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The impact of social media on tourism

Abstract. *In today's world, technology also provides savings in the use of virtual world and social media, as in many areas. The results obtained with the technology support of social media, individuals can produce their own content and do this among themselves. As a result, all occupations of individuals take place in social environments. One of them is travel, which is the source of tourism. The combination of social media and tourism has emerged as a result of the touristic expansion, taking place in the social environments and the effective use of social media by tourism expenditures.*
This article reveals the effect of social media, which has become widespread throughout the day, on tourism. The article includes the widely used applications of social media, their usage rates, usage usage and demographic distributions. The topics that these social media applications have accumulated and the content related to tourism among these topics have been determined. The effects of the dimensions and prevalence of tourism-related issues on the holiday areas of social media users are explained.
Keywords: *social media, tourism, social media users.*

Introduction

Social media has been one of the main communication tools in recent centuries. Fast and wide exchange of information, thanks to the networks created by the society individually and massively. This has very important consequences. For example, there is a very short time between the increase of discount news in shopping and the purchase. With the increase in epidemic disease information, the results are obtained at the same time. It is possible to spread these words in every field. Individuals on social media have become the main source of news and information.

Social media technologies provide people with opportunities to share their thoughts and products, and create a media space where sharing and discussions are fundamental. Social media fields, unlike traditional mass media, are rapidly expanding their sphere of influence. Social media concepts consist of online tools that allow users to interact by sharing information, opinions and interests. The communication tools brought by social media enable non-governmental organizations and other circles to reach the target audiences they have difficulty in reaching, to take easy action and to spread their messages comfortably and widely. Sharing networks, which are among the tools of social media, are the domain of maintaining personal communications, and the Internet's feature of being a new public domain (Sarı, 2014:13; Çildan et al., 2012:1).

Social media is so important that; It has a great influence power in the knowledge, opinion, attitude, emotion and environment of individuals. It is within the dimensions of not only communities, but also social groups, organizations, social institutions, in short, the

whole society and social media (Barrett and Braham, 1995: 84). It makes it easier for users with the same interests to be together and act together. It's a very effective tool by the way.

After any touristic place or event is published on social media, it becomes much more popular than their observations. In this way, the level of awareness of this place or event is gradually increasing. As a result, the positive aspect of entering this touristic activity increases.

Social Media

Michael Frunchter, who has many studies on social media, explains social media with 5 Cs. According to Frunchter (2009), these 5 Cs that make up social media; chat (chat), comment (comment), contribution (contribution), community (community) and collaboration (collaboration). Conversation shows that the basis of social media is collective communication. Commenting means that comments on social media are open to all kinds of criticism and comments. Contribution, contributing with new ideas as well as comments. Community has a need for collective life within its social part in social media just as our needs for communities occur in our normal life. Cooperation, on the other hand, refers to the cooperation that needs to be in order to continue the establishment of social media.

Lietsala and Sirkkunen also state that social media sites have five basic features. The first is that it is a suitable space for content sharing. Second, social media platforms are based on social concepts. Third, it can create, share and discuss all content on social media. Fourth, all content can be exported as links to other external networks. The fifth and last feature is the existence of their own accounts of the members who actively participate in the site.

Functional features that social media affects / changes, Kietzmann et al. (2011) listed under 6 titles as «identity», «dialogue», «sharing», «accessibility», «relationships» and «communities». Each functional feature covers a different aspect of the social media experience. These features are briefly defined as follows: Identity: Social media has changed the initial meaning of the concept of identity. Virtual identities are emerging as well as real identities. Virtual identity refers to the identities that people reflect in virtual environments. Thanks to social media, people support the nation they want, the ethnic identity they want. With the removal of physical boundaries, people are given the chance to choose their identity. However, in case real identities conflict with virtual identities, it is necessary to approach the issues of identity sharing and privacy protection against legal problems, and to carefully consider these issues during the selection and use of social media. Dialogue: In social media environments, there is a transition of users from an environment where they can only receive information to an environment where they can provide information and even create chat, conversation and discussion. Dialogue in social media means that social media users interact with other users. Providing communication between users of social media is seen as the priority of this environment. Sharing: People share with their friends through social media channels to make more friends and belong to more groups. Thanks to social media, information sharing has increased. Accessibility: Social media acts as a bridge between the real world and the virtual world. Users can interact with other users through social media and access a lot of real-world information. Relationships: Relationships are what make social media social. The most important feature that distinguishes social media from traditional media is that it allows people to establish two-way relationships with other people. Relationships are one of the most important parts of the social media spectrum. Communities: People who make up communities in the social media environment effectively relate to each other. Community members share common photos, political topics or favorite TV Shows that interest them in these communities.

Social media includes activities, practices and behaviors among human communities that come together online to share knowledge, experience and thoughts using mutual interaction media (Safko and Brake, 2009: 6).

When the statistics about the use of social media are examined, it is observed that the rate of social media use is increasing day by

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day and it is an indispensable part of human life. According to ComScore's report titled «2013 Europe Digital Future in Focus», which includes data from 18 European countries, approximately 70% of internet users in Turkey are under the age of 35, 37.3% are between the ages of 15-24, 31.3% 1% of them are between the ages of 25-34, 19.3% are between the ages of 35-44, 8.6% are between the ages of 45-54 and 3.6% are over the age of 55. (www. slideshare.net, 31.01.2023). In its latest report, Emarketer emphasizes that by the end of 2013, one out of every four people in the world and 2.55 billion people all over the world will be social network users in 2017 (www.emarketer. com, 31.01.2023).

When the 2021 world social media data is examined; More than four billion people (50% of the world's population) use social media. More than two billion people use facebook, youtube, whatsapp. This is followed by FB Messenger, Instagram and Wechat with one million each. Daily use of social media finds an average of two and a half hours.

The social media revolution has given consumers around the world the greatest power they have ever had, forcing companies to think about how they can be more open and flexible. With the global crisis, social media has led companies, organizations and governments to think about how they can be spoken in this environment and how they can transmit their messages cheaper without having to use media such as television or radio and without spending a lot of money (Kerpen, 2011: 4).

Understanding the importance of social media is also evidenced by the use of many political statesmen. Recently, the effective use of social networks by politicians and some statesmen in many parts of the world causes networks to come to the fore in a different context. In this sense, «The phenomenon of using Facebook media in political communication campaigns has come to the fore with the successful campaign of support fan base by US President Barack Obama on Facebook.» Buhalis Social media is not a «thing» like direct e-mail or TV advertisement, on the contrary, It is a collaborative process in which knowledge is created, shared, changed and destroyed (Evans, 2012: 33).

One of the differences between traditional media and social media is that traditional media is limited. However, every message heard, read and updated for social media is a process work and is usually corrected or interpreted by the receiver (Lester, 2012:118).

Another difference between social media and traditional media is that in social media, users enjoy sharing what they have produced themselves or copied from other sites. In social media, content can either be created by users or copied from other sites. On the other hand, there are no such possibilities in traditional media. 80.9% of individuals using the Internet, creating a profile on social media, sending messages or photos, etc. carried out content sharing actions.

Social media has a wide spectrum, both in terms of content and form. The forms of social media that make up this spectrum are facebook, twitter, friendfeed, youtube, blogs, microblogs, social bookmarks, podcasts, wikis and forums. Thanks to these forms, people have the opportunity to reach the content they are looking for and interested in by sharing various content and information with each other (Zafarmand, 2010: 21; Nash, 2009: 7).

Facebook is a social media tool that aims for people to communicate with their friends and exchange information. It was founded on February 4, 2004 by Harvard University student Mark Zuckerberg. The biggest feature that distinguishes Facebook from other social networks is the applications that users can add to their profiles for free. These applications are small web software with certain functions, most of which are prepared by software developers other than Facebook. The fact that these applications can interact with users' friends, be added to profiles and work integrated with Facebook supports the development of these applications. Although Facebook includes different purposes according to its users, the general usage purposes of Facebook can be grouped under these headings: 1) Making friends, 2) Supervising and monitoring the people around them, 3) Sharing videos, pictures, photos, music and ideas, 4) Playing games individually or as a group, 5) Political purposes, 6) Commercial purposes, 7) Sexual purposes, 8) Organizational purposes, 9) Reporting purposes. Facebook users upload

the song they love, the photo they took that day, where they are with who they are, their plans for the future, the reason for their sadness or joy, in short, every moment of their lives, instead of calling everyone one by one, on their Facebook page (Aslan, 2011: 34).

Twitter is a microblogging service where 140-character internet text messages called tweets are sent and other people's messages can be read. Since its development by Jck Dorsey in 2006, Twitter has increased its popularity around the world day by day and it has started to be referred to as the SMS (Short Message) of the internet world with the possibilities of sending and receiving short messages of the programming interface of the applications it contains. remains a follow-up mechanism. Twitter is a real-time information network that enables its users to access the latest information on topics of interest. Twitter members can easily follow the latest discussions on topics of interest.

Blog, which means «web diary», is an internet-based news dissemination and public relations tool that emphasizes mutual interaction with target audiences (Yavuz and Haseki, 2012: 128). The blog is derived from the name Weblog and is usually a website that offers comments and ideas for individuals or groups, and a wide audience (Akar, 2010: 45). Blogs can be prepared by an individual or a group on behalf of individuals or companies. Content is the most important thing on a blog. The fresher, more accurate and reliable the content is, the more valuable the blog is (Yavuz and Haseki, 2012: 128).

Forums are spaces for discussion around specific topics and interests. There are online discussions and conversations about special topics and interests over the internet. In this sense, forums create a good environment to have information about special topics, to learn new news, and to benefit from the thoughts, suggestions and experiences of other users through such communication (Zafarmand, 2010: 32). Forums are very useful tools in that they allow their users to ask questions and get answers. Dialogue is key in forums. Therefore, forums are the most suitable environments for users to discuss an idea or thought (Bell, 2009: 147).

The Effect of Social Media on Tourism

Social media continues its progress by continuing to grow and develop many social and economic aspects of the tourism and hospitality industry. At the same time, social media is changing the way travelers and tourists search, find, read and trust, as well as jointly generate information about tourism suppliers and tourism destinations. In this regard, social media reorganizes existing customer service, marketing and promotion processes across the tourism industry and offers new ways for tourism organizations to re-establish and implement new business models and operations such as service development, marketing, networking and knowledge management (Zeng and Gerritsen, 2008). 2014: 33).

Social media, which allows the right messages to be delivered to the right people (Kahle et al., 2011: 237), has become an institutional priority for businesses that make up the tourism environment due to its intense use by consumers (Chang et al. 2018: 13).

Social media (Peltekoğlu, 2012, p.327) has an important place among internet technologies in terms of enabling two-way communication, which is the ideal communication form of public relations. Social media is important for public relations professionals. Social media (Zerfass et al., 2009, p.60) is important because of the following factors:

• It shows innovation and sincerity with its social media features.

• It contributes to promotion.

• What people think about a person, product or institution can be understood through social media.

• Dialogue creates interaction, in other words.

• It enables relations with new public opinion leaders such as bloggers and moderators related to the institution or product. Institutions and organizations can promote on their social media pages, share social responsibility projects, announce their events, present information to the public, and form public opinion through public relations. According to Kellner (2010, p.10), social media contributes to promotion as a part of public relations. Social media also contributes to the content (Lerman, 2007, pp. 16-28):

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• Users can create or contribute to content in various media types.

• Users can tag content.

• Users can evaluate the content by active voting or passive use.

• Users create common interests with other users.

Social media (Munar and Jacopsen, 2013, p. 3) has greatly affected the tourism and travel industry due to the internet, which has changed the private sector as well as public institutions and organizations in terms of business conduct. Social media has become one of the most effective tools for tourism businesses (Kheiri and Nasihatkon, 2015, p. 5; Altınay et al., 2017, p. 381; Buhalis and Law, 2008, p. 611). Individuals who want to choose any place as a destination can realize their holiday planning through social media, access the information they need, and obtain opportunities such as searching, finding and sharing the information they need for the selection of tourism-related products and destinations (Dina and Sabou, 2012, p. 27; Zeng and Gerritsen, 2014, p. 32; Pabel and Prideaux, 2016, p. 345). People who will participate in touristic activities share their travel experiences, the photos and videos they took during their travels, and the comments they made about their travels on social networking sites. Tourists, who show great interest in shared experience and information, make their travel decisions by being influenced by these shared contents (Atadil, 2011, p. 2). In Türkcan's study (2017, p. 53), 47.5% of the participants stated that they would share their positive or negative experiences about the touristic accommodation facility they preferred through social networks. They listed them as sharing their experiences with their environment and sharing photos and videos that would be pleasant.

In the study between 2009 and 2011, it was found that people cared most about friend recommendations with 27% when making holiday decisions, secondly they used the internet with a rate of 24% in all three years, thirdly personal experiences, fourthly tour agencies, and fifthly brochures. It was determined that they were influenced by the media as the sixth. In another similar study, the effect of social media on holiday preferences was investigated, and it was determined that 32.3% of the young people were influenced by social media and changed their holiday schedule.

In a study, it was examined how the countries operating in the field of tourism use social media opportunities in tourism promotions. France, USA, China, Spain, Italy, England, Germany, Malaysia and Mexico, which are among the top 10 countries in tourist arrivals, formed the sample of the research. In the study, it has been determined that the countries that use social media tools most intensively and most effectively are Spain, France and England, and France is the country that uses many social media tools. France uses a total of 6 social media tools: Facebook, Twitter, Youtube, DailyMotion, Flickr and Picasa. France's mobile promotional applications are also available. With 5 social media tools including Facebook, Twitter, Youtube, Google + and Foursquare, Italy with 4 social media tools including Facebook, Twitter, Youtube, Formspring, Spain and 4 social media tools including Facebook, Twitter, Youtube, Flickr and England (Dirik, 2012, p. 191-195).

Chang et al. (2018). It has also been emphasized that Facebook facilitates the decision-making process in the tourism industry by providing basic guidance on product selection in marketing campaigns. In another study conducted in China, it was emphasized that there is a positive relationship between social media and destination image, which provides information about the role of information quality in tourism in social media, and which refers to the need for tourism managers to create their marketing strategies to attract more tourists through social media; According to the results of the survey, it was revealed that approximately 81% of the participants had travel experience using social media, and that Chinese tourists used social media as an effective source in obtaining tourism information (Kim et al., 2017). The research findings of Narangajavana et al. (2017) showed that if social media users receive user-generated content related to tourism destinations, they will place their trust in the received content and create expectations about the destination. In the study, it is also suggested that tourism organizations maintain the quality level to allow more user-generated

content, rely more on social media content, and create expectations through social media. Another study by Zhou and Wang (2014) that focuses on the role of social media in the marketing of cities such as Guangzhou, Chengdu and Nanjing in China shows that using social media is an appropriate tactic to promote cities because it is participatory, interactive, open and transparent. is drawn. Garrido-Moreno et al. (2018) another study discussing the relationship between tourism and social media over 222 hotels in Spain proposes a model by emphasizing the key role of social media in the development of customer relations and discusses the relationship between social media use and corporate performance in terms of profitability, sales and customer retention. reveals. In Italy, Mariani et al. (2016) focused on the role of Facebook in another study. According to the research findings, it was emphasized that visual content (photos) and medium-length messages had a statistically significant effect on the Facebook engagement of tourism destinations, while the high number of messages and early hours of posts had a negative effect on consumer engagement.

Social media has changed the communication and marketing approach of many companies with their target audience. For the travel and hospitality industry, especially the rapid rise of the internet and the increasing popularity of social media channels, travel marketing has changed. From the traveler's ability to research possible routes to the activities they will participate in when they arrive at their destination, the influence of social media on customers when making a purchasing decision has had a profound impact on tourism marketing. Here are 5 reasons that cause tourism to change;

1-Travel Planning Approach Has Changed

People who are planning to travel now prefer to research their routes and places to stay on the internet. 89% of millennials plan the places they will travel, influenced by the posts of the accounts they follow on social media. From social networking sites like Instagram to sites that offer crowdsourced feedback like Trip Advisor, people are surfing the internet while planning their travels to make sure their

trips are safe, seamless and impressive. On the Internet, people can easily find photos of travel posts, check-ins, accommodation ratings, and more. As can be expected, the content on social media is extremely accessible and impressive. These contents can cause the potential customer to feel cold from the destination or to be impressed and want to make a reservation. Eryılmaz and Zengin, 2014: 150)

2-Increase in Social Media Shares

People have always loved to share the videos and photos they took on their travels. Social media provides the perfect opportunity for them to share their travel experiences and photos with larger audiences than before. With more than 97% of the Y generation starting to share their travel photos and videos on the internet, it is seen that it is much more effective than the professional communication effect of brands over their peers in the same age group.

Realizing this new trend, many hotel and resort guests started to organize competitions and campaigns in social media in order to be able to take part in their social media activities. Instead of posting and marketing their professional photos on social media, some hotel chains and restaurants used wedding photos that guests shared on social media. This campaign encouraged the guests who came to the wedding to take photos and share them with the hashtag specific to the hotel. This revealed that user-generated content is more important in marketing channels.

3-Improving Customer Service

One of the consequences of Social Media is the change in customer service and satisfaction. The vast majority of brands are now on social media. They use social media both to be aware of the medium and to catch up with the times, and to provide assistance to customers who are confused or dissatisfied with the service they provide when necessary. Companies that respond to incoming complaints with a sincere and sincere attitude establish a strong bond with their current and potential customers and strengthen their reputation in their eyes.

More than half of Twitter users expect a response when they contact a brand. If the subject of this communication is a complaint, this rate goes up to 75%. Answering incoming complaints and questions helps you humanize

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your brand. It helps you show your current and potential customers that they are valuable to you.

4-Reformatting Travel Agencies

Social media has a huge impact on travel agencies. Having easy access to information and the fact that users can make reservations on their own forced travel agencies to adapt to digital life. Travel agencies are not outdated, on the contrary, 55% of online flight ticket purchases and 77% of cruise reservations are made through these agencies. However, with the advancement of technology, agencies have shifted their policies from face-to-face contact to the digital world.

The point that the agencies that target today's young people should pay attention to is the fact that young people give more importance to the memories they can live or live instead of a life on materialism. When young people are the target audience, instead of trying to sell them packages that they can upgrade on the planes, it is necessary to aim for them to have an overall good experience (or to inspire them to post a new photo on Instagram). It is an undeniable fact that some customers still seek face-to-face communication, although travel agencies have a bit of a hard time staying active and on the agenda as technology advances.

5-Changing the Customer Loyalty Program

As anyone familiar with the marketing world knows, attracting new customers to a business always costs more than trying to retain repeat customers. "Loyalty Programs" has been an indispensable strategy of travel agencies for a long time. Social media has had a huge impact on the strategies that hotels have created to create permanent customers. As many customers are aware, the fact that a customer shares their experience with others has a huge impact on the business in question.

The possibility of hashtag tracking, which is a blessing of emerging technology, makes it easier for hotels to find their loyal customers using this method and reward them in different ways. Sharing on social media and getting feedback from there can be easily integrated into the customer loyalty program of hotels to

increase customers. When social media users share about an establishment that they are regular customers of, it becomes much easier for potential customers to see the opportunities offered by the establishment and to realize the advantages of being a regular customer.

Social media has revolutionized the marketing landscape in the entertainment and hospitality industry. Many customers make choices when planning a trip, influenced by online reviews and posts. This makes it very important for hotels to have an online customer support line in order to make a good impression. The rise of social media has made the way of managing customer relations quite different. As a result, by increasing the number of "clicks" and collecting good comments on social media, an institution both makes a positive advertisement for itself and conveys the experience offered to the customers to potential customers.

Discussion and Conclusion

As a result of the literature review; Today, according to marketing firm Forrester Research, customers are generated by the global network, with around 60% of tourist decisions influenced by internet resources. At least 10% of those who are thinking of going on a trip review the relevant publications before the trip. In this context, businesses aiming to create and maintain demand for tourism products should use social media effectively. Marketing activities require the use of new technologies, because the work to attract a customer must begin much earlier than when the customer calls the company or comes to the office for a meeting. .

In many countries, tourism is considered an important component of the national development plan due to its ability to stimulate the growth of the economy as a whole and create new jobs. Continuous efforts are required to stimulate the tourism industry in order to remain competitive. As the use of social networking tools continues to grow and develop rapidly, this makes it meaningful to examine the role of social networks in the promotion of tourism products, since studying this topic will better understand the role and mechanism of social networks' impact. To broaden the understanding of the use of social

networks in the selection of travelers and in the process of decision-making, marketing decisions and marketing policy formulation.

Promotion in social networks is an advertising and information activity aimed primarily at disseminating information about the advertised object in social networks and in the blogosphere, by creating and managing a community of target consumers. Social networks allow companies to keep in touch with relevant users, establish long-term relationships with their customers, build their loyalty, manage the company's reputation, increase sales and solve many other business development tasks.

As a result, even a member of the online community can impact the reputation of a multimillion-dollar company by giving positive or negative feedback. Users unknowingly share messages or notes on social networks in real-time, with no reward and no reward, and millions of readers often unintentionally advertise certain products or vice versa.

The tourism industry is gradually integrating into the field of social networks and using them as an Internet marketing tool. Thus, summarizing all of the above, we can conclude that the role of social networks in the development of tourism is gradually increasing, but has a number of limitations. Social networks are playing an increasingly important role in many areas of tourism, becoming the dominant way to find information about tourism products and having a great influence on consumers' decision-making behaviour. The promotion of tourism in social networks makes it possible to interact closely with consumers, thereby allowing them to understand their needs and create a relevant and popular tourism product, as well as effectively promote it in the market.

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Әлеуметтік желінің туризмге әсері

Аңдатпа. Қазіргі әлемде технология көптеген басқа салалардағыдай виртуалды әлем мен әлеуметтік медианы пайдалану кезінде үнемдеуді қамтамасыз етеді. Әлеуметтік медианың технологиялық қолдауынан алынған нәтижелер жеке тұлғаларға өз мазмұнын жасауға және оны өзара жасауға мүмкіндік береді. Нәтижесінде жеке адамдардың барлық сабақтары әлеуметтік ортада өтеді. Олардың бірі-туризмнің қайнар көзі болып табылатын саяхат. Әлеуметтік медиа мен туризмнің үйлесімі әлеуметтік ортада болып жатқан туристік экспансиядан және туризм шығындарын жабу үшін әлеуметтік медианы тиімді пайдаланудан туындады.

Бұл мақалада туризмде кеңінен таралған әлеуметтік медианың әсері ашылады. Кеңінен қолданылатын әлеуметтік медиа қосымшалары, оларды пайдалану көрсеткіштері, қолданудың таралуы және демографиялық таралуы қарастырылады. Әлеуметтік желілерге арналған қолданба деректерінің тақырыптары Және осы тақырыптардың арасында туризмге қатысты мазмұн анықталды. Әлеуметтік желілерді пайдаланушылардың демалыс орындарына туризммен байланысты проблемалардың ауқымы мен таралуының әсері түсіндіріледі.

Түйін сөздер: әлеуметтік желілер, туризм, әлеуметтік желі қолданушылары.

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Влияние социальных сетей на туризм

Аннотация. В современном мире технологии обеспечивают экономию при использовании виртуального мира и социальных сетей, как и во многих других областях. Результаты, полученные при технологической поддержке социальных сетей, позволяют отдельным лицам создавать свой собственный контент и делать это между собой. В результате все занятия индивидов происходят в социальной среде. Одним из них является путешествие, которое является источником туризма. Сочетание социальных сетей и туризма возникло в результате туристической экспансии, происходящей в социальной среде, и эффективного использования социальных сетей для покрытия расходов на туризм.

В этой статье раскрывается влияние социальных сетей, которые получили широкое распространение в туризме. Рассматриваются широко используемые приложения социальных сетей, показатели их использования, распространенность использования и демографическое распределение. Были определены темы данных приложений для социальных сетей, и среди этих тем контент, связанный с туризмом. Объясняется влияние масштабов и распространенности проблем, связанных с туризмом, на места отдыха пользователей социальных сетей.

Ключевые слова: социальные сети, туризм, пользователи социальных сетей.

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