

## A STUDY ON THE ANALYSIS OF E-COMPLAINTS AGAINST FOOD AND BEVERAGE BUSINESSES: THE CASE OF ALAÇATI<sup>1</sup>

YİYECEK İÇECEK İŞLETMELERİNE YÖNELİK E-ŞİKAYETLERİN ANALİZİNE YÖNELİK BİR ARAŞTIRMA: ALAÇATI ÖRNEĞİ

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### ABSTRACT

TripAdvisor website; it offers tourists who experience destinations and businesses in destinations the opportunity to comment, evaluate and share. In addition to positive evaluations of their experiences, tourists can seek solutions and have ideas by sharing complaints. In this study, as of September 25, 2021, it is aimed to analyze the complaints about the food and beverage businesses in Alaçati destination via the TripAdvisor website, using the netnography method. In this context, using TripAdvisor's "Discover Your Destination" guide, Turkish reviews of 240 food and beverage businesses listed for Alaçati were collected by data mining.

<sup>1</sup> This study is "Examination of TripAdvisor Users' Complaints about Food and Beverage Businesses: The Case of Alaçati", which was presented verbally by Aydın ÜNAL, Onur ÇELEN and Sinan Baran BAYAR at the 5th International Gastronomy Tourism Studies Congress organized under the leadership of Sakarya University of Applied Sciences, between 7-9 October 2021; it was created by diversifying and expanding the research parameters of the paper titled.

In order to analyze the data correctly and meaningfully, “Bad” and “Terrible” comments in the “Traveler Score” category were included in the research. In the research data collection process, a total of 1586 complaints about the food and beverage businesses in Alaçatı destination were reached by using WebHarvy Web Scraping Software and MAXQDA 2020 programs. It has been determined that these complaints-containing comments include 6185 different complaints. User's complaint comments; they are classified under the main themes of “Price”, “Service Area and Physical Environment”, “Menu”, “Employee”, “Service” and “Food and Beverage Quality”. As a result of the research; 32.8% of users are price, 20.6% food and beverage quality, 17.1% employee, 14.1% service, 8.5% service area and physical environment and it has been determined that 6.9 of them are related to the menu. In addition, it was determined that TripAdvisor users shared many complaints about the food and beverage businesses in Alaçatı destination, generally about the expensiveness of the products, the quality of the employee and the service understanding.

**Keywords:** Food and Beverage Businesses, TripAdvisor, User Complaints, Netnography Method, Alaçatı

## ÖZET

TripAdvisor web sitesi; destinasyonları ve destinasyonlarda bulunan işletmeleri deneyimleyen turistlere yorum, değerlendirme ve paylaşım yapma fırsatı sunmaktadır. Turistler yaşadıkları deneyimleri olumlu değerlendirmelerinin yanı sıra şikâyet içerikli paylaşımlar yaparak çözüm arayabilmektedirler ve fikir sahibi olabilmektedirler. Bu çalışmada 25 Eylül 2021 itibariyle Alaçatı destinasyonundaki yiyecek içecek işletmeleri hakkında kullanıcıların TripAdvisor web sitesi aracılığıyla paylaştıkları şikâyet içerikli yorumlarının netnografi yöntemiyle analiz edilmesini amaçlanmaktadır. Bu kapsamda TripAdvisor’ın “Destinasyonu Keşfet” rehberi kullanılarak Alaçatı için listelediği 240 yiyecek içecek işletmesindeki Türkçe yorumlar veri madenciliği yapılarak toplanmıştır. Verilerin doğru ve anlamlı analiz edilebilmesi için “Gezgin Puanı” kategorisindeki “Kötü” ve “Berbat” yorumları araştırmaya dâhil edilmiştir. Araştırma veri toplama sürecinde WebHarvy Web Scraping Software ve MAXQDA 2020 programları kullanılarak Alaçatı destinasyonundaki yiyecek içecek işletmeleri ile ilgili toplam 1586 şikâyet içerikli yoruma ulaşılmıştır. Şikâyet içerikli bu yorumların ise 6185 farklı şikâyet konusunu içerdikleri tespit edilmiştir. Kullanıcıların şikâyet yorumlarının; “Fiyat”, “Hizmet Alanı ve Fiziksel Çevre”, “Menü”, “Personel”, “Servis” ve “Yiyecek İçecek Kalitesi” ana temalarıyla sınıflandırılmıştır. Araştırma sonucunda; kullanıcıların %32,8’inin fiyat, %20,6’sının yiyecek içecek kalitesi, %17,1’inin personel, %14,1’inin servis, %8,5’inin hizmet alanı ve fiziksel çevre ve %6,9’unun menü ile ilgili olduğu belirlenmiştir. Ayrıca TripAdvisor kullanıcılarının Alaçatı destinasyonunda yer alan yiyecek içecek işletmeleri hakkında genel olarak ürünlerin pahalılığı, personel kalitesi ve hizmet anlayışı konuları ile ilgili çok sayıda şikâyet paylaştıkları da belirlenmiştir.

**Anahtar Kelimeler:** Yiyecek İçecek İşletmeleri, TripAdvisor, Kullanıcı Şikâyetleri, Netnografi Yöntemi, Alaçatı

## 1. Introduction

The contemporary marketing approach, which has developed rapidly in the current period, is based on establishing positive and long-term relationships with consumers. For these reasons, businesses need to define trends and developments in the market well and adopt communication-oriented marketing approaches while establishing positive relationships with consumers (Erdem & Yay, 2017). The constantly changing and developing competitive conditions also affect the emergence of new forms in the behavior of consumers. Internet-based services bring new models and growth areas in the tourism sector (Arkadaş & Ayyıldız, 2020: 2035). In the age of globalization and information technology, tourists around the world have access to online communities with information about tourist destinations and businesses.

These developments have made electronic word of mouth and computer-mediated communication an area of interest for researchers in recent years in the field of tourism management and management. Online ratings and reviews are not only effective for consumers to prefer tourism businesses, but also affect the service quality levels of tourism businesses (Panseeta & Todd, 2014). The rapid growth of online consumer review systems such as TripAdvisor, launched in 2000, is greatly shaping the operating environment for many businesses and organizations. Through these and similar systems, food and beverages, movies (IMDb-Internet Movie Database opened in 1990), an increasing number of products, services and people are evaluated by ordinary consumers online. Most of these systems are able to algorithmically transform consumer opinions left in the form of written reviews and ratings into aggregated ratings and rankings (Kim & Velthuis, 2021).

At the beginning of the 21st century, the online spaces that emerged with the effect of Web 2.0 and social networks have led to the necessity of planning traditional tourism promotion together with marketing 2.0 in order to meet and maximize new touristic demands (Sánchez-Amboage et al., 2017). TripAdvisor (2019), one of the most important internet-based reference sources for tourists; 8,6 million accommodation and 460 million visitors, restaurants, airlines, etc. where an average of 830 million comments and opinions are shared monthly in a total of 49 markets. It is a platform for businesses that includes opinions, photos and experiences. In addition, the vast majority (92.3%) of consumers who search for information on touristic trips prefer TripAdvisor to benefit from the comments and opinions of people who share their previous experiences (Çakmak & Sarıışık, 2020: 363). Food and beverage activities have an inseparable relationship with tourism as they play a triggering role in motivating people to visit certain destinations. Food and beverage products have become an important tourism product in promoting the image of destinations as well as increasing the overall experience, pleasure and satisfaction of tourists (Sangkaew & Zhu, 2020). The reason why TripAdvisor is a heavily visited platform is that its users share their positive and negative opinions about destinations, businesses and areas, and that these shares are important for people looking for information about tourism and travel. The development of communication technologies also contributes to various developments and innovations in the food and beverage sector. Especially in the current period, consumers tend to prefer related businesses, products and services by doing various researches on the internet before determining their food and beverage business preferences (Yazıcı-Ayyıldız & Eroğlu, 2021: 1103). When consumers are not satisfied, it can negatively affect the ratings of catering businesses and reduce consumer loyalty.

Food and beverage businesses can register on the TripAdvisor platform. Although they cannot generally change or remove negative reviews, TripAdvisor provides businesses with the opportunity to respond to criticisms or thank their consumers for any compliments (Napolitano, 2018: 136). Complaints were examined from different aspects in terms of a number of disciplines. The most comprehensive approach, which deals with the issue of complaint, evaluates the issue with a more pragmatic point of view. Researches with this perspective, which focus on what problem caused the complaint or what kind of discourse is used in the interpretation, tend to describe how complaints are formulated in a particular language or compare the differences between the complaint and the local language (Vásquez, 2011: 1707). Although the concept of complaint is a subject that is examined from many different angles, it is an important form of consumer feedback for businesses. Especially after the 1990s, with the importance of total quality management in enterprises, it is seen that there are significant increases in researches on complaint behaviors. Generally, a serious problem or a bad experience with the product or service that consumers cannot tolerate causes a complaint. Understanding the importance of the causes and consequences of consumer complaints and acting accordingly provides various advantages to businesses in the competitive environment (İbiş et al., 2019).

In this research, it is aimed to determine the online complaints created and shared by the users on the TripAdvisor platform for the food and beverage businesses operating in Alaçatı. Within the scope of the research purpose, content analysis was carried out using the netnography method of the comments made for the food and beverage businesses in the relevant destination. It is predicted that the research conducted for Alaçatı, which is connected to İzmir, the most important touristic destination of the Aegean Region and is in high demand, will contribute to the literature and will be a reference in consumer satisfaction researches in terms of food and beverage businesses in this destination.

## 2. CONCEPTUAL FRAMEWORK

The Service Sector Operates Under The Influence Of Various İnternal And External Factors. External Elements; Economy, Technology, Social And Demographic, National Culture, Politics And Competition, While İnternal Factors Are Listed As Organizational Culture, Customers, Employees, Managers, Market, Technological Resources, Organizational Mission, Values And Vision. Among These Factors, Customers Are Considered As One Of The Most İnfluential Factors (Çetin-Gürkan, Dönmez-Polat, 2014). Potential And Actual Consumers Make Extensive Use Of Social Media Platforms To Share Their Experiences And Knowledge About Food And Beverage Businesses. Today, Consumers Can Easily Realize What They Eat, Drink, Where To Go, Locations Or Likes İn Food And Beverage Businesses Through Social Media Platforms Through Various Methods (Photo, Video, Story, Status Sharing, Check-İn Etc.) They Can İntantly Share With Their Social Media Followers (İbiş, 2021). Actual And Potential Consumers Who Plan Travel May Have Difficulties İn Evaluating The Quality Of Services Such As Tourism And Travel Without Experiencing Them. Because Services, Unlike Physical Products, Have An İntangible Feature Due To Simultaneous Production And Consumption (Güreş Et Al., 2020).

Tourists Can Refer To Experiences Shared By People İn Their Virtual And Physical Environment Before Choosing A Touristic Business Or Destination. Likewise, Service Providers Can Take Some Of These Comments İnto Account And İmprove Their Services Or Businesses To Avoid Repetition Of Similar Complaints Or Criticisms (Panseeta & Todd, 2014). Keeping The Satisfaction Level Of Their Consumers At A Certain Level İs Closely Related To The Fact That They Dominate The Expectations And Wishes Of Their Consumers. Customers Go To Restaurants First To Satisfy Their Hunger, Then To Reach Clean And Delicious Foods And Drinks, As Well As Considering Factors Such As Atmospheric Features. Apart From These, Employee İs One Of The İmportant Factors Affecting Customer Satisfaction İn The Business. Customers' Positive Perceptions And Experiences Regarding These Elements Help Them To Establish A Smooth Communication With The Business (Erdem & Yay, 2017). The Dissatisfaction Of Consumers Can Cause Communication Problems, Negatively Affect The Scores Of Food And Beverage Businesses, And Decrease Customer Loyalty (Gabrichidze, 2020). Businesses That Can Meet The Demands Of Actual Or Potential Consumers Can Naturally İncrease Consumer Satisfaction To Higher Levels. Negative Changes Between The Expectations Of Consumers And The Product Or Service Offered By The Business Can Cause Dissatisfaction İn Consumers And The Desire To Make A Complaint Depending On The Relevant Situation (Şahin-Perçin & Yiğit, 2020).

The logic of the service industry is explained by the international marketing communities as a philosophy of relationship and collaboration. This logic focuses on operational resources, processes, interaction, resource integration, collaboration, co-production, creating shared value and experience, rather than the exchange of products and services and processed resources. Businesses are able to more easily identify the demands and needs of their consumers, thanks to their cooperation with consumers, which is an important element of change in service economies (Arıca & Sabbağ, 2020).

The rapid growth of online consumer review systems such as TripAdvisor has greatly restructured the business landscape for many businesses and organizations (Kim & Velthuis, 2021). Web 2.0; it is structured according to an “architecture of participation” based on interaction, cooperation and decentralization of authority. As a result, in this respect, electronic word of mouth differs from traditional word of mouth in terms of a number of features (Napoitano, 2018: 136-137).

➤ It has a wide access area as it is presented to thousands of users in digital format and can be searched and connected.

➤ It provides the establishment of a relationship between communicators and recipients, who usually do not know each other.

➤ Comments remain online unless deleted by the user. Therefore, it potentially continues to impress readers over time.

➤ Commented topics; product reviews, blogs, social media posts, Youtube videos and comments.

Consumers can easily express their complaints in various fields and platforms. With the development of the Internet, consumers can also voice their complaints on virtual platforms. New fields and developments are also effective in introducing new definitions into the literature. One of these concepts is the concept of "electronic complaint". Electronic complaint concept; It is “an individual who benefits from a product or service expresses the problems he/she has in this experience through electronic media” (Schall, 2003). It is a fact that with the gradual development of technological tools, consumers can easily express their various positive and negative thoughts. Especially thanks to virtual platforms, consumers can easily express their complaints thanks to a platform that they could not benefit from before (Şahin et al., 2018: 71).

TripAdvisor is one of the world's largest social networks used by the tourism sector and providing online word of mouth communication. Online reviews posted by users provide information about catering businesses for past and future consumers. TripAdvisor.com offers its users the opportunity to create a profile and comment on their experience with a product or business. Users can rate their experience as 1=terrible, 2=bad, 3=moderate, 4=very good, 5=excellent, and they can write comments about their experiences (Ertürk, 2019). In addition, depending on whether the comments made on TripAdvisor are positive or negative, the user who made the complaint should define the inappropriate or humiliating words or photos and provide reasons why the evaluation made is inappropriate, defamatory or unreal (Cordato, 2014: 260). This increases the credibility and reliability of the consumers who read or follow the comments and complaints.

Sociology and anthropology research; it shows that food is a very important factor in cultural practices, as it contributes to the maintenance of social relationships and the definition of eating communities. In addition, food is often central to the transmission of cultural heritage, as it is strongly associated with family traditions and more generally with ethnic traditions. Therefore, all social practices in catering businesses play a key role in strengthening the link “between the small family and the extended family, and indeed between the small family and the wider community” (Guzzo & Gallo, 2019: 141-142). Culture-as an element of any company's environment-can determine the operations of the business on many levels. The beliefs, values, or attitudes of managers that are part of their national culture influence both the generally understood business management strategy and the way individual tasks are implemented. Technological development and advancing globalization cause cultural convergence, that is, the emergence of similar products of a culture in various communities. At the same time, there is a visible cultural difference that means emphasizing and strengthening their own attitudes and beliefs rather than the rejection of the dominant values in other cultures (Żbikowska, 2020b: 485).

## 2.1. Related Studies

In the research of Aslan-Özkale (2021); it was aimed to examine the consumer complaints made on TripAdvisor about restaurants with fusion cuisine operating in Istanbul, to identify the themes that are the subject of the complaints and to develop solutions for restaurants.

The sub-purpose of the study is to examine the distribution of complaints made according to gender and country variables. A total of 1140 complaints identified in the research were subjected to content analysis. According to the results of the research, when the distribution of the complaints according to the main and sub-themes is examined; It has been determined that the complaints about the price (to be expensive) are in the first place, the complaints about the employee (to be rude) are in the second place, and the complaints about the food and drinks (the portion size) are in the third place. In the research of Gebbels et al., (2021); they examined comments made on virtual platforms for catering operations in the UK where inmates are employed. According to the findings obtained within the scope of the research, it was concluded that very few complaints were made to the relevant enterprises due to the special circumstances of the employed people. In the research of Kim & Velthuis (2021); they examined the comments made on the TripAdvisor site about restaurants operating in Amsterdam. According to the results of the study, it was stated that bad comments cause bad reputation and businesses should respond to negative comments about reputation management. In the research of Kodaş and Üzülmöz (2021); they examined online complaints against food and beverage businesses operating in Mardin and Diyarbakır. In the research, they tried to determine the complaints that emerged as a result of the negative experiences of the consumers who visited the food and beverage businesses in Mardin and Diyarbakır. 1424 comments constituting the sample of the study were evaluated with content and descriptive analysis technique. As a result of the research; it has been determined that the complaints made against the food and beverage businesses in Mardin and Diyarbakır are gathered in four different categories: atmosphere, food, service and other complaints. In addition, it has been determined that taste, price, bad service and hygiene are the most frequently complained issues in both destinations.

In the research of Arıca & Sabbağ (2020); they analyzed consumer reviews of food and beverage businesses in Adıyaman on the TripAdvisor website. A total of 731 reviews were determined for 52 businesses that provide food and beverage services in the search made on the TripAdvisor website. The data obtained were evaluated by descriptive and content analysis methods. According to the results of the research, it has been determined that the evaluations of the consumers regarding the food and beverage services in Adıyaman are gathered in two main categories as satisfaction and dissatisfaction. In this context, it has been determined that consumers make evaluations about food and beverage, service, employee, location and atmosphere of the place within the main categories of satisfaction and dissatisfaction. In the research of Arkadaş & Ayyıldız (2020); they examined online negative reviews about four and five star accommodation business in Uludağ on the TripAdvisor platform. In the research findings; they categorized negative comments about food and beverage, employee, price/benefit, rooms, management, atmosphere, service, hotel's features and facilities. In the research of Çakmak & Sarıışık (2020); they conducted a content analysis for the businesses listed under the title of “the best restaurants in the world” on the TripAdvisor website. Among all comments, it was determined that the complaint comments were 6% and concentrated on taste, poisoning, food, service and employee and periodically in 2011, 2014 and 2018.

Gabrıchidze (2020) in his master's thesis; surveyed consumer satisfaction of nine hamburger restaurants in Helsinki with an average rating above three stars according to TripAdvisor, excluding major fast food chains. Within the scope of the study, content analysis was applied to TripAdvisor comments. Study; the number of restaurants surveyed was limited by the duration of the review and the choice of platform. As a result of the research, it was determined that the quality of food and service quality were the most mentioned issues in the reviews. In addition, it was concluded that consumers value the freshness and “homemade” quality of the ingredients more than the atmosphere and location of the restaurant. In the research of Köşker (2020) analyzed customer comments about 22 Van Breakfast Halls on the tripadvisor.com website. In the research, consumer comments including satisfaction and average category were evaluated in general terms.

However, 162 consumer comments content analysis technique with two points or less containing complaints were interpreted. As a result of the research; it was determined that the complaints were grouped under five main and 24 sub-themes: food and beverage, service quality, price, physical conditions and others. In the research of Sangkaew & Zhu (2020) analyzed tourists' experiences in local markets in Phuket by analyzing online reviews from TripAdvisor. As a result of 2934 reviews on the seven local markets in Phuket, it was determined that the negative comments of consumers also negatively affected the destination and tourism businesses in the destination. In the research of Żbikowska (2020a); the comments that were randomly selected among the food and beverage businesses operating in Kraków, Poland and shared on TripAdvisor were examined. He concluded that 25.4% of the comments made had negative content (complaint). In the research of Żbikowska (2020b) conducted both quantitative and qualitative content analysis of the responses of restaurant managers to negative comments posted on TripAdvisor to reveal whether restaurant managers use TripAdvisor to communicate with dissatisfied consumers and whether national culture influences this communication. In this research; it covers a random sample of restaurants in Kraków (Poland), Frankfurt (Germany) and Porto (Portugal) listed on TripAdvisor. In the research; it has been concluded that communication differences that may arise from different cultural conditions have a relatively small effect on complaints.

In the research of Ertürk (2019); negative reviews about seafood restaurants in Kyrenia on tripadvisor.com have been reviewed. The average rating of restaurants is 4.14 out of five. This average indicates high satisfaction. Consumers wrote 938 reviews about restaurants. 62% of consumers who wrote reviews rated their experience as excellent, 24% as very good, 7% as average, 3% as bad, and 4% as bad. These ratings also indicate high satisfaction. 137 of the comments examined in the study were negative. 3% of consumers who wrote these negative reviews rated their experience as excellent, 6% as very good, 45% as average, 18% as bad and 29% as terrible. Of these negative comments, 30% are about the food, 23% about the employee, 19% about the prices, 16% about the service, 6% about the service environment and 6% about the menus. In the research of Guzzo and Gallo (2019); they investigated TripAdvisor interactions in food-related practices, taking into account cross-cultural communication in online discourse, identity in the context of migration, and food and beverage business managers' responses to negative comments. In the research; it was concluded that the managers of the food and beverage business apologized and tried to make up for their mistakes, taking into account the apology and the refusal to apologize. In their research, In the research of İbiş et al., (2019) evaluated the comments on Chinese restaurants in Istanbul on tripadvisor.com using the content analysis technique; it has been determined under which themes the complaint elements mentioned in the complaints-containing comments are mainly concentrated. As a result of the research; it has been determined that 39% of the comments made by consumers have complaints. These complaints; are grouped under four main themes: product, price, physical conditions and service quality.

In the research of Napolitano (2018); it explored how restaurants take advantage of such environments by researching management responses to negative reviews in the UK (tripadvisor.co.uk) and Italy (tripadvisor.it). As a result of the research; it has been determined that British restaurants tend to give impersonal, polite and professional responses to criticism, and Italian restaurant owners often manage negative comments in an impromptu, direct, emotional and even angry way. In the research of Şahin et al., (2018); in order to identify e-complaint elements for restaurants operating in Alaçatı and to offer solutions that will facilitate customer complaints management, themes consisting of pricing, distribution, promotional activities, product, legal loopholes and customer-related problems and content analysis were carried out. According to the research, it has been determined that consumers mostly share their complaints about prices.

### 3. METHOD

#### 3.1. Purpose of the Research

In the study, it is aimed to analyze the content analysis of the complaint comments shared by the tourists who visited the food and beverage business in Alaçatı destination through the TripAdvisor website until September 25, 2021, using the netnographic method.

#### 3.2. Research Area Selection Process

Studies using the TripAdvisor website, which constitutes the research data, are available in the relevant literature (Şahin-Perçin & Yiğit, 2020; Erdem & Yay, 2017; Unur et al., 2017; Dalgıç et al., 2016). However, a study in this context that evaluates the Alaçatı destination, which is determined as a research area, using "big data" has not been reached in the literature. In the selection of Alaçatı destination as a research area; historical stone houses, windmills, important churches, world-famous coves and convenient beaches (Alaçatı Mills, Alaçatı Market, Alaçatı Harbor, Delikli Bay, Ayios Kostantinos Church, Altinkum Beach, Kemalpaşa Street), the three best windsurf in the world center, hosting international windsurfing tournaments, organizing Alaçatı Herb Festival regularly since 2010, hosting important gastronomic delicacies (Gum Custard and Gum Jam, Alaçatı Mastic Gum Ice Cream, etc.) (Wikipedia Alaçatı, 2021).

#### 3.3. Research Data Collection Process

Research data were collected from food and beverage businesses listed in TripAdvisor's "Alaçatı Restaurants" guide. TripAdvisor has listed 385 restaurants by including Çeşme destination in Alaçatı destination due to its proximity. However, as it was not suitable for the research area, the Çeşme destination was excluded, and only 240 food and beverage businesses, which clearly stated "Alaçatı" destination in their restaurant addresses, were included in the research. This was done with the "Limit Search to Alaçatı Region" feature offered by TripAdvisor. In order to analyze the data correctly and meaningfully, "Bad" and "Terrible" comments in the "Traveler Score" category were included in the research. A total of 1586 complaints about the food and beverage businesses in Alaçatı destination were reached. In the comments containing complaints, 6185 different complaint subjects were identified. While interpreting the evaluations, personal inferences were not included and the topics reflected by the users who made the evaluation were taken into account. Complaint comments; they are classified under the main themes of "Price", "Service Area and Physical Environment", "Menu", "Employee", "Service" and "Food and Beverage Quality". A total of 30 sub-titles belonging to six main titles were determined. Sub-themas were created by the authors according to the complaints after all the evaluations were read.

#### 3.4. Analysis Process of Research Data

A word cloud study was conducted in order to clearly reveal the complaints about the main themes. While creating the word cloud, the most explicit evaluations reflecting the main themes were analyzed. Netnographic analysis was chosen as the research analysis method. Netnography; it is an online research method and is based on participant observation. It is defined as performing the ethnographic method on online platforms. It is a qualitative exploration technique used to analyze human behavior in social media and its underlying cultural and psychological causes (Karr, 2020). WebHarvy Web Scraping Software and MAXQDA 2020 programs were used in the research data collection process. WebHarvy is an intuitive and software designed data mining program. The related software can record with various extensions by scanning text, HTML, images, URLs and e-mails on websites (WebHarvy, 2021). It does not need a code or command to collect data from any site. It is compatible with all operating systems and browser types. The MAXQDA 2020 program was used to assist in creating a word cloud and analyzing the data. MAXQDA 2020 is a software that enables the examination of various data with many analysis methods, visualizes and statistically makes sense (Dumarcher, 2021).



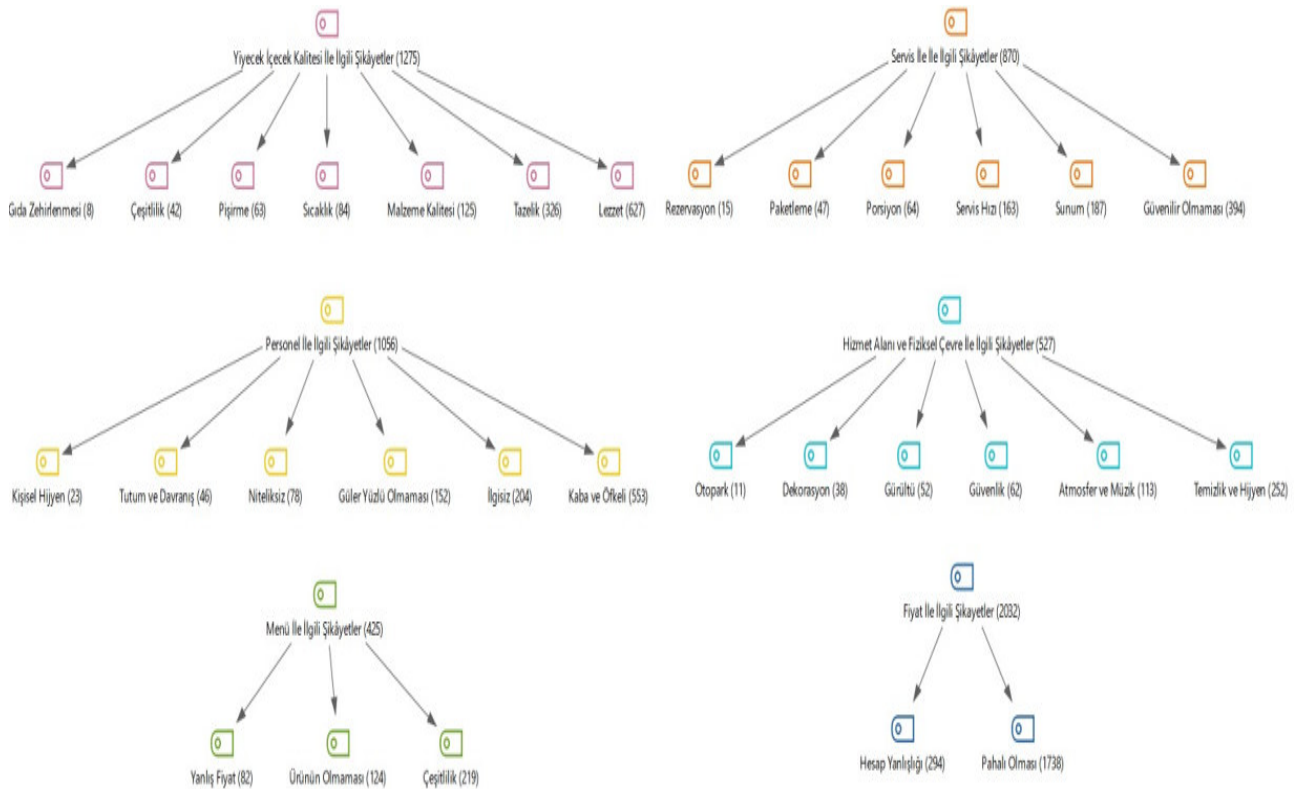
#### 4. FINDINGS AND DISCUSSION

The frequently complained issues for the food and beverage businesses in Alaçatı destination (Table 1); 32.8% prices, 20.6% food and beverage quality, 17.1% employee, 14.1% service, 8.5% service area and physical environment and 6.9% it has been determined that u is related to the menu.

**Table 1.** Classification of Complaint Comments Shared by TripAdvisor Users About Food and Beverage Businesses Operating in Alaçatı Destination

Main and Sub-Themas		n	%	n	%
<b>Complaints About Price</b>	Being Expensive	1738	%85,5	<b>2032</b>	<b>%32,8</b>
	Account Errors	294	%14,5		
<b>Complaints About Service Area and Physical Environment</b>	Cleaning and Hygiene	252	%47,8	<b>527</b>	<b>%8,5</b>
	Atmosphere and Music	113	%21,4		
	Security	62	%11,7		
	Noise	52	%9,8		
	Decoration	38	%7,2		
	Car park	11	%2,1		
<b>Complaints About Menu</b>	Variation	219	%51,5	<b>425</b>	<b>%6,9</b>
	Lack of Product	124	%29,2		
	Wrong Price	82	%19,3		
<b>Complaints About Employee</b>	Rude and Furious	553	%52,4	<b>1056</b>	<b>%17,1</b>
	Apathetic	204	%19,3		
	Sulky	152	%14,4		
	Unqualified	78	%7,4		
	Attitude and Behavior	46	%4,3		
	Personal Hygiene	23	%2,2		
<b>Complaints About Service</b>	Not Reliable	394	%45,3	<b>870</b>	<b>%14,1</b>
	Presentation	187	%21,5		
	Service Speed	163	%18,7		
	Portion	64	%7,4		
	Packaging	47	%5,4		
	Reservation	15	%1,7		
<b>Complaints About Food and Beverage Quality</b>	Flavor	627	%49,2	<b>1275</b>	<b>%20,6</b>
	Freshness	326	%25,6		
	Material Quality	125	%9,8		
	Temperature of Food	84	%6,6		
	Cooking	63	%4,9		
	Variation	42	%3,3		
	Food Poisoning	8	%0,6		
<b>Total</b>		<b>6185</b>	<b>100</b>	<b>6185</b>	<b>100</b>
<b>Total Number of Complaint Comments Inspected</b>		<b>1586*</b>			
<b>Total Number of Properties Listed on TripAdvisor for Alaçatı</b>		<b>240</b>			

Frequently complained issues for food and beverage businesses in Alaçatı destination are also graphically visualized in Figure 1. Accordingly, it is seen that TripAdvisor users who visit the relevant destination mostly make bad and lousy comments about the prices, quality and employee of the food and beverage businesses among the main complaint themes.



**Figure 1.** Main and Sub-Theme Chart of Complaints Made About Food and Beverage Businesses in Alaçatı Destination

#### 4.1. Complaints About Price

The most common complaint of users who visit Alaçatı destination and make evaluations about food and beverage businesses is the pricing of the relevant businesses. In Table 1, under the main theme of the complaints about price, the sub-themes of 85.5% being expensive and 14.5% incorrect calculations draw attention. It has been determined that the businesses in the relevant destination do not apply a fixed price policy, the prices can change daily or weekly and differ according to the density of the workplace. In addition, users stated that they had to pay the prices of products they did not order. Some users' thoughts on prices are exemplified below.

“When we were crossing the road, they had put the appetizers on the counter, it seemed like a mediocre and ordinary place. In fact, we realized later that the image was a modest and cheap image by drawing it and ripping it off. They said let's make a plate and we put 4 kinds of appetizers on our plates, we didn't want anything else. They asked if you would buy tea, it turns out it wasn't a treat. If not, why are you asking if you would like tea, of course you think it's a treat and you drink it. The bill came, we were shocked. We paid 190 TL for 2 plates and 3 teas. I've never had such a stake in my life. Oh, be careful, if possible, don't go! We made a mistake, you don't...” (MelOzzy-Melek Kahraman, September 20, 2020).

“It's the place where we chose 4 people and got screwed. I never recommend. You cannot order fish as a portion. Even if you do, they don't tell you. They sent a kilo of coral to a single lady, and according to that, the bill came of course. Totally money trap, a place that never gives the money's worth. We paid 1.000 TL for 2 person sea bass, coral and 4 red kidney beans, plus 5 different appetizers, you think about the rest (Ecanikli55, 24 August 2020).

“It wouldn't be that expensive, bro. A raki of 35 is 220 liras. The appetizers are delicious but like I said, the stakes! You have to order the main course, or you can't sit down. What do you mean... shame. I will never go again.” (Bronzer41, 27 September 2020).

#### 4.2. Complaints About Food and Beverage Quality

Another problem that TripAdvisor users complain about regarding food and beverage businesses in Alaçatı is the lack of a standard in food and beverage quality. In Table 1, under the main theme of complaints about food and beverage quality, 49.2% tasteless food, 25.6% non-fresh products, 9.8% poor quality of ingredients, 6.6% cold products, 4.9% uncooked meals, 3.3% variety scarcity and 0.6% food poisoning are listed. Users complained about stale food and products that were brought cold and careless without cooking, especially since there were many tasteless dishes. Some users' thoughts on food and beverage quality are exemplified below.

“We made a reservation based on the good reviews and the high rating. Despite the high price, the feta cheese was sour in the rocket salad we ordered. The red meat, which we wanted to be well cooked, came extremely unsalted and very raw, the plate was filled with blood. We informed the owner of the restaurant and he said that the meat was not cooked because it was too thick. When they brought it back it was completely burnt on the outside, the meat was without salt and the fries were overly salty and ice cold. We could not get any flavor from a plate for which we paid 75 TL, nor could we eat it. When we took a look at the menus of the restaurants with much nicer ambiances in the surrounding area, we saw that the prices were much more reasonable than .... We witnessed the side table complaining about different dishes as well. The next night, on the way to our hotel, we were passing by the restaurant and we heard the customers' complaints to the restaurant owner. This much cannot be coincidence or our bad luck. The answer to almost everyone is the same. Normally everyone likes it very much, actually ours is very good, just like I heard you don't like it. We never recommend. It was going to be a special meal for us, but we left dissatisfied.” (User Drga35, September 30, 2020).

“The ambiance is very friendly and you feel comfortable. The wine menu consists of local wines and is rich. The owner, the gentleman, tours the tables and gives comments and information about the wine you choose. The waiters are attentive and polite. Mücver was delicious, but I can say that it is the only delicious thing we ate. Apart from Mücver, we ordered charcuterie plate and fruit plate. You can get better quality ingredients from any neighborhood deli. Roast beef, smoked and bacon were tasteless and ordinary products. The cheeses were also equivalent to ordinary products in the market. The watermelon in the fruit plate was bad and such a product cannot be given to the customer. Kiwi never happened and I had to swallow it because I put it in my mouth. We do not understand how these products can come to the table. Moreover, we paid a fair amount of money for a fruit plate that you couldn't eat half of.” (User 864\_a\_atayy, September 5, 2018).

“It's a place that serves a little bit of pasta on a huge plate of uncooked and you pay a whole lot of money. Never be fooled by its ambience from the outside.” (User Senemss2014, 19 October 2019).

#### 4.3. Complaints About Employee

There are various complaints about the employee issue in the comments about the food and beverage businesses in Alaçatı destination. In Table 1, under the main theme of the complaints about the employee, 52.4% rude and angry, 19.3% indifferent, 14.4% unfriendly employee, 7.4% unqualified employee, 4.3% attitudes and behaviors and 2.2% personal hygiene themes are indicated. Users generally stated that they are uncomfortable with untrained employee, rude and sullen behavior instead of warm welcome, and not being interested in their orders. The opinions of some users about the employee are exemplified below.

“The environment is definitely great, the food is just as successful, but I can't say the same for the employee. Despite the warmth of the place, the employee was quite cold. We were greeted like intruders. The prices could have been a little more reasonable. The sinkonta was quite delicious. Despite the negativities, I would like to go again because the tastes were quite good” (User Elif\_smailb, 23 December 2019).

“We booked this restaurant by our hotel for the evening on weekdays. First of all, they seated us at a table in the middle of the street, the people walking on the street were bumping into the table, and some of the waiting people were leaning on the table. The woman at the door was so arrogant and disrespectful that she never wanted to help us and said that that table was very preferred, as if making fun of her. As a result of our insistence, we were taken to a table in the garden inside by the same woman with a disrespectful attitude: the table was not furnished and the waiters had zero interest. When we finally said that we wanted to eat sushi, we were changed again and we were taken to the sushi section of the restaurant. The service was very bad, what we called the starter came later. The sushi is very ordinary and never worth the money paid.” (Hazalurer, August 9, 2019).

“I just went to the place to have dinner with my wife. After waiting in line for 20 minutes, they took us to one of the empty tables. They took it, but we waited for 10 minutes for the service to open. We told one of the waiter. "OK." he said and left. We waited another 5-6 minutes. Meanwhile, other customers came to our next table. They were taken care of immediately. In addition, not 1 but 2 waiters were very interested in smiling faces. My wife called out to one of those waiters again. The man turned around and said loudly, “What is it bro? What do you want, what do you want!?” yell! There was no trace of treating others with a smiling face! So we got up. On the way out, another waiter asked what was going on. We told him too. “Intensity, that can happen.” He said, “There is nothing we can do.” he sneered! ... is a place with RUDE and INFLUENCED waiters, with ridiculous treatment! I DEFINITELY do not recommend! Go to places where there are more EQUALITY, more KIND, RELATED people!!!” (User Gezipgorengiller, September 1, 2018).

#### 4.4. Complaints About Service

Users related to food and beverage businesses in Alaçatı destination also complained about the service. In Table 1, under the main theme of service, 45.3% unreliability, 21.5% poor presentation, 18.7% service speed, 7.4% portion problems, 5.4% packaging and 1.7% reservation sub-themas titles were determined. Users frequently complained about the small portions, unsuccessful presentation and waiting times for the food. The opinions of some users about the service are exemplified below.

“A place that has unfortunately lost its old quality, service and professionalism is unnecessarily exaggerated and popular, the service and service is disgusting, they act as if they are giving charity, not the person who pays their money, they have extremely uninformed and unskilled employee about wine presentation and service, cute menu but that's right. Tastes are not unnecessarily expensive, the ambiance is nice but not worth the worst, so like I said, lack of smiling faces” (693halit, 31 October 2020).

“We went on the recommendation, the appetizers are fresh, the fish is presented, the chief waiter who greets you at the entrance decides where to sit for you, the prices are pretty high and they get a 10% share, except for the cover” (User 937bircank, 22 September 2019).

“I went with a reservation. We ordered fried liver, fried octopus, stuffed cherry leaves, bulgur salad with turnip, eggplant with tahini, sea beans, atom. The first two are the main course and the rest are appetizers. First, 45 minutes for even the appetizer appetizer to arrive. You know. There were too many tables complaining about the slow service. In response, it is approached with an attitude such as “but this happened when everyone came at the same time”. I ask you, what time do you go to dinner, especially if there is a ban after 10 o'clock due to the pandemic? Service employee are unaware of each other. They came 2 times in a row to take our order. I asked for 1 glass of wine for a drink order. It was an attitude like you're going to open a bottle. Due to the chaotic environment, alternative drinks were not asked. So we didn't drink anything, including water, at dinner. However, I think we paid more than it was worth. Because the food was seriously not tasty. All were mediocre except for the sea cowpea. I don't understand how this restaurant got this rating. Another 45-50 minutes to pay the bill. We waited. The owner of the restaurant made a comment as if you would wait 2 hours in other places, be thankful. Post didn't work. So I didn't like it, I wouldn't go again and I wouldn't recommend it to anyone.” (User Kyoto21, June 15, 2021).

#### **4.5. Complaints About Service Area and Physical Environment**

Spatial problems related to food and beverage businesses in Alaçatı destination were also subject to comments by users. In Table 1, under the main theme of service area and physical environment, 47.8% cleanliness and hygiene, 21.4% atmosphere and music, 11.7% security, 9.8% noise, 7.2% decoration and 2.1% parking issues are given in sub-themas. Users stated that businesses do not pay attention to the cleanliness of the place, and they provide service in a noisy and bad atmosphere. Some users' thoughts on spatial problems are exemplified below.

“A fisherman with the worst service we went to with our family and friends, the prices are at the highest figure in Çeşme, the taste and presentation are zero, the address and behavior of the lady with glasses at the cash register is very rude and disrespectful... The octopus grill taste is disastrous, the price is disastrous... Cleanliness and hygiene ignored... DO NOT GO WRONG...” (Neşet, 13 August 2019).

“... The venue in ... is located on a beautiful corner by the sea. There is also a very beautiful beach right in front of it. Customers can use it if they want. As for the food, the doves we ordered were delicious, but the waiters were neither dressed nor able to serve properly. Tables were not clean. You can open many branches, but with this service, taste will soon decrease, interest will decrease. Service employee should wear uniforms and tables should be kept clean at all times. Tell us.” (user named remzibalay, 10 May 2018).

“We went based on the reviews on Tripadvisor. The appetizers are mediocre. Mediocre fish. The music playing is very bad. The prices are also unnecessarily expensive. I definitely do not recommend you to go” (user named kkendir, 3 August 2020).

#### **4.6. Complaints About Menu**

One of the problems expressed by the users about the food and beverage businesses in Alaçatı destination is the complaints about the menu. In Table 1, under the main theme of the menu, 51.5% lack of variety, 29.2% lack of product and 19.3% wrong price are indicated in the sub-themas. Users especially complained that some prices were not written on the menu and that the product variety was less. Some users' thoughts about the menu are exemplified below.

“The ambiance, the music, the ambiance are outstanding. But the service is difficult due to the crowd. The menu is unfortunately not good. You can go for the ambiance and music, not for good food. It is necessary to pay attention to the high price.” (user southamptonmk, June 2021).

“The place where we went to celebrate the anniversary on 04.07.2021, the food, the fruit plate, it's a complete fiasco. What is the relevance of getting 85 TL service fee on top of the price we talked about before we went and the price we tangent to there? You tell this to the guest first, and you will definitely tell the guest who asks you the price. You say a menu without a meal is 280 TL, you buy 300 TL of raki, and you get a service fee of 85 TL and you serve something that is not good at all. The place where we came and had fun twice last year has turned into an environment that started to disturb men by taking them, the valet does not accept 30 TL at the exit, they say 100 TL and do not send it, what a disgusting environment, literally 2 people without food, 1000 TL friends, I don't know what will happen if we don't ask for the room price. Alaçatı does not suit you at all!” (User \_ozlemtrn, August 5, 2021).

“They urgently need to change their price policy. There were 5 types of products for breakfast, tomatoes and cucumbers are not served because they are not in season. I guess nobody eats tomatoes and cucumbers. The pancake arrived, we said they didn't cook it raw, they brought it again and the room was raw. They wrote 15 TL for the Turkish coffee we drank, we asked for 2 extra pieces of cheese and they wrote 15 TL for it. (user named merved, 13 December 2019).

In Figure 2, the word cloud created within the scope of the words frequently used in the complaints of TripAdvisor users about food and beverage businesses operating in Alaçatı destination is given. Accordingly, the most frequently repeated complaint words are; “none-yok”, expensive-pahalı”, “despite-rağmen”, “other-başka”, “disgraceful-rezillik”, “not at all-hiç”, “not-değil”, “pile-kazık”, “disgraceful-rezil”, “not worth it-değmez”, “cold-soğuk”, “rude-terbiyesiz”, “zero-sıfır”, “empty-bomboş”, “dirty-pis”, “service-servis”, “tip-bahşiş”, “with an attitude-tavır”, “blast-bangır” and “extra-ekstra”.



Figure 2. Word Cloud of Complaints Made About Food and Beverage Businesses in Alaçatı Destination

## 5. CONCLUSION AND RECOMMENDATIONS

In the study, it is aimed to analyze the complaints about the food and beverage businesses in Alaçatı destination via the TripAdvisor website, by using the netnography method, as of September 25, 2021. Complaints about food and beverage businesses in Alaçatı destination; prices were 32.8%, food and beverage quality 20.6%, employee 17.1%, service 14.1%, service area and physical environment 8.5%, and 6.9% It was determined that it was made on menu topics. Complaints about price are under the main theme; 85.5% expensive and 14.5% account inaccuracy sub-themes were determined. Under the main theme of complaints about food and beverage quality; 49.2% tasteless food, 25.6% non-fresh products, 9.8% poor quality of ingredients, 6.6% cold products, 4.9% uncooked meals, 3.3% lack of variety and 0.6% food poisoning was determined. Complaints about employee are under the main theme; 52.4% rude and angry, 19.3% irrelevant, 14.4% unfriendly employee, 7.4% unqualified employee, 4.3% attitudes and behaviors and 2.2% personal hygiene. Complaints about the service are under the main theme; 45.3% unreliable, 21.5% poor presentation, 18.7% service speed, 7.4% portion problems, 5.4% packaging and 1.7% reservation sub-themes were determined. Complaints about the service area and physical environment are under the main theme; 47.8% cleanliness and hygiene, 21.4% atmosphere and music, 11.7% security, 9.8% noise, 7.2% decoration and 2.1% parking areas are given under sub-themes. Under the main theme of complaints about the menu; 51.5% lack of variety, 29.2% lack of product and 19.3% wrong price are stated in the sub-themes. A word cloud analysis of the complaints comments regarding the restaurants in Alaçatı destination was made.

Accordingly, the most frequently repeated complaint words are; “none-yok”, expensive-pahalı”, “despite-rağmen”, “other-başka”, “disgraceful-rezillik”, “not at all-hiç”, “not-değil”, “pile-kazık”, “disgraceful-rezil”, “not worth it-değmez”, “cold-soğuk”, “rude-terbiyesiz”, “zero-sıfır”, “empty-bomboş”, “dirty-pis”, “service-servis”, “tip-bahşiş”, “with an attitude-tavır”, “bang-bangır” and “extra-ekstra”.

Social media applications, travel websites and blogs act as a kind of electronic guide for users today. Users can freely and independently share their positive and negative recommendations through online comments. Tourists, who read positive and negative reviews through social media, can shape their touristic product purchasing decisions. Therefore, food and beverage businesses serving in destinations should consider user comments. In this context, the negative comments of the users should be evaluated rather than the positive comments. Considering the results of the study, three main problems can be mentioned for the food and beverage businesses in Alaçatı destination. These problems can be listed as price instability, problems in providing service and lack of employee.

Regarding the Alaçatı destination, most of the users complained that the prices were too expensive. There was no time limit while examining the comments in the study. All reviews made since businesses registered on the TripAdvisor website have been considered. Generally, coastal destinations may have problems with alternative product diversification, employee and service delivery in low season. When the food and beverage businesses that operate intensively in certain periods of the year, take into account the employee costs, high rents and the time that their businesses are closed, there may be changes in product prices. In order to eliminate complaints about prices, tourism authorities, especially local governments, can conduct inspections. It has been revealed in the study that the lack of a price policy within the framework of price-quality equivalence disturbs the tourists visiting the Alaçatı destination. Although this situation is attractive for business owners with the idea of “high profit”, most tourists will not choose the destination next season. In this context, it is recommended that tourism enterprises act with the philosophy of "good-quality service and balanced price" and respond quickly and accurately to the requests of tourists. Another shortcoming for business owners is that they do not respond to users' comments. Although TripAdvisor has provided business accounts with a response option for each review, there is very little response. Compensation practices and a courteous response for dissatisfied users who make a complaint will provide added value for businesses.

In addition, the quality of service provided by food and beverage businesses is important for tourists. Environments that are clean, peaceful, have a suitable atmosphere and offer delicious food are always more preferred. It has been determined that there are some complaints about cleanliness in food and beverage businesses in Alaçatı destination. The problem of cleanliness and taste in a business is not unique to that business but can be perceived as a problem of the entire destination for tourists. For this reason, businesses should pay attention to product presentation, freshness of food, table and chair arrangement, reservation quality, and offering clean and healthy products.

Food and beverage businesses in the service sector also need to give importance to employee experience and skills. One of the most common complaints about the food and beverage businesses in Alaçatı destination is the lack of employee. The reason for this problem is thought to arise from the understanding of “seasonal employee”. Because a company that constantly changes employee has a very low chance of providing a standard and quality service. Tourists visiting Alaçatı destination defined the employee working in food and beverage businesses as rude, uninterested, ignorant and inadequate. In this regard, it is recommended that enterprises train their employee according to the service they provide. The speaking style of the employee serving in food and beverage businesses, their courtesy, the ability to warmly welcome, the cleanliness of their clothes, and the knowledge and equipment of the food are of great importance for tourists. With this awareness, it is important for businesses to approach the issue and take the necessary precautions.



It is thought that this study will contribute to the relevant destination, literature and subsequent research. For future studies, comparisons of destinations with similar characteristics can be made. Responses of owners of food and beverage businesses to complaints can be analyzed. In addition, businesses with previously determined complaints can be analyzed again and it can be evaluated whether the problems continue.

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