

THE ROLE OF INSTAGRAM USE IN THE PREFERENCES OF PARTICIPATION IN EVENT TOURISM: THE CASE OF THE 7TH INTERNATIONAL ORANGE FLOWER CARNIVAL

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ABSTRACT

Rapid change in all economic sectors in recent years has been seen as well as in the tourism sector as a result of the change in the expectations and wishes of tourists, it has brought new topics in this sector. One of the important tools that can answer these questions is event tourism. In order to stand out in the competitive environment created by globalization, it has become very important to create basic and alternative products, and use new types of promotion. At this point, social media emerges as a new tool that significantly affects tourism activities. In this way, individuals who benefit from each other's experiences can make decisions through interaction. Instagram is a social media tool that attracts attention with its various possibilities such as following the desired person, accessing the photos and videos of other users, liking and commenting them. The main purpose of this study is to determine the effect of instagram usage in participation preferences on the 7th International Orange Flower Carnival. The data of the research was obtained through surveys and interviews applied to the participants of the 7th International Orange Flower Carnival. Therefore, qualitative and quantitative methods were used together to increase the reliability of the study. According to the findings, the photos and videos shared on Instagram have an important role in the preferences of participating in the 7th International Orange Flower Carnival. Positive contributions of social media sharing to touristic preferences and major impacts of these shares on tourism activities are discussed as a result.

Keywords: 7th International Orange Flower Carnival, Adana, Event Tourism, Instagram, Social Media.

ETKİNLİK TURİZMİNE KATILIM TERCİHLERİNDE İNSTAGRAM KULLANIMININ ROLÜ: 7. ULUSLARARASI PORTAKAL ÇİÇEĞİ KARNAVALI ÖRNEĞİ*

ÖZ

Tüm sektörlerde görülen hızlı değişime bağlı olarak turistlerin beklenti ve isteklerinin artmış olması, yeni arayışları da beraberinde getirmiştir. Bu arayışlara cevap olabilecek önemli araçlardan biri de etkinlik turizmidir. Küreselleşme ile oluşan rekabet ortamında öne çıkmak için temel ve alternatif ürünler oluşturmak çok önemlidir. Bununla birlikte bir turistik ürünün veya destinasyonun tanıtımı ve tanıtımda yeni kaynaklar kullanmak, zorunlu hale gelmiştir. Bu noktada, turizm faaliyetlerini ciddi ölçüde etkileyen yeni bir unsur sosyal medyadır. Bu platformdaki etkileşim, birbirlerinin deneyimlerinden faydalanan bireylerin turistik tavrı,

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davranış ve tercihlerini yönlendirebilmektedir. İnstagram da istenen kişiyi takip etmek, diğer kullanıcıların fotoğraf ve videolarına ulaşmak, bunları beğenmek ve yorum yapmak gibi çeşitli imkânları ile dikkat çeken bir sosyal medya aracıdır. Bu perspektifle etkinlik turizmi çerçevesinde ele alınan çalışmanın temel amacı, 7. Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihlerinde instagram kullanımının etkisini belirlemektir. Araştırma verileri 7. Uluslararası Portakal Çiçeği Karnavalı katılımcılarına uygulanan anketler ve mülakatlar ile elde edilmiştir. Dolayısıyla çalışmanın güvenilirliğini arttırmak için nitel ve nicel yöntemler birlikte kullanılmıştır. Elde edilen bulgulara göre, 7. Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihlerinde, instagramda paylaşılan fotoğraf ve videoların, önemli bir role sahip olduğu görülmektedir. Ortaya çıkan diğer sonuçlar ise etkileşimli paylaşımların turistik tercihlere pozitif katkıları ve bu imkânların turizm faaliyetlerini yönlendirmedeki etkisidir.

Anahtar Kelimeler: 7. Uluslararası Portakal Çiçeği Karnavalı, Adana, Etkinlik Turizmi, İnstagram, Sosyal Medya.

INTRODUCTION

The rapid change seen in all sectors in recent years affected the expectations and demands of tourists. In this context, new types of tourism occurred. One of them is event tourism. According to Albayrak, (2013), activities carried out in a region, their quantity and quality are an effective method that increases the attractiveness of the region to attract tourists (Albayrak 2013). The event is defined as celebrations where one or more people are invited at a given date (Stokes, 2008), as well as planned routines to impress the participants (Silvers 2004). The activity is the recreational activities performed to meet the needs of people and to relax in their spare time (Karaküçük 1997; Balcı and İlhan 2006). Activities such as vineyards, gardening and earthworks, painting, sculpture, music, theater, participation in sports activities, reading books in literature, science and technical fields are examples of active recreational activities. The activities are also classified as festivals, fairs and exhibitions, congresses and meetings, sporting activities (Kışoğlu and Selvi 2013). Among the activities, carnivals are of great importance and are held in various countries of the world and attract great attention (Sahilli et al. 2018). The carnivals (such as Rio Carnival), where there is no distinction between other activities, where interactive participation is important, are the events that made the cities where they were made a global brand (Yıldırım et al. 2016).

With the activities organized, potential tourists are drawn to the region where the event takes place and tourism mobility is provided in the region (Can, 2015). Thus, basic or alternative products are created in tourism activities and new perspectives are given to tourism development and marketing strategies. Event tourism (Akmeşe 2018), which is a kind of cultural tourism, is defined as planning, developing and marketing special events in order to maximize the number of participants as the primary or secondary attraction element (Kozak and Bahçe 2009). Through the event tourism, many sought targets can be achieved such as diversification of tourism, extension of a tourism season, awareness-raising tourism, new sources of income, prevention of the accumulation of tourism in a certain place, the promotion of the country and the region by local and foreign publication... etc. (Karagöz 2006; Peopleoğlu and Selvi 2013). Event tourism has become a tourism type in which many touristic destinations and cities are headed in terms of their gains (Timur et al. 2014).

In order to stand out in the competitive environment created by globalization, it is as important as creating basic and alternative products, introducing this tourist product or destination and using new resources in promotion. At this point, social media emerges as a new tool that significantly affects tourism activities. Social media, defined by Bizirgianni and Dionysopoulou (2013) as environments in which people's interests and activities are shared, was expressed in Westbrook (1987) as an effective means of word-of-mouth electronic communication (Westbrook 1987; Bizirgianni and Dionysopoulou 2013). Yoo and Gretzel (2011), on the other hand, considered consumer-generated media (Yoo and Gretzel 2011). Social media, which is especially emphasized to be user-oriented, is based on the multi-point communication paradigm, unlike traditional media (Poynter 2012). Therefore, it has become a very important tool that makes sharing information very easy and fast (Koçyiğit 2015). In addition, the possibility of two-way communication (Chu and Kim 2015) allows people to share and interact on specific issues, even if they do not know each other. In this way, individuals who benefit from each other's experiences can make informed touristic

decisions, as consumers of the digital age follow the experiences and thoughts of other users from various social media and care about this situation (Ergun et al. 2019). Instagram is an application that gives the user the opportunity to instantly share photos with different filters and various effects. It is a wide area where users can tag their shares in order to find the topics of interest more easily and to produce and transfer information (Fatanti and Suyadnya 2015; Moon et al. 2016; Aktan and Koçyiğit 2016; Kim et al. 2017). What distinguishes Instagram from other social media platforms such as blogs and Twitter is its visual appeal. 40 million photos a day are shared and 8600 likes and 1000 comments are made per second (Akyurt et al. 2016). 46% of the 51 million social media users in Turkey were reported to be active Instagram users. Turkey is the second biggest country to use Instagram in terms of users considering the population rate, after Sweden (Eryılmaz and Yuceturk 2018). Moreover, Turkey is the fifth country with the most users with 33 million users. “These values continue to increase day by day. Therefore, taking into consideration the features that differentiate Instagram from other social media tools, the 7th International Orange Flower carnival has been examined in this context.

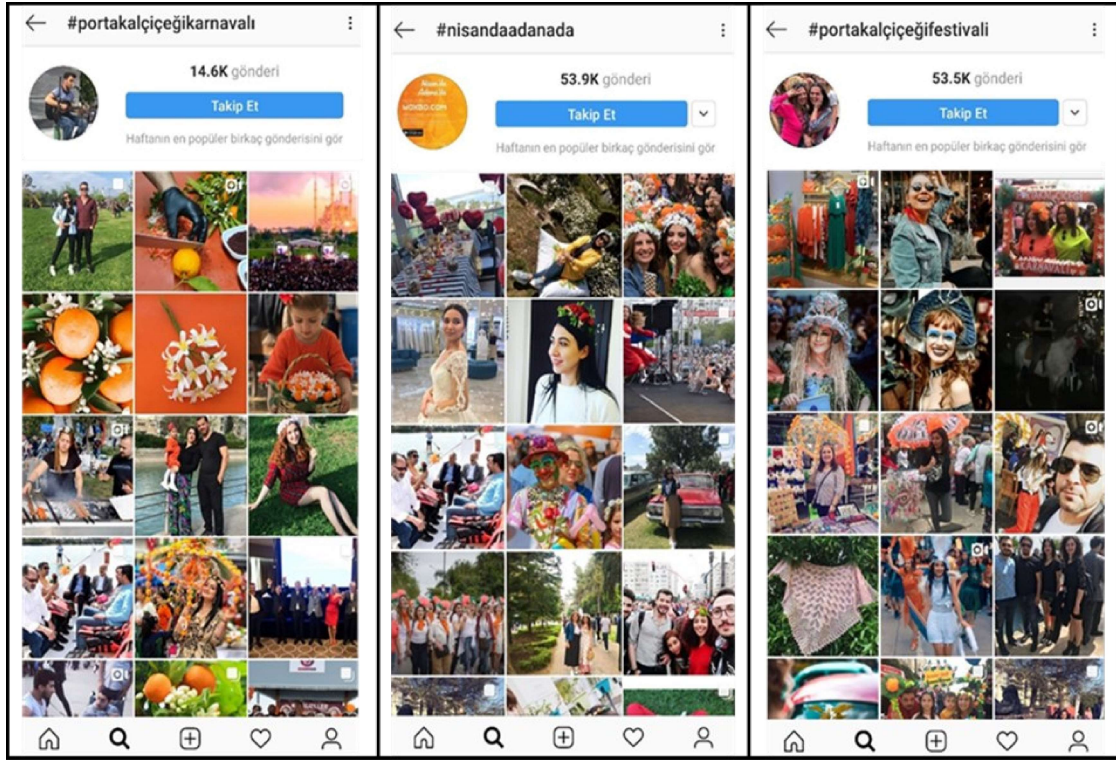
Instagram users tag photos or videos they share so that other users can access them. These tags are important tools for people to discover shares and increase interaction. The quality of the content is as important as the tags used. When qualified content is combined with appropriate tags, the interaction rate of the shares can increase significantly. Table 1 shows the most commonly used tags of Instagram users in sharing Orange Blossom Carnival. The number of content shared with #nisandaadanada and #portakalçiçeğifestivali tags has exceeded 50,000. The number of content shared with the #portakalçiçeğikarnavalı tag has approached 15,000 (Table 1). Using these tags, an Instagram user who wants to get the right information gets the chance to see real experiences about the Orange Flower Carnival.

Table 1: Number of Content in Tags Related to Orange Flower Carnival in Instagram

| Tag | The number of shares |
|--------------------------|-----------------------------|
| #nisandaadanada | 53.9K |
| #portakalçiçeğifestivali | 53.5K |
| #portakalçiçeğikarnavalı | 14.6K |
| #nisandaadana | 5000+ |
| #portakalcicegifestivali | 5000+ |
| #portakalcicegikarnavalı | 5000+ |

(www.Instagram.com)

By carefully observing the photos shared on Instagram with the #nisandaadanada, #portakalçiçeğifestivali and #portakalçiçeğikarnavalı hash tags, it can be understood that the sharing and likelihoods of the content reached remarkable dimensions. The increasing number of shares raises more curiosity and interest among potential tourists(Photo 1).



Photograph 1: Screenshots of Photos Shared on Instagram with the hashtags #nisandaadanada, #portakalçiçeğifestivali and #portakalçiçeğikarnavalı

The motivation of participants to participate in the carnival was determined as activity, escape, socialization and innovation. In 2016, Yıldırım, Karaca and Çakıcı conducted a research to determine the perception and satisfaction levels of the local Orange Flower Carnival. It was stated that the public was satisfied with and supported the carnival. Again, Karaca, Yıldırım and Çakıcı, (2017) aimed to determine the perception and satisfaction of the visitors watching the carnival, the socio-cultural dimension, carnival-specific products, hospitality services, and promotion and efficiency of activities. Furthermore, the socio-cultural dimension of the carnival and the products specific to the carnival impact the satisfaction of the visitors more. In the study conducted by Sahilli Birdir, Toksöz and Birdir (2018), the participants' recommendations for the development of the International Orange Flower Carnival were emphasized. Accordingly, increasing the quality of the organization and diversifying the activities are among the outstanding findings. Another study was conducted by Saçlı, Ersöz and Kahraman, (2019). The effect of carnival participants' perception of destination image on their tendency to revisit was attempted to be determined. Accordingly, it was found that the economic and promotional dimensions, showed a high level of meaningful and linear relationship with the intention to visit again. In Unur, Erdem and Şeker, (2017), the photographs shared with the #portakalçiçeğifestivali tag on Instagram were examined and the highlights of the festival were emphasized by the participants. As a result of the analysis, the shares were collected under 6 factors as personal photographs, activity area, orange flower, local flavor, souvenirs and other photographs. In the literature review of the International Orange Flower Carnival, the number of studies directly dealing with the relationship between social media and tourism is limited. Therefore, this study, which tries to determine the role of Instagram use in participation in event tourism, differs from other studies.

International Orange Flower Carnival

Adana is one of the prominent cities in event tourism with festivals of different themes. International Golden Boll Film Festival, State Theaters Sabancı International Adana Theater Festival, International Nomad Turkmen Festival and Hıdırellez Event, Adana Flavor Festival and Adana Cımcılık Festival are among these. The International Orange Flower Carnival, which is the subject

of the study, is also held in Adana every year in April. Since 2013 the organization has entered its seventh year, "in Adana in April" with the theme remains the distinction of being Turkey's first carnival. The most important activity of the carnival, which includes a wide range of performances, is the march of the cortege where the participants wear colorful costumes. Since the first year it was organized, it is seen that the interest in the carnival, which creates awareness in terms of event tourism, has increased gradually. While the number of events held in 2013 was 39 and the number of people watching the events was 50000, the number of events held in 2015 increased to 188 and the number of people watching the events increased to 350000. The number of people participating in the carnival cortege, which was 15000 in 2013, reached 90000 in 2015 (Table 2). Although there are no exact figures in 2019, the carnival closing declaration states that the number of people attending the carnival is 1500000 (www.nisandaadanada.com).

Table 2: Number of Participants for International Orange Flower Carnival

| Year | Number of events coordinated | Number of people watching events | number of people attending carnival cortege |
|------|------------------------------|----------------------------------|---|
| 2013 | 39 | 50000 | 15000 |
| 2014 | 87 | 140000 | 30000 |
| 2015 | 188 | 350000 | 90000 |

(www.nisandaadanada.com)

According to Yıldırım, Karaca and Çakıcı, (2016), 216.5 million readers and viewers have reached carnival-related news, TV programs and interviews in the three-year period since 2013; 17158623 USD. The social media addresses of the carnival (facebook, twitter, Instagram) are followed by 14000 people. Furthermore, with the "Adana in April" mobile application, which is developed for iOS and Android, participants can instantly access places to visit and eat in Adana, hotels and carnival program. The increase in the number of downloads every day is directly proportional to the increasing interest in the carnival.

Objective and Method

The data of the study were obtained through questionnaires and interviews applied to the participants of the 7th International Orange Flower Carnival. However, observation and participatory observation methods were used. A questionnaire was developed to collect data on the socio-demographic characteristics of the participants, the 7th International Orange Flower Carnival and the use of social media. The questionnaires were applied to 400 people who accepted to participate in the research on 3-7 April 2019 face-to-face using easy sampling method from non-random sampling techniques. *Because of this, since the total number of participants and the audience for the previous years is over 10000 (Table 2), the limitless population sampling formula used for the ratio was used in determining the sample size. The sample size was determined as 384 people with a 95% confidence level, maximum variance and 5% sampling error*" (Karaca et al. 2017). 13 missing or incorrectly filled questionnaires were removed from the data set and 387 usable questionnaires were analyzed. In addition, 10 participants using Instagram were asked open-ended questions about the research topic and purpose. Therefore, qualitative and quantitative methods were used together to increase the reliability of the study. Eryılmaz and Yüçetürk (2018) and Doğan et al. (2018) were used to form the questionnaire and interview questions. The collected quantitative data were evaluated by SPSS program with cross-table analysis. Qualitative data were analyzed, conceptualized and coded by descriptive and content analysis. The codes were classified according to their similarities and differences and the thematic codes were combined by combining the related ones.

Results

When the demographic characteristics of the participants of the 7th International Orange Flower Carnival are examined, it is seen that 52.0% of the participants are male, 48.0% are female and 57.3% are single. When the age groups are examined, the 25-34 age group takes the first place. This is followed by the age group of 24 and under and the 35-44 age group (Table 3). Considering

that the participant ages are between 18 and 71, it is possible to say that people from many age groups show interest and participate in the carnival.

Table 3: Socio-Demographic Characteristics of Participants

| Demographic features | | Percent (%) | Demographic features | | Percent (%) |
|-----------------------|---------------------|------------------|-----------------------|---------------------|-------------|
| Gender | Male | 52,0 | Education | Primary & Secondary | 18,0 |
| | Female | 48,0 | | Education | |
| | Total | 100 | | High school | 26,1 |
| | | College graduate | | 25,2 | |
| | | Undergraduate | | 22,3 | |
| | | Graduate | | 08,4 | |
| | | Total | | 100 | |
| Age | 24 age and under | 26,0 | Job | Housewife | 09,1 |
| | 25-34 between age | 27,1 | | Officer | 11,6 |
| | 35-44 between age | 19,6 | | Own business | 21,3 |
| | 45-54 a between age | 14,7 | | Retired | 08,7 |
| | 55-64 between age | 07,7 | | Student | 32,5 |
| | 65 age and older | 04,9 | | Worker | 14,2 |
| | Total | 100 | | I am not working | 2,6 |
| | | Total | 100 | | |
| Marital Status | Single | 57,3 | Monthly Income | 1000 TL below | 32,5 |
| | Married | 42,7 | | 1001-2000 TL | 26,2 |
| | Total | 100 | | 2001-3000 TL | 30,2 |
| | | 3000 TL above | | 11,1 | |
| | | Total | | 100 | |

(Güngör and Uysal, organized according to 2019)

Among the participants, high school graduates rank first with a rate of 26.1%. 55.9% of the participants in the carnival have university education. When the occupational distribution of the participants is examined, it is observed that the highest participation rates are students with 32.5%, self-employed with 21.3% and employees with 14.2%, respectively. In addition, it is observed that 32.5% of the participants have a monthly income below 1000 TL, 26.2% earn 1001-2000 TL, 30.2% of them make TL 2001-3000 and 11.1% of them have monthly income of more than 3000 TL (Table 3).

According to Table 4, while 65.0% of the participants live in Adana, 25.7% live in provinces other than Adana and 9.3% live abroad. 23.7% of the participants in the carnival have participated for the first time, 35.6% of the participants participated twice, 21.1% of the participants three times, 21.1% of the participants made it four times, 14.0% of the participants five times, the rate of those who participated in five times or more is 5.6%. (Table 4). The fact that the proportion of those attending two or three times is relatively considerable shows that interest in the carnival continues. When the objectives of the participants of the International Orange Flower Carnival were examined, the most important reason for participation was stated as entertainment with a rate of 37.1%. This is followed by 18.9% change of atmosphere, 17.4% socialization, 15.5% Adana and 11.1% others. The

most widely used sources of information about carnival were friends-relatives (43.3%), social media (41.0%), TV (6.2%), magazine-newspaper (4.9%) and others (4%) (Table 4).

When the responses of the respondents regarding the use of social media are evaluated, it is seen that those who are members of Facebook are 78.9% and Instagram 75.7% have very close and very high rates. When the frequency of social media usage of the participants is examined, it is seen that 66.0% of the participants spend 60 to 120 minutes a day. The rate of those who spend more than two hours is 9.3%. Additionally, before joining the International Orange Flower Carnival, the rate of those who said that Instagram was a share of this carnival province was 89.0%. The share of the International Orange Flower Carnival that was observed on Instagram was influential in my preference to participate in this carnival is 91.7%. The high rate of response to this question indicates that social media can be considered as an important factor affecting tourist preferences. 93.9% of the respondents answered the question “The only reason I participated in the International Orange Flower Carnival was because of the shares I saw in Instagram”. It was also determined that 72.4% of the participants shared about the carnival during or after the International Orange Flower Carnival (Table 4).

Table 4: Participants' Response Analysis on International Orange Flower Carnival and Use of Social Media

| | categories | Percent(%) |
|--|--------------------------|-------------------|
| Where do you live? | Adana | 65,0 |
| | Other provinces | 25,7 |
| | Abroad | 09,3 |
| How many times have you participated in the International Orange Flower Carnival? | 1 | 23,7 |
| | 2 | 35,6 |
| | 3 | 21,1 |
| | 4 | 14,0 |
| | 5 and more | 05,6 |
| What is your intention to participate in the International Orange Flower Carnival? | Entertainment | 37,1 |
| | Having a change | 18,9 |
| | Socialization | 17,4 |
| | Opportunity to see Adana | 15,5 |
| | Others | 11,1 |
| Where did you first hear about the International Orange Flower Carnival? | Social media | 41,0 |
| | TV | 06,2 |
| | Magazine-newspaper | 04,9 |
| | Friends - relatives | 43,3 |
| | Others | 04,6 |
| Which social media site are you a member of? | Facebook (n:387) | 78,9 |
| | Instagram (n:387) | 75,7 |
| | Twitter (n:387) | 53,2 |
| | Youtube (n:387) | 39,5 |
| | Others (n:387) | 14,1 |
| How often do you use social media one day? | 15-30 minute | 05,8 |
| | 30-45 minute | 05,9 |
| | 45-60 minute | 13,0 |
| | 60-120 minute | 66,0 |
| | 120 minute and more | 09,3 |
| Before joining the International Orange Flower Carnival, did you come across a share of this carnival province on Instagram? | Yes | 89,0 |
| | No | 11,0 |
| Did the shares of the International Orange Flower Carnival you see in Instagram affect your choice to participate in this carnival? | Yes | 91,7 |
| | No | 06,3 |
| The only reason I joined the International Orange Flower Carnival was because I was impressed by the shares I saw on Instagram. | Yes | 06,1 |
| | No | 93,9 |
| Have you shared about the carnival during or after the International Orange Flower Carnival? | Yes | 72,4 |
| | No | 28,6 |

When the cross-table analysis is analyzed according to the demographic characteristics of the participants, it is seen that women are more affected by this situation with a 17.4% difference.

“Did the shares of the International Orange Flower Carnival that you see in the Instagram affect your preference to participate in this carnival?” For single, high school graduates and participants with monthly income less than 1000 TL, the effect of the shares on the International Orange Flower Carnival that he saw in the Instagram on preference to participate in this carnival is more pronounced than the other participants (Table 5).

Table 5: Did the International Orange Flower Carnival related content you saw on Instagram affect your decision to participate in this carnival? Cross-Table Analysis of Answers to the Question

| Variable | | Yes | No | Total | Variable | | Yes | No | Total | |
|---------------|---------------------------|-----------|-----------|-----------|------------------|-------------------------------------|---------------|-----------|-----------|-------|
| Gender | Female | % 65,8 | % 34,2 | % 100 | Education | Primary & Secondary Education | % 71,6 | % 28,4 | % 100 | |
| | Male | % 48,4 | % 51,6 | % 100 | | High School | % 91,3 | % 08,7 | % 100 | |
| Age | 24 age and under | % 92,3 | % 07,7 | % 100 | | College Graduate | % 83,4 | % 16,6 | % 100 | |
| | 25-34 between age | % 84,4 | % 15,6 | % 100 | | Undergraduate | % 78,8 | % 21,2 | % 100 | |
| | 35-44 between age | % 81,6 | % 18,4 | % 100 | | Graduate | % 74,2 | % 25,8 | % 100 | |
| | 45-54 between age | % 72,5 | % 27,5 | % 100 | | Monthly income | 1000 TL below | % 82,4 | % 17,6 | % 100 |
| | 55-64 between age | % 52,1 | % 47,9 | % 100 | | | 1001-2000 TL | % 76,1 | % 23,9 | % 100 |
| | 65 age and older | % 39,3 | % 60,7 | % 100 | 2001-3000 TL | | % 74,8 | % 25,2 | % 100 | |
| | Marital status | Married | % 61,4 | % 38,6 | % 100 | | 3000 TL above | % 71,5 | % 28,5 | % 100 |
| Single | | % 71,3 | % 28,7 | % 100 | | | | | | |

(Güngör and Uysal, organized according to 2019)

Interviews were conducted with 10 people in order to reach detailed information about the subject and to present perceptions and events in a realistic and holistic manner. Accordingly, three questions were asked to the participants to enrich the data obtained through observation, participatory observation and survey. Of these questions “International Orange Flower Carnival? Why?” Most of the participants stated that they were affected by shares on Instagram. Codes were generated according to the analysis of the answers given. First of all, since the participants expressed more than one contribution, all 10 participants emphasized Instagram as a powerful communication tool. The number of people who regard Instagram as intimacy promotion (9) and easy marketing (8) is also quite high. Other prominent expressions are adaptation to the age (7), ease of reaching the target audience (7) and eliminating the time and space boundary (5), respectively (Table 6).

Table 6: Codes Regarding the Effect of Instagram Shares on Participation Preferences in International Orange Flower Carnival

| Codes | f | Codes | f |
|--|----|--------------------------------------|---|
| Powerful communication | 10 | Keep up with the age | 7 |
| Intimacy based promotion | 9 | Comfort to reach the target audience | 7 |
| Easy marketing | 8 | Eliminating time and space boundary | 5 |
| Participants expressed more than one contribution. | | | |

(Participants expressed more than one contribution)

Some of the participant views on the subject are as follows:

“First of all, I think the effect of Instagram is too much. I was impressed when people and friends that I followed for the first time in 2017 shared photos and videos. I decided that I should definitely go to Adana and experience this environment. And I'm here today. I know that many of my friends, like me from Instagram and other social media accounts, saw these photos, came to Adana and participated in the carnival”. (K3)

“As a citizen of Adana, I saw for the first time that the carnival was so colorful. My friend had mentioned it but I wasn't too keen to go. But the pictures on Instagram were so beautiful. It was as if all the streets were a theater”. (K8)

“I follow the Vosvoscular group. In order to be part of a group, to act with them, communication is important, and I do this most easily through social media. When I learned that they would be in Adana, I jumped”. (K2)

“I agree with Istanbul for the third time. I'd say the carnival idea is beautiful. I have followers on Instagram. I'm here to create content and present sections from the carnival. In addition, the taste of food, the warmth of people and the beauty of Adana in this season cannot be overstated. Since there is a chain between my followers and their followers, I know that this platform affects people. I can reach all my followers, day or night, without time and space limitation”. (K7)

In addition, participants were asked to evaluate the Instagram shares that they were most impressed with about the International Orange Flower Carnival and codes for the contents of these shares were created. In this respect, all participants stated that they were impressed with the photos and videos with entertainment content (10). One of the elements that affected the participants the most was the shares of the carnival cortege (10), which became an important symbol of the organization and which was the scene of colorful images. Among the participants, the ones who know the smell of orange flower (9) want to feel and live in place is one of the most remarkable results. Other views of the participants that were most influenced by the sharing contents were people dancing on the streets (9), local delicacies (7), Adana (7), socialization (6), tourist products (5), sincerity (4), events (4), season (3) and famous people (3) (Table 7).

Table 7: Codes Regarding the Contents of the Most Influential Instagram Shares Regarding Participants International Orange Flower Carnival

| Codes | f | Codes | f | Codes | f |
|-------------------------------|----|--------------------|---|---------------|---|
| Entertainment | 10 | Local delicacies | 7 | Sincerity | 4 |
| Carnival cortege | 10 | Adana | 7 | Activities | 4 |
| Orange flower and scent | 9 | Socialization | 6 | Season | 3 |
| People dancing on the streets | 9 | Touristic products | 5 | Famous people | 3 |

(Participants expressed more than one contribution)

Some of the participant views on the subject are as follows:

“People had a lot of fun in photos and videos. The fact that people were together, activities, that is, the environment really attracted me. The atmosphere was very intimate”. (K1)

“I’ve always wondered about the island. My friend from work in Germany told me some very nice things about Adana and showed the accounts he followed on Instagram. I started to follow your account in April. It was even better for me to create an opportunity to come to Adana and participate in the carnival. As an Erzurum citizen, I can say that the shares and the smell of orange blossoms and street kebabs affected me”. (K4)

“People playing in the streets playing double-bang, singing and eating kebab. Of course I’ve shared with them. Fashion needs to keep up. Even the most admired photos were the carnival photos I shared today”. (K9)

“Poses given with orange flower crown and photos of costume cortege, sharing from colorful festival. It’s like another country. I don’t feel like I can’t go to the carnivals abroad anymore”. (K10)

“For years I have been telling all my friends that Adana is not a city famous for its courthouse as shown in the news. A nice way to explain this was to come to the carnival with my roommates from the dormitory. We’ve been following the carnival cortege, entertainment and intimacy of the years before Instagram, and now we’re all living together”. (K3)

At this stage in which a qualitative process was followed, the answer to the question “were your expectations met?” was sought. First of all, eight of the participants stated that their expectations were met, and two of them stated that their expectations were not met. In line with the aforementioned opinions, themes and codes were determined to meet the expectations of the participants about the International Orange Flower Carnival. Table 8 shows the tourism elements of Adana, the status of the spaces, the events organized and the codes created under the themes of carnival seen in Instagram. Accordingly, the tourism elements of Adana are coded with two opposing views as impressive (8) and ordinary (2). It is the same for the participants who find the spaces clean (8) and economic (4) as well as those who find them crowded (6), expensive (3) and neglected (3). Responses related to the organized activities were listed as adequate (7), innovative (7), unplanned (5) and inadequate (3). Two of the participants who compared the carnival she saw in her Instagram and the carnival she had experienced, stated that she was disappointed. These participants expressed negative views that the carnival environment was exaggerated and distorted in Instagram shares. However, six of the participants emphasized that their expectations were met and emphasized that the carnival they saw in their photographs and videos had the same experience.

Table 8: Themes and Codes for the Analysis of the Data on the Level of Meeting of the Participants' Expectations Regarding the International Orange Flower Carnival

| Tourism Elements of Adana | f | Venues Status | f | Cooperated Events | f | Instagram seen Carnival | f |
|----------------------------------|----------|----------------------|----------|--------------------------|----------|--------------------------------|----------|
| Impressive | 8 | Clean | 8 | Enough | 7 | One to one mirroring | 6 |
| Ordinary | 2 | Crowded | 6 | Innovator | 7 | Exaggeration | 2 |
| | | Economic | 4 | Unplanned | 5 | Distortion | 2 |
| | | Expensive | 3 | Insufficient | 3 | | |
| | | Neglected | 3 | | | | |

(Participants expressed more than one contribution)

Some of the participant views on the subject are as follows:

“Yes it was just as I expected. We got up in the morning, we ate liver kebabs on the street counter, we visited the stone bridge and the bazaar, we went to see the classic cars in the afternoon and the crowd started to increase towards the evening. The idea of having concerts and having fun on the streets sounds attractive”. (K5)

“In this season, walking around the streets of Adana among the scent of orange flowers is a very nice feeling. Your childhood, youth and all your memories are with you. Every year I try to stop by a few events, let it continue with more beauty”. (K2)

The only thing I will keep in mind here is overcrowding. We waited for hours in traffic. Even the streets are very difficult to walk”. (K6)

“Stands set up on the curb, the people who were constantly trying to sell you something bothered me a lot. I've never imagined a carnival like this. The best part was Adana kebab and stuffed meatballs. I've never had such a delicious meal for so cheap”. (K9)

Conclusion and Discussion

Activities such as festivals, festivals, commemoration ceremonies and sporting activities are used in many national and international regions to diversify and revitalize tourism, increase tourism revenues, expand tourism season, draw attention to the field where the organization is held and create a positive image. Because the activities taking place in a region, the number and quality of these activities are very important in increasing the attractiveness and promotion of the region. Therefore, one of the cases developed in order to increase the demand for tourism and to stand out from the competition is event tourism which is handled under cultural tourism. In order to stand out in the competitive environment created by globalization, it has become compulsory to create basic and alternative products, as well as the introduction of this touristic product or destination and the use of new resources in promotion. Because with each passing day, both tourism activities and tourists gain global dimension. In this context, social media, which has taken its place as a rising value in the means of communication, has reshaped the tourism habits. Instagram, one of the social networks where visual content sharing is at the forefront, is one of the most effective tools of social media (Uca et al. 2016).

One of the most important elements of festival and carnival motive is the desire to have fun and different experiences. Participating in the tomato wars in La Tomatina and running in front of bulls in San Fermin are the most popular examples (Yıldırım et al. 2016).

In summary, it is seen that the shared photos and videos play an important role in the preferences of participating in the 7th International Orange Flower Carnival. The positive contribution of interactive sharing to touristic preferences and the effect of these opportunities in guiding tourism activities are other results. The results were in line with the previous results (Aktan and Koçyiğit 2016; Eryılmaz and Yüçetürk 2018; Doğan et al. 2018) in the literature and supported them. For this reason, it can be emphasized that all stakeholders who contribute to the organization of the International Orange Flower Carnival will benefit from this digital platform to create brands and guide tourism movements. Especially in positive image and promotional activities, it is aimed to reach directly to social media users with professional content by receiving professional support.

As the results of the research are limited to the measurement tool used and the answers given by the participants, the generalizability of the results obtained is limited. The wide spread of the festival, the continuation of the activities, the implementation of the questionnaire and interviews caused various difficulties. Taking these limitations into consideration, other stakeholders of tourism may also be included in the research. Thus, the impacts of social media on different stakeholders can

be identified and compared. In addition, the role of social media phenomena in tourism movements in the International Orange Flower Carnival can be examined.

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GENİŞLETİLMİŞ ÖZET

AMAÇ

Bu perspektifle etkinlik turizmi çerçevesinde ele alanın çalışmanın temel amacı, 7. Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihlerinde instagram kullanımının etkisini belirlemektir.

YÖNTEM

Araştırmanın verileri 7. Uluslararası Portakal Çiçeği Karnavalı katılımcılarına uygulanan anketler ve mülakatlar ile elde edilmiştir. Bununla birlikte gözlem ve katılımcı gözlem yöntemleri kullanılmıştır. Katılımcıların sosyo-demografik özelliklerine, 7. Uluslararası Portakal Çiçeği Karnavalı'na ve sosyal medya kullanımına ilişkin verileri toplamak amacıyla anket formu geliştirilmiştir. Anketler 3-7 Nisan 2019 tarihlerinde araştırmaya katılmayı kabul eden 400 kişiye, tesadüf olmayan örnekleme tekniklerinden kolayda örnekleme yöntemi kullanılarak yüz yüze uygulanmıştır. Eksik ya da hatalı doldurulan 13 anketin veri setinden çıkartılmasıyla 387 kullanılabilir anket ile analizlere geçilmiştir. Ayrıca instagram kullanan 10 katılımcıya araştırma konusu ve amacı ile ilgili açık uçlu sorular yöneltilmiştir. Anket ve görüşme soruları oluşturulurken Eryılmaz ve Yücer, (2018) ile Doğan, Pekiner ve Karaca, (2018)'den faydalanılmıştır.

BULGULAR

7. Uluslararası Portakal Çiçeği Karnavalı katılımcılarının %65,0'ı Adana'da yaşarken, %25,7'si Adana dışındaki illerde, %09,3'ü yurtdışında yaşamaktadır. Daha önce Uluslararası Portakal Çiçeği Karnavalı'na katılanların oranı %76,3 olup, ilk defa katılanların oranı %23,7'dir. Uluslararası Portakal Çiçeği Karnavalı'na katılanların katılım amaçları incelendiğinde en önemli katılım nedeni %37,1'lik oranla eğlence olarak belirtilmiştir. Karnaval hakkında en çok yararlanılan bilgi kaynaklarının sırasıyla arkadaşlar-yakınlar (%43,3), sosyal medya (%41,0), tv (%06,2), dergi-gazete (%04,9) ve diğerleri (%04,6) olduğu tespit edilmiştir.

Ankete katılanların sosyal medya kullanımına ilişkin cevapları değerlendirildiğinde facebook (%78,9) ve instagrama (%75,7) üye olanların birbirine çok yakın ve oldukça yüksek oranlara sahip olduğu görülmektedir. Katılımcıların sosyal medya kullanma sıklığına bakıldığında %66,0'ının, sosyal medyaya gün içinde 60 ile 120 dakika aralığında zaman ayırdığı ortaya çıkmaktadır. Ayrıca Uluslararası Portakal Çiçeği Karnavalı'na katılmadan önce instagramda bu karnaval ile ilgili bir paylaşımına denk geldim diyenlerin oranı %89,0'dır. Instagramda gördüğüm Uluslararası Portakal Çiçeği Karnavalı ile ilgili paylaşımlar bu karnavala katılma tercihimde etki oldu diyenlerin oranı ise %91,7 gibi oldukça yüksek bir değerdir. Bu soruya alınan cevaptaki yüksek oran, sosyal medyanın turist tercihlerini etkileyen önemli bir faktör olarak değerlendirilebileceğine işaret etmektedir. Katılımcıların %93,9'u "Uluslararası Portakal Çiçeği Karnavalı'na katılmamın tek nedeni instagramda gördüğüm paylaşımlardan etkilenmemdir" soruna hayır cevabını vermiştir. Yine katılımcıların %72,4'ünün Uluslararası Portakal Çiçeği Karnavalı sırasında veya sonrasında karnaval ile ilgili paylaşım yaptığı belirlenmiştir.

Konu ile ilgili ayrıntılı bilgilere ulaşabilmek, algıları ve olayları doğal ortamında gerçekçi ve bütüncül bir biçimde ortaya koyabilmek amacıyla, 10 kişi ile mülakat yapılmıştır. Bu doğrultuda gözlem, katılımcı gözlem ve anket yoluyla elde edilen verileri zenginleştirmek için katılımcılara üç soru sorulmuştur. Bunlardan "Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihinizde instagramda yapılan paylaşımların etkisinin ne kadar olduğunu düşünüyorsunuz? Neden?" sorusuna katılımcıların çoğu bu paylaşımlardan etkilendiklerini ve instagramın etkisinin fazla olduğunu belirtmişlerdir. Ayrıca katılımcılardan Uluslararası Portakal Çiçeği Karnavalı ile ilgili en çok etkilendikleri instagram paylaşımlarına yönelik değerlendirme yapmaları istenmiş ve bu paylaşımların içeriklerine ilişkin kodlar oluşturulmuştur. Bu açıdan katılımcıların hepsi eğlence (10) içerikli fotoğraf ve videolardan etkilendiklerini ifade etmiştir. Katılımcıları en çok etkileyen unsurlardan biri de organizasyonun önemli bir simgesi haline gelen, renkli görüntülere sahne olan karnaval kortejini (10) içeren paylaşımlardır. Nitel bir sürecin izlendiği bu aşamada son olarak "Beklentilerinize yanıt bulabildiniz mi?" sorusunun cevabı aranmıştır. Öncelikle katılımcılardan sekizi beklentilerinin karşılandığını ifade ederken, ikisi karşılanmadığını ifade etmiştir.

SONUÇ VE TARTIŞMA

Ulusal ve uluslararası birçok bölgede, festivaller, şenlikler, anma törenleri ile sportif aktiviteler gibi etkinlikler, turizmi çeşitlendirmek ve canlandırmak, turizm gelirlerini arttırmak, turizm sezonunu genişletmek, organizasyonun yapıldığı sahaya dikkat çekmek ve olumlu bir imaj oluşturmak amacıyla kullanılmaktadır. Çünkü bir bölgede gerçekleşen etkinlikler, bunların sayısı ve niteliği, bölgenin çekiciliğini arttırmakta ve tanıtımını yapmakta oldukça önemlidir. Dolayısıyla turizm talebini arttırabilmek ve rekabette öne çıkabilmek için geliştirilen olgulardan biri de kültür turizmi altında ele alınan etkinlik turizmidir. Küreselleşme ile oluşan rekabet ortamında öne çıkmak için temel ve alternatif ürünler oluşturmak kadar, bu turistik ürünün veya destinasyonun tanıtımı ve tanıtımda yeni kaynaklar kullanmak, zorunlu hale gelmiştir. Bu bağlamda iletişim araçları içerisinde yükselen bir değer şeklinde yerini alan sosyal medya, turizm alışkanlıklarını yeniden şekillendirmiştir. Görsel içerik paylaşımının ön planda olduğu sosyal ağlardan biri olan instagram, sosyal medyanın en etkili araçlarından biridir (Uca Özer, Albayrak ve Güdük, 2016). Bu çalışmada söz konusu etki göz önüne alınarak 7. Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihlerinde instagram kullanımının rolünü belirlemek amaçlanmıştır.

Bu amaçla elde edilen veriler değerlendirildiğinde 7. Uluslararası Portakal Çiçeği Karnavalı'na katılım tercihlerinde, paylaşılan fotoğraf ve videoların, önemli bir role sahibi olduğu görülmektedir. Etkileşimli paylaşımların turistik tercihlere pozitif katkıları ve bu imkânların turizm faaliyetlerini yönlendirmedeki etkisi, ortaya çıkan diğer sonuçlardır. Sonuçlar, literatürde sosyal medyanın tüketicinin kararları üzerindeki etkisine yönelik daha önce elde edilen sonuçlarla (Aktan ve Koçyiğit, 2016; Eryılmaz ve Yüçetürk, 2018; Doğan, Pekiner ve Karaca, 2018) paralellik göstermiş olup onları da desteklemiştir.

Araştırma sonuçları kullanılan ölçme aracı ve katılımcıların verdiği cevaplarla sınırlı olduğundan elde edilen sonuçların genellenebilirliği de sınırlıdır. Festivalin geniş bir alana yayılmış olması, aktivitelerin aralıksız devam etmesi, anket uygulamaları ve görüşmeler esnasında çeşitli zorluklara neden olmuştur. Bu sınırlılıklar göz önünde bulundurularak, turizmin diğer paydaşları da araştırmaya dâhil edilebilir. Böylece sosyal medyanın farklı paydaşlar açısından ne tür etkilere sahip olduğu belirlenip, karşılaştırmalar yapılabilir. Ayrıca sosyal medya fenomenlerinin Uluslararası Portakal Çiçeği Karnavalı özelinde turizm hareketlerindeki rolü incelenebilir.