

The Journal of Academic Social Science Studies



International Journal of Social Science

Volume 5 Issue 2, p. 327-347, April 2012

**THE USE OF MEDIA IN ADVERTISING AS A PROMOTION TOOL: A STUDY ON HOSPITALITY
BUSINESSES**

*TUTUNDURMA ARACI OLARAK REKLAMDA MEDYA KULLANIMI: KONAKLAMA İŞLETMELERİ ÜZERİNE BİR
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Abstract

There are a number of media tools to be used in the transmission of the intended message to targeted audience in advertising activities. Media tools are an environment, in which advertising and tourist consumers encounter, and choosing the most appropriate vehicle here is expected to increase the effect of advertisements. The purpose of this study is to find out whom the advertising decisions are taken by in hotel businesses, the financial resources allocated for advertising activities, popular advertising tools, and whether there are differences between the hotels based on star ratings. All certified hotel businesses in Konya were included in the present study following a quantitative research method. In order to test the data obtained through the questionnaire, measures of central tendency (frequency and percentages, arithmetic mean, mode and standard deviation) and statistical analysis methods (correlation and regression) were used. The findings indicated that the decisions related to advertising were taken by the general manager in cooperation with the sales and marketing departments in five-star hotels, and by the general manager in other hotels. The study also showed that the largest amount of money allocated for advertising was in chain hotels, and it was the Internet that was most frequently used as an advertising tool. In terms of the level of using media tools based on the number of stars, 5-star hotel businesses had higher levels of use than the others, but it was also found that four-star hotels in comparison with other hotels advertised more often.

Keywords: Hospitality businesses, promotion, advertising, media

Öz

Reklam faaliyetlerinde hedef kitlelere verilmek istenen mesajın iletilmesinde çok sayıda kullanılabilir medya aracı vardır. Özellikle medya araçları, reklam ile turistik tüketicilerin karşılaştığı alandır ve burada seçilecek en doğru araç, reklamdan beklenen etkiyi artıracaktır. Bu çalışmanın amacı, otel işletmelerinde reklam kararının kim ya da kimler tarafından verildiği, reklam faaliyetleri için ne kadar parasal kaynağın ayrıldığı, reklam için hangi medya aracının tercih edildiğine ilişkin değerlendirmeler ile yıldız sayısına göre farklılık olup olmadığını saptamaktır. Nicel araştırma yöntemine göre yapılan araştırmaya Konya’da faaliyet gösteren tüm turizm belgeli otel işletmeleri dâhil edilmiştir (n=29). Anket yoluyla elde edilen verileri test etmek için merkezi eğilim ölçüleri (frekans ve yüzde dağılımları, aritmetik ortalama, mod ve standart sapma) ile istatistiksel analiz yöntemleri (korelasyon ve regresyon) kullanılmıştır. Araştırma sonucunda, reklam ile ilgili kararların beş yıldızlı otellerde genel müdür ile satış ve pazarlama departmanı birlikte, diğer otellerde ise genel müdür inisiyatifinde olduğu, reklama ayrılan parasal miktar olarak en yüksek payın zincir oteller olduğu, reklam aracı olarak en yoğun internetten yararlanıldığı, yıldız sayısına göre medya araçlarını kullanma düzeyleri ile ilgili olarak ise 5 yıldızlı otel işletmelerinin diğerlerinden daha yüksek kullanma düzeyine sahip olduğu, ancak yıldız sayısına göre dört yıldızlı otellerin diğer oteller göre daha yüksek oranda reklam yaptıkları ortaya çıkmıştır.

Anahtar Sözcükler: Konaklama işletmeleri, tutundurma, reklam, medya

1.Introduction

Today, the number of tourist trips continues to increase at a fast rate because of such reasons as the increase in people's leisure time, longing for nature, nostalgia, improvements in working time and conditions, stress and exhaustion caused by urbanization, desire and curiosity to see new places, and the increase in people's income levels. In the reports by World Tourism Organization (UNWTO), the number of people involved in international tourism movements in 2011 was 980 million, which was 4.4% higher than that of 2010, and the same growth trend is expected to continue in 2012 (<http://media.unwto.org/en/press-release/2012-01-16/international-tourism-reach-one-billion-2012>). Gradually increasing tourism movements naturally bring economic development, and promoting economic development in terms of those countries with higher tourism potential is regarded as a key sector.

In mass tourism that has come out due to the developments in recent years, the importance of intermediaries (travel agencies and tour operators) is gradually increasing, while the importance of hospitality businesses remains the same today as in the past. Even in recent times the demand for all-inclusive (All Inclusive / AI) system placed hospitality businesses at the center of tourism. However, these developments in tourism have increased the number of hospitality enterprises, and as a result, the hospitality businesses with the desire to gain an advantage in competition have begun to apply intense marketing activities. There are numerous tools that hospitality businesses can use as a part of promotion activities. Among these tools are advertising, public relations, sales promotion, personal selling, sponsorship and lobbying. There are both common and different characteristics of different promotion tools. In accordance with this, domains and ways of practice of these tools differ.

Advertising ranks first among the most frequent promotion activities of hospitality businesses. Advertising has a significant mission in branding, maintaining or increasing the current market share of the hospitality business, attracting new tourist consumers to the product that it presents, reaching the target sales. However, one of the most significant issues here is the selection of media (mass communication tools) that affect the success of advertising activities. Therefore, selecting the most appropriate medium will be effective in the targeted success of advertising. The study was conducted on certified hotel businesses operating in Konya, which is one of the largest cities in Turkey and a significant tourist destination. In this study, it was aimed to find what promotion tools the businesses preferred most, what media tools are used for advertising purposes, how much money is allocated for advertising and whom the advertising decisions are taken by.

2.Literature Review

2.1.Tourism Advertising

In current trading activities, the opening of enterprises, producing the appropriate product for their target audience and selling it at an appropriate price, and even forming the most appropriate distribution channels are insufficient. Especially more and more businesses feel that they have to give importance to promotion as a part of marketing activities. There are so many tools that businesses can use for promotion in

marketing activities. Advertising is one of the most widely discussed tools among these. Advertising, which comes to the mind first when marketing is mentioned, is an effective and frequently used method of communication which helps organize other functions concerning demand and demand management (Tek and Özgül, 2008:661).

It is difficult for a business to survive without the positive contributions of advertising such as informing, news-making, increasing the demand, brand creation, brand positioning and creating awareness. Advertising with various positive effects is also criticized. Since advertising is

a promotion tool with a certain cost according to some people, it results in an increase in the cost of the product. Some others claim that advertising is used in a misleading manner; it corrupts moral values; from time to time it increases unfair competition among businesses, and it prevents small businesses from entering the market (İslamoğlu, 2008:272) In spite of all these, in the market in which there is a tough competition and brand products hardly differ from each other, businesses have to advertise their products in order to be recognized by consumers and to control the behaviors of their rivals. Though there might not be an increase in the profit of the business as a result of the advertising campaign carried out, a possible decrease in the sales and profit without advertising might make it necessary to organize risky advertisement campaigns (Tavmergen and Meriç, 2002:63).

There are many businesses serving consumers in tourism sector, in which there is intense competition. Among these businesses are hospitality enterprises as the center of tourist movements. In increasing competition conditions, hospitality businesses make use of promotion tools to increase their sales by attracting more tourists. Especially advertising is a commonly preferred tool in terms of tourism enterprises. One of the main reasons for this is that advertising has a significant role in informing the consumer during buying decisions. Advertising is not only set of persuasive messages transferring information, but it is also a strong and comprehensive industry with a great reputation providing social interaction. Most of the communication concerning the attitudes, expectations and identity feelings of people is related to products (Varey, 2001:269), and this is mainly provided by advertising. An advertisement is a tool that helps answer lots of questions concerning the product and the brand. For instance, the intended benefit of the product, its distribution system, its cost or how the product can help solve consumers' problems. Another benefit of advertising is to help change misperceptions about the product and develop an image.

The primary purpose of advertising in tourism sector is to increase sales. However, this purpose is a general one; the purposes of advertising in itself are divided into three categories: to inform, to persuade, and to remind (Kozak, 2008:197). As a result of the increase in the number of enterprises, diversification of products and constantly changing expectations of consumers, advertising industry is continuously changing and developing. The desire of businesses to create brand loyalty for their products, the increase in the importance of promotion and diversification of mass media are some of the factors contributing to the development of advertising industry. In addition to this, developments in economic, social and cultural domains helped advertising industry to have a new face. Advertising has become a tool that interests and receives the attention of not only businesses but also all sections of the society. The main reason for this is that advertisements get consumers to show positive reactions towards the products presented by businesses, and while doing this, as a communication tool, it gives information, reminds the target audience of the product or persuades them about an issue (İslamoğlu, 2008:276). In terms of communication, advertisement regarded as a

tool for giving information and persuading is used to refer to announcing the intended message to a wide audience. Advertising aims at informing the audience about the product by paying some money and creating attitudes and behaviors in the desired direction (Arens, 2006:622).

Tourism advertising is informing potential consumers about the product through media tools by a country, certain region or tourism entity, and it is one of the most significant tools of promotion activities that aim at persuading them to visit the region or business or reminding them of the place or business so that they can come again. Nowadays, there is a fierce competition between both countries and tourist regions in today's world where tourism movements are gradually increasing. Advertising activities are carried out in all businesses regardless of the quality of the tourist product and the class that the businesses seeking to gain advantage in the competition belong to. To reach the sales targets, tourism enterprises have to attract the attention of potential tourists to the product. To achieve this, they use lots of oral, written or visual media for advertising purposes.

2.2.The Use of Media (Mass Communication Tools) in Advertising

Advertisements vary according to the place in which they are published or they exist. Media tools used in advertising vary from the most primitive environments in which ads emerged in the past to current environments provided by the opportunities of virtual technology (Kozak, 2008:200). For this reason, the most appropriate media tool must be selected to reach the desired success in advertising campaigns. Media tools are the environments in which advertisements and consumers meet and the right decision taken here not only increases the success of adverts which are a financial burden for tourism enterprises, but it also prevents the possible loss of effort and money in tourism businesses as a result of not choosing the right media tools (Elden et al., 2005:96). When evaluating media tools, the exact composition of geographical, demographic and psychological elements is at least as important as the number of readers, listeners and viewers. Current media planners must carry out a thorough research before recommending their customers a media tool. In other words, they should collect first-hand information about the media that they are planning to buy, and they should understand the impact that communication tools leave on them as if they buy products themselves (Baker, 1996:163). In addition, the most productive advertising tool that operates with the minimum budget should be determined. In order to be successful in competition, a set of strategic decisions determining the need for advertising should be built upon how the tourist thinks and perceives. The majority of the advertisements appearing in media can actually present the real profile of their audience (Tekeli, 2001:48). When deciding on the selection of advertising tool (Yükselen, 2003:315; Karafakioğlu, 2005:162), such issues as the amount of money that the hospitality enterprise allocates for advertising, the condition of competitors, the number and characteristics of the target audience, how long the advertisement will run, the structure of distribution channels, transportation costs and the effectiveness of the message should be taken into consideration. It is possible that an advertiser can give the same message through different mass communication tools though these tools differ

from each other. Especially advertisers of consumer oriented companies utilize different media tools to run their campaigns (Baker, 1996:161). Advertising tools are actually mass media tools. These are newspapers, television, direct mail materials (catalogs, brochures, flyers, etc.), radio, magazines, Internet, cinema and outdoors. In Table 1, a comparison of potential media tools that can be used in advertising campaigns is given, and here significant media elements such as the quality of the reader, the ability to draw attention, the overall quality of broadcast should be considered carefully (Tekeli, 2001:48).

Table 2: The Comprasion of Media Tools Which Can Be Used in Advertising Activities

TOOL	ADVANTAGES	DISADVANTAGES
NEWSPAPER	<ul style="list-style-type: none"> -is cheaper than other tools. -its domain is wide because it can be found and exchanged in every moment and everywhere of daily life. -it brings prestige in advertisements when it is issued in the newspapers which obey the economic, social, political and culturel structures and intentions of individuals. -it presents a chance of giving detailed information. -it is easy to innovate whenever it is wanted, so it's more flexible according to the other tools. -it provides iterating advantage because it is issued daily. 	<ul style="list-style-type: none"> -they are short-lived because of being daily. -the perception possibility of messages connected to advertisement is low, owing to they are read quickly and glanced at once in general. So their effect power is weak. -generally its quality of printing is insufficient in comparison with other tools. -it can not reach target group completely. -it has limitations about format owing to it is neither visual and audience tool.

<p style="text-align: center;">JOURNAL</p>	<ul style="list-style-type: none"> -it is easy to determine target group -it is produced by harder materials so it is more durable. -advertisement text and imagery are more attentive and qualified. -Both journal's printing tecnic is more developed and the paper used is more qualified. This situation is almost convenient for especially the video advertisings belonged to the tourism businesses. -its price is less in comparison with other media tools. -they have got enough time for both national and international grade, because they are printed for specific time periods(generally a month) -because they are issued in specific fields, given messages's reliability and prestige is high. -there is a possibility of giving detailed information. 	<ul style="list-style-type: none"> -the preparations of advertisement text and imagery take a along time. -it's a high costed tool. -because its frequency of publication is few, it is inconvenient when you want to enter market fast. -after printed at once, it is impossible to make changes in advertisement until another press. Even the changing is suggested between two press, reaching to the next printing is doubtful. -it has limitations about format owing to it is neither visual and audience tool. -to reach target group is hard geographically.
<p style="text-align: center;">RADIO</p>	<ul style="list-style-type: none"> -it is a prevalent tool. It's a so prevalent tool in regional and national scale. -it sends advertisement message tquickly. -it doesn't need large preparations and an extra tecnic and professional abilitiy. -changes may be made in the messages the most sreially when prompted. -it is a tool whose determining of target group is easy. Information can be obtained by which programs are listened by whom. - its cost is lowfor per person. - it provides replication advantage. 	<ul style="list-style-type: none"> -radio audience are scattered in wide area. It is hard to reach them. -obstacles born of statutory restrictions at the national level, broadcasting sitation's own regulations, and/or publication policy break the effectiveness of advertisement. -it is really hard to research whether it is effective in terms of augmentation and promotion of selling -international markets which business wants to enter generally doesn't enter radio station's broadcast activity space. -it has lack of image owing to it's an auditory tool. -it's hard to give complicated and detailed message.

TELEVISION	<ul style="list-style-type: none"> -it's a tool which has a high rate of views. -because it is both a visual and auditory tool, its power to influence is high. -because it is an expensive tool it provides reputation to business. -it is a tool which provides possibility of access to wide target groups. -it is a tool which provides possibility of access completely by selecting convenient time zone. 	<ul style="list-style-type: none"> -its cost is high. -determination of its release times creates serious problems because it evokes the impression of “disrupts the flow of the program”, “irrelevant”, or “unnecessary” and “annoying” on qualified audiences -because local stations’s broadcast area is limited every tv channel is not effective equally. -it is a tool that has low possibility of giving detailed information. -in case of the advertisement can not be watched, it can be overlooked until next broadcast.
OUTDOOR	<ul style="list-style-type: none"> -it has possibility of selecting geographically. -they must be large and attractive enough to attract attention from distance and also become concise enough to be read easily and be memoried. -it is a tool which has long life. 	<ul style="list-style-type: none"> -its costs are relatively high. -because they jam in, they have a narrow frame effect. -they have a narrow frame impact since they are jammed in a certain field -it is limited on account of speciality of giving detailed information.
CINEMA	<ul style="list-style-type: none"> -because it is visual and auditory its effectiveness is so high. -it can front every grade and layer of society. -it fronts everyone in cinema saloon at the same time and level. -the audience of advertisement done is certain. Its results can be observed. -technical capabilities are used as much as possible by giving message of advertisement. 	<ul style="list-style-type: none"> -its cost is high. Preparing needs expertise and team. -because of preparing needs long time, it is not flexible about to enter market fast. -advertisement message can not be changed fast. -because cinema saloon’s capacity is limited, number of effected person is low during giving messages.
INTERNET	<ul style="list-style-type: none"> -its effectiveness is high on target groups. -it provides possibility of “direct contact” with business. -it provides possibility of advertising in international level as well as natinal. -the message is permanent and can be download by audience. 	<ul style="list-style-type: none"> -computer apparatuss have not won prevalence among wide groups desired level yet, although they have developed extraordinary fat. -even information can be reached to audience directly by internet, it is hard to reach wide groups without other tool’s support. -a universal transaction language has not been accepted. – the materials written by <i>Java Scriptle</i> may not be read by systems which is more universal and written by <i>htm</i>

**DIRECT
POSTING
MATERIALS**

-because it is sent directly a person its effectiveness is high and this effectiveness can be measured.
 -such a personal post facilitates also a mutual communication.
 -because every kind of changes can be made it has an evident flexibility

-its unit cost is high.
 -it needs a long and true adress list.
 -consumers may show a resistance which business can't control.

Reference: DUNCAN, Thomas; Principles Of Advertising & Imc., McGraw-Hill: New York, 2005, (424-425), USAL Alparslan, ORAL Saime; Turizm Pazarlaması, Kanyılmaz Matbaası, İzmir, 2001, (131-143/ 269-270)

The success of advertising activities mostly depends on the type of the media to be chosen. Therefore, it is essential that media planning should be handled with care and media decisions should be taken. During media selection process, the answers to the following questions should be sought: What size is the target audience? How much is the fund reserved for advertising? How many times will the message be published or broadcasted? What are the most appropriate tools to be used? What is the most important time for the advert? (İslamoğlu, 2008:290). Media planning is the process of how to use the advertisement, time and place. The main purpose of media planning is to select the most appropriate media for the issue under discussion and to develop the most effective methods to use these. However, media tools' being numerous, different and disorderly makes this difficult (Tek and Özgül, 2008:697). The first step is to determine what media to use. The knowledge of the advantages and disadvantages of audience profile and the use of advertising tools by each follower provides information about the effectiveness of the ad, and it contributes to the effectiveness-cost analysis at the end of advertising activity (Tekeli, 2001:48). The traditional aim of media planning is to minimize the message sent to the customers who are not interested in the category of the advertised product; thus, to minimize the effort spent in vain. Most media tools form profiles of their audience in terms of demographic, psychographic and product use. This data help media tools carry out analyses of advertisements for products which are appropriate for the audience. However, this type of detailed information is not accessible to the media tools intended for smaller audiences. The audience profile information owned by media tools is often demographic (Soberman, 2005:42).

Media plan is a subsection of marketing communication plan. Media planning is the process of determining the most effective media combination (cost-effectiveness) to select the most appropriate media. If it is possible to reach the intended audience through only one medium, it means that there is no problem. If there are multiple choices of media types, they should be compared in terms of cost, effectiveness and efficiency (İslamoğlu, 2008:291). In this context, the key point is to maximize the expected profit and increase the effect of the message, while

minimizing the costs. In the promotion of tourist products for consumers, media are often the largest single cost item in a marketing communication budget. If the selected media does not convey the brand message and if it does not help influence greatly, sales will fall and a large part of the money allocated for the media will be wasted (Duncan, 2005:422). The advertising planner has to be involved not only in buying the media and existing in it, but also in whole advertising and marketing program. The relationship between the tool and message is significant in all forms of communication. Yet, this relationship is of vital importance in advertising. The tool should not only reach the target audience, but it should also create an environment which is positively correlated with the product (Russel and Lane, 1996:188). While carrying out media research work, media planners begin to work by analyzing both the target audience and media options. They also have to analyze the size and characteristics of the various media followers and even the data concerning the effectiveness of the media tools in terms of keeping their promises made in the message given (Duncan, 2005:423). After the analyses, strategic media plan is prepared. In strategic media plan, how much money will be allocated to different media tools is decided and a program showing when the advertisement will be published or broadcasted and how much the campaign will cost is prepared. In the process of deciding what media to use, media planner should seek answers to some questions concerning who the tourist consumers are, what the competitive power of the business is, what the best and most effective profit-cost relationship is (Brierley, 2002:105).

3.Methodology

3.1.Sampling

The sampling method adopted in this research is purposive sampling which is one of the non-random sampling methods. In this method, it is assumed that the selected sample is appropriate for the purpose of the research and that it provides the information the researcher seeks (Bernard 2000; Robson 2002). The sampling frame was carried out in Konya, one the largest cities of Turkey with a population of more than 1 million. There are numerous tourist attractions in Konya, in which many civilizations have lived since prehistoric times, and it is one of the most important tourist regions in terms of religious, historical, cultural and business tourism in Turkey. The present study was carried out on 29 certified tourism businesses whose certifications were verified by the data provided by Konya Provincial Culture and Tourism Directorate.

Totally 29 survey forms were given to the business administrators. The survey forms were meticulously filled out and handed in by the administrators. The response rate of the surveys is 100%. The survey is composed of 4 sections. The first section gives an overview of businesses (the foundation year of the business, the number of staff employed in the business, number of the rooms, number of beds, number of stars, and ownership status). The second, focuses on the demographic information about the managers surveyed (educational background, position, title, and the term of office in the business). The third section gives information about general advertising department of the business (name of the unit carrying out advertising activities in the business, the place of this unit in the organizational structure, the authority who takes advertising decisions, the share allocated for advertising campaigns, website use, and from whom the service related to advertising activities is purchased). In the last section, the researcher presents the scales used to measure the level of media and promotion tool use by the businesses.

3.2.Scales and Data Analysis

Surveying technique was used as the data collection tool. The items in the scale were adopted from the study carried out by Ünüvar (2008). In the present study, quantitative method was used. As a result, a five-point Likert scale (1=Strongly disagree, 5=Strongly agree), which is commonly preferred in quantitative studies, was used. In the present study, measures of central tendency such as frequencies and percentages were used to describe the demographic characteristics of the participants. Afterwards, to determine the level of media and promotion tool use by businesses for advertising campaigns, basic statistical measurements such as mean and standard deviation were utilized. To test whether there are differences between the levels of businesses' use of media and promotion tools according to their characteristics, t-test and ANOVA were used. Finally, correlation and regression tests were carried out to find out the relationship between variances. The data was analyzed by using SPSS 19.0.

4.Findings and Discussions

4.1.The Characteristics of the Businesses and Managers Responding to the Survey

27.6% of totally 29 hospitality businesses have a 1-5 year duration of activity; 41.4% of them employ 5-15 people; the number of rooms in 27.6% of them is 94 and above; the number of beds in 41.4% of them is 144 and above; 34.5% of them are 3-star hotels; 37.9% of them belong to individuals; in 69% of them the general directorate manages advertising; the place of 89.7% in the organizational structure of the unit is directly connected to the general manager; advertising decisions in %75.9 of them are taken by the general management; the share allocated for advertising campaigns in 65.5% is between 1000-5000 Turkish liras, and 93.1% of the businesses have a web site. The characteristics of the businesses and managers who responded to the survey are given in Table 2.

When the data in Table 2 are examined, it is seen that the majority of businesses have not been in business for a long time; they have a small number of staff; the number of rooms and beds are large enough; the majority of them are 3 and 4-star individual businesses; the general manager is usually the person who decides on advertising campaigns and organizes them; advertising activities and related services are usually bought from advertising agencies; the share reserved for advertising is small and most businesses have a web site.

Since businesses usually buy services related to advertising activities from advertising agencies, though one thinks that most of the businesses are small hotels and that there is not an advertising department in these hotels, it proves that advertisements have been professionally created. However, that the fund allocated for advertising is very small causes an interesting situation. It is thought that there are various reasons for this. For example, it is seen that the businesses on which the present study was carried out are businesses that belong to individuals (independent hotels). As a result, the small amount of money reserved by these businesses for advertising might indicate that they carry out their

campaigns by using only local media. It is known that in comparison with media broadcasting at the national or international level, local media is less costly. Moreover, it is seen that most businesses have a web site. Therefore, it can be claimed that businesses carry out most of their advertising activities on the Internet, which is the most favorite media tool today.

Table 2: Demographic Information of Participants and Hotels

	N	%		N	%		N	%
Activity Period of Businesses			Ownership			Purchase of Service on Advertising		
1-5 years	8	27,6	Independent Hotel	18	62,1	From Mass Media	4	13,8
6-10 years	6	20,7	Chain Hotel	11	37,9	From Advertising Agencies	15	51,7
11-15 years	7	24,1			We don't take	3	10,3	
16-20 years	2	6,9	Unit, manages advertising in business		From Mass Media And Advertising Agencies	5	17,2	
21 years and up	6	20,7	General Manager	20	69,0	The Other	2	6,9
			Sales and Marketing	7	24,1			
Number of Businesses			Front office	1	3,4	Duty and Title of Manager		
5-15 persons	12	41,4	Public Relations	1	3,4	General Manager	14	48,3
16-26 persons	6	20,7			Business Owner	4	13,8	
27-37 persons	3	10,3	The place of Unit in The Organizational Structure		Front Office Manager	8	27,6	
38-48 persons	3	10,3	Connected Directly To General Manager	26	89,7	Sales and Marketing Manager	3	10,3
49 persons and up	5	17,2	Connected To Assistant General Manager	2	6,9			
			The other	1	3,4	Work Period of Manager in Business		
Room Number of Businesses			Unit, taking desicions on advertising			Low than 1 year	4	13,8
10-30 room	5	17,2	General Manager	22	75,9	1-5 years	12	41,4
31-51 room	7	24,1	Sales And Marketing	3	10,3	6-10 years	5	17,2

52-72 room	4	13,8	Department Manager			11-15 years	2	6,9
73-93 room	5	17,2	Top Managers and Advertising Manager in common	3	10,3	16 years and up	6	20,7
94 room and up	8	27,6	Advertising Management And Employees In Common	1	3,4	Manager's Level of Education		
						Primary Education	3	10,3
						High School	6	20,7
Number of Bed			Allocated Share of Businesses for Advertising Campaigns					
20-50 bed	12	41,4	1000-5000 TL	19	65,5	University	15	51,7
51-81 bed	6	20,7	6000-10000 TL	8	27,6	Upgrade Education	5	17,2
82-112 bed	3	31,0	11000-15000TL	--	--			
113-143 bed	3	10,3	16000-20000 TL	1	3,4			
144 bed and up	5	17,2	21000 TL and up	1	3,4			
			Web Site of Businesses					
Number of Star			Available	27	93,1			
2 star	4	13,8	Unavaible	2	6,9			
3 star	10	34,5						
4 star	9	31,0						
5 star	3	10,3						
Special Class	3	10,3						

4.2.Validation of the Scales

To regard the scales used in the study as reliable, the Cronbach alpha value should be at least .70 (Peterson 1994). When the Cronbach Alpha coefficient values of the scale concerning media and promotion tools are examined, it is seen that the reliability coefficients of both scales

are high ($\alpha = > .70$). It was found that the reliability coefficient of media tools was $\alpha = .76$ and that of promotion tools was $\alpha = .76$. In this case, it is possible to average the values of both scales.

4.3. The Level of the Use of Media and Promotion Tools in Advertising Campaigns

The administrators who participated in this study provided the researcher with information about whether they used media and promotion tools concerning advertising campaigns in their hospitality businesses and the extent to which they use them if they do. Upon examining Table 3, it is seen that businesses more frequently use the Internet (Mean=4.24) as a media tool and personal selling (Mean=3.59) as a promotion tool in comparison with other tools. This finding indicates that hospitality enterprises give more importance to online and personal selling. The reason why the enterprises often prefer online selling is that they are able to introduce their business fast and easily with minimal costs by reaching more people. There might be many reasons why enterprises mostly prefer personal selling as a promotion tool. For instance, it is claimed that the message in personal selling is more flexible than the one in advertising; it is possible for the salesperson to make necessary explanations to get rid of consumer's possible hesitations through face-to-face communication and that the salesperson has the opportunity to persuade the consumer by establishing genuine relations with the consumer in personal selling. Moreover, personal selling has both strong and weak sides. For example, it is possible to establish direct communication with the consumer in personal selling and to unearth individual needs of consumers in this communication, and thus, it is possible to deal with sensitive issues. However, it is stated that it may not be possible to reach some customers, and reaching them through this method might be costly (Kozak, 2008:203-204).

According to the results of the study, the most frequently used media tools after the internet are catalogues (Mean=3.79) and brochures (Mean=3.55), while the least frequently used tools are cinema (Mean=1.21), video (Mean=2.03), television (Mean=2.10), radio (Mean=2.34), outdoors (Mean=2.41), magazines (Mean=2.72) and newspapers (Mean=2.97). Based on these results, some conclusions can be drawn. For instance, frequent use of catalogues and brochures by businesses for their advertising campaigns shows that they struggle to minimize their advertising expenses. As it is known, the least costly tools after the Internet are catalogues and brochures. Today, in tourism which is becoming a mass activity, tourists depend on intermediators (travelling agencies and tour operators) in choosing the place to go and the business, and the effect of these intermediators is gradually increasing. While giving tourist consumer information about the hotel, travelling agencies and tour operators have the opportunity to utilize high quality, striking brochures and catalogues which can give detailed information. Besides this, providing the customers visiting the business with catalogues and brochures will enable them to introduce the hotel to their environment once they go back home. This in turn provides a comprehensive promotion opportunity with minimal costs. In fact, this case can be connected with personal selling. In personal selling, personnel's referring to catalogues and brochures as need arises while providing information about the services may help produce some positive results. Therefore, the customer is tried to be persuaded to buy services. At the same time, persuasion efforts should be supported instantly with catalogues and brochures in which there is information about the services. As a consequence, the customer, who is able to get information about the services offered by the hotel in the virtual environment at any time, learns about the business through promotion stands, travel agencies, streets, etc., by getting involved in face-to-face communication, and at the same time utilizes the catalogs and brochures that he/she has while the decision-making process goes on. Therefore, it can be said that businesses are highly pleased

with this situation. On the other hand, the reason why businesses rarely prefer cinema can be that cinema is highly costly. This is equally applies for other less commonly used tools.

Table 3: Level of Using Media and Promotion Tools of Business

VARIABLES	Mean	Standard Deviation	VARIABLES	Mean	Standard Deviation
Mass Media	2.61	.72	Promotion Tools	2.76	.96
Television	2.10	1.20	Advertising	3.38	1.47
Newspaper	2.97	1.45	Public Relations	3.17	1.58
Journal	2.72	1.43	Personel Selling	3.59	1.57
Radio	2.34	1.54	Sales Promotion	3.07	1.71
Outdoor	2.41	1.42	Lobbying	2.52	1.61
Cinema	1.21	.77	Sponsorship	2.28	1.25
Video	2.03	1.40	Other	1.38	1.04
Brochure	3.55	1.52			
Catalog	3.79	1.34			
Internet	4.24	1.24			
Other	1.38	1.14			

In the present study, it was found that the businesses used media (mean=2.61) and promotion tools (Mean=2.76) at moderate levels. Furthermore, it was also determined that the tools that were most commonly used after personal selling were advertising (Mean=3.38), public relations (Mean=3.17) and sales promotion (Mean=3.07), while the tools which were less frequently used included sponsorship (Mean=2.28) and lobbying (Mean=2.52).

It is seen that lobbying activities on decision-makers, which are simply referred to as activities carried out to gain profits for the business, are almost not used by hospitality businesses. In fact, in comparison with other sectors lobbying activities operates to a smaller extent in tourism sector because of the general structure of it. Lobbying activities which are not performed individually at an intensive rate by tourism businesses are carried out at the union level which were formed by tourism businesses (TURSAB, TÜROFED, TUROB, TUREB, etc.) and it is

seen that union members are usually given tax exemptions, VAT rate reduction, incentives and granting loans, provision of employment-related facilities, etc. It is clear that sponsorship which is referred to as tourism businesses' supporting any scientific, cultural, artistic, sporting, etc., activity outside their field is a rarely preferred promotion tool. This is mainly because sponsorship is a newly developing promotion tool in Turkey, and it is commonly thought that when sponsorship is mentioned, it is essential to allocate a large amount of money. In addition, the activities for which sponsorship considered should comply with the activity field of the tourism business.

4.4.Data Concerning the Advertising Campaigns of the Businesses

This section includes information about advertising activities only according to business type (independent, chain, 2, 3, 4, 5-star, private). In Table 4, there are some statistics related to advertising activities of businesses. When Table 4 is examined, it is seen that chain hotels use advertising as a promotion tool more frequently in comparison with independent hotels. The findings also indicate that the share that chain hotels allocate for advertising campaigns is larger than that of independent hotels. Businesses use horizontal integration in line with their growth targets. In accordance with this, it is known that businesses have more organizational culture in terms of the necessity of institutionalization. In this context, it can be said that as a result of institutionalization, advertising which is one of the most important tools of marketing communication is regarded as more important. In the Table above, it is clear that it is mostly the general management that carries out advertising activities in independent hotels, while it is the general management and sales and marketing department in chain hotels. Though this finding can be evaluated as a reflection of inadequate institutionalization in independent hotels, advertising's forming a serious expense and the thought that all authority is given to one person, an interesting result is that the final decisions on the advertising are mostly taken by the general manager both in independent and chain hotels. In addition, it was discovered that public relations department in independent hotels and the front office department in chain hotels have nothing to do with advertising activities.

Almost all of both independent and chain hotels possess an Internet site which is used by almost all businesses in today's commercial contexts. In the globalizing world, it is compulsory to use the Internet which is a tool with numerous advantages such as being a fast and effective distribution channel, being available for 24 hours 7 days a week, ability to provide the opportunity to make visual and auditory presentation, ability to focus on information in the desired context, ability to provide online reservation and purchase (Tekeli, 2001:55-56). When the statistical data concerning from whom and where advertising activities are bought are examined, it was found that both individual hotels and chain hotels bought the services related to advertising from advertising agencies providing professional service in advertising due to current competitive conditions.

Table 4: Some Statistics Related to Businesses' Advertising Activities

Type of Business	Number (N)	LEVEL OF USING ADVERTISING		THE ALLOCATED SHARE FOR ADVERTISING	UNIT, EXECUES THE ADVERTISING ACTIVITIES				UNIT, TAKING DECISIONS ON ADVERTISING				WEB SITE		TAKING SERVICE ON ADVERTISING ACTIVITIES				
		Mean	Standard Deviation		Mean TL	X ¹	X ²	X ³	X ⁴	Y ¹	Y ²	Y ³	Y ⁴	Available	Unavailable	Z ¹	Z ²	Z ³	Z ⁴
HOTELS ACCORDING TO OWNERSHIP																			
I.hotel	18	3.28	1.63	4388	15	2	1	--	17	--	--	1	17	1	2	9	3	3	1
C.hotel	11	3.55	1.21	7909	5	5	--	1	5	3	3	--	10	1	2	6	--	2	1
TOT.	29	3.38	1.47	--	20	7	1	1	22	3	3	1	27	2	4	15	3	5	2
HOTELS ACCORDING TO NUMBER OF STAR																			
2**	4	2.25	1.89	1500	4	--	--	--	4	--	--	--	2	2	1	2	1	--	--
3 ***	10	3.20	1.61	2300	8	1	1	--	9	--	--	1	10	--	3	5	--	2	--
4****	9	4.33	.70	6333	6	2	--	1	6	1	2	--	9	--	--	3	1	3	2
5 *****	3	4.00	1.00	17000	--	3	--	--	--	2	1	--	3	--	--	3	--	--	--
Special	3	2.00	1.47	5333	2	1	--	--	3	--	--	--	3	--	--	2	1	--	--
TOT.	29	3.38	1.47	--	20	7	1	1	22	3	3	1	27	2	4	15	3	5	2

I. Hotel: Independent Hotel, C.Hotel: Chain Hotel

X¹: General Manager, X²:Sales and Marketing, X³:Front Office, X⁴:Public Relations, Y¹:General Manager, Y²:Department Manager Of Sales And Marketing, Y³: Top Managers and Advertising Manager in common, Y⁴: Advertising Management and Employees in Common, Z¹:From Mass Media, Z²:From Advertising Tools, Z³:We don't take, Z⁴:Mass Media And advertising Agencies Z⁵:Other.

Based on the number of stars possessed, various information concerning advertising is given in Table 4. It is clear that 4-star hotels more frequently use advertising as a promotion tool than other hotel types. It was the hotel enterprises with private certification that used advertising the least frequently. The reason for this is that five-star hotels operate in the region in which business trips are common, and these hotels are chain hotels throughout the country. Moreover, customers buying services from these hotels already have knowledge about these businesses and they have a positive impression about these hotels. 4-star hotels give importance to advertising to compete with 5-star hotels. 5-star hotels are the ones with the highest mean amount of money allocated for advertising. In Table 4, it is also seen that the unit carrying out advertising activities is mostly the same one except for the one in 5-star hotels. It is seen that sales and marketing department is in charge of advertising since each activity is carried out by a different unit because of specialization in five-star hotels, while advertising activities are carried out by the general manager in medium and small scale hotels. Moreover, because of these, it is seen that the unit which takes decisions related to advertising campaigns is different in 5-star hotels. It was found that the decisions in other hotels are directly taken by general manager, but in 5-star hotels decisions are taken by the front office which is directly responsible for sales and marketing, customer wishes and complaints. It was found that all hotels except for those with 2 stars had a web site. Finally, it was found that all hospitality businesses bought the services related to advertising activities from advertising agencies. However, it is striking that unlike others, 4-star hotels mostly buy services from both media tools and advertising agencies and 5-star hotels buy services only from advertising agencies. This is probably because though the main function of the media tools in the area is to publish or broadcast adverts, they also provide services for the creation of advertisements; it is because of the desire of 4-star hotels to make use of both media tools and advertising agencies in line with their intense advertising strategy.

Table 5: Allocated Share for Advertising Campaign According to Type of Business (TL-Turkish Liras)

Share	Hotels According to Ownership			Hotels According to Number of Star					TOTAL
	INDEPENDENT HOTEL	CHAIN HOTEL	TOTAL	2** Hotel	3*** Hotel	4**** Hotel	5**** Hotel	Special Hotel	
1000 TL	5	2	7	2	3	--	--	2	7
2000 TL	2	1	3	2	--	1	--	--	3
3000 TL	2	1	3	--	2	1	--	--	3
4000 TL	--	1	1	--	1	--	--	--	1
5000 TL	4	1	5	--	2	3	--	--	5
7000 TL	2	--	2	--	1	1	--	--	2
10.000 TL	3	3	6	--	1	3	1	1	6
20.000 TL	--	1	1	--	--	--	1	--	1
21.000 TL	--	1	1	--	--	--	1	--	1
TOTAL	18	11	29	4	10	9	3	3	29

In Table 5 are the amounts of the money allocated for advertising activities based on business type. According to Table 5, the money that independent and chain hotels allocate for advertisement vary between 1000-5000 Turkish liras. Though the share reserved by independent hotels does not exceed 10.000 TL, chain hotels reserve a share of over 21.000 TL.

4.5.Differences between the Levels of Enterprises' Use of Media and Promotion Tools According to their Characteristics

The present research aimed to find the level of media and promotion tool use for advertising campaigns according to the characteristics of the businesses (duration of activity, ownership, the number of employees, rooms, beds and stars). Before carrying out difference tests, whether the data was normally distributed was tested. To test this, Kolmogorov – Smirnov Z test was carried out. Moreover, Levene's test was carried out to test whether the data were homogeneous or not. The results of the tests indicated that the data was homogeneous and normally distributed; thus, parametric tests can be used to test the differences.

The results of the t-tests and ANOVA indicated that there is no difference between the levels of businesses' use of media and promotion tools in terms of duration of activity, ownership, the number of employees, rooms and beds. However, it was found that there is a difference in the level of media and promotion tool use in terms star rating. In terms of the number of stars, there is a difference in the level of media tool use, $F(4,24)=2.82$, $p=.047$. The results showed that the level of media tool use in 5-star hospitality businesses is higher than that in others. Furthermore, in terms of the number of stars, there is a difference in the level of promotion tool use as well, $F(4,24)=2.87$, $p=.044$. The findings manifest that the level of promotion tool use in 5-star hospitality businesses is higher than that in others (Mean.=3.71). In line with the findings, it can be said that it is institutionalization that causes the higher level of media and promotion tool use in advertising campaigns by 5-star hospitality businesses. Besides institutionalization, such factors as a constant quality of service, location, area, etc., are thought to be important. Therefore, it is understood that 5-star hospitality businesses give more importance to advertising activities than other businesses.

5.Results and Discussions

As commercial organizations of a period when tourist movements are increasing, hospitality businesses, which are significant elements of tourism struggle to reach sales targets. Advertising is one of the most popular promotion tools, so it is of vital importance in reaching the objectives. However, the most appropriate media tool should be selected for the advertisement to be successful. In terms of this issue commonly referred to as media planning, various questions concerning what media tools the targeted audience follow, the areas and duration of impact by these tools, the amount of money reserved for media and many more questions are answered. In the short term, advertising attempts to convince tourist consumers to buy the product right away by motivating them, whereas in the long term it tries stick in the minds of consumers by creating

brand loyalty for the business. In this context, one of the greatest advantages of advertising for hospitality businesses is its contribution to brand creation. Hospitality businesses' keeping their profit margins in tourism sector in which there is intense competition depends on branding. In terms of hospitality businesses being a brand makes it possible to be perceived as a standard of trust and quality in the eyes of tourist consumers. The findings of the present study carried out on 29 certified tourism businesses operating in Konya, which is an important destination especially in terms of religious, cultural and business tourism, and is one of the biggest cities in Turkey, can be summarized as follows:

It is clear that hospitality businesses mostly use personal selling as a promotion tool. In the last few years, since tourism movements have become a mass movement, informing tour operators who are often referred to as intermediators and travel agencies and signing contracts with them naturally allow for taking advantage of personal selling at a high level. At the same time, the increasing importance of banquet organizations (eg., weddings, meetings, cocktail parties, graduation ceremonies, etc.) in hospitality businesses, and the necessity of a face-to-face meeting of organizers of these events with the hotel business can be considered as another important point that increases the importance of personal selling in hospitality businesses.

Although the unit in which advertising activities of businesses are mostly carried out is marketing and sales department activities, in general, general manager's taking decisions related to advertising can be regarded as an important finding. This either results from the fact that little attention is paid to transfer of authority, or it is caused by the desire to comply with the initiative of general manager since advertising is a larger item of expense than other promotion tools. Moreover, in comparison with other hotel types, 4-star hotels make use of advertising more frequently.

It is seen that the majority of the businesses buy services from advertising agencies. Advertising which necessitates professionalism during production is a domain which entails more creativity in comparison with others. In fact, businesses' having independent advertising agencies undertake advertising campaigns is a desirable situation in terms of the development of the tourism sector, yet it is observed in the study that the amount of money allocated for advertising is small.

The Internet, which is one of the most important communication technologies of present times, ranks first among the tools used for advertising purposes. The Internet, providing easier and faster access to the target audience in advertising, has become a media tool that has increased its importance in terms of tourism enterprises as it has in every field.

In the present study, the differences in the use of media in advertising activities in chain and independent hotels were analyzed as well. It was found that there was a larger amount of money reserved for advertising activities by chain hotels initiated by businesses to carry out horizontal integration in line with their growth targets than the amount allocated for advertising by independent hotels. The findings also suggest that it is mostly the general management that carries out advertising activities in independent hotels, while it is the general management and sales and marketing department in chain hotels as a result of institutionalization.

In conclusion, in the present study which aims at discovering the case of hotels in terms of promotion and advertising activities, it was found that businesses, especially 5-star hotels attach enough importance to practices that are of vital importance in reaching the sales objectives

and progressing towards the direction of becoming a brand, but under the conditions of intense competition it is essential that the amount of money allocated for advertising should be increased to reinforce the desired effect of advertising.

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