TITLE: OTEL PERFORMANSLARININ TÜKETICILER TARAFINDAN OLUSTURULAN SEYAHAT

2.0 YORUMLARI ARACILIGIYLA DEGERLENDIRILMESI: KIRGIZISTAN UYGULAMASI

AUTHORS: Kemal Kantarci,Murat Alper Basaran,Candidate Pasa Mustafa OZYURT

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DETERMINING HOTEL PERFORMANCE THROUGH CONSUMER GENERATED TRAVEL 2.0 REVIEWS: A CASE OF KYRGYZSTAN

Prof. Dr. Kemal KANTARCI

Alanya ALKU University

kantarci07@gmail.com

Assoc. Prof. Dr. Murat Alper BAŞARAN

Alanya ALKU University

muratalper@yahoo.com

Ph.D Candidate Paşa Mustafa ÖZYURT

Akdeniz University

ozyurt@akdeniz.edu.tr

Abstract

Hotels are one of the inevitable part of the tourism product and consumer generated reviews of hotels based on travel 2.0 technologies are a new phenomenon that effects consumer purchasing process. In this online-era, travel 2.0 user reviews are extremely important in order to increase awareness on accommodation enterprises and destinations. Depending on the content, online reviews may have positive or negative effect on potential customers while choosing a hotel or a destination.

Despite of its huge potential, Kyrgyzstan is still an unpopular destination in the world tourism market. In this study, consumer reviews based on real experiences, on accommodation enterprises throughout Kyrgyzstan between the years 2012-2016 benefiting from Tripadvisor.com, analyzed to understand the performance of accommodations. According to findings, the overall performance of the accommodations were found to be nearly very good (four out of five), country was preferred the most by the business travelers, and the country gets visitors mostly winter and summer seasons. Also, it was found that the service quality in accommodation enterprises needs to be improved.

Keywords: Consumer Generated Reviews, Social Media, Travel 2.0, Kyrgyzstan, Central Asian Tourism, Log-Linear Model,

OTEL PERFORMANSLARININ TÜKETİCİLER TARAFINDAN OLUŞTURULAN SEYAHAT 2.0 YORUMLARI ARACILIĞIYLA DEĞERLENDİRİLMESİ: KIRGIZİSTAN UYGULAMASI

Öz

Oteller turizm ürününün ayrılmaz parçalarından bir tanesidir ve seyahat 2.0 teknolojilerine dayalı olarak müşteri tarafından oluşturulan yorumlar tüketici satın alma sürecini etkileyen yeni bir olgu olarak karşımıza çıkmaktadır. İçinde bulunduğumuz bu çevrimiçi çağda seyahat 2.0 uygulamalarına dayalı kullanıcı yorumları bir işletmenin veya destinasyonun farkındalığını arttırmada oldukça önem taşımaktadır. İçeriğine bağlı olarak çevrimiçi yorumlar, potansiyel müşterilerin otel veya destinasyon seçimlerinde olumlu yada olumsuz ekti gücüne sahip olabilmektedir.

Önemli bir potansiyele sahip olmasına rağmen Kırgızistan dünya turizm pazarında halen az bilinen bir destinasyondur. Bu çalışmada, Kırgızistan'da bulunan konaklama işletmelerinin performanslarını belirlemek üzere, tüketiciler tarafından 2012-2016 yılları arasında TripAdvisor sitesinde konaklama işletmeleriyle ilgili yazılmış gerçek tecrübeye dayalı çevrimiçi yorumlar

incelenmiştir. Bulgulara göre, konaklama işletmelerinin genel performansı iyi bulunmuş, ülke en çok iş amaçlı ziyaretçiler tarafından ve kış ve yaz mevsimlerinde ziyaret edilmiştir. Ayrıca konaklama işletmelerindeki servis kalitesinin de arttırılma ihtiyacı olduğu görülmüştür.

Anahtar Kelimeler: Tüketici Yorumları, Sosyal Medya, Seyahat 2.0, Kırgızistan, Orta Asya Turizmi, Log-Linear Model,

Introduction

Travel and tourism industry have been in growing trend for so long. International tourist arrivals reached 1,235 million in 2016 while international tourism receipts earned by destinations were US$ 1,220 billion in the same year. Travel and tourism generated US$ 7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy. Travel and tourism sector is expected to grow faster than many other industries over the next decade and is anticipated to support over 370 million jobs by 2026. Travel and tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts (World Travel Tourism Council [WTTC], 2016; United Nations World Tourism Organization [UNWTO] Tourism Highlights, 2017). Tourism is also considered as a way to reduce poverty and increase quality of life of residents and visitors (Kantarci et al., 2015). In this industry some technologies and trends have been getting more important by means of effecting consumer decision making, comparing alternatives and purchasing process. These trends and technologies have been supported by increased interest in using mobile devices and apps to enable more personalized hotel guest product and services (Hospitalitynet, 2016).

Therefore, exploring and observing the effect of Travel.2.0 technologies as a new generation of social media or User-Generated Content (UGC) sites are considered as a vital issue for hotels and destinations to determine their policy and planning to have competitive advantage. Popularity and power of this sites that contain contents submitted by visitors based on real experiences (e.g. TripAdvisor, Booking.com, Lonely Planet, Facebook, and You Tube) have been a main source that travelers search for, and evaluate to make a decision on where to travel. This technology has been changing, diversifying and getting more complex. Given the fierce competition among the hotels and destinations to follow this technology, observing and analyzing of the contents have been a crucial factor for development of more effective e-business strategies for the target markets.

Accommodation sector in tourism industry has become one of the most competitive and inevitable part of tourism product in every destination. Increased competition between domestic and international market has forced hotels to leave traditional ways to find new and more innovative ways to pull new clients, retain current clients and attract competitors'

clients. Customer reviews are not just an indicator or reflection of hotel service quality but also indicators of general business environment, general or tourism infrastructure, general or tourism education quality and safety and security issues in a destination. Therefore to analysis of hotels' review through travel 2.0 technologies is significantly important to compare hotel and general environment quality and obstacles for visitors to make a decision where to travel and stay in (Tsaur and Lin, 2004). Especially in the last two decades many technological developments and devices have been started to use by clients in tourism and travel industry. In this decade more than three in four travelers agree that their smartphones are very important, even critical. Software implications are being a new norm within the accommodation sector. Dynamic rate marketing in real time is being stronger than ever. More than 50% of hotel bookings take place online. This involves displaying real time pricing and room availability across of a mix of online marketing channels. More than 50% of consumers worldwide made a purchase based on online recommendation. Social media platforms are now the main war grounds for hoteliers and either public or the private decision makers in tourism industry that if they can raise visitor numbers and hotel occupancy rates (Hospitalitynet, 2016). Many countries like Kyrgyzstan are not still aware of the battle rules in the battleground. Mostly they are focusing on the tourism resources power and their attractiveness to pull potential visitors. Whereas, attractive tourism resources and hotel capacity is not enough to be a popular destination. There are many more complicated technologies and trends such as Web 2.0 that needs to be considered for long term success.

Despite of its huge tourism potential, Kyrgyzstan has not been a popular place in terms of tourist arrivals, tourism receipts, direct, indirect and induced contribution of tourism sector to GDP like other Central Asian Countries (WTTC, 2016). Having a bigger share from the world tourism revenue depends on some conditions. Understanding of technological, environmental and behavioral changing in world tourism market and the ability of transform these changes to tourism products and services are fairly crucial to be a popular destination. Some other major developments are expected in next decade on leisure time and tourism environment, consumer values, and especially in information technology. It is anticipated that these developments will affect all areas of the tourism industry. The fundamental problem for public and private institutions is to be proactive towards these developments and to be sustainable in long term (Kantarci et al., 2015). All these developments are clearly the results of the globalization. In this way, borders are getting less important and competition among the destinations is getting fiercer. Due to ability of travel 2.0 technology, travelers can see and reach all hotels and destinations easily and read consumer generated content (CGC) and make

a purchasing decision. These technologies are also providing a huge opportunity to reach to consumers worldwide, to learn the evaluation of visitors easier, cheaper and faster than any traditional ways.

In this study, the data based on real experiences collected from hotel reviews on TripAdvisor web sites to analyze hotel performance in Kyrgyzstan. Categorizing the hotels according to their performances, determining the customer preferences and motivations to visit the country, and to find out the value and price balance of hotels according to the customer opinions are the main aims of this study to investigate on. The country has a great potential to be a worldwide attractive destination. However, turning its potential into realty is likely to be a result of a long and complicated process. One of the ways to be successful in this process heavily relies on the understanding new trends and developments of technologies in online marketing conditions from supply side to consumer side and adapt them into government policies and practices in tourism field. The result of this study may help decision makers and policy planners in Kyrgyzstan to realize the hotel performance and conditions, so that being useful for taking right steps in order to improve what is needed.

Web 2.0 and Travel 2.0

Social media is an online community of people who share common interests and activities. In this media people can share an array of interaction possibilities, from a simple chat, to a multiple video conferences, and from travel photos and reviews of the places visited. Online social media networks have been offering huge opportunities and technical infrastructure to share common interests and materials for certain groups or recommendation systems for some kind of objects, places, events and activities. Common name of these websites is called as Web 2.0 which is second generation of Web 1.0. These websites are active and having User Generated Content (UGC). Users have opportunity to share their experiences, evaluations and recommendations via these media. In this media, interactivity between individuals, formation of groups and communities and generation of user-driven content are provides easiness as unprecedented. Development of numbers and content of this media is uncountable. This UGC media is a new form of word-of-mouth interaction in marketing (Buhler, 2006). Key types of Web 2.0 user-generated content sites are mainly Blogs (Weblogs), Wikis, Podcasts and Social Networks. In this environment, to display personal photos on the web, to provide product and service ratings and reviews, to share files with others online, to develop a one's own web page or personal blog site are fairly popular (Cox, et al., 2008).

Web 2.0 applications in tourism and travel sector have been named Travel 2.0 applications by Philip C. Wolf (Miguens, et al., 2008: p. 2). Travel and tourism related issues are one of the most popular topics in this environment. Destinations, hotels, tour programs and travel plans, hotel and restaurant reviews and recommendations are the main objects to share among Travel 2.0 users as a version of Web 2.0. In recent years, Travel 2.0 has been used widely by both travelers and suppliers, but manipulating and managing this media still remains largely unknown to practitioners in the sector and scholars (Leung, et al., 2013).

Despite its crucial importance, there has been limited research on the impact of Travel 2.0 sites on traveler decision-making, technical and functional design effectiveness and the role to choose a certain destination like Kyrgyzstan (Cox, et al., 2008). One of the vital issues is that marketers have much less control over what messages reach travelers about their products and services. So that, marketers focus on consumer satisfaction to build an online relation with their target market rather than simply to manipulate the messages (Adler, 2017). With this technology, everyone has a power to effect potential travelers decisions on where to go and stay, sometimes more than a travel agent, tour operator or even destination marketer could done. Travelers with these sites can easily make a plan for a trip prior to reaching booking stage and thus increase the overall quality and reduce the cost of their travel experience. The role of this sites analyzed in the literature in three phases of the travel planning process as pre-trip, during trip and post-trip (Leung, et al., 2013).

While a huge number of travelers search Travel 2.0 sites to learn about products and services, a much smaller proportion are proactively contributing to them (Cox, et al., 2008). But this small proportion of consumers affects billions of potential travelers' decisions on products, places and services. These information agents as Travel 2.0 users represent a more reliable and trustworthy source based on real experience than the suppliers themselves (Miguens, et al., 2008: p. 2). Travel 2.0 networks are one of the most effective ways to change visitors travel plan. These websites offer interaction and reach to reviews on hotels or local tourist attractions in the destinations. Positive comments from satisfied visitors based on real experience have a power to increase purchasing while negative comments reduce.

These services have been provided by some technology firms globally. By using this media potential travelers have opportunity of benefitting from several options advised by visitors based on real experience and evaluations (Algür, et al., 2016). This opportunity is significantly important to reduce perceived risk and uncertainty about places that have not been visited previously. "Tourism is an information-intense industry" and the information used by potential travelers to make a decision is highly important for either travelers or

destinations. Therefore it is important to understand developments in technologies and changing travelers' behavior that affect the distribution and accessibility of tourism products (Xiang and Gretzel, 2010). Thus, this technology offers crucial benefits especially for emerging destinations like Kyrgyzstan to build positive relations with visitors and potential travelers. At the other side, this technology helps to reduce promotion budget of hotels and destinations. This benefit is also important for developing or undeveloped countries which have limited financial budget.

TripAdvisor is the world's largest travel website that enables travelers to check hotels, restaurants or other businesses and compare them in a certain destination or among different destinations, and to review advices based on real experiences of previous travelers, and also provide an online platform for businesses to promote themselves and reach new customers in an easy and cheap way. The web site reaches approximately 390 million visitors monthly, and reached 435 million reviews and opinions covering 6.8 million accommodations, restaurants and attractions in forty-nine different markets worldwide. TripAdvisor, through its subsidiaries, manages and operates websites under twenty-four other travel media brands such as Airfare Watchdog, Booking Buddy, Cruise Critic, Every Trail, Family Vacation Critic, Flip Key, Gate Guru, Holiday Lettings, Holiday Watchdog, Independent Traveler and etc. (TripAdvisor, 2016).

Kyrgyzstan and Its Tourism Potential

Kyrgyzstan is a small and landlocked country located in Central Asian Region. The country shares borders with Kazakhstan on the North, Tajikistan on the South and West, Xinjiang Uygur Autonomous Region of the People's Republic of China on the East and Uzbekistan on the West. Kyrgyzstan occupies 198,500 km^2 and had a population of 5.9 million in 2015 and Bishkek is the capital of the country. Kyrgyzstan has a very mountainous geography covered almost 95% of the country, especially the Pamir-Alai and Tien Shan, and average elevation is 2,750 meters. Due to topography of this mountainous, country have huge natural heritage sources, such as some of the world's largest glaciers, many rivers, valleys and around 3,000 lakes. This rich water resources and geographical diversity creates a unique nomad life with rich agriculture and pastures throughout the country (Kantarci, 2007; United Nations, 2013; Akcali, 2014; United Nations, 2015).

Map 1: Map of Kyrgyzstan

Source: Wikimedia, 2017

Kyrgyzstan is one of the five Central Asian countries located on the Silk Road which is one of the most famous and the oldest trade route in the world. Undiscovered natural beauties, unpolluted environment, unique historical and cultural heritages and full of monumental places are some of the attractive features of Kyrgyzstan. The country is among the few destinations worldwide that have a significant long-term tourism growth potential according to World Tourism Travel Council (WTTC, 2016). World Trade Organization has stated that "*tourism has every reason to become a major economic alternative for Central Asian countries*." Therefore tourism can be identified as a strategic sector and a major economic factor for Kyrgyzstan economy (Gleason, 2003; Kantarci, 2007; Akcali, 2015; Kantarci et al., 2015).

Table 1: Kyrgyzstan Tourist Arrivals (000) and Tourism Expenditure (US$ Mn) in the Country (2010-2015)

	2010	2011	2012	2013	2014	2015
Tourist arrivals	855	2,278	2,406	3,076	2,849	3,051
Tourism expenditure	212	405	486	585	468	426

Source: UN Data, 2016; UNWTO, 2017

Kyrgyz government has considered tourism as a priority sector for economic development. Nevertheless, the direct contribution of travel and tourism to GDP (Gross Domestic Product) in 2015 was only 1.3%. Direct contribution of travel and tourism to GDP is expected to grow by 8.0% pa to KGS (Kyrgyzstan Som) 13.3bn (1.7% of GDP) by 2026. Travel and Tourism generated 30,500 jobs directly in 2015 (1.3% of total employment). By 2026, Travel and tourism will account for 36,000 jobs directly, according to WTTC.

Table 2: Number of Hotels in Kyrgyzstan (2010-2013)

Years	2010	2011	2012	2013
Hotels	119	123	132	142
Sanatorium and Kurorts	71	71	72	73

Source: Erdem, et al., 2015

Main tourist markets of Kyrgyzstan are mainly neighboring post-Soviet countries such as Kazakhstan, Uzbekistan, and Russia as well as China, Turkey, and USA. Kazaks generate big proportion of the tourist group who visit the country (Zozulinsky, 2008). Main tourism products of the country are historical, cultural and natural heritages. The most popular place attracts tourists is the Issyk-Kul. This lake is one of the nature wonders of the world and estimated that 60-70% of tourists arrived Kyrgyzstan visit the Issyk-Kul where is the second largest alpine lake at high altitude and the deepest lake (695 meters) on the earth. Nearly 75% of bed capacity is located in the lake area. Kyrgyzstan has two cultural and two natural properties at UNESCO World Heritage List (UNESCO, 2017). Kyrgyzstan offers a rich variety attraction and activities for tourists. Many activities based on water and rural resources such as canoeing, sailing, rafting, fishing, horseback riding, camping. Health tourism, Silk Road, eco-tourism, slow-tourism and nomad tourism are other tourism types offering in the country (Kantarci, 2006; Akcali, 2015).

Table 3: Distribution of Hotel Enterprises in Kyrgyzstan by Regions (2013)

Regions	Hotel Numbers	Sanatorium and Kurorts
Batken	4	3
Calal-Abad	10	9
Issyk-Kul	24	18
Narin	7	3
Os	13	10
Talas	1	3
Cuy	83	27
Total	142	73

Source: Erdem, et al., 2015

Despite its great potential, Kyrgyzstan is not a well-known destination for the world tourism markets. Weaknesses of tourism policy and planning, lack of qualified human resources, lack of standardization and certification, weak public and private sector cooperation, safety and security issues, unstable politic environment, lack of accommodation facilities in terms of capacity and quality, undeveloped transportation infrastructure, common bribery and corrupt practices are the main obstacles and barriers of tourism development in Kyrgyzstan (Yesiltas, 2009).

Methodology

In this study, data of 610 participants, who visited Kyrgyzstan between the years 2012 and 2016 and filled evaluation forms out on TripAdvisor web page, are employed. The data consists of some demographic variables such as gender and age, of hotel information such as hotel type and classification, of travel information such as travel year, season and type and also of countries of the travelers. Hotel evaluation criteria set by TripAdvisor, which compose of seven separate items, are called Value, Location, Sleep Quality, Rooms, Cleanliness, Service and Overall Evaluation. In our analysis, the partial data of the whole set, which is seven hotel criteria and travel information consisting of three attributes are used. Log-Linear model is employed in order to determine which attributes and interactions of attributes related to travel information such as travel year, travel season and travel type having impact on those hotel evaluation criteria. All analysis is conducted by SPSS 20.0 version. For each analysis, tables are constructed denoting which single attributes and interactions of them are statistically significant.

Findings and Discussion

With running Log-Linear model, the levels of travel attributes associated with the levels of overall evaluation for hotels are found significant. Table four below denotes that although travel type and travel season attributes have significant impact on overall evaluation, travel year does not. Those two variables are categorical variables and have different levels. For example, while travel type has five different levels, namely, "business", "solo", "couple", "family" and "friends", travel season has four different levels which are "winter", "spring", "summer" and "fall". Also, overall evaluation takes values ranging from one through five corresponding to "terrible", "poor", "average", "very good" and "excellent". However, when data analyzed, the frequencies of responses provided with "terrible" and "poor" are very few; therefore, those two numbers are added to the number of "average" response. Then that level is recalled "modest". Hence, the total number of levels for overall evaluation consists of three levels that are called "modest", "very good" and "excellent".

Table 4: The Overall Evaluation with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.147	0.00
Travel Season	1.299	0.015
Overall Evaluation *Travel Season	-2.061	0.014
Travel Type*Travel Season	-2.209	0.001
Overall Evaluation* Travel Type* Travel Season	3.361	0.01

While business is the significant level for travel type, winter and summer are significant levels for travel season. Other levels of travel and of seasons are not found statistically significant when single attributes are concern.

When associations are taken into account, two ways associations such as travel type* travel season and overall evaluation*travel season are both significant but their interactions have decreasing effects. For overall evaluation*travel season interaction, the coefficient, -2.061, means that overall evaluation pertinent to the level of "very good" in winter is less preferable when compared to other levels of season attribute. For travel type*travel season interactions, the coefficient -2.209 means that business type trips organized either in winter or in summer are less preferable when compared to other levels of combinations. Either solo or couple trips organized in winter or spring is less preferable when compared with other levels of associations.

When three way associations are taken into account such as overall evaluation*travel type and travel season, its coefficient, 3.361, means that when compared with other three way associations, two different interactions are more preferable which are business trip in winter is evaluated as "very good" and solo trip in winter is evaluated as "modest". The results of three way associations looks like it contradicts with the result of two way associations but it does not since the business level interacts with the combination of travel season and overall evaluations which result in more preferred one. Also, solo plays a significant role here which means that travel type organized solo in winter leads to increase the level called "modest" of overall evaluation.

Table 5: Value with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	1.442	0.00
Travel Season	1.123	0.015
Travel Type*Travel Season	-1.442	0.011
Value* Travel Type* Travel Season	-4.736	0.002

When value is concern, travel type and travel season are statistically significant attributes. Their respective significant levels for both attributes are business and winter. Other levels are not found statistically significant. In two way associations, when travels are organized as either business or solo or couple in winter, their associations has a decreasing effect on the criterion called value which means that they are less preferable when compared with other associations. In three ways associations, when couples travel in winter, the level "average" assigned to value has a tendency of decrement. Table 5 above summarizes numeric outputs.

Table 6: Location with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.147	0.00
Travel Type*Travel Season	-2.299	0.003

When location is concern, the only attribute does travel type play significant role. Its level is business. In two way associations, travel type* travel season is significant interaction and its corresponding levels are business, solo and couples for travel type and winter for travel season. On the other hand, location is not a significant attribute. Table 6 above gives statistical results.

Table 7: Sleep Quality with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.678	0.00
Travel Season	1.995	0.02
Travel Type*Travel Season	-1.833	0.03
Travel Type*Travel Season*Sleep Quality	3.803	0.00

When sleep quality is concern, single attributes such as travel type and travel season are statistically significant. In other words, when travel type is either business or couple and travel season is either winter or summer, those two attributes are significant ones. In two way associations, namely, the interactions of the levels of travel type and the levels of travel season are significant but its coefficient, -1.833, denotes that when business travel organized either in winter or in summer or when solo trip organized either in winter or in spring, or when couple trip organized in winter, they might be less preferable or their evaluation is seen as decreasing effect. Also it should be noted that when two way associations are concern, the level of travel type called solo plays role. In three way associations, namely, when the interactions of levels of three attributes are taken into account, its coefficient, 3.833, means that when sleep quality interacts with other attributes, it causes to a situation evaluated much preferably for travelers. When travel organized as solo in winter results in increase in the evaluations of both levels of sleep called "modest" and "very good", hence, sleep quality not only for business but also for solo travelers underlines its importance. Table 7 above denotes the important statistics for the model.

Table 8: Room with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.235	0.00
Travel Season	1.198	0.03
Travel Type*Travel Season	-2.305	0.021
Room* Travel Type* Travel Season	3.467	0.02

When room is concern, travel type and travel season are found significant single attributes. Their important levels are business, solo and couple for travel type and winter for travel seasons. When two way associations are concern, some levels of travel type and travel season interactions are less preferable, which are business trip either in winter or solo trip either in winter or couple trip in winter. In three way associations, when room interacts with other attributes, the significant interaction is solo trip in winter evaluated as "very good", which is more preferable one. Table 8 above summarizes the model outputs.

Table 9: Cleanliness with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.733	0.03
Travel Type*Travel Season	-2.911	0.023
Cleanliness* Travel Type* Travel Season	2.934	0.012

When cleanliness is concern, travel type whose level is business is the only attribute that is statistically significant. In two way associations, travel type* travel season whose coefficient is -2.911 means that business trips conducted either in winter or spring or solo and couple trips conducted in winter are less preferable when compared to other levels. When cleanliness interacts with those attributes, cleanliness is evaluated as "very good" in solo trips conducted in winter. Table 9 above summarizes model output.

Table 10: Service with Travel Factors: Type and Season and Year

Attributes and Interactions	Parameters	Significance
Travel Type	2.835	0.03
Travel Season	1.786	0.01
Travel Type*Travel Season	-2.101	0.033
Cleanliness* Travel Type* Travel Season	3.456	0.021

When service is concern, travel type and travel season are found significant attributes. Their levels are business and solo for travel type and winter and summer for travel season. In two way associations, business and solo trips conducted either in winter or spring or summer or couple trips conducted in winter is less preferable since its coefficient is -2.101. Hence, it can be concluded that service looks like a problematic area for hotels in Kyrgyzstan. When three way associations are concern, that service interacts with those attributes results in much preferable outcomes that are business or solo trips conducted either in winter or summer, or solo or couple trips conducted either in winter or summer preferring "very "good" evaluation since its coefficient is 3.456. Table 10 above shows outputs of the model.

Conclusions and Recommendations

Kyrgyzstan is expected to become a popular destination in Central Asia in the next two decades due to several reasons. The analysis conducted in pervious section using the data collected from the web page of TripAdvisor based on seven hotel criteria and travel information consisting of three attributes such as travel season, travel year and travel type employ Log-Linear model in order to determine which single attributes and/or associations of them playing significant roles on hotels criteria.

In this section some important findings extracted from analysis will be underlined as summarizing actions to take in order to improve some services already measured by the international standards. Travel type and travel season are important for travelers who visit Kyrgyzstan. While for travel type, business is the dominating motivation followed by solo and couple trips, winter and summer are the two leading times of the year for travel seasons. However, when their associations are concern, its affect is less preferable by travelers. For example, travelers whose aims are either business or solo trips conducted in winter or summer is less preferable. Why that interaction having impact in that way is not so clear might be due to some attributes not measure in the data set. When three way associations are concern, the criteria that hotels have provide with evaluations by traveler. General evaluation is seen between "modest" and "very good" and actually is close to "very good". However, depending upon seven hotel criteria, different results can be observed. No single hotel criterion is statistically significant. However, its effect is observed when it interacts with other attributes as a three way associations. Therefore, while location, room, sleep quality and cleanliness are important attributes for solo travelers visiting in winter, service and value are important attributes for both businesses, solo and couple travelers. Their evaluation scores ranging from "modest" to "very good" and are actually close to "very" good". Also, in Log-Linear model, there is no two ways or three ways association ending up with "excellent" evaluation. When overall evaluation is concern as a final hotel criterion, while business trips conducted in winter is evaluated as "very good", solo trips conducted at the same time of the year is evaluated as "modest".

Taking into account that business is the main travel type to Kyrgyzstan, policy planners and decision makers should be aware of the importance of business travelers and the need of improving tourism infrastructure in order to offer wider and higher quality of services. The country has variety of natural and cultural resources and attractions to offer its visitors throughout the year. Another important issue is turning this great potential into practice thus, spreading tourism activities to whole country. It is also vital to aim increasing

tourism competitiveness in the long-term tourism growth plan. For this, sustainability principles should be considered as the main key. While opening the country's great potential to international market, monitoring and controlling the whole process according to sustainability principles will help the country to benefit its resources at the best possible way. Besides natural and cultural resources of a country, having qualified human resources is maybe the most important driver behind a successful and competitive destination. This is another issue that decision makers in Kyrgyzstan should work on for the long-run success.

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