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## **RESEARCH ON USAGE OF NEW MARKETING TOOL SOCIAL MEDIA IN HOTEL FIRMS: RIXOS HOTEL CHAIN**

### **Abstract:**

The more and more people tend to use the Internet and web tools because of the developing technology and Internet. One of the most important of these tools is social media, a new virtual media that users express themselves and connected with other users. This new media results in the new marketing approach that called as social media marketing and based on interactive participation of consumers. Social media content created by the user or firm has impact on the purchasing decisions of consumers. Therefore, the quantity of spoken and what is spoken about product/service in social media becomes important for firms as well as consumers. Since tourism sector offered the intangible services to consumer, in tourism sector it is important to have social media with quality of visual contents for traveler to have a positive impact before their trip. For that reason, the key objectives of the paper are to examine the application of hotel firms in Instagram that photo-based social media tool and to analyze whether is there any difference or not in photo preferences of a chain hotel operating in different regions. The official Instagram accounts and postings of International Chain Hotels Rixos Group between 20-30 April 2016 was examined by using visual content analysis technique. In this context, chi-square test was performed to reveal the relationship between posting numbers, follower number, followed user number, average number of like and average number of comment of hotels operating under Rixos Hotel Chain and operating in Turkey and abroad. There is a statistically significant difference between F&B and hotel services themed photos according to Mann-Whitney U test that performed to reveal the differences between posted photos' themes that posted by Rixos Hotels operating in Turkey and abroad.

### **Keywords:**

Hotel Firms, Visual Content Analysis, Social Media, Instagram

**JEL Classification:** M00, M10, M19

## Introduction

The internet that affected tourism sector like any other sectors (Buhalis and Law, 2008) has led to an increase in the social media usage and users. The internet has also led to diversify and spread the social media tools through facilities provided by Internet. This changed relationships and communication efforts between both consumer and producer, and consumer and consumer (Gay, Charlesworth and Esen, 2007; Hanna, Rohm and Crittenden, 2011; Kietzmann, Hermkens, McCarthy and Silvestre, 2011; Sigala, Christou and Gretzel, 2012; Kim, Lim and Brymer, 2015).

In the last decades there have been radical changes in the way of registering of travelers and posting travel experiences with the rise of Web 2.0 (Hays, Page and Buhalis, 2013). For that reason, it is not surprising that Internet has changed basically the way of searching for travel information and the process of travel planning (Morosan and Jeong, 2008). Travelers can post their experience about travel and their photographs instantly through different social media websites. The blogs, forums, content that created by travelers and called as Electronic Word of Mouth (e-WOM) can spread quickly (Daugherty and Hoffman, 2014). This has an impact on the decision of potential travelers. According to PhoCusWright, nine out of ten people traveling in cyberspace read the online opinions and comments about tourism products and services (hotel, restaurant and destinations) and they believe these opinions and comments (<http://www.phocuswright.com/>).

The presence of knowledge and communication technologies with websites and social media offer a wealth of information to tourists about facilities such as locations, general facilities, restaurants (Litvin & Hoffman, 2012). In addition to this, consumers also post their individual tourism experiences. All ages tourists and travelers increasingly use digital technologies to post and share their travel experience, search and exploring, and plans (Oliveira and Panyik, 2015, 54).

The consumers can achieve and perform many activities about their accommodation by using social media. Some examples of them are given below (Eryilmaz and Zengin, 2014: 48-49):

- ✓ The consumer can read the content about an accommodation, post a comment from blogs or the authors of the content personally can be he or she.
- ✓ The consumer can follow accommodation firms from Twitter that the most popular micro blogs, inform simultaneously news related to firm, and communicate with firms one-to-one.
- ✓ The consumer can exchange ideas with his/her acquaintanceship from social networks and with their connecting people before give a decision to stay in a hotel. The consumer can give decision under the effects of these sharings.
- ✓ The consumers can have information related to accommodation firm through posted photograph or video on photograph or video sharing websites such as YouTube or Instagram.

- ✓ The consumers can join promotions of accommodation firms by being member of fan page of accommodation firms on Facebook, the world's most popular social network.
- ✓ The consumers can post and share contents such as information, photographs and video related to accommodation firms during their stay with their relatives and fans.
- ✓ The consumers can use social media as a way of find a solution when they realized that they have been wronged or when they faced with an unpleasant situation. They can use social media to share these problems with administrations of firm, legal authorities, non-governmental organizations or relatives. They can also post and share these problems to warn other people and to take revenge from firm.
- ✓ In contrast, the consumers can post and share about firm to recommend to others, to reward the firm, to thanks the firms etc. when they satisfied with the behavior and services of firm.

Social media will enhance its effect on hotel and tourism sector because social media provide knowledge sharing between the people all around the world and it meet with the tourist needs (Chan and Guillet, 2011: 346). Social media has become an important tool for not only tourists but also tourism firms. Despite some firms that realized the importance of Social Media Marketing acted as proactive to social media marketing developments, some firms have been left behind these developments (Chan and Guillet, 2011: 346). According to Magolnick (2010) there are 13 good reasons for firms to prefer social media marketing. These are; social media marketing is free, flexible and multidirectional, it can be easy to use in time, redirect and prompt the users to other important sources, creating a link with social media is safer than buying a link, user segments can estimated, requires less time, enables branding, changes the numbers of clicks off used links, obtain information about users, redirect some users to purchasing, and the future position of the internet will be on social network.

According to marketing strategies in social media news published by Forbes, the marketing strategies in social media are based on visual things instead of texts and they predict that content based on visual things will increase more (DeMers, 2013). According to Bilton (2003) social media eliminate language problem. For that reason, globalized firms have become refer to visual content rather than textual content in marketing when they decided to operate in abroad. Exactly at this point, popularity of Instagram is increased with branding advantage in the global market. There are 400 million users of Instagram as of 2016 ([www.ntv.com.tr](http://www.ntv.com.tr) Access Date: 10/04/2016) and users post and share billions of photographs and videos. Initially Instagram served as just an online photograph sharing media, but now it is an effective advertisement, marketing and promotion tool with the rapid, accurate and exact information related to products and services. Thus, many hotel firms try to use the Instagram marketing in an effective way. The hotels promote the hotels with photographs belonged the facility, photographs taken by consumers and photographs of nearby hotel in Instagram. Even hotels organize various competitions for their consumers' photographs. For instance, the competitive initiated by Hillside Beach Club with #JobAtHeavenOnEarth hashtag

on Instagram selected as the most successful competition on Instagram. Hillside selected six followers who shared the most beautiful beach pictures of hotel and hosted them in hotel for a week and appointed them as Instagram manager in charge (CIO-Chief Instagram Officer) in order to manage Instagram accounts of hotel ([www.postano.com](http://www.postano.com) Access Date: 10/04/2016).

Instagram create more interaction between consumers and firms when compared with created interaction from both Facebook and Twitter (Elliott, 2014). The research done by Goor (2012) with 100 photographs belong to 20 different brand have shown that Instagram is an effective marketing tool. Researchers have shown that photographs and videos have impact on consumers' purchase intension (Hautz et al., 2013) and potential value of Instagram for tourism sector. Russell (2010) evaluated effect of social media marketing on hotels in his research named "Evaluate the Effectiveness of Social Media marketing on Hotels". In research he emphasized that social media is a free of charge marketing tool, there can be more feedback to hotels when it used effectively, but at the same time it may has negative effect to hotels when it not used appropriately. Hsu (2012) evaluated the Facebook pages as international electronic marketing strategy of Taiwan hotels in terms of used functions, shared contents, aesthetics, number of monthly average shares, used language and interaction level. According to results of Hsu (2012) research, hotels use Facebook pages as an electronic marketing tool, but they use this function to address domestic market rather than international market. He emphasized that language options should be increased to address international markets via Facebook pages. Although there is an increase in research on the relationship between social media and tourism, the research based on Instagram data is limited in a few numbers. There are some valuable researches on destinations (Özdemir and Çelebi, 2015) and restaurants (Salleh, Hashim and Murphy, 2015) that based on Instagram data. Bayram et al. (2015) examined the official Instagram sharing and posts of hotel firms which chosen as a best hotels of 2015 in Turkey by TripAdvisor with the content analysis.

## **Methodology**

In paper content analysis employed to analyze Rixos Hotel Chains' photographs that posted and shared via Instagram. The chi-square test was performed to reveal the whether there is a relationship between posted and shared theme and types of hotels operating in Turkey and abroad or not. The Mann-Whitney U test was performed to examine the relationship between Instagram profile and posted photographs' themes in terms of location of hotels and types of hotels.

The content analysis is a systemic and repeatable for both visual and textual content analyzes. In this framework, content analysis use to identify data and to reveal the implicit facts that in the data. For this purpose, similar data sets combine together around the themes and specific concepts (Bayram et al., 2015, 1213).

The qualitative research data can analyze at four steps: coding data, finding the themes, organizing themes and codes, and the identification and interpretation of the

findings (Yıldırım and Şimşek, 2008). The 11 themes identified by Bayram et al (2015) used in this paper. The information about themes is shown in Table 1.

**Table 1. Themes and definition of themes related with contents on Instagram**

Theme	Definition
<b>Tangible Heritage</b>	Photographs about historical, archeological sites and building etc.
<b>Pool</b>	Photographs about pool and pool areas.
<b>View</b>	Photographs about view of hotel area and the city in where hotel is located.
<b>Announcement</b>	Photographs about events of hotel, partnerships, taken prizes and special day celebrations.
<b>Food and Beverage</b>	Photographs of breakfast, dinner, fast-food and cocktails.
<b>Outdoor</b>	Photographs about entrance of hotel and general view from outdoor.
<b>Indoor</b>	Photographs of lobby, pastry and decorative flower inside the hotel.
<b>Hotel Service</b>	Photographs about accommodation/rooms and banquet services.
<b>Sea, Sand and Sun</b>	Photographs about beachside, beach, sunrise and sunset with the sea view.
<b>Entertainment</b>	Photographs of Turkish night, shows, sportive activities and animation.
<b>Consumers</b>	Photographs in which there are guests.

*Source: Bayram et al. (2015), 1214*

The data used in paper obtained from official Instagram accounts of hotels operating under International Rixos Hotel Chain between dates 20-30 April, 2016. Rixos Hotel Chain has total 27 hotels, 12 of these hotels operate in Turkey and 15 of these hotels operate abroad as of May 2016. Rixos Land of Legends and Rixos Fluella Davos start to operate in 2016 and their post number is under 20. For that reason these two hotels is not included in the analysis. The last 20 photographs on official Instagram account of hotels did included in the analysis. The data set consist of totally 500 photographs from each official Instagram account of hotels last 20 photographs are taken. The data coded based on identified themes.

## Findings

The official Instagram user names of Rixos Hotel Group are given in Table 2. The Rixos Hotel Group has 28 official Instagram accounts. The 27 official Instagram accounts belong to Rixos hotels and 1 account belong to Rixos Group. Its mean is that all hotels operating under Rixos Hotel Group has an official Instagram account. The numbers of visual content posted by Rixos hotels on Instagram, number of followers, number of following, and the average number of comment and like number of posted visual content by followers are shown on Table 3. According to results Rixos hotels posted and shared average 361.4 photographs and video from the date they started to use Instagram. While the followers of Rixos hotels Instagram account are approximately 3916, the following numbers of Rixos hotels are 607.

**Table 2. The Official Instagram User Names of Rixos Hotels**

Rank	Hotel	Official Instagram User Names
	<b>Rixos Hotels</b>	<b>rixoshotels</b>
1	Rixos Premium Belek	rixos_premium_belek
2	Rixos Premium Göcek	rixospremiumgocek
3	Rixos Premium Bodrum	rixospremiumbodrum
4	Rixos Premium Tekirova	rixospremiumtekirova
5	Rixos Sungate	rixosungate
6	Rixos Beldibi	rixosbeldibi
7	Rixos Down Town Antalya	rixosdowntown
8	<b>Rixos Land of Legends</b>	<b>rixoslandoflegends</b>
9	Rixos Konya	rixoskonya
10	Rixos Grand Ankara	rixosgrandankara
11	Rixos Pera İstanbul	rixospera
12	Rixos Thermal Eskişehir	rixosthermaleskisehir
13	Rixos The Palm Dubai	rixosthepalmdubai
14	Rixos Bab Al Bahr	rixosbabalbahr
15	Rixos Sarhm El Sheikh	rixossharm
16	Rixos Alamain	rixosalamein
17	Rixos Seagate Sharm	rixosseagate
18	Rixos Libertas	rixosdubrovnik
19	<b>Rixos Fluela Davos</b>	<b>rixosflueladavos</b>
20	Rixos Sochi	rixossochi
21	Mriya Resort	mriya_resort
22	Rixos Borjomi	rixosborjomi
23	Rixos Astana	rixos_president_astana
24	Rixos Almaty	rixosalmaty
25	Rixos Khadisha Shymkent	rixos_khadisha_shymkent
26	Rixos Borovoe	rixos.borovoe
27	Rixos Quba Azerbaijan	rixosqubaaz

When it compared, it can conclude that some hotels have high numbers of posting, some hotels have low numbers of posting. The reason behind of this result may be that date of start to use Instagram and frequency of Instagram usage is different from hotels to hotels. According to findings in terms of interaction between consumers and postings of hotels, or in other words, number of like and reply/comments from consumers to postings of hotels, it can be concluded that consumer interact with like rather than comment. The number of like and comment can vary depend on the follower numbers of hotels. The information about types of hotels, locations, type of posting and content of posting of Rixos hotels examined in study are provided in Table 4. According to this 44% of examined posting belong to coastal hotels and 56% examined posting belong to city hotels. Furthermore, 44% posted photographs belong to hotels operating in Turkey, 56% posted photographs belong to hotels operating abroad.

When type of hotels' postings were examined, it was observed that 6.6% of postings are video and 93.4% of postings are photograph. According to results, a vast majority of posted photographs belong to hotels itself. The 10.8% photographs belonged to

consumers are reposted by hotels. According to result it can be concluded that hotels posted their own photographs.

**Table 3. Descriptive Information Related to Instagram Profile of Rixos Hotels**

Hotel	Number of Post	Number of Follower	Number of Following	Average Number of Like*	Average Number of Comment*
<b>Rixos Hotels</b>	<b>894</b>	<b>99100</b>	<b>42</b>	<b>429,9</b>	<b>4,1</b>
Rixos Premium Belek	328	3572	45	107,5	5
Rixos Premium Göcek	677	5072	40	118,5	2,45
Rixos Premium Bodrum	335	4142	45	85,7	3,4
Rixos Premium Tekirova	413	3572	64	125,5	3,9
Rixos Sungate	811	11129	134	212,6	7,6
Rixos Beldibi	360	1501	78	48,1	1,35
Rixos Down Town Antalya	411	2009	29	42,9	0,95
<b>Rixos Land of Legends</b>	<b>8</b>	<b>79</b>	<b>38</b>	<b>12,25**</b>	<b>0,25**</b>
Rixos Konya	301	1156	59	27,8	0,25
Rixos Grand Ankara	28	89	30	20,75	0,45
Rixos Pera İstanbul	336	2316	45	61,25	1
Rixos Thermal Eskişehir	161	752	53	25,05	0,45
Rixos The Palm Dubai	311	4552	41	89,9	2,8
Rixos Bab Al Bahr	208	1926	33	82,05	2,3
Rixos Sarhm El Sheikh	1119	4825	83	64,35	1,2
Rixos Alamain	288	4587	45	78,3	2,55
Rixos Seagate Sharm	121	1024	48	42,25	0,95
Rixos Libertas	86	570	147	25,95	0,55
<b>Rixos Fluela Davos</b>	<b>17</b>	<b>264</b>	<b>26</b>	<b>18,23**</b>	<b>1**</b>
Rixos Sochi	779	3847	2131	107,5	1,3
Mriya Resort	78	3144	145	72,9	1,65
Rixos Borjomi	110	2127	345	62,8	1,15
Rixos Astana	981	10500	9	80,9	1,15
Rixos Almaty	599	5500	6563	89,15	2,1
Rixos Khadisha Shymkent	615	12900	325	114,2	2
Rixos Borovoe	362	7947	31	97,85	1,75
Rixos Quba Azerbaijan	426	6747	29	208,25	9,55
<b>Average</b>	<b>361,40</b>	<b>3916,63</b>	<b>607,62</b>	<b>-----</b>	<b>-----</b>

\*Average related with last 20 posts

\*\* Average of total posts

The posted and shared photographs are subjected to content analysis in order to test to main research question of paper, “what types of contents are posted and shared by chain hotels on Instagram?”. The results are shown in Table 4.

**Table 4. Descriptive Information Related to Content of Photograph**

Type of Hotel	f	%	Content of Photograph	f	%
<b>Coastal</b>	260	52	Food and Beverage	65	13,0
<b>City</b>	240	48	View	21	4,2
<b>Location of Hotel</b>			Hotel Services	69	13,8
<b>Turkey</b>	220	44	Entertainment	28	5,6
<b>Abroad</b>	280	56	Outdoor	52	10,4
<b>Repost</b>			Announcement	138	27,6
<b>Available</b>	54	10,8	Pool	26	5,2
<b>Unavailable</b>	446	89,2	Sea, Sand and Sun	31	6,2
<b>Video</b>			Indoor	33	6,6
<b>Available</b>	33	6,6	Consumers	37	7,4
<b>Unavailable</b>	467	93,4	<b>Total</b>	500	100

According to results, Rixos hotels posted and shared photographs (27.6%) mostly related to announcements. Secondly, photographs related to hotel services (13.8%) most posted and shared by Rixos hotels. In the third place, it is seen that the photographs related to food and beverage (13%) are shared. According to finding, the 10.4% of shared photographs are related to outdoors of the hotels, 7.4% of photographs belong to consumers. It concluded that the least posted and shared photographs are related to view theme. Instagrams of Rixos Chain Hotel Group include view of hotel rather than view of city which the hotel is located. Similarly, it revealed that hotels did not post and share tangible heritage of region which the hotel is located. For that reason, analyses were continued with 10 themes.

The results of the relationship between themes of photographs and hotel location whether in Turkey or abroad are shown in Table 5.

**Table 5. The Photograph Themes Based on Location of Hotels**

Theme	Turkey		Abroad		$\chi^2$	sd	p
	F	%	f	%			
<b>Food and Beverage</b>	44	20,00	21	7,50	23,240	9	0,006
<b>View</b>	9	4,09	12	4,29			
<b>Hotel Services</b>	20	9,09	49	17,50			
<b>Entertainment</b>	12	5,45	16	5,71			
<b>Outdoor</b>	19	8,64	33	11,79			
<b>Announcement</b>	63	28,64	75	26,79			
<b>Pool</b>	10	4,55	16	5,71			
<b>Sea, Sand and Sun</b>	12	5,45	19	6,79			
<b>Indoor</b>	14	6,36	19	6,79			
<b>Consumers</b>	17	7,73	20	7,14			
<b>Total</b>	220	100	280	100			

According to chi-square analysis that subjected to reveal another research question of paper, "whether there is a significant relationship between shared themes of photographs and hotel location (in Turkey or abroad) or not?" there is a statistically significant relationship between themes of photographs and hotels operating in Turkey and abroad ( $X^2=23.240$ ,  $df=9$ ,  $p<0.05$ ).

The Mann-Whitney U test is employed to test whether there is significant difference between region of hotel and number of posts, number of followers, number of following, average number of comment and like of posts or not. The results are shown in Table 6. According to results there is not a statistically significant difference about profile of Instagram based on whether operating in Turkey or abroad ( $p>0.05$ ).

**Table 6. The Comparison of Instagram Profile Based on Region of Hotels**

	Number of Post	Number of Follower	Number of Following	Average Number of Like	Average Number of Comment
<b>Mann-Whitney U</b>	77,000	50,000	60,000	66,500	72,500
<b>Sig</b>	1,000 <sup>b</sup>	0,149 <sup>b</sup>	0,373 <sup>b</sup>	0,572 <sup>b</sup>	0,809 <sup>b</sup>

The Mann-Whitney U test is employed to test whether there is significant difference between region of hotel and themes of shared photographs or not. The results are illustrated in Table 7.

**Table 7. The Comparison of Themes of Photographs Based on Region of Hotels**

	Mann-Whitney U	Sig.
<b>Food and Beverage</b>	<b>40,000</b>	<b>0,04</b>
<b>View</b>	74,000	0,858
<b>Hotel Services</b>	<b>29,500</b>	<b>0,008</b>
<b>Entertainment</b>	67,000	0,552
<b>Outdoor</b>	57,000	0,258
<b>Announcement</b>	73,500	0,847
<b>Pool</b>	77,000	1,000
<b>Sea, Sand and Sun</b>	71,000	0,721
<b>Indoor</b>	66,500	0,547
<b>Consumers</b>	69,000	0,649

According to results there is significant difference about themes of shared photographs based on region of hotels. It concluded that there are statistically significant differences on shared food and beverage ( $p=0.01$ ) and hotel services (0.008) themed photographs. The hotels operating in Turkey posted more photographs related to theme of food and beverage, whereas the hotels operating in abroad posted more photographs related to theme of hotel services (Table 8).

**Table 8. The Themes of Food and Beverage, and Hotel Services Based on Region of Hotels**

		N	Mean Rank	Sum of Ranks
<b>Food and Beverage</b>	Turkey	11	<b>16,36</b>	180,00
	Abroad	14	10,36	145,00
<b>Hotel Services</b>	Turkey	11	8,68	95,50
	Abroad	14	<b>16,39</b>	229,50

In research Rixos Group Hotels are classified as coastal hotel and city hotel. Then, the posts are examined based on coastal hotel and city hotel. The frequency distribution about themes of photograph is given in Table 9.

The Mann-Whitney U test is employed to test whether there is a significant difference between type of hotels and number of posts, number of followers, number of following, average number of comment and like of posts or not. The results are provided in Table 10. According to Table 10 while there is not a statistically significant difference between coastal hotels and city hotels in terms of number of posts, number of followers, number of following, average number of posts' like; there is a statistically significant difference ( $p=0.030$ ) between coastal hotels and city hotels in terms of average number of comments.

**Table 9. The Frequency of Photograph Themes Based on Type of Hotel**

Theme of Photograph	Coastal Hotel		City Hotel	
	f	%	f	%
<b>Food and Beverage</b>	22	8,46	43	17,92
<b>View</b>	13	5,00	8	3,33
<b>Hotel Services</b>	23	8,85	46	19,17
<b>Entertainment</b>	17	6,54	11	4,58
<b>Outdoor</b>	30	11,54	22	9,17
<b>Announcement</b>	66	25,38	72	30,00
<b>Pool</b>	19	7,31	7	2,92
<b>Sea, Sand and Sun</b>	31	11,92	0	0
<b>Indoor</b>	18	6,92	15	6,25
<b>Consumers</b>	21	8,08	16	6,67
<b>Total</b>	<b>260</b>	<b>100,00</b>	<b>240</b>	<b>100,00</b>

**Table 10. The Comparison of Instagram Profile Based on Type of Hotel**

	Number of Post	Number of Follower	Number of Following	Average Number of Like	Average Number of Comment
<b>Mann-Whitney U</b>	73,000	63,500	67,000	38,500	70,500
<b>Sig.</b>	0,810 <sup>b</sup>	0,437 <sup>b</sup>	0,574 <sup>b</sup>	<b>0,030<sup>b</sup></b>	0,689 <sup>b</sup>

The reason behind the statistically significant difference ( $p=0.030$ ) between coastal hotels and city hotels in terms of average number of comments is provided in Table 11. According to Table 11 it can be concluded that the followers more commented the photographs belong to coastal hotels than city hotels.

**Table 11. The Relationship between Type of Hotel and Average Number of Comment**

	Mean	N	Std. Deviation	Grouped Median	Minimum	Maximum
<b>Coastal Hotel</b>	<b>2,7462</b>	13	<b>1,92175</b>	<b>2,4500</b>	0,55	7,60
<b>City Hotel</b>	1,8417	12	2,49871	1,1500	0,25	9,55
<b>Total</b>	2,3120	25	2,21831	1,6500	0,25	9,55

The results of Mann-Whitney U test subjected to test whether there is a significant difference between type of hotels and themes of photographs are given in Table 12.

According to Table 12, there is a statistically significant difference between shared photographs related to hotel services ( $p=0.03$ ) and shared photographs related to sea, sand and sun ( $p=0.00$ ) by coastal and city hotels.

**Table 12. The Comparison of Themes of Photographs Based on Type of Hotels**

	Mann-Whitney U	Sig.
<b>Food and Beverage</b>	57,5	0,26
<b>View</b>	72,5	0,74
<b>Hotel Services</b>	39,5	<b>0,03</b>
<b>Entertainment</b>	74	0,81
<b>Outdoor</b>	60,5	0,33
<b>Announcement</b>	65	0,48
<b>Pool</b>	53,5	0,13
<b>Sea, Sand and Sun</b>	6	<b>0,00</b>
<b>Indoor</b>	67	0,53
<b>Consumers</b>	64,5	0,45

**Table 13. The Themes of Hotel Services and Sea, Sand, Sun Based on Type of Hotels**

		N	Mean Rank	Sum of Ranks
<b>Hotel Services</b>	Coastal Hotel	13	10,03	130,5
	City Hotel	12	<b>16,20</b>	194,5
<b>Sea, Sand and Sun</b>	Coastal Hotel	13	<b>18,53</b>	241,0
	City Hotel	12	7	84,0

It is revealed that city hotels more tend to post and share photographs related to hotel services while coastal hotels more tend to post and share photographs related to sea-sand-sun (Table 13).

## Conclusion

According to content analysis employed to evaluate the posted photographs of Rixos Hotel, posts generally fall under the 10 themes. It is revealed that Rixos Hotel posted and shared photographs related to announcements more than other themes via social media tool of Instagram. It can be said that these photographs especially related to announcements of hotel events and special day celebrations. Furthermore, the photographs related to hotel services ranked in second place and food and beverage themed photographs ranked in third place. While the photographs themed with city view in which hotel located found as low posted and shared themes by hotels, there is not posted and shared intangible heritage themed photographs by hotels. According to results, Rixos Chain Hotels give more important to announcement themed photographs in order to interact with consumers and attract new consumers.

Another result of the paper is that there is a significant relationship between themes of photographs and hotels operating in Turkey and abroad. According to this, shared and posted photographs themes of hotels operating in Turkey differ from shared and posted photographs themes of hotels operating in abroad. While hotels operating in Turkey have posted and shared more food and beverage themed photographs, hotels operating in abroad have posted and shared more photographs related to hotel services. The result behind the result of hotels operating in Turkey have posted and shared more food and beverage themed photographs can be that cuisine of Turkey is one of the most important ones in the world. According to results, the Rixos coastal hotels more tend to share and post sea-sand-sun, pool, and food and beverage themed photographs; however, Rixos city hotels more tend to share and post hotel services, view, outdoor and indoor themed photographs.

The contribution of visual based Instagram posts that benefits to services to be concretized to interaction efforts of tourism firms with consumers is important. In addition, active social media user of tourism firms can easily identify the desires and expectations of consumers through the both likes and comments of consumers. Each day social media has new active users and more people get the use social media as a marketing tool. For that reason, with being an active user of social media tourism firms can monitor the dynamic trends and changes, and communicate directly with the actual and potential consumers. The active social media user of tourism firms as in the other sectors can be successful. The social media have impact on the purchasing decision of consumers before the trip. Thus, social media can help tourism firms to attract new consumers. Finally, nowadays it is like an obligation for tourism firms to follow developments about knowledge technologies and use social media in order to communicate with consumers and promote their firm in the best way.

The research based on data from Internet and data from Internet can easily change. The research held within a certain time period. The data from Internet and a certain time are limitations of research. It would be misleading to generalize the results of a specific chosen chain hotel to all chain hotels. For future research, adding the chain hotels from the different regions to research and expanding research can be suggested. The developing new photograph themes that used themes in this research can be useful for next research.

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