The Role of Technology, Education, and Social Media in Tourism Marketing

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Abstract
Developments in information and communication technologies, especially with the increase in internet use, have caused some important changes in the tourism industry, as in all sectors. Marketing strategies in the tourism sector have also undergone a transformation affected by these changes. As information and communication technologies develop, not only there is a decrease in communication costs, but also the regional borders of marketing activities have expanded and global studies have emerged. Transition to the digital world with the Internet; sharing information that will affect consumers' purchasing decisions, from destinations to tourism businesses and the diversity of services in tourism, has become one of the important variables of tourism marketing. The widespread use of information and communication technologies in the tourism sector has significantly changed the strategies and activities in tourism marketing, and especially the widespread use of social media has led to radical changes in the structure of promotional activities in tourism. In this study, which compares the social media usage of 5-star chain hotels, which are tourism businesses operating in the Turkish Republic of Northern Cyprus, the Greek Administration of Southern Cyprus, the Republic of Turkey and France, it is aimed to evaluate the effects of developments in information and communication technologies on tourism business marketing and the consumer-educational role of social media used in tourism marketing. Study; in addition to the advantageous and disadvantageous effects of technology and social media on tourism marketing, it also reveals the dimensions of the educational aspect.
Keywords: Information Communication Technologies, Digital Marketing, Tourism Marketing, Hospitality Businesses, Social Media, Educational Aspect

Introduction

With the development of internet technology and its spread in all sectors, digital marketing applications have replaced traditional marketing activities and new technologies have become an important tool in every field. The transition to digital marketing in the tourism industry has led to a major change in all marketing mix elements. Thanks to digital marketing, it has been possible to make global promotions in tourism marketing at lower costs.

Institutions previously used the Internet with corporate web pages they prepared to promote their products and services. They also informed their target audience by sending e-mails. After the development of Web 2.0 technology, institutions discovered search engines and Google and started to use social networking sites and social media tools with millions of users (Yenicikti, 2016). The shift of communication to the internet environment over time and easier access to information via the internet has led to many communication activities being carried out over the internet. Developments in technology have opened the doors for institutions to more easily reach the target audience they want to reach. Moreover, the costs of this easy access were much lower compared to traditional methods.

In the tourism sector, where the promotion of both countries and institutions is at the forefront due to its structure, both nationally and internationally, the use of the internet and social media, as well as traditional media, has become inevitable today. Since tourism aims to reach and influence people who live in different regions and are generally physically distant, it can be said that the internet, which eliminates distances and allows easy and fast access at lower costs, contributes greatly to communication activities. Social media is an important channel that shapes the marketing activities of tourism businesses and has an increasingly larger share in these activities. It is considered that, especially within the unique structure of the tourism sector, consumers' sharing of their experiences on social media can greatly affect the preferences and purchasing decisions of other consumers.

With the widespread use of social media, consumers in the tourism sector; As their access to information has become easier, they have become more conscious in their purchasing processes, and this has caused tourism activities to change in a more personalized direction. The ability to use the Internet via mobile devices without any

location or time restrictions has made social networks even more popular. Consumers now have the opportunity to access all the information they need faster and at lower costs during the purchasing decision process regarding the destination they will travel to, the business they will stay in or the transportation services. From another perspective, users sharing their experiences about the products and services they purchased on social networking sites has begun to create various advantages and disadvantages for tourism businesses in the competitive environment in the sector.

This article examines the communication technologies of accommodation establishments in tourism marketing, their strategies for using social media applications, the effects of social media activities along with their educational aspects, and the perceptions aimed to be created in users with social media tools.

Information Communication Technologies and Tourism
Advances in communication technology have profoundly affected the tourism industry and caused a number of significant changes in the sector. With the widespread use of the Internet, tourists use online booking platforms and travel websites to make their holiday plans. In this way; details such as travel dates, accommodation, flights and activities can be easily arranged. Internet and social media platforms offer tourists the opportunity to discover local culture, food and beverage spots and activities. In this way, tourists can go beyond tourist attractions and have more authentic experiences. Digital marketing channels provide tourism businesses with the opportunity to reach their target audiences more effectively. Strategies such as social media advertisements, content marketing and influencer marketing are used to attract and influence tourists (Aydin, 2017).

Technology supports sustainable tourism practices and offers a variety of solutions to reduce environmental impacts. This facilitates the promotion and management of environmentally friendly tourism businesses. Big data analytics and artificial intelligence are used in the tourism industry to understand customer preferences and deliver personalized travel experiences. This enables the development of services that better respond to tourists' needs and increase their satisfaction. The impact of technology on tourism constantly leads to innovative and interesting developments in the sector. These developments enable the tourism industry to offer more sustainable, accessible and rich experiences. New approaches in tourism marketing are constantly developing under the influence of technology and changing consumer trends (Esenyel, 2016). Some of the new generation approaches that stand out in tourism marketing in today's world are:

Digitalization and Mobile Marketing: With the proliferation of the internet and mobile devices, tourism businesses are providing potential customers with a more personalized and accessible experience through digital channels and mobile applications.

Experience-Oriented Marketing: By focusing on customers' experiences, tourism businesses are not only offering their products or services but also enhancing customer satisfaction and loyalty by providing memorable and unique experiences.

Sustainable Tourism and Green Marketing: With the increasing environmental awareness, tourism businesses are adopting practices based on sustainability principles and using green marketing strategies (Tosun, 2018).

Data-Driven Marketing and Personalization: By leveraging technologies such as big data analytics and artificial intelligence, tourism businesses better understand customer preferences, create personalized marketing campaigns, and achieve more effective results.

Location-Based Marketing: With the use of GPS and location-based technologies, tourism businesses engage in targeted marketing by providing geographically relevant and timely offers to potential customers (Karatas and Ozdemir, 2020).

NFTs (Non-Fungible Tokens): NFT can be used in various ways in the tourism sector. Virtual tours of tourist destinations can be an attractive option, especially for individuals who cannot travel, such as during a pandemic. These virtual tours can be made appealing to collectors by offering unique experiences through NFTs. Tourism destinations or hotels can organize limited special events or experiences and offer participants digital memorabilia in the form of NFTs. This can create unique value and memories for participants. Digitizing artworks, architectural structures, and cultural heritage in tourist areas can transform them into unique digital collections through NFTs. This could offer a new way for preserving and promoting cultural heritage (Akkus and Yucel, 2020).

Tourism businesses can provide special privileges or opportunities to VIP customers or loyalty program members by offering them exclusive NFTs. These NFTs can grant access to specific privileges or special discounts. Tourism

destinations can offer digital souvenir sales or digital shopping experiences via NFTs to support local small businesses. This could encourage tourists to contribute to the local economy. The use of NFTs in the tourism sector can attract tourists' interest by allowing experiential and unique values to reach a broader audience on digital platforms. However, this field is still new and evolving, so its applications and usage may become more diverse and sophisticated over time (Aydin and Arslan, 2019).

The Role of Social Media in Tourism Marketing
The relationship between tourism marketing and social media has a significant impact on the tourism industry and is becoming increasingly important. Social media platforms provide an effective tool for tourism businesses to promote their brands and increase their awareness. Businesses; By creating accounts on platforms such as Facebook, Instagram, TikTok, they can reach potential customers and share brand stories, unique experiences and destinations (Tosun and Sahin, 2016).

Social media offers tourism businesses the opportunity to directly reach potential customers with certain demographic characteristics and interests. These platforms enable businesses to attract the attention of a specific audience through ad targeting and organic content sharing. Social media provides tourism businesses with the opportunity to interact with customers and increase customer satisfaction by receiving feedback. Customers; they can share their experiences, ask questions and submit their complaints; This helps businesses improve their services (Karaman and Karaman, 2016).

Social media allows businesses to grow organically by allowing content to be quickly shared and go viral. It also allows businesses to reach potential customers through collaborations with influencers and other brands. Social media platforms offer tourism businesses the opportunity to conduct market analysis and follow consumer trends. This data helps businesses improve their marketing strategies and adapt to changing demands. Social media has become an important tool for tourism marketing and an integral part of creating an effective marketing strategy for tourism businesses (Tosun and Sahin, 2016).

Social media provides a platform for tourism businesses to develop digital innovation and innovative marketing strategies. Businesses can attract the attention of tourists and increase their satisfaction through methods such as impressive collaborations, creative content and interactive campaigns (Deiss and Henneberry, 2017).

The use of social media in terms of tourism marketing around the world plays an important role in the digital transformation of the tourism industry. Social media platforms increase tourism businesses' access to their target audiences. Tourists actively use social media platforms when making travel plans, obtaining information about destinations and sharing their holiday experiences. Therefore, businesses must have a presence on social media platforms to reach potential customers and attract their attention (Sponder, 2018).

Social media is an effective tool to increase brand awareness of tourism businesses. Businesses can share content that will strengthen their brand identities on social media platforms. Visual content, video tours, customer reviews and interactive content can increase brand promotion. Social media platforms offer powerful tools for running targeted advertising campaigns. Tourism businesses can target advertising based on demographic characteristics, interests, behaviors and geographical locations. This ensures that advertisements reach interested people directly and that the advertising budget is used more effectively (Akbulut, 2016).

Visual content is extremely important for the tourism industry, and social media platforms enable visual content to be shared and disseminated. Businesses; They can promote destinations, accommodation options and local experiences through photos, videos, stories and live broadcasts (Buyukozturk and Yahsi, 2019).

Social media platforms offer tourism businesses the opportunity to follow consumer trends and conduct competitive analysis. Businesses can adjust their marketing strategies by monitoring real-time trends and activities of rival businesses on social media platforms. Therefore, the use of social media in terms of tourism marketing around the world is an important tool for tourism businesses to increase brand awareness, reach potential customers, strengthen customer relations and optimize marketing strategies (Gungor and Ozcan, 2015).

Educational Aspect of Social Media in Tourism
Tourism; it can create brand value internationally by promoting the cultural, historical and natural beauties of a country. For this reason, it is important to transfer the natural beauties and historical-cultural heritage of tourism destinations from generation to generation. Shares of both tourism businesses and social media users on social media contribute to the promotion of destinations in this sense. Destinations may have a variety of features that attract tourists and constitute essential components of the tourism product. Destinations often differ in their

touristic appeal and potential. Environmental elements such as natural beauties, beaches, mountains, lakes, forests; cultural elements such as historical and cultural heritage, ancient ruins, architectural structures, museums; entertainment elements such as entertainment and recreation, theme parks, water parks, shopping malls; services such as accommodation, restaurants, and tourist facilities increase the attractiveness of destinations (Kozak, 2015).

Consumers in the tourism industry use social media to obtain information about destinations when making travel plans. Through social media platforms, consumers gain information about the historical and cultural characteristics of the tourism destination, its population, climate, currency, spoken language, local food and beverage products and many more. In this way, consumers have the opportunity to access a lot of information before traveling to destinations. Consumers can now easily and quickly access all the information that could be obtained from encyclopedias in libraries before the digital information age, from their homes, offices or while traveling, without leaving their comfort zones. This tells us that social media also has important educational effects.

From a business perspective, tourism businesses can promote their destinations and all detailed information about the destinations through the photos, videos, stories and live broadcasts they share on their social media accounts. In this sense, it can be said that tourism enterprises make significant contributions to the promotion of the country and region they are in by providing educational information about destinations.

Methods

Within the scope of the research, the social media usage intensity of five-star chain hotels operating in the Turkish Republic of Northern Cyprus, the Greek Administration of Southern Cyprus, the Republic of Turkey and France was compared.

The countries determined to be compared in this research are the Turkish Republic of Northern Cyprus, the Greek Administration of Southern Cyprus, the Republic of Turkey and France. While determining these countries, a selection was made among the countries that have a coastline on the Mediterranean and their similar tourism activities such as sea, sand, sun, history and culture were taken into consideration. While determining the sample of the research, the fact that they are 5-star chain hotels, that they are among the best chain hotels in the world, and their number of followers on social media were taken into consideration.

It was tried to examine the social media activities of five-star chain hotels serving in the Turkish Republic of Northern Cyprus, the Greek Administration of Southern Cyprus, the Republic of Turkey and France, and by comparing these studies, it was tried to reach a conclusion about the importance of these activities in tourism marketing, to what extent and in what sense they affect tourism marketing. Based on this purpose, the social media usage patterns and frequencies of five-star chain hotels in the Turkish Republic of Northern Cyprus, the Greek Administration of Southern Cyprus, the Republic of Turkey and France were analyzed and in the light of these evaluations, the effects of social media activities on the development of tourism marketing were tried to be determined and results were reached.

For the research, Merit Royal Hotel in TRNC, Four Seasons Cyprus Hotel in the Greek Administration of Southern Cyprus, Hilton Istanbul Bosphorus Hotel in Turkey and Inter Continental Paris Le Grand Hotel in France were selected as private 5-star chain hotel establishments operating in the tourism sector.

The scanning model was used in the research. It is a technique that scans the important data and interprets and analyzes the data obtained for a specific purpose. Collecting data using tools developed for social media analytics is also a common method. These tools are designed to pull data from social media platforms, analyze interactions, examine demographic data.

The Collection of Data

This research was conducted by collecting data with Marketo Social Media Analytics, Buffer and Sprout Social tools.

Marketo Social Media Analytics: Marketo is a marketing automation platform and offers a variety of marketing tools, including social media analytics. Marketo offers a package that includes many features related to social media analytics. Marketo Social Media Analytics helps them manage their social media campaigns and measure their engagement. This analytical tool allows you to track posts on social media platforms, interactions, number of followers, number of likes and shares, comments, hashtag performance and more.

Buffer: It is a tool used to plan and analyze social media posts. Users can schedule posts and track follower interactions across different social media platforms. Buffer provides users with analytical data and the ability to gain insights.

Sprout Social: Sprout Social is a platform used in social media management and analysis. Users can manage different social media platforms, schedule posts, and track follower interactions all in one place. Sprout Social provides users with detailed analytical reports and the ability to measure the impact of social media campaigns.

After collecting the data, social media posts were categorized according to their content and the distribution of social media post types, topic distribution of social media posts, number of views, number of likes and number of comments in social media posts were analyzed. Following the statistical analysis of the data, the topic distributions in social media content were compared according to the number of views, likes and comments they reached, and the hotels' strategies regarding social media use were evaluated. Within the scope of the research, July was selected from the summer months, which is the highest season in tourism in 2023, and social media posts in all hotels during July 2023 were collected as data through official social media accounts.

Findings, Analysis and Interpretations
The following findings were obtained by comparing official social media accounts of Merit Royal Hotel, Four Seasons Cyprus Hotel, Hilton Istanbul Bosphorus Hotel and Inter Continental Paris Le Grand Hotel, selected among the 5-star chain hotel establishments operating in the TRNC, the Greek Administration of Southern Cyprus, the Republic of Turkey and France, for the period of July 2023.

While the subtitle language of the content in social media posts is only English in Merit Royal Hotel, Four Seasons Cyprus Hotel and IC Paris Le Grand Hotel; two subtitle languages, Turkish and English, are preferred in Hilton Istanbul Bosphorus Hotel. In the analysis of social media posts, only the data of Instagram accounts were included in the research since Hilton Istanbul Bosphorus Hotel does not have an official Facebook account and the other three hotels include the same content on their Facebook and Instagram accounts.

Table 1. General information about compared social media accounts

Hotels	Facebook			Instagram	
	Active Account	Number of Likes and Followers	Number of Reviews / Score	Active Account	Number of Followers
Inter Continental Paris Le Grand	Available	17K like 19K followers	5.872 / 3,9	Available	40,9K
Hilton Istanbul Bosphorus	Unavailable	-	-	Available	42,3K
Four Seasons Cyprus	Available	30K like 32K followers	5.966 / 4,4	Available	21K
Merit Royal	Available	12K like 12K followers	446 / 4,5	Available	32,4K

Source: Official social media accounts of hotels, May 2024 data.

Table 2. Social Media Share Breakdowns (July 2023)

Hotels	Single Post	Multiple Carousel Post	Reels	Total
Inter Continental Paris Le Grand	9	-	2	11
Hilton Istanbul Bosphorus	4	4	1	9
Four Seasons Cyprus	4	-	4	8
Merit Royal	16	-	-	16
Total	33	4	7	44

Source: Official Instagram accounts of the hotels.

Merit Royal Hotel is the hotel that shared the most content, posting 16 posts in a month. Inter Continental Paris Le Grand Hotel shared 11 shares, Hilton Istanbul Bosphorus Hotel shared 9 shares and Four Seasons Cyprus Hotel shared 8 shares. When the total shares of all hotels are evaluated, it is seen that photo post sharing is more preferred than video content sharing. When the contents of the photos and videos are evaluated, it is seen that there are no significant differences between the hotels.

Table 3. Intercontinental Paris Le Grand Hotel Social Media Sharing Data (July 2023)

Posting Date	Posting Type	Post Topic	Impressions	Like	Comments
04.07.2023 Tuesday	Reels Video	General hotel introduction	10,5K	435	10
06.07.2023 Thursday	Reels Video	Food and beverage	6.413	422	7
09.07.2023 Sunday	Single Post	Hotel exterior	7.948	557	12
10.07.2023 Monday	Single Post	Food and beverage	3.112	82	0
12.07.2023 Wednesday	Single Post	Wedding	4.027	132	3
14.07.2023 Friday	Single Post	Food and beverage	4.987	186	2
16.07.2023 Sunday	Single Post	Room	4.011	135	3
18.07.2023 Tuesday	Single Post	Hotel exterior	5.119	256	1
22.07.2023 Saturday	Single Post	Food and beverage	6.453	101	1
26.07.2023 Wednesday	Single Post	Food and beverage	5.988	159	3
30.07.2023 Sunday	Single Post	Wedding	8.431	649	15

Source: Official Instagram account of Inter Continental Paris Le Grand Hotel.

It is seen that Inter Continental Paris Le Grand Hotel's food and beverage posts show a lower interaction, but other posts such as wedding and hotel exterior receive a higher interaction. The content received 56,489 views in total, while the total number of likes was 3,114. The average number of views of posts is 6,080. The interaction rate of Inter Continental Paris Le Grand Hotel's posts is 5.5%.

Table 4. Hilton Istanbul Bosphorus Hotel Social Media Sharing Data (July 2023)

Posting Date	Posting Type	Post Topic	Impressions	Like	Comments
01.07.2023 Saturday	Single Post	Swimming pool	6.012	27	0
04.07.2023 Tuesday	Single Post	A couple walking in the garden	5.091	19	0
14.07.2023 Friday	Single Post	Food and beverage	6.112	14	2
19.07.2023 Wednesday	Single Post	Room	4.218	10	0
21.07.2023 Friday	Single Post	Food and beverage	7.115	17	0
22.07.2023 Friday	Single Post	Food and beverage	9.788	22	0
24.07.2023 Monday	Single Post	Hotel exterior	17.318	33	13
26.07.2023 Wednesday	Single Post	Swimming pool	5.457	8	3
27.07.2023 Thursday	Single Post	Room and food and beverage	4.117	12	0

Source: Official Instagram account of Hilton Istanbul Bosphorus Hotel.

It is seen that Hilton Istanbul Bosphorus Hotel's hotel exterior and certain food and beverage posts receive a higher interaction. The content received 65,228 views in total, while the total number of likes was 162. The average number of views of posts is 7,248. The interaction rate of Hilton Istanbul Bosphorus Hotel's posts is 0.27%.

Table 5. Four Seasons Cyprus Hotel Social Media Posting Data (July 2023)

Posting Date	Posting Type	Post Topic	Impressions	Like	Comments
03.07.2023 Monday	Single Post	Swimming pool	3.912	128	0
07.07.2023 Friday	Reels Video	Hotel exterior view and sea view	11.357	514	8
11.07.2023 Tuesday	Reels Video	Room	6.115	156	6
13.07.2023 Thursday	Reels Video	Food and beverage	8.112	299	14
17.07.2023 Monday	Single Post	Hotel exterior	12.981	275	8
21.07.2023 Friday	Reels Video	Food and beverage	10.717	468	7
25.07.2023 Tuesday	Single Post	Room	7.913	173	6
31.07.2023 Monday	Single Post	Swimming pool	6.874	414	10

Source: Four Seasons Cyprus Hotel official Instagram account.

It is seen that the hotel exterior and food and beverage content of Four Seasons Cyprus Hotel receive high interaction. The content received 67,981 views in total, while the total number of likes was 2,427. The average number of views of posts is 8,510. The interaction rate of Four Seasons Cyprus Hotel's posts is 3.64%.

Table 6. Merit Royal Hotel Social Media Posting Data (July 2023)

Posting Date	Posting Type	Post Topic	Impressions	Like	Comments
02.07.2023 Sunday	Single Post	Food and beverage	7.419	53	0
06.07.2023 Thursday	Single Post	Casino	8.011	74	0
07.07.2023 Friday	Single Post	Hotel exterior	6.094	88	0
08.07.2023 Saturday	Single Post	Hotel exterior	6.119	67	0
09.07.2023 Sunday	Single Post	SPA	4.912	49	1
13.07.2023 Thursday	Single Post	Casino	5.379	26	2
14.07.2023 Friday	Single Post	Food and beverage	7.997	38	0
16.07.2023 Sunday	Single Post	Food and beverage	6.011	20	1
18.07.2023 Tuesday	Single Post	Food and beverage	8.009	101	0
19.07.2023 Wednesday	Single Post	Spa	4.148	87	0
20.07.2023 Thursday	Single Post	Casino	6.587	59	1
23.07.2023 Sunday	Single Post	Hotel exterior	5.677	47	3
25.07.2023 Tuesday	Single Post	Hotel exterior	5.110	61	1
26.07.2023 Wednesday	Single Post	Beach-pier	6.654	54	2
27.07.2023 Thursday	Single Post	Casino	7.548	38	0
30.07.2023 Sunday	Single Post	Food and beverage	5.981	55	1

Source: Merit Royal Hotel official Instagram account.

While it is seen that some food and beverage posts of Merit Royal Hotel receive high interaction, posts about the hotel exterior and views such as the beach/pier also receive medium interaction. The content received 101,656 views in total, while the total number of likes was 917. The average number of views of posts is 6,354. The interaction rate of Merit Royal Hotel's posts is approximately 0.90%.

When the official Instagram accounts of the four hotels evaluated within the scope of the research were examined, it was observed that all businesses used social media effectively with the aim of increasing their brand promotions and brand awareness. When the data in Tables 3, 4, 5 and 6 are evaluated, it is seen that 46% of Inter Continental Le Grand Hotel's posts are related to food and beverage services. The post that reached the highest number of likes and comments was the post about wedding. Hilton Istanbul Bosphorus Hotel also used food and beverage the most in its posts, with a rate of 44%. The slider post with 4 photos of the hotel's exterior received the most comments. It is seen that Four Seasons Cyprus Hotel has a balanced distribution in sharing issues and all sharing issues are given equal coverage at 25%. The post that received the most likes was the reels video featuring the hotel exterior and sea view, while the reels video on food and beverage was the post that received the most comments. At Merit Royal Hotel, the most shared content topic was food and beverage with 31%. The post that received the most comments was the post with a single image of the hotel's exterior. In the light of these evaluations, it was observed that food and beverage-related posts were more intense on the social media accounts of 3 of the 4 hotels compared. The high number of likes received by Reels videos supports the finding in previous research that social media users show more interest in video content. In order to respond to technological developments and user demands, it would be appropriate for accommodation establishments to increase their video sharing of reels. In this way, they will be able to convey the holiday experience they promise to their guests in a more impressive and memorable way through social media.

When the subject contents of the four hotels' social media posts within the specified period were examined, it was observed that there were no posts about the historical and cultural characteristics of the country and the places to visit and see. At this point, it is evaluated that accommodation establishments should give more importance to the promotion of the region, that is, the tourism destination, in social media marketing activities. Including destination-related information that users will need in their accounts will not only make a positive contribution to accommodation businesses, but will also increase their interaction with potential customers. This can be interpreted as the informative-educational aspect of social media should be used more effectively in tourism businesses.

Conclusion and Recommendations

Tourism maintains its place on the agenda in every period as a sector that grows and develops day by day, as it is an important source of income for countries. Especially when evaluated in terms of countries with high potential to attract tourists, tourism's importance increases as it leads the national income categories.

Various developments have emerged in the marketing of tourism products and services in the light of both the developments in the tourism sector and the advancement of technology and innovations in the media. As the concept of social media, which entered our lives with the new media, started to have an important place in marketing activities, it has become inevitable for businesses to benefit from social media in the field of tourism marketing. The unique opportunities that social media brings to tourism marketing offer great opportunities to tourism businesses in competition both within the country and between countries. This has forced all businesses operating in the tourism industry to transform their products and services to be compatible with new communication technologies.

In the findings section of the research, the posts on the official social media accounts of Merit Royal Hotel in TRNC, Four Seasons Cyprus Hotel in the Greek Administration of Southern Cyprus, Hilton Istanbul Bosphorus Hotel in Turkey and Inter Continental Paris Le Grand Hotel in France were categorized in terms of content and intensity, then compared and analyzed. It has been determined that the content of the posts, which mainly contain professional photographs, is mostly about food and beverage services. Since visual communication, especially video content, is both more impressive and more successful in creating the desired perception on the other side, video content should be included more in future posts, and videos should be more prominent instead of photographs. No significant difference was observed between the professional photos and videos preferred by all 4 hotels in their social media content. Impressive visuals, mainly food and beverage, sea, pool and sun, which will encourage the user to experience the hotel, have been preferred in all of them.

In addition to all these, social media management in tourism businesses should be done by people trained in communication technologies; In this sense, it is thought that adding social media-related topics to the curricula in educational institutions will contribute to the tourism sector in general and the social media activities of accommodation establishments in particular. Thus, country and destination promotions can be made more professionally through accommodation establishments.

The research results show that the four hotels examined use their social media accounts effectively to increase brand promotion and awareness. It has been observed that the majority of content is related to food and beverage services and such content has a high potential for interaction. It has been determined that topics such as weddings and hotel appearances receive higher interaction.

In the comparative analysis, it was determined that 46% of Inter Continental Paris Le Grand Hotel's posts were about food and beverage and the most interaction took place in the wedding-related post. It was observed that Hilton Istanbul Bosphorus Hotel used food and beverage at a rate of 44% and received the most interaction in posts related to the hotel's appearance. It has been determined that there is a balanced content distribution in the posts of Four Seasons Cyprus Hotel and that the most interaction occurs in the reel video content of the hotel exterior and sea view. It was determined that Merit Royal Hotel used food and beverage at a rate of 31% and the most interaction occurred in posts with single images of the hotel's exterior. It seems that there is no effective social media management in promoting touristic destinations on the social media accounts of all four hotels. Promotion of tourist destinations can attract users' attention as well as increase interaction with potential customers. Therefore, it can be recommended that accommodation businesses give more importance to the promotion of touristic destinations in their social media strategies.

Another study that could contribute to the literature could focus on researching which types of social media posts users are most influenced by. Such a study would provide insights that could guide the social media strategies of tourism businesses. Additionally, research could be conducted on the impact of social media users' own posts about their experiences at accommodation establishments (especially posts using the establishment's hashtag); the comments and complaints they convey to accommodation establishments via social media channels; and the effect of these posts on the marketing activities of accommodation establishments. This research would provide a comprehensive evaluation of the role of social media in tourism marketing from various perspectives.

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