One of the important changes in digitalization facilitates taking photos and recording videos and widespread sharing. Recently, taking photos and recording videos and also sharing them on social media have become a form of behavior that takes place in much of daily life. Many new researches have begun to investigate the psychological, sociological and economic implications of this behavior. Today, there are many examples of new culture and tourism destinations suddenly being recognized via sharing photos, videos, writings and different images. This new tourism movement, promoted by social media fed from the supply of people's increasing interest in the lesser-known, undiscovered areas, to the desire to go there and to prove that he/she has gone there. In the first place social media introduce such touristic destinations. Then, social media contributes to making tourism sustainable, at least for a certain period, by spreading it as a fashion trend but ultimately social media will end or reduce this popularity by directing people to another or different tourism destinations. In other words, while the social media has turned these new tourism spots into flash destinations, the overburdening of these points, inadequacy and poor quality of service infrastructure and local indifference may cause problems. This study attempts to understand the examples of how people use social media tools before they schedule their touristic trips and examines two different regional examples; Burdur - Salda Lake and Isparta - Kuyucak Village Lavender Farms. The research is based on the assumption that the information obtained from social media tools such as Instagram, Facebook and traveler blogs are the priority guide in the preferences of tourists for sightings and places to take selfie. Therefore, the effective use of social media by digitalization makes such places more visible and recognizable, and also can be said that it has incentive function in choosing touristic destinations. In this point, places that have recently become flash destinations and how they are involved in social media and how they have become widespread are all also important issues for urban and rural economies. In this study, the real and virtual effects of social media are examined in the context of two tourism destinations and a discussion on the capacity to transform the local and tourism form is presented. Observations and statistical data gathered from relevant sites are used in the analysis.