

What is the Visibility Level of Cultural Heritage on Hotel Instagram Accounts? An Evaluation Based on Hotel Posts

Emre YAŞAR  ^a

^a Department of Tourism Guidance, Faculty of Tourism, Isparta University of Applied Sciences, Isparta, Türkiye.
emreyasar1852@gmail.com

ARTICLE INFO	ABSTRACT
<p>Keywords: Social Media Hotel, Cultural Heritage Instagram Intangible Cultural Heritage</p> <p>Received 7 July 2025 Revised 15 May 2026 Accepted 30 May 2026</p> <p>Article Classification: Research Article</p>	<p>Purpose – The main purpose of this research is to determine the extent to which hotel businesses use the cultural heritage elements of the destination on their Instagram accounts. In particular, the place of tangible and intangible cultural heritage elements in social media marketing is examined.</p> <p>Design/methodology/approach – The Instagram accounts of a total of 34 hotel businesses belonging to the DoubleTree and Hilton Garden Inn brands of the Hilton hotel chain operating in Turkey were analyzed with a qualitative research approach. The data were collected from posts between 2023-2025 and subjected to content analysis. The posts of the hotels were classified under four main categories: product/service, commemoration/celebration, other and cultural heritage.</p> <p>Results – The findings show that DoubleTree hotels have very limited cultural heritage-oriented content, whereas Hilton Garden Inn hotels share more and various cultural heritage elements. In the analysis of DoubleTree hotels, it was found that most establishments do not share content related to cultural heritage, and those that do usually offer posts that are mostly visual and limited in information content. In some destinations, such as Çanakkale, Kuşadası and Gaziantep, more detailed and narrative posts are available. Hilton Garden Inn hotels operating in culturally rich cities such as Konya, Kütahya, Mardin and Şanlıurfa systematically promote both tangible (historical buildings, museums) and intangible (food, rituals) cultural heritage elements.</p> <p>Discussion – When a general comparison is made, it is observed that Hilton Garden Inn hotels excel in incorporating cultural heritage elements. It is also evident that the posts contain more information and that both tangible and intangible cultural heritage are equally important. DoubleTree hotels, on the other hand, focus mainly on on-site services and campaigns. It has not sufficiently placed cultural heritage elements at the center of its marketing strategy. This difference indicates that the two subgroups of the same brand exhibit significant variations in their level of integration with the destination.</p>

1. Introduction

As a result of significant and positive developments in information and communication technologies, access to the internet and social media applications that require internet access has become easier (Buhalis & Mamalakis, 2014). Social media can be defined as a virtual environment that allows users to interact and connect, and where various content is shared (Minazzi, 2015). In social media applications or sites, each user creates their page, shapes their account according to their circle of friends and acquaintances, and can easily follow other accounts of interest (Albayrak, 2013). In such an environment, it becomes easier for individuals to access the information and content they want (Garrido-Moreno & Lockett, 2016). The rapid adoption and use of various social media applications, such as Instagram and Facebook, by individuals in short periods have led to differences in the functions of these applications (Leung et al., 2017a). Social media applications, initially used as social networks for individuals to share various posts, have evolved into environments where information content is shared and promotional activities are conducted (Xiang, 2018). This transformation has also affected businesses (Chalke et al., 2025). The increasing use of social media applications has contributed to these areas becoming marketing channels that create significant advantages for businesses (Michopoulou & Moisa, 2019).

ETHICAL APPROVAL: This study used secondary data and does not require ethical committee approval.

Önerilen Atf/ Suggested Citation

Yaşar, E. (2026). What is the Visibility Level of Cultural Heritage on Hotel Instagram Accounts? An Evaluation Based on Hotel Posts, *İşletme Araştırmaları Dergisi*, 18 (2), 1097-1114.

Regardless of the sectors, the increase in the intensity of competition conditions and the easier access of customers to information compared to the past have led to changes in the way businesses market and reach customers (Çiçek & Dıvrak, 2025). These changes have also impacted hotel businesses, leading to variations in their marketing approaches (Önelke & Akın, 2023). In this context, the activities and content of hotel businesses in online environments, i.e., social media applications, have started to increase (Kim et al., 2015). Social media has become a valuable tool in enhancing the information-sharing capabilities of businesses operating in the tourism sector with their customers (Arıkan & Polat, 2021). With the abandonment of traditional marketing approaches, businesses are implementing marketing and promotional activities that utilize social media applications (Kim & Chae, 2018). One of the reasons that motivates hotel businesses to participate in social media applications and create content is the shift in customer profiles (Kılıçarslan & Albayrak, 2022). Today's customer profile spends a significant amount of time on social media and gathers information through these platforms (Hartono et al., 2024).

The posts made by hotel businesses on their social media accounts are seriously followed and taken into consideration by potential customers (Çelik & Bora, 2022). It is known that the content posted by businesses on social media applications contains a direct message to potential customers (Leung et al., 2017b). For this reason, the active and regular use of social media applications has become a necessity for every business, regardless of the sector (Ergun et al., 2019). Especially visual posts of businesses on social media applications increase interaction with potential customers. In addition to interaction with customers, businesses also use social media for purposes such as increasing brand awareness (Bayram et al., 2016). It is also known that some hotel businesses make reservations through their social media accounts. With the effective use of social media applications, businesses can acquire new customers, stay informed about innovations quickly, and promote themselves (İlgin et al., 2020). Since acquiring new customers is challenging for businesses in terms of cost today, the popularity of virtual promotional areas, such as social media, with high interaction and low expenses, increases for businesses (Berezina et al., 2016).

Instagram has been one of the most preferred applications by individuals since its launch in 2010 (Balova et al., 2022). Hotel businesses use Instagram to communicate with and influence customers (Çelik & Bora, 2021). Instagram's sphere of influence has expanded, allowing businesses to set up accounts and share posts for their brands (Coelho et al., 2016). The adoption and use of Instagram by both individuals and hotel businesses has also been recognized in the academic field. Various studies have been conducted to examine the content of hotel businesses' posts on their Instagram accounts (Bayram et al., 2016; Çelik & Bora, 2021; Demiral & Hassan, 2020; Deveboynu & Kanca, 2021; İlgin et al., 2020; İpek & Yıldız, 2019; Kılıçarslan & Albayrak, 2022; Özçoban, 2019; Sert & Sağlam, 2023; Şimşek & Dinçel, 2020; Yıldırım & Erkiş, 2019; Yılmaz, 2019). In these studies, the services offered by the business and the posts related to the business on the Instagram accounts of hotel businesses were frequently analyzed. However, it has not been determined that whether hotel businesses share the cultural heritage elements of the destinations in which they operate in their posts on their Instagram accounts has not been examined.

However, the gap in the literature is not limited to the lack of attention given to cultural heritage elements in hotel businesses' Instagram posts. Existing studies predominantly focus on content types such as product promotion, service delivery, and brand communication, largely neglecting how destination-specific values are integrated into digital marketing processes. In particular, there appears to be a limited number of studies that systematically examine the visibility, diversity, and informational content of tangible and intangible cultural heritage elements in social media content. In this respect, the present study fills a significant gap in the literature by not only identifying the presence of cultural heritage elements in hotel businesses' Instagram posts but also categorizing these elements and evaluating their informational content. Furthermore, there are limited studies in the literature that comparatively examine the social media content of different sub-brands within the same hotel chain. This study contributes to the literature by comparing the DoubleTree and Hilton Garden Inn brands and revealing how corporate structure and brand differentiation are reflected in the digital representation of cultural heritage.

Cultural heritage elements are the main factors that affect visitors in a destination (Tür, 2023). Cultural heritage elements that affect the length of stay of visitors in a destination also indirectly affect the occupancy rates of hotels. Because the diversity of heritage elements in a destination positively affects the length of stay of visitors. At this point, it is necessary to disclose the frequency at which hotel businesses share the cultural heritage

elements of the destination on their Instagram accounts. The questions sought to be answered by this research are as follows:

- 1) What is the frequency of sharing the cultural heritage elements of the destination on the Instagram accounts of hotel businesses?
- 2) What is the information content in cultural heritage posts?

Within the scope of these research questions, the primary purpose of this research is to determine the level of use of cultural heritage elements in marketing by examining the posts of hotel businesses on their Instagram accounts. Another aim of the research is to highlight the significance of cultural heritage elements in the marketing strategies of hotel businesses.

2. Literature Review

2.1. Social Media and Hotel Businesses

Social media is an environment that includes internet-based applications (Kaplan & Haenlein, 2009). In this virtual environment, millions of individuals, both those who know each other and those who do not, can interact, establish relationships, and share their thoughts easily (Xiang & Gretzel, 2010). Users produce various content, such as photos, videos, statuses, or texts, on social media platforms and share it with other users (Choi et al., 2016). In addition, the fact that smartphones and similar technological devices are used by individuals almost anytime and anywhere makes it logical for businesses, such as hotels, to use social media (Jung et al., 2018). In this context, social media is an area where hotel businesses can access reliable information, track their competitors, and assess their performance (Sanlıöz Özgen & Kozak, 2015).

However, social media should not only be considered as a means of communication with customers for businesses. Social media, when used effectively, brings various advantages to businesses. Chan and Guillet (2011) note that businesses can achieve service compensation, brand awareness, and strong customer relationships through social media. Al-Msallam and Alhaddad (2016) note that the use of social media by businesses facilitates a better understanding of customers' expectations. In particular, for hotel businesses to gain the maximum benefit from marketing activities in virtual environments, they should first understand how social media processes progress (Virginia Phelan et al., 2013). In this direction, Berg and Stener (2015) list the benefits of social media for businesses as creating an accurate and successful image and learning about current information and trends among users, i.e., potential customers.

On the other hand, through social media, hotel businesses have the opportunity to establish a personal connection with both existing and potential customers. Thanks to this connection, businesses can receive feedback from customers and convey current developments about the business to customers (Nassar, 2012). Thus, customers can understand the brand integrity of the business and establish a positive relationship between the business and its customers (Tatar & Eren-Erdoğan, 2016). Businesses can positively improve customers' sensory and behavioral intentions by focusing on experiential posts through their social media accounts. Content that emphasizes the enjoyment and uniqueness of the experience can convey a direct message to customers and pave the way for them to realize the experience or share it with other users (Tafesse & Wien, 2018). Therefore, social media posts that arouse customer interest constitute a must-have content type for businesses (Veloso et al., 2024).

In addition to the advantages offered by social media, it also has disadvantages for businesses if misused. In the service sector, particularly in the tourism industry, social media posts can heighten customer expectations due to the intangible nature of the service. In such cases, customers may become dissatisfied with the following processes, and the business's image may be damaged (Yılmaz, 2019). At this point, Chan and Guillet (2011) note that hotel businesses make some mistakes in their use of social media. These mistakes include poor customer interaction, inaccuracies in the content and language used on social media, and inconsistent social media use. For hotel businesses to capitalize on the advantages offered by social media, effective coordination between resources is essential (Kim & Chae, 2018). Finally, there are two approaches to social media from a marketing perspective. According to the passive approach, social media is the voice of customers; that is, it is a space where customers can express themselves. According to the active approach, social media serves as a communication tool and a space that enhances sales by retaining customers (Michopoulou & Moisa, 2019).

Instagram, in particular, is a social media platform that is gaining importance day by day for hotel businesses (Kilipiri et al., 2023). Instagram, an ideal application for businesses to market their products and services to customers, increases their sales rates. It is reported that one-third of Instagram users shop online (Hartono et al., 2024). Therefore, the importance of Instagram for hotel businesses is increasing. Metrics such as the number of likes, comments, and followers on Instagram are decisive for business social media performance. In addition, when hashtags are used in posts, interaction with other users increases even more (Almeida et al., 2023).

2.2. Cultural Heritage

The concept of heritage is defined as what is passed from one generation to another (Nuryanti, 1996). In other words, what is carried from the past to the future is considered heritage. Heritage consists of tangible cultural heritage with aesthetic and visual value, natural heritage that occurs without human intervention, and intangible cultural heritage shaped by human labor and talent (Lázaro Ortiz and Jiménez de Madariaga, 2022). Cultural heritage is viewed as a vital set of socioeconomic resources due to its rich content (Baglioni et al., 2021).

Accordingly, within the scope of cultural heritage, on the one hand, there are historical buildings and works of art that possess tangible characteristics, and these are referred to as tangible cultural heritage. There are also natural heritages within cultural heritage. Natural heritage is interpreted as landscapes formed by geological formations. Another element that has gained importance and attracted attention in recent years within the scope of cultural heritage is intangible cultural heritage. Intangible cultural heritage is the elements that are sustained based on the knowledge of masters or practitioners and become tangible when they are made (Mortara et al., 2014). Tangible cultural heritage refers to the structures that have survived from historical periods and possess a distinct physical form. Intangible cultural heritage, on the other hand, is closely tied to the traditions of a society and exists as it is created (Xiao, 2022).

According to UNESCO (2003), intangible cultural heritage includes oral traditions, performing arts, social practices and rituals, knowledge and practices related to nature, and traditional craftsmanship. Cultural heritage elements possess multiple values and functions, including historical, cultural, and aesthetic. Cultural heritage serves an emotional function for a society as a whole, or more specifically, for a people to maintain their identity and sense of belonging (Qiu and Zuo, 2023). Cultural heritage has begun to enrich its content since the 1970s. This enrichment has been attempted through diversifying tangible elements and incorporating intangible heritage elements within the scope of cultural heritage (Del Barrio et al., 2012).

Cultural heritage conservation is based on the principle of preserving the past for the benefit of the future. Therefore, conservation is a universal general principle (Högberg and Holtorf, 2021). Compared to tangible cultural heritage, the challenges and risks associated with the conservation of intangible cultural heritage are higher (Xu and Zou, 2022). Studies on the structure of cultural heritage and closely related issues, such as conservation and sustainability, have been ongoing since the 18th century (Niccolucci et al., 2022). However, in the tourism sector, cultural heritage is primarily considered a high-value product. This mentality paves the way for the commodification of cultural heritage elements, especially intangible cultural heritage elements (Cranmer et al., 2023).

The use of cultural heritage in the context of digital marketing plays a critical role in the formation and strengthening of destination image (Evangelou et al., 2023). Presenting destination-specific tangible and intangible heritage elements through social media contributes to creating a more authentic and distinctive image in the minds of potential visitors (Lam et al., 2024). This situation allows the brand identities of hotel businesses operating in that destination to be associated with local heritage elements. In this context, cultural heritage visibility refers to the frequency, variety, and depth of information with which hotel businesses present the destination's cultural elements in their social media content. A high level of cultural heritage visibility indicates that the business has moved beyond being merely a service provider to become a representative and storyteller of the destination (Briciu et al., 2024). Including elements of cultural heritage in social media posts strengthens the symbiotic relationship the business has established with its destination and helps it present the destination experience in a holistic manner.

2.3. Related Studies

Bayram et al. (2016) examined the Instagram posts of hotel businesses in different destinations. As a result of this analysis, it was determined that the majority of the posts are photographs and belong to the hotel business. In addition, food and beverage content is at the forefront in the posts. Yıldırım and Erkiş (2019) examined the relationship between social media posts of hotel businesses in Rize and hotel occupancy. It was determined that the frequency of sharing on the Instagram accounts of hotel businesses affects occupancy rates. Yılmaz (2019) examined the use of social media, including Instagram, by hotel businesses in Balıkesir. As a result of the research, it was determined that the use of social media applications contributes to creating competition for businesses. Özçoban (2019) examined the use of social media by hotel businesses in Ankara in terms of city marketing. In the study, it was found that hotel businesses frequently share images and content related to Ankara on Instagram.

Şimşek and Dinçel (2020) stated that the most preferred social media platform for 5-star hotel businesses in Kuşadası within the scope of content marketing is Instagram. Demiral and Hassan (2020) examined the social media use of women entrepreneurs in the hotel industry in Bozcaada. They found that there are more posts for product and service promotion on Instagram. İlgin et al. (2020) reached a similar conclusion within the scope of chain hotels. Deveboynu and Kanca (2021) examined the social media use of hotel businesses in the Southeastern Anatolia Region. As a result of the analysis, it was determined that hotels primarily post about promotions, campaigns, special days, and commemorations on Instagram. Çelik and Bora (2021) found, on the other hand, that hotel establishments in Beşiktaş, Istanbul, produced the most content on Instagram, primarily for facility and brand promotion. Kılıçarslan and Albayrak (2022) examined the social media use of hotel businesses in five different prominent destinations in Europe. As a result of the analysis, it was determined that five-star hotel establishments share more photos on Instagram. Çelik and Bora (2022) found that luxury hotels in Istanbul mostly share brand and facility promotion content on their Instagram accounts.

Sert and Sağlam (2023) conducted interviews with managers to determine the digital marketing activities of hotel businesses in Ankara. As a result of the interviews, it was determined that all of the hotel businesses where the managers work use Instagram. The reasons for the preference of Instagram by hotel businesses are the high number of users and its more effective and simple use. İpek and Yıldız (2019) reached a similar conclusion. Research conducted on hotels in the Eastern Anatolia Region revealed that hotel businesses frequently utilize Instagram. Gençer and Ceylan (2024) stated that the most commonly used social media applications of hotel businesses in TRNC are Instagram and Facebook, and it was determined that hotel businesses mainly share business photos and promotional texts. Çiçek and Dıvrak (2025), on the other hand, determined that hotel businesses mostly post about the hotel view on Instagram.

3. Methodology

This study aims to determine the level of use of cultural heritage elements in marketing by examining the posts on the Instagram accounts of hotel businesses. For this purpose, a qualitative research method was employed, and a survey model was adopted. This study is primarily based on a qualitative content analysis approach. However, quantitative indicators such as frequency, number of likes, and average rating were also utilized to present the data obtained during the analysis process in a systematic manner. In this respect, while the research is based on qualitative data analysis, it constitutes a mixed-methods content analysis supported by descriptive quantitative findings. In this study, quantitative data were used not for statistical inference but to present the distribution of content in a clearer and more comparable manner.

In the research, it was deemed appropriate to examine the Instagram accounts of hotel businesses. The Instagram platform is where the interaction between businesses and customers is the most intense among social media accounts. Additionally, the popularity of Instagram use among businesses and individuals is another criterion to consider (Hartono et al., 2024). In the research, specific criteria were used to select which hotels' Instagram accounts would be analyzed. These criteria are: Which brands have the most hotel businesses in Turkey? Which of these brands has corporate awards?

It is stated that Wyndham Hotels and Hilton have the highest number of hotel chains in Turkey by room volume (Tourism Journal, 2025). In terms of corporate awards, it has been determined that the Hilton brand wins various awards every year (Hilton, 2025). It has been determined that DoubleTree and Hilton Garden

Inn brands are the majority within Hilton in Turkey. It was determined that there are 30 hotels in the DoubleTree brand and 18 hotels in the Hilton Garden Inn brand. Since other Hilton groups are limited to only one destination and do not spread throughout Turkey, this study analyzed only the Instagram accounts of the DoubleTree and Hilton Garden Inn brands.

Within the scope of the analysis, the distribution of DoubleTree and Hilton Garden Inn brands in Turkey was first learned from the Hilton (2025) webpage. Then, it was examined whether these hotels have Instagram accounts, and finally, their Instagram posts were noted and categorized. In the categories, cultural heritage posts were given importance, but it was also determined numerically which topics businesses shared posts other than heritage elements. In this context, the categories of analysis were determined as cultural heritage, celebration/memorial, product and service, and other. The Instagram accounts of hotel businesses were analyzed on June 25, 2025. It was decided to limit the posts on Instagram accounts. In this context, attention was paid to the date when the effects of the COVID-19 pandemic and restrictions began to end. Therefore, Instagram posts were analyzed as part of the process, covering the period from January 2023 to June 2025.

Ethical principles were adhered to throughout the research process. All data used in the study was obtained from publicly accessible Instagram accounts belonging to hotel businesses; no private or personal user data was utilized. In this regard, the study complies with ethical standards regarding the use of publicly available digital data. Furthermore, only corporate posts were considered during the analysis process, while individual user content was excluded.

For the purposes of this study, Instagram posts were classified into four main categories: cultural heritage, product/service, commemoration/celebration, and other. These categories were determined based on content analysis studies in the literature but were restructured to align with the study's objectives. During the coding process, each post was assigned to the relevant category by evaluating both the visual and textual content together. The coding criteria for these categories are detailed below:

Cultural heritage: Posts containing natural, tangible and intangible cultural heritage elements specific to the destination were included in this category.

Product/Service: Posts promoting the hotel's offerings such as accommodation, dining, spa, events, promotions, and similar services are included in this category. The content is directly aimed at marketing the hotel experience.

Commemoration/Celebration: Posts related to specific days and weeks, religious holidays, national holidays, or special celebrations (e.g., New Year's, Mother's Day, holiday messages) have been classified under this category. Content such as Hidirellez is categorized under "Cultural Heritage" if the ritual and cultural context is emphasized; if it is merely a celebratory message, it is coded under this category.

Other: General messages, motivational content, or posts that do not fit directly into the above categories have been grouped under this category.

In qualitative research, it is essential to ensure the reliability of data and the research process. Therefore, four basic criteria proposed by Lincoln and Guba (1985) and Cresswell (2013) were taken into consideration: credibility, transferability, dependability, and confirmability.

Credibility: To enhance the reliability of the findings, a consistent coding scheme was developed for coding the posts, and this scheme was applied to all posts. To ensure the consistency of the coding, coding samples were compared with an independent researcher; any differences in opinion were discussed, and a consensus was reached. As a result of the Kappa test conducted as part of this study, the reliability coefficient was determined to be 0.91. This value falls within the range specified by Landis and Koch (1977) and indicates a high degree of agreement.

Transferability: The hotel selection process, how Instagram data was collected, and how posts were analyzed according to categories were explained in detail. This supports the transferability of the research results to similar contexts (e.g., different hotel chains or social media platforms).

Consistency: The processes of data collection, categorization (cultural heritage, product/service, commemoration/celebration, other), and analysis have been documented step by step. The categories were

created based on previous research and adapted according to the observed content. This method aims to ensure internal consistency within the dataset.

Verifiability: Direct examples from Instagram posts are provided in the findings section, and the connection between the interpretations and the data is demonstrated. This minimizes researcher subjectivity, shows that the interpretations are based on data, and strengthens verifiability.

4. Findings

The Instagram posts of both brands examined in the study are tabulated within themselves. First, Table 1 shows the descriptive information of DoubleTree, and Table 2 shows the descriptive information of Hilton Garden Inn-branded hotel businesses. All the data used in the research were obtained from the publicly available Instagram accounts of the hotels on June 25, 2025.

It was determined that there are nine hotel businesses within the DoubleTree in Istanbul. The DoubleTree by Hilton Istanbul Avclar hotel, with the highest score on TripAdvisor, was included in the study. Similarly, DoubleTree by Hilton hotels in Antalya City Center, Ankara City Center, Trabzon Yomra, Bodrum Marina, and Izmir Alsancak were excluded from the study. The reason for this situation is that including more than one hotel business from a destination may affect the research results and limit their validity. In the research, Instagram accounts of 18 hotel businesses under the DoubleTree brand were analyzed, and their descriptive information is presented in Table 1. According to Table 1, the hotel business with the highest number of followers is DoubleTree by Hilton Kemer (34500). The hotel business with the lowest number of followers is DoubleTree by Hilton Kars (254). The hotel business with the highest number of follow-ups is DoubleTree by Hilton Istanbul Avclar (562). The hotel businesses with the lowest number of follow-ups is DoubleTree by Hilton Kars (4). DoubleTree by Hilton Trabzon has the highest number of posts on its Instagram account (1612), while DoubleTree by Hilton Elazığ has the lowest number of posts (4).

Table 1. DoubleTree Hotel Information

Number	Hotel Name	Number of Followers	Number of Follow-ups	Number of Posts
1	DoubleTree by Hilton Adana	4042	101	62
2	DoubleTree by Hilton Ankara İncek	747	10	387
3	DoubleTree by Hilton Gaziantep	7384	14	660
4	DoubleTree by Hilton Elazığ	5272	42	4
5	DoubleTree by Hilton Şanlıurfa	7980	18	391
6	DoubleTree by Hilton Trabzon	8469	36	1612
7	DoubleTree by Hilton Afyonkarahisar	2924	18	624
8	DoubleTree by Hilton Antalya Kemer	34500	5	376
9	DoubleTree by Hilton İstanbul Avclar	7008	562	625
10	DoubleTree by Hilton Kars Sarıkamış	255	4	66
11	DoubleTree by Hilton Van	9128	13	302
12	DoubleTree by Hilton Manisa	5886	10	285
13	DoubleTree by Hilton Kuşadası	2791	17	119
14	DoubleTree by Hilton İzmir Airport	4035	43	1022
15	DoubleTree by Hilton Bodrum Işıl Club All Inclusive Resort	19900	16	714
16	DoubleTree by Hilton Çanakkale	6996	5	302
17	DoubleTree by Hilton Yüksekova	6523	49	67
18	DoubleTree by Hilton Avanos Cappadocia	3023	5	120

Within the scope of Hilton Garden Inn brand, Ankara Gimat and İstanbul Atatürk Airport hotel businesses were not included in the scope of the research. This is because Hilton Garden Inn Ankara Çankaya and Hilton Garden Inn İstanbul Beylikdüzü have higher TripAdvisor scores and ratings. The reason for the criterion of

buying one business from each destination is also effective. In the study, Instagram accounts of 16 hotel businesses under the Hilton Garden Inn brand were analyzed and their descriptive information is presented in Table 2. According to Table 2, the hotel business with the highest number of followers is Hilton Garden Inn Kocaeli Şekerpınar (24300). The hotel businesses with the lowest number of followers is Hilton Garden Inn Ankara Çankaya (378). The hotel with the highest number of follow-ups is Hilton Garden Inn Erzincan (1361). The three hotel businesses with the lowest number of follow-ups are Hilton Garden Inn Mardin, Yalova, and İzmir Bayraklı (4). Hilton Garden Inn İstanbul Beylikdüzü has the highest number of posts on its Instagram account (891), while Hilton Garden Inn Balıkesir has the lowest number of posts (28).

Table 2. Hilton Garden Inn Hotel Information

Number	Hotel Name	Number of Followers	Number of Follow-ups	Number of Posts
1	Hilton Garden Inn Ankara Çankaya	378	35	46
2	Hilton Garden Inn Konya	2130	5	799
3	Hilton Garden Inn Safranbolu	2121	87	99
4	Hilton Garden Inn Şanlıurfa	2631	5	597
5	Hilton Garden Inn Erzincan	1929	1361	312
6	Hilton Garden Inn Eskişehir	4068	357	254
7	Hilton Garden Inn Isparta	2675	219	217
8	Hilton Garden Inn Kütahya	2761	5	552
9	Hilton Garden Inn Mardin	2368	4	401
10	Hilton Garden Inn Erzurum	3282	906	89
11	Hilton Garden Inn Yalova	4909	4	219
12	Hilton Garden Inn Kocaeli Şekerpınar	24300	96	363
13	Hilton Garden Inn İstanbul Beylikdüzü	9293	78	891
14	Hilton Garden Inn Balıkesir	1090	12	28
15	Hilton Garden Inn Çorlu	2407	43	226
16	Hilton Garden Inn İzmir Bayraklı	2030	4	98

First, the Instagram posts of 18 hotel businesses under the DoubleTree brand were analyzed in detail. Within the scope of this analysis, the number of posts between 2023 and 2025, the maximum and minimum number of likes, the average number of likes, and the content type of the posts are presented in a table. Additionally, the number of posts within the scope of cultural heritage is presented in the table, and the information content in these posts is provided in the comment section. In Table 3, to avoid rewriting the hotel names, the analysis was conducted according to the number sequence used in Table 1. For example, since DoubleTree by Hilton Adana is listed as number 1 in Table 1, only number 1 is written in Table 3. It was determined that the DoubleTree by Hilton Adana, Elazığ, Afyonkarahisar, Antalya Kemer, İstanbul Avclar, Kars Sarıkamış, Van, and Yüksekova Instagram accounts did not have any posts about cultural heritage between the review dates.

Only 2 out of 343 posts on the DoubleTree By Hilton Ankara İncek Instagram account are related to cultural heritage. In these posts, the distance from natural heritage sites, such as Mogan and Eymir Lake, to the hotel was provided as information. In another post, March 21 was shared about Nowruz, which falls within the scope of intangible cultural heritage. DoubleTree by Hilton Gaziantep made 12 posts about cultural heritage on its Instagram account. Eight of these posts are related to the Culture Road Festival. In one post, the Halfeti trip was promoted, while in another post, the Zeugma Mosaic was used, mentioning that Gaziantep is the first city in Turkey to be included in UNESCO's UCCN program in the field of gastronomy in 2015. In 2 posts, Katmer and Antep cheese, which are gastronomic elements of Gaziantep in the field of intangible cultural heritage, were shared.

Five posts about cultural heritage were made on the DoubleTree by Hilton Şanlıurfa Instagram account. In these posts, content was created about cultural heritage sites, including Göbeklitepe, Balıklıgöl, Halfeti, Harran houses, and Gümrük Han. Information such as "The oldest temple in the world" was included about

Göbeklitepe in the posts. It was also determined that there was a post about mirra coffee. The DoubleTree by Hilton Trabzon Instagram account shared posts about intangible cultural heritage elements, such as Trabzon stew and Kalandar Night, to attract the attention of customers. The DoubleTree by Hilton Manisa Instagram account shared three posts about cultural heritage. In these posts, information was given about the ancient city of Sardes, the mythology of Mount Spil, and the Ağlayan Kaya. For example, information about Zeus and Niobe at the Ağlayan Kaya was added to the post.

Five cultural heritage-related content were shared on DoubleTree by Hilton Kuşadası's Instagram account. In these contents, structures such as Ephesus Ancient City, the House of the Virgin Mary, Şirince, Bergama, and the Boeing Shipwreck were included. In one post, a post about the debbag (sepicı) profession draws attention. According to this post, a debbag is a master who makes leather usable. A tannery is a facility where leather processing is conducted. This information is included in the post. Similarly, the DoubleTree by Hilton Izmir Airport Instagram account shared a post about the ancient city of Ephesus. On the DoubleTree by Hilton Bodrum Işıl Club All-Inclusive Resort Instagram account, it was noted that there were two posts about Hıdırellez. There were also six posts on the DoubleTree by Hilton Avanos Cappadocia account. In these posts, Cappadocia and Peri Bacaları were emphasized.

It was determined that 14 posts related to cultural heritage were made on the DoubleTree by Hilton Çanakkale Instagram account. In these posts, information was given about areas such as Çanakkale Naval Museum, Çanakkale Clock Tower, Trojan Horse, 57th Infantry Regiment Martyrdom and Monument, Çanakkale Martyrdom, Çanakkale Ceramic Museum, Assos Ancient City, Pink Lake, Bozcaada, Respect for History Park, Çanakkale City Museum and Archive, Çanakkale Archaeology Museum, and Ayazma Spring Natural Park. The information provided about these sites is detailed and comprehensive. For example, the Çanakkale Clock Tower was built by Cemil Pasha in 1896. Pink Lake is also known as Heart Lake. It is one of the eight pink lakes in the world. The 57th Infantry Regiment Martyrdom and Monument was built in 1922 for our soldiers who were martyred in the Anzac landing in 1915.

Table 3. DoubleTree Instagram Post Information

Number	Number of Posts	Maximum Likes	Minimum Likes	Average likes	Content Type of the Posts
1	47	111	10	36	Product/Service: 39 Celebration/Memorial: 2 Other: 6 Cultural Heritage: 0
2	343	490	6	19	Product/Service: 286 Celebration/Memorial: 46 Other: 9 Cultural Heritage: 2
3	286	4825	4	40	Product/Service: 204 Celebration/Memorial: 43 Other: 27 Cultural Heritage: 12
4	4	37	9	19	Product/Service: 1 Celebration/Memorial: 2 Other: 1 Cultural Heritage: 0
5	370	3130	25	78	Product/Service: 319 Celebration/Memorial: 9 Other: 37 Cultural Heritage: 5
6	270	272	8	34	Product/Service: 199 Celebration/Memorial: 46 Other: 23 Cultural Heritage: 2

7	235	33	0	6	Product/Service: 149 Celebration/Memorial: 81 Other: 5 Cultural Heritage: 0
8	135	3982	55	334	Product/Service: 133 Celebration/Memorial: 1 Other: 1 Cultural Heritage: 0
9	217	60	3	13	Product/Service: 195 Celebration/Memorial: 17 Other: 5 Cultural Heritage: 0
10	66	74	3	11	Product/Service: 14 Celebration/Memorial: 0 Other: 52 Cultural Heritage: 0
11	130	197	15	53	Product/Service: 111 Celebration/Memorial: 8 Other: 11 Cultural Heritage: 0
12	206	304	7	34	Product/Service: 143 Celebration/Memorial: 45 Other: 15 Cultural Heritage: 3
13	111	561	5	34	Product/Service: 102 Celebration/Memorial: 4 Other: 0 Cultural Heritage: 5
14	256	144	2	15	Product/Service: 202 Celebration/Memorial: 38 Other: 15 Cultural Heritage: 1
15	274	6121	22	128	Product/Service: 241 Celebration/Memorial: 13 Other: 18 Cultural Heritage: 2
16	238	161	13	40	Product/Service: 177 Celebration/Memorial: 41 Other: 6 Cultural Heritage: 14
17	57	2541	9	164	Product/Service: 52 Celebration/Memorial: 3 Other: 2 Cultural Heritage: 0
18	117	207	3	24	Product/Service: 106 Celebration/Memorial: 3 Other: 2 Cultural Heritage: 6

Secondly, the Instagram posts of the 16 hotel businesses analyzed under the Hilton Garden Inn brand were analyzed in detail. Within the scope of this examination, the number of posts between 2023 and 2025, the number of maximum and minimum likes, the average number of likes, and the content type of the posts are presented in a table. In addition, the number of posts within the scope of cultural heritage is presented in the table and the information content of these posts is presented in the comment section. In Table 4, in order to

avoid rewriting the hotel names, the analysis was carried out according to the number sequence used in Table 2. For example, since number 1 in Table 2 is Hilton Garden Inn Ankara Çankaya, only number 1 is written in Table 4.

Hilton Garden Inn Konya Instagram account has 60 posts within the scope of cultural heritage. These 60 posts are quite strikingly diverse in terms of content. The cultural heritage elements shared in these posts include structures and areas such as Çatalhöyük, Mevlana Museum, Aziziye Mosque, Şems-i Tebrizi Tomb and Mosque, Alaaddin Keykubat Mosque, Karatay Madrasah, Gevale Castle, İnce Minare Stone Works Museum, Eflatun Pınarı, Şeb-i Arus, Aya Elenia Church, Sille, Eşrefoğlu Mosque, Kapu Mosque, Lukyanus Inscription, Horse Rock Relief, Savatra Ancient City, Kilistra Ancient City, Isauria Ancient City, Celil Fairy Chimneys, Ali Gav Madrasah, Meke Lake, Salt Lake, Beyşehir Lake. In addition, within the scope of intangible cultural heritage, dishes and products such as etli ekmek, tirit, oven kebab, kabak kayganası, papara, aşure, Konya sugar, bamya, mıkla, which are among gastronomic values, were also shared on Instagram account. There are also posts about Hıdırellez, which is also within the scope of intangible cultural heritage. In these posts, various information about structures and products are learned. For example; Aya Ele passed through Konya on her way to Jerusalem for pilgrimage and built the Church of Aya Elenia in Sille. The church has survived intact from the Seljuk and Ottoman periods to the present day. Şeb-i Arus is the commemoration of the anniversary of the death of Mevlana Celaleddin Rumi. Eşrefoğlu Mosque is one of the rare mosques in Anatolia with its wooden pole minaret. Eflatun Spring is a structure that has survived from the Hittites and is associated with the cult of water. Lake Meke is a volcanic crater lake and is called the Evil Eye Bead of the World.

Hilton Garden Inn Şanlıurfa Instagram account has 54 posts about elements within the scope of cultural heritage. These posts include structures and areas such as Göbeklitepe, Balıklı Lake, Historical Hızmalı Bridge, Twelve Apostles Church, Şanlıurfa Museum, Şanlıurfa Castle, Archaeology Museum, Harran Ancient City, Kızılkoyun Necropolis, Halfeti, Karahantepe, Halil-ur Rahman Mosque, Aynzeliha Lake, Haleplibahçe Mosaic Museum, Historical Harran Houses, Bazda Caves, Historical Harran University, Han El Barur, Deyr Yakup, Fıfırlı Church, Şuayb Ancient City, Euphrates River, Reji Church. In addition, Urfa kebab, dan soup, çiğ köfte, lahmacun, patlıcan söğürme, ciğer kavurma, which are important gastronomic values of Şanlıurfa, were also shared on the Instagram account. Finally, elements of social importance such as aşure and Hıdırellez were also shared. In these posts, the distance of the buildings in question to the hotel was commonly given, but some posts also provided information about the buildings. For example, in the ancient city of Shuayb, it is rumored that the Prophet Shuayb lived here. Göbeklitepe was discovered by chance by a farmer in 1995. Considered to be the oldest known temple in the world, Göbeklitepe is described as the Birthplace of Religion and the Garden of Eden. Lake Balıklı is known as the place where Abraham was thrown into the fire. Şanlıurfa Castle was built by Osroene in ancient times.

Hilton Garden Inn Erzincan Instagram account posted about Mount Ergan seven times. In these posts, Ergan Mountain was described as the longest ski slope that can be skied in one go. Hilton Garden Inn Erzurum Instagram account also included posts about Palandöken. Seven posts related to cultural heritage were made on Hilton Garden Inn Isparta Instagram account. These posts included information about Sagalassos Ancient City, Kovada Lake National Park, Gölcük, Davraz Mountain, Kuyucak Village, Yazılı Canyon Nature Park. For example, the canyon is called Yazılı Canyon because of Epictetus' poem "On Free Man". Sagalassos Ancient City is located in Ağlasun, Burdur. The city was discovered by French traveler Paul Lucas in 1706 and excavations were started by Marc Waelkers in 1990.

Hilton Garden Inn Kütahya Instagram account posted 38 times about cultural heritage. Aizanoi Ancient City and Phrygian Valley were frequently featured in these posts. Apart from these two elements, structures such as Çini Museum, Kütahya Castle, Çinili Mosque, Hıdırlık Masjid, Yoncalı Bath and Mosque, Balıklı Mosque, Archeology Museum, Yazılıkaya, Gerdekkaya, Clock Tower, Seyitömer Mound, Phrygian Road and Ilıcaksu Sarıkız Spring were also shared on the Instagram account. In addition to these structures, elements from Kütahya gastronomy such as dolamber pastry, melki dish, fig dessert with milk, and cimcik ravioli were also shared. Social intangible cultural heritage elements such as Aşure and Hıdırellez were also shared. Some information was included in these posts. For example; Aizanoi Ancient City has the best preserved Zeus temple in Anatolia and the world's first trade exchange center. The Tile Museum is the first and only tile

museum in Turkey. Phrygian Valley is the area between Eskişehir-Afyon-Kütahya where the buildings belonging to the Phrygians are located.

Hilton Garden Inn Mardin Instagram account shared 57 posts related to cultural heritage. In these posts, structures and areas such as Dara Ancient City, Kasımiye Madrasa, Deyrulzafaran Monastery, Mardin Great Mosque, Şehidiye Mosque, Kırklar Church, Protestant Church, Mardin Art Center, Mardin Castle, Stone Houses, Historical Mardin Houses, Mardin Museum, Midyat, Zinciriye Madrasa, Mor Benhan Church, Gülgöze Mor Barsavmo Church, Mor Gabriel Monastery, Revaklı Bazaar, Dara Dungeons, Mor Hadbşabo Church were included. Items such as ikbebet, onion kebab, firkiye, Syriac wine, kaburga dolması and murra coffee, which are unique to Mardin cuisine and considered as intangible cultural heritage, were also shared on the Instagram account. Hıdırellez is also among the shared heritage elements. It is seen that various information is added in these posts. For example; Mirra coffee is named after the Arabic word mur, which means bitter. In the ancient city of Dara, natural rock masses were carved and rock cemeteries were created in the form of deep and wide valleys. Deyrulzafaran Monastery was named after the saffron plant that grew around the monastery after the 15th century. Mardin Castle is also known as the Eagle's Nest. In 330 AD, a king named Shad Buhari, who worshipped fire and worshipped the sun, lived in this castle. Mor Gabriel Monastery is the oldest standing Syriac Orthodox monastery in the world.

A post on Hilton Garden Inn Yalova Instagram account is related to cultural heritage. In this post, structures and areas such as Yürüyen Köşk, Paper Museum, Bottomless Lake, Hersek Lagoon and Erikli Waterfall are included. Hilton Garden Inn İzmir Bayraklı Instagram account has one post related to cultural heritage. This post is about nardugan. According to the information in the post, nardugan means sunrise or rebirth. It is a set of rituals performed to celebrate a special day that falls in the middle of winter. Hilton Garden Inn Ankara Çankaya, Safranbolu, Eskişehir, Kocaeli Şekerpınar, İstanbul Beylikdüzü, Balıkesir, Çorlu Instagram accounts did not share any posts related to cultural heritage between the review years.

Table 4. Hilton Garden Inn Instagram Post Information

Number	Number of Posts	Maximum Likes	Minimum Likes	Average likes	Content Type of the Posts
1	46	58	10	19	Product/Service: 31 Celebration/Memorial: 12 Other: 3 Cultural Heritage: 0
2	273	805	4	30	Product/Service: 126 Celebration/Memorial: 41 Other: 46 Cultural Heritage: 60
3	15	76	11	34	Product/Service: 5 Celebration/Memorial: 4 Other: 6 Cultural Heritage: 0
4	254	810	6	35	Product/Service: 118 Celebration/Memorial: 46 Other: 36 Cultural Heritage: 54
5	68	182	2	21	Product/Service: 13 Celebration/Memorial: 39 Other: 9 Cultural Heritage: 7
6	70	104	3	19	Product/Service: 9 Celebration/Memorial: 46 Other: 15 Cultural Heritage: 0
7	21	56	4	16	Product/Service: 3

					Celebration/Memorial: 7 Other: 4 Cultural Heritage: 7
8	223	729	4	21	Product/Service: 128 Celebration/Memorial: 44 Other: 13 Cultural Heritage: 38
9	248	799	4	32	Product/Service: 133 Celebration/Memorial: 44 Other: 14 Cultural Heritage: 57
10	74	184	8	66	Product/Service: 48 Celebration/Memorial: 8 Other: 15 Cultural Heritage: 3
11	80	180	7	40	Product/Service: 66 Celebration/Memorial: 6 Other: 7 Cultural Heritage: 1
12	23	19	3	11	Product/Service: 6 Celebration/Memorial: 11 Other: 6 Cultural Heritage: 0
13	7	15	7	12	Product/Service: 4 Celebration/Memorial: 3 Other: 0 Cultural Heritage: 0
14	28	134	9	41	Product/Service: 14 Celebration/Memorial: 2 Other: 12 Cultural Heritage: 0
15	80	173	7	32	Product/Service: 67 Celebration/Memorial: 4 Other: 9 Cultural Heritage: 0
16	46	166	9	47	Product/Service: 28 Celebration/Memorial: 6 Other: 11 Cultural Heritage: 1

5. Discussion and Conclusion

In this study, the Instagram posts of DoubleTree and Hilton Garden Inn hotel brands were analyzed with a focus on cultural heritage. The findings reveal that the brands display distinct trends in their social media strategies and digital promotion of cultural heritage. According to the analysis, the sharing of cultural heritage content is quite limited for the DoubleTree brand. 9 out of 18 hotel companies did not include cultural heritage elements in their Instagram accounts at all. The other nine hotels shared limited posts about cultural heritage. However, there are exceptions such as DoubleTree by Hilton Çanakkale and Gaziantep. It is observed that DoubleTree brand hotels primarily share content relevant to the entire community, including historical buildings of the destination, gastronomic elements, and Hıdırellez, within the scope of cultural heritage. There are differences in the information and narrative content of the posts. For example, it was determined that DoubleTree by Hilton Çanakkale shared rich and comprehensive information in posts about cultural heritage. However, it can be said that other businesses share posts where visuals are at the forefront, and information content is often overlooked. The sharing of gastronomic elements specific to the destination on DoubleTree

hotels' Instagram accounts is quite limited. It was observed that only the Trabzon stew was shared on the DoubleTree by Hilton Trabzon Instagram account. Other than that, the posts of different hotels are all about historical and cultural buildings. There is an interesting post on the DoubleTree by Hilton Kuşadası Instagram account. In this post, a post about the debag profession was shared.

It was determined that cultural heritage posts were more common and regular in hotels belonging to the Hilton Garden Inn brand. Especially hotels in culturally rich destinations, such as Konya, Şanlıurfa, Kütahya, and Mardin, frequently shared a large number of posts related to both tangible and intangible cultural heritage on their Instagram accounts. Hilton Garden Inn Konya frequently shared the Şeb-i Arus ceremony, local gastronomic products such as etli ekmek, and historical buildings on its Instagram account. Similarly, cultural heritage posts were regularly shared on the Instagram accounts of hotels such as Hilton Garden Inn Mardin and Kütahya. This indicates that the Hilton Garden Inn brand has adopted a more proactive digital marketing strategy to promote the cultural heritage structures and features of the destination.

There are two main differences between Hilton Garden Inn and DoubleTree brands when it comes to sharing cultural heritage posts on Instagram. The Hilton Garden Inn brand includes more gastronomic elements. For example, this difference is seen between Hilton Garden Inn Şanlıurfa and DoubleTree by Hilton Şanlıurfa. While DoubleTree by Hilton has never shared gastronomic elements on its Instagram account, Hilton Garden Inn Şanlıurfa has frequently included elements identified with Şanlıurfa such as Urfa kebab, dan soup, çiğ köfte, lahmacun, patlıcan söğürme, ciğer kavurma on its Instagram account. Another difference between the two brands is that the information content in the cultural heritage posts of the hotels within Hilton Garden Inn is richer and more remarkable.

When a general comparison is made, it is observed that Hilton Garden Inn hotels excel in incorporating cultural heritage elements. It is also evident that the posts contain more information and that both tangible and intangible cultural heritage are equally important. DoubleTree hotels, on the other hand, focus mainly on on-site services and campaigns. It has not sufficiently placed cultural heritage elements at the center of its marketing strategy. This difference indicates that the two subgroups of the same brand exhibit significant variations in their level of integration with the destination. In summary, the visibility level of cultural heritage on hotel Instagram accounts shows a clear difference between the two sub-brands. Hilton Garden Inn hotels, especially in destinations with high cultural heritage potential, display a medium-high level of visibility, while DoubleTree hotels generally offer a low level of visibility.

When compared to the relevant literature, this study shares similarities with previous studies in many aspects. For example, Bayram et al. (2016) and Yıldırım and Erkılıç (2019) stated that hotel businesses generally emphasize their own service and facility promotions. This is the case for DoubleTree hotels. However, some Hilton Garden Inn hotels effectively use cultural heritage elements specific to the city or region as a marketing tool, supporting the findings of Özçoban (2019) and Kılıçarslan and Albayrak (2022). In addition, the findings of Ilgın et al. (2020) and Sert and Sağlam (2023), which indicate that Instagram is preferred as a standard and effective promotional tool, apply to both brands.

These results show that hotel brands reflect not only the corporate identity of the chain, but also the flexibility to adapt to local cultural values. Therefore, it is recommended that social media strategies at the brand level be decentralized and localized in a way that encourages destination-specific content production. Sharing content related to tangible and intangible cultural heritage, such as architecture, rituals, gastronomy, and festivals, can strengthen the destination's image, attract cultural tourists, and increase customer-brand loyalty on digital platforms.

The theoretical and practical results of this study can be summarized under three headings: Intangible cultural heritage types are still underutilized in hotel social media marketing. Destination-specific content strategies can increase integration with the destination and the perceived level of authenticity. Hotel marketers should evaluate cultural content not only as an aesthetic element but also as a means of establishing emotional connections and expressing identity.

This study is unique in that it aims to determine how and to what extent hotel brands use cultural heritage elements in their marketing activities. The findings suggest that hotel brands' promotion of local values in their social media content can play a critical role in terms of destination integration, brand identity building,

and customer loyalty. Future research can examine the effects of cultural heritage posts on customer perception, preference intention, and brand image. In addition, as in this study, the reasons for the differences in Instagram posts of hotels operating under the same brand and even in the same destination can be investigated with a qualitative method.

This study has certain limitations. First, although quantitative indicators such as the number of posts and average likes were used, the lack of inferential statistical analyses limits the generalizability of the findings. Second, the fact that the data were collected at a single point in time may prevent the dynamic nature of social media content from being fully reflected. Third, the level of engagement was assessed solely based on the number of likes, and other engagement metrics such as comments and shares were not included in the analysis.

Although this study was primarily designed using a qualitative research approach, certain quantitative indicators such as the number of posts and the average number of likes were also used for descriptive purposes during the analysis process. However, no inferential analyses (such as difference tests) were conducted to test for statistically significant differences between posts related to cultural heritage and other posts. Therefore, the research aims not to establish causal relationships but to provide a descriptive and interpretive framework regarding content distribution. For future studies, it is recommended that a mixed-methods approach be adopted to incorporate statistical analyses into the process.

Additionally, the data were collected within a single time frame (June 25, 2025). Given the dynamic and ever-changing nature of social media, this limits the study's ability to reflect temporal changes in hotel businesses' content strategies. In future studies, adopting longitudinal data collection designs could yield more comprehensive results.

This study focuses on examining the visibility of cultural heritage using a content analysis approach within a specific methodological framework and dataset (limited to Instagram as the sole platform and selected hotel establishments). Consequently, the study design was not structured to include more comprehensive research designs, such as measuring customer perception, comparing multiple platforms, or conducting a large-scale analysis of different hotel chains. In particular, customer perception analyses, in-depth examination of engagement metrics such as likes and comments, comparisons of multiple social media platforms, and analyses based on the distinction between visual and textual content hold significant potential for contributing to future studies.

References

- Albayrak, A. (2013). Konaklama işletmelerinde pazarlama iletişimi açısından yeni bir uygulama: sosyal paylaşım siteleri ve misafir ihtiyaçları. *Seyahat ve Otel İşletmeciliği Dergisi*, 10(2), 25-42.
- Almeida, S., Ramires, A., & Marinho, J. (2023). Hashtags—a keystone of Instagram in the hotel digital strategy. An Iberian case study. *Journal of Quality Assurance in Hospitality & Tourism*, 24(3), 311-329.
- Al-Msallam, S., & Alhaddad, A. (2016). The effects of social media Marketing in the hotel industry: conceptual model for development of an effective online community. *International Journal of Business and Management Invention*, 5(7), 1-12.
- Arıkan, E., & Polat, H. (2021). Ülkelerin destinasyon tanıtımında kullandıkları sosyal medya hesaplarının kümeleme analizi ile incelenmesi. *Journal of Tourism & Gastronomy Studies*, 9(4), 2612-2623.
- Baglioni, M., Poggi, G., Chelazzi, D., & Baglioni, P. (2021). Advanced materials in cultural heritage conservation. *Molecules*, 26(13), 3967.
- Balova, S., Orlova, I. K., Konovalova, E. E., Repina, M., & Shichkin, I. (2022). Social media marketing (SMM) impact on hotel business development: Private mini hotel experience. *Anais Brasileiros de Estudos Turísticos: ABET*, 12(1), 10.
- Bayram, M., Bayram, Ü., & Arıcı, S. (2016). Otel işletmeleri Instagram paylaşımlarının sosyal medya pazarlaması kapsamında içerik analizi yöntemi ile değerlendirilmesi. *İşletme araştırmaları dergisi*, 8(2), 427-442.

- Berezina, K., Bilgihan, A., Cobanoglu, C., & Okumus, F. (2016). Understanding satisfied and dissatisfied hotel customers: text mining of online hotel reviews. *Journal of Hospitality Marketing & Management*, 25(1), 1-24.
- Berg, L., & Sterner, L. (2015). Marketing on Instagram: a qualitative study on how companies make use of Instagram as a marketing tool. *Umeå School of Business and Economics*, 63, 1-72.
- Briciu, A., Briciu, V. A., Candrea, A. N., Pascu, M. L., Kavoura, A., & Constantinescu, L. (2024, October). Promotion of Intangible Heritage on Social Media. In *The International Conference on Strategic Innovative Marketing and Tourism* (pp. 637-645). Cham: Springer Nature Switzerland.
- Buhalis, D., & Mamalakis, E. (2014, December). Social media return on investment and performance evaluation in the hotel industry context. In *Information and Communication Technologies in Tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3-6, 2015* (pp. 241-253). Cham: Springer International Publishing.
- Chalke, A., Cheng, B. L., & Dent, M. (2025). Tales of luxury: unveiling gender-based insights into hotel brands' instagram marketing. *Journal of Hospitality and Tourism Insights*, 8(2), 420-447.
- Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: how does the hotel industry in Hong Kong perform in marketing on social media websites?. *Journal of Travel & Tourism Marketing*, 28(4), 345-368.
- Choi, E. K., Fowler, D., Goh, B., & Yuan, J. (2016). Social media marketing: applying the uses and gratifications theory in the hotel industry. *Journal of Hospitality Marketing & Management*, 25(7), 771-796.
- Coelho, R. L. F., Oliveira, D. S. D., & Almeida, M. I. S. D. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. *Online Information Review*, 40(4), 458-471.
- Cranmer, E. E., Tom Dieck, M. C., & Jung, T. (2023). The role of augmented reality for sustainable development: Evidence from cultural heritage tourism. *Tourism Management Perspectives*, 49, 101196.
- Cresswell, J. (2013). *Qualitative inquiry & research design: Choosing among five approaches*. Sage.
- Çelik, K., & Bora, C. (2021). Otel işletmelerinin Instagram paylaşımlarının içerik analizi yöntemiyle incelenmesi, *Journal of Tourism & Gastronomy Studies*, 9(4), 2813-2836.
- Çelik, K., & Bora, C. (2022). Lüks Sınıf Otellerin Instagram Paylaşımlarının İncelenmesi: İstanbul'da Bir Araştırma. *Türk Turizm Araştırmaları Dergisi*, 6(1), 202-226.
- Çiçek, E., & Dıvrak, E. (2025). Dijital pazarlama kapsamında otellerin sosyal medya kullanımları: instagram üzerine bir araştırma. *Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi*, 28(1), 78-94.
- Del Barrio, M. J., Devesa, M., & Herrero, L. C. (2012). Evaluating intangible cultural heritage: The case of cultural festivals. *City, Culture and Society*, 3(4), 235-244.
- Demiral, N. Ö., & Hassan, A. (2020). Kadın girişimciler ve sosyal medya: Bozcaada konaklama işletmelerinin Instagram sayfalarına yönelik bir araştırma. *Ankara Hacı Bayram Veli Üniversitesi Turizm Fakültesi Dergisi*, 23(2), 359-373.
- Deveboynu, A., & Kanca, B. (2021). Güneydoğu Anadolu Bölgesi'ndeki otel işletmelerinin sosyal medya kullanım düzeylerinin incelenmesi. *Türk Turizm Araştırmaları Dergisi*, 5(4), 2542-2557.
- Ergun, N., Bayrak, R., & Doğan, S. (2019). Turizm pazarlaması için önemli bir pazarlama kanalı olan Instagram'da nitel bir araştırma. *Güncel Turizm Araştırmaları Dergisi*, 3(1), 82-100.
- Evangelou, P. A., Broni, G. K., & Antoniadis, I. I. (2023, September). Cultural tourism and cultural heritage connected with digital marketing in Western Macedonia. In *The International Conference on Strategic Innovative Marketing and Tourism* (pp. 175-183). Cham: Springer Nature Switzerland.
- Garrido-Moreno, A., & Lockett, N. (2016). Social media use in European hotels: benefits and main challenges. *Tourism & Management Studies*, 12(1), 172-179.

- Gençer, K., & Ceylan, U. (2024). Kuzey Kıbrıs Türk Cumhuriyeti'nde (KKTC) faaliyet gösteren otellerin dijital pazarlama açısından değerlendirilmesi. *Alanya Akademik Bakış*, 8(1), 78-88.
- Hartono, A., Roostika, R., & Muslichah, I. (2024). Social media post content typology and its implication for digital marketing strategy: Evidence from Indonesian hotels. *Journal of Ecohumanism*, 3(7), 3085-3097.
- Högberg, A., & Holtorf, C. (Eds.). (2021). *Cultural heritage and the future*. London, UK: Routledge.
- Ilgın, H. Ö., Demiral, N. Ö., & Köse, B. Ç. (2020). Oteller ve yeni medya: zincir otellerin instagram paylaşımları üzerine bir analiz. *Turur Turizm ve Araştırma Dergisi*, 10(1), 47-62.
- İpek, N. & Yıldız, İ. (2019). Doğu Anadolu Bölgesi'ndeki otellerin halkla ilişkiler aracı olarak sosyal medya kullanım durumları (Elazığ, Malatya, Erzurum, Bingöl, Muş, Van Örneği). *Journal of Academic Value Studies*, 3(16), 104-114.
- Jung, T. H., Tom Dieck, M. C., & Chung, N. (2018). Determinants of hotel social media continued usage. *International Journal of Contemporary Hospitality Management*, 30(2), 1152-1171.
- Kaplan, A. M., & Haenlein, M. (2009). The fairyland of Second Life: Virtual social worlds and how to use them. *Business horizons*, 52(6), 563-572.
- Kılıçarslan, Ö., & Albayrak, T. (2022). Otellerin sosyal medya durum analizi: Avrupa'daki beş destinasyon örneği. *Anatolia: Turizm Araştırmaları Dergisi*, 33(1), 18-28.
- Kilipiri, E., Papaioannou, E., & Kotzaivazoglou, I. (2023). Social media and influencer marketing for promoting sustainable tourism destinations: The Instagram case. *Sustainability*, 15(8), 6374.
- Kim, W. G., Lim, H., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, 165-171.
- Kim, W. H., & Chae, B. (2018). Understanding the relationship among resources, social media use and hotel performance: The case of Twitter use by hotels. *International Journal of Contemporary Hospitality Management*, 30(9), 2888-2907.
- Lam, J. M., Makhbul, Z. K. M., Aziz, N. A., & Ahmat, M. A. H. (2024). Incorporating multidimensional images into cultural heritage destination: does it help to explain and analyse better?. *Journal of Cultural Heritage Management and Sustainable Development*, 14(4), 563-580.
- Landis, J. R., & Koch, G. G. (1977). The measurement of observer agreement for categorical data. *Biometrics*, 1, 159-174.
- Lázaro Ortiz, S., & Jiménez de Madariaga, C. (2022). The UNESCO convention for the safeguarding of the intangible cultural heritage: a critical analysis. *International journal of cultural policy*, 28(3), 327-341.
- Leung, X., Bai, B., & Erdem, M. (2017a). Hotel social media marketing: a study on message strategy and its effectiveness. *Journal of Hospitality and Tourism Technology*, 8(2), 239-255.
- Leung, X., Tanford, S., & Jiang, L. (2017b). Is a picture really worth a thousand words? An experiment on hotel Facebook message effectiveness. *Journal of Hospitality and Tourism Technology*, 8(1), 19-38.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Newbury Park, CA: Sage.
- Michopoulou, E., & Moisa, D. G. (2019). Hotel social media metrics: The ROI dilemma. *International Journal of Hospitality Management*, 76, 308-315.
- Minazzi, R. (2015). *Social media marketing in tourism and hospitality*. Springer.
- Mortara, M., Catalano, C. E., Bellotti, F., Fiucci, G., Houry-Panchetti, M., & Petridis, P. (2014). Learning cultural heritage by serious games. *Journal of Cultural Heritage*, 15(3), 318-325.
- Nassar, M. A. (2012). An investigation of hoteliers' attitudes toward the use of social media as a branding tool. *International Journal of Marketing Studies*, 4(4), 93.
- Niccolucci, F., Felicetti, A., & Hermon, S. (2022). Populating the data space for cultural heritage with heritage digital twins. *Data*, 7(8), 105.

- Nuryanti, W. (1996). Heritage and postmodern tourism. *Annals of tourism research*, 23(2), 249-260.
- Qiu, Q., & Zuo, Y. (2023). "Intangible cultural heritage" label in destination marketing toolkits: Does it work and how?. *Journal of Hospitality and Tourism Management*, 56, 272-283.
- Önelke, S., & Akın, M. H. (2023). Konaklama işletmelerinde gerçek zamanlı pazarlama: Sosyal medya paylaşımlarına yönelik bir inceleme. *Journal of Tourism Intelligence and Smartness*, 6(2), 45-59.
- Özçoban, E. (2019). Konaklama tesislerinin şehir pazarlamasında sosyal medya kullanımı: Ankara otellerinin instagram hesapları üzerine bir içerik analizi. *İletişim Kuram ve Araştırma Dergisi*, 2019(49), 221-236.
- Sert, A. N., & Sağlam, Ş. B. (2023). Konaklama işletmelerinde dijital pazarlama araçlarının kullanımı: Ankara Örneği. *İşletme Araştırmaları Dergisi*, 15(4), 2996-3010.
- Stories Hilton (2025) <https://stories.hilton.com/doubletree-by-hilton-brand-awards> (Erişim tarihi: 4.06.2025).
- Sanlıöz Özgen, H. K., & Kozak, M. (2015). Social media practices applied by city hotels: a comparative case study from Turkey. *Worldwide Hospitality and Tourism Themes*, 7(3), 229-241.
- Şimşek, G., & Dinçel, A. B. (2020). Turizm endüstrisinde içerik pazarlaması: Kuşadası'ndaki 5 yıldızlı konaklama işletmelerinin içerik pazarlaması uygulamaları. *Türk Turizm Araştırmaları Dergisi*, 4(2), 1234-1245.
- Tafesse, W., & Wien, A. (2018). Using message strategy to drive consumer behavioral engagement on social media. *Journal of Consumer Marketing*, 35(3), 241-253.
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16, 249-263.
- Tourism Journal (2025) <https://www.tourismjournal.com.tr/turizm/turkiye-deki-zincir-oteller-2024-un-en-iyi-listesi-1025941> (Erişim tarihi: 4.06.2025)
- Tür, E. (2023). Doğa turizmi kapsamında kaz dağlarını ziyaret eden turistlerin yaptıkları çevrimiçi yorumların incelenmesi: TripAdvisor örneği. *Uluslararası Global Turizm Araştırmaları Dergisi*, 7(1), 1-27.
- UNESCO. (2003). Convention for the safeguarding of the intangible cultural heritage. Paris: The 32nd Session of General Conference of the United Nations Educational, Scientific and Cultural Organization.
- Xiang, Z. (2018). From digitization to the age of acceleration: On information technology and tourism. *Tourism management perspectives*, 25, 147-150.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism management*, 31(2), 179-188.
- Xiao, L. (2022). Intangible cultural heritage reproduction and revitalization: value feedback, practice, and exploration based on the IPA model. *Computational Intelligence and Neuroscience*, 2022(1), 8411999.
- Xu, Z., & Zou, D. (2022). Big data analysis research on the deep integration of intangible cultural heritage inheritance and art design education in colleges and universities. *Mobile Information Systems*, 2022(1), 1172405.
- Veloso, M., Ieva, M., & Gómez-Suárez, M. (2024). Social media content strategy in hospitality: the impact of experiential posts and response congruence on engagement, hotel image, and booking intention. *Journal of Hospitality Marketing & Management*, 33(1), 57-77.
- Virginia Phelan, K., Chen, H. T., & Haney, M. (2013). "Like" and "Check-in": how hotels utilize Facebook as an effective marketing tool. *Journal of hospitality and Tourism Technology*, 4(2), 134-154.
- Yıldırım, G., & Erkiş, E. (2019). Rize'deki konaklama işletmelerinin sosyal medya kullanımı üzerine bir araştırma. *Journal of Tourism Theory and Research*, 5(3), 380-395.
- Yılmaz, Ö. (2019). Otel işletmelerinde bir pazarlama aracı olarak sosyal medya kullanımının belirlenmesine yönelik bir araştırma. *Journal of Management and Economics Research*, 17(1), 377-394.