

THE ANALYSIS OF KARACA CAVE VISITORS' ONLINE REVIEWS

Erkan GÜNEŞ

Department of Travel-Tourism and Entertainment Services,
Vocational School of Tourism and Hotel Management,
Erzincan Binali Yıldırım University, Erzincan/Türkiye
erkangunes24@gmail.com

Abstract: With the flexibility of working hours, the increase in leisure time, the development of communication and transportation technologies, changes in touristic demand have begun and the interest in alternative tourism types has begun to increase. One of these alternative tourism types is cave tourism. Although the caves have been used for various purposes in the historical process, they can be considered as an important natural heritage element within the scope of touristic products with their features today. These natural heritage sites have significant visual and cultural potential as well as their natural beauty. Along with these changes in touristic demands, there are also changes in the search for information, which is one of the most important behaviours in the decision to purchase a holiday. Before the decision to buy a holiday is made, information about alternative destinations is sought. With the developing technology, potential tourists have started to prefer to benefit from online travel sites and social media along with traditional information sources within the scope of information research. In this context, the aim of the research is to determine the experiences, satisfaction, complaints and recommendations of the visitors of Karaca Cave, which was opened to tourism in 1996 and is an important natural heritage, by examining the reviews. For this purpose, the reviews about Karaca Cave on TripAdvisor website until 13th April 2023 were examined. According to the findings, as of the date of the research, there are 83 domestic and foreign visitor reviews of persons who visited Karaca Cave and evaluated the TripAdvisor site. It was seen that the visitors who commented on the TripAdvisor site rated Karaca Cave as 65.06% excellent, 27.71% very good, 4.82% moderate and 2.41% terrible. The oldest review was made in August 2013 and the most recent one was made in August 2022. 72 of the reviews were made in Turkish and 11 of them were made in foreign languages. As a result of the evaluation; while the themes of naturalness, health, scenery, road of the cave, fee and environmental facilities were perceived in a positive light, location, small navigable area and personnel attitude were reviewed negatively. In addition, while visitors gave recommendations to management and tourists in the reviews, many visitors also made purchase recommendations. An attempt was made to evaluate the online reviews about Karaca Cave in terms of sustainable tourism and suggestions were presented in line with the findings.

Keywords: Türkiye, Cave Tourism, Karaca Cave, TripAdvisor.

INTRODUCTION

Social networks are online communities of people who share common interests and activities. It provides a user with a variety of interaction possibilities, from a simple chat to multiple video conferences and from the exchange of plain email messages to participation in blogs and discussion groups. Online social networks may also include categorized relationships, tools for connecting with friends, or recommendation systems for certain types of objects or activities.¹ Potential travellers have difficulties assessing the quality of tourism products before they experience them. One way to gain confidence in a tourism product is to seek information about the product before purchasing it. The information search process of potential travellers starts with benefiting from the experiences of close acquaintances. When this information is insufficient, the search turns to external sources. Today, travellers benefit from various types of information, both online and offline. Among the various online information resources, community websites are becoming more and more important every day. These global platforms offer

¹ Miguéns, Baggio, Costa 2008.

travellers the opportunity to share their experiences with others. Tens of millions of travellers share their travel experiences through online communities like TripAdvisor and Yahoo!²

Mass tourism, which forms the basis of tourism development, has a significant impact on the destruction of the natural environment due to the deficiencies of planning studies. The issues of correcting this situation and ensuring sustainable tourism development are discussed by both academicians and tourism professionals. The participation of people in tourism movements intertwined with nature without destroying nature has led to the emergence of ecotourism. As an ecotourism activity, cave tourism is a type of tourism that attracts more and more attention every day.³

Although the caves themselves are major karst melting, they contain many forms of karst deposits with different forms. Knowing that these shapes were formed over thousands of years makes them more attractive than other karstic shapes. For this reason, karst caves are considered mysterious places.⁴ Caves are important touristic attraction centres with their mysterious images created by dripstones, air, inland waters and animal assets.⁵ Cave tourism, which is a type of ecotourism, has recently become an alternative type of tourism for many visitors who are keen on adventure and nature sports.⁶ Although it is rarely documented that a cave has been visited for touristic purposes for 3000 years, natural cavities began to be opened to tourism more than 400 years ago, and almost all countries of the world now host at least one, often dozens, of show caves.⁷ Today, there are many caves open to visitors in the world. Millions of people do cave tourism every year. Cave tourism is considered as one of the most dynamically developing forms of tourism.⁸

Holiday decision-makers are sceptical about the reliability of the advice they receive about the holiday. Those who travel a lot and have more knowledge than the staff they seek advice from turn to personal search. So, these people realize that if they do most of the research themselves, they will find more variety and flexibility. More than 80% of people research their vacations online and often visit 26 sites and spend more than two hours looking for the right opportunity.⁹ In this direction, it is aimed to analyse the comments shared on the TripAdvisor platform about Karaca Cave, which is located in the Torul district of Gümüşhane province, which was opened to tourism in 1996. It is thought that the results of the research will contribute to tourism planners, marketers and academicians working on this subject.

CONCEPTUAL FRAMEWORK

Cave Tourism

Caves are unique geo-ecosystems thanks to strong geodiversity, relatively stable environmental conditions, absence of strong seasonal changes and permanent darkness. They can also be considered as environments that can store information for a long time.¹⁰ Caves are considered as potential sources for tourism due to their natural beauty and mystery.¹¹ Caves are well-known tourist attractions in many countries in Europe. For example, in France, cave paintings and other hominid remains are major tourist attraction for visitors from the British Isles.¹² In the study conducted by Cigna & Forti it is stated that 77-83% of the caves in the world are visited for tourism purposes, 15-20% for religious purposes and 2-3% for health purposes.¹³

Cave tourism is especially preferred by those who have a great interest in enjoying the stunning and wonderful scenery of the caves and their surroundings. However, they are also likely attractions to be

² Lee, Law, Murphy 2011.

³ Akdağ 2013.

⁴ Sever 2008.

⁵ Zeybek 2001.

⁶ Akpınar Külekçi, Sezen 2018.

⁷ Cigna, Forti 2013.

⁸ Lewkowicz 2011.

⁹ Trend 2013.

¹⁰ Chiarini, Duckeck, De Waele 2022.

¹¹ Kim et al. 2008.

¹² Baker, Genty 1998.

¹³ Cigna, Forti 2013.

preferred by those interested in preserving geological scenery or features. In addition, those who desire to acquire new knowledge about geology, geography, mineralogy and anthropology can be seen as potential consumers for cave tourism.¹⁴ In the early days of cave tourism, adaptations to the underground environment were limited. Visiting a cave was a complex, guided adventure, offered to many "honourable" and "noble" guests. In those years, travellers were usually from important and wealthy families (including kings and governors) or writers who could afford to cover their travel expenses. Travelling to caves and their karst regions often required gruelling excursions involving a certain number of support personnel. Thus, such leisure activities were limited to a small number of wealthy people. Today, caves are among the most visited geological features in the world, attracting more than 70 million people each year in more than 1.200 caves around the world, with entrance fees of just up to 800 million euros.¹⁵ Cave tourism is a type of tourism that provides direct benefits to the world economy and local communities.¹⁶

Karaca Cave

Karaca Cave is 17 km from the Gümüşhane city centre. It is located at an altitude of 1550 meters from the sea in the northwest. The cave was developed within the heavily cracked Upper Creaste massive consisting of limestone surrounded by andesite. The cave, which develops in a horizontal direction, consists of the merging of elliptical halls. It has an area of approximately 1.500 square meters¹⁷ and the length of the walking path is 160 meters. Karaca Cave is very rich in dripstone formations. As a matter of fact, a large number of stalactites, stalagmites, columns, flag shapes, cave flowers, cave pearls, and travertine pools in various colours and appearances spread inside the cave.¹⁸

Karaca Cave was opened to tourism in 1996. After that moment, various arrangements were made in and around it. Walking trails, lighting systems, interior and exterior doors were built for visitors. These arrangements also revealed changes in the natural structure of the cave.¹⁹ The surroundings of Karaca Cave have extraordinary potential in terms of visual scenery. Observation terraces are arranged at the point that dominates the view. Around the cave, there are restaurants, a cafeteria, eating and drinking places, resting areas and souvenir units for visitors. When evaluated within the scope of alternative tourism, it has an important potential in terms of tourism. It can also play an important role in the promotion and sustainable development of the region.²⁰

Karaca Cave was visited by 48.200 people in 2014 and 82.022 people in 2017. 80.2% of these visitors were domestic and 19.8% were foreign tourists. Therefore, Karaca Cave is visited by both local and foreign visitors.²¹ With its natural air-conditioning feature, the cave offers a comfortable atmosphere to its visitors, especially asthma patients, and offers important services in terms of health tourism as well as cave tourism.²²

TripAdvisor

Social media is an important source of information used to share experiences before, during and after a vacation. In general, social media content is perceived as more reliable than official tourism websites and mass media advertisements.²³ The online social travel network is also changing the way tourists plan their trips. These websites allow users to interact and make reviews about hotels or attractions.²⁴ In recent years, many platforms for online reviews in the tourism industry, such as TripAdvisor, Lonely Planet, and Google Maps, have become more common in research and practice. This has led to a proliferation of studies on online reviews and the emphasis on the use of new analytics. Research on online reviews has a

¹⁴ Kim et al. 2008.

¹⁵ Chiarini, Duckeck, De Waele 2022.

¹⁶ Debata 2021.

¹⁷ Uzun 1991.

¹⁸ Ekşioğlu, Zeybek 2018.

¹⁹ Akdik 2014.

²⁰ Koçan 2012.

²¹ Ekşioğlu, Zeybek 2018.

²² Türkiye Culture Portal 2023.

²³ Xiang, Gretzel 2010; Fotis, Buhalis, Rossides 2012; Kladou, Mavragani 2015.

²⁴ Miguéns, Baggio, Costa 2008.

number of advantages such as data availability, speed and simplicity of data collection, and non-interference with human subjects.²⁵ Online social networking sites are the most popular sites on the internet. Second-generation web-based services have consumer-generated content that allows people to share information.²⁶

The TripAdvisor website was established in 2000. The main purpose of the site is to gather the experiences of users about their travels under one roof. In addition, it is to provide users with reliable information on their travel preferences.²⁷ TripAdvisor, one of the largest travel platforms in the world, helps 463 million travellers every month to spend their trip, according to statistics for the third quarter of 2019. Travellers around the world can use the TripAdvisor site and app to browse over 859 million reviews and opinions on 8.6 million accommodations, restaurants, experiences, airlines and cruises. Travellers visit TripAdvisor to compare low prices on hotels, airfare and cruises, and book popular attractions and tours. TripAdvisor is available in 49 markets and 28 languages.²⁸ The existence of global non-booking tourism websites such as TripAdvisor will be beneficial for travellers.²⁹ On TripAdvisor, users have the opportunity to comment on a destination, restaurant or hotel. In this way, tourists can make recommendations, complaints and reviews on the subject. There is information about the demographic characteristics of the participants who made comments (gender, city, etc.). In this voluntary process, the participants consist of people who have experienced that destination or touristic place before. In addition, participants give an evaluation score ranging from 1 to 5 on the subject. 1 represents the worst experience and 5 represents the best experience. Scoring provisions are; 1= terrible, 2= poor, 3= average, 4= very good, 5= excellent.

METHODOLOGY

This research aims to analyse the online reviews on the TripAdvisor platform regarding Karaca Cave. The results of the research are important as they will be a source for tourism marketers, planners and academic studies. In the research, an answer was sought to the question of what are the positive, negative and recommendation reviews about Karaca Cave on the TripAdvisor platform.

The research includes user comments about Karaca Cave made on the TripAdvisor platform.³⁰ There are two important reasons for choosing TripAdvisor site. First, TripAdvisor is the largest and most popular travel platform³¹ where travellers can search and share their opinions and travel experiences by uploading images and commenting. The second reason is that TripAdvisor platform is also used in many academic studies in the field of tourism.³² As of 13th April 2023, all comments about Karaca Cave were included in the research. The reviews were made between August 2013 and August 2022. Data obtained on 13th April 2023. 83 reviews on Karaca Cave were subjected to content analysis process steps. Content analysis is widely used to analyse texts in social sciences, from open-ended responses to mass media such as newspapers, television, and the internet.³³ Content analysis is defined as a qualitative research method for subjective interpretation of text data content through coding and a systematic classification process to identify themes or patterns.³⁴

The process was as follows: data obtained from TripAdvisor platform; coding of the data, finding the themes, defining the data by arranging it according to the themes and codes, and finally interpreting the findings.³⁵ Coding and code schemes were carried out using the qualitative data analysis MAXQDA 2018 program. A total of 237 coding processes were carried out. In the content analysis, while the titles related to Karaca Cave were created, positive thoughts, negative thoughts and recommendations were discussed

²⁵ Taecharunroj, Mathayomchan 2019.

²⁶ Miguéns, Baggio, Costa 2008.

²⁷ Efendi 2021.

²⁸ TripAdvisor 2023a.

²⁹ Law 2006.

³⁰ TripAdvisor 2023b.

³¹ Mary, Pour 2022.

³² Taecharunroj, Mathayomchan 2019; Mary, Pour 2022; Lee, Benjamin, Childs 2022.

³³ Lee, Law, Murphy, 2011.

³⁴ Hsieh, Shannon 2005.

³⁵ Yıldırım, Şimşek 2008 cited by Karataş 2015.

under the titles. These titles have also been used in previous similar studies.³⁶ A total of 12 themes were included under these three headings.

RESULTS

In this section, the results of the findings obtained in the research are given. The frequency distribution of the interpretations for Karaca Cave is shown. In addition, the comments for Karaca Cave are given, were evaluated under positive thoughts, negative thoughts and recommendations. 12 themes were created under these headings. The frequencies of the themes in the reviews are also given. Table 1 shows the distribution of the rating of the 83 reviews made for Karaca Cave. When Table 1 is examined, 65.06% of the comments on the TripAdvisor platform regarding Karaca Cave are excellent, 27.71% very good, 4.82% average, and 2.41% terrible. No visitors have voted poor. The Karaca Cave experience was generally evaluated as positive.

Table 1. Reviews About Karaca Cave³⁷

Traveller Rating	f	%
Excellent	54	65.06
Very good	23	27.71
Average	4	4.82
Poor	-	-
Terrible	2	2.41
Total	83	100

In Figure 1, the titles of positive thoughts, negative thoughts and recommendations about Karaca Cave and the themes under these titles are given. Regarding the shared positive thoughts about Karaca Cave has been determined that there are "*road of cave, scenery, health, fee, environmental facilities and naturalness*" themes. The most frequently expressed theme among positive thoughts is *naturalness* (60). Within the *theme of naturalness*, it is stated that both the cave in general and the stalactites and stalagmites in the cave are natural, their impressiveness and beauty being emphasised. For example; phrases such as "natural heritage, natural wonder, impressive, natural wonder, natural wonder and beautiful cave" were frequently mentioned in the reviews. Another frequent theme among positive thoughts is *health* (21). Within this theme, it was stated that the environment in the cave and the oxygen in it are good for asthma and respiratory diseases and certain cure treatments are recommended. Regarding this theme; Expressions such as "*good for asthma patients, recommended for bronchitis, respiratory tract diseases, asthma cave, healing source, treatment centre, 21-day cure application and plenty of oxygen*" are stated in the reviews. The third most frequent theme under this title is *scenery* (13). This theme is related to the surrounding view of the cave due to its high location. Due to its location at an altitude of 1.550 meters, it has mountain and valley views. In the reviews within this theme; the expressions "*perfect scenery, unique, super, wonderful mountain scenery, valley scenery, high cave*" were included.

The themes of *road of cave* (11), *fee* (11) and *environmental facilities* (11) were included in the title of positive thoughts with the same frequency. *The road of cave* theme is about the road of the cave. In the reviews made in this theme, expressions such as "*the road is very beautiful, the asphalt road, the road is well made, the road is good*" were said. *The fee* theme, on the other hand, is about the prices of the country coffee in and around the cave. Expressions in the reviews, such as "*parking is free, the fee is affordable, a small fee*" can be given as an example. *The environmental facilities* theme is about the facilities around the cave. Around the cave, there are parking areas on the roadside for vehicles and a cafeteria where cold and hot drinks can be consumed. As examples of the expressions in this theme, it could be mentioned "*the viewing terrace is beautiful, there are souvenir sellers, there is a cafeteria/ buffet, there is a parking lot*".

There are also negative thoughts among the reviews made for Karaca Cave. These negative thoughts; it was included in the themes of "*location, small navigable area and personnel attitude*" (Fig. 1). Among the negative thoughts, those who visited Karaca Cave mostly stated negative thoughts about the location of the cave. The fact that the cave is at an altitude of 1.550 meters and the road is difficult, steep and winding is related to this *Location* (36) theme. In their reviews, visitors expressed their complaints with expressions such as

³⁶ Bahkoğlu, Ulusoy Yıldırım, Hacıoğlu 2020; Mancı, Tengilimoğlu 2021.

³⁷ Source: TripAdvisor 2023b.

"tiring road, winding road, troublesome journey, confusing road". Another theme included in negative thoughts is *Small navigable area* (11). This theme is related to the limited and small area of the cave that can be visited. Reviews; It can be exemplified as *"the cave is very small, a short visit, there are places that cannot be opened"*. The last theme in negative thinking is *Personnel attitude* (9). This theme is about the attitudes and behaviours of the staff working in the cave. Within this theme, *"the attitude of the staff, spoken by giving orders, the staff is mediocre, the service is bad"* were included in the reviews.

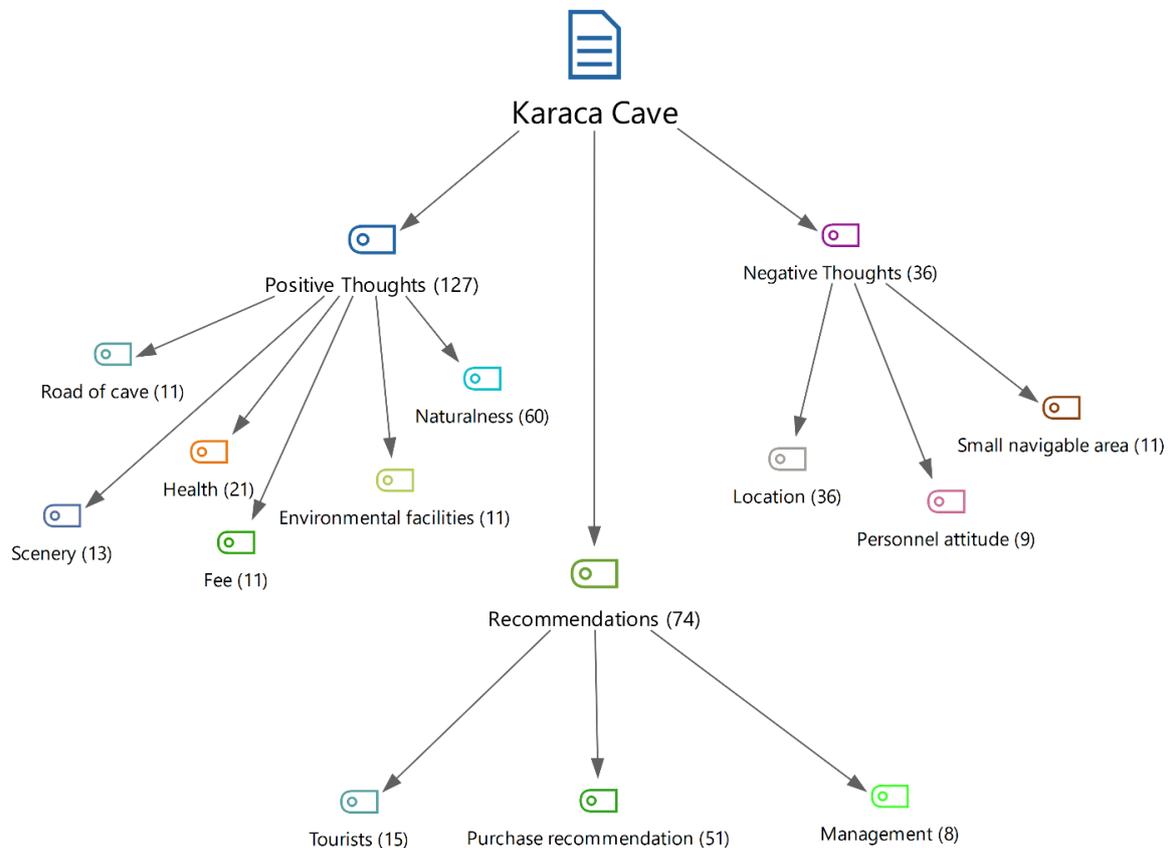


Fig. 1. Positive Thoughts, Negative Thoughts, Recommendations and Themes About Karaca Cave.

Visitors to Karaca Cave have also made some suggestions on the TripAdvisor platform. The statements in this content are gathered under the title of *"Recommendations"*. Within the recommendations heading, the visitors made the most purchase recommendations. This theme is named *Purchase recommendation* (51). Considering the frequency of themes, visitors stated that Karaca Cave is a natural heritage that should be seen. Within this theme, visitor reviews generally include expressions such as *"must go, must be seen, worth seeing, worth visiting, you should go, I recommend going"*. Another recommendation is for tourists who will visit. It contains recommendations that you should pay attention to during the visit. This theme is named *tourists* (15). When the reviews were evaluated, it was seen that recommendations were made to other visitors such as *"taking photos is prohibited, attention to the road, attention to dates, it is cool inside"*. Finally, the *theme of management* (8), which includes suggestions for the management of Karaca Cave, is included in the recommendations title. Within this theme, there are suggestions of visitors for cave management. The reviews made generally include the statements that *"the cave should be protected, visitors should be warned, why there is no museum card, information should be given"*.

CONCLUSIONS AND SUGGESTIONS

It is very important to evaluate the data of visitors so that the local people and employers in the tourism sector can direct their marketing strategies.³⁸ Tourists benefit from personal, commercial and public resources during the information gathering stage. The importance of each piece of information is

³⁸ Akbay, Aytöp, Aygün 2022.

evaluated in the context of the product and the tourist. Although most information is obtained from commercial sources, the most influential information sources on decisions are information gathered from personal sources. The reason for this is the thought that the information obtained from personal sources is more reliable.³⁹

With the developing technology, social communication tools are developing and accordingly, social media is used as a source of information. In terms of potential visitors, social media is frequently preferred in terms of information sharing and obtaining information. Shares also have an impact on purchasing preferences. Therefore, destination and tourism business managers should benefit from the posts made in social media environments in improvement and development activities.⁴⁰ In this context, online reviews made on TripAdvisor platform by visitors of Karaca Cave were analysed. TripAdvisor is a platform that is studied⁴¹ and frequently used in academic studies to gain a deeper understanding of how hotels, tourists, and residents of a particular destination are changing the tourism online market.

In the research, firstly, the reviews made were evaluated. 92.7% of the reviews are positive. Therefore, this situation can be evaluated as the positive experiences of the visitors of Karaca Cave. The reviews made in the research were grouped under the headings of positive thoughts, negative thoughts and recommendations. Based on the reviews under the positive thoughts, the themes of "*naturalness, health, road of cave, scenery, fee, and environmental facilities*" were included. When positive thoughts are evaluated in general, the natural beauties of the cave come to the fore. This result coincides with the study conducted by Kızılcık & Taştan.⁴² In the related study, the formations in Karaca Cave, health expectation, story/history and geographical location/scenery were determined as the factors that attract visitors to the cave.

The negative thoughts obtained in the research were gathered under the themes of "*location, small navigable area and personnel attitude*". In general, although the cave's high position is evaluated positively in terms of the scenery, it is also evaluated negatively by the visitors due to the risks it carries in terms of transportation. However, the smallness of the area to visit was also evaluated negatively, since not all areas of the cave were opened to visitors yet. Staff attitude was also evaluated negatively by visitors. As a matter of fact, the behaviour of the personnel has a direct effect on the satisfaction of the visitors.⁴³

In the reviews analysed in the research, there are also suggestions for tourists, management and purchasing under the title of suggestions. When the reviews made were examined, it was seen that the visitors recommended Karaca Cave to potential visitors. Considering the effect of sharing on social media platforms on purchasing, this situation can be evaluated positively. In addition, tourists are warned about photography. The fact that it is forbidden to take photos in the cave has been expressed in many reviews and this situation has sometimes been criticized.

In another study conducted on the visitors of Karaca Cave, it was stated that the desire of the visitors to take photos is an important source of motivation.⁴⁴ Indeed, caves are extremely fragile environments, and turning them into a tourist attraction can greatly affect their pristine condition. Therefore, it is important to follow strict rules before, during and after tourist development.⁴⁵ Visitors' activities affect the natural material and energy exchange between the cave environment as well as the interior and exterior of the cave. Visits can cause serious wear and discolouration of stalactites and stalagmites, and sometimes their complete damage or destruction.⁴⁶

Finally, the visitors also expressed suggestions for cave management. These suggestions are important for the protection and sustainability of the cave. In the study conducted by Ekşioğlu & Zeybek,⁴⁷ it was stated that the carrying capacity of Karaca Cave should be determined and kept under regular inspection in terms

³⁹ Çakıcı, Aksu 2007.

⁴⁰ Arıca, Çorbacı 2019.

⁴¹ Miguéns, Baggio, Costa 2008.

⁴² Kızılcık, Taştan 2019.

⁴³ Demir, Altındağ 2017.

⁴⁴ Kızılcık, Taştan 2019.

⁴⁵ Cigna, Forti 2013.

⁴⁶ Song, Xiaoning, Fuyuan 2000.

⁴⁷ Ekşioğlu, Zeybek 2018.

of sustainable tourism. Debata, on the other hand, stated that poorly managed tourism can create significant threats to cave biodiversity by negatively affecting cave habitats and microclimates.⁴⁸ In line with the results obtained, the following suggestions for Karaca Cave are presented.

- Sustainable development is the core concept of development and tourism has an enormous economic, environmental and social impact in the modern world.⁴⁹ Tourism, with its potential, makes a high contribution to economic growth and employment. In addition, the significant potential for economic diversification makes this sector more attractive for countries and regions. However, with all these positive aspects, an unplanned and unscheduled tourism development will provide these contributions for a short time. For this reason, tourism development should be based on sustainable tourism.
- Efforts to promote the sustainability of the tourism sector have long been advocated in policy and research circles.⁵⁰ Efforts to promote the sustainability of the tourism sector have long been advocated in policy and research circles.⁵¹ The development of Karaca Cave should be planned within the framework of sustainable development, with sustainable tourism principles. All attempts to prevent the natural formation of the cave should be avoided. The prohibition of taking photographs in order to prevent damage to the stalactites and stalagmites inside the cave can be considered as a positive attitude in terms of sustainability. However, the negative consequences of taking photos should be clearly explained to the visitors and the necessary precautions should be taken more carefully. Necessary precautions should be taken within the framework of expert opinion regarding photographing. These requests of tourists can be met in different ways (without flash photography, photographing by officials, etc.). Studies should be carried out to expand the area that can be visited in a way that does not affect the natural formation of the cave.
- Sustainable tourism is a development model in which tourism, resources and human living environment are integrated, and tourism is well coordinated with the social economy, resources and environment. It is accepted that sustainable tourism emphasizes the long-term coordinated development of tourism activities with society, economy, resources and environment. While meeting the needs of economic development, the negative effects of tourism activities will be reduced without compromising the natural and cultural resources on which tourism development depends.⁵² Extraordinary natural beauties, geological and physical formations are considered as natural heritage. Inspection and protection studies should be implemented without compromise within the framework of strict rules.
- The fact that the majority of the comments on the TripAdvisor platform are positive can be used in promotional and marketing efforts. In addition, this situation should be maintained as a general principle.
- Caves can be visited for adventure and sportive purposes, and they also have an important potential in terms of health tourism. When the comments are evaluated, it is seen that the cave has an important potential in terms of health tourism. This situation should be evaluated within the scope of sustainable tourism, and the natural environment and air in it should be protected. Considering that the economic contribution of the caves visited for health purposes is higher, studies should be carried out on this subject.
- Renovation works of the walking paths built in the cave should be done by considering the elderly and the disabled.
- The positive attitude of the staff will increase visitor satisfaction. The personnel must be educated, have foreign language knowledge, be friendly and experienced in their work. This should be taken into account in the selection of personnel.

⁴⁸ Debata 2021.

⁴⁹ Streimikiene et al. 2021.

⁵⁰ Grilli et al. 2021.

⁵¹ Grilli et al. 2021.

⁵² Guo, Jiang, Li 2019.

- Necessary warnings should be made on days when the cave is closed for maintenance and repair works and other reasons. Since the road to the cave is steep and tiring, it is important to announce that the cave is closed on the road route. This will prevent visitors from wasting time. In these cases, activities can be carried out to enable visitors to turn to other attractions.

Limitations and Future Research

There is a limitation regarding the generalization of the data obtained from this study. First, analyses were conducted on 83 reviews on the TripAdvisor platform. Therefore, the findings are limited to the data on this platform. Secondly, the identified themes were created with the data collected in a certain period. Existing findings and themes will change as the number of reviews increases. For these reasons, it may be recommended to conduct studies using data from other platforms in future research. In addition, due to the interpretations and experiences that will change over time, it may be recommended to carry out similar studies for Karaca Cave in certain periods.

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