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Analysis of Consumer Reviews on Second Home Use: A Research on a Social Travel Platform*

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Öz

Second home tourism, which is not recognised as a part of tourism activities or its place in tourism is relatively insignificant, has started to gain importance today. The advantages of renting a second home include its proximity to the city's tourist attractions, being in touch with the local culture, making you feel at home, not being tied to a single point, and offering many options at lower costs. Second home tourism, which appears as an alternative to organised tourism businesses, can quickly enter the potential accommodation inventory, mainly thanks to electronic platforms that support the sharing economy. When the literature is analysed, it is understood that there are very few studies examine second homes through the sharing economy. These studies deal with exchanging second homes for a certain period (house swap). The neglect of user views on utilising second homes represents a gap. In the study, second home with increasing online popularity was approached from a different perspective and benefited from social platform reviews. The research is aimed to analyse the consumer evaluations for second homes in different geographies. The data is customer reviews on social media of second homes in popular tourist destinations (Palma-Spain, Chania-Greece, and Fethiye-Turkey). It has been collected automatically from the social travel platform (TripAdvisor) with the help of a program developed in the Python programming language. The number of comments for Palma, Chania and Fethiye is 215, 951 and 693, respectively. To evaluate the comments, topic model analysis was used, and those were clustered under "value", "experience", and "location" titles. In addition, name-entity analysis was used to identify top products and services such as "food", "room", "pool", "shop", and "beaches". The sentiment analysis was used to score the determined products or services. For Palma, "beautiful beach", "local restaurant", and "spacious room"; for Chania, "fresh eggs", "clean water", and "minute walk"; for Fethiye, "jeep safari", "private pool" and "local restaurant" were the most prominent features. Findings indicate that second homes in similar destinations have parallel consumer review content. Also, factors that generate demand for second homes (being at home and being-feeling local) are included in the literature supported by findings.

Keywords: Second Home, User Reviews, Digital Reputation, Data Mining.

İkinci Konut Kullanımına İlişkin Tüketici Değerlendirmelerinin Analizi: Bir Sosyal Seyahat Platformu Üzerine Araştırma

Öz

Turizm faaliyetlerinin bir parçası olarak kabul edilmeyen ya da turizmdeki yeri görece önemsiz değerlendirilen ikinci konut turizmi günümüzde önem kazanmaya başlamıştır. Şehrin cazibe merkezlerine yakınlığı, yerel kültürle iç içe olma, kendini evinde hissetme, tek bir noktaya bağımlı olmama esnekliği ve daha düşük maliyetlerle birçok seçenek sunması ikinci konut kiralamanın avantajları olarak sayılabilir. Organize turizm işletmelerine alternatif olarak ortaya çıkan ikinci ev turizmi, özellikle paylaşım ekonomisini destekleyen elektronik platformlar sayesinde potansiyel konaklama envanterine hızlı bir şekilde dâhil olmaktadır. Literatür incelendiğinde, ikinci evleri paylaşım ekonomisi üzerinden inceleyen az sayıda çalışma olduğu ve bu çalışmaların da ikinci evlerin belirli bir süreliğine karşılıklı değişimini (takasını) ele aldığı anlaşılmaktadır. İkinci konutlara ilişkin kullanıcı görüşlerinin ihmal edilmiş olması literatürde bir boşluğa işaret etmektedir. Çalışmada, çevrimiçi popülaritesi giderek artan ikinci konutlara farklı bir açıdan yaklaşılmış ve bir sosyal platformdaki kullanıcı değerlendirmelerinden faydalanılmıştır. Araştırma, farklı coğrafyalardaki ikinci konutlara yönelik tüketici değerlendirmelerini analiz etmeyi amaçlamaktadır. Kullanılan veri popüler turistik destinasyonlardaki (Palma-İspanya, Hanya-Yunanistan ve Fethiye-Türkiye) ikinci konutlara ilişkin sosyal medyadaki müşteri yorumlarından oluşmaktadır. Python programlama dilinde geliştirilen bir program yardımıyla sosyal seyahat platformundan (TripAdvisor) otomatik olarak toplanmıştır. Palma, Hanya ve Fethiye için yorum sayısı sırasıyla 215, 951 ve 693'tür. Yorumları değerlendirmek için konu modelleme analizi (topic model analysis) kullanılmış ve bunlar "değer", "deneyim" ve "konum" başlıkları altında kümelendirilmiştir. Ayrıca, "yemek", "oda", "havuz", "mağaza" ve "plajlar" gibi en önemli ürün ve hizmetleri belirlemek için isimlendirilmiş varlık analizi kullanılmıştır. Belirlenen ürün veya hizmetleri puanlamak için de his analizinden istifade edilmiştir. Palma için "güzel plaj", "yerel restoran" ve "geniş oda"; Hanya için "taze yumurta", "temiz su" ve "bir dakikalık yürüyüş"; Fethiye için ise "jeep safari", "özel havuz" ve "yerel restoran" en çok öne çıkan özellikler olmuştur. Bulgulardan benzer destinasyonlardaki ikinci konutların paralel tüketici yorumu içeriğine sahip olduğu anlaşılmaktadır. Ayrıca, ikinci konut talebi yaratan faktörler (evde olma ve yerel hissetme) literatürdeki bulgularla benzerlik göstermektedir.

Anahtar Kelimeler: İkinci Konut, Kullanıcı Görüşleri, Dijital Reputasyon, Veri Madenciliği.

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INTRODUCTION

Opinions of other consumers about their previous experiences have become an essential variable in the decision-making process (Koh, 2011; Utz et al., 2012). Tourists take into account the feedback of experienced guests in order to reach the destinations and accommodation opportunities that are right for them.

Technology-based platforms that emerged in parallel with the developments in information technologies have enriched the content offered to tourists and diversified the channels of access to information (Buhalis & Foerste, 2015). Beyond unilateral access to information, tourists have become more than just the receiving party, interactively sharing their experiences and presenting their content to others. Thanks to the content developed by this user, all touristic activities have been restructured. Especially the diversity brought by accommodation services has affected not only the tourism and accommodation ecosystem, but also people's lifestyles (Song et al., 2020:1). In this sense, online reviews play a vital role in tourists' accommodation decisions.

Tourists consider the essential factor when planning their activities: online evaluations added to the system by other users. These evaluations are the most basic way of gaining trust, in other words, gaining a reputation for online platforms and advertisements on these platforms (Banerjee et al., 2017). Through ratings, users can give points for the accommodation service (cleanliness, pricing, location, ambience, service, speed, communication, the accuracy of the data in the advertisement, etc.) offered according to predefined criteria. These evaluations offer the opportunity to interpret the accommodation and the service provider in an open-ended (qualitative) manner in short texts, as well as a numerical (quantitative) rating. In this way, future guests can be informed about the current structure. These evaluations, which have a critical role in influencing the decision-making processes of tourist candidates, can be seen as a "digital reputation system". This unnamed system can direct the demand side of the market and is an essential source of feedback for the supply side to regulate itself. Digital reputation systems based on ratings and opinions/comments that users voluntarily contribute to these platforms are of great importance in the spread and reach of digital accommodation platforms (Ert & Fleischer, 2019).

Second homes (hereafter referred to as SH, also called the second house, secondary hous(e)ing, or secondary residence) have started to gain importance in the accommodation sector, where the sharing economy offers different platforms. International SH ownership has increased rapidly since the 1980s due to

increases in global wealth, globalisation, digitisation of real estate, ease of movement, and flexibility of working lives (Benson & O'Reilly, 2009; Paris, 2011; Müller, 2011; Hannonen, 2018). Depending on new consumption profiles, the importance of SHs and their effectiveness in tourism can be expected to increase daily.

This study aims to reveal the potential value obtained by utilising big social data in second home tourism. Thus, it is thought that the attention of practitioners and researchers interested in second home tourism can be drawn to the potential of big data.

LITERATURE REVIEW

Sharing Economy

The sharing economy corresponds to a socio-economic sharing ecosystem that provides access to goods and services based on technology (Matzler et al., 2014). Chua et al. (2019:19) define the sharing economy as "*an economic system in which underutilised assets or services are shared directly between individuals for free or for a fee*". Unlike the traditional approach, the sharing economy refers to the supply, distribution and consumption of the supply by many more actors. Sharing goods and services are considered more efficient than owning them individually. Constantiou et al. (2017: 234) summarise the basic features of the sharing economy as follows;

- Renting instead of buying (Consumers' excessive consumption and priority of purchasing goods, turning to alternatives that provide access to goods and services when necessary. Renting a car from sharing sites when necessary instead of buying a car, renting digital content instead of buying a DVD),
- Incorporating idle resources into the economy (typically generating additional income by bringing the goods and services that are kept idle to the economy, opening the unused warehouse area of the factory to other businesses, making limited used equipment available to other people, renting the white goods by paying monthly instalments instead of purchasing them).
- Environmental sensitivity and its reflections on consumption (eco-consumption tendency, conscious simplification, eco-purchases) can also be added.

As a structural and mental transformation, the sharing economy has brought a platform logic and caused competitive and institutional changes in many

sectors and industries (Geissinger et al., 2018), and traditional business models and processes have changed. According to estimates, the size of the five main areas included in the sharing economy could reach 335 billion dollars by 2025 (PwC [PricewaterhouseCoopers], 2015). This new economy encourages new life patterns supported by socialisation, reuse, environmental protection and alternative business opportunities, and the Y generation is considered the primary user of the sharing economy. This generation is said to be the one who focuses on having an experience rather than ownership, seeks quick responses and easily accessible services, and is most interested in the sharing economy because it promotes reuse and sustainable consumption (PwC, 2015). The growth of the sharing economy is largely dependent on trust (Ert et al., 2016). Trust between the parties directly affects the success of the sharing economy. The more uncertainties and risks can be reduced for the parties, the easier it will be to establish a trusting relationship. Moreover, providing trust has become a vital factor in determining a sharing economy platform's success

Changing Economy and Tourism

Due to the internet and mobile technologies, supply and demand come together more cheaply and efficiently than ever before. These developments are changing consumption patterns significantly. With the emergence of the sharing economy, many new actors in different sectors have come to life and economic activities have been reshaped. Thanks to online platforms, petabytes (one million gigabytes) and even exabytes (one billion gigabytes) of data are now generated every day by such new business models (Gandomi & Haider, 2015).

One of the sectors most affected by this new approach is tourism. With the development of the sharing economy, the structure of accommodation in tourism has changed (Viglia et al., 2016). The effects of the sharing economy in the tourism sector are encountered in different areas. For example, accommodation services (short-term rental or exchange of all or part of the residences through a platform where visitors and homeowners are registered), transportation services (car owners making their vehicles available through rental or cost-sharing in touristic trips), catering services (personal rentals in touristic areas) food sharing offered by the property), tourist guide services (performing the tour guide function by residents of a tourist area). According to Stors and Kagermeier (2015), it is understood that the most significant impact on the tourism sector in terms of sharing economy is in accommodation. Bakker and Twining-Ward (2018) also predict that the sharing

economy for the accommodation sector will have an annual growth rate of 31% between 2013 and 2025. Cheng (2016) claims that with the development of the internet, there has been a revolution in the tourism accommodation industry and tremendous growth in platforms based on the sharing economy. Sigala (2017) states that online platforms that offer accommodation facilitate the process, the contact (service provider-service recipient) is simplified, and it is now easier to access insights into tourists' past experiences and possible future touristic plans. (Miah et al., 2017). With the ease of use and efficiency of digital accommodation platforms (e.g. Homeexchange, Airbnb, TripAdvisor, Booking.com, HomeStay, CouchSurfing, HomeAway, Houseswap, Windmu, 9flats.com), the "short-term rental market" has expanded rapidly (Guttentag, 2019). Short-term rentals and house swaps are the most common business models of the sharing economy in the hospitality industry (Tescasiu et al., 2018).

The Role of Second Homes in Tourism

Global economic crises, the development of modern technologies, the increasing sensitivity towards sustainable consumption, the increasing value of authenticity and originality, and the desire to know different cultures have differentiated traditional tourist behaviour and expectations. In today's world, the fact that tourists have begun to act in ways that question traditional definitions and classifications based on tourism (Gustafson, 2002) and the expectation of low-cost accommodation and the opportunity to interact directly with local communities (Guttentag, 2015) has accelerated the search for alternatives. The sharing economy presents unique opportunities like "being at home" and "being-feeling local". SHs can serve more flexible lifestyles and a chance to escape modern life (Kaltenborn & Clout, 1998).

The history of second home tourism dates back to ancient Persia, ancient Egypt and classical Rome. In the 17th century, the aristocracy and bourgeoisie in some European countries began to use secondary residences in rural areas for weekends. The main reasons for the motivation of the wealthy feudal class to acquire second homes are summarised as ostentatious consumption and getting away from the stereotypical life of the city (Tress, 2002). Increasing urbanisation starting from the Industrial Revolution pushed society to seek distance from city life's stressful and polluted environment (Bunce, 2005). After the Second World War, second home ownership became widespread thanks to the increasing income of the middle class, decreased public and individual transportation costs, and increased leisure time. Moreover, significantly since the 2000s, the demand for second homes has increased due to reasons

such as increasing car ownership, increasing number of retirees due to prolonged life expectancy, decreasing working hours, and flexible working styles (Sharpley & Telfer, 2002; Casado-diaz, 2004; Hoogendoorn & Visser, 2004; Mirani & Farahani, 2015). Factors such as increasing disposable income, opening of borders, increased and cheaper transportation opportunities, climate changes, as well as some unexpected events (Covid-19 pandemic, natural disasters, new business models, increased telecommuting, etc.) significantly affect the demand for second homes (Alonsopérez et al., 2022).

The number of second homes worldwide is estimated to be around 10 million (Wang, 2006), and there are many examples of cross-border second home tourism in neighbouring countries. Germans have acquired second homes in Sweden, Singaporeans in Malaysia, Russians in Finland and the British in rural France (Buller & Hoggart, 1994; Müller, 1999; Paris, 2011; Pitkänen, 2011; Lipkina, 2013). In addition, the increase and widespread use of sharing economy platforms has led to an increase in demand for second homes, which Hall & Müller (2018) refer to as a dormant research area. Also second homes have started to be recognised as a capital investment worldwide (Magalhaes, 2001).

At this point, second homes attract attention with their potential in the tourism sector. For example, SHs account for about half of domestic tourism expenditure in the United States (Waters, 1990), and are the third largest tourism segment in Canada after visiting friends and relatives and hotels (Stevensson, 2004).

SH tourism is based on temporary housing for tourists who spend their holidays in a different place from their primary residence. In this sense, there are similar definitions in the literature. SHs are “*privately owned, detached and non-mobile, family residences for recreational-secondary use*” (ASTRID, 2009). SHs can be defined as properties held for recreational purposes by their owners that are not their primary residence (Jafari, 2002). SH tourism typically includes people grouped in family units, moving to certain places for a limited period and staying there longer than traditional tourists (Martín & Bustamante-Sánchez, 2019).

For a house to be considered a SH, its owners must have their primary residence elsewhere, where they spend most of their time (Ragatz, 1977). However, this definition has changed today. Because it is seen that the houses defined as SHs are used more and more throughout the year and are not acquired for a single purpose (holidays) (such as income generation, capital accumulation) (Casado-Diaz, 1999; Timothy, 2004), and a significant part of these houses are large. They

can be used very well as a permanent home, becoming increasingly common around metropolitan centres (Marjavaara, 2008: 8). Consumer expectations that are effective in the formation of second home tourism are as follows (Martín & Bustamante-Sánchez, 2019: 607):

- improving quality of life
- live in familiar countries on vacation after retirement
- seeking a lower cost of living and a warmer climate
- fleeing their home country or moving away from relatives
- get to know different people, cultures and places
- relaxing in the rural area, where there is no noise and globalisation has little or no impact

Accessibility, recreation and/or sports fields, socio-cultural environment, public safety, water quality, air quality, basic services (drinking water, sewerage, electricity, health centres), housing price, housing type (architectural design), nearby logistics, and many variables such as commercial services, education, social and sanitation infrastructure, sports infrastructure can be effective in the choice of second homes.

Hall and Müller (2004) emphasise that SH tourism is seen as a small type of tourism, even the SH owners are not considered tourists, and even the owners do not see themselves as tourists. They also state that second homes are ignored in tourism statistics, so the volume of this form of tourism is difficult to measure.

Second homes have been the subject of study in different disciplines. Most of the relevant research (e.g. Coppock, 1977; McHugh et al., 1995; Deller et al., 1997; Müller et al., 2004) is in the fields of culture, region and tourism, but also in ethnology, sociology, human geography, consumption, environment, housing studies, immigration, rural research, ageing research (e.g. Kaltenborn & Clout, 1998; Chaplin, 1999; Meyer-Arendt, 2001; Löfgren, 2002; Dupois, 2005; Paris, 2011; Rye & Berg, 2011; Halfacree, 2012; Janoschka & Haas, 2013; Torkington, 2012).

It is seen that academic studies carried out in the field of SH mostly take into account the demand from northern European countries to southern Europe, and these studies include motivations, visit patterns, integration and production of residential tourists, socio-demographic characteristics, activities, social

discrimination and spatial distribution of residential tourists. And the categorisation and conceptualisation of the phenomenon of lifestyle migration (Hannonen, 2018:346). Ljungdahl (1938) and Wolfe (1951, 1952) were the first researchers who studied second home tourism, and Coppock's (1977) work has been cited as an important source by subsequent studies. In the 80s and 90s, relatively few studies (e.g. Jordan (1980), Go (1988), Barke (1991), and Hoggart & Buller (1994)) are known to have been included in the literature (Müller & Hoogendoorn, 2013). Early studies on second home tourism (e.g. Clout, 1971; Albarre, 1977; Jaakson, 1986; Barke & France, 1988; Strapp, 1988) focused on the definition and distribution of second homes. Subsequent studies have focused on the following;

- *motivation to own a second home* (e.g. Balfe, 1995; Kaltenborn & Clout, 1998; Rodriguez et al., 1998; Chaplin, 1999; Williams et al., 2000; Gustafson, 2002; Löfgren, 2002; Tress, 2002; Casado-Díaz et al. 2004; Müller, 2006, 2007; Hall & Müller, 2018; Zoğal et al., 2020),
- *effects (positive and negative) of second homes on the economy-social structure and nature* (e.g. Müller, 1999; Hoogendoorn & Visser, 2004; Mottiar, 2006; McIntyre et al., 2006; Hiltunen, 2007; Marjavaara, 2008; Gronau & Kaufmann, 2008; Halseth & Schwamborn, 2010; Long & Hoogendoorn, 2013; Farstad & Rye, 2013),
- *planning/management of second homes* (e.g. Shucksmith, 1983; Ostrow, 2002; Muller et al., 2004; Kaltenborn et al., 2007; Brida et al., 2009; Hidle et al., 2010; Abdul-Aziz et al., 2014; Åkerlund, Lipkina, & Hall, 2015; Kietäväinen et al., 2016; Gallent et al., 2017; Back & Marjavaara, 2017).

However, in recent years, some studies (e.g. Belk, 2014; Dredge & Gyimóthy, 2015; Bakker & Twining-Ward, 2018; Keogh et al., 2020; Casado-Díaz et al., 2020) evaluated second home tourism with the sharing economy dimension have started to be seen.

The COVID-19 pandemic has had significant impacts on tourism and especially on second homes, and several academic studies have been conducted in this field (e.g. Zoğal et al., 2020; Baum & Hai, 2020; Seraphin & Dosquet, 2020; Gallent, 2020; Czarnecki et al., 2021; Inanir, 2021; Gallent & Hamiduddin, 2021; Türk et al., 2021; Baltaci & Kurar, 2022). Due to the lower risk of infection, there has been intense demand for secondary housing during the pandemic in terms of individual isolation. Especially in Russia, Turkey, the United Kingdom and France, the urban population flocked to second homes (e.g. Gallent, 2020; Grigoryev,

2020; Nikolaeva & Rusanov, 2020; Seraphin & Dosquet, 2020). This was seen as a “privileged escape” (Zoğal et al., 2020).

Online Consumer Reviews

Consumer perceived risk has a significant impact on online shopping decisions. The consumer expects that there will be no negative difference between the image he has created regarding the promise of service offered to him and what he has experienced. Otherwise, it creates dissatisfaction in the consumer. Although the Internet offers consumers a tremendous opportunity to access information, different organisations and individuals can quickly provide information for other purposes can also lead to problems in the consistency and accuracy of data. According to Akerlof (1970), a situation of “information asymmetry” occurs in a market where one of the parties does not have the same information about the good or service as the others in a buying and selling process, which may result in the failure of the market. From a tourism perspective, it is not uncommon for tourists to experience problems due to information inconsistency during their accommodation. Inconsistency can be mentioned when there is a difference between what is expected and what is experienced (Bae et al., 2017). Considering the diversity of the components of the tourism sector and its service-based nature, the information asymmetry caused by the service provider is a frequently experienced situation. The traditional structure, not supported by information technologies in accommodation activities, has provided a perfect environment for shaping information asymmetry. However, with the coming to life of developing technologies in the tourism sector, especially customer evaluations have begun to reduce information asymmetry. Due to information asymmetry, online reputation is crucial variable enabling online transactions (Bilgihan, 2016). Because online reviews are helpful to neutralise the possible adverse effects of asymmetric information (Park & Nicolau, 2015).

Tourism-related online platforms (e.g. Booking.com, Tripadvisor, and Trivago) provide tourists with recommendations and reviews covering different dimensions of their planned travel experience. These platforms rely on recommender systems to identify, rank and present appropriate product/service recommendations (Pantano et al., 2017). With the support of this opportunity, tourists can shape their travels (evaluating alternatives related to destination, accommodation, activities etc.) in the light of tourist reviews based on real experiences. Accommodation expectations are influenced by previously shared experiences they find in reviews. By analysing non-

textual data (statistical evidence such as the average scores given by previous customers- ratings), it is only possible to get an overview of expectations and realised experiences. However, using textual data (narrative evidence), it is easier to get deeper insights. Some (e.g. Kahneman & Tversky, 1973; Nisbett & Borgida, 1975; Taylor & Thompson, 1982; Kazoleas, 1993) accept that narrative evidences are more persuasive than reviews while some (e.g. Dickson, 1982; Baesler & Burgoon, 1994; Allen & Preiss, 1997) found statistical evidences are more effective. Furthermore, other researchers argue that both have the same influence (e.g. Iyengar & Kinder, 1987; Reinard, 1988; Hong & Park, 2012). It has been determined that the opinions of the consumers are more reliable and decisive in the decision-making processes than the claims presented by the enterprises (Vermeulen & Seegers, 2009). It is known that online platforms that can build a reputation increase the level of participation and purchase intention of consumers, and prolong consumer retention (Hajli et al., 2017). According to the results of numerous academic studies, online travel reviews are influential on decisions regarding tourist activities, with the effect of electronic word of mouth (eWOM) (Schuckert et al., 2015; González-Rodríguez et al., 2016; Reyes-Menendez et al., 2020; Ruiz-Mafe et al., 2020; Kakirala & Singh, 2020). In addition, some studies argue that negative comments are more effective than positive comments in the consumer's decision-making process (Casalo et al., 2015; Tantrabundit, 2015). Previous studies have confirmed that online reviews influence purchasing decisions, including accommodation reservation intention (Sparks & Browning, 2011; Lee & Shin, 2014; Gavilan et al., 2018).

DATA COLLECTION AND METHOD

Most tourists reflect on their stay experiences and information inconsistencies in reviews publicly posted after their stay. As such, most reviews include unique insights into guests' mindsets regarding the quality scale of related accommodations. It is essential to analyse customer reviews to discover confidential information explaining consumer behaviour (Basili et al., 2017). Because being able to accurately predict the emotions of consumers is very valuable for businesses and sectors to understand consumer trends (Luce et al., 1999: 143)

Very few studies on second homes and the sharing economy exist in the literature. They (e.g. Forno & Garibaldi, 2015; Casado-Diaz et al., 2020) deal with the exchanging second homes for a certain period (home-swapping). In order to fill this gap in the research, second home related consumer reviews on the globally used Tripadvisor website were taken

into account and evaluated with sentiment analysis. Sentiment analysis, also called opinion mining, is the analysis of people's opinions, feelings, evaluations and attitudes (Liu, 2012). Sentiment analysis tools convert user-generated content into numerical evaluations to determine the commenter's opinion (Maks & Vossen, 2013). Sentiment analysis is used to examine people's feelings about specific phenomena. Since the internet allows individuals to express themselves easily and comfortably, many websites (e.g.: Yelp, TripAdvisor etc.) based on consumer reviews have emerged.

European countries host approximately 51% of tourism, which is in the top three in the export category in the world (UNWTO, 2019). The countries in the Mediterranean basin reach approximately 40% of this rate in Europe. In this region, Spain, Greece, and Turkey stand out with common factors such as sun, sand, and sea (Falzon, 2012), the number of tourists, the quality of beaches, the friendliness of local people and shopping opportunities (Gooroochurn & Sugiyarto, 2005; Patsouratis et al., 2005). In this study, which was carried out to reveal the factors in the preference for second homes by travellers in the tourism sector, rival regions from three countries with similar characteristics were selected due to small number of comments on social travel platforms. This way, it will be possible to recognise the commonalities and differences of the factors that emerged. The preferred regions are Palma, the capital of the Spanish island of Majorca, Chania, the second-largest city on the Greek island of Crete, and Fethiye, one of Turkey's most gorgeous coastal cities.

Data

The tourist reviews used in the study were collected automatically with the help of a crawler developed with the Python programming language on the Tripadvisor online travel platform. There are 951 comments for Chania in 15 different languages, 86% in English, 5% in French, and 3% in German. For Fethiye, there are 693 comments in 5 different languages, 87% in English. Palma comments (By country codes: en 58.14%, de 16.28%, fr 6.98%, es 6.51%, it 4.65%, sv 3.72%, da 1.86%, nl 1.40%, no 0.47%) belong to 9 different European countries and the total number is 215. The distribution of the comments by years is shown in Figure 1 below. The decrease in the figures for 2020 is noteworthy. It is understood that the restrictions taken within the scope of international Covid-19 measures caused this situation. There are no comments for Fethiye for 2020.

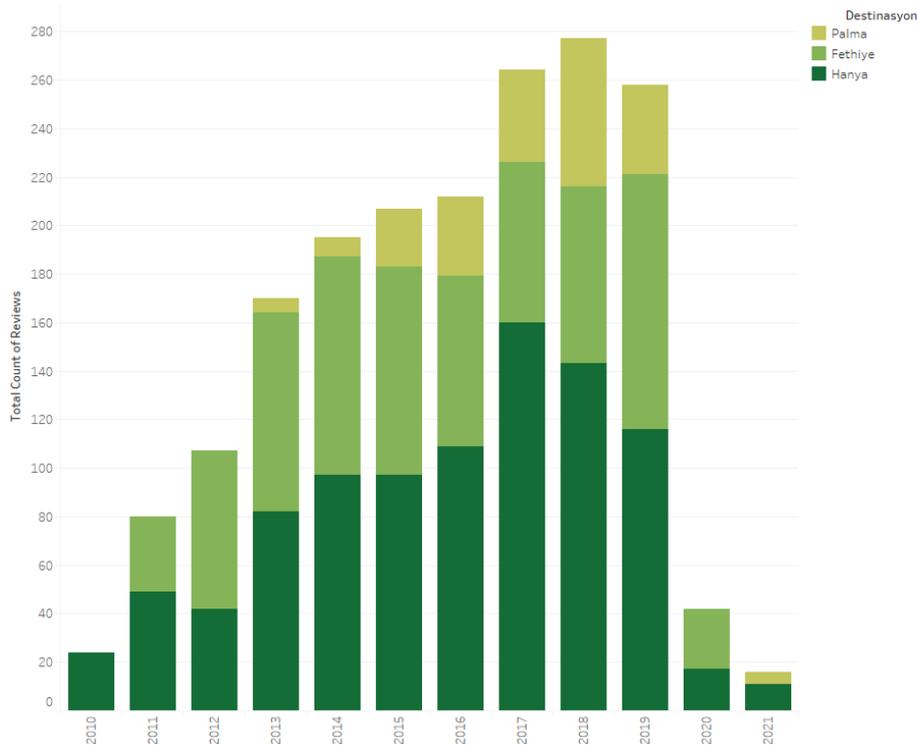


Figure 1. Number of comments by years

Method

The primary analysis methods for textual data; are text classification, text summarisation, information extraction, topic analysis and sentiment analysis (Zhai & Massung, 2016). In order to group the user comments expressing similar feelings and thoughts under specific headings, the topic modelling (TM) analysis method was employed. In addition, the name-entity recognition (NER) method was used to identify names of facilities, activities, amenities, and services such as food-beverage, hygiene, room, and bathroom, which are mentioned as noun phrases in the comments of SHs. The dictionary-based sentiment analysis method generated sentiment scores for the name phrases discovered. In all these analysis processes, for the comments to be processed by the machine, they need to be pre-processed for cleaning and converted into numerical form. For this reason, the necessary preprocessing steps were first applied to the comments. All of them are described in the following sections, respectively.

Pre-Processes

Pre-processing is necessary to analyse textual data by the computer, as computers can only work with the binary number system. Therefore, each unique word, special character or punctuation mark in the

comments, also called a token, is assigned a numerical value. The dictionary in which tokens are expressed numerically is called a bag of words (BOW). A matrix of frequency of tokens represents comments. This matrix is called the document-term matrix (Zhao et al. 2013). Each row in the matrix corresponds to a review, and each column corresponds to a unique token in the BOW. However, excessive BOW volume will cause the matrix's increased size for the comments' analysis. The larger the BOW dictionary, the larger the size of the matrix to be created. This will make it difficult for the analyses to be performed by the machine. Therefore, special characters, numeric values and some words that do not have much meaning in a sentence are ignored.

Since the English language structure is suitable for natural language processing (NLP) studies, there is a dominance of English in the methods and tools developed in this field. It is thus possible to access numerous open-source programs for NLP studies to be conducted in English. In this study, the comments in different languages were first translated into English with the Google automatic translation program based on machine learning models.

Pre-processes performed are,

- All characters except letters have been cleared.

- All letters converted to lowercase (Pen and pen for computers are separate words).
- Words have been reverted to their basic form using the Python NLP library spacy¹ lemmatiser. E.g. staying – stay.
- Words that do not make sense in a sentence and are repeated frequently (stop words- a, an, the, is, are...) were removed from the comments using the stop words list of the Python NLTK library.

name-entity recognition (NER) method was used to identify the noun phrases related to facilities, amenities and services mentioned in the guest comments on SHs.

Topic analysis

TM is an NLP technique that automatically extracts meaning from text by identifying recurring themes or topics. Topic models are based on the idea that documents are mixtures of topics and that a topic is a probability distribution over words (Stein &

Table 1. Comment Topics and Words

Chania			Fethiye			Palma		
Value	Experience	Core & Location	Experience	Value	Family Types	Core & Things to do	Location	Experience
Beach	place	small	lovely	beach	Time	close	area	everything
enjoy	owner	bathroom	enjoy	Cali	Kid	center	view	beautiful
week	family	terrace	helpful	Everything	Family	beach	place	wonderful
Lovely	day	bedroom	holiday	Great	everything	quiet	welcome	time
clean	time	kitchen	relax	lovely	say	clean	large	space
Perfect	back	old_town	nothing	Complex	beautiful	walk	around	perfect
View	clean	view	beautiful	holiday	find	Bus	sun	outside
great	home	room	recommend	Clean	like	Spacious	feel	nice
relax	comfortable	walk	back	Area	owner	place	find	host
Visit	visit	equip	amazing	Bar	clean	old_town	location	locate
Welcome	holiday	balcony	view	Shop	much	terrace	friend	enjoy
Beautiful	recommend	street	return	balcony	great	Bedroom	terrace	dream
Find	friend	shop	fantastic	friendly	keep	area	city	family
wonderful	close	bed	enough	Spacious	leave	Bed	thank	amazing
Spend	vacation	water	terrace	garden	enjoy	minute walk	comfortable	come back

Data Analysis

Within the scope of this research, TM analysis was used to group the comments under specific headings, and sentiment analysis methods were used to reveal the emotional state of the reviews. In addition, the

Griffiths, 2007). Topic analysis models can detect topics in a text with advanced machine learning algorithms that count words and find and group similar word patterns. When analysing vast amounts of text data, this is too big of a task to be done manually. It is also tedious, time-consuming and expensive. Therefore,

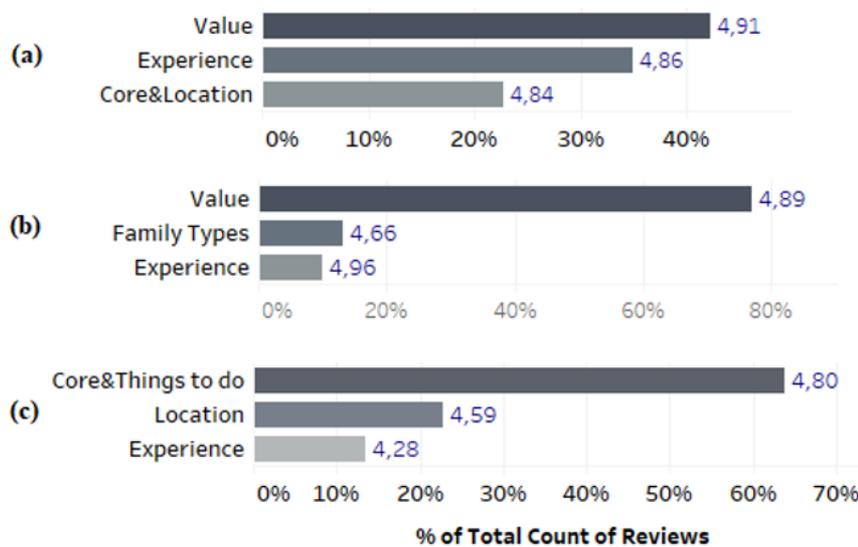


Figure 2. Distribution of comments by subject titles

¹ <https://spacy.io>

topic analysis methods are invaluable for analysing large amounts of text data.

In this study, the topic analysis was carried out using the LDA (Latent Dirichlet Allocation) method (Blei et al., 2003). LDA treats each document as one multinomial distribution per topic, and each topic as one multinomial distribution per word. As a Bayesian inference model with a priori sparse Dirichlet estimated, the LDA can process an ever-increasing number of words in a corpus and better predict of natural human languages (Li & Lei, 2021). Gensim, NLTK and spacy libraries developed with Python were used to take advantage of the LDA method. In some studies, conducted using hotel reviews (Büyükeke et al., 2020; Xiang & Gretzel, 2010; Mankad et al., 2016), topic modelling analysis was also applied, and it was shown that the reviews were clustered into five most appropriate categories. In these studies, the number of comments is approximately 200k, 10k and 5k, respectively. In social travel platforms, it can be considered that customers generally mention common topics such as their experiences, entertainment, impressions about the region, evaluations of the service they received, and their views on the utilisation of the facility (room, cleaning, pool, food, etc.) in their comments. In other words, regardless of the comments count, the proper number of topics may remain low in machine classification studies. In this study, the authors observed that the comments were ideally categorised into three clusters. In Table 1, the first 15 words with the highest weight value in determining the topics are shown. The authors have determined the titles to be compatible with the words.

In Figure 2, the comments for each destination are grouped under the titles. Bar lengths are based on comment counts. The numbers next to the bar represent the average rating of all comments under each topic. In the figure, it is coded as Chania- (a), Fethiye- (b) and Palma- (c). In the comments of Chania, "Value" is discussed the most and the average rating value is quite high. While the title of "Value" takes place the most in the Fethiye comments, the subject of "Experience" has the highest average rating value. "Core&Things to do" is the most talked about topic in Palma. While the core expression expresses features such as bed, bedroom, bathroom, clean, spacious and terrace; It refers to words such as things to do minute_walk, bus, walk, old_town, centre and close.

Sentiment analysis

Sentiment analysis automatically detects positive or negative emotions in the text by the machine. Businesses commonly use it to analyse customer feedback about products in social data, measure brand

reputation and understand the customer experience. In sentiment analysis studies, there are two methods based on dictionary-based and machine learning algorithms. In machine learning methods, deep learning methods such as Recurrent neural network and Convolutional neural network are used in addition to classical methods such as Logistic Regression and Naive Bayes. Within dictionary-based methods, various dictionaries such as SentiWordNet, General Inquirer, and WordNetAffect, Subjectivity Lexicon have been developed for classification (Denecke & Deng, 2015). In these dictionaries, each word has a specific emotional score, both positive and negative. When the SentiWordNet dictionary, one of the most widely used dictionaries in this field (Denecke & Deng, 2015), is examined, it is seen that each synonym word has a positive, negative, and neutral score (Taboada et al., 2011). For example, when the word amazing is analysed: its positive score is 0.875; its negative score is 0.125. The neutral score can be calculated by subtracting the negative score from the positive score.

In this study, a dictionary-based method was used to calculate the emotion scores of the features discovered by the NER method. SentiWordNet 3.0 dictionary is preferred as a dictionary available in the NLTK library. In order to calculate the emotion score of each comment, the average difference between the positive and negative scores of the words that make sense in the comments was taken.

Named-entity recognition

Named-entity recognition (NER) is a NLP technique that automatically discovers named entities in a text and categorises them into predetermined classes. Entities can be names of people, organisations, places, times, amounts, monetary values, percentages and more. In this method, first of all, the type of each element in the sentence (noun, adjective, preposition, punctuation mark) is determined by the part of speech (POS) method. The necessary process is provided in the study using the Python spacy library. Then, the desired pattern is scanned in the text, and all matching entities are discovered. The adjective + noun (adjective phrase) pattern was used in order to determine the features related to the houses and the environment (such as sandy beach, amazing view, equipped kitchen) in the interpretations of the second homes.

In the scan made for each region with the determined pattern; 4.761 for Chania, 3.517 for Fethiye and 1.012 for Palma were discovered. Since it is impossible to mention all phrases here, evaluations were made on the most frequently repeated terms. For this reason, the phrases repeated at least ten times in Chania and Fethiye's comments were left, and the

numbers decreased to 93 and 80, respectively. Due to the low number of phrases detected in Palma reviews, 68 terms remained when the phrases repeated three times were selected.

In addition, the comments were scanned with the pattern shown below using the matcher method in the spacy library for each destination. Pattern:

(Destination name) + (be) + (adjective or adverb)
+ (*)

Table 2. Phrases and Emotion Scores

Chania		Fethiye		Palma	
phrase	score	phrase	score	phrase	score
beautiful garden	8,31	jeep safari	8,09	palma minute	7,90
minute drive	6,32	good size	5,79	beautiful beach	7,65
fresh egg	5,54	private pool	5,17	good size	6,68
clear water	5,46	hustle bustle	4,97	local restaurant	6,63
beautiful beach	5,45	local restaurant	4,96	spacious room	6,11
hot tub	5,29	easy reach	4,86	short drive	5,68
great beach	5,28	local taxi	4,76	friendly host	5,51
excellent restaurant	5,13	plenty space	4,58	warm welcome	4,63
sandy beach	5	minute walk	4,52	useful information	4,50
fresh fruit	4,87	easy access	4,50	close city	4,43
warm welcome	4,61	close beach	4,42	outdoor space	4,42
amazing view	4,57	high standard	4,33	comfortable bedroom	4,24
fresh bread	4,46	clean pool	4,24	comfortable bed	3,90
easy access	4,43	minute stroll	4,16	close port	3,73
minute walk	4,3	local shop	4,13	local area	3,34
excellent location	4,16	small shop	4,07	minute walk	3,24
rental car	4,08	plenty room	3,84	modern kitchen	3,19
breathtaking view	4,06	quiet location	3,52	spacious bedroom	2,65
equipped kitchen	4,01	mini bus	3,50	small supermarket	2,58
perfect family	3,91	great pool	3,45	old town	2,37
high standard	3,9	short stroll	3,12	easy access	2,28
comfortable bed	3,89	stunning view	2,94	stunning view	1,97
good service	3,35	local bus	2,91	good restaurant	1,97
short distance	3,14	quiet area	2,53	short walk	0,64
close beach	3,08	spacious apartment	2,09	outside area	0,64

- be: includes am, is, are and past tense forms.
- *: Allows the pattern to be matched zero or more times.

With such a scan, all the qualifying sentences with the destination names can be captured and quickly filtered among the extensive and very long comments. Below are 2 sample sentences for each region.

Chania:

- “The Old Town at Chania is a beautiful holiday destination with approximately one square mile of ancient, cobbled streets to explore and with Aspacia ideally located right at the heart of it all, just 50 metres from the harbour.”
- “The location in Chania was perfect because it was steps from the harbor, shops, cafés, and grocery stores, but not on the harbor, so we didn’t deal with late-night noises and partygoers.”

Fethiye:

- “We used the Dolmus bus service to go into Fethiye and returned by water taxi, which was lovely - Fethiye was a beautiful place.”
- “As we were only 2 persons, we took taxis most of the time, Chalis beach with lots of good eating options was around 10 mins in a taxi and cost around 20 lira(£3) and fethiye was

around 50 lira(£7) which again had good food options and plenty of places to visit on the boat rides.”

Palma:

- “Due to the location of the house it was close to all amenities the nearest supermarket was less than a 10 minute walk away and there is a lovely bakery just a 2 minute walk, Going into Palma was easy it was about a 25 minute walk passing many bars and shops along the way transport links were very good but we mainly walked or got taxi’s which were very reasonable.”
- “Although Palma is such a beautiful city to visit, we found ourselves not wanting to leave this little house.”

The sentences mentioned above contain precious information for destinations and secondary residences. Owned by a residence; It can be understood that proximity to the city centre, beach, market,

restaurant and historical or touristic places or ease of transportation are essential features that make that residence valuable.

As a result of the sentiment analysis and NER analysis, the adjective phrases for the destinations were found and the emotion scores were calculated. In this context, the most common phrases are shown in Table 2 with their emotion scores. When the information in the table is interpreted, the most important features sought in second homes are;

- Ease of access to the centre, market, beach, restaurant,
- Spacious rooms, modern kitchens, beautiful garden, view, clean pool, comfortable bed, jacuzzi,
- Warm welcome, quality service,
- Local restaurant, local market, taxi facility, car rental,
- Breakfast items such as fresh bread-eggs, and fresh juices.

FINDINGS AND DISCUSSION

With the topic analysis, separate comments for each destination were gathered under three titles to obtain a preliminary impression. Topics for Chania, Fethiye and Palma are Value, Experience, Core & Location; Experience, Value, Family Types and Core & Things to do, Location, and Experience were determined by the authors.

Considering the average rating values (ARV) for the destinations; It is approximately 4.87 (out of 5) for Fethiye and Chania, and 4.68 for Palma. It can be understood that reviews of SHs in selected destinations are highly positive. With the Topic Modelling Analysis, separate comments for each destination were gathered under 3 titles and a preliminary impression was obtained. Topics for Chania, Fethiye, and Palma are Value, Experience, Core & Location; Experience, Value, Family Types and Core & Things to do, Location, and Experience were determined by the authors.

In the comments of Chania, Value has been discussed the most and the ARV is quite high. While the subject of Value takes place the most in the Fethiye comments, the subject of Experience has the highest ARV. “Core&Things to do” has been the most talked about title in Palma. While the word “Core” expresses features such as bed, bedroom, bathroom, clean, spacious and terrace; “Things to do” refers to words such as minute walk, bus, walk, old town, centre and close.

In Chania’s comments:

“Value” is the most talked about the title with the highest rating value with a frequency of 42% and an ARV of 4.91%. The other two issues are respectively; “Experience” with 35% frequency and 4.86% ARV, Core & Location with 23% frequency and 4.84 ARV.

In Fethiye’s comments:

While “Value” is the most talked about topic with 77% frequency and 4.89% ARV, “Family Types” with 13% frequency and 4.66% ARV, and “Experience” with 10% frequency and 4.96.

In Palma’s comments:

“Core & Things to do” is the most talked about topic with a frequency of 64% and an ARV of 4.80. The second rank is “Location”, with a frequency of 23% and an ARV of 4.59%, while the topic of “Experience” ranks third with a frequency of 13% and an ARV of 4.28%.

It can be said that the distribution of topics in Chania interpretations is relatively balanced. However, it is seen that the distribution of topics in Fethiye and Palma reviews is not balanced. In the comments of Fethiye, the concepts of family and children are mentioned a little more than in other destinations. In terms of travel types in this destination, family travel may be slightly more than other destinations.

Here are 15 selected expressions that were discovered by NER Analysis and whose sentiment scores were calculated by sentiment analysis:

- spacious room (6,11), equipped kitchen (4,01), clean pool (4,24), comfortable bed (3,89), beautiful garden (8,31)
- easy access (4,50), minute walk (4,30), close beach (3,08)
- warm welcome (4,63), high standard (4,33)
- fresh bread (4,46), fresh egg (5,54), fresh fruit (4,87)
- local taxi (4,76), rental car (4,08)

Note: The scores in brackets are the calculated emotion score of each phrase. A score greater than zero means the phrase is positive.

The important features mentioned in the comments are the region’s peculiarities, historical and cultural areas, beaches, coves or different sightseeing areas, and local flavours. For example, Calis beach for Fethiye is talked about a lot in the comments. The water taxi service offered here is highly appreciated. The Venetian

harbour it owns for Chania adds an added value to the area and thus to the SHs. The phrase old town is one of the most frequently used phrases for all destinations.

CONCLUSION AND RECOMMENDATION

There is a paradigm shift in preferences and presentations regarding touristic activities. In particular, consumer preferences and expectations such as renting instead of owning, being in touch with the locals and feeling at home are reshaping tourism. In this context, the concept of a second home is becoming increasingly important. Sharing economy platforms developed in parallel with technology and used by more consumers have increased the consumer's content, and the digital reputation issue has gained more importance. Most tourists reflect on their stay experiences and information inconsistencies in reviews publicly posted after their stay. As such, most reviews contain valuable insights into guests' mindsets regarding quality accommodations. It is important to analyse customer reviews to discover confidential information explaining consumer behaviour. Because accurately predicting consumers' emotions is very valuable for businesses and sectors to understand consumer trends. Modern tourism businesses use the vast volumes of data they collect through primary and secondary data sources, using a series of algorithms, advanced statistics and applied analytics techniques known as Big Data Analytics (BDA), to obtain hidden (implicit) and valuable insights about the tourists who make up their target audience. Thus, underlying hidden patterns of attitudes and behaviours can be revealed, and relationships can be identified (Xu et al., 2017; Iqbal et al., 2020).

Although social media is seen as a valuable and reliable source of tourist information, the analysis of big data generated through social media has not been sufficiently investigated, especially in tourism destination management (Miah et al., 2017). Big data can be used as a valuable strategic tool to determine the current state of second home tourism and to make future projections, but there is a gap in the literature in this direction (Leung & Lo, 2019).

Tourism-related services are increasingly moving to online platforms. In this way, online ratings and reviews have become a standard platform feature to provide useful product and service information to other potential consumers (Engler et al., 2015). Consumers often access and consider the opinions of other consumers online to reduce the risk of expectation failure (Kirmani & Rao, 2000). This actively supports tourists in gathering information, shaping their travel decisions, and managing their

travel plans (Bae et al., 2017). However, the impact of SHs offered on accommodation-sharing platforms on tourism destinations has not been adequately studied.

Theoretical implications

All kinds of tourist data have strategic value for the competitiveness and innovation of tourism destinations (Jafari, 2001; Hjalager & Nordin, 2011). Customer data from different sources and multiple data sets must be utilised effectively. The fact that tourists leave electronic traces during all activities related to their travels, such as search and travel planning, reservation, and service consumption, explains the importance of big data management (Fuchs & Höpken, 2011). By collecting and making sense of real-time unstructured and structured data on tourist perceptions, attitudes and behaviours, big data processing techniques can provide enriched information on international tourists' intentions to visit a particular tourism destination and thus predict relevant trends (Kunz et al., 2017).

Data collections with huge volumes are referred to as big data. Big data can provide enormous detail about experiences, emotions, interests, and opinions, including in-depth structured information. (Marine-Roig & Clavé, 2015; Xiang et al., 2015). Big data, which is accepted as one of the key elements of the knowledge economy (De Mauro et al., 2016; Erickson & Rothberg, 2015), is recognised as a key source of value creation, where data, information and knowledge from and about tourists are the basis for the competitiveness and innovation of destinations (Hall & Williams, 2008). According to the World Travel and Tourism Council's 2014 report, big data can revolutionise the tourism industry by providing innovative tools and strategic benefits (WTTC, 2014). Thanks to the potential of social media data to capture value, it is now recognised as one of the primary sources of big data generation in tourism. It offers tremendous opportunities for a more informed decision-making process, attracting the attention of both academics and practitioners (Miah et al., 2017). In the tourism sector, big data cannot be utilised sufficiently to provide a competitive advantage and more effective management (Morabito, 2015). According to Gretzel et al. (2015), the process of utilising big data to create value in tourism is still in its infancy, and there is still little research on how the large amount of data generated by tourism actors can be used in the value creation process.

SH tourism is an under-studied research area that overlaps with residential tourism (Hall & Müller, 2018). Keogh et al. (2020) criticise that the importance of second homes is not sufficiently understood, not associated with tourism within the scope of the sharing economy and not included in destination networks.

The statement “consumers may not be able to afford owning a second home” in Redditt et al. (2022: 229) also confirms this. Because this statement ignores the fact that the second home can be rented as an investment instrument in the sharing economy process. When the literature is analysed, it will be seen that the academic research on the second home is concentrated on the subjects of motivations, visit patterns, integration and production of residential tourists, socio-demographic characteristics, activities, social discrimination and spatial distribution of residential tourist. There are very few studies on second homes and the sharing economy in the literature (e.g. Casado-Diaz et al., 2020; Forno & Garibaldi, 2015) and they focus on home-swapping. The lack of access to similar studies that analyse user opinions on second home use through user comments on internet platforms representing the sharing economy prevents the findings of this study from being comparable.

Practical Implications

Considering the ARVs for the destinations, it can be understood that reviews of SHs in selected destinations are highly positive. The reviews contain precious information about destinations and SHs. It can be understood that proximity to the city centre, beach, market, restaurant and historical or touristic places or ease of transportation are essential features that make the house valuable.

The high average general satisfaction of consumer evaluations of second homes negatively affected the heterogeneity of the evaluated data set. This limited access to different results. However, this can be considered a result in itself. When the research findings are examined, it is understood that there are similarities with the results of the previous studies in the literature. The research result also supports the prominent factors, especially in the second home preference.

Research Limitations and Future Directions

In this study, with the big data reading methods, general tourism trends regarding second home use were analysed. It is recommended for future studies to increase the sample size, comparing more destinations with more consumer reviews, and supporting big data techniques with conventional quantitative or qualitative research techniques which might add more knowledge and understanding. Big data studies require in-depth knowledge of the relevant industry as well as database management expertise. Otherwise, it remains unclear what kind of relationships will be questioned in big data and what kind of meaningful relationships will be traced. It is recommended to consider this situation in future studies.

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