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A RESEARCH ON THE EVALUATION OF DESTINATION INSTAGRAM GENERAL USER COMMENTS OF TOURISTS: THE CASES OF MYKONOS AND KAŞ

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ABSTRACT

Developments in information and communication technologies have brought about extensive changes in people's lives. This situation has radically changed the tourist purchasing decision processes and the understanding of sharing experiences after the purchase. Now, tourists have experienced their preferences such as obtaining information, sharing experiences, making comments or scoring services in virtual life and through applications. In this study, it is aimed to determine and analyze the shares and hashtags made by the tourists who visited Mykonos and Kaş destinations through the Instagram application. In this context, all posts related to #Mykonos and # Kaş hashtags published on the Instagram application for two different days (1-2 May 2021) were examined. A total of 1,600 pictures (800 for each destination), visual (destination Instagram pictures) and textual content (hashtags for pictures) were analyzed with the 4K Stogram software. Shared posts and hashtags are grouped under specific topic titles according to the Instagram Discover Algorithm. In addition, through data mining, a total of 1600 posts and 7351 hashtags related to Mykonos and Kaş destinations have been reached. MAXQDA and XLSTAT programs were used for visual and textual analysis of data based on hashtags. As a result of the analyzes made in this context; among the data that analyzed 800 posts and 4263 words shared using the #Mykonos hashtag; #greece, #greek, #mykonos, #traveltips, #visitmykonos, #greeksummer, #lifestyle, #exploregreece, #greekbeaches, #santorini, #europe, #island, #kikladhes, #luxury, #sea, #travelcouple, #traveling and #welovegreece were determined to be the most frequently used hashtags. When the data in which 800 posts and 3088 words shared using the #Kaş hashtag were examined; #kaş, #photostagram, #visitturkey, #butikotel, #kalkan, #kaputaş, #neredekal, #balayiotelleri, #landscape, #vacation, #beach, #gezi, #instadaily, #instalike, #nature, #swimming, #vacation and #mediterranean words were determined to be the most frequently used hashtags.

Keywords: General user contents, instagram, maxqda.

TURİSTLERİN DESTİNASYON INSTAGRAM GENEL KULLANICI YORUMLARININ DEĞERLENDİRİLMESİNE YÖNELİK BİR ARAŞTIRMA: MİKANOS VE KAŞ ÖRNEKLERİ

öz

Bilgi ve iletişim teknolojilerinde yaşanan gelişmeler insanların hayatlarında kapsamlı değişimleri beraberinde getirmiştir. Bu durum turistik satın alma karar süreçlerini ve satın alma sonrası turistlerin deneyim paylaşma anlayışlarını da kökten değiştirmiştir. Artık turistler bilgi edinme, deneyim paylaşma, yorum yapma veya hizmet puanlama gibi tercihlerini sanal yaşam içerisinde ve uygulamalar aracılığıyla deneyimler hale gelmişlerdir. Bu çalışmada da Mikanos ve Kaş destinasyonlarını ziyaret eden turistlerin Instagram uygulaması aracılığı ile yaptıkları paylaşımların ve hashtaglerin karma yöntemle belirlenmesi ve analizi amaçlanmaktadır. Bu kapsamda Instagram uygulamasında iki farklı gün (1-2 Mayıs 2021) boyunca yayınlanan #Mykonos ve #Kaş hashtag'leriyle ilgili tüm gönderiler incelenmiştir. 4K Stogram yazılımıyla toplam 1.600 resim (her destinasyon için 800 adet), görsel (destinasyon Instagram resimleri) ve metinsel içerik (resimlerle ilgili hashtagler) analiz edilmiştir. Instagram Keşfet Algoritması'na göre paylaşılmış gönderiler ve hashtag'ler belirli konu başlıkları altında gruplandırılmıştır. Ayrıca veri madenciliği yapılarak Mykonos ve Kaş destinasyonları ile ilgili toplam 1600 gönderiye ve 7351 hashtag'e ulaşılmıştır. Hashtag'leri temel alan verilerin görsel ve metinsel analizleri için MAXQDA VE XLSTAT programlarından yararlanılmıştır. Bu kapsamda yapılan analizler neticesinde; #Mykonos hashtag'i kullanılarak paylaşılan 800 gönderi ve 4263 kelimenin incelendiği veriler içerisinde; #greece, #greek, #mykonos, #traveltips, #visitmykonos, #greeksummer, #lifestyle, #exploregreece, #greekbeaches, #santorini, #europe, #island, #kikladhes, #luxury, #sea, #travelcouple, #traveling ve #welovegreece kelimelerinin en sık kullanılan hashtag'ler olduğu belirlenmiştir. #Kaş hashtag'i kullanılarak paylaşılan 800 gönderi ve 3088 kelimenin incelendiği veriler içerisinde ise; #kaş, #photooftheday, #visitturkey, #butikotel, #kalkan, #kaputaş, #neredekal, #balayıotelleri, #landscape, #vacation, #beach, #gezi, #instadaily, #instalike, #nature, #swimming, #tatil ve #akdeniz kelimelerinin en sık kullanılan hashtag'ler olduğu belirlenmiştir.

Anahtar Kelimeler: Genel kullanıcı yorumu, instagram, maxqda.

INTRODUCTION

Developments in information and communication technologies bring about changes and transformations in all areas of human life (Rachna & Khajuria, 2017, p. 1). Today's understanding of communication turns from traditional to online, and as an extension of this, the use of social networks comes to the fore. Social networks are defined as small-scale web sites where the content created by users can be transmitted mutually and interactively (Phillips & Young, 2009, p. 26). Social media, as in many areas, plays an important role in the tourism industry and sectors in terms of information seeking, decision making, comparison and advice. In tourism, social media helps service providers focus on relevant social platform applications of tourists and local people through issues such as promotion, marketing, feedback and complaints (Tafveez, 2017, p. 634). Applications where visibility is at the forefront have more impact on users, and then be demanded. Especially, sharing photos about destinations is a curious behavior for tourists (Hanan & Putit, 2014, p. 471). The main purpose of this research is to determine and analyze by mixed method the sharings and hashtags of the visitors of Mykanos and Kaş destinations which have approximately 5.6 million posts shared on Instagram and which have similar characteristics in touristic data and evaluations (to be at the forefront of tourist hosting queues of their countries, to create a central location with surrounding destinations, the abundance of their historical structures, close sharings and hasthags). Social media sharing-based Instagram application was used as a data collection tool in the research.

Tourist General User Comments

In today's touristic relocation movements; user comments and the thoughts of the visitors who make experiences affect the preferability and image of the destinations. The search and research motives of the consumers, who are one of the most important stakeholders of the tourism industry, come to the fore in their touristic behavior and destination preferences, and in this direction, these individuals take into account the comments made on social platforms and act with this understanding. In this direction; comments made on virtual platforms such as travel sites and social media channels should be reliable and should be carried out within the framework of ethical practices (Slyvka, 2019). Within the scope of new tourism trends in 2020 and beyond in the world, standards created with "user comments" and "user experiences" have gained importance as well as basic standards such as "5 star hotel", "blue flag", "HACCP" in the world and in Turkey (İneler, 2020). For these reasons, the sharings and social network comments made by past and current consumers (tourist/visitor/guest/customer) through social media applications have been effective during the purchasing process of potential touristic consumers. Sharings and comments about destinations guide and help individuals related to the subject to make better and clearer decisions in their touristic product and service purchases and destination preferences.

Instagram as a Sharing and Evaluation Platform

As a popular social media application, Instagram consists of the words "instant" and "telegram" meaning "telgraf" and was developed for smartphones and other mobile devices (Özarslan & Alpaslan, 2018, p. 96;

Gibbs et al., 2015, p. 258). Instagram (Teknoted, 2021), which has close to 1 billion users worldwide as of April 2020, is an application that allows its users to share photos and short videos.

There are some features of the Instagram application, which is a platform that tourism businesses should never ignore in today's global business and marketing understanding and competitive environment (Kırık & Altun, 2018, p.115);

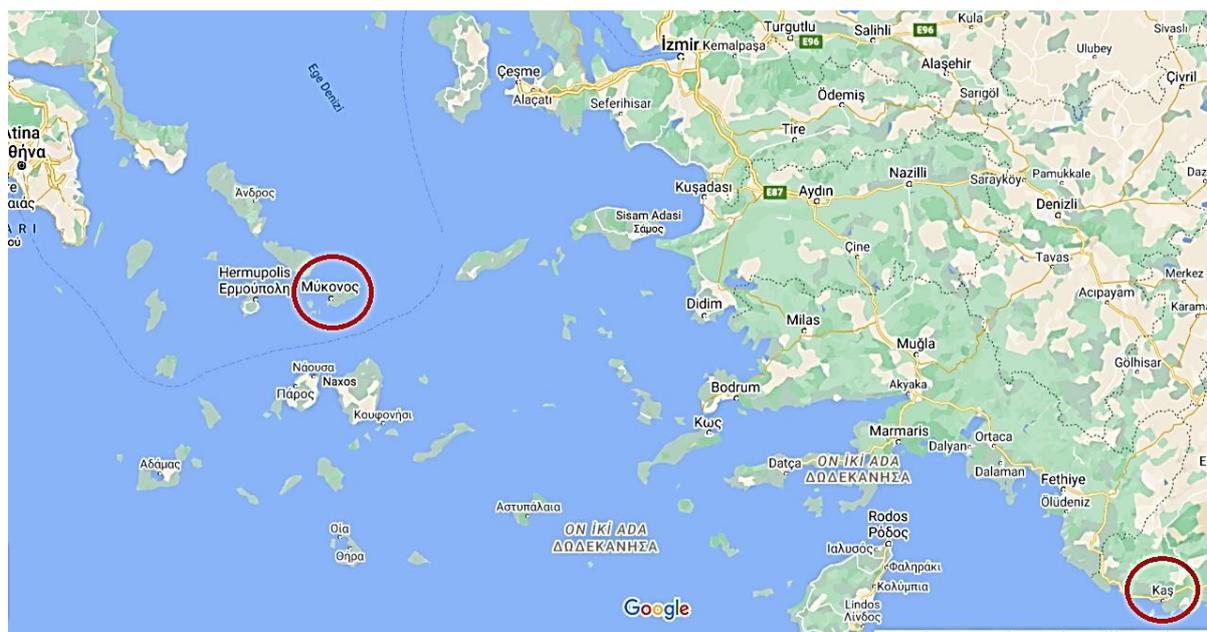
- External content can also be used in the Instagram application, which allows taking and editing photos.
- The most effective way to reach users on Instagram, which is also considered as a virtual meeting platform, is to use hashtags.
- Users can share photos and videos themselves, and they can also send likes and comments to other users' photos and video shares.
- Users can follow the accounts they want and like and comment on the sharing content.

All stakeholders operating in the tourism industry (local governments, tourism businesses, NGOs (Non-Governmental Organization), professional associations and chambers, educational institutions, tourism employees, local people, local and foreign visitors) can share about their destinations for visual and information purposes through the Instagram application. Especially within the framework of today's consumers' technology-based marketing understanding, these visual and information sharings can enable the mobilization and diversification of tourism activities in the destination (Özdemir, et al., 2019, p. 608).

Tourism Profile of the Destinations (Mykonos and Kaş)

Mykonos and Kaş, which are the subject of the research, are among the world-known destinations of Greece and Turkey with their social, historical, cultural and touristic values. With a surface area of 86 km², Mykonos is connected to the Cyclades Islands in the Aegean Sea and is one of the most popular and frequented destinations of the Greek Islands (Constantakopoulou, 2013, p. 1). Activities such as boat tour, island tour, jeep safari are among the alternative tourism types that can be carried out on and around the island. In addition, windmills, Little Venice, Panagia Church, Ano Mera Village, beaches and festivals are among the places to visit in Mykonos.

Being located in the southwest of Antalya province, Kaş has a surface area of 2,231 km² and is a famous destination for its mountains, small villages and producers (Eren, 2017, p. 57). The Lycian Ancient City is within the borders of Kaş which is the 4th largest district of Antalya, and there are many historical and touristic values in this city. Kaş, which has historical and cultural values such as the ancient city, city walls, ancient theatre, king tomb, rock tombs, cistern, temple, and burial, hosts activities such as water diving, canoeing, trekking, blue voyage, paragliding (Gürevin, 2020, p. 69).



Map 1. Location of Mykonos and Kaş Destinations (www.google.com.tr/maps, 2021).

Related Studies

Research in the national and international literature shows that social media plays an important role in tourism. Aylan & Aylan (2020) state that social media has a significant impact on tourists who use it and that photos and location notifications of shared destinations are an important motivation factor for users to visit. Leung et al. (2013), on the other hand, state that social media applications, which significantly affect the tourism industry and related sectors, come to the fore in the decision-making and preference stages of current and potential visitors. In addition to researches on social media, researches specific to Instagram show that Instagram application is used as an important marketing channel tool, especially within the tourism industry (Ergun, et al., 2019, p. 82).

Ünal & Bayar (2020) investigated the role of Instagram application in the destination selection processes of the visitors of Uludağ Ski Center (Bursa), which is one of the important winter tourism centers of Turkey. In the data collection process, the research, which was surveyed by using the deliberate sampling method, was carried out in the period of December 2019 - January 2020. As a result of the research, it was stated that the visitors evaluated the Instagram application as a source, that the visual shares were followed, and that the information sharing was reliable. In the research conducted for the Swedish city of Lapland, the role of Instagram application usage in achieving destination marketing goals was investigated (Granberg, 2019). As a result of the questionnaires applied to 134 people, it was determined that the participants accepted the data collected from the Instagram account of the relevant destination as the primary source and purchased products and services with the information they obtained from the application.

Eryılmaz & Yüçetürk (2018) conducted a study to determine the effect of Instagram application on preferring Eastern Express voyages, which are preferred especially among young people in recent years and snowball

sampling method was applied to 20 people. As a result of the research conducted in June 2018, it was determined that the interest in the destination increased due to the increase in the shares and likes of the Eastern Express voyages (Ankara - Kars - Ankara), whose level of curiosity and interest had begun to spread through Instagram since the winter months of 2017. In the research conducted on the Indonesian island of Bali and the city of Malang (Fatanti & Suyadnya, 2015), the Instagram accounts of the destinations were examined for 2 months. As a result of the research, it was determined that the use of Instagram was an important tool for two destinations both, especially in terms of promotion. Related studies show that sharing and informing by the Instagram application contributes to the destination brand value and serves as an intermediary role in promoting products and services and increasing sales (Akgöz, et al., 2021, p. 52).

METHOD

Research Model

In the study, it is aimed to determine and analyze all the shares and hashtags made by the tourists who visited Mykonos and Kaş destinations, through the Instagram application. In this context, all posts related to the hashtags #Mykonos and #Kaş, which were published on the Instagram application during two different days (1-2 May 2021), were examined. A total of 1,600 images (800 for each destination), visual (destination Instagram pictures) and textual content (pictures-related hashtags) were analyzed with the 4K Stogram software. This data includes collecting various elements for each image, date and time period of download, URL of comments, hashtags, user ID and classification of visual content according to different attribution categories. Designed by Choi et al., (2007) for the classification of visual content; historical buildings and cultural heritage (ancient sites, monuments, works of art); cultural events (traditional events); parks and gardens (natural beauty and landscapes); fashion (clothes, accessories, shopping malls); tourism facilities and infrastructure features (hotels, museums, tourist attractions); entertainment (concerts, parties); scenic destination view; local cuisine and gastronomic features (food, beverage, restaurant, markets); categories of recreation and sports (matches, stadiums, sports activities) and people and local residents (local people, daily life) were taken into account.

Research Area

In the selection of Mykonos and Kaş destinations as research areas; the fact that approximately 5,6 million posts were shared by users and tourists on the Instagram application, that their countries are among the destinations that host the most tourists, that they form a central location with the surrounding countries due to their location, that their historical structures are abundant and that they have a similar number of shares and hashtags have been effective.

Data Collection Process

In the research, all posts and hashtags shared about Mykonos and Kaş destinations via the Instagram application on May 1 and 2, 2021 were examined as data. According to the Instagram Discover Algorithm, shared posts and hashtags were grouped under certain topics. In this context, a total of 1600 posts and 7351

hashtags related to Mykonos and Kaş destinations were reached by data mining. In the research, a correspondence map was also used to display the images projected in the Instagram application with repetitive words and to associate them with different categories.

Data Analysis

In the research, visual and textual analyzes of the data based on posts and hashtags - obtained from the Instagram application - of users that visited Mykonos and Kaş destinations were made by using MAXQDA and XLSTAT programs. MAXQDA is a software program designed for computer aided qualitative and mixed method data, text and multimedia analysis in academic, scientific and commercial institutions. It is a software that comprehensively analyzes many qualitative data analysis methods such as phenomenology, ethnography, focus group, content analysis and case studies. Word clouds are text images created with different colors and patterns, usually after analysis according to their word frequency. They are structures in which certain words are presented visually in websites, blogs, articles, speeches or databases. Words in word clouds are usually made up of similar or popular words. When it is created automatically, the visualization is created in proportion to the frequency of repetition of the words in the relevant text or text group (Maxqda Learning, 2020). The XLSTAT analysis program was used to classify the comments about Mykonos and Kaş destinations and to group them under certain topics. XLSTAT is an excel data analysis add-in that allows users to analyze, customize and share results in Microsoft Excel. It works with machine learning technique consisting of data preparation and visualization tools, modeling methods (ANOVA, regression, generalized linear models, nonlinear models) and data mining features (principal component analysis, correspondence analysis) (XLSTAT, 2021).

FINDINGS

Findings Related to Analysis of Visual Information (Mykonos)

The majority of the 800 images of the destination in the #Mykonos hashtag are related to tourism facilities and infrastructure features, natural destination image and entertainment opportunities, and this determination confirms that Mykonos is an important touristic destination. Photograph 1 includes the three photos that received the most interaction among the posts shared using the #Mykonos hashtag.



Seaside Restaurant



Colorful Houses



Hotel Terrace

Photograph 1. The Three Most Interacting Photos of Mykonos Destination

In photograph 2, the other most frequent hashtags found in tourist posts using the #Mykonos hashtag are given. Frequency analysis was applied to the hashtags by examining 800 posts shared using the #Mykonos hashtag. A word cloud was created with the most frequently used words. Among the data in which 4263 words were examined; #greece, #greek, #mykonos, #traveltips, #visitmykonos, #greeksummer, #lifestyle, #exploregreece, #greekbeaches, #santorini, #europe, #island, #kikladhes, #luxury, #sea, #travelcouple, #traveling and #welovegreece were determined to be the most frequently used hashtags.



Photograph 2. The Most Interacted Hashtags Related to Mykonos Destination

Findings Related to Analysis of Visual Information (Kaş)

The majority of the 800 pictures of the destination in the #Kaş hashtag are related to the natural destination image, entertainment opportunities, historical buildings and cultural heritage, and this determination confirms that Kaş destination has preserved its historical beauties and continues to affect the tourists who still visit it. In photograph 3, the three photos with the most interaction among the posts shared using the #Kaş hashtag are included.



Boat Tour



Landscape



İnceboğaz

Photograph 3. The Three Most Interacting Photos of the Kaş Destination

In photograph 4, the other most common hashtags found in tourist posts using the hashtag #Kaş are given. Frequency analysis was applied to the hashtags by examining 800 posts shared using the #Kaş hashtag. A word cloud was created with the most frequently used words. Among the data in which 3088 words were examined; #kaş, #photostagram, #visitturkey, #butikotel, #kalkan, #kaputaş, #neredekal, #balayıotelleri, #landscape, #vacation, #beach, #gezi, #instadaily, #instalike, #nature, #swimming, #vacation and #mediterranean words were determined as the most frequently used hashtags.



Photograph 4. The Most Interacted Hashtags Related to Kaş Destination

Findings Related to the Analysis of Textual Information (Mykonos)

In table 1, the hashtags used in the images related to Mykonos destination show the fifty most frequently used words related to each category in the entire data set of #Mykonos. The data shown in table 1 are important in terms of providing insights about the Mykonos destination by obtaining insights from the content analysis of the textual information. Results show that the words #mykonos, #greekbeaches, #santorinisunset, #luxurylifestyle, #santorini, #wineanddine, #santorinisunset, #greecestagram and #travelcouple are the most frequently used hashtags for tourists' posts. The fact that the most repeated words #italy and #milano are on the list is related to the fact that Instagram users want to make more visualizations and gain followers by adding hashtags related to other popular destinations to their pictures.

Table 1. Distribution and Ranking of the Most Frequently Used Hashtags Related to #Mykonos

Categories	1	2	3	4	5
Historic Buildings and Cultural Heritage	#mykonos	#greek	#chripsmykonos	#zakynthos	#kikladhes
Cultural Events	#greekbeaches	#holiday	#hellas	#exploregreece	#condenast
Parks and Gardens	#santorinisunset	#mediterraneansea	#mykonoscafe	#summervibes	#cavotagoo
Fashion	#luxurylifestyle	#luxury	#milano	#lifestyle	#italy
Tourism Facilities and Infrastructure Features	#greecestagram	#greece	#hellas	#exploregreece	#santorini
Entertainment Facilities	#santorini	#instagood	#islandlife	#travelblogger	#greeksummer
Natural Destination View	#mykonos	#santorini	#greeksummer	#travelling	#aegeansea
Local Cuisine and Gastronomic Features	#wineanddine	#zakynthos	#chripsmykonos	#welovegreece	#mediterraneansea
Recreation and Sports	#santorinisunset	#travelblogger	#europe	#visitmykonos	#greecestagram
People and Local Residents	#travelcouple	#islandlife	#instagood	#summervibes	#travelblogger

Correspondence analysis is a multivariate graphing technique designed to explore relationships between categorical variables. The main purpose of correspondence analysis is to analyze the relationship between two or more categorical variables by showing them in a less dimensional space. As a result of the correspondence analysis shown in table 2; the results of the chi-square test among the hashtags according to the ten categories related to Mykonos destination were given, and the chi-square (observed value) value was determined as 3760,082. Results confirm the compatibility of the contents of the categories with the meanings of the hashtags (Büyüköztürk, et al., 2015, p. 196; Bircan, et al., 2003, p. 73).

Table 2. Correspondence Analysis Results of Shares Related to #Mykonos

	Weight (Relative)	Distance	Sq-Dis.	Inertia	Rel. Inertia
Historic Buildings and Cultural Heritage	0,09	0,553	0,306	0,02743	0,068
Cultural Events	0,103	0,628	0,394	0,04081	0,102
Parks and Gardens	0,118	0,487	0,237	0,02802	0,07
Fashion	0,103	0,736	0,541	0,05596	0,139
Tourism Facilities and Infrastructure Features	0,104	0,57	0,325	0,03371	0,084
Entertainment Facilities	0,102	0,545	0,297	0,03019	0,075
Natural Destination View	0,11	0,657	0,432	0,04733	0,118
Local Cuisine and Gastronomic Features	0,085	0,648	0,42	0,03555	0,089
Recreation and Sports	0,081	0,628	0,394	0,03179	0,079
People and Local Residents	0,105	0,819	0,671	0,07042	0,176
Chi-square (Observed Value)			3760,082		
Chi-square (Critical Value)			424,334		
DF			378		
p-value			<0,0001		
Alpha			0,05		

In figure 1, it is possible to observe the relationships of the most frequently used hashtags and ten categories related to Mykonos destination. The figure 1 shows 22.92% of the horizontal axes and 19.25% of the vertical axes. These data confirm that the hashtags match the specified categories and that their content reflects these titles. According to figure 1; regarding the Mykonos destination, it is understood that Instagram users do not prefer to reflect the content of the pictures they share, but they want to prove that they are in Mykonos destination more.

Fashion	#photography	#balayiotelleri	#instadaily	#visitturkey	#gezilecekyerler
Tourism Facilities and Infrastructure Features	#kaş	#butikotel	#tatilköyü	#kalkanhotels	#çukurbağ
Entertainment Facilities	#balayiotelleri	#neredekal	#instadaily	#beach	#summervibes
Natural Destination View	#kaş	#kekova	#inceboğaz	#istanbul	#fethiye
Local Cuisine and Gastronomic Features	#antalya	#kaleköy	#kekova	#kaputaş	#butikotel
Recreation and Sports	#vacation	#kamp	#trekking	#akdeniz	#kalkankaş
People and Local Residents	#gezilecekyerler	#tüplüdalış	#swimming	#antalya	#tatilköyü

As a result of the fit analysis in table 4; chi-square test results among hashtags were given according to ten categories related to Kaş destination and the chi-square (observed value) value was determined as 6268,393. Results confirm the compatibility of the contents of the categories with the meanings of the hashtags (Büyüköztürk, et al., 2015, p. 196; Bircan, et al., 2003, p. 73).

Table 4. Correspondence Analysis Results of Shares Related to #Kaş

	Weight (Relative)	Distance	Sq-Dis.	Inertia	Rel. Inertia
Historic Buildings and Cultural Heritage	0,120	0,865	0,748	0,08947	0,131
Cultural Events	0,075	0,879	0,773	0,05780	0,085
Parks and Gardens	0,080	0,931	0,866	0,06925	0,101
Fashion	0,078	0,853	0,728	0,05660	0,083
Tourism Facilities and Infrastructure Features	0,161	0,719	0,517	0,08342	0,122
Entertainment Facilities	0,142	0,641	0,411	0,05843	0,085
Natural Destination View	0,081	0,766	0,586	0,04727	0,069
Local Cuisine and Gastronomic Features	0,082	0,888	0,789	0,06498	0,095
Recreation and Sports	0,109	0,974	0,949	0,10303	0,151
People and Local Residents	0,073	0,857	0,734	0,05339	0,078
Chi-square (Observed Value)			6268,393		
Chi-square (Critical Value)			424,334		
DF			378		
p-value			<0,0001		
Alpha			0,05		

In figure 2, it is possible to observe the relationships of the most frequently used hashtags and ten categories related to Kaş destination. In the figure; horizontal axes were determined as 23.04% and vertical axes as 19.14%. These obtained data confirm that the hashtags related to Kaş destination match the determined categories; the content reflects these titles and the Instagram users make hashtag classification according to their location and the events they attend.

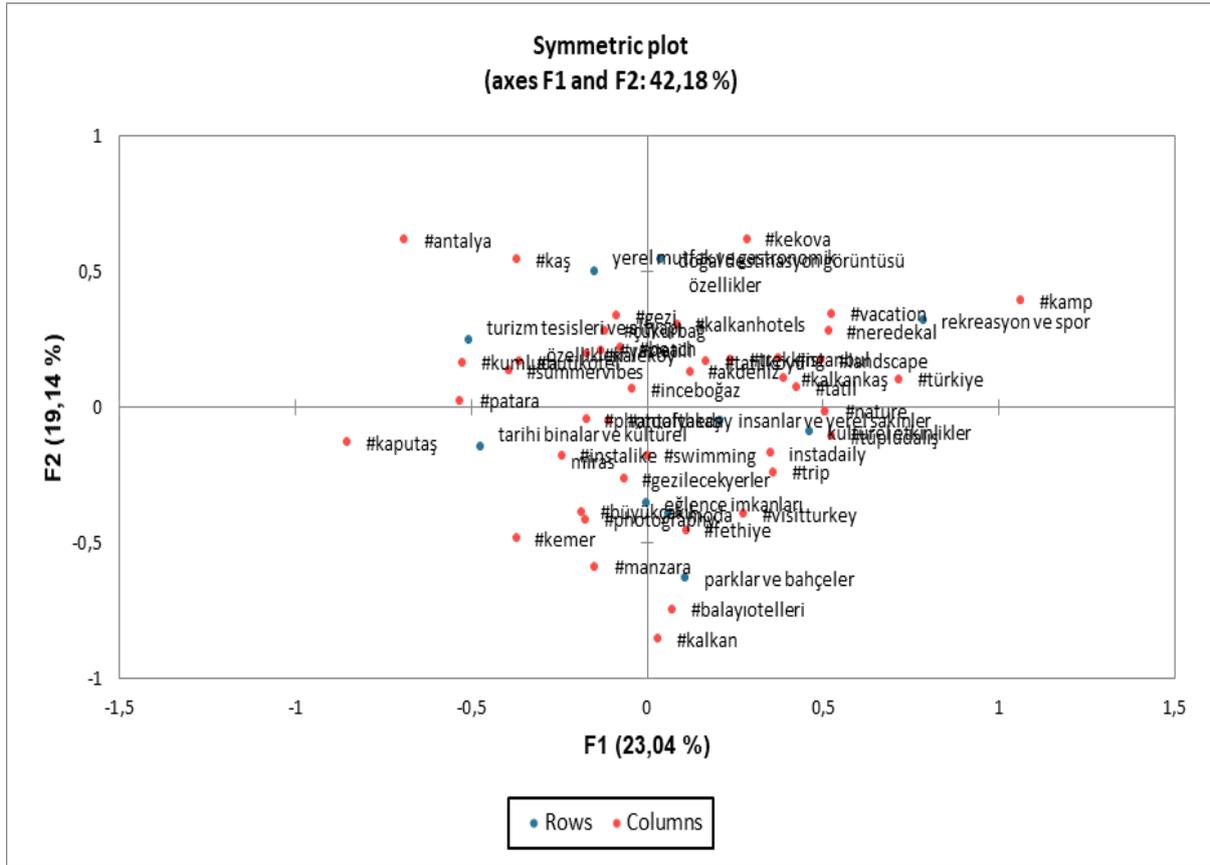


Figure 2. Correspondence Analysis Result Map of Posts Related to #Kaş

CONCLUSIONS and DISCUSSION

In the study, it is aimed to determine and analyze all the shares and hashtags made by the tourists who visited Mykonos and Kaş destinations through the Instagram application. As a result of the analyzes made in this context; among the data that analyzed 800 posts and 4263 words shared using the #Mykonos hashtag; #greece, #greek, #mykonos, #traveltips, #visitmykonos, #greeksummer, #lifestyle, #exploregreece, #greekbeaches, #santorini, #europe, #island, #kikladhes, #luxury, #sea, #travelcouple, #traveling and #welovegreece were determined to be the most frequently used hashtags. The fact that the most frequently repeated words #italy and #milano are on the list is related to the fact that Instagram users want to make more visualizations and gain followers by adding hashtags about other popular destinations to their pictures. Among the data in which 800 posts and 3088 words shared using the #Kaş hashtag were examined; #kaş, #photostagram, #visitturkey, #butikotel, #kalkan, #kaputaş, #neredekal, #balayiotelleri, #landscape, #vacation, #beach, #gezi, #instadaily, #instalike, #nature, #swimming, #vacation and #mediterranean words were determined to be the most frequently used hashtags. The hashtag #kaputaş, which is included in many posts, is related to the fact that the relevant beach is one of the main touristic points of Kaş.

Hashtag titles used about Mykonos are also frequently encountered in tourism-themed studies covering the relevant destination. In the "Historical Buildings and Cultural Heritage" and "Local Cuisine and Gastronomic Features" in Table 1, Zakynthos is shown among the important touristic places in Greece, close to Mykonos, in

the study of Sarı (2017, p. 27). Again in the same table, as Santorini, Ovalı and Tachir, who are included in the "Tourism Facilities and Infrastructure Features", "Entertainment Facilities" and "Natural Destination View" categories, stated in their studies (2015: 47), Mykonos in terms of touristic action diversity and socio-cultural activities, is among the most known of the islands close to. The concepts of vacation and travel in the "Cultural Events" and "Natural Destination View", another category in the table, are also frequently mentioned in the works of Can (2021) and Vounatsou et al. (2005) on the Greek Islands and Mykonos. Expressions of luxury and luxury lifestyle in the "Fashion" category in the same table are also among the expressions related to Mykonos in the studies of Kamenidou et al. (2009, p. 70).

The most frequently used hashtag titles related to Kaş are also included and stated as prominent values in tourism-themed researches conducted for the relevant destination. Scuba diving, among the hashtag titles in the "Cultural Events" and "People and Local Residents" categories in Table 3, being able to see the cultural assets of Kaş in the works of Gürevin (2020, p. 5) and Yarmacı et al. (2017, p. 68). It is among the important activities carried out on its behalf. Again in the same table, it is stated that trekking activity, which is included in the "Cultural Activities" and "Recreation and Sports" categories, is among the important tourism activities in Kaş in the studies of Konurhan (2019, p. 132) and Akman (2007, p. 350). The concept of boutique hotel in the categories of "Tourism Facilities and Infrastructure Features" and "Local Cuisine and Gastronomic Features", which is another category in the table, is also frequently mentioned in Aydın's (2020) study and it is mentioned in the study that tourism activities in Kaş destination are mainly carried out within the scope of boutique tourism activities. Kekova, in the categories of "Natural Destination View" and "Local Cuisine and Gastronomic Features", was declared a Special Environmental Protection Area in 1990, especially due to its biological diversity, and was updated in 2006 (World Wildlife Fund, 2020, p. 3). Kaleköy, which is in the categories of "Cultural Events" and "Local Cuisine and Gastronomic Features", is stated to be one of the important visiting areas in Kaş district in the studies of Antalya Governorship (2012, p. 339) and Azizoğlu Küçük (2008, p. 19). In the study of Ünal and Çakır (2020, p. 397), Kaputaş, which is in the "Historical Buildings and Cultural Heritage" and "Local Cuisine and Gastronomic Features" categories in Table 3, is also among the important natural heritages of Kaş.

RECOMMENDATIONS

In the tourism industry and especially in the travel industry, the Instagram sharing platform has become an important and effective marketing tool in choosing a holiday destination and choosing a destination. Instagram accounts and shares of consumers (tourists) directly affect touristic movements. The individual who conducts research for touristic activities can do research through the Instagram application, act with an easy planning and meet different people easily. With the Instagram application, which removes many borders and accelerates the rapprochement of individuals, individuals can get information from people who have previously labeled the destination they are considering for vacation, talk about the destination, share images and comment. Consumers who share their experiences about the destination through Instagram can play an important role in the preferences of potential visitors. Travel sharing, which has been a popular trend in recent

years, has become a method and application preferred by people who intend to go on vacation in obtaining information about destinations and visual viewing.

It is thought that this research will contribute to the relevant destination, literature and subsequent studies. However, the research was limited to Mykonos and Kaş destinations due to financial resources, large data set and time limit. 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.

ETHICAL TEXT

"In this article, the journal writing rules, publication principles, research and publication ethics, and journal ethical rules were followed. The responsibility belongs to the author (s) for any violations that may arise regarding the article. "

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