



Research Article

**INVESTIGATION OF THE PERFORMANCES OF ACCOMMODATION BUSINESSES
WEBSITES IN TERMS OF DIGITAL MARKETING**

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Abstract

Digital marketing applications are one of the most used services by accommodation businesses in recent years. Businesses reach their customers more quickly and easily through their websites and social media applications. In this research, the websites and social media applications of tourism and municipality-certified accommodation businesses operating in the province of Kütahya were analyzed by content analysis method. Within the scope of the research, the websites and social media applications of 12 tourism and 23 municipality-certified accommodation businesses were examined. In the research, 10 themes and 70 sub-themes for businesses were determined and their performances were evaluated. According to the results of the research, the services with the highest performance of the accommodation businesses with tourism operation certificate are social media tools and the lowest service is the features of offering different language options. The overall performance of accommodation businesses with tourism operation certificate was determined as moderate with 57.9%. In the performance evaluation of accommodation businesses with municipality-certified, direct sales and marketing tools have the highest value and the lowest value is the service of offering different language options. The overall performance was found to be moderate with 41%. The results for the sub-themes of the research are given in the findings section.

Keywords: Tourism, Kütahya, Accommodation Businesses, Digital Marketing, Website

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Introduction

The effects of social events such as the worldwide pandemic, technological developments, and rapid changes reveal the necessity of societies and sectors to cope with such changes and uncertainties. Dynamic, volatile, and time-sensitive industries such as tourism have to respond quickly but effectively to emerging challenges and threats to continue their activities. The role of technology and digitization is vital in helping countries, industries, and organizations overcome serious challenges. For this reason, digitalization has increased significantly in many sectors over the years, and it has enabled digital technologies to change business models to create more efficient and profitable processes and reveal more value-creating opportunities. Perhaps most importantly, the transition to digitization has changed the way companies analyze market information, conduct delivery processes, and interact with their customers (Hadjielias, Christofi, Christou and Drotarova, 2022).

Information and communication technologies have changed human life at a significant level. Technological innovations in the tourism sector have undeniably changed businesses and tourist behavior (Egger, Lei and Wassler, 2020). Although tourists try to stay away from technology, avoid digital platforms and limit their intense internet use during their holidays, they cannot escape from the digital environment, especially by sharing on social networks and discovering new places on the internet (Li, Pearce and Low, 2018). Digital developments and new technologies make the tourism sector a global one. In particular, these developments lead to changes in marketing strategies in the tourism sector. While many opportunities and threats arise due to these changes, they also lead to transformations in the structures of businesses. Digitalization in the global area impacts both the growth of businesses and the increase in their performance in the market. Businesses in the tourism sector use digital tools such as websites, mobile applications, and social media to attract new customers, improve customer service, increase operational efficiency, and ultimately increase revenue; however, these capabilities are underutilized by businesses (Sharma, Sharma, and Chaudhary, 2020).

This research aims to investigate the websites and mobile applications of the tourism and municipality-certified accommodation businesses in Kütahya province in the context of digital marketing. In line with the research, the performance evaluation of accommodation businesses' websites and social media applications will be conducted, and their strengths and weaknesses will be revealed. It is aimed that accommodation businesses will see the deficiencies and provide opportunities for self-development thanks to the results to be revealed.

Conceptual Framework

Digital marketing is applications that enable marketing on electronic platforms with the use of all kinds of technological devices (American Marketing Association, 2021). Wymbs (2011) defines digital marketing as "the use of digital technologies to create an integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationships with them." Koçak Alan, Tümer Kabadayı and Erişke (2018) defines digital marketing as "a set of applications that carry out all marketing activities over the internet, mobile and other interactive platforms to support this process, while advertising and promoting the brand and the works it performs with different methods than traditional media." Traditional marketing methods, which are the methods that ensure the implementation of all marketing activities in digital channels and are realized by using all digital tools, have much more advantages and are faster (Dholakia and Bagozzi, 2001: 168). In the last two decades, digital marketing has carried its marketing strategies to a global dimension with electronic media tools such as social media, radio, television, SMS, e-mail, websites, search engines, mobile applications, social networks, and electronic billboards. In this way, businesses have developed measurable, objective, interactive, and relational marketing strategies on digital platforms with their customers. With the adoption of innovative techniques and devices in marketing, more convenience, cost-effectiveness, and access to large masses have been achieved, and concepts such as time and space have been eliminated (Krishen, Dwivedi, Bindu and Kumar, 2021). Developments in digital environments have caused changes not only in the communication habits of consumers but also in marketing practices. These developments have led to changes in the purchasing decision processes of consumers and have moved the communication of consumers with each other and with brands to the digital environment. These changes in digital platforms have also led to digital evolution in marketing strategies. Consumers and businesses meet a new technology every day and experience the process of adapting themselves to this new technology. Businesses also follow these technological developments and develop new marketing strategies in line with these technologies (Baruöni, 2019: 153).

Conducting digital marketing activities with controlled, statistical, and measurable methods offers important opportunities to businesses. The most critical of these opportunities is that internet and social media users encounter promotions related to their interests and tendencies. And this provides users with innovative

experiences. The constantly updated and renewed structure of social media platforms and the internet provides an indispensable communication environment for users and businesses. Furthermore, due to this communication environment, the internet allows businesses to communicate instantly, reach special target groups, make analyses and comparisons, and use their budgets in a detailed and efficient way. Businesses can deliver their campaigns to their customers while performing their advertising and marketing activities in these digital environments (Berki, 2019: 137-138). One of the sectors where digital marketing activities are used intensively is the tourism sector. Despite the labor-intensive nature of the tourism sector, the internet and social media platforms have started to be involved in the sector intensively due to technological developments. Accommodation businesses use digital media to deliver the products and services they offer directly to their customers and to inform their customers. They carry out most of their marketing activities through these channels. According to the results of research conducted on the digital marketing activities of accommodation businesses in Belgium, it has been seen that there are positive developments in the performance of the businesses. With the increase in online comments and evaluations within the scope of digital marketing activities, it has been observed that there are significant increases in the performances of businesses (De Pelsmacker, Van Tilburg and Holthof, 2018).

Before the use of digital technologies in the tourism sector, the success of businesses depended on the success of the intensive service delivery brought by the labor-intensive system. Digitalization and developing technologies have enabled customers to offer products and services with different marketing strategies. With these developments in the internet environment, customers have started to purchase, review and compare products and services by accessing them over the internet. For this reason, the websites prepared by accommodation businesses have become an essential tool for the success of digital marketing activities (Kaur, 2017: 74-75). Another critical feature that emerged with the development of digital marketing is the creation of virtual communities and target groups related to the common interests of consumers (Wind and Mahajan, 2002).

According to the Ministry of Culture and Tourism's data dated February 2022, in the province of Kütahya, there are 12 tourism certified, four tourism investment licensed, and 37 municipality-certified accommodation businesses. The bed capacities of 12 tourism-certified, four tourism investment licensed, and 37 municipality-certified accommodation businesses are 1179 (586 rooms), 636 (257 rooms), and 4235 (1464 rooms), respectively.

Yücel and İnan (2020) investigated the websites of four-star and above hotels operating in the province of Elazığ. They have determined that the part with the hotel name and logo attracts more attention and that the links on the web pages such as Home, About Us, Our Rooms, Facilities, Gallery, Restaurants, Meeting Rooms, SPA, Reservation, Contact (Contact Us) do not attract much attention. Özişik Yapıcı and Özden (2021) evaluated 26 accommodation businesses in Samsun according to the criteria of qualified website, search engine optimization, social media activity, mobile device-friendly website, and e-mail marketing. The research revealed that the web pages of most of the accommodation businesses are not up-to-date, these web pages are compatible with mobile devices, and most of the businesses use Facebook and Instagram accounts. Eryılmaz and Zengin (2014) presented that there is a lack of information about the destination, average air temperature values, exchange rates, and follower-specific applications on the Facebook pages of boutique hotels. Ercan (2020) examined the websites of the hotels in Alanya and found that the digital marketing performance of the resort hotel websites is poor in terms of sales promotion tools and insufficient in terms of public relations and mobile features. Regarding information about the services provided at the hotel, the performance status is excellent.

Adukaite, Reimann, Marchiori and Cantoni (2014) examined the mobile application contents of four and five-star accommodation businesses, and they revealed that the most frequently used mobile application contents are information about the hotel's location, restaurant menu, and rooms. In their research on hotel businesses, Chen, Knecht and Murphy (2015) found that reservation and hotel information services are the most used mobile application content. In their study, Li, Wang and Yu (2015) investigated hotels' websites in the United States. They revealed that the hotels do not use their websites effectively enough for digital marketing and use them only for informational purposes.

Method

This research aims to investigate the performance of the websites and mobile applications of the tourism and municipality-certified accommodation businesses in Kütahya in terms of digital marketing. For this purpose, the content analysis method, one of the qualitative data collection techniques, was used. The contents of the

websites and social media accounts such as Instagram, Facebook, Twitter of accommodation businesses were examined according to themes and sub-themes. Ercan's (2020) study was used to determine the themes and sub-themes. Content analysis was conducted according to 10 themes and 70 sub-themes specified in the mentioned study. These themes are sales promotion tools, contact information, offering different language options, public relations tools, direct selling and marketing tools, social media tools, online promotion tools, information about the services provided, additional service information, and mobile services. Performance evaluations for the websites of accommodation businesses were carried out according to Table 1.

Table 1. Performance Value Ranges and Performance Levels of Hotel Websites

Value Range (%)	Performance Level
0-19.99	Poor
20.00-39.99	Insufficient
40.00-59.99	Average
60.00-79.99	Good
80.00-100	Excellent

Source: Ercan, 2020.

According to the list published by the Ministry of Culture and Tourism as of 07.02.2022, there are 12 tourism-certified, four tourism investment licensed, and 37 municipality-certified accommodation businesses in Kütahya province. During the research, it was determined that a total of 18 accommodation businesses, one tourism-certified, three tourism investment licensed, and 14 municipality-certified, do not have websites and social media accounts. Therefore, the research was carried out with 35 accommodation businesses in total. The research is limited to the accommodation businesses in Kütahya and their websites and social media accounts. The data collected in the research are also limited to the data found on websites and social media accounts between 8 and 18 February 2020. Since the data obtained in the research was collected from public websites and social media applications, it does not require ethical committee approval.

Results

In this section, the data on the websites and social media accounts of 35 accommodation businesses in Kütahya were analyzed under themes and sub-themes.

Table 2. Sales Promotion Tools of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Campaigns	7	58.3	5	41.7	6	26	17	74
Discounts	6	50	6	50	4	17.4	19	82.6
Promotions	2	16.7	10	83.3	2	8.7	21	91.3
Gifts	1	8.4	11	91.6	1	4.3	22	95.7
Drawings	0	0	12	100	1	4.3	22	95.7
Competitions	0	0	12	100	0	0	23	100
Total	16	22.2	56	77.8	14	10.1	124	89.9

Table 2 shows the sales promotion tools of accommodation businesses. It has been determined that tourism and municipality-certified accommodation businesses mainly use their websites for campaigns, and there is no competition for guests in both businesses. Promotion activities in the tourism-certified accommodation businesses have a total average of 22.2%, while it is 10.1% in municipality-certified hotels.

Table 3. Communication Tools of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
E-mail	12	100	0	0	23	100	0	0
Phone-Fax Number	12	100	0	0	23	100	0	0
Hotel Address	12	100	0	0	23	100	0	0
Direct Message Form	11	91.6	1	8.4	15	65.2	8	34.8
Map-Location Information	10	83.3	2	16.7	11	47.8	12	52.2
Call Center	9	75	3	25	8	34.8	15	65.2

Navigation-Address Description	3	25	9	75	6	26	17	74
Frequently Asked Questions (FAQ)	1	8.4	11	91.6	7	30.4	16	69.6
Live Assistance	2	0	10	100	1	4.3	22	95.7
Total	72	66.6	36	33.4	117	56.5	90	43.5

The results for the communication tools of accommodation businesses are presented in Table 3. According to the table, tourism and municipality-certified accommodation businesses primarily include e-mail, telephone, fax, and hotel addresses on their websites as communication tools. The least common applications, on the other hand, are live assistance, navigation, and frequently asked questions (FAQs). The same results are also acceptable for the websites of municipality-certified accommodation businesses.

Table 4. Offering Different Language Options in Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
English	2	16.7	10	83.3	3	13	20	87
Italian	1	8.4	11	91.6	0	0	23	100
German	1	8.4	11	91.6	0	0	23	100
French	1	8.4	11	91.6	0	0	23	100
Total	5	10.4	43	89.6	3	3.3	89	96.7

When Table 4 is considered, it is seen that both tourism and municipality-certified accommodation businesses are quite inadequate in offering different language options. In total, four different language options were found in five accommodation businesses. During the research, it was determined that there were missing translation tabs on the web pages in other language options other than English.

Table 5. Public Relations Tools of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Information About the Business	12	100	0	0	22	95.7	1	4.3
Mission and Vision	11	91.6	1	8.4	10	43.4	13	56.6
News from the Hotel	10	83.3	2	16.7	8	34.8	15	65.2
Information About the Destination	8	66.6	4	33.4	4	17.4	19	82.6
Quality Policy	8	66.6	4	33.4	6	26	17	74
Awards/Certificates	4	33.4	8	66.6	3	13	20	87
Live Assistance	2	16.7	10	83.3	1	4.3	22	95.7
Member professional organizations/associations	2	16.7	10	83.3	11	47.8	12	52.2
Time Share Vacation System	1	8.4	11	91.6	1	4.3	22	95.7
Career	1	8.4	11	91.6	2	8.7	21	91.3
Total	59	49.1	61	50.9	68	30.9	152	69.1

The results for the public relations tools on the web pages of the accommodation businesses are presented in Table 5. Information about the business, mission and vision and news from the hotel are the most common features on the web pages of tourism-certified accommodation businesses. Member professional organizations, time share vacation system and career are the least mentioned features. The most common features of public relations tools in municipality-certificated accommodation businesses are information about the business, member professional organizations, and mission and vision. Live assistance, time share vacation system and career are the least common features.

Table 6. Direct Selling and Marketing Tools in Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Customer Relations Call Center	11	91.6	1	8.4	18	78.2	5	21.8
Room Price	9	75	3	25	22	95.7	1	4.3

Online Booking	9	75	3	25	14	60.9	9	39.1
Extra Paid Services	8	66.6	4	33.4	14	60.9	9	39.1
Free Services	8	66.6	4	33.4	14	60.9	9	39.1
Reviews About the Hotel	4	33.4	8	33.4	6	26	17	74
Total	49	68	23	32	88	63.7	50	36.3

When the results for direct sales and marketing in accommodation businesses on the websites are examined, it is understood that the call center and room prices are the most common features in both types of accommodation businesses. In both, reviews about the hotel are the least used feature.

Table 7. Social Media Tools of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Facebook	12	100	0	0	15	65.2	8	34.8
Instagram	12	100	0	0	12	52.2	11	47.8
Youtube	10	83.3	2	16.7	9	39.1	14	60.9
Twitter	10	83.3	2	16.7	9	39.1	14	60.9
Total	44	91.6	4	8.4	45	48.9	47	51.1

The social media tools of accommodation businesses are given in Table 7. It has been understood that Facebook and Instagram are mainly used applications in both tourism and municipality-certified accommodation businesses. Twitter is the application that both types of accommodation businesses use at least.

Table 8. Online Promotion Tools of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Photos of Accommodation Business	12	100	0	0	22	95.7	1	4.3
Promotional Videos	11	91.6	1	8.4	10	43.4	13	56.6
Introductory Texts	11	91.6	1	8.4	21	91.3	2	8.7
Virtual Tour	0	0	12	100	0	0	23	100
Total	34	70.8	14	29.2	53	57.6	39	42.4

When the online promotion tools of accommodation businesses are investigated, it is seen that almost all businesses include photos on their websites. Virtual tour application has not been found on the websites of tourism and municipality-certified accommodation businesses.

Table 9. Information about the Services Provided in Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Room Properties	12	100	0	0	23	100	0	0
Services Provided in Rooms	12	100	0	0	23	100	0	0
Food and Beverage Service Information	11	91.6	1	8.4	21	91.3	2	8.7
Meeting/Organization	11	91.6	1	8.4	14	60.9	9	39.1
Spa and Wellness / Turkish Bath (Hamam)	10	83.3	2	16.7	9	39.1	14	60.9
Photos of the Services Provided	12	100	0	0	15	65.2	8	34.8
Game and Activity Hall	10	83.3	2	16.7	8	34.8	15	65.2
Fitness Center	9	75	3	25	7	30.4	16	69.6
Room for Disabled	9	75	3	25	19	82.6	4	17.4
Sports Fields	8	66.6	4	33.4	7	30.4	16	69.6
Pools and Aquapark	6	50	6	50	10	43.4	13	56.6
Animation and Entertainment Activities	2	16.7	10	83.3	6	26	17	74
In/Out Hotel Shopping Facilities and Stores	2	16.7	10	83.3	5	21.7	18	78.3
Total	114	73	42	27	167	55.8	132	44.2

Table 9 contains data on the information about the services provided in accommodation businesses. The most frequently presented service information in tourism-certified accommodation businesses are room properties,

services offered in rooms, and food and beverage service information. The least common features are animation and entertainment activities and in/out hotel shopping facilities and stores. When the municipality-certified accommodation businesses are considered, the most used features are room provinces, services offered in rooms, and food and beverage service information. The least used features, on the other hand, are animation and entertainment activities and in/out hotel shopping facilities and stores.

Table 10. Additional Service Information of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Parking Lot	12	100	0	0	22	95.7	1	4.3
Satellite TV	12	100	0	0	22	95.7	1	4.3
Wireless Internet (Wi-Fi)	12	100	0	0	21	91.3	2	8.7
Ironing/Dry Cleaning	10	83.3	2	16.7	11	47.8	12	52.2
Childcare Services	8	66.6	4	33.4	6	26	17	74
Medical Services	6	50	6	50	6	26	17	74
Car Rental	3	25	9	75	2	8.7	21	91.3
VIP Services	2	16.7	10	83.3	2	8.7	21	91.3
Transfer	2	16.7	10	83.3	3	13	20	87
Grocery	1	8.4	11	91.6	2	8.7	21	91.3
Total	68	56.6	52	43.4	97	42.2	133	57.8

When the additional service information of accommodation businesses is examined, parking lots, satellite TV, and wireless internet services in tourism-certified facilities are the most common features on web pages. However, VIP services, transfer, and grocery are the least common features. The most common features in municipality-certified facilities are similarly parking lots, satellite TV, and wireless internet services. The least used features on the websites are car rental services, VIP services, and grocery services.

Table 11. Mobile Services of Accommodation Business

	Tourism-certified				Municipality-certified			
	Yes		No		Yes		No	
	f	%	f	%	f	%	f	%
Mobile Communication Tools (Whatsapp, etc.)	12	100	0	0	15	65.2	8	34.8
Mobile-Friendly Website	11	91.6	1	8.4	9	39.1	14	60.9
Mobile Application Routing	6	50	6	50	7	30.4	16	69.6
Mobile Application Introduction	6	50	6	50	7	30.4	16	69.6
Total	35	72.9	13	27.1	38	41.3	54	58.7

Table 11 includes the features of mobile services on the web pages of accommodation businesses. According to the table, mobile communication tools are the most used features in the tourism-certified facilities, while mobile application introduction information is used at least. Similarly, in the municipality-certified facilities, mobile communication tools are the most used, and mobile application routing and promotion are the least used features.

Table 12. Overall Performance Evaluation of Accommodation Businesses

	Tourism-certified		Municipality-certified	
	Performance Level (%)	Performance Status	Performance Level (%)	Performance Status
Sales Promotion Tools	22.2	Insufficient	10.1	Poor
Communication Tools	66.6	Good	56.5	Average
Offering Different Language Options	10.4	Poor	3.3	Poor
Public Relations Tools	49.1	Average	30.9	Insufficient
Direct Selling and Marketing Tools	68	Good	63.7	Good
Social Media Tools	91.6	Excellent	48.9	Average
Online Promotion Tools	70.8	Good	57.6	Average
Information about the Services Provided	73	Good	55.8	Average
Additional Service Information	56.6	Average	42.2	Average

Mobile Services	72.9	Good	41.3	Average
Overall Performance	57.9	Average	41	Average

Data on overall performance evaluations of accommodation businesses are presented in Table 12. The feature with the highest overall performance of tourism-certified accommodation businesses is social media tools (91.6%). The lowest performance on websites, on the other hand, is the features of offering different language options with 10.4%. The overall performance of tourism-certified accommodation businesses is at the medium level with 57.9%.

When the performance evaluations of municipality-certified accommodation businesses are examined, it is seen that direct sales and marketing tools have the highest value with 63.7%. The lowest value is the service of offering different language options with 3.3%. The overall performance of the businesses is at a medium level with 41%.

Conclusion and Discussion

Although the tourism sector is a labor-intensive sector, it is seen that especially sales and marketing activities have been moved to the internet and mobile environments in recent years. Digital marketing channels appear as an indispensable element for accommodation businesses every day. The simplest way for businesses to reach customers quickly and efficiently is digital marketing strategies. In addition, they are measurable, traceable, and highly productive strategies for businesses. All stakeholders in the tourism sector will give more importance to digital marketing strategies, and, in this way, they will reach their target audiences faster.

Kütahya is one of the cities that has made progress in thermal and cultural tourism and is expected to increase the number of tourists in these areas in the coming years. Within the framework of these goals, digital marketing strategies are fundamental for accommodation businesses to reach the right target audience. One of the priorities of these strategies is to prepare well-designed and planned websites that will meet the target audiences' expectations. In this research, the performance of the websites of the accommodation businesses in terms of digital marketing was investigated. The web pages of 12 tourism-certified and 23 municipality-certified accommodation businesses in Kütahya were examined using a content analysis method under ten themes and seventy sub-themes.

As a result of the research on the sales promotion tools of accommodation businesses, a weak point stands out in both types of accommodation businesses. These results are also similar to Ercan's (2020) research. While businesses focus on campaigns and discounts, they do not engage in other sales promotion activities such as gifts, promotions, drawings and competitions. While investigating the websites, the title of gift was found only in accommodation businesses that are members of the time share vacation system. Tourism and municipality-certified accommodation businesses should use all of their sales promotion activities to attract tourists to the city and to their businesses.

By content analysis conducted within the scope of communication tools, the performance of tourism-certified businesses was found to be at a good level (66.6%), while it was at a moderate level for municipality-certified businesses (56.5%). Although businesses properly use traditional communication tools such as e-mail, telephone, and fax on their web pages, they do not use applications required by today's technologies in which navigation and virtual tour services are available. Businesses should update their websites on these issues and offer new experiences to their customers. Today, many businesses use all applications on their websites to prevent their customers from visiting a second site. If these innovations are not available on the websites, customers visit these sites for a short time and try to obtain information from different websites.

During the content analysis, it has understood that the most critical problem for the accommodation businesses in Kütahya is "offering different language options." While only five businesses' websites have an English option in total, it has been observed that the infrastructures of other languages other than English are not defined and cause page errors. Of course, websites should have language options. Also, foreign tourists should not be ignored in a city that wants to develop in the fields of health and thermal tourism. Considering that the number of tourists from Arab countries such as Arabia, Qatar, and Kuwait has increased in recent years, the Arabic language option should also be included on the websites of the businesses. Accommodation businesses should also offer language options, especially in English, Arabic, German, French, and Spanish, which are among the most spoken languages worldwide.

It has emerged during the content analysis that the accommodation businesses attach importance to public relations studies. Both accommodation businesses include information about the hotel and their missions and

visions on their websites. Similar results were also obtained in the study of Adukaite et al. (2013). The subjects that accommodation businesses have deficiency under this title are especially "live assistance" and "career." Customers who visit the websites and want to get information should be provided with a live assistance service, at least during working hours. In this way, it will be ensured that the customers visiting the website receive information directly and are persuaded by the operating personnel. Moreover, the career pages from which the qualified personnel and people that want to work in the sector in Kütahya province can make an application were available in only three hotels. In order to enable people who want to work in this sector and in the province of Kütahya to apply, the relevant tabs must be found on the web pages. In this way, it is believed that the need for qualified personnel in the province will decrease.

According to the research results, while direct sales and marketing is the best title for the municipality-certified accommodation businesses (63.7%), this was the social media tools with 91.6% in the tourism-certified facilities. These results show that tourism-certified businesses carry out their sales strategies through social media environments like Facebook and Instagram, while municipality-certified businesses prefer person-to-person communication. These results of the research reveal the same results as the study conducted by Özışık, Yapıcı and Özden (2021).

According to another research result, both types of accommodation businesses offer sufficient basic information about the services provided on their websites. Room properties, the services provided in the rooms, the food and beverage services, and the photos of the services are exceedingly included on the websites. These results are also similar to Ercan's (2020) study. There are deficiencies in the fields of aquapark, entertainment activities, and in/out hotel shopping facilities. The deficiencies in these fields show that the city also has weaknesses in social activities and entertainment services. Future studies on this subject will also reflect on the websites of accommodation businesses in the future.

When the overall performances of the tourism and municipality-certified accommodation businesses are examined, it is seen that the tourism-certified facilities show the best performance in terms of social media tools (91.6%), information about the services provided (72.9%), and mobile services (72.9%). On the other hand, it is seen that these topics are direct sales and marketing (63.7%), online promotion tools (57.6%), and communication tools (56.5%) in the municipality-certified facilities. These results show that tourism-certified businesses are more prone to mobile and social media applications, while municipality-certified businesses are more prone to person-to-person communication. This situation is thought to show that tourism-certified businesses focus on national and international activities while municipality-certified businesses concentrate on national and regional areas. It has been determined that both tourism and municipality-certified accommodation businesses are insufficient to offer different language options on their websites. The lowest performance is 10.4% in tourism-certified businesses and 3.3% in municipality-certified businesses.

When the research results are investigated, it is seen that the accommodation businesses in Kütahya need to improve the current applications they use on their websites (maps, virtual tours, location, etc.). Potential customers should be prevented from conducting research on other websites by using these applications on websites and mobile applications. Businesses should make arrangements to offer different language options on their websites and ensure that foreign visitors get the necessary information from a single page. Municipality-certified accommodation businesses should eliminate the basic deficiencies in their websites and transfer the information available to mobile applications. In the coming years, academics should carry out new studies to explore website performances in Kütahya. Mobile marketing applications of accommodation businesses in Kütahya province are another research topic.

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