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SOCIAL MEDIA USE BY RESTAURANT BUSINESSES IN THE SLOW FOOD CONCEPT: TRIPADVISOR CASE STUDY[1]

YAVAŞ YEMEK KONSEPTİNDE HİZMET VEREN RESTORAN İŞLETMELERİNİN SOSYAL MEDYA KULLANIMI: TRIPADVISOR ÖRNEĞİ

ABSTRACT

Evaluations on social networking sites affect individuals' decision-making and purchasing behaviors and contribute positively to the choice of Slow Food restaurants. The purpose of the research is to highlight the benefits of marketing restaurants serving in the Slow Food concept on Tripadvisor. 553 user comments on Tripadvisor between the dates of 10.04.2021 and 15.05.2021 regarding the 11 restaurants serving in the slow-food concept in Turkey were analyzed. After the user reviews were subjected to content analysis, positive and negative comments were classified under certain categories. In the analysis of the customer comments, 2802 positive and 202 negative indicators were found under the categories. It has been determined that mainly the comments are concentrated on service, food, and beverage categories, physical structure, price, location, revisit, and recommendation intentions. According to the research results, it is possible to say that the comments shared about Slow-food restaurants will impact potential customers.
Keywords: Slow Food, Social Media, Marketing, Food and Beverage Businesses.

ÖZET

Sosyal paylaşım sitelerindeki değerlendirmeler bireylerin karar verme ve satın alma davranışlarını etkilemektedir ve Yavaş Yemek (Slow Food) restoranların tercih edilmesine olumlu katkılar sunmaktadır. Araştırmanın amacı; Yavaş Yemek konseptinde hizmet veren restoranların Tripadvisor'da pazarlanmasının işletmelerin gastronomik imajına sağlayacağı faydaları ön plana çıkarmaktır. Bu amaçla 10.04.2021 ile 15.05.2021 tarihleri arasında Slow-food konseptinde hizmet veren 11 restorana ait Tripadvisor' da yapılan 553 kullanıcı yorumu detaylı bir şekilde incelenmiştir. Bu durumdan hareketle, çalışmada Yavaş Yemek konseptinde hizmet veren restoranlara ilişkin Tripadvisor.com'da yer alan kullanıcı yorumları içerik analizine tabi tutulduktan sonra olumlu ve olumsuz yorumlar belirli kategoriler altında sınıflandırılmıştır. İncelenen ziyaretçi yorumlarının analizinde işletmelerin alt temalarına yönelik 2802 pozitif, 202 negatif görüşe rastlanılmıştır. Özellikle yorumların hizmet, yiyecek-içecek, fiziki yapı, fiyat, konum, tekrar ziyaret ve tavsiye etme kategorilerinde yoğunlaştığı tespit edilmiştir. Araştırma sonuçlarına göre Yavaş Yemek konseptinde hizmet veren restoranlar ile ilgili sosyal medyada paylaşılan yorumların potansiyel müşteriler üzerinde etkili olacağını söylemek mümkündür.
Anahtar Kelimeler: Yavaş Yemek, Sosyal Medya, Pazarlama, Yiyecek İçecek İşletmeleri.

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1. INTRODUCTION

In recent years, the phenomenon of globalization, which has been observed more intensely, has increased the competitiveness of businesses and made it extremely challenging for them to continue their activities. As in every industry, globalization and technological developments have also caused a rapid transformation in the tourism sector. Due to these developments on a global scale, businesses need to come to the forefront with innovative methods to become better than their competitors in this highly aggressive environment they are in. Furthermore, rapid developments in information and technology have led food and beverage businesses to an intense, challenging environment. Because of these developments, businesses have entered a product and service differentiation race to gain a competitive advantage. Innovation, which can offer unlimited opportunities, came to the forefront in this period, when businesses embark on the new trend to gain a superior position compared to their competitors while offering their products to the market (Çınar, 2017). This challenging environment among businesses has caused the implementation of necessary innovative activities to lead.

The impact of rapidness trend on culture triggered by globalization has begun to be observed in all areas of life, and fast working, fast living, and fast consumption have become part of our lives. This speed, which has started to rule our whole lives, has also caused significant food and beverage industry changes. Fast life and consumption habits have brought a monotonous life to the fore. Changing consumer preferences in parallel with the developments experienced and the emergence of global cuisine and global taste have prepared the foundation for the oblivion of the culture of domestic and local cuisine. This can be considered as an essential attraction factor for tourism destinations and accommodation, and food and beverage businesses (Avcıkurt and Özgürel, 2018). Especially with globalization, the rate of eating out has increased. Fast food, which is both a symbol of speed and an outcome of globalization, has made a rapid entry into our lives in this period when those who do not fast have no chance to survive in the industry. However, fast food consumption outside the home entails a risk in terms of health and obesity. Considering that health is vital for all age groups, a healthy diet is required to live a hearty life. In recent years, new movements such as Slow Food and Cittaslow, which emerged as a reaction to the harmful effects of fast food and beverage consumption on people, have attracted significant attention.

In line with these changes, the demand for people to have a vacation in all-inclusive hotels or unnatural environments has gradually decreased in recent years. Instead, the prominence of the desire to rest and vacation by consuming more natural foods, living in more natural environments calmly have created terms such as "slow cities", "slow tourism" and "Slow Food" (Ünal, 2016). Ünal and Zavalsız (2016) stated that the slow term would lead to the emergence of alternative slow movements in the food and beverage businesses and other areas of life in which the negative effects of globalization were felt.

Food and beverage businesses and all other businesses in the tourism industry were negatively affected by the COVID-19 outbreak in 2020 and faced a significant crisis (Okat, Bahçeci, and Ocak, 2020). During this pandemic, most enterprises that have not confronted such a crisis environment and have had no crisis management knowledge and experience have come to the closure stage. People avoid eating out because quarantine practices and social distance rules cannot be fully followed in food and beverage businesses, which may accelerate the spread of the pandemic. In addition to the pandemic, consumers' hesitations about eating out and the increase in the desire to consume healthier products rather than fast food have been considered significant factors that negatively affected the businesses. In this context, businesses that implement the Slow-Food trend correctly have become even more critical than the pre-pandemic environment. They stand out with their social media marketing endeavors by keeping up with change; thus, they can overcome this period with minor damage.

The research aims to highlight the benefits of marketing the Slow Food movement on the gastronomic image of businesses while taking the emergence of Slow Food into account as a reaction to the acceleration movements observed in every field in recent years. In this study, firstly, the term Slow Food was explained, and the effect of COVID-19 on the Slow Food movement was emphasized. Later, based on the user comments and information about the food and beverage services regarding the Slow-Food concept on Tripadvisor, the positive and negative comments were classified under specific categories. Then the results were discussed, and further suggestions were discussed at the end of the study.

2.　LITERATURE REVIEW

2.1.　Slow Food

Gastronomy tourism, which has recently gained significance, has offered its customers different innovative alternatives, enabling them to have different experiences. In this respect, concentrating on the sustainability of production and consumption, Slow Food movement, eating slowly while enjoying without rushing, requires presentation techniques in which our traditional culture is emphasized. This enables the Slow Food movement to become one of the most popular innovation practices in recent years. With this innovation and due to natural and local production and consumption, the originality in the culinary culture will continue, and local values will be handed down to future generations without losing their importance (Pajo and Uğurlu, 2015)

The Slow Food movement was initiated for the first time in Italy in 1986 by Carlo Petrini, the Italian gourmet, in response to the opening of McDonald's restaurant in Piazza di Spagna in Rome (Bucak and Turan, 2016; Schneider, 2008). While Slow Food's philosophy is defined as 'good, clean and fair food', good Food is described as 'tasty and diverse' (Lee, Scott, and Packer, 2014). Slow Food, which includes local and organic seeds in agriculture, supports local food and beverage production. It aims to maintain the originality and locality, protect the economic interests of the region's people, and provide local development. It is a global movement against the standardization and uniformity motivated by globalization in production and consumption (Avcıkurt and Özgürel, 2018).

According to Petrini, the founder of the Slow Food movement, consuming fast Food becomes an activity that is devoid of satisfying the hunger of souls (Güven, 2011). The Slow Food movement has become well-known as a movement against the disappearance of cultural values over time. It has been accepted as a phenomenon that emphasizes eating slowly and pleasantly while acknowledging the consumption of natural and organic products and promoting hospitality (Mayer and Knox, 2006).

In 1989, with an emphasis on this situation, globalization had changed people's lifestyles and included an insane productivity mistake; the International Slow Food Association was officially established at Opera Comique in Paris. Slow Food Manifest was signed with delegates from fifteen countries (Germany, United States of America, Japan, Brazil, Argentina, Austria, Denmark, France, Switzerland, Hungary, Netherlands, Spain, Sweden, Italy, and Venezuela) (Avcıkurt and Özgürel, 2018). The Slow Food trend, which attracted attention with this manifest created to put forward the traditional products that are about to be forgotten and protect the pleasure of eating and tasting, became a significant pillar of tourism.

As an outcome of the slow movement in recent years, tourists have preferred destinations in nature, consume more natural and authentic food, and have a peaceful holiday to increase their quality of life during their vacations by escaping from the chaos of cities and fast life (Avcıkurt and Özgürel, 2018). Slow Food constitutes an essential part of the lifestyle of tourists who are prone to Cittaslow, prefer Slow Food in their destinations. Lee, K. H., Scott, N. and Packer, J. (2014) stated that Slow Food members prefer food similar to their daily meals during travel. They also tend to apply slow movement in every aspect of their lives (Lee, Packer and Scott, 2015).

The Slow Food trend has recently encouraged food beverage manufacturers to pay more attention to the production process and produce healthier food (Labella, 2004). The Slow Food trend preserves the forgotten food culture; draws attention to a sustainable gastronomic phenomenon by maintaining traditional eating habits, emphasizing the importance of eating and sharing, and preserving traditional agriculture and organic food production (Mayer and Knox, 2006). With the awareness of today's consumers, this trend revitalizes the organic markets where GMO-free, natural, and only seasonal products are sold. This enables the preservation of local foods and the strengthening of local production (Atik and Atik, 2018).

Slow Food emphasizes the freshness and healthiness of organic foods and local and seasonal products by including customer experience of products such as wine and cheese, produced in the environmentally friendly process. In the first Slow Food village of Turkey, Germiyan village in Izmir, no industrial production and products contain genetically modified organisms and off-seasonal fruits and vegetables. At the same time, traditional dishes are produced via conventional cooking methods, and ingredients are grown in the land of the village (Atik and Atik, 2018). In this village, bread is cooked from the natural sourdough without any additives, and the people of the village consume the vegetables produced in their fields.

2.2.   The Impact of COVID-19 on Slow Food Flow

The COVID-19 epidemic, which was first seen in Wuhan, China, spread to the whole world quickly, became one of the biggest threats the world that human-kind faced in recent years and caused the death of many people (İbiş, 2020). The COVID-19 outbreak, whose impact has been felt worldwide, not only negatively has affected the health of people but also has had an impact on the food and beverage industry (Okat, Bahçeci and Ocak, 2020).

Therefore, the tourism and beverage industry are highly sensitive to outbreaks, natural disasters, terrorist attacks, political, economic, and social crises (İbiş, 2020). The COVID-19 has led us to experience the greatest of these adverse effects, creating an environment of significant risk and uncertainty for all consumers. (Aydın, 2020). With this uncertainty in the minds of consumers, the crisis environment that they have to face with the pandemic has caused difficulties for businesses to survive.

During the pandemic process, consumers started to pay significant attention to purchase healthy foods and make their decisions by considering the nutritional value of the food they purchased (Akaydın, 2020). People who prefer to stay away from fast and frozen foods as much as possible since the beginning of the pandemic try to choose more fresh and more natural foods to protect their health and improve their immunity. In this respect, the benefits of Slow Food restaurants for human health have been particularly effective in consumers' preferences who take this issue into account while choosing a restaurant to eat out.

Baltacı and Akaydın (2020) analyzed the effect of COVID-19 on the purchasing behavior of consumers. Researchers stated that consumers prefer to stock up more, shop online more, avoid eating out less, cook more at home, and eat more healthily. Iflazoğlu and Aksoy (2020) tried to understand the effects of COVID-19 on food and beverage businesses and the quality of the service consumers expect from businesses after the restrictions. The study addressed that consumers' restaurant choices and the quality of service they expect changed during the COVID-19 outbreak, and clean and hygienic environments were more preferred (İflazoğlu and Aksoy, 2020).

Slow Food also contributes significantly to the protection of biodiversity by ensuring the protection of products at risk, which may create more awareness in society within the scope of sustainability. Slow Food, which includes a vast cultural diversity due to its scope globally, supports traditional foods produced with local products, the traditional preparation, and cooking methods during the pandemic period, and this particular awareness increases its importance every day (Carp, 2012; Furze, Barkhurst and Childs, 2010). Regarding sustainability, it has gained more importance for food and beverage businesses to make their presentations with healthy cooking techniques and focusing on healthy menus that strengthen the immune system. Furthermore, they need to inform consumers about their service processes and products through electronic word-of-mouth communication through various social media platforms.

2.3.   Electronic Word-of-mouth (E-Wom) Communication and Social Media Marketing

The rapid development of technology and the increase in internet usage led consumers to experience brands and products online (Okan and Şahin, 2016). In today's globalizing world, consumers' purchasing behavior is affected by various sources. One of the most important of these sources is that customers affect each other positively or negatively through word-of-mouth communication (Özaslan and Uygur, 2014). Electronic word-of-mouth communication, which has a significant influence on purchasing behavior, has replaced traditional word-of-mouth communication. The rapid development of technology and increased internet usage led consumers to experience brands and products online (Okan and Şahin, 2016). Internet-based applications such as social media platforms spread rapidly, and they are preferred as today's most popular marketing method.

Electronic word of mouth (E-WOM) includes positive or negative statements about a product or service written by current or former customers, while potential customers also can comment on it. It is a marketing system that enables many businesses and individuals to reach these comments via the internet (Hennig-Thurau, Gwinner, Wlash and Gremler, 2004). Social media platforms and internet forums have become where people exchange information most intensely by communicating in the virtual environment rather than in the natural environment (Özaslan and Uygur, 2014). It provides consumers' commentaries about products and services they experience and allows them to examine people's reviews over a wide geographic area (Kutlu and Ayyıldız, 2014). In this respect, E-WOM has become one of the

primary communication channels of customers and businesses due to its low cost and its impact on purchasing behavior.

Because of the nature of tourism products and services, the lack of possibility to try beforehand increases the consumers' risk perception. Because obtaining information that reduces businesses does not adequately share this risk perception, customers primarily refer to comments on social media platforms and internet forums (Hennig-Thurau et al., 2004; Kutlu and Ayyıldız, 2014). Many tourism advice sites (Tripadvisor, Trivago, Booking.com, Expedia, etc.) have been opened, frequently visited by tourists, mostly without purchasing products. In addition to these, the websites and social media accounts of tourism destinations and tourism businesses are also examined in detail by tourists before they purchase something.

Positive and negative comments on holiday advice sites and social media platforms have started to be highly effective, especially in the tourism preferences of customers. Nevertheless, travel comment sites are not adequate for the purchasing behavior of tourists, and social media posts and these advice sites affect customers' purchase behavior. Therefore, from this point of view about the tourism industry, virtual travel reviews have a significant impact on the travel decisions of potential tourists, as these reviews provide access to the experiences of former customers (Kutlu and Ayyıldız, 2014).

Social media is an unlimited medium with cultural and technological dimensions (Wong et al., 2020), allowing people to communicate with each other. According to the definition of Kaplan and Haenlien (2010): "Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". Therefore, social media can be defined as websites built on Web 2.0 technologies that enable deeper social interaction, community formation and promote collaboration projects.

Tourism consumers come together on social platforms to share ideas freely, exchange information, and do business. Thus, it has become widespread quickly since they enable human beings to interact with hundreds of people to share knowledge and experience (Utku Akgün, 2020). Tourists start sharing even before their travels begin. They effectively use their social media accounts during and after their travels to record every moment they experience.

Social media is a platform that connects tourism firms directly with their customers and offers a wide range of marketing opportunities. Social media is less costly than traditional marketing methods, and it provides opportunities for businesses to communicate directly to larger audiences promptly (Kaplan and Haenlein, 2010). With recent developments in information technologies, the widespread usage of social media has significantly changed marketing practices. Therefore marketing channels via social media are rapidly expanding, which reaches 2.77 billion internet users worldwide (Ebrahim, 2020). In addition to changing the way tourism businesses communicate with tourists, social media has also created a significant transformation in business activities (Koçak Alan, Tümer Kabadayı and Erişke, 2018).

Regarding the businesses taking place in the social media that have recently turned it into a global "marketplace", tourists have started to choose tourism destinations and food and beverage businesses in destinations by examining holiday and taste experiences, previous reviews, positive or negative comments of other visitors. At the same time, tourism companies can analyze what customers prefer more, what they are more affected by, and which products they share more on social channels. Furthermore, tourism firms have the advantage of understanding the preferences of tourists from their profiles, analyzing customer expectations better, and serving according to their needs and preferences.

2.4.   Using Tripadvisor as a Marketing Tool

The proliferation of the development of technology-supported networks and the use of mobile devices have greatly influenced the tourism experience. Travel search engines such as Tripadvisor, websites of tourism businesses, and social media accounts have gained popularity that tourists frequently use before planning their travels (Sun, Shao and Chan, 2020). The most popular travel advice and review site are Tripadvisor (Vásquez, 2011; Yen and Tang, 2015). This site is an application that helps tourists participating in the trip plan by taking advantage of the views of other tourists and make satisfactory decisions with the help of the written reviews (Kocaman, 2018). Consumers trust the comments posted on Tripadvisor (Taştan and Kızılcık, 2017). Online comments created by users are therefore a tool that provides communication and information about tourism businesses for potential customers (Sparks and Bradley, 2017).

Tripadvisor, the world's largest travel site, supports approximately 463 million tourists around the world with over 859 million reviews and opinions each month, covering 8.6 million accommodations, restaurants, and airlines (Tripadvisor.com). During the selection of tourism destinations, tourists can first make research on Tripadvisor while determining their travel routes and learn where they can stay, what they can eat, and where they can shop.

Tourists can create groups from all over the world through Tripadvisor and social media platforms and have the opportunity to communicate with each other and share their travel experiences and they can make positive and negative comments. So they can affect the purchasing behavior of other groups. Additionally, tourism firms took advantage of creating a purchasing tendency by marketing the products of tourism firms free of charge through social media and aiming to attract the attention of the customers by sharing photos of these products.

When the relevant literature is examined, it can be addressed that there are several studies carried by various authors (Çuhadar and Aşıroğlu, 2019; Bilgin, 2017; Çuhadar, Özkan and Çaylıkoca 2017; Taştan and Kızılcık, 2017; Doğan, Güngör and Tanrısevdi, 2016; Dalgıç, Güler and Birdir, 2016). Demirkol, Kaya and Akın (2017) analyzed the experiences of tourists towards food and beverage businesses that they shared via social media platforms. The authors facilitated from secondary data for their studies. The data used in the study were taken from the Tripadvisor website, and content analysis was conducted on the data regarding the experience of tourists. Çuhadar et al. (2017) analyzed online customer reviews on Foursquare, which is a location-based social media platform in terms of food and beverage businesses in Isparta. In their study, they concluded that there is a statistically significant difference between the price level and business location, and the satisfaction levels of the customers receiving the service, whereas there is no statistically significant difference between the type of business and the satisfaction levels of the customers.

Bilgin (2017) investigated the effects of service quality, customer satisfaction and customer loyalty on word-of-mouth marketing in his research on fish restaurants in Amasra. The study was concluded that a positive effect could be observed on mouth-to-mouth communications which concentrated on physical environmental quality as service quality components in restaurant businesses. In addition, it was stated that the impact of output quality on customers' word-of-mouth communications was also significant.

Taştan and Kızılcık (2017) carried out a research to examine customer comments with complaint contents shared on Tripadvisor for food and beverage businesses in Kahramanmaraş. Customer complaints in the comments were scrutinized via a content analysis methodology. As a result of this research, it was determined that the complaint elements were concentrated in the category of food and beverages and the most targeted element within this scope was the taste of the products.

Eren and Çelik (2017) conducted a content analysis of 100 restaurants businesses located in Turkey with a total of 1,000 reviews. Visitors' comments on Tripadvisor were analyzed to examine restaurant businesses. According to the results of the research, almost half of the reviews examined do not have a food or beverage name. It was determined that restaurants mostly offer seafood, and Mediterranean, Turkish Cuisine and European cuisine menus. The photos on the pages of the restaurant businesses mostly included images of the restaurant, its customers, and seafood. It was also found that the most mentioned foods in the reviews were kebab, steak, chicken, dessert, and starters.

Doğan et al. (2016) examined the online reviews of food and beverage businesses that received a certificate of excellence in Kuşadası on the Tripadvisor. The authors stated that there were participants who complained that the orders were wrong or incomplete, the food quality was low, and the prices were higher compared to the average prices in Kuşadası. In their study, Özaslan and Uygur (2014) conducted a survey of 269 people residing in Yalova in order to measure whether consumers who were not satisfied with their service provided by food and beverage businesses and shared their dissatisfaction with others in their social networks. They found that the dissatisfied consumers were generally inclined to write negative comments as input for word-of-mouth communication.

Dalgıç et al. (2016) aimed to determine the reasons for complaints and made suggestions for the first- and second-class restaurant businesses offering local flavors in Mersin and Hatay cities. This study focused on both the food dimension from the perspective of flavor, presentation, menu variety, healthiness, appropriateness of food temperature, and safety, and the service dimension which included friendliness, helpfulness and attentiveness of the employees, menu awareness of the employees, service readiness of the same type of food ordered, and fast, reliable and consistent service. Furthermore, the

dimension of the atmosphere consisted of interior design, lighting, music, appropriate room temperature, fragrance, cleanliness, well-dressed employees, and hygiene. Other characteristics dimension includes fair price, food specificity, and environmental specificity. Considering the complaints made to the businesses in Mersin and Hatay, it was concluded that the taste within the food dimension was the most complaint element, whereas the characteristics related to the atmosphere were the least complaint element.

Social media sites also have their limits. For example, consumer recommendations on social media platforms can be manipulated due to the anonymity of online reviewers in order to quote for or against a particular service provider (O'Connor, 2008). Nonetheless, various tactics have been used to prevent fraud on social media sites (Ott, Cardie, and Hancock, 2012). In addition, the authors noted that many online reviewers on Tripadvisor are not done by inexperienced reviewers, instead of the ones who have been writing comments in large numbers for a long time. Therefore, the possibility of distorting the facts to change public opinion is not high. Also, Ayeh, Au and Law (2013) claimed Tripadvisor is a credible and trustworthy platform. In this study, the Tripadvisor platform is used as a primary-secondary data source.

Although there has been a lot of research about the Slow Food trend, which is one of the latest innovative concepts in the hospitality industry, it turned out that there have been a few studies on the marketing of Slow Food restaurants. There have been a few studies analyzing the impact of social media on the Slow Food concept in foreign literature (Lichy, Kachour, Hetet, and Kiley, 2017). Thus, more information is needed on the examination of the impact of social media marketing on the Slow Food trend. Therefore, the problem statement of the research is to understand how important is social media marketing for Slow Food restaurants. Therefore, the study is crucial to understand the role of social media marketing for Slow Food restaurants and thus it contributes to the literature.

In short the purpose of the study is to clarify the role of social media marketing for the Slow Food trend on Tripadvisor, focusing on the gastronomic image of businesses in response to the acceleration movement observed in almost every aspect of our lives. This study also highlights the benefits and importance of social media marketing in Slow Food restaurants pointing out the unlimited power that social networks offer to businesses today.

3.   METHOD

Tripadvisor uses a five-point scale (i.e., terrible, poor, average, very good, and excellent) for restaurant ratings. This five-point scale applies to each of the four dimensions: food, service, value, and atmosphere. This study does not focus on the numerical ratings because such quantitative variables are defined and explicit. By contrast, this study explored the virtual Internet space in terms of people, situations, emotional feelings, processes, and the interconnections among these elements (Maxwell, 2013). The authors read the consumer reviews before May 15 2021, which is the cut-off date. Individual comments are evident regardless of the lengths of the paragraphs. Each comment can be categorized as positive and negative. Each comment can be assigned to one or more categories with a specific attribute (see Table 1&2). Neutral adjectives or descriptions are often associated with the fact that consumers may not feel strongly about a particular item being evaluated (Law and Cheung, 2010).

Based on the review process of the comments, significant themes that users have repeatedly opined have been determined. Such themes can indicate functional patterns of user comments, such as the qualities of a restaurant that diners look for and discuss the most. The newly found themes can become practical knowledge for restaurateurs. While the content analysis is subjective, the authors invite a person with a master's degree holder to proofread comments with high degrees of uncertainty on the lexical meaning or clarify an individual consumer's questionable mood. The participation of another person can help reduce individual bias. In addition, the second person can randomly pick a sample of comments for cross-checking. When a comment about a restaurant is deemed unbelievable, the authors use another Turkey-based restaurant review website (e.g., booking.com, trivago, Expedia) to better understand the situation by reviewing discussions. In addition, the authors may consult with a family member or a friend for their candid opinions on a particular restaurant. Indigenous knowledge from local people is often helpful to verify the trustworthiness of some stories told online. All these methods can help ensure accuracy in reporting and increase the reliability of this study.

In the research, the social media accounts of Slow-Food restaurants and businesses that offer Slow-Food products in their menus were examined. The universe of the research consists of Slow-Food businesses

that have accounts on Tripadvisor. As a result of detailed investigations, it was noteworthy that most of the restaurants do not use the Slow-Food term in their brand names. Since it is not clear from their names whether such businesses are Slow-Food restaurants or not, the official websites of these businesses were visited one by one, and the ones with the "snail figure" symbol of Slow-Food and Cittaslow or the "snail with an olive branch in its mouth" emblem were included in the study. As a result of detailed Google and social media searches, a minimal number of businesses were reached. It was concluded that some of the restaurants that serve Slow Food menus were not registered in Tripadvisor. This is one of the limitations of the study.

In the research, a case study, one of the qualitative research designs that provide an in-depth evaluation of a current issue has been preferred (Yıldırım and Şimşek, 2006). The data was collected from social media through content analysis. The Tripadvisor website, a popular travel site, was preferred for the data collection tool. Slow-Food restaurants constitute the sample of the study. Therefore, the results obtained cannot be generalized to the whole universe.

11 restaurant businesses offering Slow-Food products in their menus were included in the study, and 553 reviews of these businesses on Tripadvisor were analyzed and interpreted using the content analysis method. These comments were obtained between December 18, 2020, and January 7, 2021, and each comment was appropriately classified. While analyzing the content, the closed coding process was applied. The categories were developed in line with the Slow-Food concept based on Sökmen's (2006) classification of guests' first impressions and categories in the evaluation table used by Yetgin, Keküç and Şayin (2020), Erdem and Yay, (2017) and Dalgıç et al. (2016). Ethical approval for this study was obtained from the scientific research and ethics committee of Karaman Mehmetbey University (Decision dated 09.04.2021 and numbered 11755).

4. FINDINGS

As a result of the content analysis, 3002 attributes were determined, and the positive attributes were collected under 7 main categories and 17 subcategories. In contrast, negative attributes were collected under 7 main categories and 15 subcategories. Positive and negative comments were presented under service, food and beverage, physical structure, price, place and revisit, and recommendation. Since several categories are mentioned in some of these comments, the same comment has been evaluated in more than one category. The general information about the businesses examined within the scope of the study, the cities the restaurants are located, the number of reviews of these restaurants, and the availability of these restaurants in the cittaslow city are classified in separate categories. General information about the restaurants is listed in Table 1.

Table 1: Information About Slow-Food Businesses

Restourant	Venue	*Total number of comments*	Is restaurant located in cittaslow city?
Restaurant A	İzmir/Urla	120	No
Restaurant B	İstanbul	4	No
Restaurant C	İstanbul	8	No
Restaurant D	İzmir/Alaçatı	176	No
Restaurant E	İzmir/Germiyan	7	Yes
Restaurant F	İstanbul	4	No
Restaurant G	İzmir/Foça	3	No
Restaurant H	İstanbul	5	No
Restaurant I	İzmir/Seferihisar	19	Yes
Restaurant J	İzmir/Germiyan	4	Yes
Restaurant K	İzmir/Alaçatı	203	No
Total		553	

It was observed that some of the businesses included in the research received very few reviews on Tripadvisor. It was determined that four of the enterprises examined are located in Istanbul, and seven in Izmir. Businesses with the highest number of comments were located in Izmir. When the Instagram and Facebook pages were examined of these restaurants, it is noteworthy that the businesses with the most comments were the ones with the highest number of followers and the businesses that share posts regularly.

It was observed that only 3 of the restaurants examined were included within the scope of Cittaslow city. The other 8 restaurants with snail figures in their emblems and registered in Tripadvisor were also included in the research. It has been observed that two of the businesses included in the scope are located

in the village of Germiyan- Izmir, which was declared as the first slow-food village. Among these establishments, restaurant E received only 7 reviews, and it was noteworthy that all of these comments were positive. The restaurant J received only 4 reviews, and the fact that these reviews were particularly positive showed customers' attitudes towards these businesses. In addition, it was concluded that all of the 19 comments received by the restaurant in Seferihisar, another Cittaslow city, were positive, especially the users who commented on these three businesses highlighted the use of natural products delicious dishes in their comments.

The comments studied in content analysis under the category of service are grouped into three sub-categories. These are the quality of service, the attentiveness & friendliness of the staff, and speed of the service. The comments on the type of food and beverages are categorized according to the variety of menus, whether or not healthy products are offered, the preference for original and local dishes, the taste of the products, fresh seasonal products, and the use of fresh seasonal products of original service equipment. Regarding the physical structure, separate categories examine whether space can have a beautiful and different atmosphere and whether the place and outdoor areas can be elegantly designed. In addition, the users' comments on the reasonable prices in the price category, the accessibility of the location in the place category, and then revisit and recommendation are examined and ranked separately. The data obtained from Tripadvisor through content analysis are presented in categories in Tables 2 and Table 3.

Table 2: Positive Tripadvisor Reviews of Slow-Food Restaurants

Category	Sub-categories	Number of indicators	f (%)
Service	Quality service	253	9
	Caring and friendly personnel	321	11,5
	Fast service	33	1,2
Food and Beverage Type	The menu has a variety	124	4,4
	Healthy food	348	12,4
	Original and local food	121	4,3
	Delicious food	454	16,2
	Usage of fresh-seasonal products	174	6,2
	Unique service tools	44	1,6
Physical Structure	Beautiful and different atmosphere	174	6,2
	Stylish Interior and Exterior Design	214	7,6
	Scenic view	82	2,9
	A quiet place	61	2,2
	Compliant with hygiene conditions	20	0,7
Price	Reasonable price	99	3,5
Place	Accessible location	29	1
Revisit and Recommendation	Revisit and recommendation	251	8,9
Total		2802	100

A few positive comments from the businesses reviewed are listed below:

" .... A place like home. It is great that the products used are of their own production. In addition, attention is paid to the promotion of local flavors .... "

" Very nice and beautiful environment, wooden benches under fig trees .... "

" .... the prices are very affordable, especially the village bread is great. "

" They offer everything fresh and delicious, we loved it .... "

" .... a small, cute family business, they grow the products in their own garden... .. "

" A business that combines traditional home meal with slow food philosophy. Most of the products are supplied from local producers .... "

" A wonderful place. Everything is very aesthetic, from the design of the interior to the presentation of the food and drinks served .... "

" .... A magnificent place, a business that appeals to your heart with its fresh meals served with typical flowers that belong to the region .... "

" All the products we tried were fresh and very tasty. We are very satisfied as a family. "

" One step ahead of the samples in Europe. Everything is fresh and delicious .... "

" …………I was amazed by the food they prepared and cooked by collecting from nature. "

" …………… all meals prepared with organic products are truly magnificent with unique tastes, their presentation is also extraordinary ……..... "

" …… especially their efforts to grow their own products are admirable ………. "

" ...It was an unforgettable dining experience for us and we will come back again and again "

" …………. food and drinks prepared and cooked using natural herbs are magnificent …….... "

" ………. using fresh and seasonal products is also admirable ………. "

" ……. The blending of local and "general" flavors, the püre simplicity of the menu, and most importantly, the quality and taste of naturally produced materials are very successful. "

" ……. I highly recommend it for a perfect experience with really high quality and completely organic products. "

" You will probably feel the elegance of the ambiance in the first few minutes…….. "

" …… .. an elegant and natural restaurant that is better than many of its competitors ……… "

" ……… a place that feels like in the garden of your home ……… "

" ……. You will feel like you are at home in a sincere and peaceful atmosphere ……... "

Table 3: Negative Tripadvisor Reviews of Slow-Food Restaurants

Category	Sub-categories	Number of Indicators	f (%)
Service	Poor quality service	26	12,9
	Unprofessional & Indifferent behaviour of the staff	19	9,4
	Slow Service	10	4,9
Food and Beverage Type	No variety of menu	7	3,5
	Unsavory meal	19	9,4
	Usage of stale-non-seasonal products	3	1,5
	Non authentic service tools	1	0,5
Physical Structure	Bad and ordinary ambiance	4	2
	Poor interior and exterior design	7	3,5
	No view	1	0,5
	Non-tranquil places	5	2,5
	Incompatible with hygiene conditions	2	0,9
Price	High price	87	43,1
Place	Inaccessible location	2	0,9
Revisit and Recommendation	I will not revisit nor recommend	9	4,5
Total		202	100

A few negative comments about the businesses reviewed are listed below;

"......When we went with a large group, the staff had difficulties in serving on time and the orders were delayed ...."

"…………. The building is beautiful outside but neglected and dirty inside. I really do not recommend it.

"... We have experienced many negativities in this place, such as the tea service is too late after dinner, constantly asking the waiters about the food and tea ……".

"Although we were fascinated by the impressive and historical structure of the restaurant, the quality of the food and the service and the way of presentation was not good …….."

"The food is good but the service is very slow. I do not recommend it to anyone since we were still hungry after the mean and we get really upset. "

"…… natural products are served with really high costs. There are very few options on the menu….

"…… although highly recommended, I could not get a different flavor. The products were not fresh. The service was unbelievably bad……"

" It is not possible to understand how that place got so many likes since we couldn't find anything different compared to other ordinary restaurants. "

"……….. The design of the place was terrible. Any food we tried there was not tasty. I do not recommend it. "

"……. There is no specialty in the breakfast. The location of the restaurant is also too complicated to access. The service is not worth the money we pay. "

"……….. We paid a high bill and we didn't eat anything worth that money……."

"Indifferent behaviour of the waiters during the service and the delay of the meal is irritating. Just three or four tables were full. We went there just looking at the comments in social media but we didn't like it all ……."

"… .. The tables are too close to each other. The employees should be more welcoming and friendly. I do not think that I will go again or recommend it to someone else. "

"Unfortunately, it is a middle-class restaurant that does not meet our expectations. It has nothing special. It has a very bad ambiance ………….."

"Just a mid-sized restaurant. Small portions are too expensive, the meal is not so tasty as it is written in the comments. "

"……. We waited for 45 minutes to order food and the indifferent behaviour of the waiter towards us really disturbed us. "

"The ambiance and service were not good compared to the price we paid. Meals arrived too late. A mediocre little venue ……."

"There is no option on the menu. The meals served from the ready-made frozen products ………….. ".

With the content analysis, it has been observed that those businesses are generally small businesses, and they receive very few comments. From the data obtained in the sub-category of quality service (in Table 2 and Table 3), there are 253 positive comments, whereas 26 comments are negative. This shows that customers are mainly happy about the service quality in the restaurants with the Slow-Food concept.

It has also been observed in the comments (321) that the customers are mainly satisfied with the service provided by the staff. There are only a few complaints (19) about unprofessional and indifferent behavior of the staff. Even if there are some other negative issues in the businesses, users praise the personnel stating that they are satisfied with the service quality. Considering the importance of service quality in these businesses, the comments made by the users as a result of smiling faces and care of the staff reflect the quality of the work done by these businesses. Considering the importance of service quality in small businesses, the positive comments made by the users about the care and interest of the staff show that these enterprises can reflect the quality of the work done and the warmth of the business to the customers.

While there are 33 comments regarding the speed of the service in the enterprises, 10 comments stating that the service was slow, the name Slow Food may suggest slow service, which is negative, but the terms do not mean the same thing. Slow Food is primarily a commitment to quality, not speed. It promotes local cuisine and the preservation of original techniques for producing regional dishes and emphasizing quality and healthy food rather than speed and convenience.

Furthermore, there are 124 comments regarding the diversity of the menus and the various alternatives in terms of food and beverage type. Only 7 comments indicate that there are limited options in the menu. Therefore the attention should be given to product diversity in these enterprises. 348 comments state that the meal in Slow Food concept is healthy. In terms of health, necessary incentives should be provided for the proliferation of such businesses.

121 positive comments were observed on the presentation of authentic and local dishes. This shows that Slow-Food businesses prefer entirely local and regional dishes in their menus. When the taste of the food and the offered products are examined, 454 comments show that the food is delicious; Only 19 reviews state that the food is unsavory. It has been observed that most of these 19 comments were made in the past and there have been no negative comments especially in terms of taste recently. This shows that these restaurants improve their food quality in time. In addition, considering the reviewed comments, it is noteworthy that mostly positive comments are made about the taste of the food, even in the negative comments. Thus, it could be said that the natural products used in the enterprises increase the taste, and most of the customers are content with the taste of the meals.

There are 44 positive comments about the usage of different original service equipment in those businesses. 174 positive comments and 3 negative comments have been made regarding these restaurants' fresh and seasonal product usage status. The comments Show that these restaurants mostly use fresh and seasonal products in their businesses, and they are really sensitive about this issue. One of the restaurants uses local handmade service equipment in the services, thus creating a substantial positive impact on many customers.

When the physical structures of the enterprises were examined in terms of the ambiance, it has been found that they receive 174 positive and only 4 negative comments on that issue. In terms of the interior and exterior design category, there are 214 positive, and 7 negative comments. While creating a unique natural environment, such as the natural environment under the fig tree, it was observed that the ambiance and design created were appreciated by the customers in most of the enterprises examined. When these two categories are considered together, it shows that the ambiance and the design of the restaurants are mainly appreciated in almost 400 comments in slow-food businesses.

When the Slow-Food businesses are examined in terms of the scenery, it has been observed that 82 comments are positive, and only 1 comment is negative. This shows that these restaurants are mainly located in the natural landscapes in direct contact with the producers. So the scenery is authentic for many customers. The environment businesses provide service is mostly found calm (61); It has been observed that very few comments (5) state that the environment is not calm. Especially in Cittaslow cities and Slow-Food restaurants, considering that calmness should be at the forefront since they provide services to their customers under the Slow Food concept. When the comments in terms of hygiene conditions are examined, 20 comments show that the restaurants give importance to hygiene, whereas only 2 comments state that the restaurants are not hygienic.

In terms of the price category, 99 reviews show that the prices are appropriate, whereas 87 reviews indicate high prices. This shows that the prices in Slow Food restaurants are very reasonably high since the processes for raising, harvesting, and shipping Slow Food are not as well-established as those for other kinds of food. Simply getting it to the store costs more, and those costs are passed on to the consumer. Moreover, those processes are inherently more time-consuming and labor-intensive for Slow Food, which means the costs will not go drastically lower shortly. In terms of location category, it has been seen that these restaurants are easily accessible while only 2 comments are about the poor and inaccessible location. This shows that Slow-Food businesses mainly offer services in areas accessible to customers. Having a good business location increases the level of customer satisfaction with the business.

In terms of revisit and recommendation category, the customers in 251 reviews have expressed their opinion that they will revisit and recommend those restaurants on social media and close friends. In contrast, in 9 reviews, customers state that they do not revisit the business but do not recommend it. This study reveals revisit intention has a positive association with food quality, restaurant service quality, physical environment quality, and customer satisfaction.

5.   CONCLUSIONS and SUGGESTIONS

The power of comments and suggestions in social media in terms of market information makes it one of the critical elements of competition and business continuity. Since the tourism industry has a structure that contains uncertainty and risk before purchase, tourists may have preconceptions about places they have not yet seen (Oxenswardh, 2018). In this context, social networks become an essential source of information for tourists who seek pre-trip and post-trip information (Buhalis and Sinarta, 2019). At this point, potential customers benefit from others' experience in social media. Networking also helps business leaders and marketers to develop strategies (Kang, Tang and Fiore, 2015). Therefore, actions in social media networks have two main functions. The first point is the preferences and decision-making processes of potential customers with similar interests, and the second is its guiding effect on businesses and managers. Therefore, potential demand management provides valuable information by helping executives who provide food and beverage services to identify existing and potential issues to gain a competitive advantage.

The Slow-Food movement emerges as a reaction to the fast movement seen in almost every aspect of our lives. It has reached a critical position for businesses to protect their traditional cultures, protect their cultural identities that have lasted for centuries, gain a competitive advantage in the global environment, and effectively carry out their marketing activities. This study, which is made to highlight the power of

social media, which has the potential to provide a significant advantage in promoting Slow-Food products worldwide, will not only increase the awareness of Slow-Food but also provide important suggestions for local businesses.

Consumers looking for a suitable restaurant make extensive use of online restaurant reviews. For this reason, in this study, "www.tripadvisor.com", a popular site where consumers can easily share their experiences with other individuals, has been preferred. By examining the social media comments made by the customers of slow city concept restaurants in Tripadvisor, it aims to raise awareness of the importance of social media reviews on local businesses.

In the research, the comments about the food and beverage businesses that serve in the Slow Food concept were evaluated under the categories of service, food, and beverage, physical structure, price, location, repeat visit, and recommendation, both positive and negative. First of all, it is essential in the research findings that there are more positive reviews on Tripadvisor than negative reviews for relevant businesses. Findings from the research show that Slow-Food restaurants receive positive comments from customers in terms of both taste, presentation, and service quality. In different previous studies, the most positive and negative comments are about taste (Oğuzbalaban, 2020; Yetgin et al., 2020), and the presentation of the food (Dalgıç et al., 2016; Özaslan and Uygur, 2014; Kılıç and Ok, 2012; Liu and Jang 2009).

7 main themes and 17 sub-themes under positive comments and 7 main categories and 15 subcategories under negative comments emerged as a result of the content analysis to determine the experiences of the visitors coming to these restaurants. As the main themes, the comments are concentrated on service, food, and beverage categories, physical structure, price, location, revisit, and recommendation intentions. Findings from the research show that Slow-Food restaurants receive positive comments from customers in terms of both taste, presentation, and service quality. Customers have stated that they are satisfied first with food and beverage (45.1%), then service (21,7%), the physical structure of the restaurant (19,6 %). Therefore, these results confirm the findings of previous researches (Oğuzbalaban, 2020; Yetgin et al., 2020; Dalgıç et al., 2016; Özaslan and Uygur, 2014; Kılıç and Ok, 2012; Liu and Jang, 2009). Zhang and his colleagues (2010) also state that food taste is a crucial element in the experience. Pantelidis (2010) and Tiago and his colleagues (2015) found that food quality is the most critical indicator in meal experience. Another important factor is the environment that the food is eaten. In some studies, it has been qualified as atmosphere or ambiance. The most important factor in terms of interior features of a restaurant is the atmosphere, decoration, and cleaning. In their study, Kim, Kim and Heo (2016) concluded that the least factor load is the atmosphere. In addition to the atmosphere that businesses provide to visitors, the convenience of transportation opportunities has also been reflected as a positive opinion by the users. The calm and quiet environment of the businesses is among the distinctive feature elements that visitors are satisfied with.

When it comes to negative comments, the results show that customers have complaints mainly about the price of the food (%43,1), service quality (%12,9), personal attitudes (%9,4), and the taste of the food (%9,4). The results obtained from the research show similarities and differences with previous studies. Food quality, employee behavior and friendliness, service quality, atmosphere, and physical environment are among factors that affect customers' evaluation of their dining experience (Medeiros and Salay, 2013; Gagic and Tesanovic, 2013). Tasteless food is one of the most common complaints about restaurants (Temiztürk and Akbaba, 2018; Taştan and Kızılcık, 2017; Dalgıç et al. 2016; Albayrak, 2013). Other negative comments by customers are related to staff attitudes. Employee behavior plays a significant role in satisfying restaurant customers (Alhelalat, Habiballah and Twaissi, 2017; Baker et al., 2013; Saad and Amy, 2007). The employee's skills related to successful communication, satisfying customer needs, personal hygiene, neat appearance (Temiztürk and Akbaba, 2018; Ko and Su, 2014; Tan, Oriade and Fallon, 2014). Hence, the concept of soft skills is important here; soft skills, according to Weber et al. (2009), refer to the employee's ability to communicate and understand others in the interpersonal and emotional levels. Furthermore, the social role of both restaurant staff and customers depends heavily on staff's soft skills, the 'off-script role in the restaurant drama (Gibbs and Ritchie, 2010).

The third is the relationship between the price paid for the meal and the value received. In the study, the businesses in Tripadvisor were taken into consideration. In future studies, more comprehensive studies can be carried out in which the social media accounts of Slow-Food businesses, the number of followers,

the number of shares, and the comments from the followers. Suggestions developed according to the findings of the research can be listed as follows:

✓   As a result of the research findings, it was noteworthy that Slow-Food restaurants were not reserved for filtered search (seafood, Turkish cuisine, fast food, etc.), including Tripadvisor, which is preferred by tourists who attach importance to Slow-Food and Cittaslow. Therefore, adding this option to Tripadvisor will provide an advantage for Slow-Food's development.

✓   Necessary incentives should be provided for slow-food businesses to provide easy access, increase their marketing impact in social media. These regulations will both provide an advantage in terms of protecting and ensuring the continuity of local foods and will make it easier to promote local businesses.

✓   Business owners should check positive comments and negative comments created by consumers on the internet. Customers' comments, complaints, and requests should be listened to, and moderate and constructive feedback can be provided for the negative ones. Thus, potential customers will see the care of the business owners through social media, and this will have a positive word of mouth (e-wom) impact on customers. It has also already been supported by previous studies (Temiztürk and Akbaba, 2018; Zheng, Youn and Kincaid, 2009).

✓   With this trend, it will be possible to promote local gastronomy products worldwide, and therefore, it will also benefit the revival of gastronomy tourism in small cities.

✓   Slow-food should be considered an important tool in turning the crisis process into a positive one for food and beverage businesses that are adversely affected by the COVID-19 pandemic. This slow-food movement can enable businesses to survive. At this point, the necessary support should be provided to increase the number of slow-food restaurants.

In this period, when healthy products gain more importance, slow-food, which can meet consumer needs and offers marketing and promotion opportunities through social media, can create new opportunities for food and beverage businesses.

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