the marketing/sales activity in the establishment was carried out by the boss/establishment owner; 6 establishments indicated that it was carried out by the marketing/sales manager. While the number of accommodation establishments with a marketing/sales plan was 32; the number of establishments without any marketing/sales plan was 28.

4.2. Descriptive Statistics

Within the scope of descriptive statistics; the marketing problems are examined on the basis of averages according to the variables of the type of accommodation establishment, document state, operating period, presence of marketing/sales department in the accommodation establishment, person carrying out the marketing/sales activity and presence of marketing/sales plan. Instead of showing all the marketing problems within the scope of the questionnaire in the tables, the marketing problems faced the most and the least were showed in the tables. By this way, it was aimed to give the information more simply and reveal the situation more clearly. According to each variable, the marketing problems in the first two lines in the tables have the highest average; whereas the marketing problems in the following two lines have the lowest average.

Table 2: **The Marketing Problems Faced According to the Type of Accommodation Establishment**

Business Type	Significance Level	Marketing Problems	Average	Standard Deviation
Hotel	High	Lack of demand	4,00	0,816
		Language problem	4,00	0,943
	Low	Dominance of distributors in the market	2,90	0,994
		Monopolization of raw material sellers	3,10	1,101
Boutique Hotel	High	Failure of creating new marketing channels	3,86	1,156
		Failure of setting a competitive price	3,79	1,207
	Low	Inadequacies in transportation, storage and stock control	2,14	1,529
		Absence of marketing department	2,24	1,185
Pension	High	Language problem	3,76	1,251
		Need for a quality labor force	3,65	1,320
	Low	Product differentiation difficulties	1,76	0,903
		Dominance of distributors in the market	1,82	1,015
Other	High	Failure of immediately keeping pace with new sales methods	4,50	0,577
		Language problem	4,00	1,155
	Low	Inadequacies in transportation, storage and stock control	1,75	0,957
		Monopolization of raw material sellers	2,25	1,500

Examining Table 2; it is seen that the most important marketing problems for hotels are lack of demand and language problem. Dominance of distributors in the market and monopolization of raw material sellers were found to be the least significant marketing problems for hotels. As for boutique hotels, the failure of creating new marketing channels was found to be the most significant marketing problem. On the other hand, inadequacies in transportation, storage and stock control were found to be the marketing problems with the lowest average for boutique hotels. As for pension, while language problem was found to be the marketing problem with the highest average; product differentiation difficulties had the lowest average. As for other accommodation establishments, while the failure of immediately keeping pace with new sales

methods was found to be the marketing problem with the highest average; language problem was the second most significant marketing problem. On the other hand, inadequacies in transportation, storage and stock control were found to be the marketing problems with the lowest average.

Table 3: The Marketing Problems Faced According to the Document State of Accommodation Establishment

Document State	Significance Level	Marketing Problems	Average	Standard Deviation
Municipality Certificate	High	Language problem	3,61	1,308
		Changes in social and economic conditions	3,26	1,365
	Low	Dominance of distributors in the market	2,00	1,095
		Higher distribution commissions	2,00	1,232
Ministry of Tourism Certificate	High	Language problem	4,05	1,046
		Lack of knowledgeable and skilful salesmen	4,00	1,087
	Low	Monopolization of raw material sellers	2,64	1,093
		Dominance of distributors in the market	2,64	1,136

Considering the significance of the marketing problems according to the document state of accommodation establishments; it was seen that “language problem” was the most significant marketing problem for the accommodation establishments with Municipality Certificate and Ministry of Tourism Certificate. “Dominance of distributors in the market” and “higher distribution commissions” were found to be the least significant marketing problems for the accommodation establishments with Municipality Certificate. On the other hand, “monopolization of raw material sellers” and “dominance of distributors in the market” were found to be the least significant marketing problems for accommodation establishments with Ministry of Tourism Certificate.

Table 4: The Marketing Problems Faced According to the Operating Period of Accommodation Establishment

Operating Period	Significance Level	Marketing Problems	Average	Standard Deviation
1-5 years	High	Language problem	3,81	1,424
		Failure of setting a competitive price	3,69	1,493
	Low	Dominance of distributors in the market	2,19	1,377
		Absence of marketing department	2,31	1,493
6-10 years	High	Language problem	3,65	1,268
		Need for a quality labor force	3,65	1,089
	Low	Dominance of distributors in the market	2,20	1,152
		Absence of marketing department	2,25	1,070
11-15 years	High	Lack of knowledgeable and skilful salesmen	4,00	0,926
		Language problem	3,93	1,072
	Low	Monopolization of raw material sellers	2,33	1,113
		Inadequacies in transportation, storage and stock control	2,43	1,342
16 years and more	High	Language problem	4,11	,928
		Need for a quality labor force	3,78	1,394
	Low	Failure of immediately keeping pace with new sales methods	2,00	1,000
		Monopolization of raw material sellers	2,11	0,928

The most significant marketing problems were “language problem” and “failure of setting a competitive price” for accommodation establishments operating for 1-5 years and “language problem” and “need for a quality labor force” for accommodation establishments operating for 16 years and more.

Table 5: **The Marketing Problems Faced According to the Presence of Marketing/Sales Department in Accommodation Establishment**

Marketing/Sales Department	Significance Level	Marketing Problems	Average	Standard Deviation
Yes	High	Difficulty of estimating customers	3,92	1,320
		Language problem	3,77	1,423
	Low	Dominance of distributors in the market	2,62	1,261
		Failure of keeping pace with change and getting involved in R&D activities to keep pace with	2,69	1,377
No	High	Language problem	3,87	1,160
		Lack of knowledgeable and skilful salesmen	3,60	1,195
	Low	Inadequacies in transportation, storage and stock control	2,11	1,233
		Dominance of distributors in the market	2,27	1,176

Examining Table 5; it is seen that “difficulty of estimating customers” was found to be the most significant marketing problem and “language problem” the second significant marketing problem for accommodation establishments containing a marketing/sales department. On the other hand, “language problem” was found to be the most significant marketing problem for accommodation establishments not containing a marketing/sales department.

Table 6: **The Marketing Problems Faced According to the Person Carrying out the Marketing/Sales Activity in Accommodation Establishment**

Manager	Significance Level	Marketing Problems	Average	Standard Deviation
Boss/ Establishment Owner	High	Language problem	3,93	1,143
		Failure of setting a competitive price	3,67	1,175
	Low	Inadequacies in transportation, storage and stock control	2,13	1,217
		Dominance of distributors in the market	2,33	1,128
Marketing/ Sales Manager	High	Lack of market knowledge	4,67	0,816
		Rapid change in consumer preferences	4,50	0,837
	Low	Intense competition	3,17	1,169
		Dominance of distributors in the market	3,17	1,472
Other	High	Lack of knowledgeable and skilful salesmen	2,86	1,464
		Not having a good sales organization	2,71	1,254
	Low	Monopolization of raw material sellers	1,29	0,756
		Marketing activities increase the financial burden of the enterprise	1,57	1,512

Examining the marketing problems for the authorized persons carrying out the marketing/sales activity in accommodation establishment; the most significant marketing problems were found to be “language problem” in establishments carried out by the establishment owner, “lack of market knowledge” in establishments carried out by the marketing/sales manager and “lack of knowledgeable and skilful salesmen” in establishments carried out by the other personnel.

Table 7: The Marketing Problems Faced According to the Presence of Marketing/Sales Plan in Accommodation Establishment

Marketing/ Sales Plan	Significance Level	Marketing Problems	Average	Standard Deviation
Yes	High	Language problem	4,00	1,211
		Failure of creating new marketing channels	3,84	1,347
	Low	Absence of marketing department	2,41	1,341
		Dominance of distributors in the market	2,44	1,162
No	High	Language problem	3,64	1,193
		Lack of knowledgeable and skilful salesmen	3,30	1,171
	Low	Higher distribution commissions	2,12	1,143
		Inadequacies in transportation, storage and stock control	2,18	1,124

Table 7 shows averages concerning the marketing problems of accommodation establishments which make and do not make marketing/sales plan. "Language problem" is the most significant problem and "failure of creating new marketing channels" the second significant marketing problem for accommodation establishments which make marketing/sales plan. "Language problem" is the most significant problem and "lack of knowledgeable and skilful salesmen" the second significant marketing problem for accommodation establishments which do not make marketing/sales plan. The least significant marketing problem is "dominance of distributors in the market" for accommodation establishments which make marketing/sales plan and "higher distribution commissions" for accommodation establishments which do not make marketing/sales plan.

4.3. Test of Difference

Marketing problems differ according to accommodation establishments variables was investigated through t-test and ANOVA analysis.

Table 8: The Marketing Problems Faced According to the Type of Accommodation Establishment

Variable	Category	Mean	S. D.	F	Sig. (p)	Post Hoc. (LSD)
Marketing Problems	Hotel ¹	3,52	0,455	4,003	0,012**	1-3 p=0,002*
	Boutique Hotel ²	3,06	0,812			2-3 p=0,017**
	Pension ³	2,45	0,845			
	Other ⁴	3,14	1,390			

*p < 0,05, **p<0,01, N=Hotel 10, Boutique Hotel 29, Pension 17, Other 4, df= 56

Examining Table 8; it is seen that accommodation establishment types (F (56) = 4,003) differ in terms of marketing problems.

It was determined that marketing problems of pensions (mean = 2,45) were less than hotels (mean = 3,52) and boutique hotels (mean = 3,06). However, it is seen that the most marketing problems are in hotels.

Table 9: The Marketing Problems Faced According to the Document State of Accommodation Establishment

Variable	Category	Mean	S. D.	t-value	Sig. (p)
Marketing Problems	Municipality Certificate	2,56	0,811	-3,569	0,001**
	Ministry of Tourism Certificate	3,33	0,740		

*p < 0,05, **p<0,01, N=Municipality Certificate 31, Ministry of Tourism Certificate 23, df= 56

When the Table 9 is examined, it is determined by the t-test that the marketing problems faced by the accommodation establishments differ according to the document state. According to this, it is seen that the accommodation establishments certified by the Ministry of Tourism face more (mean = 3.33) marketing problems.

Table 10: The Marketing Problems Faced According to the Operating Period of Accommodation Establishment

Variable	Category	Mean	S. D.	F	Sig. (p)	Post Hoc. (LSD)
Marketing Problems	1-5 years ¹	2,84	1,097	1,060	0,374	
	6-10 years ²	2,79	0,791			
	11-15 years ³	3,28	0,882			
	16 years and more ⁴	3,08	0,543			

*p < 0,05, **p<0,01, N=1-5 years 16, 6-10 years 20, 11-15 years 15, 16 years and more 9, df= 56

According to Table 10, no statistically significant difference was found in the marketing problems faced according to the operating period of accommodation establishment.

Table 11: The Marketing Problems Faced According to the Presence of Marketing/Sales Department in Accommodation Establishment.

Variable	Category	Mean	S. D.	t-value	Sig. (p)
Marketing Problems	Yes	3,26	1,049	1,390	0,170
	No	2,87	0,822		

*p < 0,05, **p<0,01, N=yes 13, no 46, df= 57

According to Table 11, no statistically significant difference was found in the marketing problems faced according to the presence of marketing/sales department in accommodation establishment.

Table 12: The Marketing Problems Faced According to the Person Carrying out the Marketing/Sales Activity in Accommodation Establishment

Variable	Category	Mean	S. D.	F	Sig. (p)	Post Hoc. (LSD)
Marketing Problems	Boss/Establishment Owner ¹	2,96	0,782	7,469	0,001**	1-2 p=0,012*
	Marketing/Sales Manager ²	3,86	0,753			1-3 p=0,015*
	Other ³	2,15	0,932			2-3 p=0,001**

*p < 0,05, **p<0,01, N= Boss/Establishment Owner 46, Marketing/Sales Manager 6, Other 7, df= 56

When Table 12 is examined, there are significant differences in the the marketing problems faced according to the person carrying out the marketing/sales activity in accommodation establishment. In this context, marketing/sales manager's marketing problems are higher than boss/establishment owner and others.

Table 13: The Marketing Problems Faced According to the Presence of Marketing/Sales Plan in Accommodation Establishment

Variable	Category	Mean	S. D.	t-value	Sig. (p)
Marketing Problems	Yes	3,21	0,888	2,309	0,025*
	No	2,70	0,802		

*p < 0,05, **p<0,01, N=yes 32, no 28, df= 58

According to Table 13, statistically significant difference was found in marketing problems according to the presence of marketing/sales plan in accommodation establishment. Accommodation establishments with marketing / sales plans have marketing problems higher (mean=3,21) than those without plans.

5. Conclusion and Suggestions

In the study, the problems faced by accommodation establishments were tried to be determined on the basis of Safranbolu. The purpose of the study is to determine the marketing problems of accommodation establishments operating in Safranbolu. In a labor-intensive sector, the key element of tourism is service. Establishments may also face problems while marketing the services, just like in different sectors. What matters most is to determine solutions and take action immediately.

Within the scope of the study, the marketing problems of accommodation establishments in Safranbolu can be summarized in general as follows: lack of demand, language problem, failure of creating new marketing channels, failure of setting a competitive price, need for a quality labor force, changes in social and economic conditions, lack of knowledgeable and skilful salesmen, difficulty of estimating customers, lack of market knowledge, rapid change in consumer preferences and lack of good sales organization. Especially language problem was found to be a significant marketing problem. It is too difficult to solve this problem within the body of establishment. However, sending the personnel to foreign language courses can be considered a short-term solution. In addition, especially the criteria of speaking a language and having a brilliant command of the language should be taken into consideration in recruitment.

In addition, it is seen that hotels face more marketing problems than boutique hotels, pensions and other accommodation establishments. This situation shows that the hotels are inadequate in terms of marketing and do not fully solve their problems. In order to eliminate these problems, they should employ qualified personnel in the marketing department, allocate enough marketing budget and concentrate on promotion activities. Similarly, it has been determined that the marketing problems faced by accommodation establishments differ according to the document state. Accordingly, it is seen that the accommodation establishments certified by the Ministry of Tourism face more marketing problems than the accommodation establishments with Municipality Certificate. According to the presence of marketing / sales manager and marketing / sales plans in the accommodation establishments, marketing problems differ. It is seen that accommodation establishments with marketing / sales manager and marketing / sales plans face more marketing problems. This situation can be considered as an indication that the accommodation establishments closely follow the marketing activities and that they are aware of the problems.

Accommodation establishments are units which provide service 7/24 every day of the year and have a dynamic structure. These establishments not only meet the accommodation needs of domestic or foreign tourists, but also try to respond to changing demands for the improvement of customer satisfaction. Perception differences in the expectations and likes of customers complicate the standard service delivery. Failure of employing experienced and knowledgeable personnel puts establishments in a more difficult position. In this respect, establishment managers should primarily conduct a marketing survey. It is necessary to analyze the market and determine marketing strategies according to the findings acquired. Thus, it will be more appropriate to plan the marketing mix according to target groups. The service scope to be determined according to the requirements and expectations of customers will also increase the satisfaction level. Employing trained, experienced and eager personnel will play an important role in the success of establishments.

One of the most important problems of accommodation establishments is the lack of strategies containing solutions to problems. Because managers are not able to solve their own problems precisely, they fail in the marketing strategies to be applied against their rivals. Establishments need to present their values and touristic attractions better than their rivals in order to be preferred over their rivals and raise awareness. Thus, it is required to solve the problems faced in marketing and set new strategies.

Considering the capacity of accommodation establishments in Safranbolu; lack of larger establishments and failure of creating a separate marketing unit due to being mainly operated by families and insufficient number of employees make it impossible to offer rational solutions to the problems faced. The fact that marketing decisions are usually made by the establishment owner or manager who have no knowledge and experience of marketing can be considered another reason of failing to generate effective solution offers. In that case, employing trained and experienced personnel despite having no separate marketing department due to the structure of establishments can help to find new ways to solve the problems.

It is important for accommodation establishment managers and marketing supervisors to decide which distribution channels to use at the point of bringing services together with consumers. Promotion and sales activities to be performed either directly or via travel agencies are important in terms of offering goods and services to consumers at the right time and with appropriate prices. Inclusion of the internet in promotion activities and distribution channels has made it possible to reach larger masses. Accordingly, deciding on distribution channel reduces potential risks.

Customer feedback is a crucial matter in accommodation establishments. It is definitely necessary to take customer likes and complaints into consideration. Customers' satisfaction perceptions are relative due to differences in their expectations and likes. When it comes to service, it is hard to standardize it. Thus, it is important to provide service and set marketing strategies in line with complaints and recommendations of customers in order for establishments to survive. Accommodation establishments operating in Safranbolu, which is an important destination, need to solve their problems immediately in order to achieve their goals and protect the values of the city.

References

- Akçi, Y. and Olcay, A. (2014). Otel İşletmelerinin Pazarlama Faaliyetlerinin Yönetici Görüşleriyle İncelenmesi Üzerine Bir Araştırma (Gaziantep ve Adıyaman Örneği). *Muğla Sıtkı Koçman Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 32, 78-94.
- Ali, A. W. (2019). Marketing problems of Kohlrabi, Carrot and Cauliflower: A case study of Lakhipur community development block of Goalpara district, Assam, India. *Agric. Sci. Digest.*, 39(1), 36-40.
- Ali, J. M. and Vengadesh, R. (2019). A Study on The Problems Relating to Marketing of Rural Industries in Madurai District. *International Journal of Management and Social Sciences*, 8(2.2), 17-21.
- Çatı, K. and Yıldız, S. (2007). Türkiye'de Kuru Kayısı Üretim ve Pazarlama Problemleri ve Çözüm Önerileri. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 21(1), 337-360.
- Çimen, Z. Aktaş (2001). Antalya İli Kumluca İlçesindeki Sera Üreticilerinin Pazarlama Sorunları. *Akdeniz İ.İ.B.F. Dergisi*, 1, 1-14.
- Ebitu, E. T., Ufot, J. A. and Olom, P. A. (2015). Marketing Problems and the Performance of Selected Small and Medium Enterprises (SMEs) in Southern Senatorial District of Cross River State, Nigeria. *American International Journal of Contemporary Research*, 5(5), 70-76.
- Gelibolu, L. (2009). Kars Kaşar Peyniri İşletmelerinin Pazarlama Sorunları ve Çözüm Önerileri Üzerine Bir Alan Araştırması. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 23(3), 151-165.
- İnal, M. E. and Toksarı, M. (2006). Mobilyacılık Sektöründe Karşılaşılan Pazarlama Sorunları ve Bu Sorunlara Çözüm Üretmeye Yönelik Bir Araştırma: Kayseri Örneği. *ZKÜ Sosyal Bilimler Dergisi*, 2(4), 105-121.

- Korkmaz, S. (2003). Küçük ve Orta Ölçekli İşletmelerin (KOBİ) Pazarlama ve Finansman Sorunlarının Çözümünde Risk Sermayesinin Kullanılabilirliği Üzerine Bir Araştırma. *Ticaret ve Turizm Eğitimi Fakültesi Dergisi*, 2, 233-258.
- Köksal, Y. (2014). Yöresel Ürünlerin Ulusal Pazarlara Açılmasında Karşılaşılan Pazarlama Sorunları ve Çözüm Önerileri; Burdur Ceviz Ezmesi Örneği. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 28(3), 159- 171.
- Öztaş K. and Sezgin, M. (1998). Hizmet Pazarlamasında Çekirdek Ürün Oluşturulması Konya Yöresinin İnanç Turizmi Açısından Analizi. *Erciyes Üniversitesi, Nevşehir Turizm İşletmeciliği ve Otelcilik Y.O, Turizm Sektöründe Rekabet Stratejileri, V. Hafta Sonu Semineri*, 135-158.
- Scheer, L. V. (2011). SMEs' Marketing Skills Challenges in South Africa. *African Journal of Business Management*, 5(13), 5048-5056.
- Sharma, M. and Kumar, V. (2018). Apple Farming in Himachal Pradesh: An Assessment of Marketing Problems of Apple Growers. *Administrative Development: A Journal of HIPA, Shimla*, V(2), 13-24.
- STDB (2019). Safranbolu Turizm Danışma Bürosu- Konaklama Tesisleri. Erişim Adresi <http://www.safranboluturizmdanismaburosu.gov.tr/TR-156254/konaklama---yeme-icme.html>. (Erişim tarihi: 13.05.2019)
- Şahin, A. and Demir, H. (2005). Tekstil ve/veya Konfeksiyon Sektörlerinde Faaliyet Gösteren Küçük ve Orta Büyüklükteki İşletmelerin Pazarlama Sorunları ve Elektronik Ticaretten Beklentileri: Mersin Ölçekli Bir Uygulama. *D.E.Ü. İ.İ.B.F. Dergisi*, 20(1), 1-13.
- Torlak, Ö. and Uçkun, N. (2005). Eskişehir'deki Kobi'lerin Pazarlama ve Finansman Sorunları Ara Kesiti. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 5(1), 199-215.
- Tunçsiper, B. and İlban, M. O. (2006). Turizm İşletme Belgeli Otel İşletmelerinin Pazarlama Sorunları: Balıkesir İlinde Bir Alan Araştırması. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 6(1), 225-244.
- Yıldırım, S. (2011). Kurumsallaşamayan Aile Şirketlerinde Pazarlama Sorunları Üzerine Nitel Bir Çalışma. *Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (22)2, 185-202.

