

INSTAGRAM USAGE IN HOSPITALITY SECTOR AS A SOCIAL MEDIA MARKETING STRATEGY

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Abstract: With the acceleration of globalization, the transformation of the industrial society into an information society has influenced every aspect of economic and social life, and has led to the development of alternative methods in reaching consumers in the marketing world. As a result of these changes in the world, businesses have moved away from traditional marketing approaches and have turned to a marketing approach that focuses on the demands and needs of consumers.

Nowadays, economics focuses on digital foundations. Countries that want to have a modern economy cannot ignore the creation of a national information infrastructure. On the macro scale, countries should form the infrastructure that they create in the micro scale. Countries that are able to produce information and share information are the countries that use technology correctly. These countries will have the power to compete and act in parallel with the opportunities to access information in their competitiveness.

In terms of the digital fundamentals of economics, many areas use digital tools that are specific to them. In tourism, when we consider accommodation management, the digital tool that it uses is mostly social media. Domestic and foreign tourists generally use social media groups to get information about acquired experiences about the company or to transfer their experiences to potential customers.

With the spread of these groups located on social media called e-loyalty; a term that has been formed according to the number of re-visits of the accommodation companies users have visited. In addition to this term called e-loyalty, it has added two terms, e-trust and e-satisfaction, which are positively shaped together with it. It has established an autonomous system with e-loyalty, e-trust and e-satisfaction. In this system, accommodation companies that expect e-loyalty from their potential customers are obliged to provide e-trust and e-satisfaction to their customers. In this way, accommodation companies obtain the loyalty they demand and the consumer rights of potential customers are protected.

As a result, there are very tight ties between accommodation establishments and social media. It is not possible for the accommodation businesses that want to improve the customer range to ignore this power of social media.

The research focused on instagram accounts as one of the social media platforms, and tried to determine the social media marketing strategies and adaptation applications by applying visual content analysis on 5 hotels identified. Due to the relative innovation of the concept, further research is needed to guide the effective implementation of hotels by introducing and using a number of challenges.

Keywords: social media marketing, hotel marketing, instagram marketing, digital marketing, hotel publicity.

Introduction

Tourism enterprises form the backbone of the tourism sector, which has a vital position in the country's economy and creates more income and employment than the exports of many sectors. Tourism enterprises, which are commercial and economic institutions that have an important place in economic life, produce and market touristic goods; We can differentiate tourism establishments as hospitality establishments, travel establishments, enterprises producing tourism related products. These companies produce tourism products by combining many different products. Its main product is service, but the most important feature that distinguishes it from other services is that it is based on travel experience. However, the general level of satisfaction of the individual influences his previous experiences and the current psychological state. In addition to this, the fact that the satisfaction it receives from the overall tourism services it receives has a very effective effect on the level of satisfaction makes its marketing more difficult. Tourism product; It is a combined product produced by the businesses in the tourism sector to meet the demands of the tourists. The touristic product, which is a whole where many services such as transportation, accommodation, nutrition, entertainment, recreation are brought together by the tourists from the moment they travel, is not limited to goods and services. A natural beauty like fairy chimneys and Pamukkale is also considered a tourist product. Just like tourism businesses, these regions and natural beauties are also marketed. Traditional tourism marketing mix elements are; product, distribution, price, promotion, human, physical evidence and processes. With the development of digital technology and social networks becoming increasingly important in social and economic life, tourism marketing has to shift to digital media. Increasing national and international tourism businesses operating in the market, awareness of the consumer, knowing the advertisement and traditional marketing methods of consumers, recognition and reaction have pushed tourism businesses towards alternative marketing methods such as social media marketing.

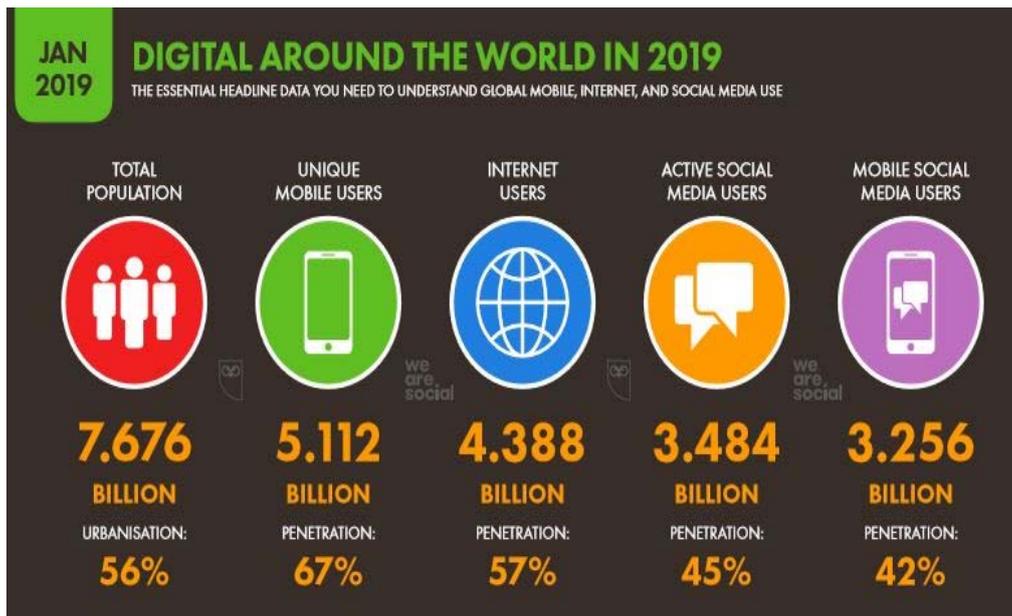
Social media are electronic forms of communication that allow users to share information online through text, images, audio and video. (Ritzhold, 2010). Nowadays, social media has become a tool used to establish connections on the Internet. At the same time, as social media reaches a large number of people and large audiences (Hartshorn, 2010), it has emerged as an effective business tool for communicating with consumers and thus creating a brand through continuous and rapid correspondence. In this millenium, the products produced by tourism companies are among the most sold products on the Internet. There are millions of tourism companies' websites and various internet applications all over the world. Social media, which offers many opportunities for individuals as well as businesses, has become a preferred cheap marketing tool that promotes two-way communication between businesses and consumers and thus gives consumers more freedom than ever before. Social media has become a channel that allows customers to express and express their opinions, and an interactive structure that instantly contributes to brand building and gives the opportunity to address the problems and concerns of customers. (Carraher, Buchanan ve Pufa, 2010).

When we examine the usage of social media we see that the number of users increase each year. According to We Are Social Media's 2019 data:

- 4.38 billion Internet user, 56% of world population,
- 3.48 billion social media user, 45% of world population,
- 5.11 billion mobile user, 67% of world population,
- 3.25 billion mobile social media user, 42% of world population.

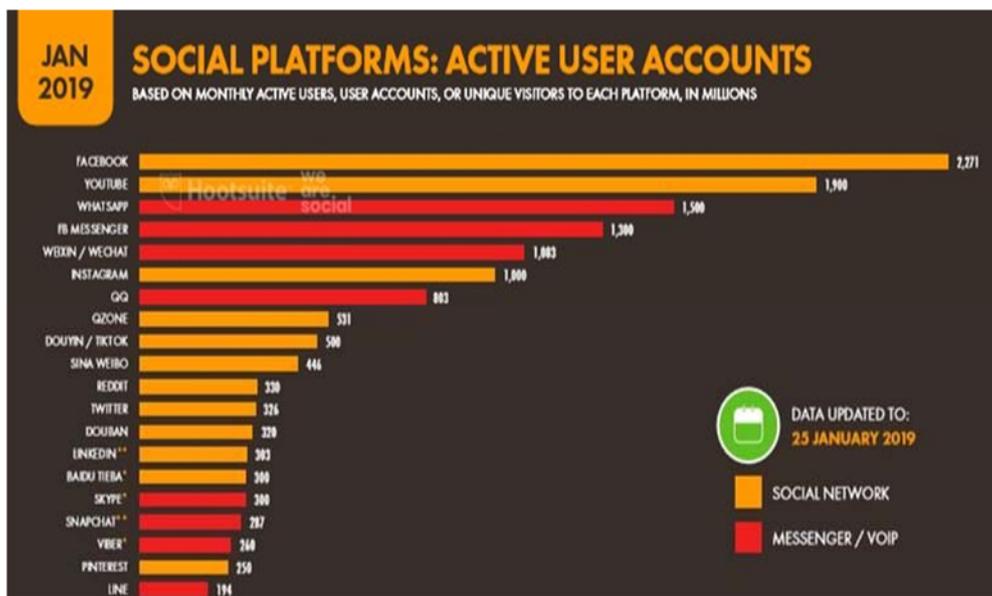
When we compare it to 2018 data, there is a major increase in the number of internet users. 2018 data is :

- 4.02 billion internet user, 53% of world population,
- 3.19 billion social media user, 42% of world population,
- 5.13 billion mobile user, 68% of World population
- 2.95 billion mobile social media user, 39% of world population.

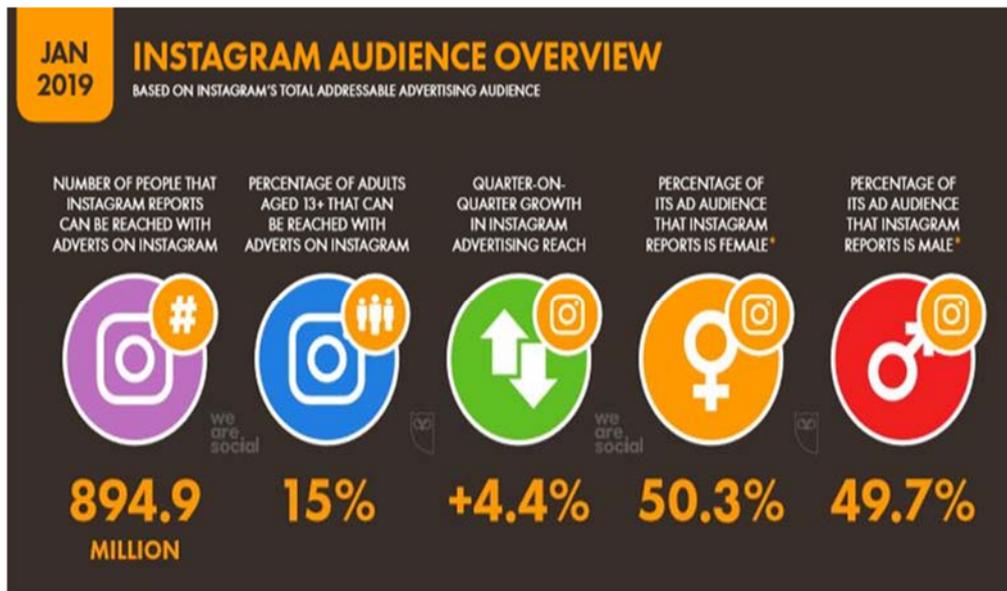


When we look at the world internet usage statistics, the total number of users is 4.38 billion, which means more than half of the world. The number of mobile internet users is 3.98 billion. This ratio shows that almost half of the world internet users are mobile users.

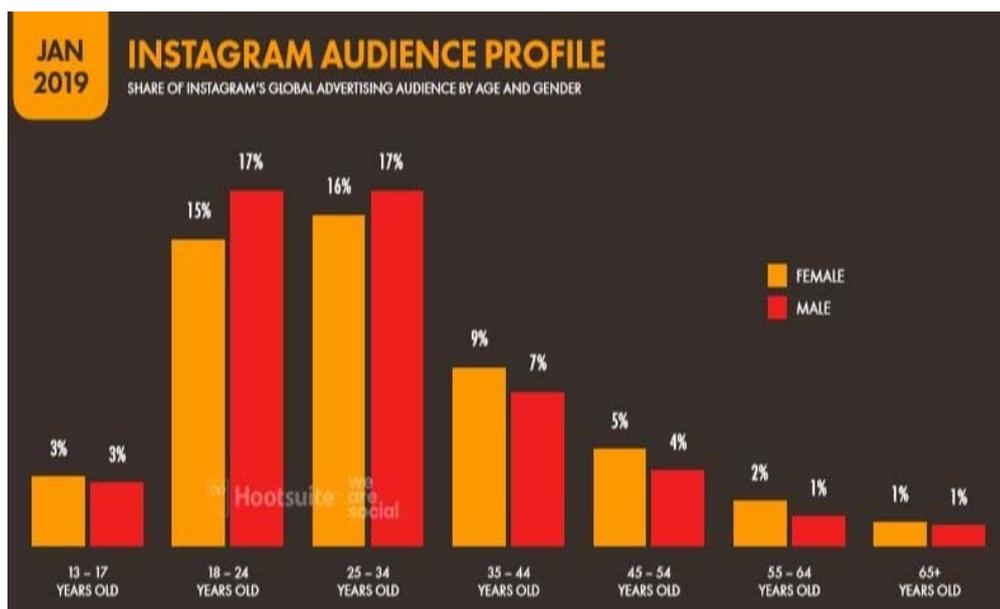
According to the social media statistics data of 2017, there were 3.2 billion social media users in the world. In 2018 social media statistics, this number has reached 3.48 billion. The number of social media users and mobile social media users 45% of the world has reached 3.2 billion.



When Facebook statistics were analyzed, in 2017, it was the leader with 2.1 billion users. According to 2018 social media usage statistics, Facebook is in the first place with 2.27 billion users. Facebook is followed by Instagram, the second most used platform. We see that this ranking is the same as last year's social media statistics. However, last year the number of Tumblr users overtook the number of Twitter users.



1/3 of Instagram users are between the ages of 18-34. It is observed that the usage rate decreases as the age group increases.



Hotel and tourism sector is one of the most competitive sectors. Therefore, increasing customer loyalty has become one of the important elements of increasing the competitiveness and sustainability of the sector. The hotel business is arguably the most lucrative in the hospitality industry. This is determined by the growth activities and speed within the industry. In recent years, however, the industry has seen that hotel owners and managers are looking for cost-effective ways of implementing different strategies to ensure the high occupancy rate of hotel rooms while providing them at the same time. As social media usage has become a positive trend and an important basic competence for hotel businesses, it is integrated to the rapidly changing tourism sector and in line with the demands of the sector, social media is in a fast and effective position to meet the increasing demand. In this economic period, where many businesses cut their marketing budgets, most successful hotels use effective social media to communicate with their consumers, build their brands and reduce every marketing cost they spend is important in increasing the competitiveness of hotel businesses. Compared to traditional marketing methods, social media provides instant interaction,

rapid effectiveness and real-time feedback about the company through many channels such as appreciation, followers, comments, opinions and complaints. Hotels can monitor the number of conversations that occur over a product or service they offer through social media channels, analyze instantly and respond to comments and feedback. Most successful hotels and businesses are looking for innovative ways to integrate social media into traditional marketing methods and integrate it into their own (Lanz, Fischhof and Lee, 2010).

Social media marketing is one of the fastest growing forms of marketing . Particularly in the tourism and travel industry, where information flow is intense and focused on experience, social media has an important position for this sector as it incorporates online, fast-paced and interactive marketing techniques compared to traditional marketing strategies (Laudon and Traver, 2010). The interaction-oriented progress of social media marketing between organizations and customers enables the development of a positive and profitable relationship between customer business (Turner and Shah, 2011). Being customer-oriented by eliminating social media, intermediary institutions and individuals provides an opportunity to increase margins and at the same time build relationships, improve existing communication. In addition, social media offers different opportunities on different platforms to spread messages and strengthen brand identity. These multiple opportunities offered by social media have led to many changes in different dimensions of human life. This change brought new consumption habits, new opportunities and platforms to hotel businesses in marketing as well as many other areas. Alternative marketing strategies in line with the new world order should be created by considering corporate goals, tourism-related products, services and target audience. The increasing number of skeptical, insecure and market-conscious consumers of today have led marketers to search for alternative marketing methods. One of the biggest effects of developing technology on marketing is to increase the power, transportation area and speed of consumers' mouth-to-mouth communication which is very well done in social media. Changing consumption habits necessitated new media tools and different social media platforms. However, social media applications present a number of challenges for hotel businesses and many businesses, and they need to know how to effectively integrate their executives into their business (Noone, McGuire & Rohlf, 2011). Nowadays, all hotels use social media to some extent, but the study tries to determine how effectively these initiatives are used to attract customer attention.

Literature Review

While the new media lead to a great social change in social terms, it caused serious changes in the field of marketing both for businesses and consumers. Thus, the widespread use of new media technologies made important contributions to the field of marketing, and social media, where individuals spend an important period of time, appeared as a marketing medium. Social media offers the opportunity for tourism businesses to interact with their customers interactively, convey their messages, promote their products and understand their reactions. Through social networks and applications such as Facebook, Youtube, Twitter, Instagram, Flickr, consumers share their positive / negative experiences with each other. By sharing their experiences such as about the destinations, accommodation facilities, restaurants, what to eat, what to drink, where to have fun, what to buy.

Basically, the tourism industry is known as knowledge-oriented (Sheldon, 1997; Wertner & Klein, 1999) and in this sense, its integration into new developments in information technologies is one of the highest areas and this new social media channel and technological communication tools are adapted to their systems. It is important for the social media travel industry that the tourism sector is an information-intensive sector and that social media will have many easy accesses such as transferring, sharing, reusing and storing information and facilitating the production of information. Therefore, it is essential to monitor the transformation of technologies and consumer culture that affect the distribution as well as the availability of travel-related information (Xiang and Gretzel, 2010). Recently, social networking, web sites have played an important role in marketing and tourism promotion in the travel industry around the world. It is observed that the use of social media in the tourism sector as in many other sectors is rapidly increasing in order to interact with consumers,

establish relationships and create brand awareness. The abstract structure of tourism activities is based on experience and poses a lot of mutual risks before buying, since it is not easy to judge a service before it is consumed. For this reason, hotel businesses are trying to embody the services related to the quality and scope of the services they offer. Social media plays an important role in these efforts.

The fact that information technologies and social media change tourism globally, it also has radically changed the way how business is done in the market and how consumers interact with organizations (Buhalis and Law, 2008). Increasing popularity of social media, created a wide social network for users and transformed users to recommenders, this created important changes in the sector (Neuhofer, Buhalis and Ladkin, 2012). In recent years, social media has had a positive impact on marketing strategies by placing the customer at the center of the organization and has become an important source of data in terms of influencing the direction of purchasing and purchasing decisions.

Many hotel establishments embody the service-related experience by activating the customers and spreading the customer experience over the customers to reveal their potential and improve the existing potential (Baird and Parasnis, 2010). Social media has a wide use in promotion and marketing activities of hotel businesses. Interactive feature of social media platforms, improved brand perception, it also provides more customer information and direct access to customers effectively. Also, feedbacks are of great importance to develop new services and products (Sigala, 2011). Social media is a direct channel between the customer and the hotel. This reduces the dependence of hotel businesses on intermediary institutions (travel agencies-tour operators), and provides the opportunity to provide the latest and up-to-date information about the hotel directly and interactively with the customers in a fast and cheap way, instantly and inexpensively. The hotel enterprises that use social media effectively and intensely in promotion and marketing activities gain an advantage in competition.

Instagram, which is one of the social media tools, is considered as one of the most suitable tools for hotels to communicate with their users and develop effective relationships with them (Escobar Rodriguez and Carvajal-Trujillo, 2013). Social media applications such as social networks (such as Facebook, Instagram) and microblogging sites - such as Twitter - are still becoming increasingly popular and are greatly influencing the entire travel industry. Using Facebook, Instagram allows hotels to learn more about their customers, interact with them fluently, and even convincingly inform them with the data they get through social media (Hsu, 2012).

Social Media, Corporate Image and the Customer Attitudes

Company image is the mental image of the consumer in relation to the company. Corporate image is the result of a process. This process results from the ideas, emotions and experiences that consumers receive from a company's services or products, these ideas, emotions and experiences are taken from memory and form a mental image of the company in question. Therefore, corporate image is the result of an evaluation process (Bench, 89; 2010). Identifying customer needs that social media offers to hotel businesses facilitates the level of customer satisfaction and the creation of a followers community (Haro de Rosario et al, 2013). At this point, businesses receive direct feedback from the customer about their corporate image and gain opportunities to improve and rearrange their image. At the same time, social media tools support the legitimization of information, transform individuals from content consumers to content producers and build emotional ties with them (Berthon et al, 2012). The parameters of the Internet and social media data have varied and unique results for hotel businesses, including guests, staff and management. These platforms become tools that can be used to create, monitor and evaluate the reputation and image of the company. Consumer-generated online content is a valuable and reliable source of data for hotel businesses (Starkov and Mechoso, 2008). The involvement of hotel businesses in online social networks, interacting with potential customers, cost-effective for this, and participation in these networks required direct access to active users without the need to add any additional hardware and software. An easily accessible, understandable and attractive social networking site or app allows participants to engage with the business. These platforms, which also function as showcases, enabled the corporate image to be easily built in the

customer's mind. Online consumer reviews and reviews play a major role in the point where tourists buy products or services today. The opportunity to look at potential costumers and other real consumers 'reviews, as well as the content created by businesses about the service or product, and social media applications and sites that give them the opportunity to look at other potential costumers' comments, significantly influence the way the corporate image is perceived.

The popularity of instagram among other social media, increases each passing day, sharing customers 'own experiences and other customers' experience, also the hotel's self-generated experience, make customers partners with vendors in the value-added process (Sashi, 2012)

On the other hand, customer attitudes and behaviors consist of a series of psychological and physical processes that continue before and after the purchase. This process includes information or actions that people experience or perform in the process of using the product or service (Joonnwhan et al., 2016). Together with social media, changing and transforming consumer attitudes and behaviors are effective in shaping the marketing activities of enterprises. Nowadays, the consumer is acquiring information about the product or service before the purchase from many platforms. Therefore, businesses need to rearrange or change their advertising strategies in order to determine and maintain their customer demands and needs (Jalilian et al., 2012). For this reason, social media plays an important role on how internet users interact. It is important for businesses to conduct research before users purchase products and services and to acquire information from many platforms, as well as to share information and opinions after acquiring the product or service. This data obtained through social media shows the level of trust between customer satisfaction and user business (Fatholahzadeh, 1394: 4). If someone have had an experience with the service or product before, or if a potential customer decides to join an online network and shares a reference to the experience or shares content such as photo-video or downloads content, the experience is likely to be influenced by other people's views on the network (Green, 2009). The marketing activity established on social media contains many factors that determine the strategies of the organization in the target market; to develop specific sales and marketing plans for each group by identifying the target audience better and dividing it into groups, and to determine advertising campaigns and social media posts in line with the determined targets. This also gives the company advantages in terms of cost and timing. Social media can reach many groups and users at the same time and its interactive structure makes it easier for businesses to examine customer behavior, identify categories and marketing segments, and even find groups that have not yet put in their marketing plans, and direct groups to services and products.

Conceptual model and research hypotheses

Social media marketing objectives and strategies shaped in line with the objectives of the business;

Table 1. Conceptual Model and Research

SOCIAL MEDIA MARKETING ACTIVITIES		
Information about Products and Services	CORPORATE IMAGE	CUSTOMER ANSWERS
Content Production Management		
Influencer Marketing		

Information about Products and Services

The social media accounts share posts that contain information about products and service contents. In this way, social media functions as a showcase for hotel businesses. The shop-affected customer is affected at the point of purchase of the product or service. According to Kasavana (2008), in order to achieve better business results, companies should constantly use social media to monitor, analyze and evaluate customer reviews. In order to avoid false information and promotions,

businesses need to develop digital media policies to protect them. Like all other technologies, appropriate planning and rigorous rules for success in social media should be adopted. Due to the experiential nature of the services and products offered by hotel businesses, it is difficult to estimate the quality before purchase. The fact that the product or service is experiential makes consumer experiences and observations even more important for the first users and potential users (Crotts, 1999). Companies that share product or service content in their social media accounts and also encourage their satisfied customers to share their experiences through social networking platforms are more likely to attract new customers (Hardin and Kim, 2010).

On the other hand, content marketing is one of the areas where social media offers the widest range of opportunities. Immediate interaction with any user increases the chances of achieving marketing sales target based on the target audience-focal point of marketing. Today, businesses that are interested in constant communication with consumers see social media as an integral part. Marketing, branding, public relations, customer service reach out to the masses, social media plays a vital role for every business that wants to increase customer potential (Berkowitch, 2010). According to Stelzner (2010), 90% of marketers use social media to market their business, and 65% of them have just started or entered in just a few months.

Today, social media offers many cost-effective areas in terms of expanding customer potential and expanding marketing activities. In terms of the many advantages of social media, most businesses and hotels see brand recognition and promotion as the highest return. At the same time, it produces more informative content about how to gain and experience by using products and services on social media and reaches more users and rises higher in search engines

In this content, Influencer Marketing is another popular networking and communication tool. It is blogging and influencers who influence bloggers or consumers at the point of purchase. Today, the travel and tourism industry is confronted with the consequences of having not only positive but negative effects if blogs are not managed correctly (Thevenot, 2007). Any user can upload images, audio, video or content through social networks that form the basis of Web 2.0. At the same time, businesses can gain popularity by collecting information from users from different online sources (Cox, Burgess Sellitto and Buultjens 2009). As an effective way to take advantage of the tendency of users to share their experiences through social media channels, business-related content needs to be carefully monitored. Research has proven that hotels attracting their customers through social media should spend more on their customers, take into account their impact on customer retention and customer comments. It should be taken into consideration that any suggestion or complaint that is not considered to be critical of considering every good, bad or ugly return of the enterprises will lose its image and reputation (Kasavana, 2008).

Companies are those who have high social media links, too many users, and the business that affects them at the point of consumption; to promote content supporting services and products.

Evaluation of hotel businesses by content analysis on instagram use in social media marketing

Research hypotheses

Research Focal Point and Basic Hypothesis

Determining the effects of instagram platform for hotel businesses within the scope of social media marketing. In addition, it uses visual content analysis to determine the social media strategies of hotel businesses and to analyze how they reflect consumer experiences and whether there is a difference in photographic preferences according to their types. The population of the research is the hotel businesses and samples are examined through instagram pages of Çırağan Kempinski, Four Seasons Bosphorus, The Ritz Carlton Istanbul, Swissotel the Bosphorus and Raffles Istanbul. Accordingly, the basic hypotheses of the research are as follows:

– Within the scope of social media marketing, instagram users have significant effects on their attitudes towards hotel businesses.

- The use of instagram within the scope of social media marketing has a significant impact on the perception and brand visibility of hotel businesses.
 - The brand and brand strength created through Instagram accounts have significant impact on the perception of the hotel business by the user.
 - The instagram user as a customer has a significant impact on the process of establishing brand perception of hotel businesses.
- Sub-hypotheses of the research;
- Content that provides information about products and services shared via social media accounts (instagram) is important for hotel businesses.
 - Immediate interaction with the user through content generation has a significant impact on the corporate image of the business.
 - Influencer marketing has significant implications for customer attitudes and behavior.

Research method

Visual and Content Analysis Method will be used.

INSTAGRAM	The RitzCarlton	Swissotel	Ciragan Palace Kempinski	Four Seasons	Raffles
Post	721	1548	1665	2367	798
Followers	18,3K	62,2K	53,7K	50,6K	47,7K
Following	72	48	269	892	147
Pin	5	9	10	9	4
Likes	150-2000	250-3000	150-1500	300-3000	400-2500
Comments					77

Research findings

The research focused on instagram accounts as one of the social media platforms, and tried to determine the social media marketing strategies and adaptation applications by applying visual content analysis on 5 hotels identified. Due to the relative innovation of the concept, further research is needed to guide the effective implementation of hotels by introducing and using a number of challenges.

FOUR SEASONS B.	JUNE	JULY	AUGUST
	30.06/H/-/1029	30/07/H/-/631	27/08/H/10/948
	28/06/H/-/686	28/07/D/-/878	24/08/D/14/707
2367 POST	26.06/M-D/9/754	26/07/D/-/712	23/08/H/2/194
50,6K FOLLOWERS	25.06/i/3/466	25/07/D/-/3624W	21/08/H/9/2209W
892 FOLLOWING	23/06/H/2/661	24/07/D/-/2447W	20/08/D/-/316
9PIN	20/06/H/2/2582	23/07/D/-/840	17/08/H/6/543
300-3000 LIKES	18/06/I/5/636	22/07/D/-/394	14/08/I/-/668
	16/06/D/14/3003W	20/07/D/-/1128	11/08/H/-/169
	15/06/H/2/592	18/07/D/-/430	09/08/H/-/336
	12/06/M-D/17/2747	14/07/H/-/285	07/08/D/-/557
	11/06/H/11/693	11/07/D/-/723	05/08/H/-/343
	09/06/D/7/2747	09/07/D/26/4471W	03/08/H/-/332
	07/06/D-H/31/10378W	06/07/D/12/4210W	01/08/D/463
	04/06/H/1/448	05/07/D/32958W	
	03/06/H/2/298	02/07/I/2/631	
	01/06/D/16/940		

Table: H- Content created for service and product / D- Content created for experience / M- Sharing content created by customer for real customer experience / I- INFLUENCER / W- Displaying video content

The content and photographs are harmonized with the whole and the vivid color tones and experience compositions are created.

SWISSOTEL B.	JUNE	JULY	AUGUST
	29.06/H/3/535	30/07/D-H/7/29.609W	30/08/H/-/692
	27/06/H/9/971	27/07/H/-/227	27/08/D-H/12/756
1548 POST	26.06/H/2/405	25/07/I/16/2068	25/08/H-M/12/1995
62,2K FOLLOWERS	24.06/H/-2/405	24/07/H/-/392	24/08/H/5/778
48 FOLLOWING	24/06/H/2/358	20/07/H/6/710	22/08/H/2/401
9PIN	23/06/H/3/697	18/07/D-I/11/1358	20/08/HD-H/1/815
250-3000 LIKES	20/06/M/3/446	16/07/H-D/16/1602	16//08/D/11/57.035W
	17/06/D/16/1527	14/07/D-H/4/1204	15/08/H/5/873
	16/06/H/1/447	12/07/D-H/2/2920W	13/08/H-M/12/3578
	12/06/D/4/233	10/07/H/24/4116W	11/08/H/7/737
	08/06/D/4/813	09/07/H/1/605	09/08/H/5/880
	07/06/D/104/3577	07/07/H/6/778	08/08/H-D/5/951
	03/06/H/6/1588	05/07/H/3/798	07/08/H/2/461
		02/07/D/14/ 7673W	05/08/H-M/3/655
			03/08/D-M/16/1708
			01/08/H/1/1891W

It has been seen in the study conducted for the use of instagram and its integration into the enterprises that instagram is widely used by the hotelsvery actively.

According to Fornell and Wernfelt (1987), it is cheaper to satisfy existing customers than to find new ones. As social media facilitates greater interaction between customers and company representatives, it has more opportunities for hotel businesses to respond promptly and effectively to customer wishes and complaints. The five large hotel businesses in Istanbul actively used instagram pages, instant photos sent short videos showed that these businesses use social media applications extensively.

CP KEMPINSKI	JUNE	JULY	AUGUST
	30.06/H/7/959	31/07/D/4/518	27/08/M/3/562
	29/06/D/29/5326W	28/07/D/18/1369	20/08/H/35/1011
1668 POST	28.06/I/8/707	27/07/H/23/1577	18/08/D/9/1074
53,9K FOLLOWERS	27.06/D/3/709	25/07/D/8/5235	14/08/H/3/963
268 FOLLOWING	26/06/H/1/826	22/07/M/12/1612	13/08/D/11/435
9PIN	25/06/H/36/1523	20/07/I/9/942	11/08/H/8/923
400-3000 LIKES	24/06/H/13/1351	16/07/D/14/1136	10/08/I/4/806
	20/06/D/14/3003W	14/07/D-H/48/1559	09/08/H/4/459
	19/06/H/22/1616	13/07/H/4/515	07/08/D/5/505
	17/06/D-I/3/864	12/07/D/18/2057	04/08/I/26/1626
	15/06/I/11/1001	11/07/I/10/829	02/08/H/7/1052
	12/06/D/21/4868	10/07/I/5/695	01/08/H/20/1414
	09/06/D/54/1407	06/07/D/13/2785	
	08/06/I/11/112	05/07/D/36/1285	

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	04/06/H/13/431	04/07/I/12/885	
	03/06/I/5/961	03/07/D/9/692	
	01/06/I/20/527	02/07/H/3/503	

Visual content and text content affect users in terms of liking and commenting. The content reposted through the customer accounts of the Influencer and the customer experience affects more at the point of interpretation and attracting customers. In addition, influencer content influences the social media power of influencer people more in terms of interpretation and appreciation.

The RITZ CARLTON ISTANBUL	JUNE	JULY	AUGUST
	29.06/D/4/560	29/07/H/2/159	27/08/D/9/350
	28/06/D/4/300	28/07/H/2/212	24/08/D/3/486
721 POST	26.06/H/8/279	26/07/H/3/193	22/08/D-H/2/224
18,3K FOLLOWERS	24.06/H/22/670	24/07/D/5/277	19/08/H/6/231
72 FOLLOWING	21/06/H/6/173	22/07/H/7/635	28/08/I/10/2515W
5PIN	19/06/D/5/220	20/07/H/2/390	15/08/D/8/814
150-2000 LIKES	18/06/H/11/139	19/07/H/7/212	14/08/D/5/553
	16/06/H/2/404	17/07/H/1/150	12/08/H/6/266
	14/06/H/8/197	15/07/H/2/176	11/08/H/5/203
	12/06/H/3/170	12/07/H/2/148	09/08/D/21/2790W
	10/06/H/6/153	10/07/D/13/386	07/08/D/10/258
	09/06/D/12/884	08/07/H/1/197	05/08/D/11/329
	08/06/D/4/339	05/07/H/2/209	03/08/H/4/454
	06/06/H/5/193	03/07/I/35/1494	02/08/H/2/184
	04/06/H/5/167	02/07/H/4/225	
	02/06/D/8/153		

Instagram, which has an active role in customer promotion activities, influences customer loyalty and direct information. Customers use to interact directly to brands through their social media accounts, especially by instagram.

RAFFLES	JUNE	JULY	AUGUST
	29.06/H/-/4260	29/07/H/-/978	27/08/H/4/430
	24/06/H/-/2177	27/07/H/3/1168W	25/08/H//816
798 POST	22.06/H/-/1545	23/07/H/6/1028	24/08/H/2/683
47,7K FOLLOWERS	21.06/H/-/4470	20/07/H/3/559	21/08/H/-/1186
147 FOLLOWING	19/06/I/-/3162	19/07/H/-/744	17/08/H/-/925
4PIN	16/06/H/-/2602	17/07/H/10/1028	16/08/H/-/1173
400-4500 LIKES	15/06/H/-/2008	16/07/H/10/1322	13/08/H/-/1330
	14/06/H/-/486	14/07/H/-/846	11/08/H/-/1159
	07/06/H/7/1345	12/07/H/-/866	10/08/H/-/1494
	06/06/H/6/783	09/07/H/-/1927	00/08/H/-/1044
	04/06/H/2/159	08/07/H/-/1094	05/08/H/-/771
	03/06/H/17/1453	00/07/H/-/2211	01/08/H/-/1036
	02/06/H/7/2819	05/07/H/-/653	
		04/07/H/1272	
		01/07/H/-/5892W	

In general, the tables tried to determine the use of social media as a marketing tool in the instagram pages of the hotel businesses discussed, to compare the practices of these hotels and to find out how the hotels can use this area more effectively to their disadvantage. As can be seen, that the hotels discussed in Istanbul do not use social media in particular, especially instagram effectively. In order to use social media more effectively, it has emerged that they need to have a clear layout on their pages, a common theme, better color filters and more careful use of content visuals.

Internet - social media, which provides access to multimedia and masses, creates opportunities for more effective communication due to its interactive nature, while also providing cost and time savings and increasing flexibility and accessibility. Businesses that use these opportunities properly can achieve high quality standards by using social media and tools as a powerful tool in service - product delivery.

Conclusion and recommendations

It would be a mistake to think that there is no need to connect with the target audience via social media by managing an accommodation facility that offers all kinds of luxury facilities. In the past years, excellent products did not need word of mouth marketing. However, the change of the market environment today has made it necessary to use word-of-mouth marketing methods for all tourism businesses.

In the past;

- the number of competing products and businesses was limited,
- consumers' sources of information were limited,
- marketing communication techniques were limited
- product life curves were long.

Today;

- The number of businesses with national and international ownership and operating nationally and internationally has increased,
- The number of products and services similar to each other and even the same has increased,
- With the proliferation of the Internet and mobile networks, the reference resources of the consumer have increased incredibly,
- While the number of advertising messages has increased greatly, the sensitivity of consumers to advertising messages has decreased,
- The product life cycle has been shortened with the establishment of the consumption horse culture.

With alternative marketing methods applied in social media, it is possible to spread marketing messages to the masses at a much lower cost and in a shorter time compared to traditional marketing. Tourism businesses that can use social sharing networks and applications such as Facebook, Flickr, Twitter, Instagram, which have become indispensable for today's life, can differentiate their competitors and reach their brands and products to the widest possible audience. However, it should not be overlooked that technology, innovation and consumer demands are changing at a great speed. Tourism companies will be able to easily reach their corporate goals if they combine their existing marketing strategies with these opportunities and power of the new media.

To be successful in marketing in Instagram, the marketers should use this important marketing tool effectively. Planning the content in advance is the major key to success in this media. The content should be planned frequently and consistently. Many social media marketers know that it is a good tactic to accumulate a large number of photos already, by creating content calendar for Instagram marketing by using applications such as Later or Buffer. The biggest advantage of using this type of service is that the content can be planned prematurely.

Hashtags should be used effectively. When it comes to social media, the factor that turns the world, especially on the Instagram platform, is hashtags. Choosing the right hashtags makes the content a success, while using the wrong hashtags can defeat the content. Hashtags have a lot of

influence on the interaction rates of shared content and will decide whether the posts will reach the targeted audience.

If there is no content planning app Instagram's draft function; ready-to-share content in the future can also be used. One of the most unknown functions of Instagram are drafts. When you add a photo to Instagram, write caption and tag the people in the photo. But don't publish this photo yet. Instead, choose to save the prepared content as a draft. As a result of this process, the photos that have been edited are saved as drafts, so can be quickly find and published in the future. By using the best quality photo editing apps good shots of the hotel can be shared.

Sharing the customer experiences about the hotel and is also important in instagram marketing. Since the potential customers can not try the hotel before buying the service the experiences of other customers play an important role in buying behavior.

The Instagram Stories platform is now spread over a wide audience. The most important thing about stories is that it is the only way to ensure that you are in the top of your followers feed. Because the most recently shared contents are listed first in the Stories. In other words, while using Instagram algorithm with follower activity and interaction rates to get the first out of standard content shared on normal Instagram, Stories prefer a different way. By sharing the content just shared on hotel Instagram account in Stories, new followers can be attracted to companyr Instagram profile and increase the interaction rates on the share.

Influencer marketing is a popular and preferred career option in Instagram In order to use Influencer marketing effectively, you need to do a wide range of research to identify large Instagram accounts in tourism and travel sector. Influencer marketing is such a strong secret of Instagram marketing that it allows the company to reach even certain communities in the target audience that it's hard to reach.

Focusing on the advantages of social media for hotel businesses, the research found that hotel businesses played a key role in better analyzing their customers and improving their image. Providing opportunities for hotels to capture consumer trends, innovate, and meet customer needs accurately is critical to gathering valuable feedback to personalize their services.

The active dialogue provided by instagram can improve customer information management for a better understanding of customer wants and needs, becoming one of the actively used tools to make changes to existing products or facilitate the development of products. The reviewed instagram accounts share content related to the product or service in general and also share the experiences of potential and existing customers with satisfied customers.

In line with the literature and visual content analysis data used for the research, the use of social media plays an important role in marketing strategies for hotel businesses. However, the fact that the research included a deep analysis and limited studies in this area constituted the limitations of the study. This study can be used as a guide for future studies.

As a result, if the hotel industry of the future does not strengthen its presence in social media and cannot integrate it into its own business, it will not be possible for them to maintain their existence, produce innovations and find ways to differentiate from their competitors in the intensely competitive hotel service sector. A further research is also needed in this field since the social media marketing and the usage of instagram in social media marketing increases each passing day.

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