Araştırma Makalesi ● Research Article

Analysis of Instagram Content of the United Nations World Tourism Organization (UN Tourism)[1]

Birleşmiş Milletler Dünya Turizm Örgütünün (UN Tourism) Instagram İçeriklerinin Analizi

Eda HAZARHUN[a]* Serdar BÜLBÜL[b] Pelin TUNA ARSLAN[c] Burçin Cevdet ÇETİNSÖZ[d]

[a] Dr., İzmir/ TÜRKİYE
ORCID: 0000-0003-4798-1857
[b] Arş. Gör., Sakarya Uygulamalı Bilimler Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği, Sakarya / TÜRKİYE
ORCID: 0000-0002-7579-1121
[c] Dr. Öğr. Üyesi, T.C. İstanbul Kültür Üniversitesi, Meslek Yüksekokulu, Turizm ve Otel İşletmeciliği, İstanbul / TÜRKİYE
ORCID: 0000-0002-2772-3941
[d] Prof. Dr., Alanya Alaaddin Keykubat Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği, Antalya / TÜRKİYE
ORCID: 0000-0003-1703-8067

MAKALE BİLGİSİ

ÖZ

Bu çalışmanın amacı Dünya Turizm Örgütünün, resmî Instagram sayfasında ne tür paylaşımlarda bulunduğu ve hesaba ait genel bilgilerin (takipçi sayısı, takip edilen, gönderi sayısı, vb.) ortaya çıkarılmasıdır. Bu amaç doğrultusunda Dünya Turizm Örgütünün 1 Ocak 2023 ile 1 Ocak 2024 tarihleri arasındaki (bir yıllık) resmî Instagram hesabında paylaşılan 213 adet fotoğraf ve fotoğraf ile paylaşılan metinler içerik analizine tabi tutulmuştur. İçerik analizi sonucu; "kutlamalar", "ülke tanıtımları", "turizm istatistikleri", "turizm raporları", "yönergeler", "deklarasyon", "turizm programları ve stratejileri", "önemli günler", "duyurular", "haberler", "turizm türleri" ve "turizm elçileri" isimli 12 adet ana tema belirlenmiştir. Bu temalara göre Dünya Turizm Örgütünün özellikle turizmde hem çevresel hem kültürel sürdürülebilirliğin sağlanması, turizmde inovasyon ve dijitalleşme uygulamaları, küresel iklim değişikliği ve turizm eğitiminin geliştirilmesine yönelik stratejilere önem verdiği belirlenmiştir. Ayrıca dünya turizm örgütü, destinasyonlarda turizmi on iki aya yayılması sağlayan, çevre tahribatını azaltan, yerel kültür değerlerini koruyup gelecek nesillere aktaran ve turistlere farklı deneyimler kazandıran "sürdürülebilir turizm", "gastronomi turizmi", "sorumlu turizm", "kırsal turizm", "dağ turizmi", "yeşil turizm", "etkinlik turizmi", "deniz turizmi", "yerli turizmi", "spor turizmi" ve "erişilebilir turizm" gibi alternatif turizm türlerinin geliştirilmesine odaklandığı belirlenmiştir. Bu çalışma son dönemlerde Dünya Turizm Örgütünün odaklandığı turizm stratejilerini, politikalarını ve popüler hale gelmeye başlayan alternatif turizm türlerinin ortaya çıkarılmasını sağlayarak ilgili literatürün zenginleşmesine katkı sunmaktadır.

ARTICLE INFO

ABSTRACT

The aim of this study is to discover what kind of posts are shared on the official Instagram page of the World Tourism Organization and the general information (number of followers, followed, number of posts, etc.) of the account. For this purpose, 213 photos and texts shared on the official Instagram account of the World Tourism Organization between 1 January 2023 and 1 January 2024 (one year) were subjected to content analysis. As a result of the content analysis; 12 main themes were identified: "celebrations", "country promotions", "tourism statistics", "tourism reports", "guidelines", "declaration", "tourism programs and strategies", "important days", "announcements", "news", "tourism types" and "tourism ambassadors". According to these themes, it has been determined that the World Tourism Organization used particular importance to strategies for ensuring both environmental and cultural sustainability in tourism, innovation and digitalization practices in tourism, global climate change and the development of tourism education. In addition, the World Tourism Organization focuses on the development of alternative tourism types such as "sustainable tourism", "gastronomy tourism", "responsible tourism", "rural tourism", "mountain tourism", "greener tourism", "event tourism", "marine tourism", "indigenous tourism", "sport tourism" and "accessible tourism", which enable tourism to spread to twelve months in destinations, reduce environmental destruction, protect local cultural values and transfer them to future generations and provide tourists with different experiences. This study contributes to the enrichment of the relevant literature by revealing the tourism strategies and policies that the World Tourism Organization has recently focused on and the alternative tourism types that have become a trend.

* *Sorumlu yazar/Corresponding author*.
e-posta: edahazarhun@gmail.com

Introduction

The use of social media in the tourism sector has increased rapidly due to the rapid developments in information and communication technologies in recent years (Taş et al., 2019). With the help of social media, both tourism businesses and various national and international tourism organizations interact with their target audiences and carry out promotional activities (Bayram et al., 2016). Especially Instagram has become more popular compared to other social media tools and the number of users has started to increase rapidly (Gezer, 2023). Therefore, national and international organizations operating in the field of tourism have started to open official Instagram accounts to announce their projects to target audiences, increase the number of volunteers and provide financial support (İmre, 2020; Şivil & Yengin, 2020). In this direction UN Tourism an international organization operating in the fields of travel and tourism, opened an official account on Instagram in 2013 (UNWTO, 2023). This organization has various missions such as supporting the development of tourism in the world in line with universal values, especially in member countries, creating and implementing tourism policies and creating tourism statistics (Güney, 2022). Especially in recent years, the world tourism organization has important duties in ensuring the sustainability of tourism activities due to various problems such as the fact that tourism mobility in the world has come to a standstill after the Covid 19 pandemic process and the loss of attractiveness of important tourism centers due to increasing environmental pollution. At this point, UN Tourism puts forward comprehensive strategies for the revival of tourism activities, including ensuring sustainability in tourism, spreading tourism activities over 12 months, making participation in tourism activities more accessible, protecting local culture, and integrating digital and innovative solutions in tourism businesses, especially the campaigns launched under the slogan of tourism again after the Covid 19 pandemic (UNWTO, 2023).

Tourism destinations should also be informed about the strategies determined by UN Tourism in terms of increasing tourism revenues, sustainable development in tourism and diversification of tourism products and should direct their tourism policies according to these strategies. UN Tourism announces its annual or multi-year tourism strategies, current trends and policies to the public through posts on its official Instagram account. A detailed analysis of UN tourism's official Instagram account is necessary to identify the content shared by UN tourism and to benefit tourism destinations in determining their tourism policies. Based on this starting point, the main question of the research is "What are the prominent tourism types and tourism strategies in UN Tourism's January 1, 2023, and January 1, 2024, posts? and What kind of content does UN Tourism share via Instagram?". On the other hand, when tourism studies on tourism and Instagram are examined in the literature, it is seen that researchers generally focus on tourism destinations (Fantanti & Suyandnya, 2015; Akyol & Arıca, 2016; Antolin-Prieto et al., 2021), hotel businesses (Bayram et al., 2016; Hazarhun & Yılmaz, 2018; Rol & Uygur Meydan (2023), restaurant businesses (Ertopçu, 2019; Çolakoğlu & Ulema, 2021), provincial culture and tourism directorates (Dönek, 2020), travel agencies (Aylan, 2020), and universities (Tuncer, 2021). It has been determined that studies addressing information such as the number of comments, likes and posts of these accounts have been included. While there is a study that conducted an analysis on the websites owned by Un Tourism in the world (Vila, et al, 2017), there is lack of examining the official Instagram account of UN Tourism, which guides the determination of universal tourism policies in the world. Considering that UN tourism puts forward policies and strategies to help countries achieve economic and social welfare levels through tourism activities by supporting both sustainable tourism and digital transformation activities in tourism (UNWTO, 2024), following these current trends and strategies determined by tourism destinations in the processes of creating tourism policies will represent an important step in the development and diversification of tourism activities in

destinations. In this context, the current research is thought to contribute to both destination management organizations and the literature on the relationship between tourism and Instagram in terms of highlighting the types of tourism that UN tourism has recently emphasized and revealing information about the tourism strategies and policies it supports.

Conceptual Framework

Social Media

Social media is a communication channel through which interactive content is created via the internet and enables sharing among users (Alghizzawi et al., 2018). According to another definition, social media is emphasized as a term that refers to online tools and websites that enable users to share their thoughts or information with other people or to communicate (Özdemir et al., 2014). Recently, social media has been widely used in education, business life, communication, health, tourism and politics due to its constantly updating environment, multiple usage opportunities and virtual sharing. This is because individuals freely share their ideas and discuss their ideas with others through social media tools. In addition, individuals experience the real world in a virtual environment by sharing photos and videos on many social media tools (Vural & Bat, 2010). On social media platforms, businesses, associations or official organizations, etc. can reach a large potential audience by creating profiles and making regular updates. Individuals can be informed about the latest developments of the institutions and businesses they follow (Gök, 2019). Social media tools include Social Networks (Facebook, Instagram) Blogs, Wikis (Wikipedia) Podcasts (Apple iTunes) Forums Content Communities (Flickr, Youtube), Microblogs (X formerly known as Twitter), Productivity Applications (BitTorrent, SurveyMonkey), Virtual Worlds (Second Life) and Game Sites (World of Warcraft) (ICrossing, 2008: Safko, 2010). Among the most prominent features of these various social media tools, "participation", "openness", "conversation", "community" and "connectedness" are more prominent. To briefly adress these characteristics, the following definitions will be illuminating; (ICrossing, 2008)

- **Participation:** It supports the contribution and feedback of individuals who are willing to use social media. Customers follow the social media accounts of businesses, creating a close bond between businesses and their customers.
- **Openness:** Most social media tools are open to feedback and participation. Therefore, users vote, comment and share information.
- **Conversation:** Social media provides users with two-way communication. Therefore, information is transferred between those who share information on social media tools and those who comment on these posts.
- **Community:** Social media enables the rapid formation of communities and the rapid sharing of common information between communities, thus enabling effective communication between community members.
- **Connectivity:** Most social media tools are open to rapid access and sharing of information by providing links to other sites and online resources. Thanks to this connectivity, social media tools show rapid development.

Social media, which is taking up a bigger place in our lives every day, offers significant advantages to various sectors. Considering the unique characteristics of the tourism sector, it can be said that tourists' sharing their good and bad experiences in tourism destinations on social media platforms greatly influences the choices of other participants (İmre, 2020). Sharing the location of the place of vacation or the place where you eat, drink, etc. through social media can be considered as a result of people's efforts to show themselves more valuable, higher social status (Eryılmaz, 2014: 77). Apart from consumers, businesses provide another aspect of the increase in the use of social media. Due to the more frequent use of social media marketing

today and the convenience it provides for businesses to reach customers, businesses are also gaining a place for themselves on various social media platforms. Therefore, a structure that will provide advantages and new opportunities for both organizations and target audiences, allowing two-way communication will be achieved; at the same time, a media environment where word-of-mouth marketing activities can be carried out will be provided (Aktan, 2018: 230). Most tourism authorities or tourism-related organizations use various forms of social media, such as Facebook, Twitter, blogs, or signing up via e-mail, to reach their target audiences (Aktan & Koçyiğit, 2016).

Instagram

Although the Instagram application was first created in 2010, it became a very popular social media platform after Facebook acquired Instagram in 2012 (Akyol & Arıca, 2016). The Instagram application was developed by Kevin Systrom and Mike Krieger, graduates of Stanford University, one of the most important universities in the United States. Systorm and Krieger created the Instagram application with the idea of instantly organizing the photos they took and sharing them with their networks. Later, the Instagram application they developed was liked by users and its use became widespread rapidly (Gökdemir, 2020). In 2021, it was stated that Instagram had 1.21 billion monthly active users. This figure accounts for more than 28 percent of the world's internet users. In 2025, it is estimated that Instagram will have 1.44 billion monthly active users, accounting for 31.2 percent of global internet users. Figure 1 below shows the number of Instagram users worldwide from 2020 to 2025 (Statista, 2024).
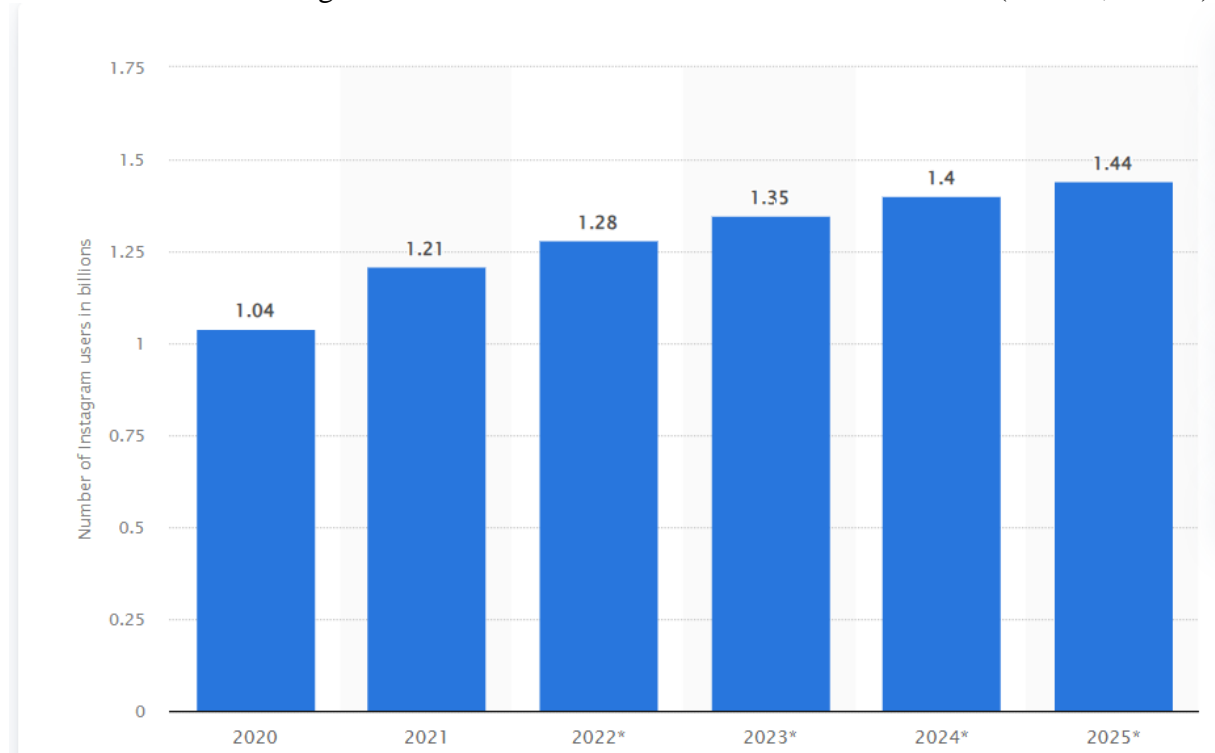

Figure 1. Number of Instagram users worldwide from 2020 to 2025 *(in billions),* Statista, 2024.

The word meaning of Instagram is a combination of the words "instant" meaning instant in English and "telegram" meaning telegraph. Instagram, which is the most popular application among social media tools, especially by the y and z generations, is defined as a virtual world where videos and photos are shared with the social environment in a fast and fun way (Türkmenoğlu, 2014). In addition to the fact that the Instagram application beautifies the photos by filtering them, the photos shared by individuals on Instagram are also rapidly shared on other social media platforms such as Facebook, Twitter, Flickr and Tumblr (Koçoğlu, 2018).

Instagram application has been developed by adding many new features since its development. Table 1 below shows the development process of the Instagram application.

Table 1. Development Process of Instagram Application

Date	Updates
October 2010	Instagram launches for iOS.
April 2012	Instagram has also launched an Android app.
August 2012	"Photo Map" feature has been activated on Instagram.
November 2012	Instagram application is now also available on computers. Users started to be able to log in to their Instagram profiles on their desktop computers.
February 2013	The timeline feature of the Instagram app for the web has been activated.
May 2013	The photo tagging feature of the Instagram application has been activated.
June 2013	Instagram introduced a 15-second video sharing feature.
July 2013	"embed" feature activated on Instagram.
October 2013	"Sponsored" sharing of Instagram posts has been activated.
November 2013	"Instagram Direct", the feature that allows individuals to send videos, photos and messages to each other, is now available.
August 2014	The "Hyperlapse" application was created on Instagram, which allows users to create time-lapse and time-lapse videos.
November 2014	Instagram launches an editing feature for descriptions of photos shared on Instagram.
March 2015	The Layout application, which allows users to organize many photos on Instagram and produce different photos for Instagram, has been activated.
April 2015	Instagram app is now available on Apple Watches.
June 2015	"Explore" and "search" features have been activated on Instagram.
August 2015	Landscape and portrait mode is now available on Instagram.
October 2015	Boomerang application was activated on Instagram.
February 2016	Switching between Instagram accounts has been activated.
August 2016	Instagram "Stories" feature has been activated.
September 2016	"Safe comment" feature activated on Instagram.
October 2016	Instagram stories included in Explore.
November 2016	"Boomerang", "tagging people", "see more" features were added to Instagram stories. Live broadcast feature was also activated. In addition, the feature of disappearing messages and photos sent by users to each other was activated this month.
December 2016	Security tools and control feature for comments were activated on Instagram. Also, this month, the ability to save photos and add stickers on Instagram was introduced.
December 2017	Multiple video and photo sharing has been activated on Instagram.
March 2017	The ability to record Instagram live broadcasts is now available.
April 2017	Instagram has developed security and protection tools for content.
May 2017	Face filters feature has been activated for Instagram stories. "Location" and "Hashtag" features were also activated in the Explore section.
June 2017	The "archiving" feature for Instagram posts has been activated. The feature of replaying live videos was also activated this month.
July 2017	Added the ability to reply to Instagram photos and videos.
August 2017	The feature that two people can broadcast live on Instagram at the same time is now available.
September 2017	Face filters have been activated for Instagram live broadcasts.
October 2017	The "voting" feature has been activated for Instagram stories.
December 2017	"highlights" and "archiving" feature activated for Instagram stories.
January 2018	The feature to add GIFs to Instagram stories has been activated.
February 2018	Instagram has diversified the fonts used in stories.
July 2018	With Instagram TV (IGTV), the ability to broadcast videos up to one hour has been activated.
Year 2023	Adding Instagram notes, extending story duration, liking stories, chronological ordering, adding double-sided profile photos, silent mode feature, personalizing discovery, child safety, and standard post and reels post features that only close friends will see have been activated.

Reference: Ulukan, 2018; Reeder, 2023

The rapid development of technology and the widespread use of social media platforms have had a significant impact on the tourism sector. Touristic businesses use social media platforms and Instagram extensively for promotional and marketing purposes (Ergun et al., 2019). Given that tourists use the internet to plan, research, purchase and modify their trips (Buhalis, 1998), Instagram plays a major role in promoting touristic destinations and directing consumer behavior (Özhasar et al, 2020). Thanks to its visual-oriented structure, Instagram has become a powerful tool in the marketing of destinations and touristic experiences, as well as a platform where users share the places they visit and see. For tourism businesses, Instagram is also a space for interaction. Users' likes, comments and shares increase the visibility of destinations on social media and function as an organic marketing tool. Most touristic consumers attach great importance to researching and sharing about touristic destinations and their travels for tourism purposes on Instagram, one of the social media channels (Terttunen, 2017: 15). Instagram application allows touristic consumers to easily obtain information about touristic destinations thanks to its location tagging feature (Fatanti & Suyadyna, 2015). Instagram has become an important platform that influences users' travel preferences. Especially the younger generation is influenced by the photos and videos they see on Instagram while making their vacation plans (Duong, 2018; Eryılmaz & Yücetürk, 2018). Social media users create an impact on their followers by sharing the touristic activities they have experienced and the places they have visited on the platform. (Avcı & Bilgili, 2020; Granberg, 2019).

Academic Studies on Tourism and Instagram

When the related literature is examined, it is seen that the studies on Instagram focus on examining the official Instagram accounts of destinations, hotels, travel agencies, restaurants and various organizations (public and local governments). In this context, Fatanti & Suyandnya (2015) analyzed the Instagram accounts @explorebali and @malangtouristguide promoting Bali and Malang, which are important tourism destination cities of Indonesia, and stated that the posts provide information sharing as well as promotional or marketing functions. It was emphasized that Instagram accounts created interest in Bali and Malang tourism destinations by sharing hotels, beaches, cuisine and cultural events. Bayram, Bayram, and Arıcı (2016) analyzed the posts on the official Instagram accounts of hotel businesses that use Instagram and are in the best hotel category for Turkey announced by TripAdvisor. As a result of the analysis, the posts of hotel businesses were classified under 11 themes: "tangible heritage, pool, landscape, announcement, food and beverage, outdoor, indoor, hotel services, sea, sand, sun, entertainment and guests". It was also found that there were significant differences in the sharing of coastal and city hotels. Akyol & Arıca (2016) examined the photos shared by foreign users under the hashtag #turkeyholiday on Instagram. It was determined that Istanbul was the city where foreign users shared the most photos under the hashtag #turkeyholiday. After Istanbul, the Cappadocia region stands out as another important tourism destination shared by foreigners. As another result of the study, it was determined that "summer tourism, winter tourism, faith tourism and sports tourism" are among the most popular tourism types in Turkey according to the hashtag #holidayturkey. Hazarhun & Yılmaz (2018) subjected the Instagram accounts of 10 hotels with official Instagram accounts in the category of Afyonkarahisar thermal hotels on Tripadvisor to content analysis. According to the Instagram posts of thermal hotels in Afyonkarahisar, 10 themes were identified. These themes are 'pool', 'interior', 'exterior', 'thermal and spa', 'events and activities', 'hotel services', 'food', 'announcement', 'tourism attractions' and 'guests'. It has been determined that thermal hotels mostly share announcement-themed photos on their Instagram pages. In addition, it was determined that guests liked more than commented on the Instagram posts of thermal hotels. Ertopçu (2019) examined the official Instagram accounts of 12 restaurant businesses among the best restaurants

of 2017 announced by TripAdvisor travel review site. It was determined that the restaurants shared food presentations, promotion, natural products, scenery, staff and concept-themed content. Dönek (2020) examined the Instagram accounts of the culture and tourism directorates of the provinces in the TR83 region (Samsun, Çorum, Tokat, Amasya) and stated that Samsun Provincial Directorate of Culture and Tourism shared more photos and videos on its Instagram account compared to other cities. When the contents of the photos and videos shared were analyzed, it was determined that Samsun Provincial Directorate of Culture and Tourism mostly shared "special day- celebration- commemoration and landscape-nature", Tokat and Amasya Provincial Directorates of Culture and Tourism mostly shared "landscape and nature", and Çorum Provincial Directorate of Culture and Tourism mostly shared "explanation and information". Aylan (2020) examined the visual posts made on Instagram for the tours organized by Group A travel agencies operating in Konya and divided the photos shared by the agencies into 5 categories as "for the tour process", "for accommodation businesses", "for nature tours", "for cultural tours" and "for nature-culture tours". Harman & Eyyüpoğlu (2020) analyzed the accounts of public institutions and private businesses that post about Mardin and its surroundings on social networking platforms such as facebook, twitter and Instagram. According to the results of the research, it was determined that most of the posts about Mardin on social media platforms were made on Instagram and Instagram was used more actively than other social media platforms. Tuncer (2021) subjected the Instagram accounts of tourism faculties within State Universities to content analysis. He concluded that the faculties examined generally do not have Instagram accounts or cannot manage their existing accounts effectively. Apart from this, it has been determined that faculties with official Instagram accounts have become widespread in recent years. Antolin- Prieto, Sarmiento- Guede & Antonovica (2021) examined the photos and videos shared by the destination management organizations of the Canary and Balearic Islands in July and August 2020. As a result of this analysis, it was stated that the Canary and Balearic Islands shared landscapes, people swimming in the sea, people wearing masks, beaches and beautiful tables and tried to give the image that these islands were a safe destination during the Covid 19 pandemic period. Çolakoğlu & Ulema (2021) examined the Instagram profiles of the businesses ranked among the 50 best restaurants in the world. It was determined that restaurants actively use social media and prioritize food and beverage presentations, employee posts, awards and participation in their sharing content. Rol & Uygur Meydan (2023) investigated whether chain hotel brands use the storytelling technique in the reels videos they share on Instagram. It was determined that the interaction rate of the storytelling content in the reels videos shared by the chain hotels in terms of the number of views, likes and comments was much higher than the traditional content. In addition, these hotels emphasized that collaborating with people with high followers, famous people or brands such as athletes and music groups increased their interactions.

The number of studies on the World Tourism Organization is quite small in the literature. In the study conducted by Vila et al. (2017) the websites of the World Tourism Organization for 210 different countries were analyzed in terms of accessibility. The researchers proposed solutions including text alternatives for non-textual content; the creation of content that can be presented in different ways without loss of information; and providing ways to help users navigate, find content, identify where they are, and navigate websites to maximize compatibility with assistive technologies and user agents.

Methodology

The aim of this research is to find out what kind of posts UN Tourism makes on its official Instagram page and to reveal general information (number of followers, followed, number of posts, etc.) about the account. In line with the aim of the study, answers to the following questions were sought.

- *What kind of content does UN Tourism share via Instagram?*
- *What is UN Tourism's most liked and commented post between 1. January 2023 and 1. January 2024?*
- *What are the prominent tourism types and tourism strategies in UN Tourism's January 01, 2023, and January 01, 2024 posts?*

Qualitative research method was used in the study to find answers to the questions above. The main purpose of qualitative research is to discover what is curious by revealing perceptions and events in a realistic and holistic way with rich descriptions (Merriam, 2018). Based on all the information, the reason for choosing the qualitative research method in this study is that it is desired to explore in detail what kind of content is shared on the official Instagram page of UN Tourism and the types of tourism and tourism strategies that stand out in its posts.

Data Collection and Analysis

In the study, document analysis, which is one of the qualitative research data collection methods, was preferred to determine the content shared by UN Tourism through Instagram. In document analysis, in addition to written sources, visual materials such as movies, videos and photographs are used in qualitative research (Creswell, 2017). In this study, data were collected from the photos shared on UN Tourism's official Instagram account between January 1, 2023 and January 1, 2024 (one year) and the texts shared with the photos. Among the social media accounts of UN Tourism, the reason for choosing the Instagram account in the study is that, as Gezer (2023) states, Instagram has recently become popular among social media tools and the number of users has started to increase rapidly (Gezer, 2023). Therefore, it is assumed that the official Instagram account of the World Tourism Organization is actively used, and that the organization announces its tourism strategies to users through its Instagram account. It was determined that there were 213 photos on the official Instagram account of UN Tourism between January 1, 2023 and January 1, 2024 (one year). In this direction, content analysis, one of the qualitative data analysis techniques, was used to analyze 213 photographs and the texts under the shared photographs. The reason for using content analysis in this research is that, as stated by Yıldırım and Şimşek (2006), data that are close or similar to each other are presented to the reader within the framework of certain themes and categories. There are several stages in the process of content analysis (Yıldırım & Şimşek, 2006). In the content analysis phase, the data obtained from the photographs and the texts under the photographs were coded. User comments written under the photos were not considered in the analysis. Deductive and inductive analysis approaches were used in the coding process. In this direction, coding was carried out by following the type of coding according to previously determined concepts and coding according to the concepts extracted from the data suggested by Strauss & Corbin (1990). While coding according to previously determined concepts, the researchers benefited from the studies of Hazarhun & Yılmaz (2018) and Bayram et al. (2016) in the literature. In addition to these, in the coding type approach based on the concepts extracted from the data, the researchers analyzed the photos and the texts under the photo sharing and identified important dimensions within the framework of the general purpose and research questions of the study. According to the emerging meaning, the researchers created codes based directly on the data. Then, the codes obtained were analyzed by bringing them together and themes were formed by revealing the ones that were related to each other.

Validity and Reliability of the Study

Since qualitative research is a scientific method, it is expected to have high validity and reliability in research where qualitative method is adopted, as in every scientific research. To ensure the reliability of the data in the study, the coding was carried out by two researchers and the coding was compared. As a result of this comparison, codes that were the same and different

were determined and the code reliability coefficient suggested by Miles & Huberman (1994) was calculated. The reliability formula is calculated as Reliability = Agreement / (Agreement + Disagreement). Miles & Huberman (1994) suggest that the reliability coefficient should be at least 0.80 or higher depending on the complexity of the research data. In this study, the agreement between the researchers was 89.9%. According to this result, it is possible to say that the results obtained by achieving consensus between the codes are reliable. In addition, in the study, attention was paid to the detailed description element suggested by Lincoln & Guba (1985) to ensure external validity and visuals of some of the photos shared on Instagram were included in the study to support the findings of the research.

Findings

As a result of the content analysis conducted on UN Tourism's Instagram account on 1.1.2024, it was determined that the account has 141,000 followers, 476 followers, and a total of 2,747 posts including pictures and videos. In addition, the total number of likes and comments on 213 photos shared between January 1, 2023, and January 1, 2024 (one year) were 162,058 and 2193, respectively. This information is given in Table 2 below.

Table 2. General Information on UN Tourism's Instagram Account

Number of Followers[1]	Number of Followed[1]	Number of Image Posts [1]	Total Number of Likes*	Total Number of Comments*
141.000	476	2.747	162.058	2193

*Averages for 213 photographs

[1] dated 1.1.2024

When we look at the interaction of UN Tourism's posts with users, in other words, the number of likes and comments on the photos shared by the organization, it is seen that users interact with likes more than comments. The post that received the most likes and comments among the 213 photos included in the content analysis is shown in Figure 2.

Figure 2. Post with the Most Likes and Comments

The photo shared about World Tourism Day received the most likes (8,991) and comments (207). The photos shared in relation to the first question of this study, "What kind of content does the World Tourism Organization share via Instagram?" were subjected to content analysis and the findings related to these photos are shown in Table 3. As a result of the content

analysis, 12 main themes and 90 sub-themes were identified as "celebrations", "country promotions", "tourism statistics", "tourism reports", "guidelines", "declaration", "tourism programs and strategies", "important days", "announcements", "news", "tourism types" and "tourism ambassadors".

Table 3. Content Information of Photos on the Instagram Account of the World Tourism Organization

Main Theme	Sub Theme	Frequency
Celebrations	Happy a new year	1
	Christmas	1
	Eid	1
	Celebrating the founding of the United Nations	1
	Celebration of Ramadan	2
	Celebration of Easter	1
	Lunar New Year	1
Country Promotions	Egypt, Siwa	2
	Ecuador, Oyacachi	1
	Croatia, Slunj	1
	Colombia, Zapatoca,	1
	China, Zhujiawan, Zhagana, Xiajiang, Huangling	4
	Chile/ Pisco Elqui, Caleta Tortel, Barrancas	3
	Austria / St. Angon am Arlberg	1
	Argentina, La Carolina	1
	Thailand/ Bangkok, Phuket, Ayutthaya	1
	France	1
Tourism Statistics	Best Performing Destinations in Terms of Receipts (Jan- Sep 2023),	2
	Recovery of International Tourist Arrival (Jan- Sep 2023),	2
	Best-Performing Destinations in January-July 2023 (International tourist arrivals)	1
	In 2022 Pre-Pandemic International Tourist Arrivals	1
Tourism Reports	Tourism Investment 2023/ Global Greenfield Investment Trends in Tourism	1
	Report of Understanding and Quantifying Mountain Tourism	1
	Travel Restrictions Report	1
Guidelines	Tourism Education Guidelines	3
	Tourism Doing Business Guidelines	1
Declaration	Glasgow Declaration (Climate Action Plans)	5
Tourism Programs and Strategies	Digital Futures Program Small and Medium Enterprises	2
	Global Strategy for Sustainable Consumption and Production 2023-2030	2
	Comprehensive Investment Strategy: Connect Stakeholders Globally, Fostering Growth, Job Creation, and Resource Mobilization for a Sustainable Tourism Impact	2
	One Planet Sustainable Tourism Program	2
Important Days	International Day of Epidemic Preparedness	1
	International Human Solidarity Day	1
	International Mountain Day	1
	International Migrants' Day	1
	International Civil Aviation Day	1
	Children Day	1
	World Cities Day	1
	International Day of Food Waste Awareness	1
	World Tourism Day	7
	International Youth Day	2
	Sustainable Gastronomy Day	1
	Africa Day	1
	World Water Day	1
	Happiness Day	1
	International Women's Day	3

	International Tourist Guide Day	1
	International Day of Human Fraternity	1
Announcements	Summit	1
	Gastronomy Tourism Startup Competition	2
	Event Tourism Startup Competition	4
	Startup Competition for Island Destination	2
	UNWTO General Assembly	8
	Education Forum	1
	Global Investment Forum	1
	Global Education Forum	1
	World Forum on Gastronomy Tourism	3
	The Meetings/ Delegation / Commission	7
	Seminars	1
	Best Tourism Villages Competition	5
	Executive Council	3
	Sports Tourism Congress	4
	Sustainable Destinations Summit	5
	Fair	2
	Carnival	1
News	Sustainable Development	12
	Innovations in Tourism	2
	Safe and Responsible Travel Tips	2
	Digital Tourist	1
	Reducing the Number of Plastics	1
	Invest in People's Talent and Ideas	1
	Climate Change	1
	Promoting Tourism Education	2
	Tourism Online Academy	3
	Sustainability	7
	Definition of Tourism	1
	Gender Equality	3
Tourism Types	Sustainable Tourism	3
	Gastronomy Tourism	2
	Responsible Tourism	2
	Rural Tourism	4
	Mountain Tourism	2
	Greener Tourism	1
	Event Tourism	1
	Marine Tourism	1
	Indigenous Tourism	2
	Sport Tourism	3
	Accessible Tourism	2
Tourism Ambassadors	Winston Duke	1

Under the main theme of celebrations, it was determined that celebration messages of important dates such as "new year, Christmas, Eid, the founding of the United Nations, Ramadan, easter and lunar new year" were shared. Visuals of some of the celebration posts shared are given in Figure 3 below.

Figure 3. Examples of Celebration Photos Shared on UN Tourism Instagram Account

Within the content of the main theme of country promotions, it has been determined that cities in Egypt, Ecuador, Croatia, Colombia, China, Austria, Argentina, France and Thailand, which stand out with their nature, history and culture and contain important tourism attractions, are promoted by sharing their images. The Instagram posts of Siwa in Egypt, Oyacachi in Ecuador, Slunj in Croatia and Zapatoca in Colombia are exemplified in Figure 4. Looking at these posts, it can be said that UN Tourism contributes to the promotion of tourism destinations. Under the main theme of tourism statistics, best performing destinations in terms of receipts (Jan- Sep 2023), recovery of international tourist arrival (November 2023), best-performing destinations in January-July 2023 (International tourist arrivals) and pre-pandemic international tourist arrivals statistics were included. Examples of some of the statistics shared are shown in Figure 6 below. According to the Best performing destinations in terms of receipts (Jan- Sep 2023) statistics, Pakistan, Serbia, Turkey, Romania and Portugal are among the top five countries that increased their tourism revenues the most. In the Recovery of international tourist arrival (November 2023) statistics, it was determined that the highest increase in tourist numbers after the pandemic period was in the Middle East, Europe, Africa, America and Asia Pacific countries.

Figure 4. Examples of Country Promotion Photos Shared on UN Tourism Instagram Account

In the best-performing destinations in January-July 2023 (International tourist arrivals) statistics in the tourism statistics sub-theme, Qatar, Saudi Arabia, Albania, El Salvador and Andorra ranked in the top five. In another sub-theme, in 2022 pre-pandemic international tourist arrivals, it was stated that the number of international tourists reached 63% of pre-pandemic levels.
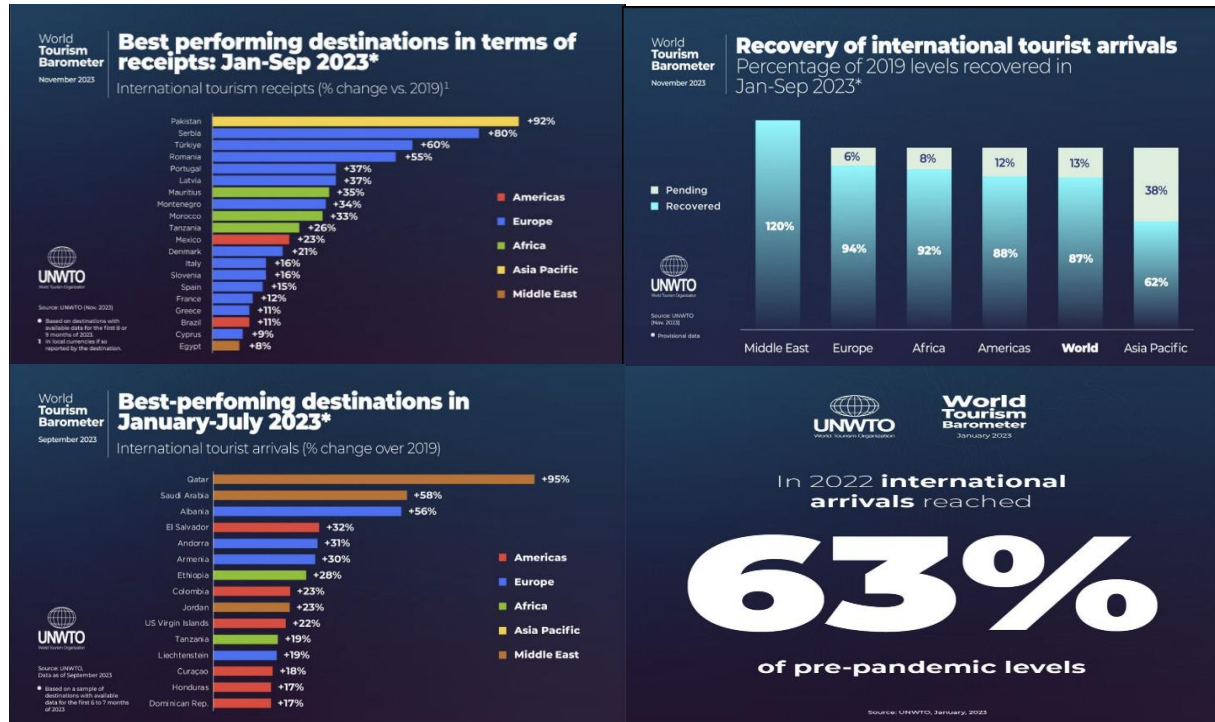

Figure 5: Examples of Tourism Statistics Shared on UN Tourism Instagram Account

Under the main theme of tourism reports, there are sub-themes Tourism Investment 2023/ Global greenfield investment trends in tourism, report of understanding and quantifying mountain tourism and travel restrictions report. Various recommendations are provided to destinations, including the development of tourism statistics with the help of big data and new technologies, especially for the development of mountain tourism. In the Investment 2023/ Global greenfield investment trends in tourism report, it is emphasized that tourism investments have started to recover from the lowest levels reached during the pandemic due to the steady increase in international tourist visits. In addition, it has been determined that the travel restrictions report provides detailed information on the travel restrictions imposed because of the Covid 19 pandemic, their duration and the eventual lifting of these restrictions. In addition, the report emphasizes the impact of travel restrictions on tourism, the relationship between health and hygiene standards in destinations and the speed of lifting travel restrictions. Under the main theme of Guidelines, tourism education guidelines and tourism doing business guidelines sub-themes were identified and the visuals of these posts are given in Figure 6 below.

Figure 6. Guideliness Examples Shared on UN Tourism Instagram Account

Tourism Education Guidelines aims to provide a roadmap for tourism education to promote responsible, sustainable and accessible tourism to increase employment and economic development in the tourism sector. Tourism Doing Business Guidelines provide information for tourism investors on the investment climate of countries and emerging investment opportunities. These investments are encouraged to be based on innovation and sustainability. Under the main theme of declaration, which is another main theme, there is the Glasgow declaration sub-theme. In this declaration, countries are encouraged to develop, implement and accelerate climate action plans to reduce carbon emissions in tourism destinations and achieve zero emissions before 2050. Under the main theme of tourism programs, the sub-themes of "digital futures program small and medium, enterprises, global strategy for sustainable consumption and production 2023-2030", "comprehensive investment strategy: connect stakeholders globally, fostering growth, job creation, and resource mobilization for a sustainable tourism impact" and "one planet sustainable tourism program" were identified. These programs cover important issues such as adapting new technologies to tourism businesses, promoting tourism through traditional and innovative investment services to foster competitive and sustainable economic growth, and accelerating sustainable consumption and production in tourism policies and practices to address the challenges of climate change, pollution and biodiversity loss. Under the main theme of important days, the sub-themes of international day of epidemic preparedness, international human solidarity day, international mountain day, international migrants day, international civil aviation day, children day, world cities day, international day of food waste awareness, world tourism day, international youth day, sustainable gastronomy day, Africa day, world water day, international day of happiness, international women's day, international tourist guide day and international day of human fraternity were identified and the photos shared for some important days are given in Figure 7.
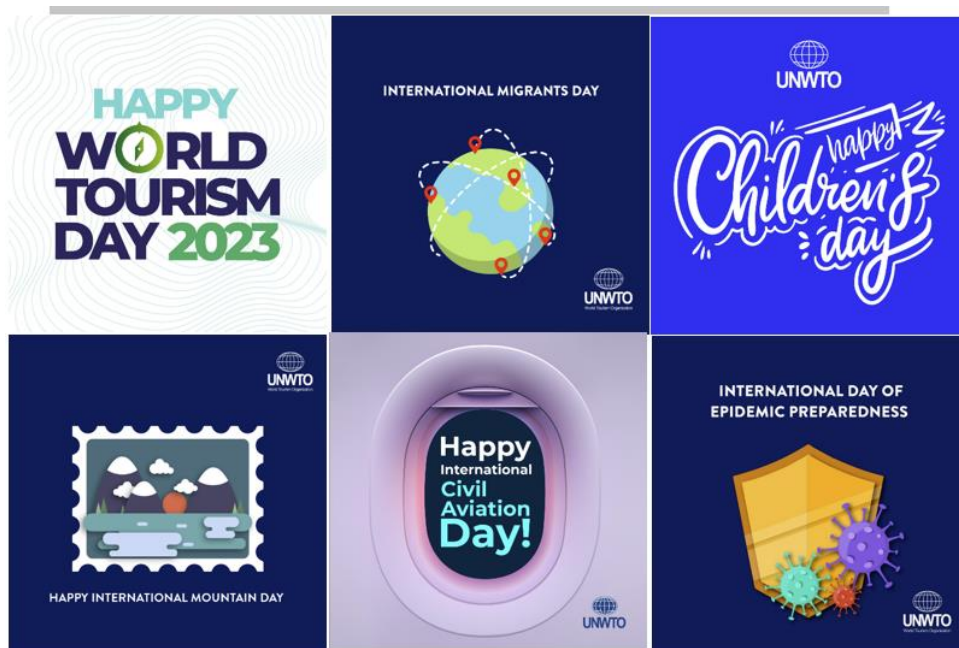
Figure 7. Photos of Some Important Days Shared on UN Tourism Instagram Account

Under the main theme of announcements, gastronomy tourism startup competition, event tourism startup competition, startup competition for island destination, UNWTO general assembly, education forum, global investment forum, global education forum, world forum on gastronomy tourism, meetings/ delegation /commission, seminars, best tourism villages competition, executive council, sports tourism congress, sustainable destinations summit, fair and carnival announcements are included. It was determined that competitions, assembly, meetings/ delegation / commission announcements were shared most frequently among the announcements. Instagram posts exemplifying some of the main themes of announcements are given in Figure 8 below.

Figure 8. Photos of Some Announcements Shared on UN Tourism Instagram Account

In the main theme of news, sustainable development, innovations in tourism, safe and responsible travel tips, digital tourism, reducing the number of plastics, invest in people's talent and ideas, climate change, promoting tourism education, tourism online academy, sustainability, definition of tourism and gender equality were included. Especially recently, sustainability has become the most important issue due to the increase in global warming and environmental pollution. It was determined that sustainable development (12) and sustainability (7) themes were included in the most frequently shared news headlines on Instagram by UN Tourism. In this context, it has been determined that Un Tourism attaches importance to sustainable tourism to ensure the continuity of economic, environmental and cultural elements in destinations.

Under the main theme of tourism types, it was determined that "sustainable tourism, gastronomy tourism, responsible tourism, rural tourism, mountain tourism, greener tourism, event tourism, marine tourism, indigenous tourism, sport tourism and accessible tourism" were among the tourism types highlighted by the World Tourism Organization in 2023. The most frequently shared posts were rural tourism (4), sustainable tourism (3) and sports tourism (3). It can be said that Un Tourism emphasizes the promotion of alternative tourism types to diversify tourism activities in destinations and spread them to twelve months. Under the last main theme, Tourism Ambassadors, it was determined that Winston Duke is a responsible tourism ambassador. Winston Duke is expected to play a leading role in protecting the environment and cultural heritage and ensuring economic development. In Figure 9 below, the post containing Winston Duke's post is given.

Figure 9. Winston Duke Photo Shared on UN Tourism Instagram Account

Conclusion and Recommendations

The aim of this research is to find out what kind of posts are shared on the official Instagram page of the World Tourism Organization and the general information (number of followers, followed, number of posts, etc.) of the account. For this purpose, 213 photos and texts shared on the official Instagram account of the World Tourism Organization between 1 January 2023 and 1 January 2024 (one year) were subjected to content analysis. As a result of this content analysis, it is seen that UN Tourism's photo posts are organized under 12 themes. In the theme of celebrations, it was seen that photos on new and lunar new year, christmas, ramadan, eid, easter were shared. In addition, it was found that photos were shared for important days celebrated universally around the world (International Youth Day, Sustainable Gastronomy Day, Africa Day, World Water Day, Happiness Day, International Women's Day)

and announcements such as summits, competitions, forums, seminars and forums on tourism and promotional photos for various countries. When the literature on tourism and Instagram is examined, it is seen that hotel businesses share photos of special day celebrations, commemoration days, anniversaries, events (festivals, fairs, competitions, congresses, etc.), campaigns, awards, collaborations, sweepstakes announcements on their official Instagram accounts, and restaurant businesses share photos and award announcements for periods such as new year, birthday (Hazarhun & Yılmaz, 2018; Bayram et al., 2016; Ertopçu, 2019). Again, Fantanti & Suyandnya (2015) emphasized that the official Instagram accounts of Bali and Malang cities promote these cities by sharing hotels, beaches, cuisine and cultural events, and as a result, interest in Bali and Malang tourism destinations is created. From this point of view, it is possible to say that the results of the research coincide with the literature.

Recently, increasing environmental pollution and climate change have started to negatively affect tourism destinations and lead to the destruction of natural and cultural attractions (Yalçın, 2022; Özsoy, 2021). To reduce these negative impacts on tourism destinations, responsible travel, sustainable tourism and zero waste practices have become prominent issues in the tourism sector and related literature (Tükeltürk & Boz, 2013; Hazarhun, Çetinsöz & Gündoğdu, 2020). In addition, due to the destructive effect of traditional mass tourism, which is called sea sand sun, on tourism destinations, destinations have started to attach importance to the development of alternative tourism types to spread tourism activities to twelve months (Doğancılı, 2022). Similarly, in this study, it was determined that Un Tourism shares news on current issues such as responsible travel, sustainability, climate change, reducing waste, improving tourism education, and the Glasgow Declaration, which includes the climate action plan. In addition, it has been determined that Un Tourism posts highlighting alternative tourism types such as sustainable tourism, gastronomy tourism, responsible tourism, rural tourism, mountain tourism, greener tourism, event tourism, marine tourism, indigenous tourism and sport tourism to revitalize tourism activities after the Covid 19 outbreak. These findings constitute the supportive aspects of the research results to the literature. Apart from these, it has been determined that tourism statistics, tourism reports, tourism programs and strategies are also given importance in shaping the tourism policies of destinations. Finally, it was observed that Un tourism selected tourism ambassadors and this ambassador was the famous actor, Wiston Duke. In this context, Wu & Lai (2023) emphasized that the use of celebrities as ambassadors in the development of tourism activities of tourist destinations can affect the attitudes and behavioral intentions of local people/tourists. In line with this information, Un Tourism can spread its tourism policies and strategies to the world faster through the celebrity ambassadors it chooses and encourage people to have positive attitudes towards these strategies.

According to these themes, it has been determined that UN tourism attaches particular importance to strategies for ensuring both environmental and cultural sustainability in tourism, innovation and digitalization practices in tourism, global climate change and the development of tourism education. In addition, UN tourism focuses on the development of alternative tourism types that expand tourism to twelve months in destinations, reduce environmental destruction, preserve local cultural values and pass them on to future generations, and provide tourists with different experiences. To increase the number of followers and interaction with the existing followers of UN tourism, regular sharing, using interesting visuals, preferring hashtags, sharing stories and making sure that the texts shared are short and clear should be paid attention. On the other hand, it is also necessary to pay attention to the time of sharing to have high interaction in Instagram posts. For example, according to a research result, to increase interaction, Instagram posts should be shared between 07:00-09:00, 12:00-14:00, 17:00-18:00 and 21:00-23:00 on weekdays and between 09:00-11:00 and 14:00-17:00 on weekends (Dijital

panelim, 2024). In this direction, Un tourism should consider these time intervals in its posts to increase interaction with its followers.

This study contributes to the literature by presenting the tourism strategies and types of tourism recently emphasized by UN tourism. In addition, the study has two important practical contributions for tourism practitioners. First, it will guide countries in shaping their tourism policies by emphasizing the types of tourism and strategies that should be focused on to quickly develop tourism activities again after the Covid 19 pandemic. Secondly, it ensures that countries are aware of various tourism events such as forums, meetings, summits, fairs and congresses supported or organized by UN tourism. This research has some limitations. The first of these is that only the photos and texts shared by UN tourism on its official Instagram account between January 01, 2023, and January 01, 2024 (one year) were subjected to content analysis. Because social media and internet-oriented data changes instantly, the number of posts shared by UN tourism on its Instagram account varies. Therefore, in future studies, UN tourism's social media accounts other than Instagram can be analyzed comparatively by considering the most recent posts. In addition, by conducting interviews with users who follow UN tourism's social media accounts, the opinions of users about the content shared on social media and the timeliness of the account can be revealed in detail. In this way, UN tourism can update its social media content according to the demands and requests of the users and increase the number of followers and interaction.

References

Aktan, E. (2018). Sosyal medyanın turizm pazarlamasındaki rolünün değerlendirilmesi. *Journal of Tourism and Gastronomy Studies*, 6 (3), 228-248.

Aktan, E., Koçyiğit, M. (2016). Sosyal medyanın turizm faaliyetlerindeki rolü üzerine teorik bir inceleme. *Dumlupınar Üniversitesi Sosyal Bilimler Dergisi,* 62-73.

Akyol, M., Arıca Arda, F. (2016). Use of social media in a tourism destination: Users generated content in #Turkeyholiday. *Journal of Tourism Theory and Research*, 2 (2). 98-111.

Alghizzawi, M., Salloum, S., Habes, M. (2018). The role of social media in tourism marketing in Jordan. *International Journal of Information Technology and Language Studies, 2*(3), 59-70.

Antolin- Prieto, R., Sarmiento- Guede, R., Antonovica, A. (2021). Instagram as a value co-creation tool for the image of tourist destination. Analysis of the case of Spain during Covid-19: The Balearic and the Canary Islands. *Revista Espacios*, *42* (12). 79-93.

Avcı, E., Bilgili, B. (2020). Sosyal medya fenomen özelliklerinin takipçilerin destinasyonu ziyaret etme niyeti üzerindeki etkisi, *Tourism and Recreation*, 2 (1), 83-92.

Department of European Union and Foreign Relations (2024). https://disiliskiler.ktb.gov.tr/TR-22149/birlesmis-milletler-dunya-turizm-orgutu-bmdto.html. (Erişim Tarihi: 09.06.2024).

Aylan, S. (2020). Seyahat acentelerinin sosyal medya paylaşımlarının göstergebilimsel analizi: Konya ili örneği. *Journal of Recreation and Tourism Research /JRTR 2020*, *7* (4), 689-714.

Bayram, M., Bayram, Ü., Arıcı, S. (2016). Otel işletmeleri Instagram paylaşımlarının sosyal medya pazarlaması kapsamında içerik analizi yöntemi ile değerlendirilmesi. *Journal of Business Research Turk,* 8 (2), 427-442.

Buhalis, D. (1998). Strategic Use of information technologies in the tourism industry. *Tourism Management*, 19 (5), 409-421.

Çolakoğlu Kardeş, N., Ulema, Ş. (2021). En iyiler sosyal medyayı nasıl kullanıyor: Instagram örneği. *Türk Turizm Araştırmaları Dergisi*, 5 (2), 877-891.

Creswell, J. W. (2017). *Nitel araştırmacılar için 30 Temel Beceri* (H. Özcan, Çeviri Ed.). Ankara: Anı Yayıncılık.

Dijital panelim (2024). Instagram için en iyi paylaşım saatleri 2024. https://dijitalpanelim.com/arsiv/instagram-en-iyi-paylasim-saatleri-2024/. (Erişim tarihi: 17.06.2024.).

Doğancılı, S. O. (2022). Yükselişteki destinasyonların alternatif turizm kapsamında incelenmesi: Tripadvisor örneği. *International Journal of Social Humanities and Administrative Sciences,* 8 (59), 2059-2069.

Domínguez Vila, T., Alén González, E., ve Darcy, S. (2017). Website accessibility in the tourism industry: An analysis of official national tourism organization websites around the world. *Disability and Rehabilitation*, 40(24), 2895–2906.

Dönek, E. (2020). İl Kültür ve Turizm Müdürlüklerinin Instagram kullanımlarının dijital pazarlama kapsamında değerlendirilmesi: Tr83 bölgesi örneği. Bayram, M. (Ed.).*6. Uluslararası Türk Dünyası Turizm Sempozyumu Bildiri Kitabı*. Ankara: Detay Yayıncılık.

Duong, L. T. (2018). *The effects of Instagram on young foreigners vacation choices in Asian countries.* (Yayınlanmamış Yüksek Lisans Tezi). Saimaa University of Applied Sciences, Karjala, Finland.

Ergun, N., Bayrak, R., Doğan, S. (2019). Turizm pazarlaması için önemli bir pazarlama kanalı olan Instagram'da nitel bir araştırma. *Güncel Turizm Araştırmaları Dergisi*, 3 (1), 82-100.

Ertopçu, İ. (2019). Restoran işletmelerinin sosyal medya kullanımı: Instagram örneği. *Güncel Turizm Araştırmaları Dergisi*, *3*(1), 49-64.

Eryılmaz, B. (2014). Sosyal medya kullanımının müşteri tercihleri üzerine etkileri: Konaklama işletmelerinde bir inceleme. (Yayınlanmamış Doktora Tezi). Sakarya Üniversitesi, Sakarya.

Fatanti Noer, M., Suyadnya, W, I. (2015). *Beyond user gaze: How Instagram creates tourism destination brand?* 2nd Global Conference on Business and Social Science-2015, GCBSS-2015, 17-18 September 2015, Bali, Endonezya.

Gezer, M. (2023). 2023 Yılında en çok kullanılan ve hız kaybeden sosyal medya kanalları. https://www.marketingtr.net/tr/blog/detay/2023-yilinda-en-cok-kullanilan-ve-hiz-kaybeden-sosyal-medya-kanallari/6/324/0. (Erişim Tarihi: 01.02.2024).

Gök, S. (2019). Sosyal medya nedir? Ne işe yarar? https://www.iienstitu.com/blog/sosyal-medya-nedir. (Erişim tarihi: 12.06.2024).

Granberg, L. (2019). The role of Instagram in choosing a travel destination, (Yayınlanmamış Doktora Tezi), Lulea University, Lulea, İsveç.

Güney, M. (2022). Birleşmiş Milletler Dünya Turizm Örgütü. https://www.mfa.gov.tr/birlesmis-milletler-dunya-turizm-orgutu-.tr.mfa.(ErişimTarihi:24.01.2024).

Harman, S., Eyyüpoğlu, M. Z. (2020). Sosyal medyada Mardin ile ilgili fotoğrafların turistik pazarlama açısından incelenmesi. *International Journal of Mardin Studies (IJMS),* 2020, *1*(1), 7-29.

Hazarhun, E., Çetinsöz, B. C., Gündoğdu, O. (2023). Her şey dahil sistemde çalışan mutfak şeflerinin sıfır atik uygulamalarına bakış açıları: Antalya beş yıldızlı her şey dahil sistem otel örneği, *Journal of Tourism & Gastronomy Studies*, 8 (4), 581–600.

Hazarhun, E., Yılmaz, Ö. D. (2018). Afyonkarahisar'daki termal otellerin sosyal medya kullanımı: Instagram örneği. Özdemir, Ş. (Ed). *19. Ulusal Turizm Kongresi Bildiri Kitabı.* Ankara: Detay Yayıncılık.

ICrossing, (2008). What is social media? https://crmxchange.com/uploadedFiles/White_Papers/PDF/What_is_Social_Media_iCrossing_ebook.pdf. (Erişim Tarihi: 12.06.2024).

İmre, N. (2020). An evaluation of using social media in tourism sector, *Journal of Turkish Tourism Research*, 4(2), 1655-1670.

Koçoğlu, S. (2018). Instagram Tarihi: Instagram nedir? Nasıl kullanılır? Ne işe yarar? https://www.brandingturkiye.com/instagram-tarihi-instagram-nedir-nasil-kullanilir-ne-ise-yarar/. (Erişim Tarihi: 13.06.2024.).

Merriam, S. B. (2018). *Nitel araştırma desen ve uygulama için bir rehber.* (S.Turan, Çeviri Ed.). Ankara: Nobel Yayıncılık.

Miles, M. B., Huberman, A. M. (1994). *Qualitative data analysis*. London: Sage Publications

Özdemir, S. S., Özdemir, M., Polat, E., Aksoy, R. (2014). Sosyal medya kavramı ve sosyal ağ sitelerinde yer alan online reklam uygulamalarının incelenmesi. *Ejovoc Electronic Journal of Vocational Colleges*, 4(4), 58-64.

Özhasar, Y., Oğuz, Y. E., Yılmaz, V. (2020). Instagram biçimliliğinin satın alma niyetine etkisi: Esogü turizm fakültesi öğrencileri örneği. *Safran Kültür ve Turizm Araştırmaları Dergisi*, 3(1), 39-55.

Özsoy, N. F. (2021). Turizm sektörü ve çevre kirliliği arasındaki ilişkinin çevresel kuznets eğrisi hipotezi çerçevesinde incelenmesi. *ASBİ Abant Sosyal Bilimler Dergisi*, 21 (1), 1-19.

Reeder, (2023). Instagram'a gelen yeni özellikler. https://reeder.com.tr/blog/instagrama-gelen-yeni-ozellikler. https://reeder.com.tr/blog/instagrama-gelen-yeni-ozellikler. (Erişim tarihi: 13.06.2024.)

Rol, S., Uygur Meydan S. (2023). Otel markalarının dijital içerik pazarlaması kapsamında paylaştıkları reels videolarda hikâyeleştirilmiş içerik kullanımına yönelik bir araştırma. *Journal of Academic Tourism Studies, 4*(1), 66-78.

Safko, L. (2010). *The Social Media Bible.* New Jersey: John Wiley and Sons.

Şivil Yağmur, B., Yengin, D. (2021). Kurumsal kimlik aracı olarak Instagram kullanımı: TOG ve TOFD örnekleri. *İstanbul Aydın Üniversitesi Sosyal Bilimler Dergisi*, *13*(1), 41-58.

Statista (2024). Number of Instagram users worldwide from 2020 to 2025. https://www.statista.com/statistics/183585/instagram-number-of-global-users/. Erişim Tarihi: 13.06.2024.

Strauss, A. L., Corbin, J. (1990). *Basics of qualitative research: Grounded theory procedures and techniques.* Thousand Oaks, CA: Sage.

Republic of Turkey Ministry of Foreign Affairs (2022). https://www.mfa.gov.tr/birlesmis-milletler-dunya-turizm-orgutu.tr.mfa. (Erişim Tarihi:09.06.2024).

Taş, M., Ünal, A., Zengin, B. (2019). Sosyal medyanın turistlerin satın alma kararları üzerindeki etkisi: Erzincan Kemaliye Örneği. *Journal of Tourism and Gastronomy Studies,* 7 (3), 2226-2250.

Terttunen, A. (2017). The influence of Instagram on consumers' travel planning and destination choice, (Yayınlanmamış Yüksek Lisans Tezi), Haaga-Helia University, Helsinki, Finlandiya.

Tükeltürk Aydın, Ş., Boz, M. (Ed.). (2013). *Turizmde güncel konu ve eğilimler*. Ankara: Detay Yayıncılık.

Tuncer, M. (2021). Devlet üniversiteleri bünyesindeki turizm fakültelerinin Instagram kullanımı üzerine bir değerlendirme. *International Journal of Social Humanities and Adminisrative Science*, 7 (47), 2517-2521.

Türkmenoğlu, H. (2014). Teknoloji ile sanat ilişkisi ve bir dijital sanat örneği olarak Instagram, *Ulakbilge*, *2*(4), 87-100.

UNWTO, (2023). Responsible, sustainable and universally accessible tourism https://www.unwto.org/about-us. (Erişim Tarihi:24.01.2024).

UNWTO, (2024a). UNWTO becomes "UN Tourism" to mark a new era for global sector. https://www.unwto.org/news/unwto-becomes-un-tourism-to-mark-a-new-era-for-

global-sector#:~:text=This%20involved%20renaming%20the%20Organization,Tourism's%20central%20mission%20and%20priorities. (Erişim Tarihi: 10.06.2024).

UNWTO, (2024b). About UN Tourism. https://www.unwto.org/who-we-are. (Erişim Tarihi:10.06.2024).

Vural Akıncı, B., Bat, M. (2010). Yeni bir iletişim ortamı olarak sosyal medya: Ege Üniversitesi iletişim fakültesine yönelik bir araştırma. *Journal of Yasar University*. 20(5), 3348‑3382.

Wu, X. ve Lai, I. (2023). How the creativity and authenticity of destination short videos influence audiences' attitudes toward videos and destinations: The mediating role of emotions and the moderating role of parasocial interaction with internet celebrities. *Current Issues in Tourism*, 1–20.

Yalçın, A. (2022). İklim değişikliğinin turizm üzerine etkileri. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, 1(1), 32-37.

Yıldırım, A., Şimşek, H. (2006). *Sosyal bilimlerde nitel araştırma yöntemleri.* Seçkin Yayıncılık.