

CONTENT ANALYSIS OF COMMENTS ON SERVICE, SATISFACTION AND EXPERIENCES OF "ALBERGO DIFFUSO" VISITORS: TRIPADVISOR CASE¹

АНАЛИЗА САДРЖАЈА КОМЕНТАРА НА УСЛУГЕ, ЗАДОВОЉСТВО И ИСКУСТВА ПОСЕТИОЦА „ALBERGO DIFFUSO”: СЛУЧАЈ TRIPADVISOR

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Abstract: The Albergo Diffuso model is a new model of sustainable development, based in Italy, which aims to utilize both tangible and intangible local resources. Today, this model is becoming increasingly popular in the tourism sector, where it is used to support local communities, preserve cultural heritage, enhance the tourist experience and promote sustainable tourism. In this direction, the aim of this study is to determine the touristic experiences of tourists staying in Albergo Diffuso hotels through their reviews on TripAdvisor digital travel platform and the factors that may affect their experiences. The study will analyze 100 reviews for two Albergo Diffuso hotels in Italy. The findings of this research showed that these contents can be categorized under four factors. These factors are listed as "hotel overall", "staff", "hotel room" and "food and beverage" according to their importance in tourists' hotel stay experiences.

Keywords: Albergo Diffuso, sustainable tourism, hotel reviews.

Сажетак: Albergo Diffuso модел је нови модел одрживог развоја, са седиштем у Италији, који има за циљ да искористи и материјалне и нематеријалне локалне ресурсе. Данас овај модел постаје све популарнији у сектору туризма, где се користи за подршку локалним заједницама, очување културног наслеђа, унапређење туристичког искуства и промоцију одрживог туризма. У том правцу, циљ ове студије је да утврди туристичка искуства туриста који бораве у хотелима Albergo Diffuso кроз њихове критике на TripAdvisor дигиталној платформи за путовања и факторе који могу утицати на њихова искуства. Студија ће анализирати 100 рецензија за два хотела Albergo Diffuso у Италији. Налази овог истраживања су показали да се ови садржаји могу сврстати у четири фактора. Ови фактори су наведени као „хотел у целини“, „особље“, „хотелска соба“ и „храна и пиће“ према њиховом значају у искуствима боравка туриста у хотелима.

Кључне речи: Albergo Diffuso, одрживи туризам, рецензије хотела.

JEL classification: Z32

¹ The paper was presented in its entirety at *International Scientific Conference: Current social-economic challenges of development of countries in contemporary conditions – EKOM 2023* organized by the University of Priština in Kosovska Mitrovica, Faculty of Economics, November 2023.

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INTRODUCTION

The tourism sector is growing rapidly worldwide and is recognized as one of the most effective instruments of sustainable development, especially for developing countries (Menicucci, 2018). The tourism sector offers tourists a dynamic experience that allows them to visit destinations and participate in various activities. In the words of Carlson (1997), experience can be defined as a continuous flow of thoughts and feelings that occur in conscious moments. However, it is not possible for a business to offer experiences directly to consumers. Organizations can create the conditions and atmosphere in which consumers can have an experience. An experience is shaped by a person's inner experiences and ultimately depends on how the individual interacts with the presented activity in a certain mood and mental state. Therefore, for a tourism service provider to be successful, it is critical that it can create conditions that enhance customers' experiences (Mossberg, 2007, p. 60). Therefore, a new accommodation model needs to be created in order to meet the changing needs of tourists and reshape touristic experiences. The Albergo Diffuso model allows tourists, especially third generation tourists, to directly experience local culture to meet their needs. This model offers tourists the opportunity to explore the local lifestyle, traditions and cultural values in more depth (Thirumalesh Madanaguli et al., 2021, p. 2535). The idea of Albergo Diffuso originated in Italy in the early 1980s. The term "diffuso" (diffuse) emphasizes a different accommodation experience from a traditional hotel, while the word "albergo" (hotel) means that guests can receive regular hotel services (Romolini, Fissi, & Gori, 2017, p. 67). The Albergo Diffuso model offers an important solution for sustainable tourism development, as it focuses on the preservation of the cultural environment by combining tourist activities with the growth of the region and the preservation of the ecosystem. This model of accommodation respects the environmental and cultural identity of destinations by preserving and repurposing existing buildings, thus revitalizing historic centers and rural villages and enriching tourist experiences without harming the environment and cultural heritage.

The aim of the study is to determine the touristic experiences of tourists staying in Albergo Diffuso hotels through the comments they have made on the Tripadvisor digital travel platform and the factors that may affect their experiences. In line with the research purpose, it has been determined that the number of studies that comprehensively address and analyze the comments, evaluations and content made by users on web 2.0-based digital channels related to the Albergo Diffuso accommodation model is quite low (Vallone & Veglio, 2013; Camillo, Presenza, & Virgilio,

2015; Gazzola et al., 2019; Vallone & Veglio, 2019). For this reason, this study is important in terms of both the limitations in the literature and being the first detailed study conducted for Albergo Diffuso hotels in Turkey.

First, the concept of the touristic experience and the Albergo Diffuso model are explained. In the second part, 100 reviews for two Albergo Diffuso hotels in Italy were analyzed. The findings of the study showed that these contents can be categorized under four factors. These factors are listed as "hotel overall", "staff", "hotel room" and "food and beverage" according to their importance in tourists' hotel stay experiences.

1. TOURISTIC EXPERIENCE

The tourism sector refers to the fact that tourists go on vacation primarily for reasons such as rest, entertainment, learning, sightseeing, pleasure, getting away from the stress of routine life, or experiencing a different lifestyle. Therefore, the essence of tourism is the experiences offered to tourists (Demir & Ülker Demirel, 2019, p. 664). Experience is the conscious use of services by businesses or destinations to create memorable events. From this point of view, experience is the whole of the events that take place between the senses, perceptions and memory (Güzel, 2012, p. 8).

Touristic experiences play an important role in the modern travel industry. Many people travel to explore different cultures, see new places and make unforgettable memories. Touristic experience is framed by the evaluation of the factors involved in shaping the travel outcome (Cutler & Carmichael, 2010). The concept of a touristic experience is defined in different ways by researchers in the literature. Stamboulis and Skayannis (2003) define the tourist experience as the interaction between tourists and destinations. According to another definition, touristic experience is the totality of what tourists feel and think about their past travels (İlban & Güleç, 2018, p. 59). Based on the definitions, it can be said that touristic experience represents a different structure from daily experiences. Basically, while touristic experiences are considered peak experiences derived from attractions, experiences that exist in daily life, such as food and beverage, accommodation, transportation, etc., are considered supporting experiences. However, for tourists, the quality of service, food and hospitality are considered as important as peak experiences (Papatya, Papatya, & Güzel, 2013, p. 89).

Touristic experiences are formed by the combination of various elements. The first of these elements is the destination that tourists travel to. In order to create a touristic experience, destinations should have features that can attract tourists. These include historical and cultural

heritage, natural beauties, tourist attractions, shopping opportunities, entertainment and recreational facilities. The second element is cultural interaction (Soltani-Nejad et al., 2022, p. 4). Tourists can experience a cultural exchange by experiencing the lifestyle, customs and traditions, language and local food of the local people. (Chandralal & Valenzuela, 2015, p. 293). Activities constitute the third element. Touristic experiences include the time tourists spend doing various activities or observing local life. Tourists can visit museums, historical sites, art galleries, take nature walks, engage in water sports, or participate in local festivals (Campos et al., 2018, p. 388). Another element is related to accommodation and services. Touristic experiences are also related to the places where tourists stay and the services they receive. Accommodation facilities include accommodation options and services offered by hotels, resorts, hostels, or local hosts (Mcintosh & Siggs, 2005). The last element is emotional experiences. These emotional experiences can be positive emotions such as excitement, happiness, curiosity, admiration, or tranquility, which provide tourists with emotional satisfaction during their travels. Touristic experiences also offer the opportunity to create memories and social connections, which makes tourists' trips more meaningful and special (Barnes, Mattsson, & Sørensen, 2014, p. 136-137).

2. ALBERGO DIFFUSO MODEL

Today, the tourism sector does not only limit itself to natural beauties or historical buildings but also offers different accommodation alternatives for tourists to experience local culture and lifestyle (Çeti & Atay, 2017, p. 4). One of these alternatives is the accommodation model called "Albergo Diffuso". Albergo Diffuso means "scattered hotel" in Italian (Paniccia & Leoni, 2019, p. 1220-1221). Conceptually, Albergo Diffuso is "an accommodation facility located in a historic center, characterized by a living community, located in two or more buildings close to each other, with unitary management and able to offer hotel services to all guests" (Confalonieri, 2011, p. 686). In this accommodation model, a hotel is created by restoring empty and old buildings in a historical town that has lost its population due to socio-cultural, economic, political, natural, etc. reasons and by combining different rooms or apartments (Güler, 2019, p. 6). The idea of the model first emerged after an earthquake in the Friuli region in Italy in the early 1980s, when it was decided to transform the abandoned houses and villages of the region into tourist accommodations. The term "Albergo Diffuso" was first conceptualized in 1982 for the tourism promotion project of the village of Comeglians, funded by the European Union. However, towards the end of the 1980s, the

concept of albergo diffuso became a concept linked to a broader and organic philosophy, not only to the renovation and modification of buildings for hotel use but also to the specific characteristics of the territory. The first example of the Albergo Diffuso accommodation model was implemented in 1995 with the Tourist Development Plan for the Marghine Planargia Mountain Community (Nuoro, Sardinia). In 2006, the Albergo Diffuso Association (*Associazione Nazionale Alberghi Diffusi - ADI*) was founded to promote the development of the model. Today, the Albergo Diffuso philosophy is practiced in almost all regions of Italy and supported by law (Morena, Truppi & Del Gatto, 2017, p. 449-450).

The most important feature of this model is that the accommodation units are located in different locations and at a minimum distance of 200-300m from each other. The hotel's reception is usually centrally located and guests check in there. The accommodation units are located in the old houses in the town, usually close to the center (Tolić, Pisarović & Tišma, 2022, p. 330). *Figure 1* shows the difference between an ordinary hotel and an Albergo Diffuso hotel.

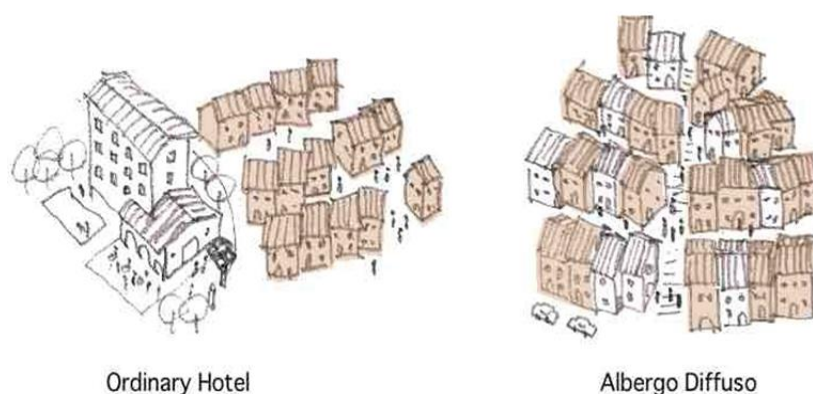


Figure 1. Difference between an ordinary hotel and an Albergo Diffuso hotel

Source: Dall'Ara, G. (n.d.). Albergo Diffuso a Worldwide Model of Italian Hospitality. Retrieved 13.09.2023. at <https://drive.google.com/file/d/1LtdBswwjAI5NYjCyZuhn-c7mUnWB8M7J/view>

As seen in *Figure 1*, the Albergo Diffuso model aims to offer tourists a different experience compared to traditional hotels. Guests stay in rooms and suites scattered in several different buildings, usually located in an ancient settlement. These buildings are often restored in accordance with the architecture typical of the village. The Albergo Diffuso model allows them to experience the local culture, especially responding to the needs of the third generation of tourists (Thirumalesh Madanaguli et al.,

2021, p. 2535). The accommodation units are usually houses inhabited by townspeople, which allows tourists to establish a closer relationship with the local community. In addition, this accommodation model allows tourists to show more interest in the historical and cultural heritage of the town (Cucari et al., 2019: 106; Paniccia & Leoni, 2019, p. 1221).

The Albergo Diffuso business model is based on original structures, places (rural areas or small urban centers), people involved in the production-distribution process (residents, investors, tourists) and sustainable and innovative hotel formats (Paniccia & Leoni, 2019, p. 1221). It is not possible to achieve the Albergo Diffuso philosophy by simply assembling empty houses or apartments, as the district is a model integrated with the culture and community of the region (Cucari et al., 2019, p. 106).

The Albergo Diffuso model supports the local economy and aims to contribute to regional development by preserving the social and cultural fabric of the community. It is important to adopt a tourism approach that takes into account not only the environmental but also the social and economic impacts of tourism and aims at regional development and social welfare. Therefore, the albergo diffuso model is one of the examples of sustainable tourism approach. Restoring old and empty houses in towns prevents their demolition or abandonment (Romolini, Fissi & Gori, 2017, p. 67). At the same time, employing local people to manage and maintain the hotel contributes to economic development (Putzolu, Cannas, & Mura, 2017; Carrus et al., 2018).

This model is also practiced in different countries around the world such as Spain, Argentina and Croatia. However, the accommodation models applied in these regions lack some of the characteristics of the Albergo Diffuso model (Confalonieri, 2011, p. 686). There are a number of conditions required for the implementation of the Albergo Diffuso model. These are as follows (Dall'Ara, n.d.);

- *Local Heritage*: Albergo Diffuso hotels must respect, preserve and promote the cultural and historical heritage of the region in which they are located. Under this model, they preserve traditional buildings and architectural features while transforming them into modern accommodations.
- *Local Business*: The hotel's management should encourage the participation and employment of local people. This will contribute to the preservation of local culture and traditions and the sustainability of tourism.
- *Accommodation Units*: The hotel's accommodations should reflect regional architectural features and offer modern comforts. The hotel's accommodation units may be located in different buildings, but they should be within the same hotel.

- *Common Areas:* The common areas of the hotel should be designed to reflect the local culture and heritage. For example, restaurants serving traditional dishes, shops displaying handicraft products, areas where local events are organized, etc.
- *Guest Experience:* Albergo Diffuso hotels cater to tourists who want to experience the lifestyle and culture of the local people. Therefore, the hotel is expected to assist guests with local events, attractions and other experiences.

In conclusion, Albergo Diffuso is an accommodation model that not only provides a comfortable accommodation alternative in the tourism sector, but also supports sustainable tourism, local development and the competitiveness of the destination and allows tourists to experience local culture. It is thought that this model will become more widespread in the tourism sector and will continue to contribute to the development of sustainable tourism and local economies.

3. IMPORTANCE OF RESEARCH

As far as the literature is examined, it is seen that the number of studies in which the comments, evaluations and contents made by users on web 2.0-based digital channels related to the Albergo Diffuso accommodation model are comprehensively handled and analyzed is quite low. These studies are as follows; Vallone and Veglio (2013) analyzed 102 customer reviews on the Booking.com platform of an Albergo Diffuso hotel in Northern Italy in order to identify factors that enhance service quality. Camillo, Presenza, and Virgilio (2015) analyzed customer reviews of Residenza Sveva, an Albergo Diffuso hotel, on TripAdvisor to determine guest satisfaction with the concept. Gazzola et al. (2019) analyzed customer reviews of 15 different Albergo Diffuso hotels on Booking.com and TripAdvisor to determine whether the Albergo Diffuso model creates value for customers under five dimensions (self-actualization, innovation, tradition, uniqueness and sustainability). Finally, Vallone and Veglio (2019) tried to explain how the Albergo Diffuso model differs from traditional hotels by focusing on how customers perceive the services offered by a new hospitality concept. For this purpose, the study analyzed 130 customer reviews of an Albergo Diffuso hotel in the north of Italy on Booking.com. Therefore, this study is important both because of the limitations in the literature and because it is the first detailed study on Albergo Diffuso hotels in Turkey.

4. METHOD

The main purpose of this research is to determine the touristic experiences of tourists staying in Albergo Diffuso hotels through the comments they have made on the TripAdvisor digital travel platform and the factors that may affect their experiences. In accordance with the purpose of the study, content analysis, one of the qualitative research methods, will be used. In addition, in this descriptive research, secondary data will be utilized and the convenience sampling method, one of the non-probability sampling methods, will be used (Yıldırım & Şimşek, 2005).

The population of the study consists of comments and ratings about accommodation establishments created with the Albergo Diffuso model on the website www.tripadvisor.com. The data for the study will be collected using the document analysis method. The reason for choosing the TripAdvisor platform as a document source is that it is one of the most popular websites worldwide where users can create content in the context of travel and tourism (O'connor, 2010, p. 761). TripAdvisor is a platform that allows visitors to share their experiences with tourism products and where the experiences shared by other visitors can be analyzed (Mancı & Tengilimoğlu, 2021, p. 1527). With more than one billion reviews of nearly eight million businesses, TripAdvisor defines itself as the largest travel guidance platform worldwide (TripAdvisor, 2023). For this reason, the TripAdvisor platform and online reviews on this platform have been used in various fields and in numerous academic studies and have been accepted as a reliable data source by many researchers (Sangkaew & Zhu, 2022; Taecharunroj & Mathayomchan, 2019; Erdem & Özlem, 2017; Miguéns, Baggio, & Costa, 2008).

While selecting the sample of the research, Sextantio Le Grotte della Civita and Sextantio Albergo Diffuso hotels, which are under the Sextantio brand, which is one of the brands that first launched the Albergo Diffuso concept and contributed to the popularization of this concept, were included in the evaluation. Out of a total of 1890 reviews written for the Sextantio Le Grotte della Civita hotel, 50 reviews written in English and out of 978 reviews written for the Sextantio Albergo Diffuso hotel, 50 reviews written in English language were analyzed.

5. FINDINGS

A total of 100 reviews obtained from the TripAdvisor website were analyzed with the MAXQDA qualitative data analysis program and categories and codes were determined. In line with the analyzed data, inspired by the themes in the studies of Tanrıverdi and Çıkkı (2022) and

Content analysis of comments on service satisfaction and experiences of “Albergo Diffuso” visitors: Tripadvisor case

Akgün and Ünal (2021), 4 categories, 6 codes and 40 sub-codes were determined as food and beverage, staff, hotel room and hotel in general. The findings obtained as a result of the study are given in *Table 1*.

Table 1. Content Analysis of Reviews for the Albergo Diffuso Hotel

Category	Code	Subcode	F	%
Hotel General	Price	Good Price-Performance	3	0,46
		Affordable Prices	2	0,30
	Dissatisfaction	Dissatisfaction with In-Hotel Services	8	1,21
		Dissatisfaction with Non-Hotel Services	1	0,15
	Guest Satisfaction	Business Recommendation	58	8,80
		Excellent Service and Experience	26	3,95
		Willingness to Go Again	22	3,34
	Hotel Feature	Protecting Destination Identity	49	7,44
		Beauty of the Hotel	24	3,64
		Originality of Hotel Design	22	3,34
		Business Protecting Nature	12	1,82
		Hotel Uniqueness	9	1,37
		Simplicity of the Hotel	4	0,61
		Cleanliness of the Hote	4	0,61
		Hotel is Safe	2	0,30
	Hotel Location	Beauty of the Destination	16	2,43
		The Beauty of Nature	12	1,82
		The Beauty of the Landscape	12	1,82
		Close to the Center	10	1,52
		Peaceful Environment	7	1,06
		Romantic Ambience	5	0,76
	Experience	Unique Experience	29	4,4
		Various Events	20	3,03
		A Pleasant Experience	13	1,97
		A Magical Experience	10	1,52
		An Unforgettable Experience	10	1,52
		An Incredible Experience	8	1,21
A Comfortable Experience		7	1,06	
Staff		Helpfulness of the Staff	65	9,86

	Hospitable Staff	23	3,49
	Polite Staff	14	2,12
	Knowledgeable Personnel	8	1,21
Hotel Room	Room Facilities	26	3,95
	The Beauty of Room Design	16	2,43
	Luxury Hotel Room	15	2,28
	Modern Room Facilities	13	1,97
	No Soundproofing of Rooms	1	0,15
Food and Beverage	Food and Beverage Flavor	36	5,46
	Amazing Food Experience	24	3,64
	Food and Beverage Diversity	13	1,97
TOTAL		659	100,00

- Hotel General

Hotel Features

For hotels, one of the main goals is to increase hotel bookings by accurately understanding customers' preferences. For this purpose, the impact of hotel features on customer satisfaction is very important. First of all, it is necessary to determine which features of hotels are more attractive to customers and to analyze which features are more important for different customer groups. These analyses can help hotels to offer better hotel recommendations to customers (Şirin, 2020, p. 124). According to the comments of the analyzed Albergo Diffuso hotels, it has been determined that hotel features (f=126) play a role in the formation of the touristic experience by visitors and the most striking feature in this accommodation model is "Preservation of Destination Identity". Sample visitor comments on hotel features are as follows;

"The luxury of this hotel lies in its originality and its effort to respect its history while providing guests with the absolute best amenities." "We really appreciated the commitment Sextantio has made to preserve its charm", "This hotel has a real atmosphere and unexpected originality and its vision to create modern luxury with minimal changes is commendable", "it was environmentally friendly in every way."

Guest Satisfaction

Guest satisfaction has been defined as a consumer's post-consumption evaluation of a particular product or service (Gundersen, Heide, & Olsson, 1996). Customer satisfaction has a significant impact on the customer's intention to repurchase and recommend the product or service to others (Crotts, Mason, & Davis, 2009, p. 140). In this study, guest satisfaction (f=106) was identified by the visitors as an influential factor in

the formation of the touristic experience. Sample visitor comments on guest satisfaction are given below;

"Would recommend for two nights. Try Osteria Al Casale, a short walk away, for dinner. Visit Casa Noha for an excellent and fun summary of the history of Matera.", "We would definitely stay here again.", "Outstanding experience, excellent service!", "We splashed at out to stay at this stunning hotel and the experience was worth every dollar.", "If you want to stay somewhere completely different and out of the ordinary, I could not recommend highly enough staying at this hotel and in a dedicated cave room."

Experience

Tourists accumulate memories by associating with or participating in certain activities while traveling (Larsen, 2007). As a result of these memories, touristic experiences are formed. The experience of each tourist is different. Tourists can have different experiences even if they do the same thing in the same place. This is because their mood and personal feelings at a particular moment affect their interpretation of experiences (Kim, Ritchie, & McCormick, 2012, p. 13). Albergo diffuso hotels are one of the accommodation models that allow guests to have new experiences while bringing them together with nature. The findings of the current study show that lived experiences (f=97) are among the touristic experiences of visitors. Visitor comments about the experiences are given below:

"We were able to get a tour of the Sassi which provided a lot of context to our experience", "We had a wonderful stay enjoying Santo Stefano di Sessanio and hiking in the Gran Sasso National Park. We also loved the truffle hunting trip with Andrea and his dog Hugo.", "Great place to explore the surroundings, including hiking and biking"

Hotel Location

Albergo Diffuso hotels are usually located in the historic centers, hills, or countryside of small and traditional Italian towns. As per the Albergo Diffuso concept, hotels are located in buildings that reflect the historical and cultural heritage of the region. In this study, the location of the hotel (f=62) was identified by visitors as a significant element in the formation of the touristic experience. Visitor comments about the location of the hotel are given below;

"Matera is stunning and we really appreciated the dedication Sextantio had in preserving its magic", "Hotel faces the ravine so already a quieter location but an easy (lots of stairs all over the city) walk to reach the sights and restaurants."

Dissatisfaction

In the service sector, customer satisfaction is often achieved by meeting customer expectations and desires at the moment of service

delivery and throughout the consumption process. In this process, satisfaction or dissatisfaction can arise quickly. Customers either leave satisfied after the service they receive or experience disappointment due to unmet expectations in service delivery. Unmet expectations lead to customer dissatisfaction (Çelik, 2012, p. 34). According to the findings of the study, customers' dissatisfaction is repeated nine times within the comments. Sample visitor comments regarding customer dissatisfaction are given below;

"Minus points: breakfast is very limited; hotel restaurant very dark - not bad for dinner but dreary for breakfast; the restaurant is quite a long walk from the rooms through the village (not so good if it's wet or cold); the map provided is very poor so it is easy to get lost", "The driver charged 20 Euros and spent the journey on his mobile phone! we had to use this service because the area is protected from traffic", "we really wanted to love this hotel, but at this price point we expected a comfortable night's sleep and that our daily travel plans would not be affected by the unbearable heat of the room."

Price

When the literature is examined, it is found that there is a directly proportional relationship between price and perceived service quality (Zeithaml, 1988; Kurtuluş & Okumuş, 2006). However, according to the findings of the study, it was determined that price ($f=5$) has less impact on customers' touristic experiences compared to other factors. Visitor comments on price are given below;

"We booked last minute at the hotel and it was much cheaper than all the booking sites", "Do yourself and your nervous system a favor and stay here. It is worth every penny and more."

- **Staff**

Previous studies show that employees' attitudes, behaviors and communication skills affect tourists' satisfaction, loyalty and overall tourist experience (Sørensen & Jensen 2015; Solnet & Baum 2015). Similarly, in this study, employees' behavior ($f=110$) was identified as an effective factor in the formation of the touristic experience. Visitor comments about the behavior of the employees are given below;

"The staff was kind, accommodating and very helpful when approached with questions or needs", "All the staff were helpful and helped with any queries we had and in making restaurant reservations."

- **Hotel Room**

The rooms in Albergo Diffuso hotels are usually located in different buildings. They are furnished and decorated in a traditional style. The hotel rooms usually have a view of the city or the countryside and are equipped with the modern amenities necessary to provide guests with a comfortable

stay. In the present study, the hotel room category (f=71) was found to be an important factor in the formation of visitors' touristic experiences. Examples of visitor comments about hotel rooms are given below;

"Our room was excellent, quiet, couldn't hear any of the other rooms and noise outside. Rooms thoughtfully designed and styled in keeping with the history.", "If you love history, architecture and nature, this hotel is not to be missed.", "The Albergo is a fascinating project and I applaud their effort to restore old borghi.", "A hidden gem in Abruzzo. Appreciated and embraced the whole concept of restoring and giving back life to an abandoned borgo in the Parco Nazionale d'Abruzzo. Attention to details, the unique atmosphere of ancient times, simplicity and yet elegance."

- Food and Beverage

Food and beverage facilities of accommodation facilities and destinations are one of the important components for the formation of touristic experience (Tanrıverdi & Çıkkı, 2022; Akgün & Ünal, 2021; Seyitoğlu, Çakar, & Karataş, 2020). Albergo Diffuso hotels are one of the accommodation models that allow their customers to experience the traditional food culture of their destination.

"Breakfast was excellent, huge spread and lots of variety. One of best we've had in Italy. Lots of fresh fruits, meats, cheeses, breads, pastries, cakes.", "The breakfast was one of the best that we had during our stay in Italy they offer a Buffay with many different options."

CONCLUSION

Today, tourist experiences are undergoing a major transformation. Modern tourists are looking for more than just ordinary vacations. They want to explore destinations in depth, experience local culture and add more value to their memories. These changing tourist expectations have increased interest in the Albergo Diffuso accommodation model, which offers a different and unique experience from traditional hotel accommodation. In the Albergo Diffuso accommodation model, tourists are looking for more than just a hotel room. This model involves the use of old buildings and residences in local centers rather than the traditional hotel structure. In this way, tourists feel part of a local community in this type of accommodation. The link between the tourist experience and the Albergo Diffuso accommodation model plays an important role at a time when tourists' expectations of vacations are evolving and they are looking for a more in-depth, meaningful and local experience. This model redefines the concept of tourist travel, expanding tourists' imagination and offering richer, more meaningful experiences. Therefore, it seems likely that the

Albergo Diffuso accommodation model will be favored by more tourists in the future.

This study was conducted to understand the impact of the Albergo Diffuso accommodation model on visitors' service, satisfaction and experience. For the purpose of the study, a total of 100 reviews for two Albergo Diffuso hotels on the TripAdvisor platform were analyzed using MAXQDA software. In this context, first of all, it was concluded that visitors had a positive attitude towards Albergo Diffuso hotels. Based on visitor comments, 4 categories, 6 codes and 40 sub-codes were created. These categories are listed as hotel general, staff, hotel room and food and beverage according to their importance. According to the findings of the study, it was seen that 405 evaluations were made regarding the hotel general category. The codes within the hotel general category are; hotel features, guest satisfaction, experience, location of the hotel, dissatisfaction and price. It has been determined that Albergo Diffuso hotel features, which aim to offer a different experience compared to traditional hotels, have an impact on the satisfaction of visitors and cause their experiences to be evaluated positively. In particular, the comments (f=49) regarding the sub-code "preservation of destination identity" are an indication that third generation tourists are able to experience local culture and identity. In addition to this, the statement that visitors had a "unique experience" for the two hotels analyzed shows that the Albergo Diffuso philosophy is implemented in accordance with its purpose. On the other hand, regular hotel services such as hotel room features, staff behavior and food and beverage are factors that have a significant impact on the touristic experience. According to the findings of the study, visitors appreciated the helpfulness and hospitality of the hotel staff, emphasized that the hotel rooms had a unique and historical atmosphere, and expressed their satisfaction especially with breakfast options and local flavors.

In conclusion, Albergo Diffuso hotels are unique accommodation models that shape touristic experiences through the interaction of a number of different factors. Within the scope of the study, these factors are categorized as hotel overall, staff, hotel room and food and beverage. Tourists' experiences are formed by the combination of these factors and hotels can make tourist experiences more positive by taking these factors into account. The results of this study can help to understand the unique experience that Albergo Diffuso hotels offer to their guests and contribute to the future development of this type of accommodation. Moreover, Turkey's rich cultural heritage, historical sites and natural beauty provide an ideal basis for the implementation of the Albergo Diffuso accommodation model. The model has great potential to diversify and enrich tourism in Turkey. Successful implementation of this model in

Turkey can provide unforgettable experiences for tourists and contribute to local economies.

The study has certain limitations. First of all, the main limitation is that the comments subjected to content analysis are only in English. However, the Albergo Diffuso model is an accommodation model that reflects the Italian culture. In future studies, examining the comments written in Italian will provide more information about the touristic experiences offered by Albergo Diffuso hotels. In addition, the study analyzed a total of 100 reviews of only two Albergo Diffuso hotels. In future studies, the sample may be expanded and it may be suggested to examine visitor comments on Albergo Diffuso hotels operated outside Italy.

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The paper was received: October 29, 2023

The paper was accepted for publication: December 15, 2023