



Uluslararası Sosyal Araştırmalar Dergisi

The Journal of International Social Research

Cilt: 8 Sayı: 41 Volume: 8 Issue: 41

Aralık 2015 December 2015

www.sosyalarastirmalar.com Issn: 1307-9581

THE EFFECTS OF SOCIAL MEDIA ON BEFORE AND AFTER VISITING A DESTINATION: A RESEARCH IN GALLIPOLI PENINSULA

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Abstract

The developing form of the social media as a communication and marketing tool for travel and tourism presents challenges for destination marketing and tourism enterprises. This empirical research indicated the motivations that guide the behaviors of tourists who interested in a destination through social media and determined the relationship between the destination and tourists before and after visiting the destination and also it evaluated their attitudes through social media applications.

In research section, a questionnaire was prepared and applied to the tourists who use social media applications frequently in their daily life. The data collected from 258 domestic and foreign respondents during their visiting Gallipoli peninsula in Canakkale Province. The survey identified the impact of social media on tourists' behaviour. This research revealed that tourists consider social media tools before and after visiting a destination process effectively.

Keywords: Social media, Tourism, Vacation decision, Descriptive variables, Gallipoli Province.

Introduction

Nowadays, communication technologies are developing rapidly and changing the ways of communication between people. Thus, many people have started to use internet and Web tools. And one of the most important development has been in the social media tools. With the evidence of Web 2.0, the internet has turned out an active platform into the passive platform for users. At present, with the technology of Web 2.0, information changing on the internet has become more easy and fast way. The developments of the Web 2.0 has provided consist of social media (Werthner & Klein, 1999; Buhalis & Law, 2008; Brake & Safko, 2009).

Social media applications and tools are impressing the people's communication way directly. The developments of the mobile technology and internet have provided social media tools more accessible and these tools have become a part of the people's daily routines and lives (Mangold & Faulds, 2009). The social media is gaining importance day by day and it contains blogs, microblogs, social networking sites, reviews and virtual sites etc. People have benefits by these social media platforms and they provide pleasure through socialize on these tools (Boyd and Ellison, 2008; Gretzel et al. 2008).

The increasing power of social media causes radical changes in the marketing approaches of firms. Social networking sites, blogs and so on. social media platforms, have replaced traditional marketing channels such as television and radio (Siltala, M., 2009). Companies, carry out marketing campaigns through social media in advance which would not be possible with traditional marketing channels as quick and effective way. These changes provide the opportunity for campaigns cost-effective, personalized and rich marketing campaign in terms of information (Kasavana et al., 2010).

There is a close relationship between innovation and tourism sector with the developments in the information and communication technology. There is an increase in the number of tourism consumers located on the social media platforms (Miguens, J; Baggio, R and Costa, C, 2008). Tourism consumers come together in the social media platforms and they constitute the virtual tourism community. Tourism consumers share their experiences with each other on the social media via photos taken during their travels and they comment about their experiences, destinations and tourism enterprises on Facebook, Twitter, TripAdvisor and so on. Tourism consumers show great care and interest shared knowledge and experience on the social media platform. This experience and knowledge are among the decisive factors for most of the

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consumers who making travel decisions and want to join various tourism facilities (Ye, L., Gu ve Chen, 2011: 635; Litvin, S. W., Goldsmith, R. E. and Pan, B., 2008).

Taking place on the social media platforms bears great importance for tourism enterprises and destinations. Tourism enterprises which take place on the social media platforms have important advances for the potential tourism consumers (Litvin et al., 2008). Tourism companies located on the social media platforms can perform reputation monitoring and management, increase brand awareness, located between virtual tourism communities acquire potential customers of among communities and more (Kim et al., 2004).

The purpose of this research is to measure the effects of social media tools' on before and after visiting a tourism destination and also investigate the how potential tourism consumers impressed by the social media tools at the stage of information seeking.

1. Literature Review

1.1. Social Media

There are a number of defines of social media in the literature. Although the all definitions, social media has not one generally entrenched definition. Komito and Bates describes social media as online applications which ensure communication between internet users (Komito, L., and Bates, J., 2009). Anklam defines social media as a set of software tools and internet applications that provides the interaction between people as a personalized set of online tools (Anklam, P., 2009). This content can include varied photos, videos, textual and verbal comments. Palmer explains social media as online applications which aim to be in interaction, communication and sharing reviews about all the things (Palmer, A. & Koenig, L.N., 2009).

Social media have been created and developed through Web 2.0 technologies (Saperstein & Hastings, 2010; Wigmo, J., & Wikström, E., 2010). Web 2.0 concept was born in a conference passing between Tim O'Reilly and MediaLive International company (O'Reilly, 2005). Users' generated content and more cooperation, constitute the basic difference between Web 2.0 and traditional web technology. With passing from Web 1.0 passive model to Web 2.0 interactive model, consumers simultaneously have been the initiator and recipient of the exchange of information (Hanna et al., 2011; Grabner-Krauter, 2009:505).

1.2. Social Media For Destination Tourism

Bierman (2003: 2) defines a touristic destination as "a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit." Form this perspective touristic destinations can be divided into two categories. The first category can be naturally shaped region destinations which include coastlines, islands, rivers etc. The second category can be built destinations which include towns, cities, villages etc. People generally want to have enough information before choosing a touristic destination and in this context social media is a powerful and rich information platform for this people at the stage of information seeking. Internet, especially social media provides a fast connection to the source of information which people needed. Because of the little time, people decide to choose and trust this form of information (Cheung, 2012).

Social media users are increasing day by day. Social media reaches people to a non-limited information. Qualmann says that if facebook were a country, it would be the fourth most populous in the world (Qualman, 2009). The studies about social media showed that social media is predominantly used by the young generation. So, many companies had hesitate to participate in social media because of if their markets are not addressed to the youth segment. However, the number of adults aged 46-55 years of age use social networks increased by 30% 2008-2010. At the same time period, number of users aged 56-64 years of age increased 34% (Zickuhr, 2010). But the younger generation are the focus of many of the destinations.

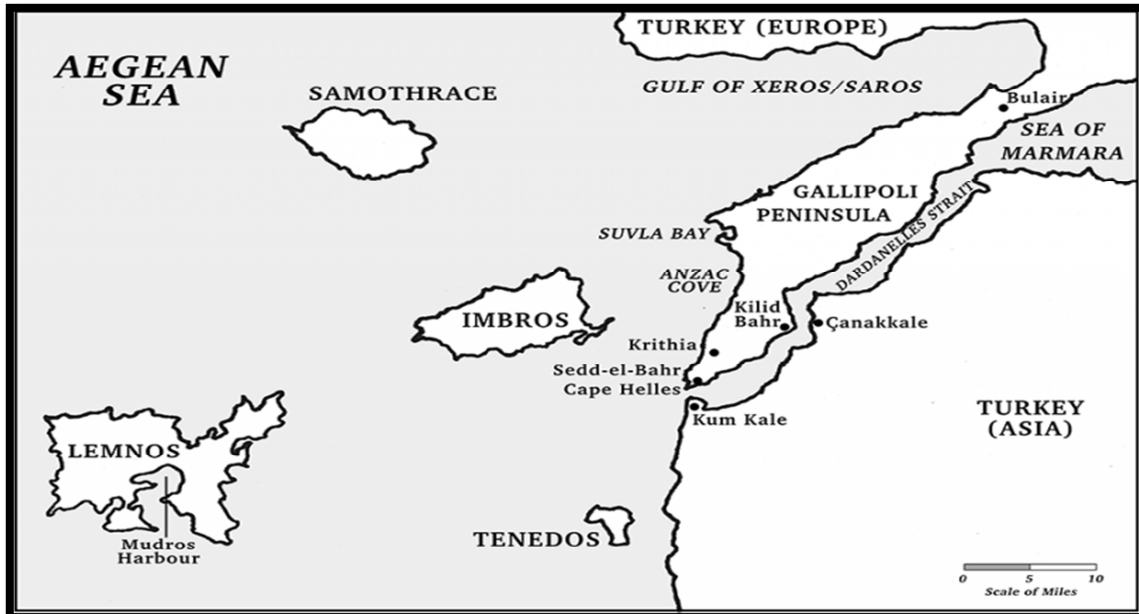
The choice of internet users in search for a touristic destination are affected by the reliability, assurance, good deals and security offered by service providers. On one hand, travel agencies may also directly affect consumer's choice by making visible through social media with their expertise and experience (Cheyne et al, 2006). Stankov et al. explains that destinations started to notice the importance of social media power (Stankov et al., 2010). Destinations have started to have a website and give advertisements as online. They have started to marketing themselves via social media. So, destinations have adopted to technological changes. Tourism marketers and tourism companies are also realised the power of using internet. Chung and Buhalis evaluate the popularity of online travel communities to the ability to gain reliable reviews (Chung, J., & Buhalis, D., 2008).

1.3. Gallipoli as a Touristic Destination

Gallipoli (Turkish: Gelibolu) is a peninsula located in the European part of Turkey, close to Turkish metropolis Istanbul. Gallipoli peninsula is particularly significant for Australians, New Zealanders (ANZAC) and Turks, whose armies meet in the First World War in 1915 and the war cost many lives for all sides. Today Gellipoli peninsula attracts visitors for its natural history and sacred sites in the battlefield and various soldiers' cemeteries from all nations involved in this war. The Gallipoli National Park extends for some 40 miles (60 km), and many of the monuments that can be visited are spread out over a large area. The

1915 landings and battles are commemorated by Australians and New Zealanders on ANZAC Day, 25 April, every year. The Turks also commemorates the main attacks launching date which is 18 March 1915 (<http://www.dark-tourism.com>). According to Canakkale cultural tourism directorate Gallipoli destination attracts around two and a half million domestic and foreign tourists (<http://www.canakkalekulturturizm.gov.tr>). This study carried out in 2015 which is the honor year of Gallipoli peninsula. The Lonely Planet which is the world's biggest online travel guide chose Gallipoli as the best areas to travel around the world in 2015 (<http://www.lonelyplanet.com>).

Figure 1: The Map of Gallipoli Peninsula



Source: <http://susanburnett.me.uk/project/map-4/>

2. RESEARCH DESIGN AND HYPOTHESES

The survey was carried out as a descriptive research to determine the perceptions of the tourists. The method of questionnaire has been used because it was simple to administer and the obtained data is reliable. Based on the data obtained from literature, the research is designed to test following hypotheses:

- H₁:** Tourism Enterprises engagement with social media has a positive relationship with customer's decisions.
- H₂:** Paying attention to more social networks will lead to more customer engagement.
- H₃:** Customers' ideas before visiting a destination have a strong relation with after visiting a destination.
- H₄:** Customers demographics (Gender, age, education, marital status, employment, income) have an effect on visiting a destination.
- H₅:** According to the place (domestic, abroad, domestic and abroad) where participants' spent their holidays have significant differences between the participants.

3. DATA STRUCTURE AND METHOD

3.1. Population and Sampling

This study conducted to identified the impact of social media on tourists' behaviours before and after their visits and also investigate how potential tourism consumers impressed by the social media tools at the stage of information seeking. Thus, the main population of this study constituted of domestic and foreign tourists who visit Gallipoli peninsula in Canakkale Province. Time, accessibility and being an important tourism destination in the area of cultural tourism and dark tourism in Turkey was important factors in the selection of Canakkale province.

According to the statistical information approximately 2,5 million foreign and domestic tourists visited Canakkale in 2013 and in particular 178000 domestic and foreign tourists visited Gallipoli province in Canakkale (<http://www.canakkalekulturturizm.gov.tr>). Simple sampling method chosen to collect data from Gallipoli province in Canakkale which means "every individual in the sampling frame (i.e., desired population) has an equal and independent chance of being chosen for the study" (Onwuegbuzie and Collins 2007).

In researches the sample size must be at least five times or even ten times bigger than the number of statements in the used scale (Kline, 1994; Bryman and Cramer, 2001). Therefore, a total 320 questionnaires were distributed and 300 were completed and returned. 42 questionnaires were not assessed due to a lack of

reliability; similarities in responses, all the answers are the same sleek etc. The number of evaluated questionnaires were 258; giving a return ratio of 80.6 %.

3.2. Creating Questionnaire

The questionnaire consisted of two parts. In the first part, there are questions to determine demographic and categorical characteristics of participants. In the second part, customer behaviours in social media before and after purchasing a touristic product measured with nineteen items of social media effects scale. The data for this research were acquired by surveying tourists who visits Gallipoli province between March 2015 to July 2015.

In order to increase validity and reliability of the research, the questionnaire was partly developed by integrating the research objective, literature review, hypotheses. The research benefited from following studies: Cahill (2008), Khan (2010), Parra-López, Bulchand-Gidumal, Desiderio Gutiérrez-Taño and Díaz-Armas (2011), Hagel and Armstrong (1997), Wang and Fesenmaier (2004), Jeong (2008), Yoo and Gretzel (2008), Batson, Ahmad and Tsang (2002), Wasko and Faraj (2005), Torkzadeh and Lee (2003), Chen (2006), Govani (2005), Gross and Acquisti (2005). The subscales composed of 5-point likert scale style and determine the effects of the social media on before and after visiting a destination.

4. RESULTS

The respondents were asked to report their descriptive informations including gender, age, marital status, education, occupation, income, frequency of vacation, general place of vacation. Among the respondents, most of them were female (54, 7%), married (67,8%) that (31,8%) are between the ages of 26-35, %36 of the participants have 1.001-2.500 \$ monthly income and % 53,5 of them are under graduate. Most of the participants (52,7) go to vacation in once a year and % 43 of them prefer to spending their vacation in domestic and abroad. All information on the characteristics of the participants categorically is located in table 1.

Table 1: Descriptive Information of Participants

	Frequency	Percent		Frequency	Percent
Gender (N: 258)					
Male	117	45,3	Female	141	54,7
Age (N: 258)					
18-25	53	20,5	46-55	43	16,7
26-35	82	31,8	56+	33	12,8
36-45	47	18,2			
Marital Status (N: 258)					
Married	175	67,8	Single	83	32,2
Education (N: 258)					
Primary school	40	15,5	Under Graduate	138	53,5
High School	53	20,5	Master/PhD	27	10,5
Employment (N: 258)					
Civil Servant	42	16,3	Student	80	31,0
Private Sector	62	24,0	Other	38	14,7
Self-employed	36	14,0			
Monthly Income (N: 258)					
1.000 \$ and under	35	13,6	4.001-5.500 \$	32	12,4
1.001-2.500 \$	93	36,0	5.501-7.000 \$	24	9,3
2.501-4.000 \$	60	23,3	7.001 \$ and over	14	5,4
Frequency of Vacation (N: 258)					
Once a year	136	52,7	Other	13	5,0
More than one in a year	82	31,8			
Biennially	27	10,5			
General Place of Vacation (N: 258)					
Domestic	60	23,3			
Abroad	87	33,7			
Domestic and Abroad	111	43,0			

4.1. Reliability Analyses

A pilot test was administered to establish the validity and reliability of the instruments. The participants of the pilot test selected from Gallipolli Peninsula in Canakkale. The total number of participants was 60 foreign and domestic tourists. There were 5 questionnaires were not assessed due to a

lack of major responses and similarities in responses. Therefore the pilot test evaluated with 55 valid questionnaires remaining. The pilot test's reliability was 0.841.

Cronbach's alpha is the most common form of reliability coefficient. According to DeVellis Reliability Guidelines (1991), a Cronbach's alpha coefficient over 0.7 implies respectable reliability. The Cronbach's alpha is expressed as a correlation coefficient, and its value ranges from 0 to +1. By convention, alpha should be 0.70 or higher to retain an item in a scale. The total number of likert questions in this study was nineteen and Cronbach's alpha for the main study calculated as 0.808. Cronbach's alpha and pilot test all fall in the range that is higher than 'minimally acceptable' and the range of 'very good' according to the guidelines provided by DeVellis (1991).

Table 2: Customer Behaviours Before Visiting a Destination Mean Values

	Statements	Never (%)	Rarely (%)	Sometimes (%)	Frequently (%)	Always (%)
1.	I do a research about the destination on social media before visiting there.	4	6,2	18,2	24	51,2
2.	I believe I'll get reliable information on social media about the destination which I am planning to visit.	0	2,7	34,9	36,4	26
3.	The information on the social media about the destination, where I am planning to go, I trust that information if it is written by one of the other visitors.	7,8	9,3	13,2	47,3	22,5
4.	The information on the social media about the destination, where I am planning to go, I trust that information if it is written by one of the destination manager.	1,6	14,7	18,6	32,9	32,2
5.	Advices on the social media about the destination, where I am planning to go, I trust that advices if it is written by the people who I know them before.	3,1	12,8	16,3	38	29,8
6.	The advices on the social media about the destination, where I am planning to go, I find them important if it is written by someone who is popular on the social media (someone with many followers and friends)	3,1	14	2,7	33,3	46,9
7.	I prefer to go to the destinations where I like and follow on the social media.	4	25,6	5	31,8	37,2
8.	That a company / brand gets in touch with me on the social media impacts my decision positive to purchase.	5	23,6	12,4	25,6	33,3
9.	Social media sites are suitable tools for the cunsomers who want to communicate with company/brand/destination managers.	8,1	16,3	19,8	32,9	22,9
10.	I participate to campaigns of destinations organized by social media. (For example; price discounts)	8	18,6	25,6	34,1	20,9

Based on the findings as shown in Table 2, before visiting a destination subscale, the participant's answers indicated that they frequently and/or always benefit from social media on their visiting decisions before visiting a destination.

Table 3: Customer Behaviour After Visiting a Destination Mean Values

	Statements	Never (%)	Rarely (%)	Sometimes (%)	Frequently (%)	Always (%)
1.	If I am satisfied with the destination where I go, I share it on the social media.	3,9	12,9	5,8	58,8	18,7
2.	If I am satisfied with the destination where I go, I share it on their social media pages.	8,1	5,6	12	57,5	16,7
3.	If I am not satisfied with the destination where I go, I share it on the social media.	2,7	7,5	25,6	53,3	10,9
4.	If I am not satisfied with the destination where I go, I share it on their social media pages.	7,4	17,4	7,8	48,1	19,4
5.	If I am satisfied with the destination where I go, I recommend to the other social media users to visit there.	4,7	8,5	27,9	39,9	19
6.	If I am not satisfied with the destination where I go, I recommend to the other social media users not to visit there.	3,5	11,2	14,3	27,5	43,4
7.	The tourism enterprises- which are located in the destinations that I am pleased with- noticed me in the social media increases my satisfaction.	5	8,9	18,2	19,4	48,4
8.	The tourism enterprises- which are located in the destination that I am not pleased with- noticed me in the social media and get in touch with me may get me to change my mind.	0	1,2	24	36,4	38,4

9.	The tourism enterprises- which are located in the destination that I am not pleased with- don't notice me in the social media and don't get in touch with me increase my dissatisfaction.	0	1,2	16,7	36	46,1
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The participant's answers in Table 3 indicated that they frequently and/or always consider social media on their decisions after visiting a destination. The participant's answers also indicated that whether they are satisfied or not they share it on the social media pages. The results shown that tourism enterprises can also benefit from social media if they follow their customers on social media. These results also support H₁ and H₂.

Table 4: Factor Analyses

	Variable	Statements	Factor Loads	(%) Total Variance Explained	Eagean value	Reliability
FACTOR1	BEFORE VISITING	I believe I'll get reliable information on social media about the destination which I planning to visit.	,913	36,253	3,626	,862
		The information on the social media about the destination, where I am planning to go, I trust that information if it is written by one of the destination manager.	,818			
		Advices on the social media about the destination, where I am planning to go, I trust that advices if it is written by the people who I know them before.	,814			
		I prefer to go to the destinations where I like and follow on the social media.	,748			
		That a company / brand gets in touch with me on the social media impacts my decision positive to purchase.	,721			
		Social media sites are suitable tools for the consumers who want to communicate with company/brand/destination managers.	,710			
FACTOR2	AFTER VISITING	If I am satisfied with the destination where I go, I share it on their social media pages.	,838	29,926	2,993	,794
		If I am not satisfied with the destination where I go, I share it on their social media pages.	,808			
		If I am satisfied with the destination where I go, I recommend to the other social media users to visit there.	,756			
		If I am not satisfied with the destination where I go, I recommend to the other social media users not to visit there.	,745			
Toplam			66,179			
Kaiser Meyer Olkin Ölçek Geçerliliği						,812
Bartlett Küresellik Testi Ki kare						1918,971
df						,52
Sig.						00

As revealed in the table 4, KMO (Kaiser-Meyer- Olkin Measure of Sampling Adequacy) value of the scale was calculated as ,812. Kaiser-Meyer- Olkin (KMO) value indicates that the suitability of a measuring sample should be greater than 0.6 (Field 2005, Chapters 11& 12). Bartlett's Test of Sphericity (BTS) was used to evaluate the validity of the data regarding the factor analyses. In this study, Bartlett's Test of Sphericity value is calculated as 1918,971 and the significance calculated as 0.00. According to the BTS values obtained, the bivariate correlation coefficient between the variables ($p < 0.001$) is statistically significant and thus the data is suitable in terms of factor analyses. A total of 19 items for social media, 10 items before and 9 items

after visiting a destination were included in the factor analysis. As a result of the factor analysis, it was indicated that social media scale have a two-dimensional structure. It was also established that the dimentions obtained are parallel with the theoretical structure.

Table 5: Correlation matrix and descriptive statistics.

Dimensions	Mean	Std. Deviation.	1	2
Before Visiting	3,2092	,83923	1	,820**
After Visiting	2,7461	,99340	,820**	1

** Correlation is significant at the 0.01 level (2-tailed).

As revealed in the table 5, the correlation analysis was made "Before Visiting" in the dimensions of the 0.01 level moderately significant ($r=820$) and a high positive relationship. Although not definite limitations "r" shows the degree of correlation between two variables ($\pm 0-0.3$ correlation between poor, between $0.3-0.7 \pm$ medium, correlation shows a strong relationship between ± 0.7 to 1.0). As a result, there is a significant and positive relationship between "Before visiting" (mean. 3,2092) and "After Visiting" (mean. 2,7461) dimensions. This result supports H3 hypothesis which is customers' ideas before visiting a destination have a strong relation with after visiting a destination.

Table 6: T-test of Gender Variable

Dimensions	Gender	N	Mean	Std. Deviation	t	Sig.
Before Visiting	Male	117	3,0470	,81351	-1,084	,030
	Female	141	3,3321	,85945		
After Visiting	Male	117	2,9346	,94962	-,131	,036
	Female	141	2,3223	1,03164		

The dimension of "Before Visiting" means value degrees of participation level considering the average level of expression (mean.) in female participants determined that more participants compared to male participants. The dimension of "After Visiting" means values degrees of participation level considering the average level of expression (mean.) in male participants determined that more participants compared to female participants.

Table 7: T-test of Marital Status Variable

Dimensions	Marital Status	N	Mean	Std. Deviation	t	Sig.
Before Visiting	Married	175	3,1695	,85293	1,683	,004
	Single	83	2,7819	,79973		
After Visiting	Married	175	2,7957	1,00576	1,165	,013
	Single	83	2,5416	,96445		

The t-test results has been determined that there are differences between variables according to marital status ($p < 0,05$). The dimension of "Before Visiting" means values degrees of participation level considering the average level of expression (mean.) in married participants determined that more participants compared to single participants. The dimension of "After Visiting" means values degrees of participation level considering the average level of expression (mean.) in married participants determined that more participants compared to single participants.

Table 8: Homogeneity of Variances of Age Variable

Homogeneity of Variances				
	Levene Statistics	df1	df2	Sig.
Before Visiting	2,066	2	302	,668
After Visiting	4,705	2	302	,765

In order to assess whether or not differences in social media usage purposes of the participants according to the age variable one-way analysis of variance (ANOVA) was performed. As revealed in the table 8, with the statistics of Levene were provided homogeneity of variances which precondition of Anova ($p > 0.05$).

Table 9: Anova Test of Age Variable (One-Way Anova)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Before Visiting	Between Groups	32,097	2	6,919	3,572	,034
	Within Groups	459,431	345	1,458		
	Total	491,528	347			

After Visiting	Between Groups	23,439	2	5,631	5,866	,008
	Within Groups	287,431	544	2,446		
	Total	310,870	546			

According to table 9, Anova results of the "Before Visiting" and "After Visiting" dimensions' sigma values were smaller than 0,05. Therefore, there were determined differences between dimensions in social media usage purposes with the age variable of the participants. The differences were reviewed in the Post-hoc (Tukey) test in Table 11.

Table 10: Post-Hoc Test of Age Variable (Tukey Test)

Dimensions	(I) Age	(J) Age	Mean	Mean Difference (I-J)	Standart Error	Sig.
Before Visiting	26-35	18-25	3,71	,178	,192	,776
		26-35	3,95	,234	,157	,882
		36-45	3,24	-,345	,149	,439
		46-55	3,10	,451*	,191	,031
		56+	3,66	,432	,224	,639
After Visiting	46-55	18-25	3,31	,183	,106	,724
		26-35	3,01	,113*	,231	,001
		36-45	3,35	-,256	,223	,543
		46-55	3,92	,287	,353	,324
		56+	3,39	,334	,393	,631

* The mean difference is significant at the 0.05 level.

Table 10 showed us that there are differences in the "Before Visiting and After Visiting" dimensions based on the results of the Post-Hoc (Tukey) test. In "Before Visiting" dimension has been identified differences between 26-35 and 46-55 age participant groups and 26-35 age group of participants were more participants than 46-55 age group to "Before Visiting" dimension (mean 26-35= 3.01). Likewise, there are differences in the "After Visiting" dimension have been measured differences between 26-35 and 46-55 age participant groups and 46-55 age group of participants were more participants than 26-35 age group to "After Visiting" dimension (mean 46-55= 3.92).

Table 11: Homogeneity of Variances of Education Variable

Homogeneity of Variances				
	Levene Statistics	df1	df2	Sig.
Before Visiting	3,863	2	399	,544
After Visiting	4,923	2	399	,667

As revealed in the table 11, with the statistics of Levene homogeneity of variances which precondition of Anova ($p > 0.05$).

Table 12: Anova Test of Education Variable (One-Way Anova)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Before Visiting	Between Groups	31,243	2	5,475	3,655	,004
	Within Groups	432,543	298	1,566		
	Total	463,786	300			
After Visiting	Between Groups	21,572	2	2,432	4,912	,002
	Within Groups	290,956	674	2,754		
	Total	312,528	676			

Anova results of the "Before Visiting" and "After Visiting" dimensions' sigma values were smaller than 0,05. Therefore, there were determined differences between dimensions in social media usage purposes with the education variable of the participants. The differences were reviewed with the Post-hoc (Tukey) test in Table 14.

Table 13: Post Hoc Test of Education Variable (Tukey Test)

	Education	Education (I)	Education (J)	Mean	Mean Difference (I-J)	Std. Error
Before Visiting	High School	Primary School	3,1565	3,13	,145	,876
		High School	3,3332	2,94	-	-
		Under Graduate	3,9953	3,98	,076*	,032
		Master/PhD	3,7443	3,65	,123	,098
After Visiting	Under Graduate	Primary School	3,1334	2,43	,188*	,014
		High School	3,5798	2,99	,185*	,022
		Under Graduate	3,8645	3,71	-	-
		Master/PhD	3,7321	3,18	,134	,754

Table 13 showed us that there are differences in the "Before Visiting and After Visiting" dimensions based on the results of the Post-Hoc (Tukey) test. In the "Before Visiting" dimension have been identified differences between High School and Under Graduate participant groups and Under Graduate group of participants were more participants than High School group to "Before Visiting" dimension ($mean_{UnderGraduate} = 3.98$). Likewise, there are differences in the "After Visiting" dimension have been measured differences between Under Graduate, High School and Primary School participant groups and Under Graduate group of participants were more participants than the other two education groups to "After Visiting" dimension ($mean_{UnderGraduate} = 3.71$).

Table 14: Homogeneity of Variances of Employment Variable

Homogeneity of Variances				
	Levene Statistics	df1	df2	Sig.
Before Visiting	2,275	2	311	,854
After Visiting	3,802	2	311	,776

In order to assess whether or not differences in social media usage purposes of the participants according to the employment variable one-way analysis of variance (ANOVA) was performed. As revealed in the table 14, with the statistics of Levene were provided homogeneity of variances which precondition of Anova ($p > 0.05$).

Table 15: Anova Test of Employment Variable (One-Way Anova)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Before Visiting	Between Groups	38,897	2	4,243	3,755	,017
	Within Groups	443,589	227	2,328		
	Total	482,820	229			
After Visiting	Between Groups	32,776	2	2,764	4,632	,020
	Within Groups	212,644	664	2,971		
	Total	245,420	666			

According to table 15, Anova results of the "Before Visiting" and "After Visiting" dimensions' sigma values were smaller than 0,05. Therefore, there were determined differences between dimensions in social

media usage purposes with the employment variable of the participants. The differences were reviewed with the Post-hoc (Tukey) test in Table 17.

Table 16: Post Hoc Test of Employment Variable (Tukey Test)

	(I) Employment	(J) Employment	Mean	Mean Difference (I-J)	Std. Error	Sig.
Before Visiting	Civil Servant	Civil Servant	4,12	,03476	,04332	,070
		Private Sector	3,24	,03569*	,11254	,004
		Self-employed	3,11	-,01455	,16778	,098
		Student	2,32	-,38794	,17655	,122
		Other	2,87	-,68776	,12112	,245
After Visiting	Civil Servant	Civil Servant	4,10	,08712	,03445	,110
		Private Sector	3,08	-,31437*	,33557	,031
		Self-employed	3,22	-,23498	,28877	,553
		Student	2,54	-,03446	,47790	,874
		Other	2,90	-,94310	,12245	,224

Table 16 showed us that there are differences in the "Before Visiting and After Visiting" dimensions based on the results of the Post-Hoc (Tukey) test. In the "Before Visiting" dimension have been identified differences between Civil Servant and Private Sector participant groups and Civil Servant group of participants were more participants than Private Sector group to "Before Visiting" dimension (mean_{CivilServant} = 4.12). Likewise, there are differences in the "After Visiting" dimension have been measured differences between Civil Servant and Private Sector participant groups and Civil Servant group of participants were more participants than Private Sector employment groups to "After Visiting" dimension (mean_{CivilServant} = 4.10).

Table 17: Homogeneity of Variances of Monthly Income Variable

Varyansların Homojenlik Testi				
	Levene Statistics	df1	df2	Sig.
Before Visiting	2,345	2	268	,667
After Visiting	3,113	2	268	,797

In order to assess whether or not differences in social media usage purposes of the participants according to the monthly income variable one-way analysis of variance (ANOVA) was performed. As revealed in the table 17, with the statistics of Levene were provided homogeneity of variances which precondition of Anova ($p > 0.05$).

Table 18: Anova Test of Monthly Income Variable (One-Way Anova)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Before Visiting	Between Groups	48,965	2	4,659	3,908	,008
	Within Groups	451,216	254	2,411		
	Total	479,087	256			
After Visiting	Between Groups	30,122	2	2,378	4,322	,031
	Within Groups	243,655	674	2,643		
	Total	231,697	676			

According to table 18, Anova results of the "Before Visiting" and "After Visiting" dimensions' sigma values were smaller than 0,05. Therefore, there were determined differences between dimensions in social media usage purposes with the monthly income variable of the participants. The differences were reviewed with the Post-hoc (Tukey) test in Table 20.

Table 19: Post Hoc Test of Monthly Income Variable (Tukey Test)

	(I) Monthly Income	(J) Monthly Income	Mean	Mean Difference (I- J)	Std. Error	Sig.
Before Visiting	1.500-3.000\$	1.000\$ and under	2,32	,12344	,11223	,897
		1.500-3.000\$	2,99	,29887	,12311	,076
		3.500-4.500\$	3,13	,35466	,13422	,073
		5.000-6.000\$	3,78	,32112*	,13542	,007
		6.500-7.500\$	4,08	,34469*	,15766	,019
		8.000\$ and over	4,02	,33221*	,16211	,022
After Visiting	1.500-3.000\$	1.000\$ and under	2,67	,09866	,11234	,990
		1.500-3.000\$	3,11	,36570	,17880	,775
		3.500-4.500\$	3,23	,25466	,13221	,311
		5.000-6.000\$	3,94	,54679*	,14971	,009
		6.500-7.500\$	4,12	,60980*	,16443	,013
		8.000\$ and over	4,04	,62341*	,23871	,004

Table 19 showed us that there are differences in the "Before Visiting and After Visiting" dimensions based on the results of the Post-Hoc (Tukey) test. In the "Before Visiting" dimension have been identified differences between 1.500-3.000\$, 5.000-6.000\$, 6.500-7.500\$ and 8.000\$ and over participant groups and 6.500-7.500\$ group of participants were more participants than the other monthly income participant groups to "Before Visiting" dimension (mean_{6.500-7.500\$} = 4.12). Likewise, there are differences in the "After Visiting" dimension have been measured differences between 1.500-3.000\$, 5.000-6.000\$, 6.500-7.500\$ and 8.000\$ and over and 6.500-7.500\$ monthly income participant group was more participant than the other monthly income participant groups to "After Visiting" dimension (mean_{6.500-7.500\$} = 4.12). The descriptive difference tests results supported the H₄ hypothesis which is over all customers' demographics (Gender, age, education, marital status, employment, and income) have an effect on visiting a destination.

Table 20: Homogeneity of Variances of General Place of Vacation Variable

Homogeneity of Variances				
	Levene Statistics	df1	df2	Sig.
Before Visiting	2,345	2	268	,667
After Visiting	3,113	2	268	,797

In order to assess whether or not differences in social media usage purposes of the participants according to the general place of vacation variable one-way analysis of variance (ANOVA) was performed. As revealed in the table 20, with the statistics of Levene were provided homogeneity of variances which precondition of Anova ($p > 0.05$).

Table 21: Anova Test of General Place of Vacation Variable (One-Way Anova)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Before Visiting	Between Groups	37,566	2	4,211	3,276	,001
	Within Groups	414,977	298	2,409		
	Total	452,543	300			
After Visiting	Between Groups	31,254	2	2,344	4,982	,042
	Within Groups	256,855	540	2,138		
	Total	288,109	542			

According to table 21, Anova results of the "Before Visiting" and "After Visiting" dimensions' sigma values were smaller than 0,05. Therefore, there were determined differences between dimensions in social media usage purposes with the general place of vacation variable of the participants. The differences were reviewed with the Post-hoc (Tukey) test in Table 22.

Table 22: Post Hoc Test of General Place of Vacation Variable (Tukey Test)

	(I) Spending Place of Vacation	(J) Spending Place of Vacation	Mean	Mean Difference (I-J)	Std. Error	Sig.
Before Visiting	Abroad	Domestic	3,52	,34507*	,17552	,014
		Abroad	4,65	,33421	,18612	,098
		Domestic and Abroad	4,21	,36545	,19824	,077
After Visiting	Abroad	Domestic	3,34	,17556*	,13586	,002
		Abroad	4,53	,37664	,14798	,675
		Domestic and Abroad	4,04	,22113	,15233	,539

Table 22 showed us that there are differences in the "Before Visiting and After Visiting" dimensions based on the results of the Post-Hoc (Tukey) test. In the "Before Visiting" dimension have been identified differences between Abroad and Domestic participant groups and Abroad group of participants were more participants than Domestic group to "Before Visiting" dimension (mean_{Abroad}= 4.65). Likewise, there are differences in the "After Visiting" dimension have been measured differences between Abroad and Domestic participant groups and Abroad group of participants were more participants than Domestic group to "After Visiting" dimension (mean_{Abroad}= 4.53). Thus this result supports H5 hypothese which according to the place (domestic, abroad, domestic and abroad) where participants' spent their holidays have significant differences between the participants.

Conclusion

In conclusion, this paper has suggested what is existed, practical, and can be done by destination marketing enterprises to increase their preferences and effectiveness through social media by knowing customers expectations from a destination. As results indicated that tourism enterprises which engage with social media has a positive relationship with visitors. The participants' perceived quality of experience will likely be affected by social media pages and comments etc. on social media. Therefore as this study reveals, paying attention to more social networks will lead to more customer engagement.

The study revealed that participant's demographic characteristics such as gender, age, education, marital status, employment and income have a significant effect on before and after visiting a destination by using the social media pages. One important finding of the study was the participants who spent vacations in abroad have more interested in destinations on social media platforms before and after visiting there than those who go in local destinations for vacation. Also, they were more curious to write and read comments about the destination on social media platforms. In this way they promote the destination by openly telling to the readers of the social media pages by their liking for, satisfactions or unpromoting the destination with their unsatisfied comments. Social media also serves as a way to converse with customers and share information about updates, deals, and giveaways. As a result, it can be said that electronic word of mouth is becoming more important for destinations which have many international competitors.

Another finding of the research is that participant's ideas before visiting a destination have a strong relation with after visiting there. In another word the study shows that based on the mean analysis used in previous section, there's a significant, positive and strong correlation between visitors ideas about a destination before and after visiting there on social media platforms. It can be said that destinations who engages with social media platforms, are more likely to take attentions of targeted destination seekers through social media, and are more likely to have positive feedback about the destination and its brands. Overall, based on the analyses done, all hypotheses are confirmed that the results were consistent with study on key factors affecting visitors' decision behavior in social media user context.

The study indicates that destinations can take advantage of social media platforms by promoting its strong sides such as natural values, conference centres, local attractions and promotions in its shopping areas. Destinations should create and promote its social media pages by considering its visitors' descriptive variables. In this way social media allows destinations always be in front of their costumers and be in constant contact with them. The limitations of the study are; the data collection of this study fitted into a certain time interval and simple sampling method has been selected which limited the findings. The research was conducted only in the Gallipoli province which can limit the findings.

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