



A Study on the Analysis of Tourists' Destination Comments: Comparison of Greece-Georgia-Bulgaria

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Abstract

In the study, it is aimed to analyze all the evaluations and comments shared by Turkish tourists on the most visited destinations in Greece, Georgia and Bulgaria until October 5, 2020 through the TripAdvisor website. In this context, first of all, the comments/shares of Turkish tourists were classified within the framework of three basic lists (Places to Visit, Accommodation and Food Places), which were created according to the TripAdvisor Destination Discovery Algorithm. In addition to the lists determined by TripAdvisor, all accommodation businesses, restaurants, bars and cafes, all historical places to visit, outdoor and indoor activities, touristic and symbolic places, Spa and health centers and other activities in Greece, Georgia and Bulgaria destinations have been analyzed to determine how they were evaluated. During the research data collection process, KNIME Analytics Platform 3.7.1 and MAXQDA 2018 programs were used and data mining was carried out to reach a total of 2522 comments, evaluation points and forum discussion posts about Greece, Georgia and Bulgaria destinations. In addition, the demographic information and travel experiences of the commenting/sharing users were analyzed by including them in the data. Considering the evaluation scores of all touristic activities about the destinations as a result of the research 76.2 % of the Turkish tourists visiting the Greek destination rated the destination excellent and 14.2% very good. 76.2% of the Turkish tourists visiting the Georgia destination rated the destination excellent and 14.2% very good. On the other hand; 74.4% of the Turkish tourists who visited the Bulgarian destination rated the destination as excellent and 19% as very good.

Article History

Received: 15.06.2021

Accepted: 30.06.2021

Keywords

Online reviews, user contents, data mining, TripAdvisor

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To cite: Aydın Ü., Bayar S. B., Çelen O. & Tuna M. (2021). A Study on the Analysis of Tourists' Destination Comments: Comparison of Greece-Georgia-Bulgaria. *Geographies, Planning & Tourism Studios*, 1(1):7-20. DOI: 10.5505/gpts.2021.98608.

1. Introduction

Tourism activities and industry consist of the combination and integration of various tangible and intangible products and services. In this context, touristic destinations constitute one of the best examples of these products and services. As a touristic product, destinations can be defined as a "place" that creates a sense of curiosity in touristic consumers as a whole in terms of activities and purposes in the field of tourism and can be influenced by other people's opinions about the relevant area (Gün et al., 2019). When the touristic destination is considered together with all the components that make it up, it is a very difficult process in terms of creating and presenting touristic products and services, managing all processes and providing the desired outputs (Duman & Öztürk, 2005). Increasing demand, especially for destinations with brand value, can make the process increasingly difficult for managers and businesses in the destination. Success in brand management mostly depends on the correct understanding of the expectations of the tourists and the appropriate responses of the managers to ensure profitability. Through online ratings, reviews, and social media interactions, it is largely possible to understand tourists' satisfaction levels with tourism destinations and businesses. It also lays the groundwork for the creation of a brand and identity for the destination by ensuring brand value and satisfaction (Gigliola et al., 2020).

The century and period we are in is expressed as the age of technology. The birth and origin of the related concept is based on the developments and changes in the field of informatics. Consumers can now provide detailed and

*This article has been prepared being inspired by the paper titled "A Study on the Determination of General Destination Comments of Turkish Tourists: Comparison of Greece-Georgia-Bulgaria", which was presented orally by the same authors at the Intercontinental Tourism Management Conference (MTCO'N'21), held online on 1-3 April 2021 and it has been revised within the scope of necessary ethical principles.

intense information about products and services through information technologies, and they also have the opportunity to reach other consumers' ideas about products and services (Yetkin et al., 2016). With the emergence of new information and communication technologies supported under Web 2.0, millions of people can establish billions of connections and interactions via the internet. With each click, an expanding social network and relationships can be achieved. Users of social communication tools can share their opinions about a product, a person or an event via e-mail, blogs, microblogs, wikis and similar channels (Marichori & Cantoni, 2015; Agüero-Torales et al., 2019). The development of online communication platforms has made a great impact and has become a powerful tool in the promotion of tourism businesses (Borges-Tiago et al., 2021).

Online platforms provide comprehensive information on how individuals process information, evaluate and make consumption decisions (Bigne et al., 2021). Content shared on online review sites can have an impact between 20% and 50% on purchasing behavior (Ahani et al., 2019). User platforms, which share their users' opinions on topics, people and places, also form the basis for sharing information about content, events, businesses, information, attractions and similar factors about touristic destinations. Thanks to membership and the opportunity to make comments open to everyone, relevant information sharing platforms can contribute to the creation of new trends in the tourism sector and to reinforce the image of existing places (Oran, 2014). For example; TripAdvisor users can evaluate businesses (hotels, restaurants, etc.) by writing their opinions about places (Khorsand et al., 2020). In particular, TripAdvisor not only allows the determination of the satisfaction and demand levels of the people that businesses want to reach, but also potential tourists can choose the destination and businesses in the destination according to the comments here (Çalışkan & Şahbaz, 2019). In the light of the information presented, it is possible to say that user comments are effective in people's participation in touristic activities and their evaluation of the destinations they will go to. For this reason, the main question of the research is to what extent tourists consider user comment-based websites, especially when choosing destinations other than their own countries. Based on this question, the aim of the study is to examine the evaluations and general comments of the Greek, Georgia and Bulgaria destinations, which are most preferred by Turkish tourists for their overseas travels.

1.1. Literature

1.1.1. General Tourist Comments

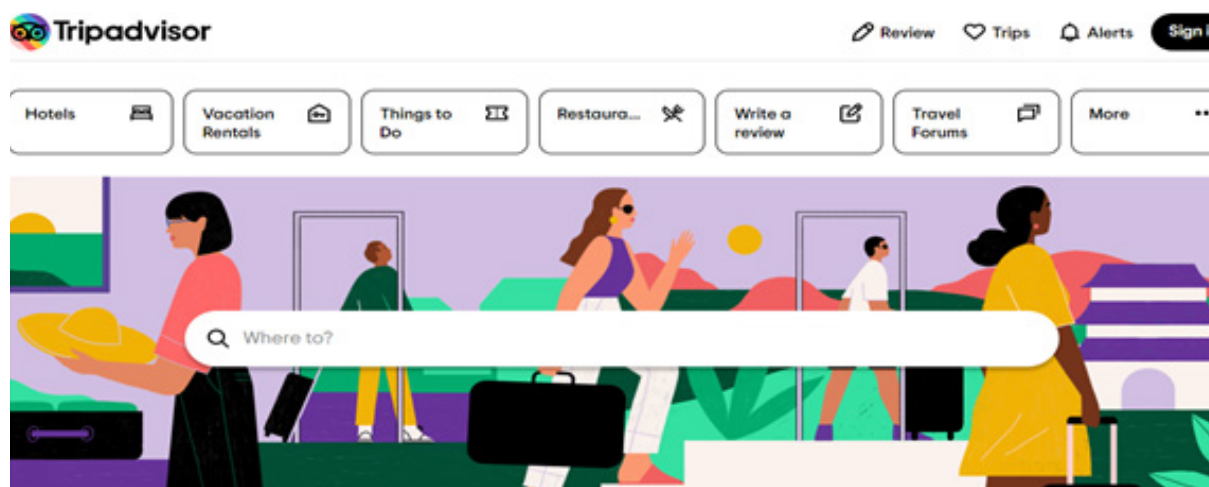
Information refers to organized data that is useful and relevant in a particular context. Not only does it usually answer questions about "who", "what", "when" and "how much", knowledge lies at the heart of the "how to" question. Information forms the basis for action, decision making and innovation and is formed by the intelligent application of experience and skills on knowledge (Yachin, 2018). When people evaluate their consumption preferences in terms of tourism according to their daily lives, they may make different decisions compared to normal consumption areas. Various touristic products and services affect the future consumption preferences of tourists and can further increase the relevance of tourist decisions in the relevant situation. Previous experiences of tourists can also be effective on their decisions (Wattanacharoensil & La-ornual, 2019). Due to the complex nature of tourist experiences, it is accepted that they consist of various dimensions. Tourist experiences are an important tool for destinations to gain competitive advantage. A destination needs to offer tourist experiences more superior than experiences in alternative destinations. The relevant situation provides sustainable competitive advantage (Binge et al., 2020). Tourism destinations are natural areas that contain unique riches and features different from other destinations they compete with. Before choosing a destination, touristic consumers act by taking into account certain issues they hear and that are based on information in the press, past experiences, advertisements and common beliefs. In this way, they create an image in their minds with their real and emotional interpretations of the destination. Thus, touristic destinations are shaped in accordance with the feelings and opinions of their visitors in meeting the needs of tourists and offering individual benefits (Kiralova & Pavlicecka, 2015). Social media in tourism is seen as a developing element that changes marketing activities for touristic destinations and businesses. Social media not only enables touristic destinations and businesses to communicate with their target audiences, but also makes it possible for target stakeholders to interact with each other. Due to these contributions, social media plays an important role in the decision-making processes of tourists, thanks to the intense information it provides about destinations and businesses (Hernandez-Ortega et al., 2020).

1.1.2. TripAdvisor

TripAdvisor is one of the most important reference sources in the field of tourism. Since TripAdvisor has an impact on the reputation of any accommodation property, it is often considered an important platform for hotel managers. TripAdvisor is a review website where people can comment on and rate places and tourism businesses. According to

TripAdvisor's own determination; "It is the world's largest travel site with 340 million monthly visitors and over 350 million reviews and views." TripAdvisor includes all reviews and even the oldest reviews by past users in the total rating (Martin-Fuentes et al., 2018). TripAdvisor, one of the most well-known websites in the world in the context of the accommodation and travel industry, was launched in 2000. More than 80% of travelers in tourism activities consider sites such as TripAdvisor and Booking.com. Relevant sites represent important user comment platforms and thus have an important share in tourists' travel decisions (Vasquez, 2011). TripAdvisor ranks first in searches on Google (Alexander et al., 2018). TripAdvisor; almost all of the information found is a site that allows users to design the site independently from itself and is based on member acceptance. Reviews and ratings about a restaurant, a hotel, a destination, services or other tourism-related elements are available on the site in public form. Reviews and businesses allow users to add some materials and exchange ideas on a specific topic in discussion forums and/or those who want to add maps of previous trips with visual resources such as photos, videos and pictures (O'Connor, 2010).

Figure 1. TripAdvisor website main page



Source: TripAdvisor.com, (2021).

All of the data included on the site by users are reviewed by TripAdvisor moderators in accordance with the regulations of TripAdvisor for compliance with scope, copyright, morality, ethnic race, gender and similar elements. After the content is approved, the comments are added to the field of each title in order and continue to be displayed in that title indefinitely. In addition to having the score feature of the evaluations specified by the users, it helps to stand out for the relevant title and appears at the top in the ranking. Although the details of the algorithm used for this ranking are not disclosed to the public, the quality and quantity of the reviews sent to the site are quite transparent. TripAdvisor; Newspaper articles, guide reviews and other web content (external resources) related to that title can also be effective in scoring the calculations, regardless of the comments, in determining the overall satisfaction of the tourists/visitors (Ganzaroli et al., 2020).

1.1.3. Tourism in Greece, Georgia and Bulgaria

As a touristic destination, Greece stands out with its historical and natural beauties, especially in Rhodes, Crete, Corfu, Halkidiki, Athens and Thessaloniki. In addition, shopping centers in Athens and Thessaloniki are attractive opportunities for many tourists. Crete is the Greek island most visited by foreign visitors (approximately 2 million people) throughout the year. Tourism is an important economic component for the Cretan economy (Chatzigeorgiou & Christou, 2016). In Georgia, both mountain resorts and sea resorts serve tourists. Bagrati Cathedral and Gelaty Monastery in Georgia, Historical Monument of Mtskheta and Upper Svaneti are included in the UNESCO World Heritage List. Bulgaria is known for cultural tourism, rural tourism, ecotourism, spa and health tourism, entertainment tourism, hunting tourism, congress and event tourism etc. It is a country that has the necessary resources for its markets (Stankova, 2010). In addition to the Central European tourism markets, Bulgaria is in a very advantageous position due to its proximity to the Black Sea and Eastern European tourism markets. In addition, the country has both sea tourism and rural tourism opportunities. Numerous natural water sources, winter sports centers, monas-

teries and other cultural monuments, forests and national parks are open to tourists in the country (Vagionis, 2008). According to 2014 international arrival data, 5,515,959 people preferred Georgia for their vacations. (Paresashvili & Maisuradze, 2016). Specifically, when Georgian tourism is mentioned, winter tourism comes to mind first. Georgia attracts tourists to its famous ski resorts thanks to the continuous snow from November to April. Georgia's culture and traditions are a combination of both eastern and western culture, namely Europe and Asia. It is possible to say that the local people in the high mountain regions can preserve their old traditions, craftsmanship and hospitality and are not greatly affected by modern civilization. Georgia, the country that invented wine in the historical process, can produce more than 250 kinds of quality wine today (Fernandes, 2011).

1.2. Related Studies

In their research Tung & Ritchie (2011) tried to examine the factors that make tourism experiences special with a psychological approach. Within the scope of the research, interviews were conducted with people who have experience in the field of tourism and the issues that hinder people's experiences were determined. It was concluded that the effect, expectations, pleasure they received and positive memories in their minds were determinative. Lu et al. (2013) examined the effects of marketing efforts and online WOM on product sales by measuring the effects of online coupons, sponsored keyword search and online reviews. In the research, three years of data from the largest restaurant review site operating in China were analyzed. As a result of the study, it has been determined that promotional practices are effective in word-of-mouth marketing activities and there is a significant relationship between keyword advertising and word-of-mouth marketing. Neuhofer et al. (2013) examined the relationship between technology and tourism experiences in their study. Within the scope of the study, an empirical application was carried out for five tourism enterprises. According to the findings of the study, it has been determined that technology applications provide competitive advantage. A nine-stage experience typology and experience hierarchy model were also developed in the research.

Güzel (2015) analyzed the comments made on TripAdvisor about hotel businesses in Antalya. According to the research; leisure activities, physical evidence, quality of food and drink, experiential value and service quality of tourists, and these components directly affect the consumption experiences of tourists. Xie et al. (2015) analyzed reviews of 56,284 hotels posted for more than 1000 hotels listed on TripAdvisor to determine how online consumer reviews affect offline hotel popularity. In the results of article, they found that online consumer review factors when checking hotel properties have a subjective effect on offline hotel popularity. Agüero-Torales et al. (2019) examined TripAdvisor.com, Booking.com and other platforms like this in their study. In the study, they concluded that the users of these platforms benefit from the comments in the decision-making process while evaluating which restaurants to reserve and which places to visit, and that the TripAdvisor.com website is especially effective in having positive and negative ideas about the destination and exhibiting behavior. Ahani et al. (2019) aimed to develop a method for spa hotel segmentation and travel selection prediction by applying machine learning approaches in their study. As part of the relevant objective, a dataset was created consisting of tourist ratings and textual reviews of spa hotels on various properties on TripAdvisor. According to the findings; they were able to effectively use 'big data' from online social media contexts and apply it as an incremental recommendation tool for spa hotel/resort segmentation. Güngör et al. (2019) examined 647 reviews of airlines on TripAdvisor. According to the findings; they concluded that gender was a determining variable in the evaluation of in-flight entertainment opportunities and services offered on board. Giglio et al. (2020) tried to determine the luxury hotel brand perceptions of consumers in their study. In the research; they evaluated the visual data on TripAdvisor with the machine learning approach of consumers. In the study, they examined 7,395 images shared by users instead of comments. According to the study; they concluded that consumers' perceptions of luxury hotels have increased through social media monitoring and new visual data analysis, and that visuals should be emphasized in better brand management strategies for luxury hotel managers. In their study, Lee et al. (2020) evaluated TripAdvisor website user comments about the Gatlinburg-Tennessee destination due to its historical and geographical importance as a tourism destination. It was concluded that tourists score tourist attractions in terms of fear, joy, sadness, anger, disgust, and surprise in the context of emotional criteria. Bigne et al. (2021) first examined the visual attention of the subjects on the TripAdvisor web page and whether the participants could notice an advertisement using eye tracking and electroencephalography (Brain Graph Method). In the second stage, they tried to determine whether the harmony between social media content and advertising content positively affected the visual attention of users. In the third stage, where the eye tracking method was applied, the effect of compatible/incompatible advertisements on visual attention was evaluated. As a result of the research, it has been concluded that consumers who are exposed to online advertisements for a limited time are more intuitive to advertisements.

2. Method

2.1. Purpose of the Study

In the study, it is aimed to determine all the evaluations and comments on the TripAdvisor website of Turkish tourists visiting Greece, Georgia and Bulgaria destinations until October 5, 2020, by mixed method. There are studies and researches using the TripAdvisor website, which creates the research data, as a sample in the related literature (Güzel, 2015; Xie et al., 2015; Güngör et al., 2019; Lee et al., 2020). However, in the destinations of Greece, Georgia and Bulgaria chosen as the research area, there is no study that deals with this aspect and evaluates all the comments/shares made by Turkish tourists on the TripAdvisor website.

2.2. Study Area Selection Process

In the selection of Greece, Georgia and Bulgaria destinations as research areas; the fact that they are the three most preferred destinations by Turkish tourists in their international travels, that they are border neighbors of Turkey, and that they are the three countries with the highest tourist demand and border entrances to Turkey from these three destinations (Republic of Turkey Ministry of Culture and Tourism, 2020) has been effective. In addition, the fact that the analysis of tourist evaluations for these destinations, which are rival tourism markets for Turkey, is important is another reason for choice.

2.3. Data Collection Process of the Study

In the research, all comments and evaluations of Turkish tourists published/shared about Greece, Georgia and Bulgaria destinations on the TripAdvisor website until 5 October 2020 were examined as data. The data collection process of the research was completed between 30 September 2020 and 5 October 2020. Three basic lists (Places to Visit, Accommodations and Food Venues) for classification of comments/posts were created according to TripAdvisor Destination Discovery Algorithm, as well as all accommodation establishments, restaurants, bars in Greece, Georgia and Bulgaria except for the lists determined by TripAdvisor. Turkish tourist comments and evaluations of all historical places to visit, activities, outdoor activities, touristic and symbolic places, Spa and health centers and other activities were also included in the research. In this context, a total of 2522 comments, evaluation points and forum discussion posts about Greece, Georgia and Bulgaria destinations were reached by data mining. In addition, the demographic information and travel experiences of the users who commented/shared were included in the data and were analyzed.

2.4. Analysis of the Study

In the research, the textual analyzes of the data based on the user comments/sharings obtained from the TripAdvisor website on the destinations of Greece, Georgia and Bulgaria, were combined with the header bodies and analyzed with the KNIME Analytics Platform 3.7.1 program. KNIME is a free open source data analytics platform that uses a modular pipeline concept. The MAXQDA 2018 program was used to create a word cloud regarding the data. MAXQDA is a statistical program that enables the analysis of various data such as interviews, reports, tables, online surveys, focus groups, videos, audio files, literature reviews and visuals. While creating the word cloud, conjunctions and words that do not make sense on their own were not taken into consideration. Word cloud is one of the text mining techniques that highlights the most frequently used word in the relevant subject. In order to create a word cloud, various text processing methods such as clarification, standardization, cleaning, common word removal, rooting and indexing need to be performed. It is advantageous if the words are found in random order of position and randomly colored in various shapes such as spheres, rectangles or ellipses. In word cloud shapes, the font size is used to indicate the frequency of the word. The font size of words with smaller frequency can be determined by the user (Maxqda Learning, 2020). LDA (Latent Dirichlet Allocation) model was used to classify the comments about Greece, Georgia and Bulgaria destinations and to collect them under certain topics. LDA is an unsupervised classification model that tries to predict which word represents which subject in which document using Bayesian theory. LDA algorithm is a form of analysis that is used to classify data reviews into certain categories. It shows the main topics and subheadings using the topic modeling method.

3. Results

According to the results of the frequency analysis applied in order to make a general assessment of the demographic characteristics of the Turkish tourist comments/shares for the research Greece destination (Table 1); 46.6% of the comments/shares regarding the destination were made by male, 30.2% by couples and 61.9% by those who visited the destination between 2015-2020.

Table 1. Distribution of participants and comments by demographic characteristics-Greece (n=898)

Demographic Variables		Number (n)	Percent (%)
Gender	Female	375	41,7
	Male	418	46,6
	Not Specified	105	11,7
Traveler Type	Families	228	25,4
	Couples	271	30,2
	Alone	142	15,8
	Business	32	3,5
	Friends	225	25,1
Destination Visit Date	2015-2020	556	61,9
	2010-2014	293	32,6
	2005-2009	49	5,5
Total		898	100

According to the results of the frequency analysis applied in order to make a general assessment of the demographic characteristics of the Turkish tourist comments/shares for the research Georgia destination (Table 2); 46.1% of the comments/shares regarding the destination were made by male, 42.6% by couples and 85.6% by those who visited the destination between 2015-2020.

Table 2. Distribution of participants and comments by demographic characteristics-Georgia (n=798)

Demographic Variables		Number (n)	Percent (%)
Gender	Female	321	40,2
	Male	368	46,1
	Not Specified	109	13,7
Traveler Type	Families	119	14,9
	Couples	340	42,6
	Alone	65	8,1
	Business	21	2,7
	Friends	253	31,7
Destination Visit Date	2015-2020	683	85,6
	2010-2014	79	9,9
	2005-2009	36	4,5
Total		798	100

According to the results of the frequency analysis applied in order to make a general assessment of the demographic characteristics of the Turkish tourist comments/shares for the research Bulgaria destination (Table 3); 44.1% of the comments/shares regarding the destination were made by male, 33.1% by friends and 84.9% by those who visited the destination between 2015-2020.

Table 3. Distribution of participants and comments by demographic characteristics-Bulgaria (n=826)

Demographic Variables		Number (n)	Percent (%)
Gender	Female	317	38,4
	Male	364	44,1
	Not Specified	145	17,5
Traveler Type	Families	216	26,3
	Couples	204	24,7
	Alone	98	11,7
	Business	35	4,2
	Friends	273	33,1
Destination Visit Date	2015-2020	702	85,6
	2010-2014	108	9,9
	2005-2009	16	4,5
Total		826	100

Activities to be done in Greece and comments/shares made for them are listed under the heading of places to visit, accommodation, food and entertainment venues on the discovery page called “Must Haves of Your Greece Trip” created according to TripAdvisor Classification Algorithm. Accordingly (Table 4); It was determined that 237 com-

ments/posts were made for Acropolis in the places to visit category, 4 comments/posts were made for Porto Veneziano in the accommodation places category, and 14 comments/posts were made for Kalagris Cafe Bar-Restaurant in the food and entertainment venues category.

Table 4. Number of activities and comments/shares to be held in Greece (n=707)

Places to Visit	Number of Comments	Accommodations	Number of Comments	Food and Entertainment Venues	Number of Comments
Acropolis	237	Porto Veneziano	4	Kalagris Cafe Bar-Restaurant	14
Palace of the Grand	95	Lithos by Spyros&Flora	2	Ono by Marouli	14
Masters of the Knights of Rhodes	88	Atrium Palace Thalasso	2	Mevlâna Shisha Bar	12
Anthony Quinn Bay	57	Spa Resort&Villas	2	Tsaperdona Pizza	11
Small Venedik	47	Nissaki Boutique Hotel	2	Pasta Paneri	9
Church of Saint Dimitrios	29	Argo Hotel Mykonos	2	Creative	6
Medieval City	25	Mykonos Princess Hotel	2	Mediterranean	5
Hiking Trail Fira	17	Nefeli Sunset Studios	2	Cuisine	4
Tsambika Beach	7	Lindos Blu Luxury Hotel&-Suites	2	Mageirotechneio	4
	5		1	Paraga	3
				Baos Fine Dining	2
				Dinner in the Sky	
				Cinque	
Total Comments of Places to Visit	611	Total Comments of Accommodations	17	Total Comments of Food Places	83

Activities to be done in Georgia and comments/shares made for them are listed under the heading of places to visit, accommodation, dining and entertainment venues on the discovery page called “Must Have You Travel to Georgia” created according to TripAdvisor Classification Algorithm.

Table 5. Activities to be held in Georgia and the number of comments/shares (n=820)

Places to Visit	Number of Comments	Accommodations	Number of Comments	Food and Entertainment Venues	Number of Comments
Batumi Botanical Gardens	172	Sheraton Batumi Hotel	68	Dinehall	22
Batumi Boulevard	94	Radisson Blu Hotel Batumi	58	Grand Grill	18
Monument Ali and Nino	64	Divan Suites Batumi	44	Adacafe	9
The Bridge of Peace	43	Hilton Batumi	42	Eclipse Restoran	6
Old Town (Altstadt)	41	Mercure Tbilisi Old Town	13	Chacha Time	6
Tbilisi	34	Radisson Blu Iveria Hotel	11	Barbarestan	5
Aerial Tramway in Tbilisi	21	Hotel River Side Tbilisi	6	Respublika Grill Bar	4
Batumi Dolphinarium	5	Ibis Styles Tbilisi Center	6	Salobie Bia	3
Bagrati Cathedral	3	Shota Rustaveli Boutique Hotel	6	Solo Pizza	3
Karalashvili's Wine Cellar	2	Communal	4	Beernest	2
	2		2	8000 Vintages	2
			1	Divino	2
			1	Sormoni Meidan	2
			1	Wine Buffet	1
				Kakhelebi	1
				Qalaqi	1
				Nikoloji	1
Total Comments of Places to Visit	481	Total Comments of Accommodations	251	Total Comments of Food Places	88

Accordingly (Table 5); It was determined that 172 comments/shares were made for Batumi Botanical Gardens in the places to visit category, 68 comments/shares were made for Sheraton Batumi Hotel in the accommodation places category, and 22 comments/shares were made for Dinehall in the dining and entertainment venues category.

The activities to be done in Bulgaria and the comments/shares made for them are listed under the heading of places to visit, accommodation, food and entertainment venues on the discovery page called “Must Have You Travel to Bulgaria” created according to the TripAdvisor Classification Algorithm. Accordingly (Table 6); It was determined that 112 comments/posts were made for Alexander Nevski Church in the places to visit category, 19 comments/posts were made for Regnum Bansko in the accommodation places category, and 60 comments/posts were made for Happy Bar&Grill in the dining and entertainment venues category.

Table 6. Activities to be held in Bulgaria and the number of comments/shares (n=774)

Places to Visit	Number of Comments	Accommodations	Number of Comments	Food and Entertainment Venues	Number of Comments
Alexander Nevski Church	112	Regnum Bansko	19	Happy Bar&Grill	60
Ski Bansko	76	Premier Fort Beach Hotel	16	Chevermeto	16
Plovdiv Old Town	75	Hotel		The Sea Terrace	11
Old Nessebar	72	Kempinski Hotel Grand	13	Di Wine	9
Vitosha Boulevard	48	Arena	10	Resraurant&Wine	
Sea Garden	34	Pirim River Ski, Fun&Family	9	Skapto-Iskar 11A	9
Aziz Nikolas Rus Kilisesi	27	Sofia Hotel Balkan	8	Old Sailor	7
Plovdiv Roman Theatre	27	Hotel Marinela Sofia	5	Stariat Kavak the old Tree	7
Cathedral of the Assumption of the Virgin	24	Metropolitan Hotel Sofia	4	Staria Chinar Preslav	6
Sozopol Old Town	11	Graffiti Gallery Hotel	4	Gostilnitza Chuchura	6
Vitosha Mountain	8	Rosslyn Thracia Hotel	3	El Kapan	5
Hotel International	8	Lucky Bansko Aparthotel	3	Skapto-Shishman 20	5
Casino	7	Spa&Relax	3	Forest Cup	4
Action Aquapark	7	Novotel Sofia	2	Sangria Restorante	3
Historical Park	3	Hotel Evmolpia	1	Farmhopping Kitchen	
	2			Izbata Tavern	1
				Funny Pub	1
Total Comments of Places to Visit	526	Total Comments of Accommodations	102	Total Comments of Food Places	146

The data obtained from the comments/shares of the participants about the accommodation businesses, places to visit, food and entertainment venues in the Greek destination were analyzed with the word cloud technique. According to the analysis results (Figure 1) of all comments/shares made on the Greek destination; it was determined that the words “Acropolis-Akropolis”, “euro”, “visit-ziyaret”, “Athens-Atina”, “must-mutlaka”, “historical-tarihi”, “ancient-antik”, “scenery-manzara”, “restoration-restorasyon” and “magnificent-büyüleyici” were the most frequently repeated words in comments/shares. It is possible to associate the frequency of the related word with the nature of the places to visit, the historical riches it has, the currency used and the way the destination is perceived as a symbol.

Figure 2. Word cloud of all comments on Greece (n=898)



According to the analysis results of all comments/shares made on the Georgia destination (Figure 2); it was determined that the words “beautiful-güzel”, “Batumi-Batum”, “botany-botanik”, “big-büyük”, “park-park”, “advice-tavsiye”, “tree-ağaç/bitki”, “sea-deniz”, “clean-temiz” and “green-yeşil” were the most frequently repeated words in comments/posts. It is possible to associate the frequency of the related word with the nature of the places to visit, the historical riches, natural beauties and the way the destination is perceived in a physical sense.

olis”, “euro”, “restoration”, “expensive”, “stones”, “historic”, “recommended”, “must see” and “crowded”. They rated the destination by interpreting it. Turkish tourists generally described their experiences such as entertainment and activities with the words “magnificent”, “impressive”, “view”, “free”, “museum”, “wonderful”, “walk”, “high”, “promenade” and “antique”. They rated the destination by interpreting it. In addition, Turkish tourists experienced accommodation and food and beverage activities that play an important role in touristic product and destination choices and they scored the destination by interpreting it with the words “sincerity”, “taste”, “hospitable”, “authentic”, “taste”, “wine”, “bar”, “delicious”, “seafood” and “chat”.

Table 7. Analysis of Greek comments/posts with LDA model (n=898)

General Destination Comments (%)		Entertainment and Activity (%)		Accommodation and Food & Beverage (%)	
Athens	23,2	Magnificent	25,6	Sincerity Taste	19,3
Acropolis	19,6	Impressive	18,2	Hospitable	16,1
Euro	15,3	View	13,1	Authentic	14,4
Restoration	12,3	Free	11,3	Taste	12,8
Expensive	9,7	Museum	8,7	Wine	11,7
Stones	7,4	Wonderful	6,9	Bar	9,1
Historic	4,9	Walk	5,4	Delicious	8,5
Recommended	3,1	High	5,1	Seafood	4,4
Must See	2,7	Promenada	4,2	Chat	2,6
Crowded	1,8	Antique	1,5		1,1
Total	100	Total	100	Total	100

Turkish tourists visiting the Georgia destination (Table 8) described their experiences such as transportation, cleanliness and service quality in general with the words “Batum”, “nature”, “green”, “Black Sea”, “sea”, “recommendation”, “successful”, “architecture”, “garden” and “comfort”. They rated the destination by interpreting it. Turkish tourists generally used the words “botany”, “hotel”, “hiking”, “wonderful”, “enjoyable”, “well-kept”, “nightlife”, “paradise”, “seeing” and “park”. They rated the destination by interpreting it with. In addition, Turkish tourists experienced accommodation and catering activities, which play an important role in the selection of touristic products and destinations. They scored the destination by interpreting it with the words “excellent”, “cleanliness”, “friendliness”, “taste”, “staff”, “breakfast”, “meat”, “peace”, “available” and “variety”.

Table 8. Analysis of Georgian comments/posts with LDA model (n=798)

General Destination Comments (%)		Entertainment and Activity (%)		Accommodation and Food & Beverage (%)	
Batum	16,2	Botany	21,6	Excellent	19,7
Nature	15,4	Hotel	17,3	Cleanliness	17,5
Green	15,1	Hiking	13,4	Friendliness	14,1
Black Sea	14,7	Wonderful	12,4	Taste	12,9
Sea	12,3	Enjoyable	9,8	Staff	11,8
Recommended	9,9	Well-kept	7,1	Breakfast	9,6
Successful	7,4	Nightlife	6,3	Meat	7,6
Architecture	5,4	Paradise	6,7	Peace	4,3
Garden	3,2	Seeing and Park	3,5	Variety	1,8
Comfort	1,4				
Total	100	Total	100	Total	100

Turkish tourists visiting Bulgaria (Table 9) interpreted their experiences with the words “impressive”, “magnificent”, “imposing”, “square”, “balkans”, “Sofia”, “family”, “historic”, “orthodox” and “wonderful”. They rated the destination by interpreting it with. Turkish Tourists generally described their experiences such as entertainment and activities with the words “church”, “cathedral”, “market”, “architecture”, “structure”, “alexander”, “photo”, “leva”, “parks” and “walking”. They rated the destination by interpreting it. In addition, Turkish tourists experienced accommodation and catering activities, which play an important role in the selection of touristic products and destinations. They rated the destination by interpreting with the words “hotels”, “magnificent”, “adequate”, “coffee”, “sauce”, “clean”, “helpful”, “delicious”, “local delicacies” and “burger”.

Table 9. Analysis of Bulgarian comments/posts with LDA model (n=826)

General Destination Comments (%)		Entertainment and Activity (%)		Accommodation and Food & Beverage (%)	
Impressive	25,7	Church	14,1	Hotels	17,8
Magnificent	21,1	Cathedral	13,3	Magnificent	16,2
Imposing	17,4	Market	12,7	Adequate	14,3
Square	10,2	Architecture	11,9	Coffee	11,7
Balkans	7,3	Structure	11,2	Sauce	9,4
Sofia	7,2	Alexander	9,4	Clean	7,4
Family	5,1	Photo	8,8	Helpful	6,1
Historic	3,6	Leva	6,5	Delicious	6,7
Ortodox	1,9	Parks	6,2	Local Delicacies	5,9
Wonderful	0,5	Walking	5,9	Burger	4,5
Total	100	Total	100	Total	100

TripAdvisor users can write reviews from 1 (awful) to 5 (excellent) and submit a score by following a number of criteria such as overall satisfaction, sleep quality, location, rooms, service, price-quality ratio and cleanliness regarding destinations. In this context, the evaluation scores of all touristic activities (accommodation businesses, restaurants, cafes, bars, natural beauties and historical sites, etc.) about the Greece destination are given in Table 10. Accordingly, for the tourists visiting the Greek destination; 77.7% of them rated their destination as excellent, 13.7% very good, 6.5% average, 1.2% bad and 0.9% awful.

Table 10. Evaluation scores of comments/posts about Greece (n=898)

Evaluation Score	Number of Comments (n)	Percent (%)
Excellent	698	77,7
Very Good	124	13,7
Average	59	6,5
Bad	12	1,2
Awful	8	0,9
Total	898	100

The evaluation scores of all touristic activities (accommodation businesses, restaurants, cafes, bars, natural beauties and historical sites, etc.) about the Georgia destination are given in (Table 11). Accordingly, for the tourists visiting the Georgia destination; 76.2% rated their destination as excellent, 14.2% very good, 6.7% average, 2% bad and 0.9% awful.

Table 11. Evaluation scores of comments/posts about Georgia (n=798)

Evaluation Score	Number of Comments (n)	Percent (%)
Excellent	608	76,2
Very Good	113	14,2
Average	54	6,7
Bad	16	2
Awful	7	0,9
Total	798	100

The evaluation scores of all touristic activities (accommodation businesses, restaurants, cafes, bars, natural beauties and historical sites, etc.) about the Bulgarian destination are given in (Table 12). Accordingly, for the tourists visiting the Bulgaria destination; 74.4% rated their destination as excellent, 19% very good, 5.3% average, 0.8% bad and 0.5% awful.

Table 12. Evaluation scores of comments/posts about Bulgaria (n=826)

Evaluation Score	Number of Comments (n)	Percent (%)
Excellent	615	74,4
Very Good	157	19
Average	43	5,3
Bad	7	0,8
Awful	4	0,5
Total	826	100

4. Conclusion

In the study, it is aimed to determine all the evaluations and comments on the TripAdvisor website of Turkish tourists visiting Greece, Georgia and Bulgaria destinations until October 5, 2020, by mixed method. The results obtained as a result of the analyzes made in this context are detailed below.

4.1. Practical Implications

Intense efforts are made to adapt to the changes arising from the emergence of online content services and Web 2.0 understanding in the tourism sector. In this context, tourism marketers, businesses and destinations need to understand and analyze technological dynamics correctly in order to better reach online tourists and present them in line with their goals. With the applications that allow easy content production and sharing on the Internet, the information production and distribution processes of tourists have also been facilitated. With the continuous development and diversification of Web 2.0 applications, comments and shares made by tourists in web-based resources (online social media) related to destinations have begun to be considered as important information sources by potential tourists. Today, online travel and destination sharing by tourists can be related to the services offered by a destination (transportation, restaurant, hotel, etc.) as well as places of interest (parks, museums, shopping malls, etc.). Tourists care about using online platforms to share their experiences and interact with different users. Shares made through these platforms (Airbnb, TripAdvisor, Booking.com, etc.) directly affect the image of the destination. In addition, user-generated content is one of the most important reasons for the popularity of electronic word-of-mouth communication. Online platforms make it possible to share information that is free and accessible all over the world. Because users voluntarily share through these platforms and provide unbiased information, they trust these content created by other users more than other information sources. In this respect, online content plays an important role in the discovery and evaluation of a destination due to its reliability, convenience and availability. TripAdvisor website also makes it possible for destination managements, marketers and tourists to communicate and interact. Destination marketers, managers and tourism businesses should accept the posts made through this website as they are and focus especially on negative content. In this context, the past shares of users should be analyzed holistically, if necessary, according to the nature and degree of the content. In this way, it is possible to make some healthier managerial inferences within the framework of the findings obtained. In this study, necessary analyzes were applied with similar thoughts and the unique destination attractiveness of three destinations was determined within the scope of the content created by the users. Within the framework of these results, destination managers and marketers can make planning and necessary analyzes in order to attract more tourists and ensure satisfaction for these three destinations. In addition, the results of the study will be a reference in terms of revealing the differences in the destination decision-making processes of Turkish tourists and their reasons for traveling.

4.2. Theoretical Implications

Within the scope of all these findings and results, it is recommended that destination management and marketing organizations use social media tools and tourist experience sharing platforms actively and effectively. In addition destination planners and marketers should work on making these tools and channels faster and easier to use considering that social media tools and tourist experience sharing platforms contribute to the promotion of their destinations, create an information search channel for tourists, and directly affect the destination selection processes of tourists required. In this context, the opportunity to experience the destination before travel can be created by producing visual, written or virtual reality augmented content about destinations. In addition it is recommended that destination planners make regular improvements on the relevant tools and channels as it is known that tourists influence their family, friends and other social and reference circles, like to share their experiences and are highly influenced by the experiences and shares of others through social media shares and tourist experience sharing platforms. Because it is observed that tourists rely on these tools at a high level in terms of recommending and getting advice in the destination selection process.

4.3. Suggestions for Future Studies

It is thought that this research will contribute to the relevant destination, literature and subsequent studies. However, the research was limited to Greece, Georgia and Bulgaria destinations due to financial resources and time limitations. For this reason, increasing the number of destinations included in the research in future studies will make a positive contribution to the comparison of destinations with the same or similar characteristics and to measure the overall satisfaction levels of the destinations.

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