Destination Love Analysis: Lake Van through Photographs and Comments[1]

Tuğçe Özoğul Balyalı[a] , Ezgi Bayram Öz[b] , Elvan Ocak[c]

[a] Van Yüzüncü Yıl University, Tourism Faculty, Department of Tourism Guidance, Van, Türkiye
ORCID: 0000-0002-2263-4122
[b] Van Yüzüncü Yıl University, Tourism Faculty, Department of Tourism Guidance, Van, Türkiye
ORCID: 0000-0001-5391-6248.
[c] Van Yüzüncü Yıl University, Faculty of Engineering, Department of Food Engineering, Van, Türkiye
ORCID: 0000-0003-4565-2435

Abstract

The purpose of this research is to determine which elements stand out in the photographs and comments shared by visitors to Lake Van on the Tripadvisor website. 742 photographs and 278 comments created by visitors on the online sharing platform Tripadvisor formed the sample of this research. Photographs and comment analysis were performed through the MAXQDA qualitative data analysis program. As a result, visitor comments, comprising prominent components of Lake Van, analogies to Lake Van, prominent components of the city of Van, suggestions, and negative comments are gathered under five themes. Seven themes were obtained from the visitor photographs; local products, activities, attractions around Lake Van, reflections, flora-fauna, historical buildings, and islands. In general, it was understood that the visitors liked the unique view of Lake Van and described it as a must-see place. It is expected that these research outputs will provide an idea about the destination image to all stakeholders and visitors involved in the tourism movement.

1. Introduction

Satisfaction has been defined by Carroll and Ahuvia (2006) as an effective way to increase loyalty in the process until brand love emerges. In this context, brand love has been conceptualized as the degree of the passionate emotional attachment of satisfied consumers towards a particular brand/organization name (Carroll & Ahuvia 2006: 87). Although the theory of love is a theory that focuses on interpersonal love, as Sternberg (1986) stated, it is the most widely accepted theory among studies that deal with love in any context (Batraet al., 2012). According to Batra et al.'s (2012) theory, which advocates the applicability of interpersonal love theories to brand love; It consists of three main components: passion, commitment, and intimacy. According to this theory, tourists can create a strong sense of passion for the destination (Getz & Robinson, 2014; Foroudi & Marvi, 2019). The loyalty component refers to the tourists becoming loyal to a particular destination. Finally, the proximity component means tourists' sense of identification with a destination by feeling close (Logan, 2012; Foroudi & Marvi, 2019; Andriotis et al., 2020; Shafiee et al., 2021). These components have become more visible with today's technology. When tourists visit a destination, they share their love for the destination with other tourists on comment sites such as Tripadvisor and social media platforms such as Instagram or Facebook.

Social and economic interactions are increasingly taking place and being further developed through online platforms (Van Dijck et al., 2018). This situation also affects the images of destinations. Today, the destination image is not only created by Destination Planning Organizations. Social media users contribute to the creation of the destination image by publishing stories and digital photographs describing their destination experiences with the content they create. However, feelings regarding destinations, accommodations, and restaurants are increasingly shared by visitors through social media (Xiang & Gretzel, 2010; Lo et al., 2011; Mak, 2017). Social media photography, powered by hashtags and geolocation services, is becoming more and more popular, as well as texting visitors'

[1] This research was presented as an abstract paper at the Lake Van Symposium held on 1-2 Jun 2021.

feelings concerning the destination. Therefore, the destination image becomes an inevitable product of visitors' social media sharing (Fournier & Avery, 2011; Kladou & Mavragani, 2015; Oliveira & Panyik, 2015; Kim et al., 2017; Mak, 2017). Understanding how visitors interpret their experiences at the destination sheds light on the 'word of mouth' messages that are likely to be passed on to potential visitors from the past (Carson, 2008; Wenger, 2008).

From this point of view, this research aims to examine the destination image of Lake Van, which is thought to have an important contribution to Van's tourism, through visitors' perspective (contents created on Tripadvisor). Therefore, the answer to the question, 'Which features of the lake did the visitors who visit Van find worth sharing?' was sought.

2. Destination Image, Destination Love, and Social Media (Tripadvisor)

According to Baloglu and McCleary (1999), the destination image is defined as 'the information, feelings, and impressions that people have about a destination'. According to another definition, the destination image is 'the feelings, impressions, awakening and emotions that people have about a place over time' (Kim & Richardson, 2003). Considering that destination image is affected by tourist experiences, it is important to understand tourist experiences. In the research conducted, the emotional bonds between people and places are examined and the relations of tourists with tourism destinations are mentioned (Pan et al., 2014; Cheng & Kuo, 2015). Several studies examine tourists' love for the destination (Aro et al., 2018; Lee & Hyun, 2016; Swanson, 2017). Destination love is expressed as a person's identification with the destination and passionate emotional attachment to a place (Aro et al., 2018). Therefore, it is possible to say that destination experiences and love sharing on social media platforms are important in experience marketing. As a result of the love of the destination, the urge to share intensifies from time to time, especially the digital photographs shared on social media to express this love have a positive effect (Donaire et al., 2014; Filieri, 2015; Wallace et al., 2014).

Most of social media platforms help tourists to post and share their comments, opinions, and personal experiences regarding their travels. These then serve as information for destination managers and other tourists. Today, research examining experiences shared through social media platforms has become widespread (Xiang & Gretzel, 2010; Filileri, Yen & Yu, 2021). Certain websites, such as TripAdvisor and VirtualTourist, that can be considered comprehensive and more travel-specific sites, are becoming increasingly popular and are becoming primary sources of online travel information (Xiang & Gretzel, 2010). Moreover, travel stories on travel blogs have become an effective tool for understanding the preferences of tourists (Özoğul-Balyalı & Günay-Aktaş, 2020). Social media users can also express their love for a destination through photographs sharing, especially on Instagram (Filileri et al., 2021).

3. Destination Image of Lake Van

One of the touristic products of the province of Van, which provides a competitive advantage compared to other provinces in the Eastern Anatolia Region, is Lake Van, the largest lake in Turkey and the largest soda lake in the world. (Alaeddinoglu, 2016). Lake Van, which has important value for Van's tourism potential, is called "Van Sea" by the local people (Şeremet & Cihangir, 2022). In addition, Lake Van is the only lake in the world with the largest recorded microbialites, with a size of up to 32.2 meters. Six of the thirteen districts of Van have shores to Lake Van. These districts are Edremit, Gevaş, İpekyolu, Tusba, Muradiye, and Erciş. Therefore, the first place that tourists visiting Van encounter is Lake Van. For this reason, Lake Van is the most important attraction that affects the destination image of Van province.

In the relevant literature, research has been done on the destination image of Van. Şehribanoğlu et al. (2017) highlighted elements such as Lake Van, Van breakfast, Van Cat, Van Castle, Akdamar Island, and Van fish as the attraction elements of Van. The ones listed as the symbols of Van are Van breakfast, Muradiye waterfall, and Hoşap castle. In other studies on the image of the province of Van, Van breakfast draws attention in terms of image (Cihangir et al.; Kılıçhan & Köşker, 2015; Şehribanoğlu et al., 2017; Nakiboğlu, 2017). Another study on the subject was conducted by Alaeddinoğlu and Can (2011). In this study, it was stated that Lake Van has a high potential and attractiveness to develop tourism in the province of Van.

Therefore, when examining the image of a destination, it is necessary to focus on the strongest touristic product of the destination. From this point of view, it is important to examine the views of visitors regarding the destination

image and love in the focus of Lake Van, when evaluated in the province of Van. Tourists visiting Lake Van share their feelings and thoughts about the lake on websites such as Tripadvisor. In addition, tourists share many posts about Lake Van on social media platforms such as Instagram and Facebook. However, the focus of this research is the review of reviews and photos on the Tripadvisor website.

4. Method

In this study, the qualitative research method is adopted. All photographs and comments about Lake Van shared on the Tripadvisor website before 17.05.2021 were included in the research. The data collection process was terminated on 29.05.2021. In this direction, photographs analysis was performed on 742 photographs and content analysis was performed on 278 comments created by users. Tripadvisor is recognized as a leading example of a successful platform for word-of-mouth processes that have greatly impacted the tourism market worldwide (Jeacle & Carter, 2011). The Tripadvisor website was established in the year 2000 with the aim of providing reliable information on their travel preferences by bringing together the contents (reviews, comments, and suchlike) they created concerning their travels. These contents, created after people's visits, give users an idea about the tourism movement, from tourism attractions of cities to accommodation, from eating and drinking to entertainment, and even finding a tour guide. For this reason, while determining the destination image of Lake Van, the Tripadvisor website, where visitors create content and voluntarily share by reflecting on their experiences, was the platform from which the sample of this research was chosen.

Photographs and comments were analyzed through the MAXQDA qualitative data analysis program. For the analysis of the data, firstly the collected data were transferred to the computer. Visitor comments were copied to the word file by giving each visitor a code name (C1, C2, …). Then the word file was transferred to the MAXQDA qualitative data analysis program. At this stage, the researchers created a code list for each comment. After the code list was created, first of all, sub-themes were determined from the codes related to each other. After the sub-themes were created, the themes were determined from the sub-themes that were related to each other. Inductive content analysis was performed in the research. Inductive analysis, it is aimed to reveal the concepts underlying the data and the relationships between the concepts through coding. The analysis phase of the photographs was carried out as follows: First, all of the visitor photographs were transferred to the computer, and each photograph was given a code name (P1, P2, …). In the next stage, the photographs were examined repeatedly and the coding stage was started. Sub-themes and themes were obtained from the codes obtained at the last stage. Inductive analysis was also used in the analysis of the photographs.

Qualitative research is a method that inquires about the problem it examines, interprets, and tries to understand the form of the problem in its natural environment (Klenke, 2016). Therefore, this research can be evaluated within the scope of 'interpretive research' since it contains the subjective opinions of the researchers. In this study, the reliability and validity strategies of qualitative data suggested by Creswell (2009) were used. Creswell (2009, p. 190) states that some qualitative reliability strategies suggested by Gibbs (2007) should be used. The strategies applied during the research process are explained below:

• Control of written texts: It is the control of the transcripts of all textual and visual data obtained. Researchers repeatedly checked to make sure that the transmission of the data was free of errors.

• Checking the codes: It is reading and making comparisons repeatedly to avoid any semantic shift in the code definition during the coding process.

• Research within the team: The themes, sub-themes, and codes obtained were created in line with the common ideas of the three researchers.
Some validity strategies suggested by Creswell (2009, p. 191) used in the research are given below:

• Detailed explanation: It is the use of rich explanations in the presentation of the research process and findings. In this study, detailed information about the research process is given. In addition, it aimed to make the results more realistic and rich by paying attention to the detailed coding of the data in the research.
• Clarifying the bias: The researchers took care not to completely reflect their subjective judgments during the analysis process.

• Presentation of negative or confidential information: It is aimed to make the research more realistic and valid by presenting negative information together with the information obtained by the researcher. In this direction, themes related to negative opinions are also included.

5. Result

The findings obtained by analyzing the photographs and comments on the Tripadvisor website, where photographs of Lake Van, which is thought to have an important contribution to Van's tourism, are shared, are examined under two titles; visitor comments and visitor photographs.

5.1. Themes from Visitor Comments

Visitor comments are grouped under five themes: prominent components of Lake Van; analogies to Lake Van; prominent components of the city of Van; suggestions; and negative comments. Explanations of the themes and visitor comments are included under the following titles.

5.1.1. Themes from Visitor Comments

The theme of prominent components of Lake Van was examined under four sub-themes: prominent activities of the lake; prominent features of the lake; prominent attractions of the lake; and emotional states. Sub-themes and codes related to prominent components of Lake Van are presented in Figure 1.
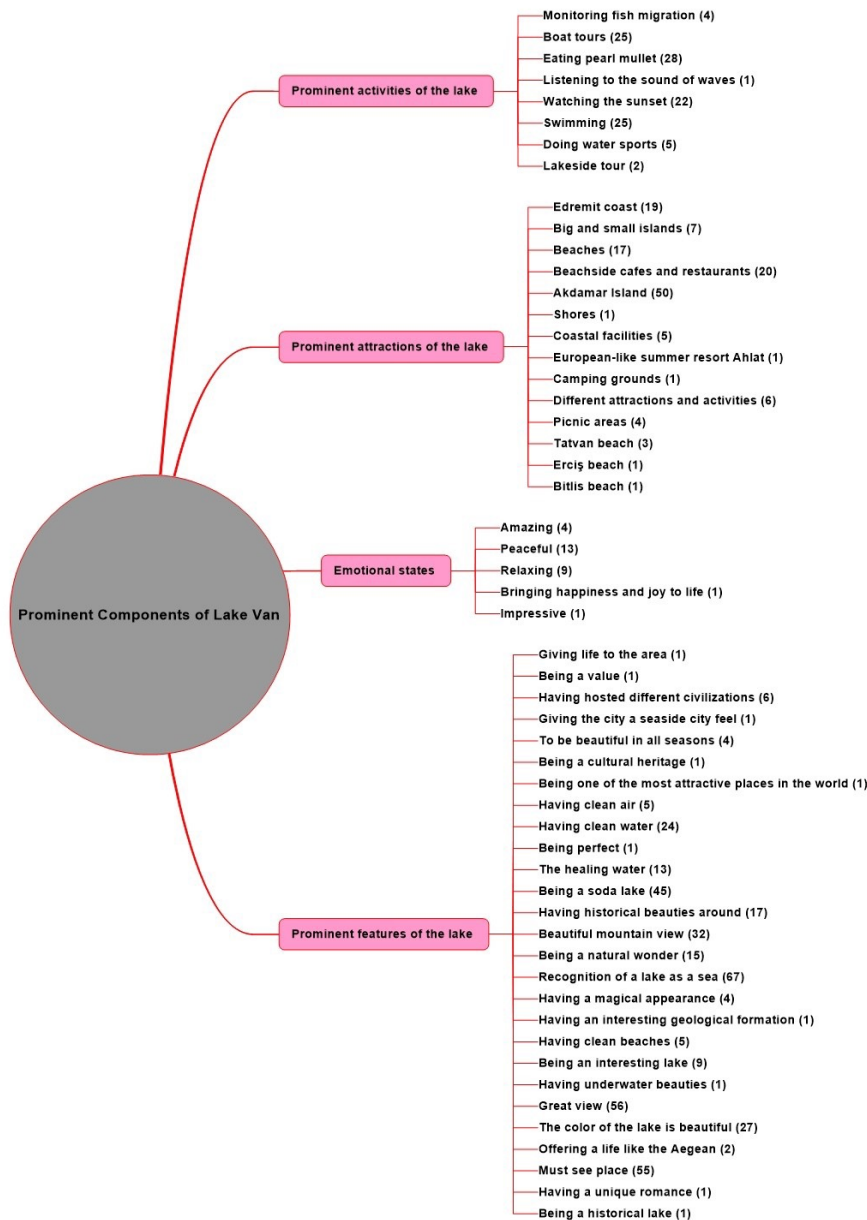

Figure 1. The theme of prominent components of Lake Van

When the visitor comments are examined, it is understood that certain activities, such as participating in boat tours, eating pearl mullet, swimming, and watching the sunset, are at the forefront. Visitors listed Akdamar Island, cafes and restaurants on the beaches, and the Edremit coast among the prominent attractions of the lake. They defined Lake Van as a peaceful place. Being a must-see place with its magnificent view, sea image, unique color, clarity, and historical aspects around it are the prominent features of Lake Van. Visitor comments on this topic are as follows:

> **C7:** ''Lake Van, history and geography. Lake Van, which is home to its interesting geological formation, history, fish species, natural beauty, and dozens of civilizations settled around the lake ...''
>
> **C39:** ''Jump into the boat... Towards the sun... The breeze that hits your face in the heat is worth everything. Looking for some peace? You forget the world...''
>
> **C44:** ''Beautiful blue waters, mesmerizing. Landscapes that change dramatically as you travel along the coast, some swimming spots, adequate equipment, the mountains that surround you, the possibility of visiting Akdamar and other islets... Van is a high-end destination for travelers. Personally, I consider it one of the most beautiful lakes ever seen.''
>
> **C62:** ''Among the cities I have visited in recent years, the city with the most beautiful development was Van. The facilities by the lake and the activity in the city center made me happy. It's a must-visit city.''
>
> **C91:** ''Also known as the Van Sea. An endless lake. Swimming is fun. It is also a pleasure to spend time drinking tea by the lake. It does not look like the seaside, it is even better in my eyes.''
>
> **C103:** ''First, we watched as the plane flew over it. Enormous beauty. The occasional pattern of the coast, the appearance of small islands, imagining the life of the pearl mullet. Lake Van is a completely different life. Breakfast on the beach is great to breathe the air. Very different from big cities. Be sure to go and enjoy the lake.''
>
> **C147:** ''A lake, but like a sea. People already call it the sea. The color is gorgeous, calming, and relaxing. Watching the rays of sunlight on the lake in the afternoon is like a journey to the world of dreams. Watching the sunset in the evening is a special beauty. The riot of colors turns from yellow to orange, from orange to red, and the sun slowly sinking into the sea. Apart from these beauties, another feature of soda water is that it heals acne and similar skin problems. If you have such problems on your skin, you can get rid of them by swimming in Lake Van every day for 10-15 days.''
>
> **C184:** ''Loving Van is life itself. Every place is boring for those who don't know how to live. You will not find the pleasure of drinking tea in Edremit anywhere else. Thousands of years of history. A cultural heritage that is rare in the world. Van is a city that has hosted many civilizations throughout history, and which has managed to preserve the traces of a whole civilization as a great wealth in its own structure, despite the passage of centuries.''
>
> **C203:** ''The people of Van call it the sea, they are right. It is so big that it would be unfair to call it a lake. Close your eyes for a moment, take a deep breath, open your eyes, and you are surrounded by deep blue, huge White-capped mountains around you, an endless silence. I can't tell you how relaxing it is. You should definitely travel by boat. Set off from the Gevaş district to Akdamar Island and you will agree with me.''
>
> **C247:** ''Actually, it is more correct to say Van Sea, because it's endless. It is truly one of the natural wonders to be seen. The sunset is beautiful. Swimming in this soda water is a special treat. In addition, the migration of the Van fish (pearl mullet) to the opposite direction of the water flow to lay their eggs, especially in May and June, is a completely different beauty.''

5.1.2. Analogies to Lake Van

Among the visitor comments, the analogies to Lake Van are remarkable. The highlights of this theme are that the lake is the symbol of the city and that it resembles paradise. The codes related to the theme of the analogies to Lake Van are presented in Figure 2.
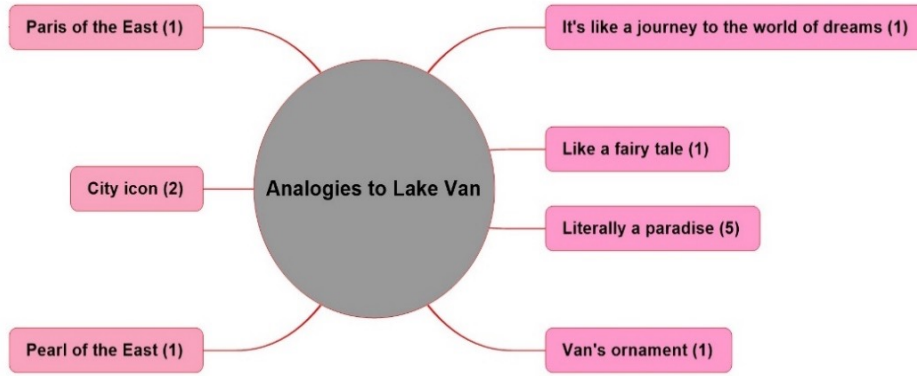
Figure 2. The theme of the analogies to Lake Van

Visitor comments on this subject are given below:

> **C49:** ''Our largest lake in the east of our country is a paradise. You can enjoy a drive along the coast and it's green. You should definitely go and see it.''
>
> **C72:** ''After you come and see why the people of the region call it the Van Sea, you will understand much better. Van, the Paris of Eastern Anatolia. Do not forget to visit Lake Van.''
>
> **C274:** ''We visited Van in the spring when the mountain peaks were covered with snow. The lake is surrounded by these mountains. It is reflected in the azure waters of the lake. It's a beautiful fairy tale. Also, visit Akdamar island, where almond trees bloom with beautiful pink flowers in spring. A wonderful sight! Bring your camera!''

5.1.3. Prominent components of the city of Van

In the comments of the visitors, the hospitality of the people of Van and the Van breakfast was determined as the prominent components of the city. After these components, Van dishes, and the fact that it is a developing city, are listed as other prominent components of Van. The codes related to the theme of the prominent components of the city of Van are presented in Figure 3.
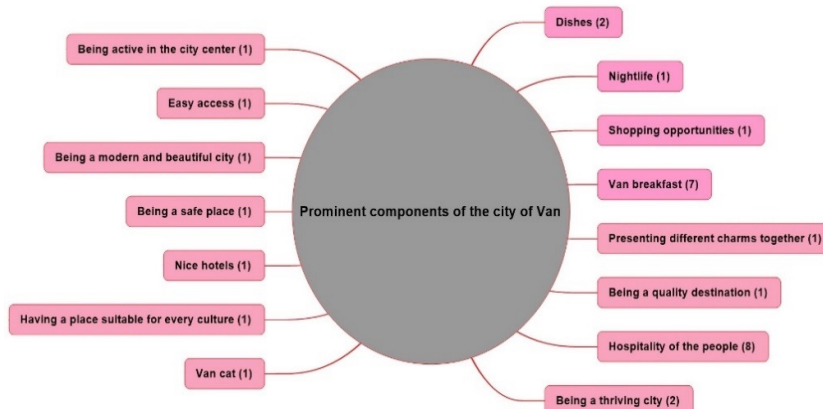

Figure 3. The theme of the prominent components of the city of Van

Visitor comments on this topic are as follows:

> **C61:** ''Among the cities I have visited in recent years, the city with the most beautiful development was Van. The facilities by the lake and the activity in the city center made me happy. It's a must-visit city.''
>
> **C136:** ''I liked Van and its nature. Water means civilization, and the biggest proof of this is Lake Van. Everyone is very civilized, helpful, and hospitable. Lake Van and its surroundings are wonderful with its snow-covered mountains surrounding it, its clear air, and its plains and pastures in every shade of green. It gives happiness and joy to life.''
>
> **C193:** ''The people of Van are hospitable, tolerant eastern people. This is not something that can be easily found in every region.''

5.1.4. Negative comments

Among the negative comments made by the visitors, the dereliction of the city was underlined. In addition, the lack of adequate facilities on the lake shore is another prominent negative comment. The codes for the theme of the negative comments are presented in Figure 4.
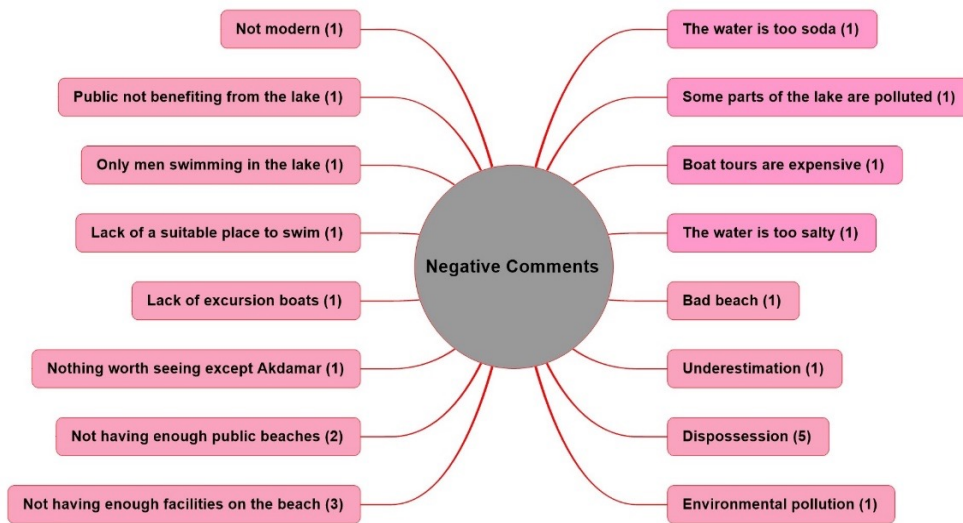
Not modern (1)
Public not benefiting from the lake (1)
Only men swimming in the lake (1)
Lack of a suitable place to swim (1)
Lack of excursion boats (1)
Nothing worth seeing except Akdamar (1)
Not having enough public beaches (2)
Not having enough facilities on the beach (3)

Negative Comments

The water is too soda (1)
Some parts of the lake are polluted (1)
Boat tours are expensive (1)
The water is too salty (1)
Bad beach (1)
Underestimation (1)
Dispossession (5)
Environmental pollution (1)

Figure 4. The theme of negative comments

Visitor comments on this subject are given below:

> **C111:** ''Lake Van is huge and very beautiful. The people of Van call it the sea, but there are very few facilities around. Governorships and municipalities should pay more attention to this situation. There is swimming in the lake, but the beaches are insufficient. If the surrounding area of the lake is arranged like a coastal city, it can also add vitality to tourism. In this context, Akdamar island should be urgently overhauled.''
>
> **C142:** ''Despite being the largest lake in the country, it is too sad and too humble to brag. If you ask why, on the one hand, the sadness of being exposed to great pollution and not being able to do anything and being left unattended. On the other hand, the pride of not being able to put this situation on the agenda of the people of Van, in general, and of the Turkish public in general.''

5.1.5. Suggestions

Among the suggestions of the visitors, suggestions for the necessity to build more cafes and restaurants in the city, as well as the need to appreciate the city more, are prominent. The codes for the theme of suggestions are presented in Figure 5.
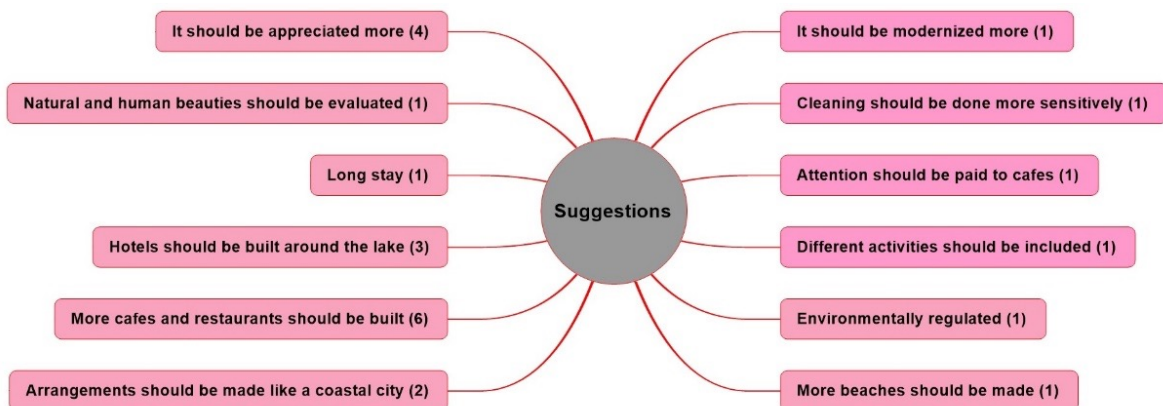
It should be appreciated more (4)
Natural and human beauties should be evaluated (1)
Long stay (1)
Hotels should be built around the lake (3)
More cafes and restaurants should be built (6)
Arrangements should be made like a coastal city (2)

Suggestions

It should be modernized more (1)
Cleaning should be done more sensitively (1)
Attention should be paid to cafes (1)
Different activities should be included (1)
Environmentally regulated (1)
More beaches should be made (1)

Figure 5. The theme of suggestions

C11: ''I indeed have the feeling that the creator has rewarded this region with a Van goal. Lake Van is an amazing natural wealth. If we appreciate and keep it clean, it will continue to smile at us.''

C127: ''Lake Van is important in that it is the largest lake in Turkey. It is a place that has the potential to contribute more in the future by evaluating the natural and human beauties around it. Let's know its value.''

5.2. Themes from Visitor Photographs

Seven themes were obtained from the visitor photographs; local products, activities, attractions around Lake Van, reflections, flora and fauna, historical buildings, and islands. Explanations of the themes are given under the following headings.

5.2.1. Local products

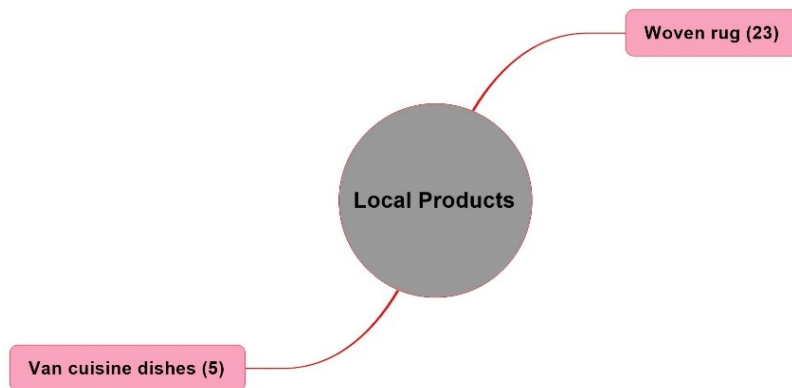Codes related to the theme of the local products are presented in Figure 6.

Figure 6. The theme of local products

When the photographs shared by the visitors are examined, weaving rugs and Van cuisine are the prominent elements under the theme of products specific to the Van region.

5.2.2. Activities

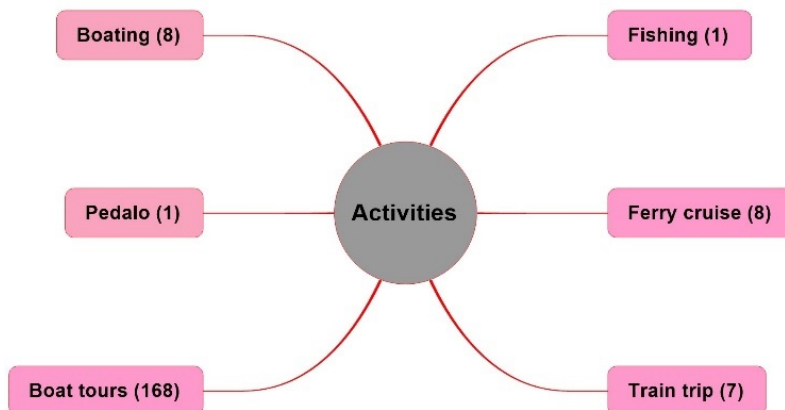The codes for the theme of activities are presented in Figure 7.

Figure 7 . The theme of activities

As a result of an examination of the photographs shared by the visitors, the boat tours in particular come to the fore under the theme of activities. Activities such as boat trips, ferry trips, pedalos, and fishing are noteworthy, as they are all activities on Lake Van.

5.2.3. Attractions around Lake Van

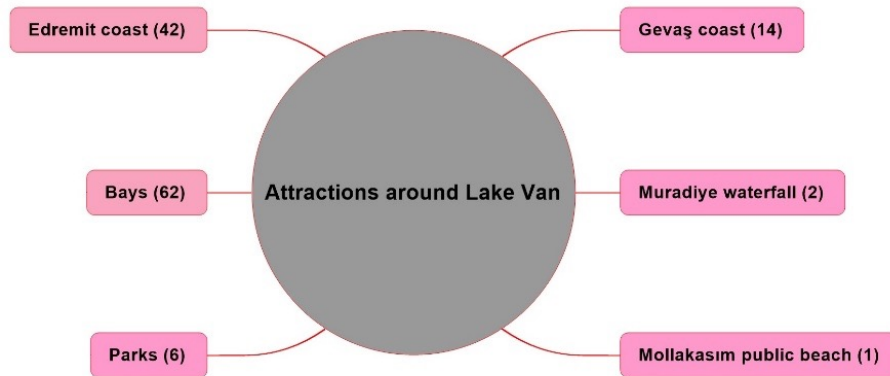The codes related to the theme of attractions around Lake Van are presented in Figure 8

Figure 8. The theme of attractions around Lake Van

Under the theme of attractions around Lake Van, the Lake Van bays and the Edremit coast stand out.

5.2.4. Reflections

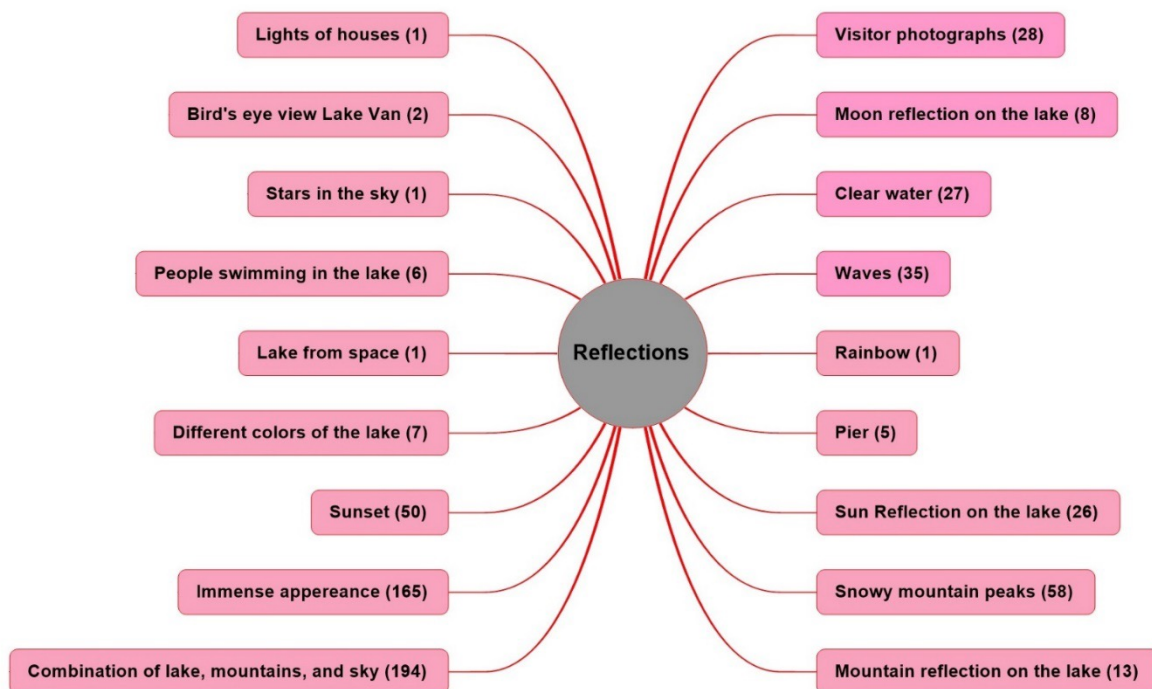The codes for the theme of reflections are presented in Figure 9.

Figure 9. The theme of reflections

The theme of reflections, which is one of the themes obtained by examining visitor photographs, draws attention as a theme with different details. The unity of Lake Van, the mountains, and the sky is the prominent elements of this theme. In addition, the photographs of the immense appearance of Lake Van are also striking.

5.2.5. Flora and fauna

The codes related to the theme of flora and fauna are presented in Figure 10
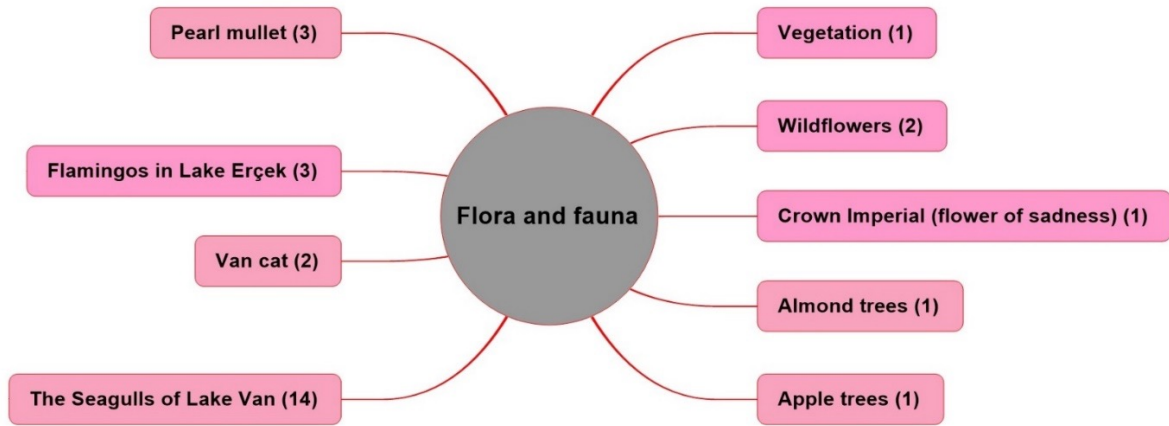
Figure 10 . The theme of flora and fauna

The seagulls of Lake Van draw attention to the theme of the flora and fauna of Lake Van. In addition, the pearl mullet and the flamingos in Lake Erçek are also prominent in the photographs.

5.2.6. Historical buildings

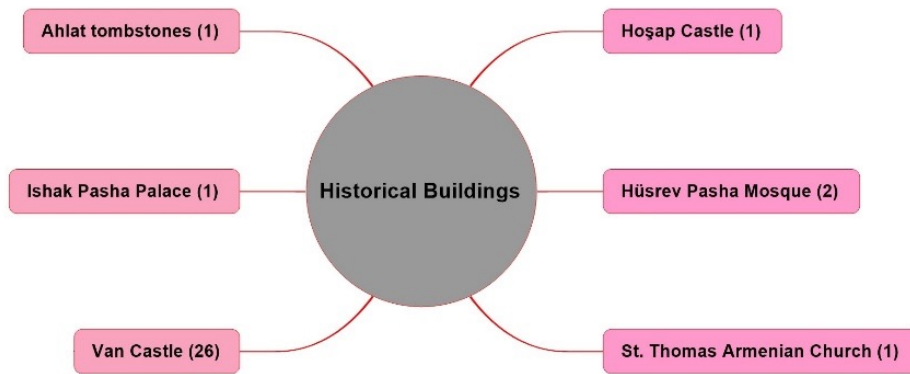The codes related to the theme of historical buildings are presented in Figure 11.

Figure 11 . The theme of historical buildings

Van Castle is at the forefront among the historical buildings in the photographs of Lake Van

5.2.7. Islands

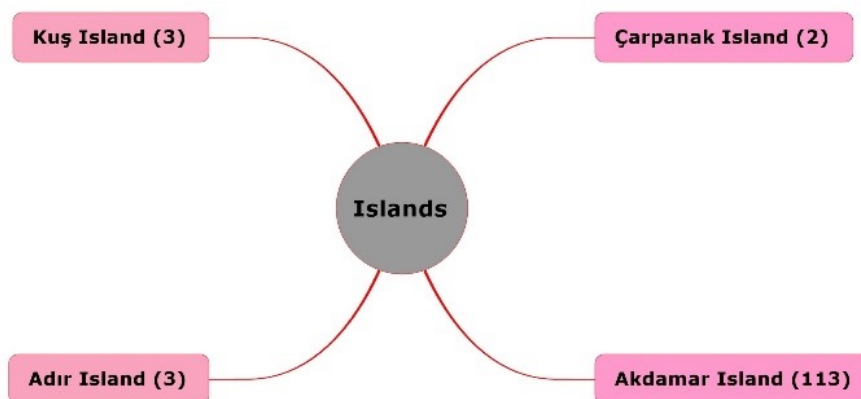The codes for the theme of Islands are presented in Figure 12.

Figure 12 . The theme of Islands

Another of the themes obtained from the Lake Van photographs are the islands. Akdamar Island is prominent under the theme of Islands.

6. Conclusion and Discussion

The purpose of this research is to determine which components stand out in the photographs and comments shared by visitors to Lake Van on the Tripadvisor website. As a result of this research, Lake Van was likened to heaven, and it was determined that the prominent components of the city of Van were the hospitality of the people and the Van breakfast. In the negative evaluations, it was emphasized that the city was left unattended, and suggestions were made to build more cafes and restaurants around Lake Van. While the prominent activity in the photographs is boat tours, the combination of the lake, the mountains, and the sky, and the immense appearance of the lake, are among the notable findings. Finally, among the attractions around the lake are the bays and the Edremit coast. Van Castle among the historical buildings and Akdamar Island among the islands stand out. In general, it can be seen that the visitors liked the unique view of Lake Van and described it as a must-see place.

It is noteworthy that previous studies on the tourism image of Van in different periods yielded similar results. In similar studies, the attraction components of the Van city brand are listed as follows; Lake Van, the Van breakfast, Van Cat, Van Castle, Akdamar Island, and Van fish (pearl mullet, the only species that grows only in Lake Van). Those listed as symbols of Van are the Van breakfast, Muradiye waterfall, and Hoşap castle (Şehribanoğlu et al., 2017). When the research on the brand value of the city of Van and its identity and image is evaluated, it reveals the importance of the Van breakfast in the destination branding of Van in attracting attention (Kılıçhan & Köşker, 2015; Şehribanoğlu et al., 2017; Nakiboğlu, 2017). According to another study on tourism in the Lake Van basin, it has been determined that the tourism development potential is high and the relatively untouched western Lake Van basin has a high level of attractiveness (Alaeddinoğlu & Can, 2011).

It should not be ignored that the reality of a brand is often created through the participation of consumers through brand loyalty and brand image (Filileri et al., 2021). Social media has created radical changes in the way of researching information, planning trips and, more importantly, sharing travel experiences with others, which is frequently used by visitors in the context of tourism. Different forms of user-generated content have not only allowed tourism stakeholders to track and analyze visitor behavior and to develop different marketing performance indicators. It also enabled the development of long-term strategies by communicating with consumers. In addition, user content has enabled the development of new ideas and information in decision-support systems (Xiang, et al., 2015; Mirzaalian & Halpenny, 2021). Through this, data tracking has become significantly easier for Destination Management Organizations (Xiang & Gretzel, 2010).

It is expected that this research will evaluate the prominent elements of Lake Van with visitor comments for the planning of Destination Management Organizations and provide a perspective for future research in this direction. Based on the results of the research, the following recommendations can be made:

- Concrete measures should be taken regarding the chemical pollution of Lake Van.
- Protection measures should be developed in order not to damage the unique microbioalites in the lake, which is considered an important attraction factor for diving tourism in Lake Van.
- The breakfasts offered under the name of Original Van Breakfast should be inspected regularly by the relevant institutions. The originality of the Van breakfast should be preserved.
- The services provided within the scope of boat tours, which are one of the prominent elements of Lake Van, should be diversified. For example, services, where food is served with music, can be added.
- New cafes and restaurants can be built around Lake Van in a way that will not disturb the natural balance of the lake and the environment.
- One of the prominent elements in Lake Van is Akdamar Island. To attract more tourists to Akdamar Island, food, music, etc. festivals can be arranged.
- Destination Management Organizations, which embrace the city with the policies produced within the scope of sustainable tourism in Lake Van and its surroundings, should be established, management schemes should be established, and contributions should be made to the development of destination management in a controlled manner.
- All stakeholders (institutions, organizations, non-governmental organizations, businesses, and local people) within the Destination Management Organizations should be informed, and the role of each in the management process should be determined.

• The needs of stakeholders, such as visitors, local people, and business owners, should be met through control mechanisms. Unless necessary, structures that will disrupt the nature, lake view, and cleanliness of the lake should not be allowed.

This research has some limitations. First of all, this research was carried out with a focus on Lake Van. Therefore, different studies can be conducted on the province of Van and the surrounding provinces. Another limitation is that only the comments and photos on the Tripadvisor website were examined in the research. Research can be conducted including photos and comments shared on other social media platforms such as Instagram and Facebook. Finally, since this study covers content sharing during and before the Covid 19 epidemic, no evidence was found regarding the impact of the Covid 19 epidemic on the destination image of Lake Van. In-depth research on the subject could be carried out in future studies.

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