AN ANALYSIS OF THE TOURIST EXPERIENCE IN FOOD AND BEVERAGE BUSINESS: A CASE OF TRIPADVISOR

Şehnaz DEMİRKOL\textsuperscript{a} \quad Fazıl KAYA\textsuperscript{b} \quad Gönül AKIN\textsuperscript{c}

\textsuperscript{a}İstanbul Üniversitesi, İktisat Fakültesi, İstanbul, Türkiye (sdemirkol@istanbul.edu.tr)
\textsuperscript{b}İstanbul Üniversitesi, İktisat Fakültesi, İstanbul, Türkiye (fazilkaya86@gmail.com)
\textsuperscript{c}Beykent Üniversitesi, Meslek Yüksekokulu, İstanbul, Türkiye (gonulakin@beykent.edu.tr)

EXTENSIVE SUMMARY

Tourists get experience about their spending time during their holiday. Tourists share their experience either directly with family members and friends or in several social media on recent years. Tourists tend to apply these comments about product in social media regarding experiences in purchasing process. It is gradually increase that this applying to checking the comments is rising day by day after purchasing process. Realizing the importance of e-word of mouths communication and customer satisfaction in food and beverage businesses and shows the substantial of tourist experiences. Thus, how tourist’s experiences are expressed and how tourist get a satisfaction level is an important subject to be focused on. Accordingly aim of this research is showing a clear picture by analysing experiences which are shared by food and beverage businesses in Istanbul on tripadvisor.com. In consistent with research on comments taken by in social media channel and content analysis regarding with tourist experiences are sorted out in six dimensions. This dimensions are; outer properties of restaurant, inner properties of restaurant, properties of staff and management, properties of food and beverage, menu/price and service. In this study, the most important conclusion in that most of the tourist experiences toward food and beverage services are positive. Tourists mention their experiences as unique, spectacular, authentic, aesthetic and like a new. In addition to this it is determined to that tourists recommend most of the services taking from companies on social media. However, negative comments are reached on the basis of study. Tourists’ negative comments are mostly about size of portion, price and restriction of menu and location of restaurant. Whereas this comment are quite a few, they don’t create a general opinion.