Analysis of the Customer Experiences with Netnographic Investigation: A Cappadocia Region Five-Star Hotels Case*

Marka Sadakati Oluşturan Müşteri Deneyimlerinin Netnografik Analiz İle İncelenmesi: Kapadokya Bölgesi Beş Yıldızlı Otelleri Örneği

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Abstract
Recently, customer experience has been crucial for the customers to be able to develop brand loyalty. An exclusive customer experience provides an important contribution in building brand awareness, providing customer loyalty and added profitability for businesses. The aim of this study is to reveal dimensions that constitute customer experience in the hotel business with the help of data obtained from customer comments written in the online environment. The method of study is based on qualitative research methods. Data for the study was obtained from the customers who stayed in five-star hotels in Cappadocia region and wrote comments about the hotels they stayed in. The obtained data were analyzed by means of case studies. As a result, it is shown that customer experience takes form around five main topics. These dimensions are 'comfort', 'pleasure', 'innovation', 'awareness' and 'feeling of enjoyment'. Another result of the study is that positive customer experience contributes to brand loyalty. The limitation of the study is that the data were only collected from 5-star hotels in Cappadocia region and from the comments in www.tripadvisor.com website.
Key Words: Netnography, Cappadocia, Customer Experience, Brand Loyalty

Öz
Günümüzde, müşterilerin marka sadakati geliştirebilmelerinde müşteri deneyiminin önemli bir yeri bulunmaktadır. Seçkin bir müşteri deneyimi, marka bilinirliği oluşturma, müşteri sadakatini sağlama ve işletme için karlılığı arttırma gibi önemli katkılar sağlamaktadır. Bu çalışmanın amacı otel işletmelerinde online ortamda yazılmış müşteri yorumlarından elde edilen verilerle müşteri deneyimi ve marka sadakati arasındaki ilişkiyi incelemektir. Çalışmanın yöntemi nitel araştırma yöntemine dayanmaktadır. Çalışmanın verileri, müşteri deneyimleri bağlamında Kapadokya bölgesindeki beş yıldızlı otellerde kalan ve yorumda bulunan otel müşterilerin elde edilmiştir. Elde edilen veriler vaka analizi aracılığa ile analiz edilmiştir. Çalışma sonucunda, müşterilerin deneyimleri beş ana başlık etrafında şekillendiğini göstermiştir. Bu boyutlar, sırasıyla 'rahatlık', 'haz', 'yenilik', 'farkında olunma' ve 'güzel bulma hissi' olmuştur. Çalışmanın diğer bir sonucu da, olumlu müşteri deneyiminin marka sadakatine olumlu yönde katkı yaptığı yönündedir. Araştırmanın sınırlılığı ise verilerin sadece www.tripadvisor.com internet sayfasından ve Kapadokya bölgesindeki 5 yıldızlı otellerden toplanmış olmasıdır.
Anahtar Kelimeler: Netnografi, Kapadokya, Müşteri Deneyimi, Marka Sadakati.

1. Introduction

Businesses of today have to make a lot of effort to keep their existing customers and acquire new customers. At this point, a better understanding of consumers directly affects the success of the businesses. To know the changing needs of customers and the experience gained by customers while looking for an answer to their needs is very important for businesses. Creating customer experience might provide significant benefits in building brand awareness and increasing customer loyalty. The first step to obtain these benefits is to understand the customer experience. However, the customer experience is a difficult subject to understand. With widespread use of the Internet and the increase in using social media, the customer reviews are very common to find in these areas where they share their experiences. With the impact of these developments, consumers are now being significantly affected by the comments in this virtual environment and are often making decisions according to these reviews (Rageh et al., 2013). Therefore, it is very important to interpret comments written by the customers in virtual environments for an understanding of customer experience.

Customers who buy the product or services in fact buy the feelings and thrills they intend to live and the memories that will be remembered later in their lives (Mascarenhas et al., 2006). Businesses who wish to ensure customer satisfaction, make use of the customer experience and to achieve this, they take decisions on which framework they will define the customer experience and how they will manage it. To focus on the customer experience requires a rather complex process for businesses. Understanding the experience and its impact on customer loyalty is very important for today's businesses. Top managers as well as all employees in the company need to care about customer experience. In addition, businesses must take into consideration on which level they are going to position customer experience and which decisions should be made to determine how they will differentiate from their competitors. In this context, in the study, by examining the online comments made under the five-star hotel category in the Cappadocia region, the dimensions that constitute the customer experience in the hospitality industry were investigated. However, the number of studies that dealt with the customer experience in the field of tourism marketing with netnography method is relatively low. It is thought that this research will make a contribution to the literature.

2. Customer Experience

Schmitt (2003) stated that experience consists of four stages. These stages can be defined as; experience under the influence of customers' very own socio-cultural background, experience gained while using the product or service, experience related with its own category and experience specific to the product or brand. Pine and Gilmore (1999) define customer experience as creating an event that remains in mind by attracting the attention of customers through the use of company's main service and products as supporting roles. Gentile et al. (2007) stated that the customer experience is the resulting product of the interaction between the customer and the product but also an open issue which is prone to the interference of the business.

According to Gentile et al. (2007) customer experience comprises of the interactions between the customer, product, company or a part of the organization. This is strictly an individual customer experience and requires the inclusion of customer at different levels (rational, emotional, sensory, physical or mental). According to Meyer and Schwager, (2007) customer experience is the internal and subjective response of customers to the direct and/or indirect relationship they have

established with the business. However, Prahalad and Ramaswamy (2004) stated that the customer experience is customers' reformation of their very own experiences. According to the authors, customers evaluate the experience offered to them not only with the physical aspects of the proposals presented at the time but also according to what they expect. Experience for customers is additional activities which are offered by the company along with the product and service. The experience remains in the mind of a customer only when the experience is remarkably unique. What's really valuable for customers is not to buy a memorable experience, but to have the opportunity to live a memorable experience. Another feature of this experience is that it is unique and extraordinary. Finally, to establish personal ties with customers is another critical feature that makes it possible to experience the physical and social interaction.

2.1. Dimensions of Customer Experience

Dimensions of the customer experience have been addressed in different ways in different studies. Holbrook and Hirschman (1982) described the dimensions of pleasure as feelings, fantasy and entertainment. For Arnould and Price (1993), the dimensions of the customer experience is harmony with nature, public/personal growth and renovation. Pine and Gilmore (1999), defined the dimensions of customer experience as entertainment, education, aesthetic and getaway. Poulson and Castle (2004) identified the dimensions of customer experience as personal interest, novelty, surprise, learning and participation. Gentile et al. (2007) defined dimensions of customer experience as reactive, emotional, cognitive, beneficial, lifestyle and connection. Rageh et al. (2013) defined the customer experience in eight different dimensions: comfort, pleasure, educational, innovation, awareness, relational, security and beauty.

Table 1: The Dimensions of Customer Experience

Author(s)	Date	The Dimensions of Customer Experience
Holbrook and Hirschman	(1982)	Fantasies, emotions, entertainment
Arnould and Price	(1993)	harmony with nature, public and personal development, renovation
Pine and Gilmore	(1999)	Entertainment, education, aesthetics, getaway
Poulson and Kale	(2004)	Personal interest, innovation, surprise, learning, participation
Gentile et al	(2007)	Sensory, emotional, cognitive, utilitarian, lifestyle and connection
Rageh et al	(2013)	Comfort, pleasure, educational, innovation, awareness, relational, security and beauty.

As can be seen above, there are quite different approaches and definitions to understand the dimensions of the customer experience in the literature. There is no model that has reached consensus in which approach these dimensions will be discussed. Moreover, with the aim of understanding the dimensions of experience, studies that focus on the process rather than experience also exist.

2.2. Previous Research on the Subject

Within the scope of customer experience, in the field of tourism, there are studies available on topics such as customer satisfaction and customer loyalty. Vargo and Lusch (2004) implied that in order to understand the experience of customers, for the academic knowledge producers, it would be more appropriate to focus on empirical studies rather than theoretical studies. Tyne and McKechnie (2009) added a new

perspective to the issue of customer experience by addressing the subject in their in-depth study. Within this context, they undertook research that aimed to improve communication between academic and practical knowledge producers on customer experience.

Güzel (2014) examined the customer experience through shared online comments. In the study, he examined a tourist resort in the province of Antalya through tripadvisor.com website. according to the findings of the study, customer experiences were identified around four main themes. These experiences are physical evidence (the hotel's physical properties), food-beverage quality, leisure activities and the quality of service. Each main heading is divided into sub-headings. In addition, it was determined on which facilities the hotel customers wrote more reviews. Papatya et al. (2013) explored which experiential values are at the forefront for tourists staying in four and five-star hotels in Muğla. As a result, it was found that seven factors influence the experiential value. Among these seven factors, "entertainment and getaway" were identified as factors that would affect the tourists' loyalty to the business. In addition, it was determined that "getaway" dimension contributes the most to customer satisfaction.

Erdem (2010) discussed in what ways customer expectations has changed lately and how the tourism industry can adapt to these changes. According to the author, the very services customers can find or hope to find in every hotel are not enough to satisfy them. Therefore, it is of great importance for the businesses to innovate. On the other hand, tourists who are less satisfied with the service they received in the facility, are less likely to stay in the facility again. In this context, it is important to address customer's demand of innovation. In their study, Onaran et al. (2013), investigated the effect of customer satisfaction, brand loyalty and customer relationship management to the customer value. As a result of the study, it was found that emotional value, social value and perceived sacrifice have an impact on customer satisfaction, but functional value doesn't represent a significant relationship.

Table 2: Studies that Include Netnographic Analyses of Customer Experience in Tourism

Date	Author(s)	Aim of the Research	Findings of the Research
2009	Tussyadiah and Fesenmaier	To examine the comments written to the videos of different lengths which were made about the city of New York and uploaded by individual users.	Videos either help people to recollect their past experiences (reminder role) or satisfy their desire to be in New York (satisfaction role).Also it was argued that shared online videos partially cater to the hedonic expectations of the tourists.
2006	Morgan	To analyze how the participants react to Folk Festival being held by a new organizer and to some changes that were made in the organization.	The complaints of participants are determined to be complaints for not being able to use time efficiently rather than deficiencies in the physical environment. The center of experience has been found to select one out of dozens of different activity options and enjoying it. The main activity has been identified as spending time with friends before or after different experiences.

Table 2 (continued)

2011	Jeacle and Carter	To examine the image of the touristic activity evaluation website tripadvisor.com in the eyes of users.	'Tripadvisor.com is described as a trusted source of information among tourists that are defined as 'Independent travelers' who make their own travel plans. On the other hand, it was argued that the reason people trust this site is the comments on the site that rely on the experience of individual people and several numerical orders created by the website.
2013	Rageh et al.	In this study, it is determined what customer experience is and what factors shape the customer experience.	The study includes online comments made by tourists visiting Egypt. As a result, it was revealed that the customer experience has eight different dimensions. These dimensions are comfort, pleasure, educational, innovation, awareness, relational, security and beauty.

Studies analyzing customer experience in depth are relatively limited. However, several studies in which customer experience in tourism was netnographically analyzed can be found in the table above.

3. Methodology

The aim of this study is to determine dimensions that create customer experience with the data obtained from the comments written for hotel businesses in an online environment. Qualitative research methods were used in this study. The basic model of this study is Netnography, which is among the qualitative research methods. Netnography is based on doing a research with an exploratory approach in accordance with the nature of qualitative research. Besides enabling 'dense description' (Geertz, 1973) which is one of the basic criteria of ethnographic studies in order to understand the world of customers; Netnography also helps to provide an understanding of consumers which is difficult to analyze and limited with traditional methods (Langer and Beckman, 2005).

Netnography is a marketing technique that can be used to understand the factors affecting the decision-making process and the needs of consumer groups in a virtual environment. Additionally, it is time-saving when compared with traditional ethnographic methods and provides detailed data (Kozinets, 2002). The long period of time needed to reduce the impact of researchers and to enable them to be domestic on ethnographic methods in Netnography is very short.

To be included in a virtual group is much easier and shorter than a group in real world. In addition, in netnography, the researcher, without having to know the people, can collect data in a hidden way in the virtual environment in which public information is available (Medberg and Heinonen, 2014) and in virtual communities s/he can perform the research in 'secret research' form (Langer and Beckman, 2005).

In this study, the data collected by Netnography was analyzed by the coding method. The Nvivo software program was used for these analyses. The researcher utilized open, axial and selective coding methods respectively and in combination (Miles & Huberman, 2002; Spiggle, 1994; Strauss & Corbin, 1990). Researcher primarily used open coding to avoid limiting him/herself. Similarities and differences were sent under different categories according to each comment, and at this stage, all the comments that meet the criteria were used and none of the comments were omitted.

Afterwards, by creating clearer categories, axial coding was made, and unnecessary comments were eliminated. In the final step, by combining these categories with the related literature, the dimensions of the customer experience were defined. After the selective coding, the appropriate dimensions of these reviews were matched with corresponding dimensions and the analysis was completed.

Traditional ethnographic research methods, from which Netnography take their origins, usually consist of 5 levels. These are: to enter the desired target investigation group, to collect data / analyze, to ensure the credibility of the interpretation of data, control of the ethics and finally to make member control or to receive feedback from participants (Lincoln and Guba, 1985; Kozinets, 2002).

In input stage, in this study, customer reviews which provided customer experience were obtained from www.tripadvisor.com website. Before selecting the website, the researcher examined leading Turkish and English websites where comments of tourists accumulated. Searches such as Cappadocia "," hotel "," "customer experience", "customer comment" were made. In the context of data collection, "Cappadocia "and "Kapadokya" searches were made. Then the hotel results were filtered according to their stars and the resulting six hotels bearing five stars were included in the research. The relevant sections of these hotel websites were examined. Of the comments, English and Turkish comments were taken into account. Comments in other languages were not included as the researcher doesn't know these languages and when automatic translation was used, the customer experience couldn't be fully understood in the comments and this could undermine the credibility of the study.

All the comments for each hotel were collected in Nvivo software for analysis. For these six hotels, a total of 939 comments were made during a two-year period. In terms of analysis, comments containing experience were coded according to dimensions of experience. After the coding, 180 reviews containing experience were grouped under five different dimensions. The determined dimensions of experience are pleasure, comfort, innovation, awareness and feeling of enjoyment. In terms of research ethics, customer virtual names were not used.

In addition, in the case of a membership to some virtual groups, if people gave approval, personal information such as age, sex, physical location and occupation can be accessed. Yet accuracy of this information is questionable. For these reasons, it would be a more appropriate choice for the researcher not to include this information in the study. Finally, in the context of member control, in order to understand the customer experience, since it is impossible to reach the tourists who were the authors of comments, member control wasn't carried out.

The population of this study is the comments that are made through www.tripadvisor.com for the 5 star hotels in Cappadocia region. The size of the population is 2094 comments. Among these comments, the comments written between 2013 and 2014 were selected as sample for this study. Following this, the selected 939 Reviews dating between 2013-2014 were examined whether they included experience. Finally, 180 comments were subjected to detailed analysis.

There are several reasons why Cappadocia region was selected for the study. With its unique nature, natural beauty, and history, the Cappadocia offers many tourists experiences they can never find anywhere else. In recent years, a steady increase has been observed in the number of tourists coming to the region and annually more than 2.5 million tourists are having vacation in this region (haber7.com,

2013). The number of tourists coming to the region is increasing more than the average in Turkey (Habertürk, 2013). This shows that the region is becoming a major attraction with every passing year (Sabah, 2014). In Cappadocia, where tourism is developing rapidly, the presence of facilities for every budget (Hürriyet, 2015) can be the reason of rapid revival of tourism in the region.

In this study, in the context of validity, the researcher attempted to be very careful as he might have his own prejudices and expectations. In addition, one of the most important problems in qualitative research is to be able to choose the most striking data from a deep quantitatively enormous data set. Therefore, the researcher tried to avoid this problem by re-reading and re-evaluating the comments. In terms of reliability, the researcher shared and cross-checked the data with a fellow researcher in order to ensure the accuracy of the data and whether the analysis was performed without manipulation. In addition, in terms of consistency, while eliminating the data in Nvivo software for analysis in first phase, he performed re-checks backwards and controlled the decisions he had made. On the other hand, the researcher clearly elaborated the methods used in the process of data collection and analysis and he aimed at providing the necessary conditions for verifiability criterion.

In Qualitative research studies, the research question becomes clear in accordance with the cyclical, and interactive process. Basic research questions identified by the researcher in the study are listed below.

• What are the dimensions of the customer experience?

In the sequence of implementation of this study, it is planned to follow the sequence of research questions. In analysis phase, initially, the dimensions of the customer experience were specified and the factors affecting tourists were clustered under certain dimensions. These dimensions were then investigated in detail.

4. Research Findings

In this study, the data were collected from the five-star hotels shown in tripadvisor.com which are located in the Cappadocia region. In the data obtained from the Internet, five different themes have been identified. When compared with the major studies of literature, (Otto and Ritchie, 1996; Gentile et al., 2007; Poulson and Kale, 2004; Rageh et al., 2013) the dimensions that have been observed are as follows: comfort, innovation, pleasure, a sense of beauty and awareness.

4.1. Comfort
In light of the data obtained in the study, "comfort" emerged as one of the dimensions of customer experience. The dimension of comfort was evaluated under six headings. In the context of the data gathered from the customers, the subcategories constituting under the dimension of comfort are summarized in the table 3 shown below.

Table 3: Subcategories that Constitute the Dimension of Comfort

Feel yourself at home instead of hotel
To have an idea about the history of the rooms
Hygiene
Services offered
View
Bathhouses

The degree of convenience and comfort of the beds the hotels offer is mentioned quite often in the comments of customers. Special Bathhouse for Room is a different experience for many tourists and it is understood that customers are satisfied with their experiences. As well as customers who call their rooms "like a home", there are customers that define their house as "home" so as to show their belonging and emotional bonding. In addition to the quality of the rooms, the hotel staff's interest and care for the guests may contribute to the emergence of the feeling. Customers residing in the cave rooms have concerns about the hygiene of rooms, but they are reluctant to stand back from this experience. Cappadocian landscape both touched the feelings and appreciation of customers and provided an excellent opportunity for the customers to delve into thoughts away from stress. Hotels leaving the concept of bed and breakfast helps the customers to get more experience from hotel's services and often leads to more positive comments.

The findings obtained from the customer experience in scope of comfort was consistent with the findings of previous studies (Shoemaker, 1989; Otto and Ritchie, 1996). Customers tend to prefer hotels that provide comfort and relaxation. In sharing their experiences, tourists stressed providing comfort feature of hotels.

4.2. Pleasure

In light of the data obtained in the study, another dimension of customer experience emerged as "Pleasure". The dimension of pleasure is assessed under four subcategories. In terms of the data obtained from the customers, the subcategories under the dimension of pleasure are summarized in the table 4 shown below.

Table 4: Subcategories that Constitute the Pleasure Dimension

Food and beverages
Luxury integrated with nature
The location and views
Attitudes of employees

The dimension of pleasure has been a factor highlighted in previous studies (Pine and Gilmore, 1999; Otto and Ritchie,1996) with its customer experience aspect. Studies performed in this study support this view. Tourists' pursuit of pleasure in their stays are observed. Mention of the pleasure customers felt from the food they tasted at the hotels were not missing from the comments. In fact, it was observed that there are comments of tourists who give suggestions on where to eat and drink and some of them stated that they cannot get enough of the taste of food so they want to stay at the same hotel again. Luxury products has emerged as a component of pleasure in some customer comments. Especially decor choices of hotels, their selection of furniture in the rooms - even the finest details- are subject to inspection by customers. There is no doubt that unique natural structure of Cappadocia takes an important place in the comments of tourists who joined a hot-air balloon tour or chose to watch the balloons from the hotel. It is understood that, to establish a stronger link between the place and the customer, it is useful for customers to have more information about the place. At this point, it is hotel staff's duty to help tourists in associating with the hotel and region. In some hotels this task has been performed successfully. In some cases, customers had a memorable experience when the hotel staff cared for them exclusively.

4.3. Innovation

In light of the data obtained in the study, "Innovation" emerged as a dimension of customer experience. The dimension of innovation is assessed under four subcategories. In terms of the data obtained from the customers, the subcategories under the dimension of innovation are summarized in the table 5 shown below.

Table 5: Subcategories that Constitute the Innovation Dimension

The hot-air balloon trip
Watching the hot-air balloons
accommodation in the cave rooms
technical specifications of the rooms

It is understood from the comments that for most of the tourists, hot air balloon ride is a 'must do'. A hot-air balloon ride in Cappadocia and watching the landscape from above is a remarkable experience which many customers define as 'fascinating'. However, it is no doubt that another reason this activity is 'innovative' is that many customers have never experienced it before. Some customers who stayed in other hotels stated that they would prefer to stay in the caves for the next time, and that they want to experience a stay in a cave. When comments of people who stayed in other hotels were examined, it was observed that many customers who stayed in the caves left the hotel extremely satisfied. Staying in a cave was defined by many tourists as 'Cannot be found anywhere else'. This significantly shows that this experience is 'innovative'. The analysis showed that in customer comments, innovation aspect has a significant place in the trips tourists made. The findings are consistent with (Poulson and Kale, 2004; Rageh, 2013).

4.4. Awareness

In light of the data obtained in the study, another dimension of customer experience emerged as "awareness". The dimension of awareness is assessed under five subcategories. In terms of the data obtained from the customers, the subcategories under the dimension of innovation are summarized in table 6 shown below.

Table 6: Subcategories that Constitute the Awareness Dimension

Personnel
Exclusive services
Services provided to employees
Food options
The qualities of the place of accommodation

As the hotel creates a sense of awareness when the customer is contacted after booking, it also can encourage its customers to experience activities that they might not be aware of otherwise. Provision of exclusive services makes the customers feel more special. For example; a breakfast package prepared for customers who have to leave early. As far as can be understood from the customer comments; when the hotel staff shows care for tourists' children, tourists share their content in comments. From the experiences, it is seen that customers couldn't find suitable food for themselves, but they had staff to assist them in this regard and it is understood that special meals

were prepared for them. In addition to the close attention of staff to satisfy customers, it is well understood from customer comments that satisfaction on the hotel rooms is an important aspect. While some customers were affected by the modern features in the room, some others expressed that they were affected by the room's reflection of the mystical air of the region and they felt that they are special. Examination of the survey data showed that dimension of awareness attaches importance to customers. It was understood that tourists write more positive comments for the businesses where they feel important and a greater number of people share comments. The findings are compatible with Otto and Ritchie (1996).

4.5. Feeling of enjoyment

In light of the data obtained in the study, a dimension of customer experience emerged as "feeling of enjoyment". The dimension of feeling of enjoyment is assessed under four subcategories. In terms of the data obtained from the customers, the subcategories under the dimension of innovation are summarized in the table 7 shown below.

Table 7: Subcategories that Constitute the Feeling of Enjoyment Dimension

View
Architectural structures
Local cultural reflections
Nature

In customer reviews, beauty of Cappadocian nature was mentioned in instances where the hotel could present a view of nature. For example, the tour of the hot-air balloons can only be viewed from several hotels. Sunrise and sunset views are mostly acclaimed, providing the tourists to live unforgettable moments. Man-made architectural structures can win the appreciation of customers' feeling of enjoyment as much as nature. As some customers liked staying in cave rooms, they were more excited when they had more information about the transformation of the caves into hotel rooms. They also expressed their appreciation for being informed. Some tourists wonder about local culture and want to learn more about it. At this point, some of the hotels reflect local cultural elements to the hotel's public spaces and rooms which allow customers to examine local crafts more closely. As part of the customer experience, feeling of enjoyment may be felt for the nature or may arise in relation to the offered possibilities. The obtained data is consistent with Rageh (2013).

5. Discussion and Conclusion

In this study, customer comments were examined which were made for the five-star hotels in the Cappadocia region. By examining the customer experience in the tourism sector, which is relatively recent in the literature, this study aims to contribute to the content and the methodological aspect of literature. In the study, experiences, which customers shared in a positive / negative way based on what they were inclined to were investigated and the researchers did not have any impact on this process. Thus, the data obtained is intended to be closer to the reality. In addition, as each customer's experience is unique, transfer of customer experience without intervention is important for the reliability of the research results. In the light of the obtained data, experiences of people who stayed in five-star hotels in Cappadocia region and wrote to the mentioned web site are shaped around five main headings. These headings are 'comfort', 'pleasure', 'innovation', 'awareness' and 'feeling of enjoyment' in order of investigation.

Customer comments examined under Comfort heading indicate that customers expect to spend their stay in a comfortable environment. Many customers expressed in their comments that the activities carried out during the day in Cappadocia can cause physical exhaustion and they wanted to get rested in the hotel.

From the comments examined under the heading of pleasure, it is understood that element of pleasure is an important part of a positive customer experience. The feeling of pleasure can be present in all actions and in environments that excite customers and embody their memories. In the investigated comments, the pleasure dimension of customer experience is observed across different situations. From the comments, it is understood that customers hope to feel pleasure from their accommodation as well.

From the comments analyzed under the heading of innovation, it is understood that customers have a keen interest in a thing which is new for them. The dimension of innovation in the customer experience can develop at various points. An activity, taste of a food, a geographic structure, an architectural structure may contain elements of innovation in itself.

The analyses conducted under the awareness dimension show that the feeling of awareness derives from the attitudes and behavior customers received which make them feel important or because of the financial facilities they have. Especially, hotel staff's relationship with customers has a significant share in the occurrence of this feeling. Dimension of awareness is the most common dimension in the examined customer comments.

The feeling of enjoyment is the last of the examined dimensions. Investigation of the customer experience shows that tourists include in their comments the objects, landscapes and structures they enjoyed.

In summary, within the context of the study, customer experience has five dimensions. These dimensions are comfort, pleasure, innovation, awareness and feeling of enjoyment. These dimensions are consistent with past academic studies (Shoemaker, 1989; Otto and Ritchie, 1996, Pine and Gilmore,1999; Poulson and Kale, 2004; Ismail 2011, Rageh et al, 2013). The findings show that all of the five dimensions of customer experiences take an important place in obtaining a positive customer experience, but the most important dimension is found to be 'awareness'. In the customer comments of tourists with positive customer experience, these three states associated with brand loyalty are identified; "never wanting to leave the hotel", "wishing to come back to the hotel again", and "recommending the hotel to others".

It is observed that the factor that contributes most to the customer experience positively is the hotel staff. Considering that they deal with the customers, the hotel staff can be said to have critical importance in ensuring customer loyalty. A study can be undertaken in this context. On the other hand, the role of staff in the customer experience can be examined in more detail. The researcher examined hotels in Cappadocia region which are classified by the www.tripadvisor.com website with 'five-stars'. This shows the limitation of the study. A new study examining the hotels with cave room concept which can be considered in a different category can provide new findings. A similar study can be designed only to focus on ' hot-air balloon tours'.

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