

Evaluation of Hotel Management Instagram Sharings with Content Analysis Method Within Social Media Marketing

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Extensive Summary

Introduction

Making products offered concrete is important in terms of tourism since tourism products can not be evaluated before they are consumed and they are in abstract and heterogeneous structure depending on experience (Nelson, 1970). For this reason, Instagram is used as a photo based social media application, which makes concretization of touristic products easier, by tourism managements especially by hotel managements. Therefore effect of instagram and access area increase and tourism managements look for ways of gaining income and followers continually (Manalo, 2015). It is important for hotel managements to learn which contents their existing and potential consumers interact with more and their rivals' status. From this point, the aim of this study is investigation of current Instagram usage and application types of hotel managements and find out whether sharing contents differ between city and coast hotels. For this purpose these research quesitons are developed:

- What kind of contents do hotel managements share on Instagram?
- Is there a significant relationship between hotel management type and shared contents?
- Is there a significant difference between shared content types and interaction of followers with the management?
- Is there a significant relationship between number of photo likes and number of comments?

Social Media Marketing

It is seen that internet has become a primary information resource for travel planning and social media has become a growing power which shapes travel planning with its several communication methods via internet (Xiang, Magnini and Fesenmaier, 2015). Therefore marketing managers involve social media into

promotion mix in execution and development of communication methods (Mangold and Faulds, 2009).

Although there is an increase in number of researches related to tourism and social media, it is seen that there is a small number of researches depending on Instagram data as well as there are some pioneer researches on destinations (Özdemir and Çelebi, 2015) and restaurants (Salleh, Hashim and Murphy, 2015). Instagram can form more interaction between consumers and managements compared to Facebook and Twitter (Elliott, 2014). Therefore, social media will be able to be used in direction of both online and offline consumer interest in managements and in increasing consumer interaction and dependence and brand awareness by managements (Ashley and Tuten, 2015). Although some managements move with a proactive approach in early periods of social media development with the awareness of importance of social media marketing, many managements still fall behind in this regard. It is important to find out current performances of managements and rivals' activities in order to support effective execution of social media marketing of these managements (Chan and Guillet, 2011).

Method

Content analysis method is used in order to analyze content that 15 hotel managements share via Instagram. In this context, which type of sharings managements have and rate of getting meaning mutually of these sharings by followers (by numbers of likes and comments) and whether sharings differ depending on types of hotel managements (city or coast hotels) are investigated.

Hotel Management Selection

Hotel managements for the research is determined by selection of hotel managements which use Instagram within best 25 hotel managements announced by TripAdvisor in 2015 (TripAdvisor, 2015). In selection phase of hotel managements, by purposive sampling method, web site of best 25 hotel managements in Turkey are investigated and hotel managements that use Instagram as a social media tool and their Instagram accounts are chosen. When the selection criterion for hotel managements is instagram account existence, it is determined that there are 15 hotel managements suitable for that criterion. It is assumed that Hotels within Istanbul and Nevsehir Region represent city hotel management and hotels within Antalya and Mugla represent coast hotel management. In this research, hotel managements only announced by TripAdvisor in best ones list in Turkey each year are taken into account.

Data Set, Coders and Reliability

An internet browser is preferred since it is easier to evaluate by a larger screen instead of a mobile device in order to access photos that are going to be used in content analysis and 12 photos on the first pages of instagram accounts of hotel managements are analyzed totally for each hotel management. A data set is formed including totally 180 photos involving 12 photos for each hotel management and a coding form including a sequence and number of likes and comments, texts shared together with photos. When themes are formed, their coding is performed by two independent researches at doctorate level and Cohen's Kappa coefficient is calculated for each photo. General Cohen's Kappa coefficient in agreement statistics is found as 0.93.

Content Analysis

Qualitative research data is analyzed in four phases: data coding, obtaining themes, organizing codes and themes and description and interpretation of findings (Yıldırım and Şimşek, 2008). In this study, coding is performed depending on concepts and themes are formed by bringing codes together. 50 photos chosen randomly among 180 photos are examined firstly within pre-application in order to form themes photos represent in respect of their contents and 11 themes are determined.

Findings

It is seen that 46,7% (84) of investigated findings belong to coast hotel managements whereas 53% (96) belong to city hotel managements. Therefore it is evident that 33,3% (60) of photos belong to hotel managements in Istanbul whereas 26,7% belong to hotel managements in Mugla, 20% (36) belong to hotel managements in Antalya and other 20% (36) belong to hotel managements in Nevsehir.

Relating to first research question of this study “*What kind of contents do hotel managements share on Instagram?*”, shared photos are analyzed with content analysis method. Accordingly it is seen that hotel managements shares photos (19,4%) which refer to food and drinks. Secondly, it is evident that there are view focused (12,8%) sharings, in third row there are photos including hotel services (11,1%). It appears that 10,6% (19) of shared photos are entertainment focused whereas 9,4% (17) of them are outdoor photos. It is seen that themes shared at least are photos (1,7%) including guests. This situation can be evaluated as an unfavourable theme since it limits reaching more people as well as it is related to guests' privacy.

Accordingly, in the context of second research question “*Is there a significant relationship between hotel management type and shared contents?*”, it is found out that there is a significant relationship ($\chi^2 = 54.66$, $sd = 10$, $p = .000$) between themes related to photos shared depending on whether hotel managements are coast hotels or city hotels and chi-square results. Accordingly, coast hotel managements prefer photos which have themes of food and drinks, swimming pool, sea, sun and sand more than city hotel managements whereas city hotel managements share photos which have themes of view, hotel services and concrete inheritance more. Besides, it is seen that there is no significant relationship between types of hotel managements and photos with themes of entertainment, outdoor, announcement, indoor and guests.

Within third research question which is “*Is there a significant difference between shared content types and interaction of followers with the management?*” Kruskal Wallis H test is performed in order to analyze the difference between number of likes and comments that each photo gets and themes. Accordingly, it is evident that there is not a significant difference between shared content types and both likes ($\chi^2(5)=2.35$, $p>.05$) and comments ($\chi^2(4)=3.20$, $p>.05$) of followers.

Simple correlation analysis is used in order to investigate the relationship between variables in fourth question number of likes and number of comments. Accordingly, there is a medium level positive and significant relationship between number of likes and comments for photos ($r=490$, $p < .01$). This situation shows that comments on photos increase when number of likes increase.

Results and Discussion

Since managements can not exist in all social networks due to increase in social media both as an active and rapidly developing field and social networks increasing day by day, it is going to be useful for managements to choose a right method and a tool which they can transmit their messages towards their aims and target groups.(Kaplan and Haenlein, 2010). Therefore, it is necessary to develop a social media strategy unique to managements by determining standards for sharings via social media tools especially Instagram and to move professionally depending on that strategy also in terms of brand management. Besides, this course management is going to effect brand perception in an important way.

This study brings some evaluations about finding out effects on photo themes which consumers interact more and discussion on current status for hotel managers. Besides, there are some limitations of the study. Firstly, the research is performed within determined time period that data changes momentarily taking social media and internet focused data into account. Secondly, generalization of results to all hotel managements depending on selected hotel managements will not be true. Therefore, it is going to be useful to include more hotel managements and contents in further studies.