Examining the Comments on Entertainment Services Provided within the Scope of Accommodation Businesses

Ebru BARAKAZI iD a

ªBağımsız Araştırmacı, Şanlıurfa, Türkiye. ebrubarakazi@hotmail.com

ARTICLE INFO	ABSTRACT
	Purpose – Accommodation businesses, one of the most important elements of the tourism sector, have increased their service diversity in recent years and offer services in areas such as hospitality, catering and entertainment. In line with the increasing demands in entertainment services, animation, night shows, concept parties and special recreational activities for various age groups are provided. However, there are limited studies on the return of customers who receive entertainment services. In this context, it is aimed to reach scientific findings on the subject by evaluating the comments about the entertainment services provided in accommodation establishments. **Design/methodology/approach –** In this context, the comments made on the TripAdvisor site of people who have received service in 5-star accommodation establishments in Antalya's Lara Region have been evaluated. Between May and July of 2023, customer complaints regarding entertainment services were examined. It consists of a total of 609 comments in 29 hotels in the Lara region of Antalya. Content analysis was applied to the comments for the specified entertainment services. NVivo 10 package program was used to analyze the comments obtained in this research. **Findings –** It was concluded that complaints such as noise, excessive insistence and limitation in entertainment activities came to the fore. In addition, it is observed that the responsible individuals in the accommodation establishments generally pass the situation by giving standard answers instead of resolving customer complaints. In light of the research findings, a total of seven thematic categories were identified: Animation (Land Sport, Kids Club), Contact with Tourist, Musical Activities, Night and Concept Show, Aquapark Facilities, Social Activities, and Entertainment Staff. **Discussion –** It is seen that the tourists who make comments through the TripAdvisor site for entertainment services generally provide positive feedback. However, as a result of planned and unscheduled management approaches, it was concluded that problems such as noise, prolonged waiting hours, rudeness and insufficient entertainment opportunities were also shared. Evaluations were made on the results of the relevant literature and the results of this research. At the study's end, the relevant stakeholders and scientists are given suggestions.

1. Introduction

Businesses make efforts on sales and marketing with the aim of maintaining their current assets and generating more income. In order to reach predetermined targets, businesses make monthly, annual or longer periods in periodic calendars. One of the most important issues in the planning process is the purchasing experience of the customers. In this context, it attaches importance to the purchasing experience while presenting its product or service productions to its customers. If the purchased product or service is lower than the expected level, dissatisfaction may occur in terms of customers. This situation can bring negative consequences for businesses, up to the loss of customers in the long run. Again, there may be situations such as giving up on repeat purchases and lack of customer loyalty. In this respect, businesses that want to protect their sustainable assets attach great importance to customer complaints and try to carefully evaluate the data obtained from the returns. Otherwise, new customer losses may occur (Blake & Sinclair, 2003).

Due to the intense competition environment in the tourism sector, customer feedback is received in order to develop service elements made to certain standards and to create a higher quality perception. In this process, they are asked to evaluate the service they have received, their deficiencies and their opinions on improvements. Because one of the most effective ways of reaching the solution of the problem in service compensation is considered as customer evaluations. In order for the tourism sector to provide better

service, service evaluations are handled in almost all areas of accommodation, transportation, consultancy and recreation. However, as a result of acting with general perspectives, problems in some departments may not be completely resolved. In some cases, the problems experienced in entertainment services that have missions such as giving pleasure, relaxation and entertainment can be ignored in some cases. This can cause problems for customers who are directly or indirectly exposed to entertainment services (Gottlieb et al., 2014). For example, dissatisfaction may occur due to loud activities, not everyone being able to attend due to the quota, and mistakes in timing.

In this research, which deals with the comments of customers who receive entertainment services in accommodation establishments, negative situations are determined or the dimensions of satisfaction perceptions are determined. In this context, Lara tourism region of Antalya, which is one of the most visited touristic regions of Turkey, was chosen as a sample. Considering the five-star concept hotels operating in this region, the comments of the customers are taken into consideration. Although entertainment services are generally accepted as a type of service with positive returns, it has been stated that this is not the case in recent years (Moisescu et al., 2019). In simpler terms, it is said that customers who purchase entertainment services can express their discomfort in their comments by facing negative situations. Positive and negative comments made on rating sites can create a reference source among potential customers and affect their purchasing decisions. In this direction, feedback comments, which are very important for accommodation businesses, should be followed and analyzed seriously. This research, it is aimed to present scientific information to the relevant literature and sectoral stakeholders by evaluating customer comments specific to entertainment services. Again, it is aimed to contribute to process improvement by making suggestions in light of the findings.

2. Literature Review

Accommodation businesses, which are one of the most important elements of the tourism sector, tend to grow each year in terms of bed capacity and number of rooms. For this reason, it can have a larger market share and direct the tourism sector (Severová et al., 2021). Accommodation businesses can produce services in many ways, such as city hotels and resort hotels. This situation reveals the importance of accommodation businesses by causing them to exist in every area where tourism activities take place. Accommodation businesses, which carry out many activities such as hospitality services, food and beverage services, entertainment services and other ancillary services, can provide versatile services. Although the concept of service in accommodation establishments is understood as a hospitality activity, it can also provide restaurants, bars and other entertainment services (Collin, 1994). Thanks to these services, tourists who do not need different services may not consume outside the hotel (Rico et al., 2020). However, due to the intense demand and competition, accommodation businesses may constantly face the danger of losing customers. For this reason, they need the service quality they provide to be sustainable and to be satisfied. At this point, each unit carefully monitors its activities and implements innovative approaches on to provide the most efficient service (Purwanto, 2022).

Customer satisfaction is at the forefront of sustainable policies in accommodation businesses and it is one of the factors that businesses take into consideration. Customer satisfaction is determined as a result of the experience gained from services such as cleaning, room availability, food and beverage service and entertainment facilities. If the experience obtained meets or exceeds the expectations, a feeling of satisfaction is provided, otherwise, discontent and a tendency to complain may occur. In this respect, accommodation establishments attach great importance to customer satisfaction and carefully evaluate all the results. Especially in recent years, many attempts have been made to detect service errors that prevent customer satisfaction and to make process improvements. In this context, in addition to providing more luxurious services to customers, it can also carry out personalized (honeymoon, birthday, wedding anniversary, room design) organizations, technological innovations and comfort-enhancing actions. In addition, it aims to increase customer satisfaction by providing entertainment services such as music organizations, sports events and yoga that provide psychological relaxation (Shin & Jeong, 2022). For customers who receive service from accommodation establishments, entertainment services are now seen as a necessity beyond being an extraordinary pleasure. In cases where the expectations of the customers regarding entertainment services are not met, dissatisfaction may arise.

Satisfaction has emerged as a psychological concept that includes the feeling of happiness and happiness that results from getting what one expects and expects from an attractive product and/or service. It also contains subjective consequences as an individual situation associated with the consumer's sense of pleasure or disappointment. In other words, since satisfaction may differ from person to person, it may not trigger the same emotions for everyone. This situation can be one of the situations that negatively affect businesses in an intensely competitive environment. For this reason, in order to perceive the feeling of satisfaction, it is necessary to determine the social values and sociological differences as well as a good product/service quality (Ardani, et al, 2019). Customer satisfaction is defined as an attitude that is shaped by the experience of customers after using a product or service. Customer satisfaction is accepted as the attitude, evaluation and emotional reactions of the consumer after the purchasing process. Customer satisfaction, which is seen as an important criterion in the formation of customer loyalty, attracts more and more attention in terms of businesses. It is observed that customer loyalty increases partially with satisfaction by creating a sense of satisfaction. In this context, it is revealed that meeting more customer expectations increases the probability of purchase and provides a quality of experience. However, it is stated that high customer satisfaction does not always guarantee repurchase of the product or service, and it is stated that factors such as price, performance and experience may vary (Leninkumar, 2017). Effectively planned customer relationship management is needed in order to ensure customer satisfaction in a sustainable manner and to be subject to long-term strategies.

Customer relationship management is used to describe the process of establishing and maintaining relationships with people and organizations that purchase products or services. It is accepted as a systematic management process for identifying, attracting, differentiating and retaining customers. It influences the entire management process of organizations to create customer satisfaction in every process through increased benefit inputs or reduced costs. Customer relationship management reveals the coordination between sales, information services, marketing, field support and other functions that the customer needs. In this way, organizations can define customer expectations and provide customer satisfaction by performing service or product presentations for their needs (Hassan et al., 2015). In order for the sense of satisfaction to be revived in customer perception, the customer experience must be fully realized. Customer experience is defined as unique events that are perceived in a unique and memorable way in the process of obtaining the product or service. One of the most important components of customer experience is customer satisfaction and recommendation. Although the experience is mixed with the perception of quality in some cases, it differs because it creates unexpected and original feelings. However, it is argued that experience plays a larger role than service quality by revealing positive effects on customer behavior. When the effect of experience in the field of tourism is examined, the measurement of service components and their effect on satisfaction draw attention. In this respect, the role of understanding, managing and implementing tourist experiences in long-term marketing strategies is very important (Soltani-Nejad et al., 2022).

In the context of tourism, the concept of tourist satisfaction is difficult to understand due to its complex and multifaceted features. In addition to reasons such as demographic variables and cultural differences, the fact that individual expectations are unique puts standard approaches in customer satisfaction into the background. In addition, the intense competition environment brought by the industry creates complexity between satisfaction and sales-oriented policies. As a result of the experience, the satisfaction or dissatisfaction of the tourists can be directly affected. The classical service approach may not be sufficient in some cases for tourists with innovative and original expectations. It should give the highest priority to the quality of experience in order to meet tourist expectations. However, the development of the perception of satisfaction and the sense of loyalty should be followed carefully in order to increase the number of tourists in the destination (Della Corte et al., 2015). Tourists can experience a sense of customer satisfaction with their extensive experiences such as accommodation, travel and recreation. As it consumes in the context of tourism service, it shares the service environment with other customers. Customer satisfaction and dissatisfaction are often closely related to the behavior and characteristics of other customers, which are part of the tourism service experience (Wu, 2007). Customer satisfaction is not easy to explain because it reveals complex definitions and multidimensional relationships in the tourism sector. It emerges as a result of comparing the experience obtained from the beginning of the trip or any tourism activity according to the expectation. While the touristic experience that is below the customer's expectations can create dissatisfaction, satisfaction can also be obtained by staying above the customer's expectations. In this context,

customer satisfaction is the set of positive and negative judgments that consumers make about a tourism service (Sánchez-Rebull et al., 2018).

Businesses have used many methods to measure and improve customer satisfaction. One of them is the SERVQUAL technique, which can compare customer expectations before service with performance after service. In some studies, it is stated that high customer satisfaction is achieved with high scores from SERVQUAL and it has a significant effect on customer loyalty. The fields of activity providing services in the tourism sector reveal more sensitive approaches to customer satisfaction as they require continuous and intense contact between customers and employees, as well as interaction and social exchange (Koç, 2020). In addition, studies are carried out on the analysis of customer satisfaction with multi-criteria methods in the field of tourism. It is thought that these studies will provide important information on how to improve multidimensional services in tourism in terms of customer satisfaction (Nilashi et al., 2018). In addition to all these techniques, smart applications that can be accessed through data mining in recent years provide benefits in measuring customer satisfaction in tourism. With the understanding that customer reviews are one of the most important data collection sources in customer relationship management, the value of review information obtained from free rating sites such as TravBuddy.com, Travelerspoint, WAYN, Woophy, Passporttamp and TripAdvisor is more known. However, TripAdvisor is one of the most used and preferred sites. TripAdvisor, as an online social travel network, can guide the way tourists plan their travels. These rating sites allow users to interact and review hotels or local attractions. Founded in 2000 and covering more than two hundred thousand hotels, more than three hundred thousand destinations and more than one hundred thousand tourist attractions worldwide, TripAdvisor is a website based on the idea that travelers rely on other travelers' reviews to plan their trips, or at least can satisfactorily assist their decisions. The website is very accurate, with only links to discussion forums and reviews and ratings created by other users. Indeed, a 2007 survey of the hotel and restaurant industry in Europe concluded that 80% of UK consumers do research online before booking a hotel, and half avoid booking. Covering all kinds of activities in the tourism sector, TripAdvisor also offers ideas by sharing comments on entertainment services with its users (Miguéns et al., 2008).

The experience comments of tourists are important in order to maintain or increase the perceived service quality in accommodation establishments (Martins et al., 2018). In this way, while the types of services that are satisfied can be determined, deficiencies can also be noticed. Rating sites such as TripAdvisor can deliver relevant information to businesses in the fastest and least costly way. Several studies have explored how comments posted on online platforms can affect important metrics like business reputation and sales. They have shown that customer satisfaction and loyalty tend to rise when businesses address issues and engage with customer feedback. Some of the notable studies on this topic are mentioned below.

Li et al., (2013), in their study, examined the determinants of customer satisfaction in accommodation businesses online. Using content analysis of 42,668 online traveler reviews covering 774 5-star hotels, the study found high factors in the dimensions of ease of transportation, food and beverage management, and convenience to tourist destinations. They concluded that hotel customers pay a lot of attention to decoration and have a high aesthetic perception.

Xie et al., (2014) state in their study that hospitality businesses have an increasing tendency to invest in online image in recent years. The hotel rating website reviewed online consumer reviews and management responses of 843 hotels. According to the results of the research, it has been determined that management responses are important in resolving complaints about purchase value, location and cleanliness. The hotel's responses to customer complaints regulate the relationship between quality ratings and hotel performance. In this context, it is stated that the attitudes and behaviors of the hotel management are very effective in eliminating customer complaints.

Pantelidis, (2010), in his study, he analyzed the content of 2,471 customer reviews of 300 London restaurants in an online restaurant directory. The number of positive comments was much higher than negative comments. Although the food experience is considered the most important factor in the research, it is concluded that they also consider elements such as service, ambiance, price, menu and decoration. Comments on social media can damage a restaurant's image as well as have a negative impact on the long-term strategies of the business. The study states that restaurant managers who successfully respond to

comments on digital platforms can turn a dissatisfied customer into a loyal customer.

Berezina et al., (2016). In their study, they examined the reasons of dissatisfied hotel customers. Online reviews of customers who were dissatisfied with the text mining approach were evaluated. Online reviews of 2.510 hotel guests were collected from the TripAdvisor website by limiting the relevant research area. As a result of the research, some common categories used in negative reviews, especially room decoration, furniture comfort, sports equipment, were revealed. It is seen that the dissatisfied customers are not willing to recommend the hotel from which the service was purchased to others. In addition, dissatisfied customers often mention tangible aspects of hotel accommodation such as equipment and finances, stating that price and performance are inadequate. The research offers clear theoretical and managerial implications for understanding dissatisfied customers as a result of text mining ratings via review websites, social media, blogs, and other online platforms.

Sezgin et al., (2012), their study on communication technologies and the effective management of customer complaints reveals that these comments, which can be called e-complaints, have become an important source of information for users who are about to make a travel decision. A total of 1474 reviews of hotel businesses operating in Antalya's Manavgat district are evaluated according to the site's own evaluation system and evaluated under the headings of location hygiene with content analysis method. It was aimed to understand and manage the complaints about service and sleep quality, and the contribution of the findings to the implementation process was discussed and suggestions were made.

Ye et al., (2011), their study of the increasing use of Web 2.0 applications identified a large number of online user reviews. Previous studies have revealed the impact of user-generated reviews on the sales of products such as CDs, books, and movies. However, the impact of online user-generated reviews in the tourism industry is still largely known by both tourism researchers and practitioners. To bridge this knowledge gap in tourism management, they conducted an empirical study to determine the impact of online user-generated reviews on business performance using data from a large online travel agency in China. It is stated that customer reviews have a significant impact on online sales, with a 10 percent increase in traveler review scores increasing online bookings by more than five percent.

Alrawadieh and Law (2019), aim to determine the main factors that determine guest satisfaction in accommodation businesses in their study to examine the perceptions, preferences and behaviors of guests. According to the TripAdvisor ranking system, a total of 400 reviews published in English on the best-rated hotels in Istanbul, Turkey were selected and subjected to content analysis. A hybrid approach consisting of inductive and deductive content analysis was adopted in the study. It has been shown that the quality and size of the rooms together with the service quality of the staff mainly determine the guest satisfaction.

In their study, Hu and Trivedi (2020), uncover hotel brand positioning and competitive landscape mapping through customer review content (UGC). Rather than relying on a single dimension of customer assessment, it makes determinations using both customer preferences and perceptual performance to develop meaningful insights. In order to explore and visualize the competitive environment of six hotel brands selected in three hotel categories, 111,986 hotel reviews from China's two largest cities were included in the analysis. The findings from the study will not only advance the existing literature on brand positioning and competitive mapping, but also assist practitioners in developing brand positioning strategies to combat competitors within and across hotel categories.

In this study where Zhao et al., (2015), aimed to investigate the effects of online reviews and resource features on travelers' online hotel reservation intentions, factor analysis was adopted to determine the characteristics of online review content and resource feature. Six characteristics of online review content were identified, such as usefulness, reviewer expertise, timeliness, volume, value (negative and positive), and comprehensiveness. It was concluded that customer responses testify to positive causal relationships between online booking intentions. While a significant negative relationship was found between negative online reviews and online booking intentions, the effects of positive online reviews on booking intentions were not statistically significant.

In their study, Şeker et al., (2019), aimed to compare customer complaints made on different dates for restaurants in Adana, to determine the causes of complaints and to make suggestions on how to deal with

these complaints. Customer complaints were examined on the "tripadvisor.com" website for 40 restaurants in Adana. It was concluded that the sub-dimensions related to F & B are taste, freshness and menu variety, the quality of the ingredients used in the meals and the customer complaints about the temperature of the food. Again, cooking and food quality emerged as different dimensions. The increasing number and type of complaints indicate that restaurant management are not doing enough to resolve complaints on the tripadvisor.com website.

Taecharungroj and Mathayomchan (2019), used machine learning techniques in their research to develop a methodology that can analyze online reviews to improve the attraction of practitioners in the field of tourism and destination management. TripAdvisor reviews of tourist attractions including beaches, islands, temples, pedestrian streets and markets in Phuket, Thailand are covered. The study, in which 65,079 online reviews were analyzed, determined the dimensions of each type of attraction. Four dimensions are specified for beaches and islands, three dimensions for pedestrian streets and temples, and two dimensions for markets.

Molinillo et al., (2016), in their study, revealed that hotel reservation decisions are increasingly influenced by consumer feedback on social media sites. The research also concluded that hotels should encourage their customers to post reviews on online customer review websites to offset the negative feedback received. In other words, it is mentioned that it is very important to consider customer comments in service compensation.

In an empirical study, Cenni and Goethals (2017), investigated whether negative hotel reviews written in English, Dutch and Italian on TripAdvisor show similar or different characteristics. It is to find out whether users who write in different languages form differentiated speech communities with different discursive norms or share the same norms and discourse habits. The main result of the cross-language analysis is that there is a general trend towards similarity among the three language user groups studied. In its most general form, it is concluded that different languages and cultures do not show much change in customer comments.

Rita et al., (2022), analyze online reviews of customers in a study they conducted. They used sentiment analysis to understand the satisfaction of the critics and to analyze the tone of voice and the emotions expressed, declaring that it helped the hotels address the overall customer (dissatisfaction) problem. A total of 38,292 reviews published on Booking.com and TripAdvisor from 191 hotels were analyzed. It has been shown that the rating system affects the sensitivity of the commentator, but the sensitivity does not increase next to the hotel category, leading to a harsher tone of voice. It was concluded that the most positive emotions were expressed on TripAdvisor in connection with staff-tourist encounters, while Booking.com presented more negative emotions, especially in relation to overcharge and billing issues.

On the other side, this study seeks to use online reviews to investigate the impact of entertainment services in hotels on the overall tourist experience. The goal is to provide businesses with insights into the effects of offering such services.

3. Methodology

3.1. Research Design

There are grading systems in many different variables, especially in digital environments, for the evaluation of the service received in accommodation and food and beverage businesses. This method is frequently used in tourism businesses, especially in terms of being easy and fast to access large data sets (Chang & Katrichis, 2016). In this direction, the evaluations of tourists who experience entertainment services in accommodation establishments are discussed in the research. In the process of collecting the targeted data within the scope of this research, the comments made by the tourists on the TripAdvisor website were evaluated by the content analysis method. First, within the scope of the research, tourist comments are limited to the experience they have gained in the entertainment service. Afterward, the experience comments obtained from the entertainment services were examined in the form of thematic groups. In this research, the codes discovered in the first stage were brought together through thematic coding and the common features between them were tried to be determined. The resulting codings took their final form after final evaluations by researchers who are experts in the field. Some remarkable comments obtained from the groups were also given directly in the research findings.

3.2. Research Universe and Sample

The research population consists of five-star accommodation establishments operating in Turkey. Five-star accommodation enterprises located in the Lara tourism region of Antalya were determined as the research sample group by limiting these enterprises due to restrictive factors and cost factors. Among the 5-star hotels in the Antalya region, the Lara region was chosen as the research area because it stands out in events and recreational entertainment activities. As of 2023, 29 accommodation establishments determined by the researcher to serve as a five-star concept in the Lara region of Antalya constitute the research area. The research was carried out from the comments on the website "entertainment service" made to the relevant hotels between 20.05.2023 and 20.08.2023.

3.3. Data collection

In order to reach the findings in the research, the entertainment services experience comments made for the relevant hotels between certain dates from the TripAdvisor rating site are discussed. In this study, the data collection tool was chosen through document analysis, which is one of the qualitative data collection tools. The data obtained through document review can be obtained from an electronic format with computers, portable devices or technological devices with internet connection. Electronic documents can cover a lot of data such as e-mails, e-group interactions, personal comments and blog posts (Oğuzbalaban, 2020). By using the random sampling method in the selection of comments, potential for bias and researcher bias that may occur during sample selection were tried to be controlled. Within the scope of the study, the TripAdvisor site, one of the most preferred rating websites, was used.

3.4. Data Analysis

The data obtained within the scope of the research were evaluated with descriptive content analysis, one of the qualitative research methods. In content analysis, the researcher takes the first two processes as a basis and adds his own interpretations to the data analysis process. Here, the participatory and subjective aspect of the researcher emerges more, and he plays an active role in data analysis with his own interpretations and understanding (Yıldırım & Şimşek, 2000). In this research, the data are examined with descriptive content analysis and given in detail in the findings section. A "coding" data analysis process was applied to categorize tourist comments into thematic groups. The approach developed by Strauss and Corbin is preferred. Conceptualization is made by the researcher for the events and facts related to the subject. At the end of this process, he groups the information and related concepts and classifies them into various theme groups (Strauss & Corbin, 1990). NVivo 10 package program was used to analyze the comments obtained in this research.

4. Findings

Tourist comments on entertainment services of accommodation establishments in the Lara region on the Tripadvisor rating site were analyzed and evaluated. It has been determined that there are 626 positive and negative comments in total. 19 comments that were not found to be significant for the purpose of the study were not taken into account. In this regard, 609 comments were analyzed. The dimensions that emerged as a result of the content analysis were gathered under seven main themes. These categories are respectively "Animation (Land Sport, Kids Club)", "Contact with Tourist", "Musical Activities", "Night and Concept Show", "Aquapark Facilities", "Social Activities", and "Entertainment Staff" that are shown in Table 1.

Table 1: Theme Classifications (Entertainment Services) Based on Tourist Reviews

Theme	Positive Comment	Negative Comment	Total	Percentage
Animation (Land Sport, Kids Club)	165	**18**	**183**	30%
Contact with Tourist	55	3	58	10%
Musical Activities	67	25	92	15%
Night and Concept Show	29	8	37	6%
Aquapark Facilities	84	12	96	16%
Daily Activities	36	4	40	7%
Entertainment Staff Behaviour	92	11	103	17%
Total	**528 (%86,69)**	**81(%13,31)**		
General Total	**609**			**%100**

Comments on Animation Services

According to Table 1, tourists mostly commented on animation services such as land sport and kids club (n=183, 30%). While 165 of the evaluations on this subject are positive, 18 of them are stated as negative. More detailed information on the subject is provided in the comments below.

Positive

'Top animation team (friendly, professional, great events but never disturbing). Great hotel if you're looking for a relaxing stay'

'Animation team is excellent with the Animation team supervisor leading the way always bringing guests together. Also, kids club staff are really hardworking and kind'

'Finally a big thank you to the animation team so friendly made our holiday they were an excellent team, thanks for all the dancing see you all next September we have already booked and would highly recommend this hotel you will not be disappointed'

'The animation team were fantastic and really got people involved in the daily activities and pool games. But only if you wanted. There was no hard push and they ensured those who participated had fun. Stand out people for us was a landsport staff who ran the archery brilliantly. My son and I went most days and saw how he taught those who'd never done it before through to us who had some competition with him. Also, Martin has an unbelievable memory for names and a huge amount of energy - he ran the darts and could reel off names of those who joined each day, even when they'd only been once before. He gave my son a nickname ('The Green Monster') on day one and he would shout that every time he saw him for the whole holiday. My son also loved the water polo and both kids enjoyed the pool games. Good fun'

Negative

'Animation/entertainment team was very ordinary, almost no activities planned during the day, Other destination hotel team included all guests of the resort but this place was very dry, dull and boring. The food at the resort was undoubtedly very good but lacking in the entertainment part'.

Comments on Contact with Tourist

According to Table 1, the comments of the perceived service on communication with tourists within the scope of entertainment services are discussed. It is understood that almost all of the tourists (n=55) see the communication with them as positive, while a small part of them (n=3) do not like this situation very much. Details on the subject are given in some comments below.

Positive

'Everyone from the Entertainment Team who keep in regular contact to ensure your stay is as you enjoy. and remain in contact throughout the year and will meet up with here very much enjoy the lagoon rooms',

'The hotel stays in touch throughout your stay. There is a wide variety of activities available for everyone throughout the day, the app is a great feature and keeps you up to date on all day activities and evening entertainment',

'Entertainment staff is fantastic, and the WhatsApp contact/service is brilliant. Entertainment is also good and the kids can even go in the nightclub which our son loves',

'Everyone we came into contact with was cheerful and wanted to help but special thanks to the following who we had most contact with entertainment team. Each member of staff that we came into contact with were polite professional'

Negative

'Entertainment: I'm not sure if we were there too early in the season but the evening entertainment wasn't as good as our last visit. They still had loads of activities during the day but we never took part in them so can't say if they were any good. The animation team seemed a bit nonexistent at times. Arda was the only member of the team that had any contact with us during the evening entertainment',

According to Table 1, while most of the comments regarding the musical activities, which are one of the most important elements of entertainment services, were positive (n=67), some comments were found to be

negative (n=25). Details on the subject are given in some comments below.

Positive

'The hotel has a best DJ ever, she made the beach vibes amazing and kept us dancing the whole night! She has the best music and knows how to please the crowd me and my friends loved the beach bar evening DJ and was our favourite part of the holiday, wouldn't be the same without DJ',

'Every night there's a band and music at the beach bar as well, very relaxing but also romantic for couples. The late night entertainment was brilliant every night, and if the main show was too loud, a smaller live music performance was on at the same time, which perfectly suits whether or not you want to relax or enjoy the thrill',

'You have got all covered, make sure you dont miss the shows. There are family oriented shows and also couples shows/live music. Either way both enjoyable and make sure you make up time for those. We had 2 kids (7 and 11 years old) which enjoyed the everyday shows very much. One of the days had a chance to experience the pool party - great for the family with great music and foam party with drinks by the pool'.

Negative

'The noise from the surrounding hotels is like something in Ibiza (I saw this mentioned in a previous review and they were definitely not wrong) Loud bass music and screaming constantly. If you have young children who sleep before midnight, be warned as there is very loud music and the rooms are not soundproofed',

'To try and keep if brief, the music from next doors hotel was horrific, this lasted until around 1am every night and was incredibly irritating if you fancied a quiet night, to put it into perspective, you could hear it very clearly through noise cancelling headphones...it's that loud. Entertainment is totally disapointed. Boring live music, no shows. The music at the pool bar was very loud at times...'

According to Table 1, Night and Concept Show services have the lowest frequency among thematic groups. However, despite this, it is seen that most of the tourist comments about the shows held at night and as a concept are still positive (n=29). On the other hand, it was found to be negative in a substantial proportion (n=9). It is thought that tourists with high expectations do not find some shows sufficient due to their personal approaches. Details on the subject are given in some comments below.

Positive

'The shows at night are top quality. The staff are very good. Friendly and helpful. I would recommend this hotel. I have stayed at others along this beach and love this hotel. Shows at night great, great cocktails, and concept parties...',

'Animation team are amazing and the night shows are spectacular so good! Halit is so lovely and welcoming great staff member thank you for making my holiday',

'They have so much to offer within the club during the day and also on the night time with the the mini disco and kids shows after. We especially loved the Neon party on the Saturday night! We would recommend anyone with young kids to visit this hotel',

'All things in this hotel was perfect. we enjoyed All days in our holidays. Animation programs, intertainments, night shows and music at beach bar was perfect. Night at the bay watch party, yes the girls dancing are extremely fit and the DJ was good but we stayed for a drink and left, we did then go and see the Michael Jackson tribute, it's more dancing then anything else, but it's a fantastic show and well worth the watch.'

Negative

'The night time entertainment was beyond awful. The kids disco started promptly at 8:45 every night and some nights there would be a show in the same area or in a different area. The kids disco was in what I would say Russian mostly and hardly any universal/recognisable songs except for baby shark! The entertainment that followed was awful. One night there was a "world show", where you'd expect to have something from all around the world, no? Except it was a show about a woman stuck between two worlds, the dancers were like they'd been pulled from the street and it was like something out of Britain's got talent! This is the only thing I would complain about in regards to the hotel - as it is so close to the other big hotels

you could hear their entertainment loudly after Baia's had finished and it sounded a lot lot better. So it was disappointing',

'Just some average singing bands, there is no show, very boring at nights. In general this hotel night show is not about a quality'.

Aquapark facilities are one of the areas where tourists have fun. As a matter of fact, hotels with large and wide aquaparks have always come to the fore as a reason for preference (Chrobak-Žuffová, 2023). While most of the tourist comments about the aquapark facilities made positive (n=84) comments, some tourists (n=12) made negative comments. Details on the subject are given in some comments below.

Positive

'Hotel pool was so nice and the pool with the slide (aqua park) was an unavoidable part of the day. I watched the aqua gym and it was so fun to watch',

'Does an absolutely amazing aqua gym routine in the morning, in which he brings a lot of energy and makes you work, to get you ready for your day. A staff who does the water gym and aqua Zumba through his inspiration last year I lost 3 stone in weight and when we returned this year he told me how good I was doing he even had a special macorne for me which filled up with water so his water gym was even more of a work out for me and by god did he make me and my friend work for the 3 weeks we where there one time we id from him and he come looking for us and as we have already booked for next year and intend to have a few more stone of by then as well',

'The pools and aqua park are very attractive and spacious that you can find somewhere for yourself and family easily. The Aqua environment is clean and you can see different bars in all parts of the hotel. Also have an Aqua park for childrens'

Negative

'The aqua team however were probably my only negative, apart from 1 young guy who my partner and son grew a friendship with I found them to be very impatient with people, my son who is still taking swimming lessons but is confident in the water was constantly getting whistled at to move away from the bottom of the water slides as soon as be hit the water, he only has small legs he can't swim that fast',

'The aqua park is only open during certain times during the day. It closes at 4pm which is way too early. One day we got there before 4pm (closing time) but the pool was being cleaned/treated and was not accessible'.

When we look at Table 1, it is understood that the tourists' comments regarding daily activities are generally positive (n=36), but there are only a few (n=4) negative comments. Details on the subject are given in some comments below.

Positive

'The hotel is perfect, we love it so much., it is on the beach, the see is so beautiful. The sport daily activity is excellent. Animation team always tries to get you involved in activities which is very nice',

'Couple of daily activities aerobics and a fun game. So sun beds, yes you get the insomniacs up at 6am to grab them but we went various times from 7am up to 9am and more than always got some beds',

'We enjoyed our vacation this hotel so much, largely thanks to the exceptional entertainment team. Whether it was during day time activities or evening shows, they always brought energy and created a great atmosphere. The memories we created with them, we'll remeber for a very long time',

Negative

'Again, awful same shows every night, basically dancing with the same people under a different guise. The entertainment team never interacted with guests and the daily activities again so poor',

'There is the Sea Lounge outside with daily entertainment and the inside Lobby bar and no other bars/areas on offer. The hotel as a whole is very very busy and there isn't enough areas to go in the evening for everyone'.

According to Table 1, staff behavior is one of the most striking issues in entertainment services. It is seen that tourist comments regarding the personnel working within the scope of entertainment services are mostly

positive (n=92). On the other hand, it was determined that there were a limited number of negative comments (n=11). Details on the subject are given in some comments below.

Positive

'Entertainment team are fun and enthusiastic. Loved getting to know everyone. The Entertainment Staff were excellent!!! Supervisor and his crew were great to be around never too pushy and happy to help you in what ever you chose to do!! The games in the main Pool were so much fun and we were happy to get involved in Dailey. The night entertainment was also very good the Hotel supplying some great acts through out the week!! Keep up the good work. '

'The entertainment crew are engaging and offer enough to get involved in from water gym, pool games, polo, beach volley ball, darts etc. There is also a specific kids area with a mini pool with swings and slides',

'There was plenty to do with the entertainment team during the day from boccia to volleyball to darts. We played Boccia regularly with Ismet who was great at the game, made us laugh and made it fun to play - Ismet you are a star!. All the entertainment team, notably Ismet and Sunay, were great and always up for a laugh. The professional evening entertainment acts were also good for hotel standard',

'Perfect service staff are beyond nice entertainment is 10/10 would definitely recommend hotel is so clean perfect for kids staff are so helpful kids club is the best by far in antalya very hard working and so worth it. Great hotel and entertainment staff are friendly and funny. I highly recommend this hotel for any couple or family. Will definitely be returning!'.

Negative

'Entertainment team needs a real shake up in my opinion. They have there favorites and literally don't acknowledge anyone else. Lastly the main reason I felt the need to write this review was because I had some hassle from a particular person from the entertainment staff'.

5. Conclusion and Discussion

It is reported that entertainment services offered in accommodation establishments have a significant impact on overall customer satisfaction for all market segments. Entertainment services may have a minimum perception of satisfaction or dissatisfying values for tourists. These situations can lead to dissatisfaction by causing disappointment for tourists who have high expectations from entertainment services. Due to the fact that many services are offered together in accommodation establishments, managers have a great responsibility. It should make extra efforts to improve the performance level of entertainment services to achieve higher customer satisfaction. In entertainment services, hotel customers may not be satisfied with the hotel when they expect to receive these services and realize that these services are insufficient in terms of performance (Davras & Caber, 2019). The opinions of the tourists, who receive service from accommodation establishments, in many dimensions about room equipment, food and beverage service, cleaning, physical facilities and pricing, are mostly included in the rating sites. In this direction, businesses focus on these issues and try to take precautions to resolve complaints. While scientific research on the subject progresses in this framework, tourist evaluations for entertainment services, which is an important dimension of accommodation businesses, can be ignored. However, entertainment services, which are an important factor in the feeling of satisfaction, can produce the opposite results in cases where they are not planned and managed correctly. From this point of view, tourist evaluations of entertainment services provided in accommodation establishments are examined and attention is drawn to the subject. With this research, the effect of entertainment services is revealed while sharing original scientific data.

In conditions where the satisfaction of the customers of the tourists who experience the entertainment service is ensured, the hotels are again preferred by their visitors and a loyalty relationship can be established. On the other hand, it is understood from the comments they made on TripAdvisor that they tend to complain again about the entertainment services they are not satisfied with. As a matter of fact, it is stated that individuals who purchase services tend to make more comments in negative situations as opposed to positive situations. This shows that dissatisfied customers will have a stronger effect, and that it will negatively affect potential customers. Entertainment services, which are considered to be the leisure time that customers enjoy the most, can cause some negativities in recent years. In cases where this situation is ignored, more dissatisfaction may occur and the consequences of not purchasing again may occur. Due to

the limited number of scientific studies dealing with negative comments on entertainment services, it was decided to conduct this study. Although entertainment services are generally perceived as activities that give a feeling of happiness, they can contain negative elements such as noise, visual exaggeration and insistence on participation. Especially in recent years, entertainment services for tourists who want to relax in a stress-free and calm environment can be challenging in some cases.

The existence of entertainment services and the diversity of its forms in accommodation establishments arouse the interest of tourists in a certain area and often provide their return. Entertainment is also an important source of income and an increase in economic efficiency, creating effective benefits for hotels in terms of satisfaction (Adina & Dana, 2010). Considering the growth rate of entertainment services in terms of accommodation businesses, the interest towards me is increasing and various economic opportunities may arise. In this context, in addition to the Hotel tax and the restaurant tax, the Entertainment services tax is also in question. It is obtained from participation in all kinds of shows, shows and games watched for a certain fee as a tax on entertainment services. As a result of the high demand of tourists for entertainment activities in accommodation establishments located in Medan city of Indonesia, entertainment tax is collected as participation fee. This proves that besides the indirect benefits of entertainment services in accommodation businesses, direct economic income can be obtained (Hilfandi et al., 2022). As a result of this research, it is concluded that the satisfaction received from entertainment services contributes to general satisfaction at a high rate (86.69%), and similar benefits are provided.

Entertainment services, where many services such as physical exercise, social activities and sports activities are offered, are a product component offered by hotel businesses to appropriately evaluate and standardize quality for customer satisfaction. Evaluation of entertainment services is a critical element for hotel overall satisfaction and a decisive level for success. Because the quality perception of entertainment services is important in the process of encouraging the purchase of their services for competitive hotel businesses. On the other hand, attention is drawn to the strength of demand because recreational activities require more human participation than other services (Costa et al., 2004). Within the scope of the research findings, it is seen that the animation services are the subject of the comments most frequently (n=183). Considering that animation services have the most remarkable role that attracts the attention of tourists within the scope of entertainment, the accuracy of the research result can be seen. On the other hand, the behaviors and approaches of the personnel providing entertainment services are very important for tourists (n=103). The effect of attitudes and behaviors on tourist satisfaction is known due to the human-oriented service provided in accommodation establishments (Chi & Qu, 2008). In this context, it is understood that the behavior of the personnel is as important as the entertainment services provided to the tourists. Again, when looking at the frequency order for entertainment services, it is seen that aquapark and fun pool activity opportunities (n=93) are intense. These opportunities, where tourists can have a good time, can directly affect the feeling of satisfaction. It is even said that the hotel is not preferred when the aquapark facilities are insufficient or not at the expected level compared to its competitors (Jin et al., 2016). This situation proves the importance of aquapark facilities in entertainment services and proves that they cannot be ignored.

Another remarkable finding that emerged in the results of the research is musical activities. Although these activities are very valuable in terms of entertainment services, they can cause discomfort in some cases. Musical activities that give pleasure and appeal to the spiritual senses are an effective tool (n=67) in increasing the perception of entertainment to the highest point. Musical events have a complementary role in entertainment services (Stephenson, 2014). From this point of view, it is seen that the research results support similar inferences. However, it is understood that negative perceptions (n=25) can occur when musical activities turn into noise. As a matter of fact, the study, which reveals the damage caused by noise to the touristic destination, mentions this situation and reveals the negative effects (Çakır et al., 2022). In order for tourists to feel valued, entertainment services employees are constantly in contact with tourists. It becomes more possible for tourists to socialize and have fun through effective communication. In this research, similar results were revealed, and the positive impression perceived by the tourists from the communicating entertainment services (n=55) was high. Similarly, it can be understood from the comments made by tourists that entertainment services for daily activities (n=36), night and concept shows (n=29) are generally positive.

Within the scope of the research findings, it is understood that quality entertainment services closely affect

the touristic experience and provide very positive comments. This situation is especially important for professionals in the sector in terms of eliminating commercial concerns and ensuring customer continuity. As a matter of fact, in order to talk about a successful management approach, it is extremely important that service quality perceptions are sufficient in terms of entertainment or meet customer expectations (Lu et al., 2015). More specifically, it is thought that a one-unit increase in positive developments in entertainment services will directly affect hotel sales and customer satisfaction. The results of the research are noteworthy, especially considering the recent desire of customers to pay the same amount for more entertaining and better service.

In light of the research results, it is emphasized that activities for entertainment services to all stakeholders, especially relevant institutions and organizations, are important for accommodation businesses. It is thought that the outputs obtained from this research should be utilized in the development process of the sector. In addition, researchers are advised to examine from different approaches and to conduct research on entertainment services with innovative methods.

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