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ANALYSIS OF ONLINE REVIEWS FOR ACCOMMODATION ESTABLISHMENTS OPERATING IN KALKAN REGION: THE CASE OF TRIPADVISOR

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EXTENSIVE SUMMARY

Today, the Internet has become one of the most effective and widely used means of communication. According to a report titled "Digital in 2018" by We Are Social and Hootsuite research companies, the number of internet users worldwide has reached 4.02 billion by 2018. This figure is more than half of the world population. In the same report, it is stated that the number of social media users all over the world constitute 42% (3.19 billion people) of the world population. Rapid developments in information and communication technologies have also affected businesses operating in the tourism sector in recent years. Along with Web 2.0 technology, reviews and evaluations made on the internet about businesses, products or services have begun to influence consumers' purchasing decisions. Rapid developments in information and communication technologies have led to the concept of electronic word-of-mouth communication (eWOM), which has been instrumental in bringing traditional mouth-to-mouth communication to digital platforms. Electronic word-of-mouth communication can be expressed as consumer communication that takes place in web-based environments. In other words, the eWOM can be described as a non-commercial and informal electronic source of information brought about by the user's positive and negative experiences. Today, web-based communication platforms have become one of the most important sources of information that people resort to before purchasing a product. In the past, the Internet has enabled businesses to promote and market their widespread product and service networks in a simple and sensible way, and as time has passed, they have given them the opportunity to share and evaluate their experiences with other people. Positive / negative evaluations of a region, business or product before deciding to buy a product have also started to affect consumer preferences. Over the past decade, travel and tourism-based social networking sites have had a major impact on tourism. User-generated content has become important in terms of tourism decision-making processes. One of the tourists' reference resources on the internet, TripAdvisor is a web-based platform that allows visitors to plan their trips in consultation with other users' comments and recommendations about accommodation and catering in different parts of the world and tourist attractions. TripAdvisor allows visitors to plan their trips by consulting the comments and recommendations of other users about accommodation and food and beverage establishments and attractions in different locations of the world. TripAdvisor also offers links to different booking tools for users.

In this study, online customer evaluations of the accommodation businesses operating in the Kalkan region and on the TripAdvisor web site were analysed. In the scope of the study, 81 hospitality enterprises were examined. As a result of Kolmogorov-Smirnov and Shapiro Wilk's tests, it was observed that all the significance values of the calculated test statistics ($p < 0,05$) were less than 0.05, so nonparametric tests were used in the analyses. In the study, hypothesis that examine the differences between the online customer evaluations for the

accommodation establishments in the Kalkan region and the type of business, number of stars (for hotels), location and price level were tested. According to the findings obtained from Kruskal-Wallis analyzes; there is a statistically significant difference between the type of business and price level and online customer evaluations. On the other hand, there was no statistically significant difference between location and number of stars of businesses and online customer ratings.

Nowadays, managers have to know that people are working at a time when they can easily access any kind of information they seek. In the globalizing world, people are influencing each other, expanding their power and influence. New customers have the opportunity to share with thousands of people the visual impairment that they experienced immediately. In an environment where consumers are assured of user comments and not marketing communications and companies, user evaluations are of great importance for operators. Most of the work done, TripAdvisor and so on. it is suggested that when online comments on internet-based platforms are assessed how a hotel's image is shaped, the management should constantly monitor online comments to encourage remedial action on customer complaints. Therefore, today's managers and managers, without overlooking these facts, efforts to achieve customer satisfaction meticulously gaining importance. Operators in the industry can keep pages on their websites and social media platforms up-to-date and advise them on their online evaluation sites to get immediate feedback on business reviews and assessments. Regarding the subject, for other tourism destinations of Turkey, the analysis of the content located on Tripadvisor and other review sites online, be recommended to the authors. Considering that there are a limited number of studies related to the subject, it can be said that the researches to be carried out within this scope will contribute to the gap in the literature.