# The phenomenon of individual tourism marketing communication of chef Burak and its role in increasing tourism demand - Istanbul's city restaurant model

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## ABSTRACT

Information and communication technology is one of the essential products of the technology and information revolution. You have made a significant and noticeable contribution to the transition from the stereotypical nature of production, work, marketing, supply, and demand. In addition, the significant changes that have followed in social life and the means of communication have become an (automated) nature because technology has added to them the color of scientific and cognitive development. During these significant changes, the method of trading goods between the producer and the consumer has become more transparent and faster due to the characteristics of the means of communication used. The importance of this matter was addressed in the research, which deals with the extent of modern technology, especially social media, its role in tourism marketing, and its importance in the changes in demand levels. Here, it relied on a unique marketing phenomenon by the Turkish chef Burak, how he managed the marketing method based on social media, and his departure from the stereotypical marketing of his products.

**Keywords**:          Phenomenon, tourism marketing, potential tourism demand, actual tourism demand.

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## 1. Introduction

There are various ways to market, especially since the introduction of contemporary communication methods into the commercial world. Standard marketing approaches will not bring you the profits you need if you manufacture new products or services. Modern methods of communication such as the Internet, its apps, and so-called social media (Facebook, Instagram, Telegram, YouTube,...etc.) are being used by both small and large businesses alike to compete. As part of our study, we came upon marketing phenomena, if that is the best way to describe it. (Chef Burak the Turk), who owns a city's restaurant chain in the Republic of Turkey, used his cooking skills and the variety of methods he employs to communicate with his customers and the public, whether they were diners at his restaurants or viewers of his television show. To put it another way, because he is offering something in high demand while also providing an opportunity for tourists to visit the Turkish Republic. We chose to use his situation as an example of how to sell a tourist attraction. The research problem is generated by the consumer's acceptance of the promotion mechanism through social media on the one hand and the credibility of the promoters in light of the presence of falsehoods in some of the products promoted through these means. The importance of research stems from the role played by social media as a marketing method. It has contributed significantly to increasing demand for certain types of products that are promoted diversely and attractively and raising the levels of tourist attractions (the city restaurant) as a model.

Research objectives: The research aims to:

1. Shedding light on tourism marketing phenomena.
2. Introducing the various means of tourism marketing.

3. Determine the impact of the rapid spread of the tourism product through its promotion via the Internet.
Research hypothesis: The research hypotheses are based on the following:

1- The first hypothesis:
- (Ho): There is no effect of social media in conveying facts about the tourist sites tourists want to visit.
- (H1): There is an impact of social media in conveying facts about the tourist sites that the tourist wants to visit.

2- The second hypothesis:
- (Ho): There is no tourist interest in a specific pattern about going to restaurants, specifically the city restaurant in Turkey.
- (H1): There is a tourist's interest in a specific pattern concerning going to restaurants, specifically the city's restaurant in Turkey.

3- The third hypothesis:
- (Ho): The marketing phenomena of (Chef Burak) are not a promotional front for the city restaurant.
- (H1): The marketing phenomena represented by the phenomenon of (Chef Burak) is a promotional interface for the city restaurant.

Research sample: (200) questionnaires were distributed to tourists and tourist groups heading to the Turkish city of Istanbul. And (23) forms were destroyed due to incorrect information contained therein, and (177) were subjected to analysis.

Research methodology: The researchers relied on the theoretical side by reviewing many books and research papers. As for the practical side; The researchers relied on the statistical analytical method for the data provided by the questionnaire utilizing a seven-point Likert scale to measure the responses of the sample members to the paragraphs of the questionnaire. They also followed the following two approaches [1].

The inductive approach relies on observation, then generalizes it in a logical analysis method to reach the general rules.

The deductive approach: based on the premises as being; It must lead to a result related to it. The research came with two topics; The first represented: the theoretical side of the study, and the other: the applied side of the study.

## 2. Literature review

## 2.1. The theoretical framework

This part identifies the concepts and terminology contained in the research:
1. **Phenomenon**: It is the occurrence that can be noticed, recorded, and monitored via the use of specific monitoring equipment and the recording or collection of data about this occurrence. Alternatively, it is the object for which a person is aware of its existence and can describe or converse about it.
2. **Tourism** Marketing: The administrative and technical activity carried out by tourism organizations and facilities inside and outside the country to identify and influence the current and anticipated tourism markets to develop the international tourist movement coming to it [2].
3. **Tourist** demand: The total number of tourists using tourist facilities, whether they are citizens or coming from neighboring or distant countries at a particular time and a specific price [3].
   A. Actual tourist demand: is the desire to get the tourism product and the ability to pay the requirements [4]
   B. Potential tourist demand: A tourist cannot pay for a trip, lack of appropriate conditions or access to proper information, twice the media, advertising, and promotion [5].
4. **Marketing** communication is the efforts made by the seller to convince the prospective buyer to accept certain information about a commodity or service and keep it in mind in such a way that it can recover it [6]. the range of contacts made by the product with prospective buyers to identify them, convince them of the goods and services produced, and push them to purchase [7].

It is a mechanism by which a personal meaning is formed for the many communication processes whose success depends on the mental stock of the human being. It indicates that it is based on participation in its meanings in society, reflecting the rule that communication is shared in the other [8].

## 2.2. The importance of tourism marketing

The importance of tourism marketing lies in the different and diversity of channels and methods used that benefit its users absolutely, and the importance of tourism marketing can be determined by the following [9]:

1. It is the link between the tourism organization and the community.
2. Translation of plans developed by the management of the tourism organization to reach its goals and achieve appropriate financial returns for its investment.
3. Investing opportunities in the target environment to achieve the success of the tourism organization sought by its work.

## 2.3. Means of online tourism marketing

Electronic sources of information, such as the Internet, e-mail, and electronic journalism, have enabled millions of people to access much information from different sources. At its core, this site is based on the idea of an engaged audience that can help shape the future development of new technologies for information and communication. The public's positive use of these means is shaped by three levels[10]

1. Selectivity: Public members choose the type of medium before they are exposed to it, which may be the Internet, conversation, and e-mail chat, search for specific information by using a CD or other method.
2. Immersion: Or integration, the exposure of public members is not arbitrary because modern technologies have allowed users to access millions of information in a standard time frame, which requires integration with the medium.
3. Positivity: Positivity combines after the individual has been exposed to the means of communication and the sensations that follow this exposure. It also includes the response of audience members to the media message.

It is called "electronic marketing," which is defined as the use of the Internet and related digital technologies to achieve marketing objectives and to attribute the modern marketing concept[11]  Everyone who surfs the Internet can formulate media messages and broadcast them to a large audience, and this audience is not as negative as with traditional means of communication;

Tour firms have used film footage of the city or shore, the weather, meal rates, and the quality of wearing apparel in their ads. In addition to displaying tourism videos, it also features scenes from the hotels or the coastlines that overlook them. Thus, he selects the places he wants to visit and the water he wants to relax[12]  The elements of online marketing are:

1. **Advertising:** Any non-personal paid effort to promote a specific sponsor's ideas, goods, or services[13] The brand and its psychological dimensions shape the excellent reputation of this product or that brand[14] In essence, the declaration relates to influencing people, i.e., persuading them to take the purchasing measures we want.
2. **Personal sale:** This is a unique communication process between the seller and the buyer, in which information is exchanged to convince the prospective buyer to buy the product[15] The Internet increases the effectiveness of sales power by developing the ability of salesmen to build and consolidate positive relationships with customers.
3. **Sales activation:** The Internet provides an effective way to communicate information about the sales activation campaign to target audiences, and the website and e-mail can be used to provide some sales activation tools such as vouchers, gifts, promotional competitions, and discounted offers[16]
4. **Public relations** is a planned administrative activity aimed at achieving satisfaction and mutual understanding between the organization and its customers through programs based on social responsibility[17] Many public relations activities and events can be carried out on the Internet, and websites, like news bulletins, sponsorship events, publications, and others, can be distributed.
5. **Direct marketing**: The electronic network provided a tremendous opportunity for direct marketing specialists who have invested interactively to achieve a state of direct dialogue with customers to learn about their desires and requirements and redesign goods and services according to these desires[18]
6. **Trade f**airs: The emergence of a new marketing communications system, consisting of a range of communication skills and services, provides organizations with an integrated system of interactive services to reach the target audience[19].

## 2.4. Individual tourism marketing

Direct tourist marketing gives tourism programs and other accessible items to be promoted by businesses in general, tourism organizations in particular, and tourism enterprises in particular. Mobile phones and other current technology may be used to invest in the Internet and boost the returns of those investments. Some studies indicate that 50 percent of the population spends most of its time browsing the Internet, using its mobile phones more than reading newspapers and watching TELEVISION [20].

Individual marketing is a unique dialogue between the company and individual customers (or groups of customers) with similar needs [21]. The annual reports of direct marketing associations from around the world in all business sectors indicate that the share of direct marketing investment accounted for35-65% of total marketing advertising investments and according to the extent of the country's economic growth.

Marketing campaigns in direct tourism marketing bring rapid spread, widespread fame, and create an image in the tourist's mind while creating a communication base between the tourism organization and the tourist. On the other hand, Digital channels have penetrated tourism marketing, overgrowing and potential audiences and the attractiveness of digital marketing, with online advertising growing by more than 30% in the United States annually [22]. Digital marketing campaigns are coordinated actions aimed at achieving a specific business goal through tools such as e-mail programs or web models. The term digital marketing is broad in its meaning, as it means posting anything, such as a picture of a product on Facebook, drafting a line in the e-mail, to a blog post [23]. Visual communication of digital marketing is in line with visual thinking, as digital marketing provides different marketing tools and videos to marketers, an attractive way to reach audiences that can lead to greater participation [24]. Individual e-tourism marketing has been invested in personal e-tourism marketing to attract tourists to buy the tourism product. Therefore, IETM has become imperative for the success of any tourism organization. The Internet is an effective tool used by the marketer to improve its marketing performance efficiently in many vital areas. For example, expressing their opinions and ideas on their site and even receiving comments from their friends, believing that they have overcome their free time, broke the rigidity of time. Hence, the importance of social media sites is to form different relationships with people from around the world, allowing them to learn about and share the customs, traditions, and cultures of societies. For the above, the tourism organization's website is strategically the focus of its digital marketing, and it must always be the best.

## 2.5. Social networking sites and tourism marketing means

The emergence of numerous communication services has created information highways that represent an integrated system of interactive networks, multimedia. Films, information, conversations, television images, etc., can be passed reciprocally in both directions[25]. Each communication era creates a new balance, or in other words, new situations of possible impact relationships about communication interaction methods. For example, figure 1 shows the number of daily active users worldwide from 2011-2019 (in a million).
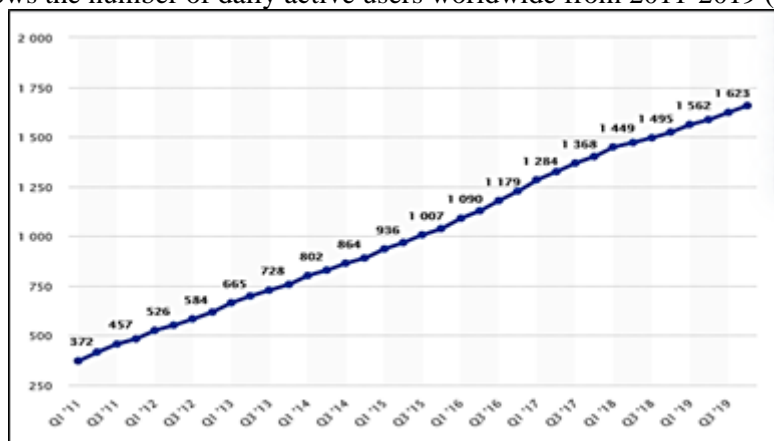


Figure 1. Number of daily active users worldwide 2011-2019 (in a million)

Previous studies of travel and tourism companies in The Iraqi province of Karbala indicated that (72%) follow the activities of tourism companies through social media sites and that (31%) are interested in following advertising and advertising campaigns for tourism company's programs through video sections [26]. Negatively, they want to control and determine what happens on their holiday, allowing them to look for particular activities,

review viewing, and seek help and advice on their destination. Thus, it is a democracy of free sites for tourists, as they can determine what they want to do, based on the experiences of other like-minded tourists [27].

## 2.6. The city restaurant in Istanbul

Istanbul is the capital of Turkish tourism, one of turkey's most popular and tourist attractions. It is known for its tourist attractions, including its top-notch restaurants, which dish up some of the best food around. Since ancient times, Turkish food has been a well-known international delicacy. This establishment is best known for serving a broad selection of delectable Turkish cuisine and pastries. On top of that comes the Kunafa, a Turkish culinary wonder that enthralls everyone who tries it. One of Istanbul's top restaurants is Al-Madina Restaurant, located on Istiklal Street. It is because it is home to some of the world's most talented and well-known chefs. Special mention should be made of (Chef Burak), who creates a diverse menu that includes meals both familiar and exotic to most of us. The restaurant has three branches; the first branch is located in Attila (Levent), the second branch in The Division (Bioolde Glo), and the third branch in Exray (Fatih). The most important feature of this restaurant is serving food to the tourist, artistically serving cuisine, accompanied by fireworks and musical performances. Due to its wide popularity, the restaurant is frequented by celebrities from all over the world. Hundreds of pictures of celebrities eating Turkish food, with broad smiles drawn on their faces, hung at the entrance to the restaurant as evidence of satisfaction. In addition, a greeting banner featuring flags from across the world was displayed on both sides of the gate. The menu includes many famous Turkish dishes, including:

- Grills and kebabs: pistachio kebabs, eggplant, thyme, meat pieces, shish work.
- Chicken/meat with salt: Cover the chicken with salt entirely and place in the oven until cooked.
- Pottery kebab: Place the meat inside the pottery, close tightly, then put in the oven until cooked.
- Stuffed sheep: or (grilled sheep) whether full or parts of it.
- Appetizers: Homs, authorities of all kinds.
- Pastries and pancakes: meat or cheese pies, dough meat, and more.
- Turkish desserts: A wide selection of delicious Turkish desserts.

Everything is professionally prepared, even the water served, wrapped in particular bottles, which give the impression of sophistication and luxury. One of the restaurant's traditions is to photograph customers and provide them with a picture when they go out to keep a souvenir, they keep all their lives.

## 2.7. Burak individual tourism marketing

In Turkey and across the world, Chef Burak is regarded as one of the best in the business. The city's restaurant, also known as (the celebrity restaurant) for celebrities in the arts and sports, serves up some of the city's most famous dishes and most stunning performances. The restaurant was frequented by royalty, including monarchs, princes, and presidents of the United States. In addition, the restaurant caters to tourists from all over the world, offering a delicious menu in a beautiful atmosphere, with a beautiful smile on the lips of its staff, good reception, and fiery performances served with food.

The staff of The City Restaurant aims to the international menu and ways of serving it, good reception, good taste in interiors, and the nature of the service delivery [28].

Burak has combined his personality with skill and public acceptance, attracting celebrities to visit him, eat his food, take pictures with him, and support his fame with his media excellence on social media (Facebook, Twitter, Instagram, YouTube). It has received a significant interaction from a multilingual audience. Chef Burak has not prevented the language from reaching the hearts of people around the world, particularly the Arab world, due to his prowess and multiple innovations in the art of cooking, as the video and digital broadcast on social media mimicked his movements in all languages. In the preparation of his dishes, and strikingly present them. Chef Borak entered advertising himself by throwing videos of food processing and cooking in innovative ways. Then, broadcasting it on social media, particularly Facebook and Instagram, resonates worldwide, taking advantage of the exchange of quick and easy information through those sites. As a result, he highlighted Turkish cuisine in its most refined form and its most delicate dishes by cooking and processing its food through traditional and innovative methods before it. Thus, his propaganda became a direct interactive platform with the public, giving him the ability to immediately assess his propaganda, particularly video advertising, which had a positive and unavoidable impact, particularly in the motivation for a tourist trip for different age groups.

### 3. The Results

#### 3.1. Research sample

(200) questionnaires were distributed to tourists and tourist groups in Istanbul, Turkey. Twenty-three forms were destroyed because the information contained therein was incorrect, and 177 were analyzed. However, the tourist was not allowed to lose his right to express his opinion.

#### 3.2. Analysis of the results

The sample included both sexes; the number of males was (114) and by (64.4%). Females are 63 and 35.6%, as shown in Figure 2.

Figure 3 shows that 62.7 percent of respondents in the 26-35-year-old age group were interested in organizing a tourism trip to Turkey, as reported in Table 1.
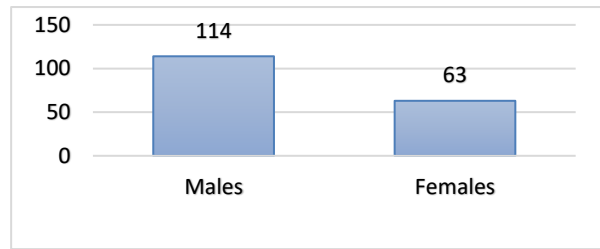


Figure 2. Sex sample search

Table 1. Age groups of researchers

| Total | 56 - | 46 - 55 | 36 - 45 | 26 - 35 | 16 - 25 | Age group |
|-------|------|---------|---------|---------|---------|-----------|
| 177 | 2 | 9 | 18 | 111 | 37 | **Repetition** |
| %100 | %1.1 | %5.1 | %10.2 | %62.7 | %20.9 | **Percentage** |
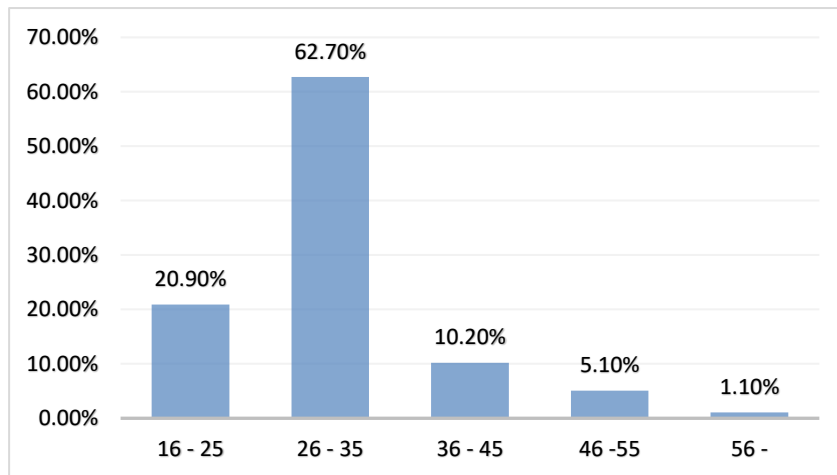


Figure 3. Age groups

Table 2, as well as Figure 4 illustrate the educational attainment of the research sample.

Table 2. School level

| School level | Elementary | High School | Diploma | Bachelor | Higher education | Total |
|--------------|------------|-------------|---------|----------|------------------|-------|
| **Iteration** | 5 | 49 | 5 | 117 | 3 | 160 |
| **Percentage** | %2.8 | %27.7 | %2.8 | %66.1 | %1.6 | %100 |

Figure 4.  School level

Solely or in a group, the questionnaire was designed for travelers who were either solitary or in a group that comprised several regional tourists.

Table 3. Tourists by Iraqi provinces

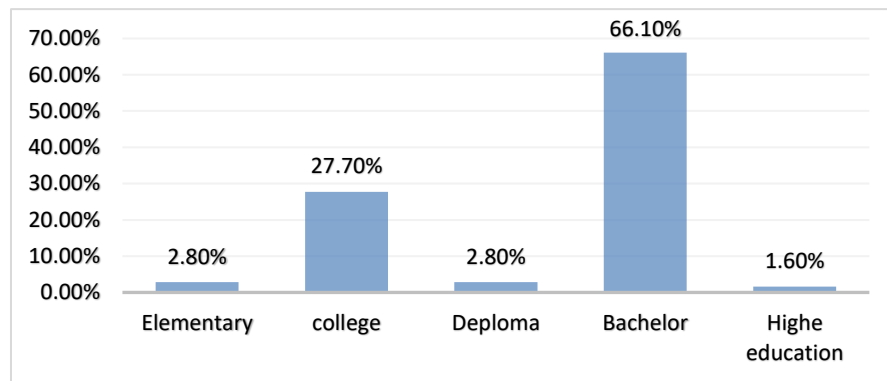| Province | Baghdad | Karbala | Najaf | Babylon | Diwaniyah | Al, Muthanna | Basra | Total Total |
|---|---|---|---|---|---|---|---|---|
| Iteration | 20 | 92 | 19 | 18 | 16 | 2 | 10 | 177 |
| Percentage | 11.3% | 52% | 10.7% | 10.2% | 9% | 1.1% | 5.7% | %100 |

Daily internet utilization was found to be 177 and 100 percent. According to everyday social media use, which was 100%, the same can be said for Everything included under "Social Media" in the survey was being used to the fullest. At the same time, the attraction varied to more than one site per person from the search sample, with 125 people attracted to Instagram, followed by 102 people on Facebook and 59 people attracted to the Whatsa Bwebsite.

Table 4.  Social media sites that attract the search sample

| Telegram | Viber | WhatsApp | In the cats | Twitter | Instagram | You Tub | Facebook | Communication site |
|---|---|---|---|---|---|---|---|---|
| 9 | 8 | 59 | 11 | 4 | 125 | 12 | 102 | Iteration |

The hours of use of the Internet per day for search sample members were determined by Table 5.

Table 5. Number of hours of internet use

| Number of hours | Less than 1 hour | 1-2 hours | 2-3 hours | 4-5 hours | More than 5 hours | Total Total |
|---|---|---|---|---|---|---|
| Iteration | 3 | 12 | 9 | 86 | 67 | 177 |
| Percentage | 1.7% | 6.7% | 5.1% | 48.8% | 37.7% | %100 |

The purpose of using social media sites, according to Table 6, was as follows:

Table 6.  Purpose of using social media sites

| Purpose | tourist | cultural | Social | political | Economic | Total |
|---|---|---|---|---|---|---|
| Iteration | 59 | 32 | 78 | 5 | 3 | 177 |
| Percentage | 33.3% | 18.1% | 44.1% | 2.8% | 1.7% | %100 |

It is taken into account that, in the eyes of the authors, the cultural and social motivation includes access to the various aspects of tourism, and the meaning of this, that the tourism aspect takes the expansive space from the sample point of view, and therefore the number of tourism insiders (169) is 95.5%.

Tourist restaurants were chosen based on how many people said: "yes" (59), how many people answered "yes" (44), and how many people did not say "yes" (15). This means that 74.6% are attracted to tourist restaurants, and 25.4% are not.

About the tourist marketing methods that the tourist wishes to see, they are in the following Table 7:

Table 7. Tourist marketing means that tourists want to see

| The means | tire | Video | Buster | All that. | Total Total |
|---|---|---|---|---|---|
| Iteration | 18 | 11 | 42 | 106 | 177 |
| Percentage | 10.2% | 6.2% | 23.7% | 59.9% | %100 |

A total of 67 tourists took a one-time trip to Turkey and more than 110 to Turkey. Everyone was unanimous in reading them and informing them about the city restaurant in Istanbul, while the number of people who visited the restaurant (153) tourists, and those who did not see the city restaurant (24) tourists.

### 3.3. The statistical analysis

The Likert seven-way scale was used to measure sample members' responses to resolution vertebrae, as shown in Table 8:

Table 8. Sample members' reactions to resolution paragraphs

| Response | I agree very strongly. | I strongly agree. | I agree | neutral | I disagree. | I don't agree very much. | I don't agree very strongly. |
|---|---|---|---|---|---|---|---|
| Grade | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

According to the Likert scale, the variable that conveys options (strongly disagree, strongly disagree, disagree, neutral, agree, strongly agree, strongly agree) is an ordinal scale. It is determined by dividing the number of spaces (six) by the number of tests (eight) (which equals 7). As a consequence, the period is (0.857), and the distribution is as follows:

| Weighted average | Level |
|---|---|
| From 1-1.856 | I don't agree very strongly. |
| From 1.857-2.713 | I don't agree very much. |
| From 2.714-3.570 | I disagree. |
| From 3.571 -4.427 | neutral |
| From 4.428 - 5.284 | I agree |
| From 5.285 - 61.41 | I strongly agree. |
| From 6.142 - 6.917 | I agree very strongly. |

(1) Data, analysis, and results:

The data were entered using the Program of statistical Packages of Social Sciences (SPSS), using the following statistical treatments:

    A. Measures of descriptive statistics to describe the characteristics of the statistical community.
    B. Cronbach Alpha laboratories to verify the stability of the study tool.
    C. Descriptive statistics measures (repetitions, computational medium, standard deviation) of resolution paragraphs.
    D. Use working analysis to identify factors affecting the resolution tool.

(2) **Test study** hypotheses:

1) Test the first hypothesis:

    – (Ho): There is no social media effect in conveying the tourist sites that the tourist wants to visit.
    – (H1): Social media's effect on transmitting facts about tourist sites tourists want to visit.

Table 9 shows the following: The summary of the opinions of the sample members indicates that there is a morally significant relationship between social media and tourist sites that the tourist wishes to visit.

Table 9. Summary of sample members' opinions for the first axis of resolution

| Paragraphs | Iteration | | | | | | | Weighted arithmetic medium | Standard deviation | The severity of the answer % | Variation coefficient | Relative importance |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | I don't agree very | I don't agree too | I disagree. | neutral | agree | I strongly agree. | I agree very strongly. | | | | | |
| X1 | 0 | 20 | 0 | 0 | 27 | 11 | 119 | 12.667 | 23.42715 | 210.27% | 1.8495 | 0.021027 |
| X2 | 3 | 19 | 18 | 11 | 61 | 12 | 53 | 19.593 | 17.85994 | 325.24% | 0.9116 | 0.032524 |
| X3 | 0 | 0 | 30 | 3 | 29 | 82 | 33 | 16.519 | 23.17534 | 274.21% | 1.403 | 0.027421 |
| X5 | 22 | 3 | 4 | 49 | 75 | 18 | 6 | 24.259 | 23.86978 | 402.70% | 0.9839 | 0.04027 |
| X4 | 0 | 22 | 13 | 10 | 23 | 49 | 60 | 17.185 | 15.46729 | 285.27% | 0.9 | 0.028527 |
| Total | 25 | 64 | 65 | 73 | 215 | 172 | 271 | 90.222 | 69.66446 | 1497.69% | 0.7721 | 0.149769 |

Source: Prepare the researcher according to computer results using Spss.

We conclude from the Table above, the paragraphs that got the highest middle of my account (24.259) is (X5:see the reactions of tourists traveling to Turkey through social media posts), and its relative importance(0.04027). Social media conveys the facts about the tourist sites that the tourist wants to visit. They identify their tourist destination and motivate him to follow up on their updates, data, and information. It also helps the tourist plan to visit popular tourist restaurants during his trip.

2) Test the second hypothesis:
- − (Ho): There is no tourist interest in a specific style concerning restaurant visits, specifically the city's restaurant in Turkey.
- − (H1): There is a specific tourist interest in restaurant visits, specifically Turkey's city's restaurant.

Table 10 shows the following summary of the opinions of the sample members that there is a morally significant relationship between the tourist's interests and the visit to the city restaurant in Istanbul.

Table 10. Sample members' summary of the second axis of resolution

| Paragraphs | Iteration | | | | | | | Weighted arithmetic medium | Standard deviation | The severity of the answer % | Variation coefficient | Relative importance |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | I don't agree very strongly. | I don't agree too much. | I disagree. | neutral | agree | I strongly agree. | I agree very strongly. | | | | | |
| X6 | 12 | 0 | 28 | 55 | 58 | 12 | 12 | 24.222 | 21.34148 | 402.09% | 0.8811 | 0.040209 |
| X7 | 4 | 0 | 22 | 51 | 38 | 50 | 12 | 21.037 | 20.09747 | 349.21% | 0.9553 | 0.034921 |
| X8 | 9 | 15 | 18 | 42 | 32 | 41 | 20 | 22.556 | 12.47133 | 374.42% | 0.5529 | 0.037442 |
| X9 | 7 | 18 | 18 | 47 | 44 | 26 | 17 | 23.556 | 14.61295 | 391.02% | 0.6204 | 0.039102 |
| X10 | 0 | 0 | 17 | 3 | 57 | 17 | 83 | 14.259 | 22.28478 | 236.70% | 1.5628 | 0.02367 |
| Total | 32 | 33 | 103 | 198 | 229 | 146 | 144 | 105.63 | 75.56109 | 1753.45% | 0.7153 | 0.175345 |

Source: Prepare the researcher according to computer results using Spss.

We conclude from the table above, the paragraphs that got the highest middle of my account (24.222)is(X6:my motivation to travel to Istanbul is visiting the city restaurant), and its relative importance(0.04029). There is a specific tourist interest in the restaurant, specifically the city restaurant in Turkey, as the restaurant is a catalyst for travel to Istanbul. As a result of the excitement of tourists watching the video clips of chef Burak's cooking process and his methods of displaying his skill and the pleasure of his

food. In addition to their interest in what Burak posts on social media, this motivates the tourist to buy a tour program to Istanbul, visit the city restaurant, and take a souvenir photo with Chef Burak.

3) Test the third hypothesis:
  – (Ho): The marketing phenomena of chef Burak are not a promotional interface for the city restaurant.
  – (H1): The marketing phenomena represented by the phenomenon (Chef Burak) a promotional interface for the city restaurant.

Table 11 shows the following summary of the sample members of a morally significant relationship between the chef Burak phenomenon and the city restaurant promotional campaign.

Table 11. Summary of sample members' opinions for the third axis of resolution

| Paragraphs | Iteration | | | | | | | Weighted arithmetic medium | Standard deviation | The severity of the answer % | Variation coefficient | Relative importance |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | I don't agree very | I don't agree | I disagree | neutral | agree | I strongl | I agree very | | | | | |
| X11 | 0 | 0 | 5 | 0 | 66 | 23 | 83 | 13.037 | 24.88561 | 216.41% | 1.9088 | 0.021641 |
| X12 | 0 | 5 | 2 | 17 | 44 | 27 | 82 | 13.926 | 19.50668 | 231.17% | 1.4007 | 0.023117 |
| X13 | 3 | 6 | 23 | 2 | 40 | 48 | 55 | 16.704 | 17.34043 | 277.28% | 1.0381 | 0.027728 |
| X14 | 1 | 3 | 11 | 21 | 58 | 60 | 23 | 17.815 | 21.08136 | 295.73% | 1.1834 | 0.029573 |
| X15 | 3 | 9 | 22 | 30 | 32 | 37 | 44 | 19.222 | 13.20516 | 319.09% | 0.687 | 0.031909 |
| X16 | 0 | 12 | 11 | 12 | 40 | 84 | 18 | 17.815 | 21.96752 | 295.73% | 1.2331 | 0.029573 |
| X17 | 1 | 0 | 10 | 13 | 47 | 102 | 4 | 16.963 | 27.98988 | 281.59% | 1.6501 | 0.028159 |
| Total | 8 | 35 | 84 | 95 | 327 | 381 | 309 | 115.48 | 127.5166 | 1916.99% | 1.1042 | 0.191699 |

Source: Prepare the researcher according to computer results using Spss.

We conclude from the Table above that the paragraphs that got the highest middle of my account(19.222) are (X15:Chef Burak invested social media sites in the tourism marketing of his restaurant), and its relative importance(0.031909).Variables (X14:Chef Borak represents symbolism in Turkey tourism, andX16:Chef Burak's phenomenon can be successfully replicated in similar marketing phenomena) in the computational medium of17,815, as well as in the relative importance reached (0.029573). The other variables came successively from the top of my calculation center in the search resolution's third axis: (X11, X12, X13, X17). Thus, the hypothesis (H1: marketing phenomena represented by the (Chef Burak) promotional interface for the restaurant city) has been proven correct. Chef Burak engaged in the city restaurant social media sites to promote his restaurant's tourism by sharing his cooking abilities for many kinds of cuisine. Chef Burak. In the wake of Chef Burak's contributions, the Turkish tourism industry has adopted him as a symbol, and others have used him as a marketing tool to promote their tourist eateries. The City Restaurant in Istanbul is also a moral tourist attraction. Therefore, its marketing and promotional campaigns need to develop and use modern marketing methods, and chef Burak's need to use means other than social media sites. Such as satellite advertising or publications and other marketing means to enhance the mental image of the tourist, making his restaurant able to achieve high revenues.

## 3.4. The factor analysis

It is a statistical method that aims to interpret positive correlation coefficients that have statistical significance between different variables and obtain a matrix of correlations between these variables in the research sample that has been measured. After that, these variables are dissected to extract as few axes or components as possible to maximize the range of variation between them.

### 3.4.1. Interpreting the results of the functional analysis using the principal component method

Variables (17) were analyzed by the principal compounds method. It turns out that there are (six) significant factors representing the potential root greater than one, as shown in Table No. (12) below. These values are arranged according to the importance of the impact of each factor. The explanatory power of these variables was (0.718) through the (KMO) test.

Table 12. KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.718 |
|---|---|
| Bartlett's Test of Sphericity | 1821.279 |
| | 136.000 |

The above Table shows that the measurement of the adequacy of the samples amounted to more than (7) . This indicates the objectivity and credibility of the sample.

In Table 13, the value of thex15(chef Burak invested in the tourism marketing of his restaurant) is lower, at0.429, meaning that this variable has little to do with the factors extracted.

Table 13. Common values

| | Initial | Extraction |
|---|---|---|
| x1 | 1.000 | .939 |
| x2 | 1.000 | .818 |
| x3 | 1.000 | .834 |
| x4 | 1.000 | .673 |
| x5 | 1.000 | .837 |
| x6 | 1.000 | .778 |
| x7 | 1.000 | .886 |
| x8 | 1.000 | .920 |
| x9 | 1.000 | .697 |
| x10 | 1.000 | .818 |
| x11 | 1.000 | .770 |
| x12 | 1.000 | .770 |
| x13 | 1.000 | .716 |
| x14 | 1.000 | .679 |
| x15 | 1.000 | .429 |
| x16 | 1.000 | .801 |
| x17 | 1.000 | .706 |
| Extraction Method: Principal Component Analysis. | | |
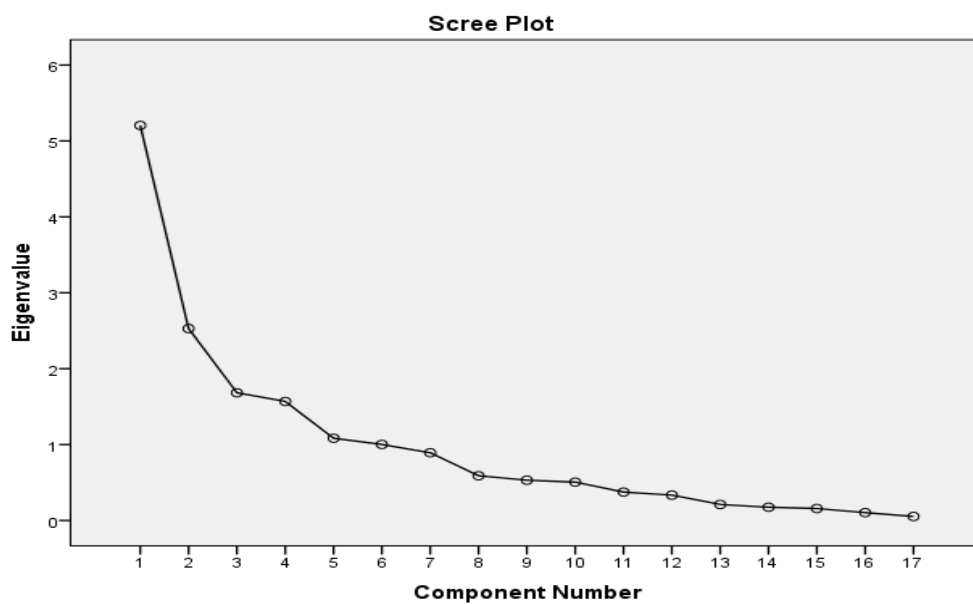


e

Figure 5. Chart of the values of the underlying roots of components to identify the number of factors

Table 14 shows the factors and variables affecting them and their importance in terms of their degree of saturation.

Table 14. Self-values, contrast ratios, and aggregate variation

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 5.205 | 30.615 | 30.615 | 5.205 | 30.615 | 30.615 | 4.098 | 24.107 | 24.107 |
| 2 | 2.529 | 14.874 | 45.489 | 2.529 | 14.874 | 45.489 | 2.421 | 14.242 | 38.349 |
| 3 | 1.683 | 9.898 | 55.387 | 1.683 | 9.898 | 55.387 | 2.179 | 12.819 | 51.168 |
| 4 | 1.568 | 9.226 | 64.612 | 1.568 | 9.226 | 64.612 | 1.787 | 10.512 | 61.680 |
| 5 | 1.084 | 6.378 | 70.990 | 1.084 | 6.378 | 70.990 | 1.543 | 9.079 | 70.758 |
| 6 | 1.002 | 5.893 | 76.884 | 1.002 | 5.893 | 76.884 | 1.041 | 6.125 | 76.884 |
| 7 | .893 | 5.250 | 82.134 | | | | | | |
| 8 | .590 | 3.470 | 85.605 | | | | | | |
| 9 | .531 | 3.125 | 88.730 | | | | | | |
| 10 | .506 | 2.976 | 91.706 | | | | | | |
| 11 | .374 | 2.202 | 93.908 | | | | | | |
| 12 | .334 | 1.966 | 95.874 | | | | | | |
| 13 | .211 | 1.243 | 97.117 | | | | | | |
| 14 | .175 | 1.029 | 98.146 | | | | | | |
| 15 | .158 | .930 | 99.076 | | | | | | |
| 16 | .104 | .612 | 99.688 | | | | | | |
| 17 | .053 | .312 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

Table 15 shows the following:

Table 15. Degree of Variation of Variables

| | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| x1 | .931 | .194 | .038 | -.151- | .087 | .057 |
| x2 | .817 | -.067- | .278 | .032 | -.249- | .073 |
| x3 | .811 | .343 | .167 | .054 | .119 | .122 |
| x4 | .775 | .151 | -.131- | -.098- | .145 | -.040- |
| x5 | .779 | .215 | -.244- | .352 | -.004- | -.011- |
| x6 | -.158- | .563 | .469 | .248 | -.390- | .043 |
| x7 | .241 | .189 | .874 | .023 | -.164- | .014 |
| x8 | .058 | .047 | -.002- | .016 | .002 | .956 |
| x9 | .111 | .021 | .326 | .720 | .180 | .162 |
| x10 | -.145- | -.107- | .884 | .064 | .003 | -.023- |
| x11 | .416 | .649 | -.052- | .261 | .315 | -.079- |
| x12 | .513 | .642 | -.207- | .102 | .201 | -.002- |
| x13 | -.111- | .098 | -.081- | -.265- | .778 | -.108- |
| x14 | .162 | .656 | .231 | .129 | .390 | .000 |
| x15 | .218 | .104 | -.112- | .255 | .512 | .174 |
| x16 | .092 | -.036- | .077 | -.850- | .232 | .100 |
| x17 | .219 | .734 | -.015- | -.299- | -.119- | .123 |
| Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. [A] | | | | | | |
| a. Rotation converged in 8 iterations. | | | | | | |

To identify these factors, the variables affecting them, and their relevance to the degree of saturation, we interpret each of these factors as follows:
● The first factor
It is the most important one. When it comes to assessing the influence of social media in transmitting information about tourist destinations, this is one of the most critical variables. It accounts for 30.615% of the variance. According to the study, the variables center around social networking sites and tourists' places. Learn about the

most important developments in these places by following the reactions of tourists who have already experienced traveling to Turkey.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X1 | Social media sites are an essential source of data and information about the tourist destination to visit. | 0.931 |
| X2 | I'm going to go to my destination by browsing tourist sites online. | 0.817 |
| X3 | I plan to visit popular tourist restaurants during my trip. | 0.811 |
| X5 | See the reactions of tourists traveling to Turkey through social media posts. | 0.779 |
| X4 | Social media motivates me to keep up-to-date in these places through their websites. | 0.775 |

● The second factor

This factor varied(45,489)from the total variation, and notes that the nature of the variables revolves around the phenomenon (Chef Burak) and his marketing campaign, which is a promotional interface for the city restaurant in Istanbul. The marketing phenomenon he followed by investing social media sites in broadcasting video shows was a successful marketing phenomenon, which led to the motivation to buy a tourist trip to Turkey and mainly visited the city restaurant.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X17 | The city's restaurant is a tourist attraction. | 0.734 |
| X14 | Chef Burak is a symbol of Turkey's tourism. | 0.656 |
| X11 | Chef Borak's video presentations are a widespread marketing phenomenon. | 0.649 |
| X12 | Chef Borak's video shows are an essential tourism marketing success. | 0.642 |
| X6 | My motivation to travel to Istanbul is to visit the city restaurant mainly. | 0.563 |

● The third factor

This factor(55,387)explains the total variation. It comes in third place in terms of importance and diagnoses the tourist's interest in going to restaurants, specifically the restaurant of the city in Turkey. It was noted that the nature of the variables revolves around the interest of the tourist who decided to visit the restaurant in the town before choosing the tourist program for Turkey, taking a commemorative picture with chef Burak.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X10 | I'm interested in taking a souvenir photo with Chef Burak. | 0.884 |
| X7 | I decided to visit the city restaurant before choosing turkey's tourist program. | 0.874 |

● The fourth factor

This factor(64.612)explains the total variation and comes in third place in terms of importance. This factor comes in fourth place in terms of volume in explaining the relationship between these variables explained on the possibility of successfully repeating the phenomenon of Chef Burak in similar marketing phenomena.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X16 | Chef Burak's phenomenon can be successfully replicated in similar marketing phenomena. | 0.850 |
| X9 | The video clips of Chef Burak's cooking process motivate me to order a tourist trip to Turkey. | 0.720 |

● Factor:

A total of (70,990) of the variation is explained by this factor, which came in fifth place. To promote his restaurant's tourism, Chef Burak utilizes social media to post-digital movies showcasing his culinary prowess and invests in these videos. As a result, chef Burak has to use additional marketing strategies and social networking sites to promote his brand. Some of the tools he uses to increase demand for his restaurant are

television commercials, print ads, and other forms of advertising that promote his eatery to potential customers. As a result of the large and growing number of tourists visiting his nation, Turkey.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X13 | Chef Burak needs to use means other than social media sites, such as satellite media, publications, and other marketing methods. | 0.778 |
| X15 | Chef Burak has invested in social media in the tourism marketing of his restaurant. | 0.512 |

● Factor:

This component (76.884) accounts for the majority of the variation and is rated the sixth insignificance. Thus, when tourists express an interest in Chef Burak's social media posts, it helps identify the variable causing that interest.

| Variable | Subject | Al-Tashba value |
|---|---|---|
| X8 | I'm interested in watching Chef Burak's posts on social media. | 0.956 |

## 4. Conclusions

The results indicate that 26-35-year-olds are interested in a tourist trip to Turkey, accounting for 62.7 percent of the population. Of these, 66.1 percent had a bachelor's degree, and 27.7 percent were high school graduates. The rate of daily internet use of research was 100 percent, the same as the everyday use of social media sites, and even all social media was identified in the questionnaire. Forty-eight percent of respondents use the Internet (4-5) an hour a day, and 37.7 percent use it more than five hours a day. The purpose of using the sample's social media sites have been associated with social purpose, 44.1% and (33.3%) for tourism. In the authors' eyes, the cultural and social motivation includes not knowing the various aspects of tourism, and the meaning of this is that the tourism aspect takes up a vast space from the sample point of view. Therefore, the number of tourism insiders (169) is 95.5%. The impact of social media on the transmission of facts about the tourist sites that the tourist wants to visit, as it defines the tourist's tourist destination and motivates him to follow the latest developments, data, and information about these places. Chef Burak has become a tourist symbol in addition to Turkey's tourism, as he has achieved widespread fame among the world's celebrities on social media. The first hypothesis test, H1, found that social media positively transmitted information about tourism attractions to visitors. Chef Burak motivates tourists to decide on a trip to Istanbul, visit his restaurant, and take a souvenir photo with Chef Burak. This achieves the test of the second hypothesis, (H1: there is a tourist's interest in a specific pattern about the going of restaurants, specifically the city restaurant in Turkey). The city's restaurant is a catalyst for travel to Istanbul due to the excitement of tourists watching the video clips showcasing the chef's cooking skills. In addition to their interest in what Burak publishes on social media, this confirms the validity of the third hypothesis test (H1: marketing phenomena represented by the phenomenon (Chef Burak) promotional interface for the city restaurant. Focus on tourist marketing methods to which tourists are attracted, particularly the dissemination of video, digital, and images. Because of his widespread international fame, chef Burak's marketing phenomenon's investment in similar marketing policies has made him the focus of famous world figures in art, sports, writing and poetry, and presidents, kings, and princes. Chef Burak needs to use other means other than social media sites, such as satellite advertising, publications, publications, and other marketing methods that increase the country's tourism revenues on the one hand, and on the other hand, increase the restaurant's financial revenues. Include the announced tourist programs to Turkey, a private visit to the city restaurant, and meet chef Burak because of the moral significance that motivates the tourist to buy the tourist program for the tourist trip.

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