

**Role of Social Media in Tourism and its Use by
NGO's: Preliminary Case Study on Bodrum, Turkey**

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ABSTRACT

The purpose of this study; Bodrum's destination properties, strengths and weaknesses, social media and tourism relations, social media and marketing extensions and to determine where it is in the field of publicity and marketing of this city which is a tourism paradise; Unions, associations and foundations in this direction. Also this study examines; destination image and attitudes toward social media. The narrow area of the work was formed by associations and non-governmental organizations in Bodrum city. In the study Bodrum was evaluated as a strong potential in terms of tourism at the same time weak cognitive features such as politics, external influences, economics, security are also discussed. By conducting interviews with associations, associations and associations, the effectiveness of the social media, which has become the only agenda of the age, has been investigated as well.

In addition, when working hypotheses were tested, the data were combined using different methods. Results of the study; The institutions that play a role in creating the Bodrum image at the country level, the tourism sector employees and the social media users, while the academic area has achieved results that will shed light on destination features and work towards tourism image.

With the development and widespread use of technology, the rate of Internet use in our country and in the world is rapidly increasing and also consumers are also affected by the marketing of goods and services. In terms of Internet usage and social media tourism operations, it also emerges as an extremely important tool in tourism product

preference. Therefore, it is necessary to examine the role of social media in tourism product preference and to evaluate these platforms ethically.

Keywords: Social Media, Online Travel Information, Sustainable Tuorism, NGO's Role, Destination Image, Destination Attributes, Bodrum

ÖZ

Çalışma; Bodrum'un destinasyon özelliklerini, güçlü ve zayıf özelliklerini, sosyal medya ve turizm ilişkisini, sosyal medya ve pazarlamanın uzantılarını ve bir turizm cenneti olan bu kentin tanıtım ve pazarlama alanında nerede olduğunu belirlemeyi; birlik, dernek ve vakıfların bu yöndeki çalışmalarını incelemeyi amaçlamıştır. Ayrıca çalışma; destinasyon imajı ve sosyal medyaya olan tutumları ölçen kavramsal modeli önermeyi amaçlamıştır. Çalışmanın dar alanını Bodrum kentindeki dernekler ve sivil toplum kuruluşlarından oluşturmuştur. Çalışmada Bodrum'un turizm anlamındaki güçlü potansiyeli değerlendirilirken politika, dış etkiler, ekonomi, güvenlik gibi zayıf bilişsel özellikler de ele alınmıştır. Vakıf, dernek ve birliklerle röportajlar yapılarak, çağın tek gündemi haline gelen sosyal medyanın etkinliği araştırılmıştır.

Ayrıca çalışma hipotezlerinin test edilmesinde farklı yöntemler kullanılarak veriler bir araya getirilmiştir. Çalışmanın sonuçları; ülke düzeyinde Bodrum imajının oluşturulmasında rol oynayan kurumlara, turizm sektörü çalışanları ve sosyal medya kullanıcıları kişilere, akademik alanda ise destinasyon özellikleri ve turizm imajına yönelik çalışmalara ışık tutacak nitelikte sonuçlara ulaşılmıştır.

Teknolojinin gelişmesi ve yaygınlaşması ile birlikte ülkemizde ve dünyada internet kullanım oranı büyük bir hızla artmaktadır ve ayrıca tüketicilerin de mal ve hizmet alımlarında pazarlamanın bu yeni pazarlama kanalından etkilendikleri görülmektedir. İnternet kullanımı ve sosyal medya turizm işletmeleri açısından da turistik ürün tercihinde son derece önemli bir araç olarak ortaya çıkmaktadır.

Anahtar kelimeler: Sosyal Medya, Çevrimiçi Seyahat Bilgileri, Sürdürülebilir Turizm, STK'nın Rolü, Destinasyon İmajı, Destinasyon Özellikleri, Bodrum

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LIST OF ABBREVIATIONS

BODER	Bodrum Otelciler Derneđi
BOYD	Bodrum Profesyonel Otel Yöneticileri Derneđi
BOYENDER	Bodrum Engelli Haklarını Koruma Derneđi
BOYTAV	Bodrum Tanıtım Vakfı
HAYTAP	Bodrum Hayvan Hakları Derneđi
LIONS	Liberty Intelligence Our Nation's Safety
NGO	Non-Governmental Organisations
SM	Social Media
TURDER	Turgutreis Koruma ve Güzelleştirme Derneđi
TURKUAZ	Bodrum Turizm Folklor Derneđi
TÜRSAB	Türkiye Seyahat Acenteleri Birliđi

Chapter 1

INTRODUCTION

1.1 Problem of the Study

The use of social media is rapidly increasing and playing a big role in the marketing area therefore the tourism and hospitality sector should benefit from these platforms. Social media is a very trendy topic nowadays and plays a significant role in tourism, and the non-governmental organizations role is important for destinations which have not been researched too much and which are related in tourism and destination. The NGO's have many duties regarding destinations and should be well informed about destination marketing and promotion.

The tourism destination and the NGO's in this region should integrate on projects; how well do we know social media? How the SM tools are being used? How many people are working in SM and marketing departments and is this amount enough for this department? Do NGO's measure their activities or not? What are the targets of NGO's about SM? How NGO's role effect tourism activities? NGO's role is significant for destinations and should be made more of a research topic; destination marketing is not just related with tourism sector stakeholders; it involves even the public even visitors. Social media effects the tourism sector therefore non-governmental organizations role of destination are open for discussion and research.

1.2 Purpose of the Study

The main purpose of the study is to identify the importance of social media for Bodrum's destination image and destination marketing by investigating interviews held with NGO's , research area is Bodrum, Turkey

- What is the destination image of the city?
- What are the attributes of the city?
- What are the social media effects for marketing destination?
- Tourism is one of the biggest global economies for destination
- Social media is marketing area and online travel information is agenda
- Tourism in destination
- Marketing of destination explained with relationship of social media
- Destination and image described and effects mentioned
- The tourism city image concepts to provide an integrity in the light of the scientific studies about these concepts and to establish the necessity of measuring the image they have in order to market the destinations which are very important in tourism marketing and then to determine a marketing strategy parallel with this image
- NGO's role in tourism is discussed
- Non-governmental organizations, social media, social media and tourism activities have been questioned
- Sustainable tourism determinants are discussed and which have been the most used terms in recent years
- Customer expectations and satisfaction, quality service and the role of hospitality are bringing loyal customers
- Recent years phenomenon is social media and online information investigated

- Sustainable tourism and destination relationship discussed
- Competitive advantage of tourism mentioned
- NGO's and their usage of social media investigated

The purpose of the project is; while investigating the role of social media in tourism and marketing activities on social media, it is important for non-governmental organizations to discuss the role of travel agencies in destinations, how and how much social media is used is the main question, situations that require a new approach. Literature information prepared, 14 different interviews held with respondents, also the procedure explained in method section, 15 questions were asked and answers were analyzed and evaluated, interviews were held with the highest level officials of the relevant sites to collect the data and an interview was conducted.

1.3 Significance of the Study

The social media platforms are being used by around 3 billion people globally and the experts discussing these platforms suggest smartphones are becoming an addiction to people; SM is a big agenda in world. Tourism sector is a big economy sector (Sinclair, 1998) and tourism industry should integrate with growths and developments; era is internet period and people are using for many things; the internet and websites and also there are always new applications available regarding tourism activities; ticket reservations, booking accommodation, restaurants, activities, transportation etc. Moreover the social media platforms are big places for connecting people and getting quick information; when SM platforms are used consciously by tourism stakeholders it can bring great benefits and more success. The NGO's are an important community that aim to serve and targets to play a big role for destinations. The problems can be researched and fixed by them and also the suggestions for solving the problems can be

accessible. The communities ideas, projects, behaviours have an important role for destinations. The marketing and promotion of city is not just tourism stakeholders problems; public people, foreign guests, tourist groups, everybody has a role in this industry; the local people behaviours are effective in tourism for this destination so the NGO's role is significant for tourism activities.

1.4 Aim of the Research

The role of NGO's in tourism destination marketing and the social media effects on destination and on tourism can be researched by interview questionnaires. Social media tools are using in promotion and marketing activities and the point is how non-governmental organizations are using these platforms in process.

Chapter 2

BODRUM AS CASE STUDY

2.1 Bodrum as a Tourism Destination

Turkey's most popular holiday destination is Bodrum, a tourism paradise a peninsula connected to Muğla. Other districts connected to Muğla are Fethiye, Milas, Menteşe, Marmaris, Saydikemer, Ortaca, Yatağan, Dalaman, Köycehiz, Ula, Datça and Kavaklıdere. (Hepcan et al., 2006)

Bodrum's Gulf is famous and was chosen as the best in Turkey and one of the most important gulfs in the world, it has prominent attractions and hot spots in international tourism and also a rich region to build a high world-class coastal tourism zone (Zhang & Jiang , 2011)

The land is uneven and has limestone content, the interior is plain, the coast is indented, there are many islands around, the valleys and the depressions are small basins.

In this region both the Aegean and Mediterranean climate can be experienced, the city is covered with more than 60% forests; Coniferous pine, oak trees, acorn trees, wild strawberries and olive trees.

And the city is famous for its useful plants and research projects have been written on useful plants in the Bodrum area and there is data on the traditional uses of plants for food, medicine, fuel, handicrafts and other purposes. (Ertuğ , 2004)

Foxes, wild boar, pelicans, cormorant, fish species and marine animals as well as a place where endangered seals are under protection and the city's native people are known for their interest in street animals, there are a large number of cat and dog-feeding families.

Tangerines are one of the most important icons of Bodrum, and they have created a great marketing space for Bodrum, cologne, lokum and soda produced from Bodrum tangerines have been a source of trade for the local people that contribute to the promotion of the city.

The basic economy of the county is based on tourism, along with trade, hand crafts, fishing, forestry, herbal production, green housing, fruit marketing, especially tangerines, carpets and rugs weaving.

The first thing that comes to mind when it comes to Bodrum is tourism, all the historical places, different categories of hotels, with its architectural structure, two-storey duplex white houses, houses decorated with blue doors and windows, beautiful beaches and coasts, rich culture, night life and bars in the streets, bazaar, Bodrum castle, archeology and underwater museum, Zeki Müren art museum, Halikarnas, who has become a symbol, leather sandals and leather accessories, pumpkins, hand crafts, yacht club, marinas, another very famous symbol; mills, the most famous flower; bougainvillea, ancient theater where traditional concerts are held, ballet and dance schools, traditional camel wrestling, cat and dog housing homes, horse farms, also the city is famous for its sea, there are boat tours, yacht fairs, water sports, marina and shopping centers, narrow streets with arches.

Bodrum's cubic houses and architectural features are a very important issue and the relationship with tourism and the unique architectural structure with natural features is what attracts tourists' attention. The Bodrum peninsula exemplifies the Mediterranean architecture's identity with its bio-climatic sustainable design concept due to climate change and modern sustainability concept that recycled materials such as natural stone and wood are used in architecture (Ayıran, 2011). However, local building regulations aim to preserve natural values and architectural identity, and the architectural identity of some architects and their sensitive attitudes towards preserving visual ecology can be regarded as positive aspects in terms of harmonious architectural development of the region. The houses of Bodrum which attract the most attention from the tourists are painted white duplex houses even the Bodrum houses are the first to come to mind as even in the tourism pre-season they are surrounded by bougainvillea flowers, dazzling blue painted doors and windows, and flower arrangements are made in their gardens. Do you ever think why blue; the reason why the doors and windows of white houses are painted blue; scorpions, such as the "fire" perceive and stay away and from the houses for this reason and why white paint is preferred in houses is because it makes it cooler in hot weather. The traditional house architecture in Bodrum is stone, the stone houses in the district are made in prism shapes, there are houses in the district called "moorish", "gum type" and "tower type" and the dimensions of the houses are shaped according to the material in hand, traditionally some building types have one-room, flat-dwelling, single-story houses face opposition, on the ground floor is the kitchen, the upper floor has bedrooms and a bathroom. In Bodrum the houses are usually made of stone, the walls of the structures are 55-60 centimeters thick and the front and back sides are made of thick rubble stones, between the two large stones, the gravel and earth fill the body wall. Outside pillow is plastered with flaky plaster, these

houses with bougainvillea flowers in their gardens, grass called snakes are hung , this grass leads to snakes coming at the same time, baskets are placed in the front partitions of the windows. Since there was no glass in the past, when wooden shutters were opened, bases were placed so that the flies would not enter inside. These really prevent mosquitoes from entering. (Tanrıöver, 2011)

2.2 History and Attractions of Bodrum

Bodrum is an important city with rich history and touristic places to visit; in the history kings and queens were hosted, the most famous artists came from Bodrum, historical places in the district are; Mausoleum, ancient theaters, Myndos Gate and Roman Tombs, Roman Villas, Ottoman Shipyard, Bodrum castle, Boz Castle, Mustafa Pasha Mosque, Tepecik Mosque, Courthouse Mosque, Bodrum Underwater Archeology Museum, Castle Bath, Hacı Molla Inn, Bodrum Cisterns, Bodrum wind mills, Bar streets, houses unique to Bodrum from the examples of Turkish civil architecture and also in the district; Tavşan burnu Thermal Spring, Kara ada Spa and Fok Cave.

Knights of the Rhodes castle protected the ancient port; they carried the fortress stones from Mausoleum, one of the seven wonders of the world, gave the name of the mausoleum to all the monumental tombs in the world, it is now exhibited in the underwater museum in the basement of Bodrum, the magnificent image of the works under water attracts attention, the gifts sent from the Egyptian kingdom to the Hittite kingdom, Herodotus was born here, history began to be written here, the world's first female admiral Artemisia 480 BC, at the beginning of this peninsula, the Karla princess was stabbed here, while the Amazon fighters were fighting the Hellenes, the marble was painted also this is the country of female heroes, the queen of the myndos gate wears a gold crown, and also Alexander the Great comes to mind .



Figure 1: Bodrum

The first word that comes to mind when the symbols of the Bodrum city are spoken of is Halikarnas, (Arbel & Luttrell 1996) unfortunately the world famous Halikarnas was completely destroyed. The famous place that has been serving since 1979 and has hosted many celebrities since then and due to the dispute between business and property owners, was closed on May 11, 2017. In the past years, Naomi Campbell, Kid Rock, Pamela Anderson, Sting, Dustin Hoffman, Blues Brothers, Halikarnas, who welcomed countless world-famous names such as Phil Collins and David Koch, has been among the most famous places of Turkey for many years.

When we look at the history of Bodrum; in Halikarnassos (former name of Bodrum) BC Born in 484 and "Father of History", according to Heredot. Later, Karya and Leleg were settled in this area than in 650 BC, the Megeralites came and changed their name to Halikarnassos. Bodrum BC in 386 he entered the dominion of the Persians. Halikarnassos's brightest era BC In 353 he lived as the capital of the Karya region. The

Mausoleum, (John 2004) one of the seven wonders of the world, was built during this period by his sister in memory of King Mausolos and by his wife Artemisia at the same time Bodrum BC was seized by the Romans in 192, but did not show any significant improvement in this period. A.D after in 395 the Byzantines, M.S. XI. Seized by the Turks in a century and I. Byzantines in the Crusades, XIV. Seized by the Turks again in a century. It was captured by the Knights of Rhodes in 1415, in 1522 (Süleyman the Magnificent) he participated again in the Ottoman Empire and after the declaration of the Republic, the name was changed to Bodrum.

Furthermore the Bodrum Peninsula is filled with rocks that result from volcanic eruption called caldera and products of a stratovolcano (Karacık, 2006) which is a volcanic earth formed by the collapse of the volcanic explosion (Ulusoy, et al., 2004)

In a city where tourism is thrown, attitude of indigenous people is very important; the local people of Bodrum are gentle, hospitable and have a caring attitude; while walking in the famous narrow streets you can observe the conversations of the shopkeeper with the customer, Bodrum is a holiday paradise with a magical image of white houses from the side and a culture of dancing with blue and a guest who welcomes people from all nations.

Each region has a distinct beauty the wonder of nature; Gümüşlük rakı fish restaurants, Yalıkavak marina and new one Palmarina, Bitez beach, Gündoğan sunset, Göltürkbükü high society and nightlife, Ortakent shopping centers, Turgutreis sun rise, Yalı çiftlik view, Milas carpet and rug, Bodrum city center greengrocer and Bodrum döner, Çökertme kebab, Gümbet windmill, Gümbet bar street, Konacık industry, Akyarlar and Karaincir beaches and sands.

When it comes to Bodrum, it comes to mind as it is a marvelous sea, the magnificent Bodrum Castle and the nightlife of Bodrum, which takes up the first lights of the morning. Along with the sunrise, music from the cafés and nightclubs gradually rise. Those who come to Bodrum after a tasty dinner at the seaside, slowly begin to flock to Bodrum's nightlife. Some offer nightlife and restaurants with spectacular views on the edge of Bodrum's beaches, live music performances are on offer and entertainment that lasts until the very first rays of the morning.

Customer reviews are significant determinants and feedback for tourism and according to Grabner, Zanker, Fliedl and Fuchs (2012) customer reviews should be analysed. Bodrum Tourism Strategies are discussed but also competition among the institutions of the tourism industry is intensified as a necessity also new target of service sector, quality of service and customer satisfaction and by winning loyal customers; to take good notes from the tourists who come with the aim of relaxing and having fun, that travel agencies, tour operators, brochures, ads and promotions in social media, relatives, friends and among the sources trusted in the selection of the destination of the holiday (Pinar & Rogers , 1999)

"Every year thousands of local and foreign tourists prefer to spend time in Bodrum; with its historical and cultural values, it is a coastal city that is on the agenda of the world. Bodrum, which is visited by many local and foreign tourists which is very famous for its prices , high cost because of being famous and serving quality; in the city, which has a separate view all around, raki fish-made restaurants up to sunset, the city welcoming people and being very crowded during holiday period; Bodrum comes to mind when entertainment and nightlife is thought of day parties on the beach with foam parties and dj concerts, after dinner the bars are attracting the sounds rising from

the street special light and sound systems in discos, spectacular lodges and vip seating areas, numerous dancers groups and animators in the bars and discos. Prices are quite high and the city is known for its high prices, expensive and luxurious. Tourists coming to Bodrum commented about costs negatively as being the most expensive food in the world, and the most expensive water and the complaints regarding the prices were shared with the Bodrum Chamber of Commerce and the occupational chambers and the decisions were taken. The prices were balanced with the works done and the prices were determined by separating the sector classes into new applications.

2.3 Social Life

Exhibitions and concerts, culture and arts activities are very famous, dance and language courses are widely used, education is important local people choose private colleges for their children, and also many associations and foundations serve these needs.

The city welcomes many famous artists, singers and models visit during the summer season, Zeki Müren bought his house in 1977 from sociologist Fatma Mansur for 1 million 200 thousand Turkish liras. The house in Bodrum was handed over to the Ministry of Culture. It was restored by the Ministry of Culture on June 8, 2000 and turned into a museum. The artist's house is two stores, with a garden at the front and back; the floor of the house decorated as the artist lives, giving the appearance of an upper cave museum. The house of great artist Zeki Müren, who spent the last years of his life in Bodrum, opened to the public as a museum in 2000. About 100 thousand tourists visit the museum every year, Zeki Müren's articles, stage costumes, his own tabs, prizes and everything about his life are exhibited. Turkey is the common heritage of all mankind and in the paradise of cultural and natural assets with universal values.

Historical, cultural codes, geographical surveys and extensions, it is a valuable country, property for the whole world. The tradition of travel all over the world is different, and the most important brand of Turkey is the cultural heritage and the museums are located not only in Turkey but also in the shooting area of all guests coming from abroad. The most important social responsibility project in the country is 'Take possession of museums and ruins', conversion and development; civilization - heritage – museum; we must possess the triangle.

Bodrum has a small but cute bazaar. Moreover, you can buy special handmade products such as sandals have a world brand which are made with real leather and licensed, woven products and decorative items unique to Bodrum. Almost every hour of the day it is a busy place, but it is mostly crowded in the evenings. After Bodrum Castle, stop by the bazaar, from there, take a nice walk towards the marina. There is a lot of choice about eating and drinking around the marina. Water pumpkin chandeliers are one of the most expensive products of Bodrum such as symbol and hand made that you can see lamps made in many restaurants, houses, cafes, even hotels, water gourds, these are hand labor, real art and labor; first, carefully selected water squashes of the most appropriate size are provided , often people who do this work grow watercress themselves, the shells on the pumpkins are poured into the water to wipe off the mold, in the water, it is thoroughly smeared by rubbing with an aluminum scraper, it is not appropriate to do this with sandpaper, after cleansing, it is left to dry out. A pattern is designed according to the shape of the drying cup, and motifs designed on it are drawn. Depending on the shape, size, it can be a tulip, carnation, geometric patterns or a miniature picture and then, through the patterns, small holes are opened with a small-tipped drill the next step is to decorate the holes with beads, the beads are mounted in holes, glued and a bulb is inserted into the beaker and the last operation is

a thin varnish. Otherwise, it can be colored with any water-based paint and varnish applied and those who want to buy an expensive gift, can find craftsmen who have mastered this work and have made a reputation. Also shops continue along the road to the right and left long narrow streets will meet you and not just textile products souvenir shops are also attracting tourists, a small sculptural version of the mills that have become a symbol, key holder, vase, ash trays, candles, tiles and ceramics, oil paintings, magnets, mugs, trays, towels, tablecloth, handmade jewelry etc. so everyone who comes on holiday has many alternatives to get a souvenir

The festivals, activities, competitions, exhibitions, fairs play a big role in the tourist satisfaction which allows the increase in pleasure of guests that the relationship between service quality and behaviors provides spiritual moral. (Özdemir, 2016) Festival places are short time places; it is a meeting address for many people, also it is important for destinations and it is possible to use activities and festivals as a means of attracting attention in the sense of tourism and the city where the event takes place acts as a mediator for target marketing. In order to emphasize a specific place, public or private tourism organizations in many places can organize festivals with cultural, artistic, film, music, food and similar subjects. Bodrum hosts many festivals; tangerine festival, Gündoğan sausage and wine festival, Bodrum - İstanbul independent films festival, Milas cheese festival, Traveling film festival of women's films, Bodrum global run, Sustainable life festival, Sailing competition festival, Sunsplash music festival, Pedasa festival, Baroque music festival, Antique theater concerts, Kite festival, Jazz festival, Grape festival, Marine film festival, Ortakent - Yahşi spring festival, Dance festival, Modern dance festival, Summer tango festival, Mind body festival xuma, Classical music festival, Ballet festival, Chill-out festival, Rock festival, D-marin classical music festivals.

2.4 Bodrum Peninsula Tourist Arrivals

The city, which welcomes many domestic and foreign tourists, has become a quality tourism brand. The purpose in Bodrum is 12 months, qualified, sustainable tourism is a long-term restructuring project that includes many sub-work titles within the tourism target. The city, which is calm in the winter months, prepares for the summer season in spring; It gets crowded during the summer season and Bodrum peninsula is an attractive holiday city and also one of the most important tourist destinations in Turkey. In the demand for population and tourism, water shortage has emerged as a serious problem; adequate, safe and constant water supply has become a major problem for the city (Koç, Bakış & Bayazıt, 2017).

The realization of a qualified and high quality tourism destination depends on the adoption of a comprehensive and participatory tourism promotion strategy and action plan that incorporates fundamental innovations and changes in existing organization, promotion and marketing activities that have been implemented in Bodrum up to now. In line with this goal, Bodrum Peninsula Promotion Foundation (BOYTAV) will play a leading role. BOYTAV is preparing and implementing an action plan for the work to be carried out on a district basis by bringing together stakeholders such as central government, city presidents, sector representatives at local level, NGO's and local people around a common strategy. It is known that all the destinations that are claimed in tourism are in a fierce competition to increase tourism revenues. In such an environment, destinations have to base their development on strategies such as their relative advantages, natural and created tourism products and services, as well as the use, promotion, marketing, mobilization and long-term efficient use of these riches.

These riches are not enough to create individual superiority on their own. For example, a destination with more historical and natural beauties might attract fewer tourists than a destination with less of these riches. The success in the target markets depends on the mobilization of all tourism dynamics in a coordinated and targeted manner within a specific strategy. For this purpose, a tourism strategy strengthened by the representatives of the sector and the public.

Bodrum promotion strategy is a way for Bodrum to become a brand in international tourism markets, to present concrete and measurable targets, to introduce publicity and marketing activities that must be done on the way of realizing these targets and to create a difference on other unique destination maps. Promotion and marketing objectives of a tourism destination require first and foremost a long-term and macro policy-based tourism policy and, consequently, a general strategy for the development and planning of tourism. Such policy and strategy will draw a general framework for the role of tourism as well as the role of tourism in the public and private sector the evaluation of economic and social contributions, as well as the ability of the sector to provide guidance for all stakeholders. The strategy and action plan includes the act of promoting Bodrum brand, tourism marketing and promotional activities and the responsibilities of BOYTAV in this area actively and their principle; think global, act local, global thoughts, local works.

All the topics on the publicity about the promotion strategy were identified and announced on the web site under the name of the publicity project; data analysis, targets, budgeting, product positioning, promotion and marketing, image and brand study, target country and mass detection, planning, production of visual and social

media, e-marketing, public relations, crisis management, infrastructure, measurement and evaluation.

In tourism, the starting point of the promotion and marketing strategy is data analysis. The first step is data analysis, the answer to the question "Where are we?" so the concept of primordially has a crucial and vital prospect for its nature. In order to reach the target, we have to determine precisely and precisely where we stand first. We do not know where to get out of the road map, or we miscalculate the position we exit, it will also mean the loss of time and money as we cannot reach our goals. In the globalizing world, the process of integration and interaction emerged in all economic sectors is felt in the tourism sector at its greatest. Therefore, the most decisive factor on the criteria that will determine the Bodrum tourism and promotion strategy is the sector data of the world, Turkey and our competitors. The world, Turkey and our competitors' sector data and their direction of change will determine our starting point along with our estimates, our position and therefore our goals. Statistical data is a large part of this data. The accuracy of statistical information is vital because of destination tourism statistics, the sector is an x-ray film. Incorrect or incomplete statistical data will damage the sector. This prevents us from seeing many problematic areas, so we do not have to diagnose problems correctly. Unfortunately, Turkey and Bodrum have sufficient reason to question the reliability of tourism statistics data. Turkey's tourism sector statistics, every entry to the country. The foreign passport visitor is considered as a tourist problem.

Muğla Provincial Tourism Directorate, the source of the basis for the calculation of tourists coming to Bodrum, Bodrum-Milas, Airport and Bodrum half of the entry to the ports of the citizens of the other countries entering the Police Department records.

Especially the citizens of other countries who entered from Bodrum-Milas Airport which is the biggest entrance is not only in Bodrum but also in Didim, Datça and even Marmaris can accommodate. In the past five years, we have been able to say that a considerable proportion of the remaining figures are a community that does not have accommodation in the hotels, considering that a considerable amount of foreign property sales have been made in Bodrum.

Against this background, 1,277,333 people who entered the ports of Milas-Bodrum Airport, Bodrum Port, Turgutreis Port and Yalıkavak Port in 2008, does not represent tourism potential. Bodrum city promotion strategy; It is based on the consciousness that the actual number of tourists in Bodrum is lower, even though this data at hand should be based on this.

In addition, a database for collecting sector related data in Bodrum could not be created by a higher authority, detailed inventory studies on the sector have not been made and the fact that sectoral reports have not been published on a regular basis has made it difficult to take a clear picture of the current situation so this has been one of the challenges of the strategy during the preparation phase.

In recent years, relations with other countries, country strategies, internal confusion, terrorist attacks, economic problems, problematic relations with other countries and when you think about it, we can understand why tourism is undergoing major setbacks so the efforts of holiday towns that continue their work on promotion and marketing are not enough alone. The most important element of government and management support, is internet and social media, the first address that a tourist uses before deciding

on a vacation to take is internet also these days when social media has become the only agenda, the tourism sector has also received social media and internet world.

Nowadays, it is estimated that 2 out of every 3 people reach information and visuals via internet and social media in order to decide where to go before making a decision to travel for tourism purposes. The easiest way to access information via the Internet and social media is Internet search engines or tourist portals. Internet search engines are the undisputed largest search engine in the world. Google is telling us which countries in the world call most of the search for the word "google trend". Promotional strategies are now becoming tightly linked to internet data. For example, the Italian Tourism Organization says it spent 1.5m euros on marketing activities on the Internet in the ENIT 2007 study report.

To evaluate the last three years; three major developments have affected the tourism season in a very negative way;

- In the summer of 2015, the Syrians use this city as a transit
- Major terrorist event on July 15, 2016
- And unfortunately today, in the summer of 2017 major earthquake

Those who preferred Bodrum for holiday in 2015, in the streets, in the parks, even on the pavements. The cause of this unpleasant view, the war in the countries, the Syrians who escaped from the internal turmoil in their countries and took refuge in Turkey, these people tried to go to some European countries hoping for a better life and some of them were looking for a way out for themselves by staying in the provinces and districts they came from and thinking about staying there. The number of asylum-seeking families in the park areas along the Neyzen Tevfik Caddesi in the city center

of Bodrum was quite high and there were parking areas. Especially babies, children and pregnant women, struggled to survive in difficult conditions, and the Syrians were also attracted to the wishes of the tourists in the region where they were most concentrated. Following Bodrum Municipal Square, Neyzen Tevfik Street, the busiest street of the county, citizens who were native to Bodrum helped the Syrians, the majority of clothing and food aid materials were for infants and children, there have been discussions between helpful people who have financial and moral support and a group that is opposed to this situation. In other words, the people of Bodrum were divided into two about the Syrian issue and debates and fights increased, which created a bad image for tourists coming to visit and for dusk, a group of people have asserted that the Syrians who used this city as a transit had damaged the sociocultural values and order of Bodrum.

Terrorist attacks negatively affected Bodrum city in the summer season 2016, the city of Bodrum was completely empty 15th July night From 22:00, there were very tense minutes all police officers in front of the District Police Department waited on their hands Prosecutor General of Bodrum came to Dr Duman District Police Department Bodrum Province Police Chief Can Candaş made a situation assessment, tension increased even more with the reading of pulse reports from TRT especially the concentration of the vehicles that were separated in Bodrum did not escape attention. The basement was empty, very long queues formed thanks to people who withdrew money from ATMs and people who took petrol from petrol stations, as the minutes passed, the tension began to decrease, when President Erdogan invited the citizens to the streets, they started to come in front of the Bodrum Police Department with Turkish flags in their citizens' hands, in a short span of time, the crowded anti-coup slogans hit 500 people, it was seen that some citizens brought AK Party flags but did not open

them , for almost an hour, warplanes flew low flights in Ankara and echoed a voice, CHP Mugla MP Akın Üstündağ landed at Milas Bodrum Airport, they said they had received information that there was a coup attempt in Ankara but they could not get detailed information, at around 2 o'clock in the evening, citizens shouted anti-coup slogans in front of Bodrum District Police Headquarters, the sound of thunder rose from all the Windows, most of the entertainment venues in particular were closed , Neyzen Tevfik Caddesi was one of seen some of the venues continue to entertain. The AK Party had a large Turkish flag hanging over the whole of the Bodrum District Building. After that, the tourists staying in the hotels started to leave the city, there were tourists that fled without paying their bill, fleeing the city on the first plane, groups moving away from the city with fear and panic, due to the coup attempts, tourism and hotels were negatively affected, suddenly the city was empty and with fear and anxiety everyone left town.

Bodrum city, the base of Kos Island was shaken by a big earthquake at 21:30 on the night of July 21st, the earthquake was of 6.3 magnitude, it was felt very violently in many of the provinces, especially in the Bodrum province of Muğla. Kos island earthquake 6.8 brought disaster and the Emergency Management (AFAD) and Boğaziçi University Kandilli Observatory and Earthquake Research Institute announced that the magnitude was 6.3, citizens after the earthquake experienced great panic, people were canceling their vacations and were on their way to return to the cities they live in. The location of the depression is located between Kos Island Bodrum and Datça. A region with numerous active faults around it; interest in the size of the earthquake has led to different explanations, depth given for 6 to 10 kilometers, in the past there were many depressions in the region, it is a great size that we expect to cause damage especially in the immediate vicinity. The damage inflicted on the

poorly built houses in Bodrum, Datça and Kos was to be expected. Small-scale earthquakes continued, glass fragments were found in houses in earthquake, cracks in the walls of some houses, there are tumbling cabinets, also broken glasses, bowls, people slept in gardens, cars, parks for days. There was panic, aftershocks continued, a mosque minaret was struck in Kos Island and two people were killed, those who jumped from the balcony with panic in Bodrum were treated in hospital for wounds, two electricity poles fell down, there were small fires, roads demolished, landslides. The biggest damage caused was again to tourism; tourists were scared and they came back to their cities or countries and all tourism sector was damaged seriously, the high season was badly affected, there were too many cancellations, scared to be in this city and to think what could possibly happen again.

Chapter 3

SOCIAL MEDIA AND TOURISM

3.1 SM is Fundamentally the Most Favorite Agenda of the Period

Leung , Law , Hoof & Buhalis (2013) believe that SM is mega trend and effecting tourism directly also social media has a significant role for travelers and is a huge discussion subject for tourism and hospitality industry research, consumers are preferring social media and technological agenda for travel planning and these platforms have big strategic plans for marketing destinations.

Tourism businesses have to pay attention to some issues in order to be successful; advertising, public relations, promotion, personal sales and sales development, quality service, customer satisfaction, receiving positive responses from customer expectations, measuring and evaluating and controlling success. Tourism enterprises that do not make efforts to promote are likely to be lower than the enterprises that do. Bodrum region must respond to the expectations of touristic consumers from major tourism centers. Social media, which has become a disease of the times, has become a necessary area for tourism enterprises to achieve success, internet issue and social media platforms are as important for tourism as it is for every other area (İnal, İri & Sezgin, 2010) so the companies in the tourism sector who want to maintain continuity and are on the holding side have to use the internet and social media correctly (Mangold, Faulds, 2009).

Along with the widespread use of the internet which is a tool of cooperation and interaction between individuals and their computers, regardless of the worldwide ability to broadcast, at the same time (Leiner, et al, 2009) the mechanism of information dissemination and geographical location. Communication activities related to the internet have also increased. This has led to the creation of the internet media. The Internet media has begun to build its own mass on the internet over time. People have become accustomed to using the internet over time. With the development of communication tools, internet usage has increased. At the beginning of the Millennium, SK activities began and then interactive social circles were created on the Internet. In social media, people began to express their daily social situations, emotions, thoughts and behaviors as well as their differences. Social media has become a way of life. The fact that social media is so involved in our lives also causes us to directly feel the benefits and harms. For firms it is becoming a necessary area, for consumers who already use the internet to spread the content only, the purpose of using the internet and social media has changed, (Kietzmann, et al., 2011) sites, blogs, social networks, wikis, the importance of marketing strategies in social media for sales, promotion, even survival for companies has increased so as a result all companies have to meet social media needs, to follow, understand, learn, implement, even follow the strategies of their competitors. Social media is a digital platform that appeals to a wide audience where the most common explanation and the simultaneous sharing of information captured by the user friendliness and communication speed brought about by the next generation web technologies. SM which creates a free and original discussion space which is a big communication tool without the limit of sharing and communication in the digital age where many people are mobile and online, is very

important in terms of brand and institution positioning besides person and individual communication.

In terms of the interaction it provides, it also allows us to follow growth and developments and opens its doors to the point of providing education, research and information. The news published in the Social Media can be instantly spread all over the world, we are able to learn the most up-to-date news on this page without any difficulty. Besides, in social networks such as Facebook, Twitter, Instagram, and Snapchat applications people can contact and talk with each other, can follow each other and socialization can be done via internet. It's not just about them, it's all at the tip of your fingers, on the screen of your computer, on your tablet, even on your smart phone, at the same moment. And you can expand your information source even further. The companies, small and big firms, each management area and major brands are now using social media effectively to bring their products or innovations to the masses. The right address for promotional, marketing, notification, sharing, etc. is therefore the social media.

When many people get up in the morning, the first thing they do before even washing their face is using their smartphones and dealing with social media; shares, notifications, peekers, expositors, peers, selfies, following and checking other people 'who, where, with who, how, what are they doing, how do they live their life', followers, spectacular presenters, in fact, it is about self-worth and self-presentation.

According to experts' research, the more people have the pleasure, the more likely they are to have a successful and satisfying life also this perception pushes people to reshare.

SM is a helpful and consumer-driven platform and useful for each person when you know how to use it and can be used to manage communication, connecting people and customer relationships, exchange information, follow growths, marketing communications, branding, especially promotion, increase number of followers, product sales and marketing that SM outlets constitute excellent vehicles for fostering relationships with customers and one specific way to do this is to create brand fan pages on social networking sites also companies can place brand posts such as photos, videos, comment panels, messages, share options, storage options, quizzes, information, and other material and on these brand fan pages customers and followers can become fans of these brand fan pages, and subsequently indicate that they like the brand post or comment on it. Sharing and commenting on brand posts reflects brand post which is big feedback that popularity positively (Vries, Gensler & Leeflang, 2012)

According to another research; satisfaction and pleasure when young people are liked, and it feels good at the same place but this is not enough for sustainable happiness. Think of the unease when your phone is running out of charge, the intensive use of social media and smartphones has created a huge marketing space for the sale of chargers and fast-charging power banks. Smartphones and other social media tools, mainly whole subject, use as much as competence, control and conscious use only and phone addiction is the disease of this period, the applications inside, the effort to replace the old phone when a top model evolves, a new model added every day and a new application, and people being in a nonsense race with the people around, an effort to prove that he is a very good follower of the agenda and the developing technology.

It's a good thing to get news and information from social media, but it turns out, a real social life is to look up and chat, not just over the internet and also social media is an

addiction, at the same time, if you use it right, there are platforms that you can benefit a lot from, in fact we can say social media can be both useful and harmful, this is in your hands.

3.2 Advantages and Disadvantages of Social Media

Social media has benefits as much as losses and harmful things to people and their daily life and of course there are also minuses as much as pluses in everything also social media. When we look at the harmful effects of social media; social media and social networking environments, our young people are using it extensively, which is keeping people away from the real social environment, unsocial relationships can lead to weak, passive and unhappy personalities. The area can be used by unconsciously and abusive use that unnecessary evil-disposed groupings and actions can take place through social media such as a published lie can spread to the world at the moment of the news and the minds of users can be confused. If they cannot be avoided, it seems that the internet and the social media environment cannot get rid of the pollution. Human beings are a social entity and feel the need to be involved in social environments rather than acting unsocial in the internet environment and participate in most activities so basically the personality development has been properly completed and they will have overcome the unsocial environment habits. The greatest damage to social media is the harmful and malicious software contained in the content of many sites. Out of all of them, with blogs on the internet, people can freely express their personal ideas, the differences of opinions are creating problems sometimes which is the other discussion subjects, comments can create people to argue.

Social media tools and platforms such as blogs, microblogs, or electronic social networks, can change the way we are related to other people and organizations (Picazo-Vela, Gutierrez-Martinez, Luna-Reyes, 2012) and the perception of risk, utility and

strategic directions related to social media practices is an important issue, so the perceived risks and benefits used in social media are reported and the law legislation and regulations should be adapted to social media.

Social media provides connection between people which therefore allows people to communicate with their friends and allows them to meet with new people and also share various video, links, photo and status information which brands and sales ? That is very important for the marketing and the promotion of companies. The products that are marketed with the right strategies in social circles can be more accessible to the masses. Social media is beneficial to many companies and brands, but also too many brands that people have the freedom to criticize the brands of products they are not satisfied with, so brands that have these products lose their prestige and qualities.

Brands that serve with digital stores will be favored more than stores that do not use internet technology because they will reach more people and provide uninterrupted service. With the social platforms that social media has, it affects every young, old, female, male, and has a large number of users. With social networks on the Internet, every generation, age, gender and different age groups over the age of 18 can have options such as communicating and playing games. Although the general aim of the internet is to be knowledgeable, in recent times people prefer to use the internet for different reasons. At the top of these are social networks that enable people to communicate with their friends and loved ones. Social media generally includes social networks where more people are communicating with content than most information, pictures and videos that exist on the internet. Promotion in terms of tourism enterprises operating in the tourism sector. The increasing importance of your efforts , social media entities, advertising, promotion and marketing, public relations, personal sales

and sales development so professional managers need to focus on the issues (İnal , İri & Sezgin , 2010)

Thanks to social media, many people have become professionals; Social media specialist, content manager, community manager, and has created tens of thousands of new jobs. A new dimension has been added to the instant information flow, so we can be informed much faster than ever before. People who follow the stock market closely now follow Twitter, not the TVs. SM has reached another dimension. An individual who is experiencing some problems in the area where he lives now can make his voice heard by tweeting to the person in concern. Even you can meet with new people maybe these people can effect or change your life in different ways, you can make friends with people you won't meet for a lifetime. With social media people are now freer. The phenomenon called community engineering cannot enter social media. In the past we could get information from limited sources, but now the information is unlimited. By using internet and SM tools, everyone can express what you think without fearing others. This means that even if we are in opposition to our society, it is overcome to respect each other's ideas. SM facilitated and enhanced communication. When this platforms started people were looking for their old friends such as classmates from primary school and SM platforms are not just to share attractive or strange photos, human resource management topic for all organizations mainly and a place to make life easier. You can easily solve a problem that you have tried to solve for weeks by calling the call center with a single tweet. Social movements could be realized more easily with the understanding of social media. Now social responsibility and social media have become inseparable pairs. Tens of thousands of people have just donated blood through social media announcements. Non-governmental organizations founded and organized through social media were born.

Social media is playing roles for decision-making for travelers, people can research hotels and tickets from social media which is very big area for the tourism industry, travelers visit websites before travelling to get information, travel planning has become easier this way and also online tourism is a potential marketing area for tourism sector planners and (Xiang, Gretzel, 2010) now everywhere in our life, as a result, tourism sector areas started to use SM platforms and connect with customers on these platforms even checking likes or complaints from this applications.

3.2.1 The Importance of Social Media for Tourism Companies

Why is social media important for tourism companies? Travel industry is in a serious relationship with the internet and social media. Consumer decision process is effected from this platform and for firms it has become necessary for success, digital environment and researches are explaining about this subject mainly (Hudson & Thal, 2012). If we think about it, we will answer the question in part or not so everybody know that one in every 6 people in the world is registered to Facebook, SM platforms are using almost 4 billion people in world, the results are all tourism sectors are integrated with SM area and internet also, for example; KLM airlines have added a facebook button to their formal website, and whatsapp account also; these applications and platforms allows to people discover new places, share with people your like or dislike things, and one of the most famous platform is Trip Advisor of course, you can access to tourism agents from here, and the thing is to connect quick-easy-cheap with these platforms so this is a big reason to choose and use, the social media has benefits for tourism industry, it opens new channels and marketing areas, firms can promote themselves to target customers and also customers can have possibility for their trip planning and the other things is SM provides phenomenon strategic marketing method and future research agenda at the same time (Zeng & Gerritsen, 2014)

Businesses develop their own language; Four Seasons hotel surprised a customer that they contacted from their Twitter account, when the customer came to the room they met with a gift, inspirational experiences for hotels using social media platforms for customer relationships are increasing day by day with new examples and these platforms are big feedback for providing customer satisfaction.

Suggestions to improve interaction in SM; Creative questions; ask your followers some questions. If you really want to inspire, you should underline some details. Let's suppose you are in the tourism sector, and as a question example, let's say "Where is your favorite holiday destination?" Some of your followers may not answer this question. Make sure you get a lot of answers when you ask with a similar question answer option, adding an interesting visual as well. Zomato, a practice for finding and interpreting restaurants, publishes social media content written in a very humorous language. These questions are all designed to identify followers. User-supplied content; User-originated content is one of the best ways to make your followers speak positively about you. If you carefully draft a plan, everything will happen in your favor. However, you can get inspiration from creative ideas, such as Turkish Airlines, KLM, Singapore Airlines, Skyscanner, Pegasus Airlines, Canyon and Yemeksepeti. Question and answer; they get more pleasure from the questions that are asked when your customers feel like they are part of your company. It is possible to increase interactivity in social media with Google and Twitter correspondence or questions asked on a simple Facebook share. You can discuss what kind of scenario will work for you in your industry, discuss with experts and get opinions. Creative competitions; the popularity of social media competitions is increasing day by day.

For this reason, it is a good way to create differences that will make your brand a step ahead and increase interaction in social media. For example, an airline ticket you will give to your hostel after a contest will provide you with access to tens of thousands of interactive flights. Current events; Entering up to date information, i.e. refreshing your page, increases your site's traffic. If we give an example, the November 1 share of the last day of the last day of the Travelogue was very appreciated by followers and received more than 3,000 shares in 24 hours. Content tag; by labeling people with your content, you can increase the interaction you will receive from your followers. First of all, when you share someone's content, do not forget to tag it first.

This is the easiest way to grab the attention of original content creators. The most popular scenario is to write a thank-you comment when a content is shared. In your social media page, there are many areas where you can enter communication and increase your communication. The only thing you need is to create creative and unique messages. So your followers or fans will have plenty to talk about.

3.2.2 The Selfies in Social Media

Another term that comes to mind when it comes to internet and social media is selfie photo sharing. Although many selfie style photographs that we can find on many platforms today are considered as another culture of the new age that many of us love, it can become a very effective goal for some people. It can even lead to personality disorders. In this case, the person's mind comes to a question: Is Selfie a symptom of narcissism to take pictures? Narcissism is defined as the love of one's self at the same time a personality disorder is defined as.

SM is one of the most important actors in the digital age we are in, offers a favorable environment for individuals to become narcissists in this context and when the concepts of social media and narcissism are used together, one of the first actions that comes to mind is the selfie culture which gives a different dimension to the understanding of photography. Is it a sign of narcissism to take selfish photographs? Although the answer to this question is "No" when addressed in the general framework, it is said that narcissism is indicated in people who take selfie photographs at addictive level. (Barry, et al., 2015) Unfortunately people should accept that social media platforms and selfies are engendering self-esteem even narcissism and self-objectification because people are sharing their selfies and try to show yourself to the other people than self-presentation is converting and aim is changing unaware creating addiction even according to experts use of internet and social media is being personality disorder and problems are increasing. Let's think about developing technology and new applications; you take a picture and you can change it as you like with the application on your smartphones. SM behaviors being important topic for researcher; popularity is big term and being effected from social media unconsciously, feedback and trust are another discussion topic for selfie sharings. Mainly

communication tool and quick information place is internet and for connecting people, cheap and easy way is social media but the community should raise awareness also. (Valkenburg , Peter & Schouten , 2006) Social media and self-esteem are important in terms of feedback and social media behaviors of different age categories have been the subject of research; gender and age, the effect that social media has on people and the behavior of people has become an important issue and positive feedback on the profile, adolescents increase social self-esteem and welfare, while negative feedback reduces self-esteem.

Tifentale and Manovich (2012) mentioned that visual media is reflecting culture, they analyzed instagram photos shared by people and the results show people generally use same programs, even use same size of photos and same filter, quality of photos has been considered by users that shows people pay attention to share photos and what people think about their sharing. All smart phones have rich characteristics and this creates possibilities to follow the other people and can attain notifications. It became a habit to take photos for people and share them on social media. The worst part is how many people share their shares, how many people are followed and a gimmick like a contest is reflected as an achievement, now computer hackers are able to increase the number of followers by doing some tricks. In other words, you can increase your followership by paying a little money, there are a lot of people who are famous because of the phenomenon of sharing their interests and making a lot of money through social media .When strange and interesting shares are very popular, people who stock their social media shares and share others' shares have opened a big market in this regard.

3.3 Social Media Phenomemon

There is a story about selfie madness Mustafa Gökmen, who works as a liaison officer at a cake shop in Çankırı, started to share his photographs with his customers in the social media platform Instagram. Gökmen, who is more sought after than he expects to share, gets 5 TL from selfie seekers and with an interesting character and interesting photographs, Gökmen became one of the most popular followers of the recent era in Instagram, becoming the Instagram fenomen of Çankırı and having shared thousands of photos and reached thousands of followers in a short period of time, Gökmen started an interesting campaign. He told people that he entered the queue to photograph himself 'Selfish Pull 5 TL' on the workplace's glass. Gökmen, who started a paid service to listen to family problems, workplace problems, love and various complaints, charges 5 TL for those who selfie and amazing result Gökmen said that when he opened his social media account, he did not have a follower and started sharing photos with customers. Expressing that the customers he shared with his photographs started to follow him, Gökmen said that the number of followers reached to thousands of people in a short time and instagram phenomenon, who often expresses that he is uncomfortable with those who want to take selfie, said, "We started a 5 TL campaign to get Selfie photographs and he said 'you still want to get it, we charge a per capita rate, and that is not a huge price. " That is a photo that is shared on the social media platform, a track that reaches a large number of followers, selfie makes money thanks to photo sharing and the phenomenon becomes a name and a very clear subject to debate , is social media useful or harmful? Do we use the right, do we know how to use, all this is a real discussion and the interpretation is very clear.

SM is an important platform for competitive analysis and has been adopted by many businesses that the companies use social media as a means of competition to provide

diverse services and interact with customers and who are using social media applications like Facebook, Instagram and Twitter seriously. SM data is collected to increase competitive advantage (He, Zha & Li, 2013) and to effectively assess the competitive environment of businesses also the companies monitor and analyze not only the content generated by customers in their social media sites, but also the textual information in their competitors' social media sites.

Social media applications and websites provide a competitive environment for companies which allows interacting, expressing, sharing, creating for internet users (Muntiga, Moorman & Smit 2015) and, for measuring-evaluations of brands within their own companies and to follow competitors' strategies and social media is a successful tool which the effects of social media communication on how consumers perceive brands, there is an image created by companies, consumers have brand value perceived whether to sell or buy and mostly people like to buy Social media is a big deal for marketers as it is seen in a Facebook study that investigates intent to buy and perceived brand value (Schivinski & Dabrowski, 2016)

3.4 Online Travel Information

There are many researches about why tourism firms should use internet and social media, online travel agents approach is important situation for success, hospitality structure is changing with technology, online booking system is being famous by time and using online travel tools such as trip advisor, Facebook, Instagram etc. Are increasing sales and competitive and also effecting consumers' decision making for travel planning positively (Alessandro Inversini & Lorenzo Masiero, 2014). There is a term called online travel information which is vacation planning over the internet and social media users use travel social media for planning and blogging,

and not only the most active travelers, but also the most active participants in the travel social media community, and at the same time, they value the practical use of information (Jung , et al. , 2017) Social media has capital role which is very important for tourism sector workers and travelers and the internet and SM is agenda even phenomenon nowadays has fundamentally reshaped the way tourism related information is distributed and the way people plan for and consume travel . Many of these social media platforms, applications and also websites assist consumers in posting and sharing their travel-related comments, opinions, and personal experiences, which then serve as information for others (Xiang & Gretzel 2010) The role and use of social media in tourism decision-making and tourism operations and management, which is one of the "mega trends" that significantly affect the tourism system, has been widely discussed in tourism and hospitality research.(Law, Hoof & Buhalis 2013) Many studies have investigated the relationship between tourism and SM analyzes and analyzes all existing social media research articles, primarily in the areas of tourism and hospitality and that have been analyzed from the perspective of both consumers and suppliers also Consumer-driven studies have explored the use and effects of social media travel planning in the research stage of travelers' travel planning so the supplier-related work focuses on promotion, production distribution, management and research functions that demonstrates the strategic importance of social media in terms of tourism competitiveness.

Social networking sites which enables the person to associate with online socialization and information seeking and exchanging that used for social interaction and information exchange are related to the personality differences of users Facebook , Twitter , age and sex (Hughes , et al. , 2012)

3.5 Social Media Reports

Social media and internet research continues and new work is added every day and there was another research on internet and social media usage in Turkey, figures, statistics, benchmarks and percentage ratios so author İmdat Türkay published article on this subject , when we check these results, which are very clear to interpret; a well-known author is İmdat Türkay known for his published books and research who had done big research and published results with numbers and statics which were about the use of internet and social media in our country and in world; In parallel with the widespread use of the Internet in the last decade, social media has become an indispensable part of our lives. The power of social media communication and the importance of communication, it is even better understood every day from the point of view of the states. In the "Digital in 2017 Global Overview" report prepared by We Are Social and Hootsuite from 238 countries and lastly published in January / 2017; Internet, mobile and social media user statistics.

When we look at the statistics on the Rapord, it is seen that in 2016, social media indicators show a huge leap compared to 2015. Internet users grew by 10% compared to 2015 to 354 million; Active social media users increased by 482 million with 21% growth. Individual mobile users grew by 5% in 2016, while mobile social media users increased by 30%.

Some of the information that We Are Social found in the survey are as follows; 54% of the world's population lives in urban areas (Urbanization) ; More than half of the world now uses at least one smartphone; Nearly two-thirds of the world's population owns at least one mobile phone; 3.773 billion people, 50% of the world's population, use the internet ; More than 50% of the world's internet usage is made from mobile

phone; 2.80 billion of the population using the internet actively use social media; The number of mobile users worldwide is 4.92 billion, 2.56 billion of users are connected to the social media on their phone; Most of the mobile connections around the world are now mostly "broadband" (technology that enables internet access at high speed) ; Globally, 1.61 billion people are e-commerce users.

Looking at the devices for the Internet usage, it is seen that in 2016, the entry rate of internets from desktop and laptop computers decreased by 20%, to 45%. ; Mobile internet usage has increased by 30% to 50%.



Figure 2 : Global Digital Social Media Users

Among social media platforms around the world, Facebook is also at the forefront this year. Messenger is in second place in social media order, Whatsapp is in third place, Youtube is in fourth place.

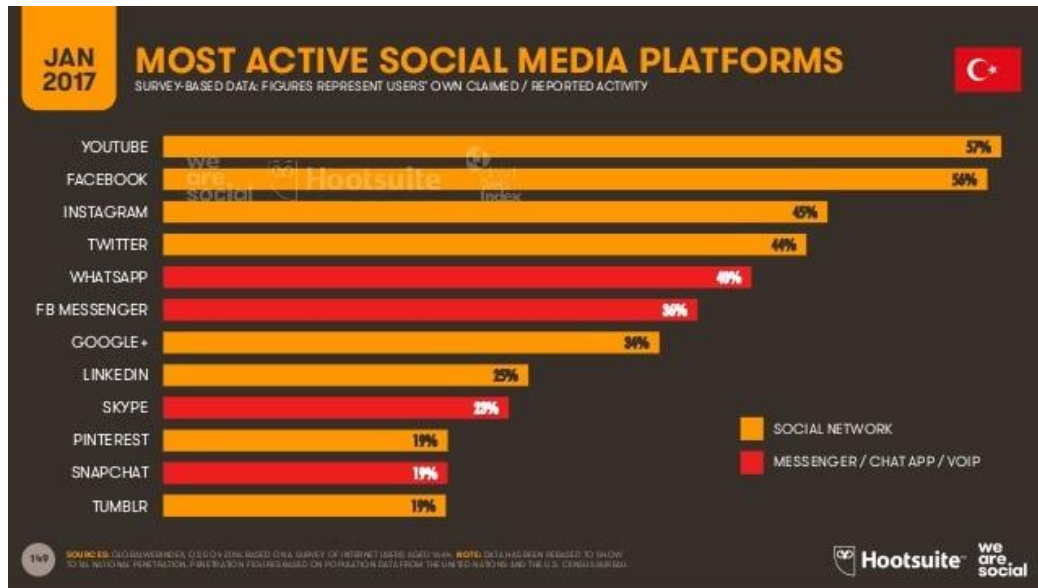


Figure 3: Most Active Social Media Platforms

In Turkey, the number of internet users has increased by 4% to 2 million and the number of active social media users has increased by 14% to 6 million since January? to January, 2017. In our country, the number of people using social media as mobile has increased by 17% in the last one year. According to the report, 48 million people constituting 60% of the population in Turkey are connected to the internet ; the number of mobile users in Turkey is 71 million; the number of users connected to social media is 42 million; 95% of device users in Turkey are mobile phone owners; 75% of mobile phone users in Turkey use smartphones; the use of laptops and desktop computers is 51%; users spend an average of 7 hours a day in front of a computer, 3 hours a day on the phone and 3 hours on social media platforms; in our country, the place of TV in our life is 98% and the time spent on TV is about 2 hours a day; when we look at the internet usage of Turkey in 2016; Visits by computer dropped by 29% to 36%, and mobile internet usage increased by 33% to 61%.

This shows that mobile phones are extremely important in terms of internet usage in Turkey. While Facebook is the most popular social media channel in the world, You

tube comes in first place in our country and Facebook is in second place in the world. Instagram and Twitter are in 3rd place and 4th in the world while Instagram and Twitter are in 9th and 10th order, Picture and 140 characters in our country are sharing channels of thought. According to the author, instant communication is very popular in our country at this speed, Twitter will soon be on Facebook and You tube seems to pass.

According to Neidhardt , Rümmele and Werthner (2016), SM users are effected by the feelings of the other social media users, thoughts and behavior are shaping according to the other users, and decision for tourism is influenced from this directly. User's activities and interactions play a big role for getting feedback about tourism determinants.

Chapter 4

LITERATURE REVIEW

One of the most important areas is tourism which is the lifeblood of the economy and no doubt a successful tourism activity is possible with consideration about travelers. Travelers have an idea in mind and they need to be satisfied, have needs and wants, expectations also before decision making process for travel. (Kim & Lehto, 2013)

4.1 NGO's and Tourism

Non-governmental organizations have an important role and operate under the name of chambers, trade unions, foundations and associations. Foundation associations are important legal communities established to develop the volunteer or respondent people together as a useful service in collecting. Civil Society Organizations are a general term used for any organization legally established by the initiative of private persons independent of any state body. Even if the NGOs are wholly or partly supported by state organs, it is assumed that the institution remains an NGO unless there is any state authority within the NGO.

Tourism industry is a productive sector of the national economy with associations and foundations, important issues that should be protected by NGOs and Ministry of Culture and tourism should develop to fulfill its duties with the relevant authorities;

- to live, develop, spread, promote, evaluate and adopt cultural values,
- -to prevent the destruction of historical and cultural assets,

- to control-plan-measure all possibilities of tourism in a positive way to contribute to the economy of the country,
- to take necessary measures to develop, market, encourage and support tourism,
- to manage and to cooperate with public institutions and organizations related to culture and tourism issues,
- to develop and cooperate with local governments, non-governmental organizations and the private sector
- to carry out activities promoting the tourist assets of a city or country in each area
- to carry out marketing and promotion services related to culture and tourism by taking advantage of all kinds of means and means

NGO's and the ministry should work parallel and make arrangements for the protection and development of tourism. Different agendas have been experienced in tourism for years and their reflections. The efforts and attitudes of tourism associations and their valued managers established to protect and promote the rights of the sector are of great importance especially for the representatives of the accommodation sector. The sector is beginning to seek answers to questions such as "is there successes in tourism, whether we are successful or not, are we able to follow current developments and adapt?"

When we analyze the structure and representatives of hotel associations, internal affairs and representative profiles of these associations, which should direct the sector and carry out necessary studies, are of great importance. These associations are vital for the tourism sector, board members and hotel owners have to take a professional approach such as a representative of this sector, the decision makers have to have an

exemplary service quality when looking at the facilities they have also to see that success is higher when other tourism sector units are examined and unfortunately the tourism has not reached the desired point, tourism is giving great losses day by day and also tourism, which is an important means for all economic, cultural and social values, has undergone major changes in recent years. For example TÜRSAB was established from the professionals of nature. The aviation sector is almost completely institutionalized. It is obvious and very clear that all NGO's, civil society organizations and associations should increase their work in this regard when a comprehensive examination of the tourism sector is undertaken.

According to Wearing , McDonald & Ponting (2005, p. 426) main aim should be determining tourism production and consumption characteristics, social responsibility, corporate philosophy and ideologies, best practice in tourism, sustainable development, various marketing programs, determining sustainable tourism principles, the main research philosophies to strengthen the tourism policy and the role of NGOs' experiences and approaches.

Okazaki (2008, p.511) states that community participation provides sustainable tourism by joining to the all tourism activities that emphasize about citizen participation has significant role about sustainable tourism and ecotourism.

Hassan (2000 , p.239) believes that management is important for planning and development of destinations and sustainable customer base is vital for being effective and efficient in sector management, and decision making for travel destination is competitiveness area for tourism sector firms that also the market needs and environment integrity are a significant issue.

4.2 Destination Image of Bodrum

One of the most significant sectors of the global economy is tourism. Therefore, perceptions of tourists' behavior and vacation places are of great importance and the image of a destination is most important issue that affects the tourist. Characterizing the tourist zone and managing it in the direction of the results plays a vital role in terms of tourism and economy. Tourism management and supervision, brand and destination image, promotion and marketing, social media and general media, tourist behaviors and industry firms behaviors are in relationship with each other which are some of the components of tourism sector.

Different researches such as Baloğlu and Mc.Cleary (1999) mentioned that determinants of destination image which is an important issue for tourists, and this research show that image is a big factor for travelers (Sans & Ramirez, 2013) that perception about selection of vacation place and tourism destination image is a significant issue in implementing marketing programs.

Tourism industry faces many challenges growth and developments bring new research areas. The destination image (Pereira, Correia & Schutz, 2012) is either a success or failure subject for each destination which is total impression about characteristics of place, region or country which is an important issue for consumers and marketing effectively and the consumer's behavior show that image is a mental concept which helps decision making; tourist behaviors explains potential travelers checking advantage and disadvantage of places in their mind there is a perception which is a key for decisions where they should travel or not. Travelers intention effects from attributions who are checking the other people's vacation experiences from word of

mouth or such as blogs, opinions of the other people, comments published on social media or general media such as newspapers, magazines, televisions, or by getting information with other ways such as visiting or calling travel agencies or brochures, posters, and finally people have an idea by information or experience and making decision for travel. Echtner and Ritchie (1991) researched the meaning and measurement destination image which presents different descriptions about image and considered an understanding role of image in the travel decision process and measure this destination image.

The image of travel destination is general total picture of characteristics perceptual or cognitive and the travelers consider all details tangible and intangible; ticket, location, natural resources, transportation, accommodation, food and beverage, ambiance, atmosphere, opportunity for adventure, quality of service, safety, hospitality, nature of place, shopping facilities, climate, daily and night life, visiting places, activities, functional needs, psychological needs, even local citizen people and the place's culture, and also the most important subject prices and attributes, features are important what makes the city attractive and different from the others.

Destination attractions are directly influencing the tourism sector, significant effects supporting the results that attractions and tourist decision in a relationship and target support services have both direct and indirect effects over the attractions that are mentioned by Vengesayi (2008).

According to the existing literature that different researchers have studied and investigated by researchers about destination image such as (Naidoo, & Ramseeook-

Munhurrun, 2012; Yang, He, & Gu 2012; Qu, Kim, & Im 2011; Chon 1990; Kim, Holland, & Han, 2013)

When the relations between the service quality and the perceived value are examined, it has been observed that satisfied customers are loyal to the same holiday destinations and often go to the same places when planning holidays, a region that has achieved success in tourism and hospitality, gets high marks from customers, the quality of service provided brings customer satisfaction and customer loyalty, this is an important factor for holidaymakers who prefer their experience, another issue is that people share their experiences with each other, it is now very easy to get information about a holiday place via social media, published comments, given scores, blogs, publicity and advertising related publications, all this gives an idea for people to decide when to go on vacation and the image of the place to go to for a holiday is already perceived in the brain.

Before people decide on vacation locations, consider many details and it is about the image of the holiday destination, what are the attractions of the place to go to for a holiday and what the positive and negative factors are. It is a reference for future behavior when tourists' behavior in the past is examined, the accommodation, the security, the peace, the activities, the eating and drinking facilities, the social and cultural values, even the local people living there. In summary, everything from beginning to end constitutes an effective element in deciding so determinants are significant for tourism industry.

4.3 Functional and Psychological Characteristics

According to Tapachai and Waryszak (2000) destination image can be defined and categorized with five different dimensions ; functional, social, emotional, epistemic, conditional and functional characteristics are defined observable and measurable such as price by Etchner and Ritchie (2003, p.40).

Naidoo and Ramseook-Munhurrun (2012) examined both functional and psychological attributes are significant on the decision making process of a holiday destination. Each individual tourist's satisfaction or dissatisfaction about destination area is experienced, and mental pictures and functional characteristics are observed and measurable while psychological characteristics are intangible and open for comments.

Martin and Bosque (2008) researched about tourist destination image and relationship between psychological factors and perceived image of destination. Visual or mental impression of destination is reference before visit the place for decision making for travel and opinions , feelings , needs and wants , impressions , comments , advices , attractions of destination , information , advertisements , promotions , beliefs which are combining together and significant role for industry and the tourist satisfaction and perception is very important feedback for that.

Berli and Martin (2004) mentioned about perceived image of tourist destination and the experience of destination has relationship with cognitive and affective images.

Chapter 5

METHODOLOGY

This study seeks to understand the extent to which NGOs use social media. Thus, the nature of the research is exploratory with an inductive approach. In this methodology part clarification of research strategy, instrument development, sampling method, data collection and analysis outlined below.

The social media and non-governmental organization investigated based on this research in Bodrum which is including interviews with NGO's and also mentioned about social media. The study research about social media promotion and marketing activities of NGO's and the foundation's usage of social media and using style in this process.

5.1 Research Approach

Altınay and Paraskevas (2008) stressed that the concept of a study is constructed on the type of creation of data at the beginning or at the end of the investigation. If the research is based on developing hypotheses and a theory, reviewing the related literature, and testing the hypotheses, it is a deductive research.

Additionally, if the investigation is based on using the related literature in order to build or construct the study to analysis of data and lastly to maintain and ensure a theory, it is an inductive research.

5.1.1 Deductive Approach

Conforming to Spangler (1986) deduction is the procedure of moving from one thing to another, from identified fact to unidentified one.

Actually by considering deductive approach the research is going through the known theory and just by the analysis of data it is going to prove the relations. Deductive approach can be categorized into five steps (Robson, 2002):

1. Expand the hypotheses
2. Operationalization of the hypotheses
3. Examine the hypotheses by various methods
4. Corroboration or decline of the hypotheses
5. In a case modification of the theory based on the new outcome

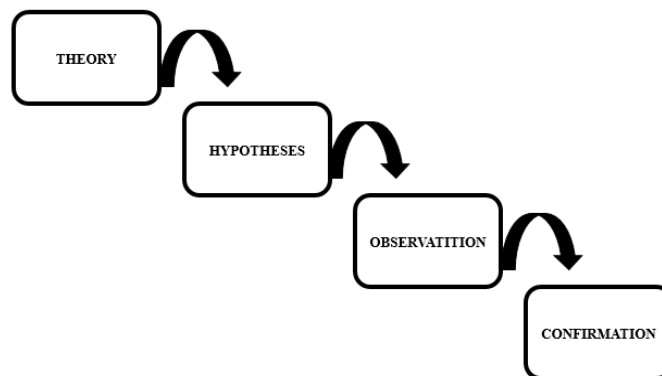


Figure 4: Deductive Approach Processes

5.1.2 Inductive Approach

Inductive method is based on examining and investigating a particular fact that has aimed to construct philosophies or ideas according to the collected statistics or information (Altinay & Paraskevas, 2008). Inductive method studies any subject from

specific to the general. In the literature, this process is called bottom-up. Also this approach signifies qualitative methodology.

Steps of inductive approach are presented in the following figure:

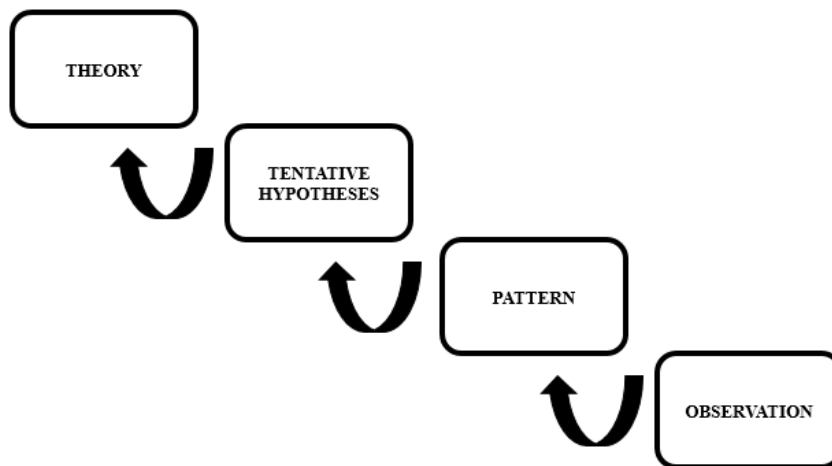


Figure 5: Inductive Approach Processes

This study is exploratory in nature and adopts an inductive approach seeking to explore social media strategies of NGOs and effectiveness of these strategies as a destination marketing tool. Field work of the study is Bodrum which is one of the most popular tourism destinations of Turkey.

The principal focus of the study is the analysis and interpretation of data collected from NGOs by using semi-structured interview technique. So this research utilizes qualitative approach to examine NGOs social media strategies and effectiveness of these strategies in destination marketing of Bodrum.

5.2 Sampling Method

There are two main types of sampling: probability and non-probability sampling. In probability sampling there are several methods such as: simple random sampling, systematic sampling, stratified sampling, clustering sampling. In non-probability sampling there are some methods such as; convenience sampling, purposeful or judgmental sampling, quota sampling, snowball sampling, self-selection sampling.

This study is based on non-probability sampling. Purposeful sampling is used as a sampling technique in this research also known as judgmental, selective or subjective sampling. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will best enable to answer research questions. This type of sampling can be very useful in situations when researcher may reach a targeted sample quickly, and where sampling for proportionality is not the main concern.

In this study one of the purposive sampling techniques called expert sampling was used as a method. Expert sampling is a type of purposive sampling technique that is used when your research needs to knowledge from individuals that have particular expertise. This expertise may be required during the exploratory phase of qualitative research, highlighting potential new areas of interest or opening doors to other participants. Alternately, the particular expertise that is being investigated may form the basis of your research, requiring a focus only on individuals with such specific expertise. Expert sampling is particularly useful where there is a lack of empirical evidence in an area and high levels of uncertainty, as well as situations where it may take a long period of time before the findings from research can be uncovered. The

respondents in this study are head of NGOs who has a direct role in destination marketing of Bodrum. Each professional is an expert in their field and they have important roles on Bodrum's marketing strategies.

5.3 Research Instrument

Interview questions were developed based on study Hays et.al 2013 and adopted according to the semi structured interviews sometimes also called focused interviews. A series of open ended questions asked based on the topic areas the researcher wants to cover.

The open ended nature of the question defines the topic under investigation but provides opportunities for both interviewer and interviewee to discuss some topics in more detail.

Another advantage of semi structured interviews is allows the researcher to promote or encourage the interviewee if they are looking for more information or find what they are saying interesting.

This method gives the researcher the freedom to probe the interviewee to elaborate or to follow a new line of inquiry introduced by what the interviewee is saying. This method work best when the interviewed has a number of areas he/she wants to be sure to be addressing.

5.4 Data Collection

The questionnaires were distributed during summer holiday time July-August 2017 to 14 different NGOs in Bodrum such as BOYENDER, TÜRSAB, BODER, BOYD, TURKUAZ, EL ELE, LIONS, HAYTAP, ANVIL, JOLLY TOUR, ATLAS

GLOBAL, TAKSAD, BOYTAV, TURDER . See Appendix 1 for the full list of questions of interview had been done with NGOs. Fifteen questions were asked developed by Hays et al (2013). Appendix B presents interview questions and answers.

Qualitative research is particularly useful in understanding deeply what NGOs and professionals believe social media and its effectiveness. During interviews professionals explained all social media strategies extensively and define advantages and disadvantages of these strategies in case of Bodrum.

All interviews were conducted in-person at the office of each NGOs and interviews lasted approximately 1 hour. Semi-structured nature of questions allowed room for interviewee to contribute any information they think relevant to use of social media to market Bodrum as a destination.

During the interview, the researcher typed notes on a laptop. Fourteen interviews provided very detailed information. Table ... shows the questions asked to all interviewees.

5.5 Measurement and Data Analysis

In this study the destination image is described in detail and the role of social media in tourism which is mentioned and related with all NGO's in destination, tour agents, travel firms, even public people tried to explain their relationship about tourism and the role discussed. Also future behaviors of travelers will discussed with the results; the destination image is an important issue for travelers before to travel tand the social media role is significant in tourism and also the destination image has a big perception and reference for travelers which is mainly effecting the sector additionally the NGO's have many duty and applications which is also related with tourism destination.

Chapter 6

FINDINGS AND ANALYSES

6.1 Sustainable Tourism and Destination

Although mass tourism is seen as an important source of additional income for countries and local communities, it has been unplanned in some destinations, leading to social and natural disruptions. In some destinations, mass tourism; the local people did not develop in such a way as to positively affect tourism components and local values. In order to meet the needs created by these problems of mass tourism, the concept of sustainable tourism has emerged.

As a main objective of sustainable tourism, we can show that touristic activities are permanent in the long run by giving priority to the protection of natural and social values which is the main source of tourism. Increased transportation facilities and the development of information technology have allowed tourism to reach more mass. But this increase brings destruction of natural, environmental and cultural resources in destinations that are not planned properly. Destination of natural beauty for needs like accommodation and infrastructure and economic activities for tourists for short-term gains. It is possible that we can see examples such as the background of local values.

Basic definition of sustainable tourism can be done in the form of a tourism approach aimed at preserving the environmental, social and cultural values by taking into consideration the needs of the host communities as well as tourists, and aiming at

providing a lasting benefit not economically short term, sustainable tourism aimed that long time, variable, open to progress, locals and visitor tourists and at the same time protected area based on the protection of all values and aimed at providing an economically viable success.

According to Hassan (2000), destination planning has become critical for economy and should be convenient for market needs and environmental integrity. The growth and developments should be followed by the industry and tourism destinations must be managed and directed by them in order to be more successful in the sector and sustainable tourism should be managed professionally to improve the economy and also the author mentioned sustainability can continue during the quality of environment and community life become sustainable together.

In conclusion, sustainable tourism development must aim to achieve and succeed so this needs considered goals; increase quality of life , increase tourist satisfaction and loyal customers, increase community and NGO's supporting, increase the protection of economy, social and cultural and environment, protect local people and culture and destination image, and also try to increase education about tourism. All determinants create quality, success and satisfaction for destinations. The management and planning should work together, the governance, firms, NGO's and citizens should be aware and act accordingly.

Indigenous people who provide their whole life with their own. At the same time, it also makes a living by marketing all its production to the tourists .Mainly Fruit, rugs, jewelry, textiles, food, medicinal herbs, souvenirs, the living of indigenous people, making it easier for tourists to sell and market their own productions.

6.2 Results

The results show that the usage of social media is pretty; each non-governmental community organizations are using social media platforms that means social media is an agenda and a preferred tool for everybody. The researchers numbers explained approximately near 4 billion people using social media platforms in world so the NGO's usage is logical and reasonable when you think that the communities using this platforms for connecting people, getting and exchange information, increasing their followers, sharing activities etc.

The results show that the desired goal of using social media has not been achieved. Looking at the results of interviews with non-governmental organizations, it seems that institutional firms are using all digital platforms and doing efficiency measurement work .On the other hand, when the organizations gathered to serve the same purpose in the destination are examined; social media accounts are controlled by a few volunteer and social media is not seen as a separate unit and division. Although they accept the role of social media in the field of promotion and marketing, it is observed that they have not done the necessary work in this regard. In general, social media has not been separated from other promotional and marketing activities and has given a cooperative response; they complain that there is not enough consciousness to use these platforms that have become a big market.

The first answer to the second question which platforms do you use in social media was answered with Facebook; while the small communities answer 'Facebook' for this question, the big corporate NGO's such as TÜRSAB, ATLAS GLOBAL, answered that use both of them and the second question verify and confirm about retrieved the

results of social media tools which retrieved by www.digitalinformationworld.com viz big communities institutional are using both social media platforms but small communities starting with Facebook and that one following with Instagram, Twitter, website etc.

It is necessary to think of this unit as a separate organization and to operate it as a separate department, employees must be educated and conscious social media specialists and to allocate a budget for promotion, advertising and marketing; will bring success. All organizations which responded to questions whether you have a target; more followers, more active, appealing to more people, and so on. They gave answers and an organization that addresses more people and uses social media tools properly should prioritize these platforms, and need to allocate a budget and determine who will work in that unit.

When the research was done to find out what was the biggest difficulty they experienced, answers were the same. Comments, sharing, complaints, misinformation and news sharing made by some malicious people, unconscious use, uneducated employees, efforts to deter. Even a non-governmental organization has experienced problems with another company for the reason of name similarity.

The answers to the question of are you doing productivity measurement, the answer is yes we are doing it from institutional firms, we do not make a response from the local community when we get the answer. Learning and measuring the success of the work done must be indispensable for the institutions. Indeed, institutions cannot determine where they should go until they find the answer of the question. Assessment and

evaluation studies are important for assessing the current situation and setting new targets.

Organizations using active Facebook and Instagram who use the person tagging method to increase their followers reach the target group they want to reach in this way. Those organizations that advertise their activities through social media via video, photos, links, and target groups acknowledge that they have to develop new strategies. All organizations we interviewed agreed that social media is more effective and when we ask if they had any strategies for different tourist groups they stated they used an equal approach. Variety and reasons of increasing tourism new alternatives emerging day by day and in fact, these different strategies need to be implemented.

We had very different answers in the research about what types of sharing are effective; some people think that photography is a short-term sharing, some argue that it is effective. In addition, more effective organizations for video sharing, you can directly watch the incident and have an easier time to answer. Corporate firms focus on accurate information transfer and new developments. The answer to the problem with the tourist profile was the same for each institution.

They explained that local tourists increased and the number of foreign tourists decreased. Figures announced by the ministry support these results. Unfortunately, there is a big drop in the amount of foreign tourists. All-inclusive system implementation, policies, economic and political causes, terrorist attacks, adverse conditions negatively affect the sector.

6.3 Unique Findings

This study had emphasized two main locutions. The first one was to investigate the social media, and related with destination promotion and marketing activities, usage and effects detailed with subtitles. The second objective is non-governmental organizations, the role of NGO's related with tourism industry investigated, the topic researched with components, destination image, public people, associations, unity, people's activity mentioned with related the social media.

Another aim of this work is to examine the effect of social media tools on destination image, promotion and marketing. Through questionnaire interview, it is proved that, promotion and marketing activities is significantly related to social media and destination. In addition to destination image, the non-governmental organizations activities, plans, roles also has big role in this situation.

Thirdly, destination managers should clarify all tourism sectors about the role of NGO's on tourism and also importance of social media and marketing area. More efforts should be undertaken in order to make the destination marketing.

According to results, foreign tourist proportion has reduced and domestic tourist amount had increased and the tourist profile changed in Bodrum that is another discussion topic for stakeholders in sector. Authorized persons mentioned about details and results show that the answers are same about social media tools are not using enough by them and generally the promotion and marketing department is not such as a separate unit and the team workers has not enough education and consciousness about social media. The management and development of social media should separate

from other marketing and the staff amount should increase in this marketing department.

Fourthly, it should be mentioned that, total budget dedicated towards social media, the answers show that the non-governmental organizations has not enough budget for his department, the promotion and marketing activities need budget and should separate from the total budget for more successful process. All statements must be considered to make a successful and productive project, a systematic and programmed project brings success and continuity also promotion and advertising activities are of great importance for the sector that is, for promotion and marketing activities to be successful, this unit must be separated from other departments, an educated and equipped team must be established and also a separate budget for this unit needs to be allocated and the number of people working for this department increased.

As a result of this research, we recorded many details that made this destination different from the others. City municipality continues its activities under the name of BOYTAV, Bodrum Promotion Foundation. The project signed a first in Turkey that there is a trolley with everything about Bodrum, this vehicle travels all over the country city, promoting and marketing of Bodrum.

In addition to this, there are collaborations that many tourism organizations such as tourism travel agency association and Bodrum hotel association have come together. You can download an application called Bodrum Live to your smartphones, have installed cameras at the important 8 points of the city, castle, bar street, camel beach, thanks to the cameras at these points you can see where you are in the city.

6.4 Limitations and Future Research

First of all, this study like any other research is not devoid of limitations and obstacles it should be noted that the collecting data and make an appointment is very hard because of the busy summer season in a holiday city known for its seas and its coasts and also responsible and competent people in charge and they are also really busy in this period.

Secondly, as the instrument used for data collection was questionnaire interview, the answers of each respondent are different. In this case, it suggested that in future research on this topic, it is possible to enrich it with subheadings and increase the researches on the subject is very wide and detailed and also that a clear issue for quantitative and qualitative research so civil society organizations such as NGO's have great importance in destinations and more research is needed on the work and duties of these organizations also because social media is a platform that is increasing day by day with its users it is increasingly increasing in research conducted on this subject.

In this study, the purpose of the study was presented in June on the subject of the dissertation and it was explained why it was written. Bodrum, which is one of the most important holiday cities of Turkey, has been selected as the study center for the subject and all its subtitles. It has been explained that social media which is the subject of research, has become the most used medium of communication and the other subtitle determined that the role of NGO's on tourism and holiday destination mentioned. The relationship of promotional and marketing activities with social media was investigated. The fact that the research period coincided with the summer vacation, and the fact that it took place in the middle of the tourism and holiday season created

some problems. The earthquake that occurred during the preparation of the dissertation affected the tourism activity negatively in the destination. In addition to being limited in time, it was not easy to reach authorized interviewees. Also we can support this research with content analyses.

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APPENDICES

Appendix A: (Turkish Version) Questionnaire

Kısaca kendinizden bahseder misiniz, kurumunuz ve hizmetler hakkında bilgi alabilir miyim?

- 1) Sosyal medya kullanıyor musunuz?
- 2) Hangi sosyal medya araçlarını kullanıyorsunuz?
(facebook,twitter,instagram,blog,website)
- 3) Sosyal medya, diğer tanıtım ve pazarlama faaliyetlerinden ayrılmalı mı sizce?
- 4) Sosyal medya stratejilerinizin belirlenmesinde ve uygulanmasında kaç kişi görevli ve görevleri nelerdir?
- 5) Sosyal medyaya ayırdığınız bütçe nedir?
- 6) Toplam pazarlama bütçesi içinde ne kadarlık bir paya sahiptir?
- 7) Sizce sosyal medya araçları mı, geleneksel medya araçları mı daha etkindir?
(radyo,tv,gazete,radyo)
- 8) Sosyal medya uygulamalarında karşılaştığınız en büyük güçlük nedir?
- 9) Sosyal medya ile ilgili hedefleriniz var mı, varsa neler?
- 10) Sosyal medya ile ilgili yaşadığınız başarı ve başarısızlıklar nelerdir?
- 11) Sosyal medya çabalarınızın verimliliğini ölçüyor musunuz? Nasıl?
- 12) Bodrum'a gelen turist profili sizce nasıl? (yerli-yabancı)
- 13) Her bir turist grubu için izlediğiniz ayrı strateji var mı?
- 14) Sosyal medyada ne tür paylaşımlar daha etkili? (fotoğraf, video, ses kaydı, web sitesi)
- 15) Takipçilerinizi artırmak için benimsediğiniz bir strateji var mı?

Appendix B: Semi Structured Interview Questions

	1. Do you have social media?	2. What social media tools are employed (Facebook, Twitter, a blog, etc.)?	3. Is the management and development of social media?	4. How many people are responsible for maintaining a social media ?	5. What is the total budget dedicated towards social media?	6. What percentage of the total marketing budget is this?	7. Which one is more effective ; social media tools or traditional media tools ? (Radio, TV, newspapers, radio or SM)	8. What have been the biggest struggles related to incorporating social media	9. Do you have any goals related to social media , if any?	10. What has been the biggest social media success/failure?	11. How do you measure successful social media efforts?	12. What is the tourist profile of Bodrum?	13. Do you use different strategies for different tourist groups ?	14. What sorts of posts (Facebook, Twitter, etc.) do you think are the most effective?	15. Do you have any particular strategies to gain followers on Twitter, 'likes' on Facebook?
Respondent1 TÜRSAB	yes	all	no	Many people	Centre determine	---	Social media	Malevolent use	Use SM more	Projects were successful	yes	Foreign few Local more	No Equal	Articles new growths	Right information
Respondent2 TURKUAZ	yes	Facebook website	yes	3 volunteer	---	---	Social media	Unconscious use	More people	Another company with same name	no	Foreign few local more	No equal	photos	no
Respondent3 TAKSAD	yes	Facebook website	yes	2-3	---	---	Social media	Unconscious use	More people	Comment and twitters	no	Foreign few local more	No equal	photos	Labeling Tag people
Respondent4 BOYENDER	yes	Facebook website Twitter instagram	no	3 people	---	---	Social media	Malevolent use	More people	Sensitive people few	no	Foreign few local more	No equal	video	Employment Right information
Respondent5 TURDER	yes	facebook	yes	nobody	---	---	Social media	Unconscious use	More people	Sensitive people more	no	Foreign few local more	No equal	photos	Tag people

Respondent6 HAYTAP	yes	facebook	no	8-10	_____	_____	Social media	Unconscious use	More people	Tourist behaviour	no	Foreign few local more	No equal	photos	Tag people
Respondent7 ANVİL TOUR	yes	Both of them	yes	2	_____	_____	Social media	Unconscious use	More people	comments	no	Foreign few local more	No equal	videos	Loyal customer
Respondent8 EL ELE	yes	Facebook Instagram twitter	no	2-3	_____	_____	Social media	Unconscious use	More people	Sensitive people	no	Foreign few local more	No equal	videos	Tag people
Respondent9 LIONS CLUB	yes	Both of them	no	4 people	_____	_____	Social media	Unconscious use	More people	Booking.com agreement	no	Foreign few local more	No equal	video	Newspaper TV channel
Respondent10 BODER	yes	Facebook website	yes	2	_____	_____	Social media	Unconscious use	More people	Bodrum Canlı application	no	Foreign few local more	No equal	photos	More effective
Respondent11 BOYD	yes	Facebook twitter instagram	no	nobody	_____	_____	Traditional media	Unconscious use	More people	complaints	yes	Foreign few local more	No equal	photos	Turizmgen.com newspaper
Respondent12 ATLAS GLOBAL	yes	Both of them	no	Too many people	Announced in website	Announced in website	Traditional media	Unconscious use	More people Strategic plan	We are second in our country	yes	Foreign few local more	No equal	video	Active on SM and service quality high
Respondent13 JOLLY TUR	yes	Both of them	no	10	1.5 million TL	% 3	Social media	Unconscious use	More people	Customer comments	Yes Feedback	Foreign few local more	No equal	photos	Target group
Respondent14 MUNICIPALITY BOYTAV	yes	Both of them	yes	2 people	No budget	_____	Social media	Unconscious use	More people	Twitter 2.5 million	yes	Foreign few local more	No equal	videos	Tag people