

Consumption Trends of Gastronomical Elements as Complementary Products in Historical Areas

Prof. Dr. Mehmet Sarıoğlu

Assoc. Prof. M.Fatih Sansar • Özlem Gelen



Consumption Trends of Gastronomical Elements as Complementary Products in Historical Areas

Prof. Dr. Mehmet Sariođlan

Assoc. Prof. M.Fatih Sansar

Özlem Gelen



Published by
Özgür Yayın-Dağıtım Co. Ltd.
Certificate Number: 45503

📍 15 Temmuz Mah. 148136. Sk. No: 9 Şehitkamil/Gaziantep
☎ +90.850 260 09 97
📞 +90.532 289 82 15
🌐 www.ozgurayinlari.com
✉ info@ozgurayinlari.com

Consumption Trends of Gastronomical Elements as Complementary Products in Historical Areas

Prof. Dr. Mehmet Sarioğlu • Assoc. Prof. M.Fatih Sansar • Özlem Gelen

Language: English
Publication Date: 2025
Cover design by Mehmet Çakır
Cover design and image licensed under CC BY-NC 4.0
Print and digital versions typeset by Çizgi Medya Co. Ltd.

ISBN (PDF): 978-625-5646-38-5

DOI: <https://doi.org/10.58830/ozgur.pub759>



This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0). To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc/4.0/>
This license allows for copying any part of the work for personal use, not commercial use, providing author attribution is clearly stated.

Suggested citation:

Sarioğlu, M., Sansar, M. F., Gelen, Ö. (2025). *Consumption Trends of Gastronomical Elements as Complementary Products in Historical Areas*. Özgür Publications. DOI: <https://doi.org/10.58830/ozgur.pub759>.
License: CC-BY-NC 4.0

The full text of this book has been peer-reviewed to ensure high academic standards. For full review policies, see <https://www.ozgurayinlari.com/>



Preface

Historical areas are very important in terms of preserving cultural heritage and transferring it to future generations. These areas are not only considered as physical structures that carry traces of the past, but also as destinations where individuals who visit the historical areas of the destinations have different experiences. In this context, the gastronomic elements of destinations with historical areas have become complementary products that enrich historical areas, deepen the interaction of individuals who visit the region and contribute to regional development.

In order for a product to be defined as a gastronomic product, it must have a gastronomic identity belonging to a certain region. In addition to being a basic need, gastronomic products can be said to be one of the most important elements of regional culture. With gastronomic products, a tourist gets to know the history, culture, traditions and heritage of the destination he/she travels to, and contributes to the strengthening of the destination.

Food culture is an important cultural expression that reflects a society's lifestyle, values, production approach and historical background. Therefore, for tourists visiting a historical site, tasting the cuisine of that region is not only

a physiological need but also a cultural experience. In this context, gastronomic products increase the attractiveness of historical sites and allow visitors to establish a deeper bond with the region. Local and authentic flavors in particular offer valuable opportunities both in terms of cultural continuity and within the scope of destination marketing.

When the relevant literature is examined, the factors that are effective in choosing a destination are; geographical opportunities of the destination, infrastructure and superstructure conditions, transportation opportunities, natural beauties, historical and cultural attractions, architecture and various features of the region, whether the food and beverage establishments are sufficient and the quality of the service they offer, shopping, entertainment and recreation opportunities and some similar features specific to the region.

In this section, the consumption tendencies of individuals visiting historical sites towards gastronomic items were examined; how local cuisine contributes to the attractiveness of these areas was investigated. At the same time, how gastronomy contributes to cultural sustainability by becoming an integral part of the tourist experience was also evaluated.

I hope that the information in this section will contribute to every reader who is interested in the subject and will be a useful resource.

June, 2025

Balıkesir

Contents

Preface	iii
Introduction	1
Material and Methods	17
Method of the Research	17
Data Collection Tool and Data Collection Technique	17
Universe and Sample of the Research	23
Hypotheses of the Research	25
Discussion, Conclusion and Recommendations	63
References	69

Introduction

As a branch of science, gastronomy examines all processes from the production to consumption of food and beverages. In the Turkish Language Association dictionary, there are various definitions such as all the information on the methods of making food and beverages and cooking techniques or the meal order and system, a well-organized and delicious kitchen that is suitable for health (TDK, 2024). Hatipoğlu (2010) stated that gastronomy is a branch of science that examines the scientific and artistic aspects of food and beverages, as well as the detailed learning, application and development of the knowledge that people have gained from the past to the present about all the characteristics of food and beverages (Oğan, 2024: 76).

Although the need for food and drink is a biological need, where, when and how to consume food has been explained in a cultural context (Önçel & Gözde, 2016). Initially, the instinct for survival, over time, with the developing levels of welfare, food diversified and presentation styles increased and varied (Gökçe, 2016). With the changing world, there have also been changes in the stages of food. The preparation, cooking, serving and consumption of food have become an art and as a result, the concept of gastronomy has emerged (Kivela & Crofts, 2005; Daşdemir, 2020: 3-4).

People travel to improve their quality of life and experience. One of the purposes of traveling is to improve their food experience. Travels made to gain food experience are evaluated within gastronomy movements. Gastronomy is seen as an important source of travel motivation for tourists in travel planning (Karamustafa, Birdir & Kılıçhan, 2016; Barakazı & Çakır, 2021: 150). Innovative culinary trends and trends have begun to develop for tourists for gastronomy tourism purposes. Knowing the gastronomic consumption trends of people participating in tourism is expressed as an advantage in terms of the tourism sector, which is in intense competition (Karamustafa et al., 2016; Barakazı & Çakır, 2021: 150). There is a serious relationship between the gastronomic richness of destinations and the reasons for tourists' preferences (Fields, 2002; Phau, Quintal & Shanka, 2014; Zain, Zahari & Hanafiah, 2018; Barakazı & Çakır, 2021: 150). Experiences in the context of gastronomy in travel experiences can have an effective role in the satisfaction levels of tourists and also manifest themselves as motivation to revisit the destination (Sarıışık, 2017).

The act of consuming food, which was previously seen as a basic physiological need, has become a hedonic act that provides pleasure and allows people to socialize. Food consumption has also become a part of individuals' touristic activities. Food consumption is as important as transportation and accommodation in tourism, and is an important motivation factor that initiates individuals' travel to a destination. While gastronomy tourists carry out their travel actions; they have motivations such as excitement, escape from routine, health reasons, learning, authentic experience, togetherness, status-prestige, satisfying the senses, and physical environment (Demir, 2019: 7).

It is stated that gastronomy tourism is a factor in visiting different tourist destinations (Fields, 2002: 37; Barakazı & Çakır, 2021: 151), that it is effective in tourists' destination selection or decision-making process to travel and that they make decisions accordingly (Long, 2004; Barakazı & Çakır, 2021: 151). In a study conducted by Kivela and Crofts in 2005, approximately 21% of tourists visiting Hong Kong were those who visited for gastronomy purposes. This situation shows that gastronomy has become the main purpose of visiting a destination rather than a reason for destination preference. With gastronomy tourism having a say in destination competition, innovative gastronomy culinary trends such as molecular cuisine, fusion cuisine and local cuisine have begun to emerge. However, there is no comprehensive research on the role of innovative gastronomic consumption trends in destination choice (Barakazı & Çakır, 2021: 151).

LITERATURE REVIEW

With the knowledge and experiences people acquired as they settled down, they created and maintained their own culture. One of the most important indicators of culture is the culinary trends that reflect the lifestyle of the society and provide information about the geography they are located in. In this context, one of the sub-dimensions that reflect the cultural values of that community, as well as agricultural, animal husbandry and trade activities, is eating and drinking habits (Barakazı & Çakır, 2021: 152).

The phenomenon of consumption was first discovered in 1899 by Thorstein first published the book *Theory of the Leisure Class* Although it was discussed by Veblen (Veblen, 2005), it emerges as a phenomenon that has been constantly changing with the social structure in various periods of human history. According to Odabaşı (1999: 5),

the main element in defining the concept of consumption is seen as "satisfaction of need". In this context, we can define consumption as the purchase and use of a product or service by an individual to satisfy a certain need. Consumption is not seen only as the act of purchasing a product or service. It also emerges as an action in which people enjoy, reach satisfaction and position themselves somewhere while consuming (İlhan & Uğurhan, 2019: 30).

The concept of consumer culture is usually encountered in two senses, to describe that the culture has a dominant vision in presenting products and services to the consumer or to express personal tastes, values and lifestyles. This culture is a culture in which consumers desire products that create pleasure, create an image for them and offer innovations, and they transform their possessions into a kind of show with the idea that they will be different from other consumers when they have what they want (Uztuğ , 2003: 98; Zorlu, 2006: 50). Consumer culture is a culture in which consumers want products or services that stand out with their characteristics such as seeking status, arousing interest, creating an image and seeking innovation, and even exhibit these products or services by obtaining them (Belk, 1995).

"Consumer behavior is the behaviors related to the acquisition, consumption and disposal of products, services, ideas and time by a decision-making unit" (Şimşek & Kurt, 2019: 218). The fact that people have to consume in order to continue their lives brings about consumer behavior being a concept at the center of human life. Consumer purchasing behavior includes initiatives carried out to meet the expectations and meet the needs of individuals (Çağlıyan, Işıklar & Hassan, 2016: 11). In making a purchasing decision regarding a product or service, the effect of experiences is observed in addition to the expectations and needs of

consumers. Since businesses and marketers are aware of this situation, they strive to provide positive experiences to consumers. In such a case, consumer purchasing behavior is at the center of marketing-related processes (Bekar & Gövce, 2015: 496). In today's conditions where intense competition is experienced, businesses that want to be successful have to analyze consumer behavior correctly (Diyarbakırlıoğlu, 2021: 6).

Levi-Strauss (1966) stated that “A society's way of cooking is like a language that its structures experience unconsciously” and that the habits and understanding of nutrition of a society emerge as a reflection of culture (Akbaba & Çetinkaya, 2018: 1; Barakazı & Çakır, 2021: 152).

The science of gastronomy goes beyond basic nutritional principles and evaluates culinary trends in terms of sociological, economic, historical and geographical conditions. It becomes a developmental and innovative discipline by expanding this interaction with physics, chemistry and other branches of science. With the developing science of gastronomy, different culinary practices have begun to come to the fore. Individuals with increasing free time due to economic and social developments want to have different culinary experiences. In this context, innovative culinary practices aimed at individuals' gastronomic consumption trends have accelerated and culinary demands have emerged (Barakazı & Çakır, 2021: 153).

There are various definitions of the product, such as being a product that emerges as a result of an attitude or behavior, obtained naturally or by processing a raw material, or a work created by a person (TDK, 2023). Therefore, the product can be a concrete concept as well as an abstract one, and therefore it appears as a broad concept. The elements

that constitute the products with gastronomic features can be listed as the identity, heritage, dishes, drinks, traditions, behaviors, beliefs, activities, tools, cooking techniques, etc. of a region's cuisine (Çelik & Balıkcı, 2023). Yıldız (2016) stated that gastronomic products are an important reference in terms of establishing a connection with the past and history of a region, reflecting its cultural heritage, and learning its identity. Smith and Xiao (2008) classified gastronomic products under four main headings as businesses (buildings, restaurants, production areas, food processing, gastronomy routes, food markets, etc.), activities (tours, education, visits, books, magazines, etc.), events (consumer shows, festivals, equipment, food products) and organizations (restaurant classification, certification, organizations). Hjalager (2002) evaluated the concept of gastronomic products under four main categories as local development (products used directly, products sold in markets), horizontal development (local products produced in accordance with quality standards), vertical development (combination with other products, tasting, visit) and cross-development (media, promotion, education, discovery of other products). In addition, gastronomic products have many benefits such as creating an image, providing competitive power, providing advantage in terms of marketing, supporting sustainability activities, and reinforcing repeat visit behavior in terms of the destination they are located in (Kocabulut & Kılıçarslan, 2018). Therefore, gastronomic products are a subject that needs to be examined in detail by considering them from a broad perspective. In this context, gastronomic products need to be recorded, their awareness should be ensured, their touristic attractiveness should be evaluated and they should be transformed into a gastronomic experience (Oğan, 2024).

When gastronomy is examined conceptually, it is seen that it is a comprehensive field including foods belonging to a region, searching for the best food, production stages, consumption dimensions, culinary culture, meals, preparation and presentation of meals (Nebioğlu, 2016). Being a multifaceted discipline with these aspects, gastronomy is perceived as a driving force in the context of marketing gastronomic elements by attracting the interest of tourists to tourism destinations (Kivela & Crofts, 2005). Şalvarcı and Sarı Gök (2020) listed the desire to taste food and beverages and see the production process, and to learn by observing the culinary traditions of different cultures as the elements that lead people to choose a destination. Gastronomic products can be defined in a wide range as the identity, heritage, meals, beverages, traditions, behaviors, beliefs, activities, tools, cooking techniques, etc. belonging to the cuisine of a region (Çelik & Balıkcı, 2023). The gastronomic products of a region constitute the gastronomic identity of that region and provide detailed information about its gastronomic heritage. People can learn by experiencing the elements of a region's cuisine thanks to gastronomic products. In this context, gastronomic products should be recorded, their awareness should be increased and people should be given the opportunity to experience them.

Traditional foods are the history and lifestyle of a country, in short, the memory of that society. Traditional foods are formed by processing the products offered by the geographies they live in according to their needs and have been passed down from generation to generation by developing over the years (Başaran, 2020: 3413). Traditional foods differ from other products with their geographical and cultural identities (Şahin, 2017: 459; Özdemir, Yılmaz, Unakıtan, Yılmaz & Keskin, 2017: 66). In order for this difference to be transferred to future generations correctly

and kept alive, these products must be protected (Başaran, 2017: 145; Özçatalbaş, 2020: 1).

Local gastronomic products clearly reflect the culture of a region. For example; when examining the culinary culture, everything here, such as the table setting, the way the food is prepared, the equipment used, etc., provides information about the culture (Du Rand & Heath, 2006: 208). Gastronomy has always been a part of tourism, but the relationship between them has changed significantly in recent years. The increasing interest in food has allowed the relationship between gastronomy and tourism to move towards new models, thus creating a new branch of tourism, gastronomy tourism. Gastronomy tourism is based on the concept of getting to know, learning, eating, tasting and enjoying the gastronomy culture defined by a region. Gastronomy tourism means traveling to destinations to meet local food and culture (UNWTO, 2019: 8; Aliyeva, 2020: 49). According to Zengin, Uyar and Erkol (2015), gastronomy tourism is traveling to taste local food and drinks.

The main motivation factor of gastronomy tourism is to visit food producers, food festivals, restaurants and special areas in order to taste a special type of food or see the production of a dish (Hall, Sharples, Mitchell, Macionis & Cambourne, 2003: 60; Zengin, Uyar & Erkol, 2015; Tuğan, 2021: 26). Visits, which have become quite popular under the name of gastronomy tourism and where the most important factor that motivates individuals to travel is to experience different culinary cultures, reveal how important it is to reveal gastronomic potential in destination marketing (Sanchez-Cañizares & Castillo-Canalejo, 2015; Çetin & Bilgihan, 2016; Henderson, 2016; Yolal, Chi & Pesämaa, 2017; Keskin & Doğdubay, 2022: 589).

The gastronomic identity is formed by the regional food and beverage culture and gastronomic products grown, produced and presented in the region with methods specific to the region. The leading features of the region, such as the cultural richness or gastronomic products of the destination, are marketed to tourists who want to visit the destinations. The main purpose of destination marketing is to create awareness by leaving a positive impression on people about the destination. In recent years, gastronomic identity has also emerged as an element that creates awareness for destinations (Karakulak, 2016: 2-3).

Each region has its own gastronomic identity, which includes its own food products and the preparation and presentation of these products. Henderson (2009) defined gastronomic identity as an effective element that reflects the food phenomenon and heritage of a region's culture and provides a competitive advantage with the food and beverage characteristics specific to that region. The pairing of certain foods and beverages with certain regions contributes to the formation of a gastronomic identity specific to the region (Haven-Tang & Jones, 2005). One of the features that make gastronomic identity valuable is that it is difficult to imitate (Harrington & Ottenbacher, 2010; Karakulak, 2016: 37). As Özsoy and Madran (2014) stated in their study, the formation of gastronomic identity is shaped by the unique natural structure, climate, culture, history, traditions and production style of the region to which it belongs.

In studies conducted to understand the motivations of people who travel, it has been determined that they travel to experience new and different things and that the main reason is the search for novelty (Crompton, 1979; Leiper, 1984). Therefore, discovering new tastes and experiencing new environments/experiences have an important place in tourists' travel motivations (Kelam & Karaca, 2023: 22).

One of the most important goals for tourists is to experience the region they visit more easily through gastronomic elements such as local dishes and traditions of the destination they visit during their travels (Akdağ & Üzülmöz, 2017: 302).

Historical places; as witnesses of the past, remind us of the real events that shaped history and the people who faced this situation. Historical places provide students with a special talent by establishing connections over time, making them think about why and how past events happened with these connections, and providing empathic understanding. Historical places are the tangible form of our heritage from previous generations and, like written primary sources, they shape and reflect the traditions, experiences, ideas and discussions of our past (Yeşilbursa, 2008: 211-215). Historical settlements are areas that have continued their existence from the past to the present, have witnessed the period they are in and are historical documents. Historical settlements are very important places because they show the social, cultural and economic structures of the civilizations of their time, form the foundations of today's civilizations and guide those in the future. It is possible to include historical city centers, historical urban textures, historical areas, cultural heritage areas, protected areas and many other areas that carry history to the present (Dağabakan, 2012: 5).

Consumption is a social and traditional choice rather than rational preferences and economic situations. Consumption, which is a cultural experience belonging to the product and the consumer, continues before and after the purchase. In other words, it is not limited to a service or product that is received by paying for it. Consumption includes many elements such as social, psychological and cultural content (Douglas & Isherwood, 1999: 73; Bilen, 2023: 33-34). Consumption is

an integral part of the tourism experience and is carried out by participating in different traditions and customs in the visited place and tasting local dishes (Gheorghe, Tudorache & Nistoreanu, 2014: 14). Gastronomy tourism is one of the most important travel motivations to attract tourists to new and exotic destinations, so it is a candidate to be one of the most popular alternatives in the world travel market (Sahin, 2015: 83; Aliyeva, 2020: 57). Food can contribute to regional attractiveness, strengthen local identities and sense of community by preserving the local environment and cultural heritage (Mirela, 2016: 106-107; Aliyeva, 2020: 62).

Destination selection can vary depending on many factors. Historical, cultural, physical, natural and recreational resources that can differentiate destinations from their competitors can affect destination selection (Şengel, İbiş, Zengin & Batman, 2014). Gastronomic products are also an important factor for tourists in destination selection. For example; many tourists prefer France to visit popular cities with gastronomy tours such as Nice, Bordeaux and Lyon (Ergan, Kızılırmak & Ergan, 2020: 2-3).

Cultural values are all movable and immovable assets above ground, underground or underwater that are related to science, culture, religion and fine arts from prehistoric and historical periods or that have been the subject of social life in these periods, that have original scientific and cultural value (www.mevzuat.gov.tr). Cultural values can also be described as the cultural capital of a country in a sense. These include; environmental structures (entertainment and nature parks, cultural centers, shopping malls) and shows (events and festivals) (Aslan & Çokal, 2016). Examples of historical and cultural elements are; battlefields, castles, museums, monuments, old churches, mosques and religious buildings (İçöz, Var & İlhan, 2002: 144). In addition to

these elements, the traditions of the local people, their lifestyle, local food and the architectural features of the destination are also evaluated (Kresic & Prebezac, 2011: 501).

Göral, Kement and Bükey (2021), it was concluded that a large part of food consumption is seen as an experience that supports tourists in achieving the main purpose of their travel, because food consumption can be an extension of food habits formed at home. Researchers also show that food tourism can help avoid cultural shocks by creating a sense of familiarity. Tourists are also constantly looking for authentic and unique experiences, and consumption of local dishes helps meet this need. Cohen and Avieli (2004) stated that many tourist destinations develop unique food appeals because food is an important attraction for people traveling. Special attention is paid to food tourism due to its economic impact on destinations and its unique features. Unlike other types of tourism, food tourism allows tourists to enjoy their experiences using their five senses (seeing, hearing, smelling, tasting and feeling) (Bükey & Şen, 2022: 16-17).

In the emerging competitive environment, well-established destinations that want to maintain their share are turning to and focusing on their cultural values. As a result, destinations with a strong culinary culture want to strengthen their preferability by turning to gastronomy tourism (Corigliano, 2002: 168; Benli & Çakıcı, 2024: 66).

Today, gastrotourists are interested in elements that reflect the culinary culture of the region, gastronomic products, tools and equipment used in kitchens, cooking techniques and products specific to the region in the regions they travel to, and they travel in this context. Thus, with the increase in the use of gastronomic products, sustainability is ensured and the local people are positively affected by this

to a great extent (Bilgin, 2018: 3). When talking about food and beverage elements, the characteristics of the products that belong to the society and are consumed should also be mentioned. It is known that these products are brought to tourism and serve as complementary elements and attractive elements for the destination. In addition, if gastronomic products are determined and marketed, the popularity of the products increases and it is associated with an increase in travel to the region (Zengin, Uyar & Erkol, 2015).

Ergan, Kızıllırmak and Ergan (2020) also conducted a study in which a tourist can see the culture of the place they travel to and get to know the traditions thanks to gastronomic tourism and gastronomic products. For gastrotourists, gastronomic products are the main purpose of their travels, and in this context, the answers to the questions prepared for local tourists visiting Edirne in accordance with the purpose of the study were analyzed. In the analysis results, the participants stated that they would visit the region again for local products.

It can be said that in consumption trends related to food and beverages, interest in local cuisines and natural products has increased in order to get to know the culture of the region visited. Although the roots of food and beverage consumption trends are based on past experiences and cultural characteristics of individuals (Liu, Ge & Ren, 2021), consumption trends can also change rapidly in the globalizing world. In their research in China, Liu, Ge and Ren (2021) determined that both domestic and foreign tourists prefer restaurants that offer local flavors (local cuisine) and that domestic tourists prefer businesses that they think have high flavor, while foreign tourists prefer businesses based on recommendations and the location of the businesses (Çeşmeci, Şener & Kılıçhan, 2023: 48).

When the relevant literature is examined, the factors that are effective in choosing a destination are geographical opportunities of the destination, infrastructure and superstructure conditions, transportation opportunities, natural beauties, historical and cultural attractions, architectural and various features of the region, whether the food and beverage establishments are sufficient and the quality of the service they offer, shopping, entertainment and recreation opportunities and some similar features specific to the region (Çakıcı & Aksu, 2007; Giritlioğlu & Avcıkurt, 2010; Çakır & Küçükkambak, 2016).

The values and destination features perceived by tourists affect the destination selection. These features can be listed as attractiveness (natural formations, climate, unique structures, handicrafts, cuisine, sea, festivals, fairs, beach, etc.), transportation (intra-city and city transportation), infrastructure and superstructure (accommodation, food and beverage, shopping areas, banks, communication, etc.), activities (night life, sports facilities, fairs, museums, shopping variety, tours, etc.), other (hygiene, security, hospitality, ability to communicate, price, etc.) (Buhalis, 2000; Bahar & Kozak, 2005; Mihalko & Ratz, 2007).

While push factors are needed to decide whether to go on holiday before choosing a destination when people are planning to go on holiday, pull factors reflecting the characteristics of the destination come into play in the decision-making process. In the purchasing decision process of tourists, factors such as the diversity of plants and animals belonging to the attraction, historical and natural places, socio-cultural structure, the texture of the city, food and beverage, accommodation and transportation facilities, ethnic structure, the lifestyle of the local people and folkloric values are decisive (Demir, 2010). It is very important to know the factors that affect the tourists' destination selection

for effective marketing activities (Seddighi & Theocharaus, 2002).

According to the results of the studies conducted within the scope of the subject, it has been determined that the destination selection processes of tourists are mostly influenced by the following factors; historical and natural attractions, alternative tourist attractions, accommodation and transportation opportunities, recreational attractions and socio -cultural values, word-of-mouth marketing, experience expectations, web pages, tourist transportation and accommodation opportunities, general tourist price level, information, content and comments shared on social media, search for change and desire to get away from routine, destination image, destination similarity, cultural proximity, existence of destination virtual tours, attitudes of local people towards tourists and tourism activities, desire for entertainment and adventure, travel ostentation, time period to go on holiday, shopping opportunities, technology and technological expectations for the future (such as driverless vehicles), etc. (Ünal, 2020: 44).

Material and Methods

Method of the Research

The mean and standard deviation values of the scales used in the research, explanatory factor analysis, destination preference reasons and gastronomic consumption trends of tourists visiting historical areas in Istanbul for touristic purposes were analyzed.

Data Collection Tool and Data Collection Technique

For statistical analysis; a classification scale that separates objects or groups was used. In addition, questions related to gastronomic consumption tendencies and reasons for preference were completed using a 5-point Likert scale. Likert scale; in the scaling approach with total ratings developed by Likert (1932), a large number of positive and negative statements related to the attitude to be measured are applied to a large number of respondents. An interval level measurement was made with a 5-point Likert scale and participants were asked to respond to statements such as

strongly disagree, disagree, undecided, agree and strongly agree. These statements were coded as 1 “strongly disagree”, 2 “disagree”, 3 “undecided”, 4 “agree” and 5 “strongly agree”.

In order to obtain data in the research, a survey application was preferred. In the research, 2 different scales were used: the gastronomic consumption trends scale and the destination preference reasons scale. In addition, there are questions expressing the demographic information of the tourists participating in the survey. The gastronomic consumption trends scale consists of 39 items and was developed by Karamustafa, Birdir and Kılıçhan (2016). This scale covers molecular cuisine applications, fusion cuisine applications, and local cuisine applications to determine gastronomic food consumption trends. The scale was added to the survey using a 5-point Likert scale: 1. Strongly Disagree, 2. Disagree, 3. Partially Agree, Partially Disagree, 4. Agree, 5. Strongly Agree.

Table 1. Food consumption statements within the framework of gastronomic trends in the questionnaire form

Below are questions about your gastronomic consumption tendencies. Please put a cross (X) under the statement that is appropriate for you.		I totally disagree	I disagree	Partially Agree Partially Disagree	I agree	I totally agree
1	I enjoy foods and drinks with intense aromas.	1	2	3	4	5
2	I am interested in foods and drinks served at unusual temperatures.	1	2	3	4	5
3	I would like to taste foods and drinks prepared with hot jellies.	1	2	3	4	5
4	Tasting food and beverages prepared with the foam technique is a different experience.	1	2	3	4	5

5	I am interested in preparing food and drinks with different cooking methods.	1	2	3	4	5
6	I prefer to try foods and drinks with different textures.	1	2	3	4	5
7	I like foods and drinks that smell different.	1	2	3	4	5
8	I consume foods and drinks prepared with additives to adjust their consistency.	1	2	3	4	5
9	I am willing to spend extra money to taste extraordinary food and drinks.	1	2	3	4	5
10	I would be willing to make a reservation even a year later to taste the extraordinary food and drinks.	1	2	3	4	5
11	I can spend five, six hours or more tasting extraordinary dishes.	1	2	3	4	5
12	I am impressed by the fact that a different chef serves each customer in the restaurant I eat at.	1	2	3	4	5
13	I like to get service from restaurants that only serve once a day.	1	2	3	4	5
14	I am very impressed by the preparation of food and drinks in front of the customers.	1	2	3	4	5
15	I like it when the staff who prepare the food and beverages give information about the food and beverages they prepare.	1	2	3	4	5
16	I am interested in foods and drinks prepared in very small portions.	1	2	3	4	5
17	I prefer to taste flavors that combine ingredients from different nations in one plate.	1	2	3	4	5
18	I prefer to taste flavors that combine cooking techniques of different nations in one plate.	1	2	3	4	5
19	I enjoy trying foods that are a combination of different culinary cultures, but where one is not dominant over the other.	1	2	3	4	5

20	I am interested in food and beverages that are presented in an extraordinary way by bringing together food and beverage ingredients from different cultures.	1	2	3	4	5
21	I am interested in foods and beverages with extraordinary tastes that are prepared by bringing together food and beverage ingredients from different cultures.	1	2	3	4	5
22	I am interested in foods and beverages with unusual smells that are prepared by bringing together food and beverage ingredients from different cultures.	1	2	3	4	5
23	I am interested in unique foods and beverages prepared by bringing together food and beverage ingredients from different cultures.	1	2	3	4	5
24	I am interested in foods and beverages that are presented in an extraordinary way by bringing together cooking techniques from different culinary cultures.	1	2	3	4	5
25	I am interested in foods and beverages with extraordinary flavors that are prepared by combining cooking techniques from different culinary cultures.	1	2	3	4	5
26	I am interested in foods and beverages with unusual smells that are prepared by combining cooking techniques from different culinary cultures.	1	2	3	4	5
27	I am interested in unique foods and beverages prepared by combining cooking techniques from different culinary cultures.	1	2	3	4	5
28	I like to buy local foods from roadside stands.	1	2	3	4	5
29	I prefer to eat at restaurants where locals eat.	1	2	3	4	5
30	I would like to participate in trainings about local cuisine.	1	2	3	4	5

31	I would like to prepare the food and drinks I have tried in the places I visited.	1	2	3	4	5
32	I would like to gain experience in places that serve food and beverage according to local traditions.	1	2	3	4	5
33	I prefer to try local food and drinks at food and drink related festivals.	1	2	3	4	5
34	I like to buy local foods to take home.	1	2	3	4	5
35	I would love to purchase books with local food and drink recipes to take home.	1	2	3	4	5
36	I would like to purchase local kitchen tools and equipment to take home.	1	2	3	4	5
37	I prefer to consume local drinks.	1	2	3	4	5
38	I would like to visit markets that sell local food and drinks.	1	2	3	4	5
39	I prefer to go to local entertainment venues.	1	2	3	4	5

Reasons for destination preference, was the first study conducted in order to obtain information about destination preference in the research titled *“Determining Consumer Perceptions of Destinations: The First Step in the Destination Branding Process”* conducted by Donovan, D. Deslandes (2004). Later, Taş (2019), who researched and deepened the subject, applied the destination preference reasons survey, which was applied by taking into account the structure and situation of the destination, with 22 items. The scale was added to the survey using a 5-point Likert scale, with 1 “Strongly Disagree”, 2 “Disagree”, 3 “Undecided”, 4 “Agree”, 5 “Strongly Agree” statements.

Table 2. Statements regarding the reasons for choosing a destination in the survey form

Below are questions about the reasons for choosing the destination. Please put a cross (X) under the statement that is appropriate for you.		I totally disagree	I disagree	I'm undecided	I agree	I totally agree
1	I/I would choose this historical destination because of its natural beauty.	1	2	3	4	5
2	I came/will come to this historical destination because I want to see different plant and animal species.	1	2	3	4	5
3	I chose/will choose this historical destination because I was curious about its traditional houses.	1	2	3	4	5
4	I came/will come to this historical destination to see the historical buildings (mosque, church, fountain, bridge, etc.).	1	2	3	4	5
5	I/I would choose this historical destination to get to know different cultures.	1	2	3	4	5
6	I came/will come to this historical destination to taste its local food.	1	2	3	4	5
7	local handicrafts (carpet, rug, gazenne fabric, etc.).	1	2	3	4	5
8	I came/will come to this historical destination because it is close to where I live.	1	2	3	4	5
9	Since it was on my way, I wanted to stop by and take a look.	1	2	3	4	5
10	I/I would prefer it because transportation options are easy.	1	2	3	4	5
11	I came/I come with longing for my relatives, my wife, my friends and my homeland.	1	2	3	4	5
12	I preferred it because it is a relaxing and soothing place.	1	2	3	4	5
13	I chose/will choose it because of the opportunity to do various recreational, entertainment activities and sports.	1	2	3	4	5
14	I came/will come upon the recommendation of my circle (relatives, spouse, friend, etc.).	1	2	3	4	5

15	The availability of suitable places for camping in this historical destination was influential in my choice.	1	2	3	4	5
16	Sufficient accommodation services (hotel, hostel, guest/teachers' house, etc.) were/are effective in my choice of this historical destination.	1	2	3	4	5
17	of food and beverage venues (restaurants, cafes , tea gardens, etc.) was/is effective in my choice of this historical destination.	1	2	3	4	5
18	The presence of entertainment venues is effective in my choice of this historical destination.	1	2	3	4	5
19	I chose/would choose this historical destination because of its hospitality and friendly service.	1	2	3	4	5
20	Its museums were influential in my choice of this historical destination.	1	2	3	4	5
21	I/I would choose this historical destination because it is suitable for nature sports.	1	2	3	4	5
22	I/I would choose this historical destination for the festivities.	1	2	3	4	5

There are introductory questions at the beginning of the survey form that include demographic information of the tourists. In this context, demographic questions consisting of seven questions were asked to the tourists participating in the survey, including gender, age, education level, monthly income, occupation and marital status.

Universe and Sample of the Research

In this study, where the effects of destination preference reasons and gastronomic consumption tendency on each other are investigated, the research universe consists of all tourists who visit historical areas for touristic purposes in Istanbul, Izmir, Antalya, Muğla and Aydın provinces. The whole that constitutes all the phenomena, objects or individuals that are within the scope of the research and to

which the results are intended to be generalized is called the universe (Sönmez & Alacapınar, 2019: 317). The sample is defined as *“the selection and examination of a small part or sample model that shows all the characteristics of the large group to be examined, instead of a whole mass or universe, by following certain rules”* (Baloğlu, 2009: 103). Since it is known that the sample size adequacy for a research is 300, it was assumed that 400 samples were suitable for the research (Tabachnick & Fidell, 2004: 613). Since it is impossible to access the entire population in the study, sampling techniques were used. In this study, the convenience sampling technique was chosen as the sample selection. The convenience sampling technique is the technique of including only the accessible participants (Gegez, 2007: 249) and each unit representing the population in the research (Yazıcıoğlu & Erdoğan, 2011). The research group was selected by the convenience sampling method. Convenience sampling is a sampling method that enables data collection in a way that is convenient in terms of both time and money, by including people who are considered suitable for the research and can be easily reached in the research group (Karagöz, 2021: 236).

Since it is difficult to reach tourists who visit historical sites in Istanbul for touristic purposes due to time and cost constraints, the accessible tourists at the collection stage of the surveys constitute the sample frame. The sample of the research consists of tourists who will be included in the scope of the research within this sample frame and who are selected by the researcher and directed to the questionnaire. Since the sample of the research consists of tourists who are directed to the questionnaire by the researcher and who accept to fill out the questionnaire, the sampling technique adopted in the study is the convenience sampling technique, which is a non-random sampling method.

The universe of the study was carried out with tourists who came to visit historical areas in Istanbul, a province where historical and touristic areas in Türkiye are dense, for touristic purposes. In this context, since it was difficult to reach the entire universe due to financial factors, data was collected with a survey technique from approximately 394 participants who were selected through easy sampling. The researcher includes in the sample the participants who are considered to have high potential to answer the survey, are accessible and competent (Baştürk & Taştepe, 2013: 145).

The data in the study were collected in 2025. The 394 surveys obtained were analyzed using SPSS (Statistical Program For Social Science) program was used to analyze the data and interpret the findings.

Hypotheses of the Research

In the light of the data obtained from the relevant literature, the first main hypothesis and sub-hypotheses of the research were established;

H1: There is a significant relationship between gastronomic consumption tendency and reasons for destination preference.

The hypotheses consisting of sub-dimensions regarding the relationship between gastronomic consumption tendency and destination preference reasons are listed as follows;

H1a: There is a significant relationship between fusion cuisine trends and touristic infrastructure and superstructure dimensions.

H1b: There is a significant relationship between fusion cuisine trends and the nature and culture dimension.

H1c: There is a significant relationship between fusion cuisine trends and accessibility and social environment dimensions.

H1d: There is a significant relationship between local cuisine trends and touristic infrastructure and superstructure dimensions.

H1e: There is a significant relationship between local cuisine trends and the nature and culture dimension.

H1f: There is a significant relationship between local cuisine trends and the accessibility and social environment dimension.

H1g: There is a significant relationship between molecular cuisine trends and tourist infrastructure and superstructure size.

H1h: There is a significant relationship between molecular cuisine trends and the nature and culture dimension.

H1i: There is a significant relationship between molecular cuisine trends and accessibility and social environment dimensions.

Data Analysis Techniques Used in the Research, Findings and Evaluation of Findings

In this part of the study, frequency analysis, reliability and normality analysis, factor analysis, correlation test analyses were performed and interpreted in accordance with the purpose of the research.

Table 3 shows the distribution of responses to questions such as gender, age, education level, and marital status, which were asked to determine the demographic characteristics of the tourists who participated in the study and visited the historical sites in Istanbul for touristic purposes.

Table 3. Findings Regarding Demographic Characteristics of Participants

Variable	Group	Frequency (f) (n)	Percentage (%)
Gender	Male	198	50.3
	Woman	196	49.7
	Total	394	100.0
Age	Ages 20 and under	40	10.2
	Between 21-30 years old	92	23.4
	Between 31-40 years old	127	32.2
	Between 41-60 years old	60	15.2
	Ages 61 and over	75	19.0
	Total	394	100.0
Educational Status	Not literate	35	8.9
	Literate	93	23.6
	Primary school	130	33.0
	Middle school	55	14.0
	High school	60	15.2
	Associate's degree (2 years)	21	5.3
	Total	394	100.0
Marital status	Single	192	48.7
	Married	202	51.3
	Total	394	100.0

Table 3 is examined, it is seen that 198 (50.3%) of the participants are male and 196 (49.7%) are female. When this data is examined, it is seen that the tourists visiting historical destinations are equally male and female. It can be said that female tourists prefer to visit historical areas as much as male tourists. 40 (10.2%) of the participants are between the ages of 20 and below, 92 (23.4%) are

between the ages of 21 and 30, 127 (32.2%) are between the ages of 31 and 40, 60 (15.2%) are between the ages of 41 and 60, and 75 (19.0%) are 61 years old and above. It is possible to say that those who visit historical areas the most are between the ages of 31 and 40, and those who visit the least are between the ages of 20 and below. It can be said that historical areas are not very common among the visit preferences of young people under the age of 20. When the educational status of the tourists is examined, it is seen that 35 (8.9%) are illiterate, 93 (23.6%) are literate, 130 (33.0%) have primary school, 55 (14.0%) have secondary school, 60 (15.2%) have high school and 21 (5.3%) have an associate degree (2-year) education. The educational status of the majority of the participants in the research is literate, primary school and high school, while very few participants have an associate degree. The marital status of the participants in the research is 192 (48.7%) single, 202 (51.3%) married.

The value obtained by adding the numerical values of the available data and dividing it by the number of data is the arithmetic mean (Kılınç & Sünbül, 2018: 171). The standard deviation value is obtained by taking the square root of the variance (Özdoğan, 2009: 404). The descriptive statistics table containing the arithmetic mean, standard deviation, skewness and kurtosis values of each statement in the questionnaire is shown in **Table 4**.

Table 4. Gastronomic Food Consumption Tendency Scale Descriptive Statistics Table

Scale Expressions	Arithmetic Mean	Standard Deviation	Distortion	Kurtosis
MOLECULAR KITCHEN				
I enjoy foods and drinks with intense aromas.	3.73	1.12057	-,545	-,495
I am interested in foods and drinks served at unusual temperatures.	3.67	1,12919	-,572	-,405
I would like to taste foods and drinks prepared with hot jellies.	3.11	1,29063	-,183	-1,017
Tasting food and beverages prepared with the foam technique is a different experience.	3.71	1,09891	-,673	-,299
I am interested in preparing food and drinks with different cooking methods.	3.73	1.09886	-,526	-,533
I prefer to try foods and drinks with different textures.	3.62	1,11507	-,375	-,794
I like foods and drinks that smell different.	3.56	1,19454	-,553	-,501
I consume foods and drinks prepared with additives to adjust their consistency.	3.63	1,12979	-,581	-,368
I am willing to spend extra money to taste extraordinary food and drinks.	3.65	1,21561	-,533	-,794
I would be willing to make a reservation even a year later to taste the extraordinary food and drinks.	3.80	1,15532	-,752	-,278
I can spend five, six hours or more tasting extraordinary dishes.	3.71	1.12410	-,573	-,421

I am impressed by the fact that a different chef serves each customer in the restaurant I eat at.	3.73	1.08488	-,458	-,618
I like to get service from restaurants that only serve once a day.	3.62	1.13515	-,525	-,543
I am very impressed by the preparation of food and drinks in front of the customers.	3.74	1.13034	-,493	-,770
I like it when the staff who prepare the food and beverages give information about the food and beverages they prepare.	3.45	1.12079	-,223	-,623
I am interested in foods and drinks prepared in very small portions.	3.38	1.16278	-,185	-,928
FUSION KITCHEN				
I prefer to taste flavors that combine ingredients from different nations in one plate.	3.32	1.18345	-,253	-,831
I prefer to taste flavors that combine cooking techniques of different nations in one plate.	3.53	1.24783	-,494	-,779
I enjoy trying foods that are a combination of different culinary cultures, but where one is not dominant over the other.	3.75	1.13762	-,564	-,695
I am interested in food and beverages that are presented in an extraordinary way by bringing together food and beverage ingredients from different cultures.	3.40	1.24037	-,186	-,786

I am interested in foods and beverages with extraordinary tastes that are prepared by bringing together food and beverage ingredients from different cultures.	3.18	1.24058	-,142	-,957
I am interested in foods and beverages with unusual smells that are prepared by bringing together food and beverage ingredients from different cultures.	3.97	0.97395	-,785	,175
I am interested in unique foods and beverages prepared by bringing together food and beverage ingredients from different cultures.	4.05	1,00591	-,962	,369
I am interested in foods and beverages that are presented in an extraordinary way by bringing together cooking techniques from different culinary cultures.	3.07	1,39611	-,144	-1,320
I am interested in foods and beverages with extraordinary flavors that are prepared by combining cooking techniques from different culinary cultures.	4.06	0.93903	-,919	,382
I am interested in foods and beverages with unusual smells that are prepared by combining cooking techniques from different culinary cultures.	3.79	0.94766	-,475	-,326
I am interested in unique foods and beverages prepared by combining cooking techniques from different culinary cultures.	3.97	1.01358	-,774	-,236
LOCAL CUISINE				
I like to buy local foods from roadside stands.	3.90	0.98479	-,973	,907

I prefer to eat at restaurants where locals eat.	4.02	1,00614	-,990	,570
I would like to participate in trainings about local cuisine.	3.84	1.02255	-,666	-,188
I would like to prepare the food and drinks I have tried in the places I visited.	2.78	1.05098	-,318	-,775
I would like to gain experience in places that serve food and beverage according to local traditions.	4.03	0.77739	-,486	-,159
I prefer to try local food and drinks at food and drink related festivals.	4.39	0.62965	-,535	-,629
I like to buy local foods to take home.	4.09	0.71397	-,354	-,317
I would love to purchase books with local food and drink recipes to take home.	4.41	0.62984	-,612	-,577
I would like to purchase local kitchen tools and equipment to take home.	4.04	0.71385	-,443	,137
I prefer to consume local drinks.	4.37	0.64579	-,534	-,662
I would like to visit markets that sell local food and drinks.	3.99	0.77819	-,414	-,258
I prefer to go to local entertainment venues.	3.63	1.13368	-,590	-,378

As can be seen, **Table 4.** shows the descriptive statistics of the responses of the participants to each statement in the “Gastronomic Food Consumption Tendency Scale” directed to the participants. When the arithmetic mean of each statement in the table is examined, it is seen that each item in the “Molecular Cuisine dimension” of the scale has a value above the average, and the statement with the highest average is “I would be willing to make a reservation even if it is one year later to taste extraordinary food and

beverages” with 3.80, and the statement with the lowest average is “I would like to taste food and beverages prepared with hot jellies” with 3.11, meaning that molecular cuisine has a significant effect on gastronomic food consumption tendency. It is seen that tourists have a positive view despite the services that take longer in terms of time, even though they want to taste different flavors. In the “Fusion Cuisine dimension”, it is seen that each item has a value above the average, while the expression with the highest average is “Food and beverages with extraordinary tastes prepared by bringing together cooking techniques from different culinary cultures attract my attention” with 4.06, and the expression with the lowest average is “Food and beverages presented in an extraordinary way by bringing together cooking techniques from different culinary cultures attract my attention” with 3.07, in other words, it is seen that fusion cuisine is also significantly remarkable in gastronomic food consumption tendency. With the expression with the highest average, it is seen that the participants are interested in new flavors created by bringing together culinary richness from different cultures. With the expression with the lowest average, it is seen that tourists are a little more prejudiced in trying flavors from different cultures. In the “Local Cuisine dimension”, it is seen that each item has a value above the average, while the expression with the highest average is “I prefer to try local food and beverages at festivals related to food and beverages” with 4.39. The statement with the lowest average is “I would like to prepare the food and drinks I have tried in the places I visited myself later” with 2.78, in other words, it is seen that the local cuisine is also significantly effective in gastronomic food consumption tendency. It is understood that the participants pay attention to the environment they are in while trying the local food, but they do not want to try the local food at home later. It is also

understood from here how important it is for destinations to give importance to the awareness and recognition of local food and drinks and to use festivals in their promotion. The table also includes the standard deviation of each statement.

Table 5. Destination Preference Reasons Scale Descriptive Statistics Table

Scale Expressions	Arithmetic Mean	Standard Deviation	Distortion	Kurtosis
I/I would choose this historical destination because of its natural beauty.	3.66	1,20197	-,543	-,757
I came/will come to this historical destination because I want to see different plant and animal species.	3.78	1.15480	-,722	-,316
I chose/will choose this historical destination because I was curious about its traditional houses.	3.79	1.89074	10,266	165,670
I came/will come to this historical destination to see the historical buildings (mosque, church, fountain, bridge, etc.).	3.74	1.08376	-,471	-,600
I/I would choose this historical destination to get to know different cultures.	3.62	1.12868	-,540	-,508
I came/will come to this historical destination to taste its local food.	4.51	0.62274	-,916	-,194
local handicrafts (carpet, rug, gazenne fabric, etc.).	4.14	0.69065	-,482	,156

I came/will come to this historical destination because it is close to where I live.	4.45	0.64569	-,846	-,087
Since it was on my way, I wanted to stop by and take a look.	4.07	0.72146	-,487	,123
I/I would prefer it because transportation options are easy.	4.42	0.63908	-,673	-,541
I came/I come with longing for my relatives, my wife, my friends and my homeland.	4.15	0.72200	-,523	-,017
I preferred it because it is a relaxing and soothing place.	4.41	0.68683	-,743	-,615
I chose/will choose it because of the opportunity to do various recreational, entertainment activities and sports.	4.18	0.70772	-,493	-,139
I came/will come upon the recommendation of my circle (relatives, spouse, friend, etc.).	4.44	0.66760	-,997	,995
The availability of suitable places for camping in this historical destination was influential in my choice.	4.13	0.78036	-,637	-,035
Sufficient accommodation services (hotel, hostel, guest/teachers' house, etc.) were/are effective in my choice of this historical destination.	3.73	1.07420	-,463	-,567

of food and beverage venues (restaurants, cafes , tea gardens, etc.) was/is effective in my choice of this historical destination.	3.50	1,20061	-,334	-,968
The presence of entertainment venues is effective in my choice of this historical destination.	3.65	1,18595	-,645	-,391
I chose/would choose this historical destination because of its hospitality and friendly service.	3.65	1.13293	-,538	-,453
Its museums were influential in my choice of this historical destination.	3.61	1,19039	-,458	-,819
I/I would choose this historical destination because it is suitable for nature sports.	3.70	1,19567	-,673	-,460
I/I would choose this historical destination for the festivities.	3.64	1.12531	-,506	-,596

Tourism sector, take into consideration when choosing a destination. In this respect, when **Table 5** is examined, in the scale of reasons for choosing a destination directed to the participants, the statement “I came/will come to this historical destination to taste its local dishes” stands out as the highest value with an average of (4.51). It is possible to say that those who visit historical places also have a high potential to prefer local dishes of that destination. In the scale of reasons for choosing a destination directed to the participants, the statement “The adequacy of food and beverage venues (restaurants, cafes, tea gardens, etc.) was/

will be effective in my choosing this historical destination.” is seen to have the lowest value with an average of (3.50). It is understood that among the reasons for choosing historical destinations, the adequacy of food and beverage venues in that destination is not a very important factor.

When the kurtosis and skewness values of the items in the table are examined, it is seen that all the items are within the range of ± 2 . In fact, various researchers (Bayar & Bayar, 2015: 147; George & Mallery, 2016: 114) state that if the kurtosis and skewness values are within the range of ± 2 , the data can be considered to have a normal distribution. In this context, the study data is considered to have a normal distribution and it is seen that it meets the prerequisite required for parametric tests to be performed. Since it is sufficient to examine the kurtosis and skewness values in studies conducted in the field of social sciences, we can say that our data is normally distributed.

As another important issue in ensuring the continuity of the research, the reliability analysis of the obtained data was performed and the Cronbach Alpha value was examined. Reliability refers to the degree of measuring the concept that is intended to be measured in a consistent and stable manner (Kılınç, 2018: 153). Reliability is the fact that the same or similar results are obtained in other studies, regardless of the place and time, under the same conditions, with the same data collection techniques (Aziz, 2015: 58). In other words, reliability is defined as the fact that the data collected with similar inputs of a measurement tool under similar conditions give similar outputs (İslamoğlu & Almaçık, 2016: 291).

Reliability Analysis is the degree to which a test or scale measures what it is intended to measure consistently and consistently. The more reliable a test or scale is, the more

reliable the data obtained from it is. Data obtained with the help of an unreliable scale is useless (Altunışık, Çoşkun, Bayraktaroğlu & Yıldırım, 2010: 122).

Cronbach's alpha, Guttman, parallel and exact parallel methods are generally used to evaluate the internal consistency of the measurement tool. Cronbach's alpha coefficient was developed by Cronbach (1951) and indicates that the scale is not reliable if the Cronbach's alpha coefficient values are $0.00 < \alpha < 0.40$, the scale reliability is low if $0.41 < \alpha < 0.60$, the scale reliability is acceptable if $0.61 < \alpha < 0.80$, and the scale reliability is high if $0.81 < \alpha < 1.00$ (İslamoğlu & Alnıaçık, 2016: 292). As a result of the analysis, the Cronbach's alpha value of the Gastronomic Food Consumption Tendency Scale was 0.877 and the Cronbach's alpha value of the Destination Preference Reasons Scale was 0.877. Cronbach Alpha value was found to be 0.702 and accordingly it was concluded that the scale had an acceptable level of reliability. In other words, since the alpha value is above 0.70, it was concluded that the research was very reliable for both scales (Can, 2018).

Validity is the concept that shows how accurately a measurement tool measures the concept and its characteristics it aims to measure, whether it is sufficient to measure that concept, and to what extent it is not confused with similar concepts (Kılınç, 2018: 160). Validity is the suitability of the measurement tool for measuring that subject in the research conducted (Aziz, 2015: 59). Factor analysis is frequently used in determining the structural validity of total-based scales (Alpar, 2012: 497). It was deemed appropriate to apply factor analysis to the scale in order to test the structural validity within the scope of the validity and reliability studies of the research.

Factor analysis is a multidimensional analysis method that reveals the relationships between multiple variables and enables the variables to be interpreted in a more understandable, meaningful and concise way (Albayrak, 2006: 108). Factor analysis is one of the most effective analyses put forward to determine the quality and validity of measurement in the field of social sciences.

Factor analysis is a multivariate analysis technique that allows a large number of variables to be expressed with fewer variables (İslamoğlu & Alnıaçık, 2016: 415). Factor analysis is an empirical technique that tries to explain the measurement with fewer factors by gathering variables that are related to each other (Büyüköztürk, 2005: 123). The purpose of factor analysis is to minimize the difficulty of understanding caused by multivariate data (Punch, 2016: 124). Explanatory Factor Analysis; is a measurement technique that shows what moves with what, what variables affect the occurrence of an event and their degrees of influence based on matrices that show the relationships of a large number of variables with each other (Aziz, 2015: 155).

Applied for the “Gastronomic Food Consumption Tendency Scale”, primary component analysis and varimax rotation method were used and eigenvalue (eigenvalue) was used in determining the number of factors.) values were evaluated. In factor analysis, the acceptable limit value for the loading values of the items on the factor they are located in is 0.30 (Büyüköztürk, 2011: 124). In this context, variables with factor loadings equal to or higher than 0.30 were accepted as significant. In addition, if there is a difference below 0.10 between the factor loading values of an item in more than one dimension, the problem of overlapping occurs (Aksu, Eser & Güzeller, 2017: 57). In this context, no values with reliability and loading values lower than the

threshold value or overlapping factor loadings were found in the scale.

“Gastronomic Food Consumption Tendency Scale” used in the study, a point to be considered is the Kaiser-Meyer-Olkin (KMO) and Bartlett Sphericity tests. Both of the mentioned tests are tests that reveal the adequacy of both the sample and the variables on a relational basis in order to perform factor analysis (George & Mallery, 2016: 260), and the KMO value must be at least greater than 0.50, while above 0.70 is considered good, and above 0.90 is considered high level, and the Bartlett Sphericity test is expected to be $p < 0.05$, i.e. significant (George & Mallery, 2016: 264; Can, 2022: 329). As seen in **Table 6**, the KMO value was found to be 0.894, i.e., well-sufficient, and the Bartlett Sphericity values were found to be significant because they were 0.000, i.e., $p < 0.05$. The results of the factor analysis are given in **Table 7** below.

Table 6. Gastronomic Food Consumption Tendency Scale KMO and Bartlett Sphericity Test Results

Kaiser-Meyer -Olkin (KMO)	0.894
Bartlett Sphericity Test	7470,942
Df	741
Shallow.	,000

Table 7. Gastronomic Food Consumption Tendency Scale Factor Analysis Results

Scale Expressions			
	Molecular Kitchen	Fusion Kitchen	Local Cuisine
I enjoy foods and drinks with intense aromas.	,706		
I am interested in foods and drinks served at unusual temperatures.	,694		
Tasting food and beverages prepared with the foam technique is a different experience.	,556		
I am interested in preparing food and drinks with different cooking methods.	,586		
I prefer to try foods and drinks with different textures.	,707		
I like foods and drinks that smell different.	,684		
I consume foods and drinks prepared with additives to adjust their consistency.	,747		
I am willing to spend extra money to taste extraordinary food and drinks.	,759		
I would be willing to make a reservation even a year later to taste the extraordinary food and drinks.	,749		
I can spend five, six hours or more tasting extraordinary dishes.	,776		
I am impressed by the fact that a different chef serves each customer in the restaurant I eat at.	,720		
I like to get service from restaurants that only serve once a day.	,781		
I am very impressed by the preparation of food and drinks in front of the customers.	,788		
I like it when the staff who prepare the food and beverages give information about the food and beverages they prepare.	,655		

I am interested in foods and drinks prepared in very small portions.	,603		
I prefer to taste flavors that combine ingredients from different nations in one plate.	,546		
I prefer to taste flavors that combine cooking techniques of different nations in one plate.	,592		
I enjoy trying foods that are a combination of different culinary cultures, but where one is not dominant over the other.	,705		
I prefer to go to local entertainment venues.	,724		
I am interested in food and beverages that are presented in an extraordinary way by bringing together food and beverage ingredients from different cultures.		-,363	
I am interested in foods and beverages with extraordinary tastes that are prepared by bringing together food and beverage ingredients from different cultures.		-,308	
I am interested in foods and beverages with unusual smells that are prepared by bringing together food and beverage ingredients from different cultures.		,685	
I am interested in unique foods and beverages prepared by bringing together food and beverage ingredients from different cultures.		,754	
I am interested in foods and beverages that are presented in an extraordinary way by bringing together cooking techniques from different culinary cultures.		,650	
I am interested in foods and beverages with extraordinary flavors that are prepared by combining cooking techniques from different culinary cultures.		,775	

I am interested in foods and beverages with unusual smells that are prepared by combining cooking techniques from different culinary cultures.		,604	
I am interested in unique foods and beverages prepared by combining cooking techniques from different culinary cultures.		,808	
I like to buy local foods from roadside stands.		,691	
I prefer to eat at restaurants where locals eat.		,766	
I would like to participate in trainings about local cuisine.		,643	
I would like to gain experience in places that serve food and beverage according to local traditions.			,693
I like to buy local foods to take home.			,669
I would like to purchase local kitchen tools and equipment to take home.			,704
I would like to visit markets that sell local food and drinks.			,631
Rotation Method: Varimax Kaiser-Meyer -Olkin Sampling Adequacy: 89.4% Chi-Square for Bartlett's Sphericity Test: 7470.942; s,d 741; p<0.000 Total Variance Explained: 42.665% Reliability Coefficient for the Entire Scale: 87.7% Scale Values: 1: Strongly Disagree; 2: Disagree; 3: Partially Agree Partially Disagree; 4: Agree; 5: Strongly Agree			

The results of the factor analysis regarding the gastronomic food consumption tendency scale are presented in **Table 7**. The result of the factor analysis regarding the gastronomic food consumption tendency scale revealed a structure that can be explained by 3 dimensions. The total variance expressed by the dimensions is 42.665%. When the factor dimensions in **Table 7**. are examined, the first dimension, the molecular cuisine dimension, consists of

nineteen expressions (expressions numbered 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 39); the fusion cuisine dimension consists of eleven expressions (expressions numbered 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30); The local cuisine dimension consists of four statements (statements 32, 34, 36, 38). Statements 3, 31, 33, 35, 37 were not evaluated in the factor analysis results because they did not fall under any dimension.

The first dimension obtained as a result of the factor analysis is the “Molecular Cuisine” dimension. It is seen that the molecular cuisine dimension covers 24.079% of the total variance. The dimension in which the expressions are collected the most in the scale, molecular cuisine, is the dimension with the highest representation ability. The agreement rate is high for the expressions “I am very impressed by the preparation of food and beverages in front of the customer.” (.788) and “I like to receive service from restaurants that serve only once a day.” (.781). It is understood that the participants show great interest in an innovative trend and the food consumption tendency is higher for this trend. It is seen that the tendency for this type of cuisine prepared with innovative, mysterious and different preparation techniques is quite high in the destinations visited by individuals or groups participating in tourism activities.

Another dimension obtained as a result of factor analysis is the “Fusion Cuisine” dimension. The fusion cuisine dimension explains 12.986% of the total variance. The agreement rate is high for the statements “I am interested in original foods and beverages prepared by combining cooking techniques from different culinary cultures.” (.808) and “I am interested in foods and beverages with extraordinary tastes prepared by combining cooking techniques from different culinary cultures.” (.775). When this situation

is considered, it is understood that plates or presentations consisting of components from different civilizations and cultures create attraction for the participants. For tourists who start to care more about innovative and original values, their food habits are turning into an area where they realize their sensory and cognitive pleasures beyond basic needs. Therefore, it should be taken into account that every fusion cuisine element that captures flavor, is distinguishable and visually presented has touristic value. In addition, it is understood that the participants have a high tendency and interest in the relevant cuisine type.

The last dimension obtained as a result of the factor analysis is the “Local Cuisine” dimension. According to the data in Table 7, the dimension covers 5.600% of the total variance. The agreement rate is high for the statements “I would like to buy local kitchen tools and equipment to take home.” (.704) and “I would like to gain experience in places where food and beverage services are provided according to local traditions.” (.693). It is seen that the participants feel closer to the authentic and original structure of the local cuisine. It is better understood with the result that tourists, especially those who are in search of different experiences and experiences, have a high tendency towards this type of cuisine. It is possible to carry local products specific to the visited destination to the points of residence and it is revealed that local products are appreciated. The local cuisine perspectives of the participants are well evaluated and there is a need for original local cuisines that can meet the standards. It is thought that there is a need for destinations to carry out studies that will bring local cuisines to the forefront.

Applied for the “Reasons for Destination Preference Scale”, primary component analysis and varimax rotation method were used and eigenvalue (eigenvalue) was used in determining the number of factors.) values of 1 or greater

than 1 were evaluated. In factor analysis, the acceptable limit value for the loading values of the items on the factor they are located in is 0.30 (Büyüköztürk, 2011: 124). In this context, variables with factor loadings equal to or higher than 0.30 were considered significant. In addition, if there is a difference below 0.10 between the factor loading values of an item in more than one dimension, the overlap problem occurs (Aksu, Eser & Güzeller, 2017: 57). In this context, a total of five items (expressions numbered 3, 7, 9, 13 and 15) whose reliability and loading values in the scale were lower than the threshold value or had overlapping factor loadings were removed from the scale with various variations and the analysis took its final form with 17 items.

to the “Reasons for Destination Preference Scale” used in the study, a point to be considered is the Kaiser-Meyer-Olkin (KMO) and Bartlett Sphericity tests. Both of the mentioned tests are tests that reveal the adequacy of both the sample and the variables on a relational basis in order to perform factor analysis (George & Mallery, 2016: 260), and the KMO value must be at least greater than 0.50, while above 0.70 is considered good, and above 0.90 is considered high level, and the Bartlett Sphericity test is expected to be $p < 0.05$, i.e. significant (George & Mallery, 2016: 264; Can, 2022: 329). As seen in **Table 8.**, the KMO value was found to be 0.809, i.e., well-sufficient, and the Bartlett Sphericity values were found to be significant because they were 0.000, i.e., $p < 0.05$. The results of the factor analysis are given in **Table 9. below.**

Table 8. Destination Preference Reasons Scale KMO and Bartlett Sphericity Test Results

Kaiser-Meyer -Olkin (KMO)	0.809
Bartlett Sphericity Test	2050,608
Df	136
Shallow.	,000

Table 9. Destination Preference Reasons Scale Factor Analysis Results

Scale Expressions	Touristic Infrastructure and Superstructure Dimensions	Nature and Culture Dimension	Accessibility and Social Environment Dimension
Sufficient accommodation services (hotel, hostel, guest/ teacher house, etc.) were/are effective in my choice of this historical destination.	,660		
of food and beverage venues (restaurants, cafes , tea gardens, etc.) was/is effective in my choice of this historical destination.	,668		
The presence of entertainment venues is effective in my choice of this historical destination.	,764		
I chose/would choose this historical destination because of its hospitality and friendly service.	,720		
Its museums were influential in my choice of this historical destination.	,785		

I/I would choose this historical destination because it is suitable for nature sports.	,756		
I/I would choose this historical destination for the festivities.	,775		
I/I would choose this historical destination because of its natural beauty.		,835	
I came/will come to this historical destination because I want to see different plant and animal species.		,820	
I came/will come to this historical destination to see historical buildings (mosque, church, fountain, bridge, etc.).		,798	
I/I would choose this historical destination to get to know different cultures.		,838	
I came/will come to this historical destination to taste its local food.			,561
I came/will come to this historical destination because it is close to where I live.			,690
I/I would prefer it because transportation options are easy.			,717
I preferred it because it is a relaxing and soothing place.			,760
I came/will come upon the recommendation of my circle (relatives, spouse, friend, etc.).			,623

Factor Extraction Method: Principal Components Analysis;
 Rotation Method: Varimax
 Kaiser-Meyer -Olkin Sampling Adequacy: 80.9%
 Chi-Square for Bartlett's Sphericity Test: 2050.608; s,d 136; $p < 0.000$
 Total Variance Explained: 51.928%
 Reliability Coefficient for the Entire Scale: 70.2%
 Scale Values: 1: Strongly Disagree; 2: Disagree; 3: Undecided; 4: Agree; 5: Strongly Agree

“Reasons for Choosing a Destination Scale” The results of the factor analysis related to the Reasons for Preferring a Destination Scale are given in **Table 9**. As a result of the factor analysis related to the Scale of Reasons for Preferring a Destination, a structure that can be explained by 3 dimensions was revealed. The total variance expressed by the dimensions is 51.928%. When the factor dimensions in **Table 9** are examined, the first dimension, the Touristic Infrastructure and Superstructure dimension, consists of seven expressions (expressions numbered 16, 17, 18, 19, 20, 21, 22); the Nature and Culture dimension consists of four expressions (expressions numbered 1, 2, 4, 5); and the Accessibility and Social Environment dimension consists of five expressions (expressions numbered 6, 8, 10, 12, 14). Since expression numbered 11 does not fall under any dimension, it was not evaluated in the factor analysis results.

The first dimension obtained as a result of the factor analysis is the “Touristic Infrastructure and Superstructure” dimension. It is seen that the touristic infrastructure and superstructure dimension covers 22.532% of the total variance. The dimension in which the expressions are collected the most in the scale, touristic infrastructure and superstructure, is the dimension with the highest representation ability. The agreement rate is high for the expressions “Museums were effective in my choosing this historical destination” (.785) and “I/I would choose this

historical destination for the festivals” (.775). It is understood that the participants who visited the destination care about the infrastructure and superstructure opportunities of the destination.

Another dimension obtained as a result of factor analysis is the “Nature and Culture” dimension. The nature and culture dimension explains 16.117% of the total variance. The agreement rate is high for the statements “I/I would prefer this historical destination to get to know different cultures” (.838) and “I/I would prefer this historical destination because of its natural beauties” (.835). It is seen that the natural and cultural attractions of the destination are important factors for the participants who prefer the destination. It is thought that by highlighting the cultural and natural richness in the promotion of destinations, it can contribute to the promotion of these places and thus to their preference.

The last dimension obtained as a result of the factor analysis is the “Accessibility and Social Environment” dimension. According to the data in **Table 9**, the dimension covers 13.279% of the total variance. “I preferred/will prefer it because it is a relaxing and soothing place.” (.760) and “I preferred/will prefer it because transportation facilities are easy.” (.717) It is seen that the rate of agreement with the statements is high. The fact that the transportation networks of the destinations are developed provides some conveniences in terms of transportation. The absence of any security problems and the fact that an environment that relaxes and rests the person is offered will also increase the reasons for choosing the destination. It is important for destinations to act by taking these factors into consideration.

Correlation analysis is a statistical method used to test the linear relationship between two variables or the

relationship of one variable with another variable, and to measure the degree of this relationship, if any. The Pearson correlation coefficient is used to find the answer to the question of whether there is a significant relationship between two variables and, if so, what is its degree. The Pearson correlation coefficient is shown with r and takes values between -1 and +1 (Kalaycı, 2010: 115-116). If;

If $r = -1$, there is a completely negative linear relationship. That is, as one variable increases, the other decreases, or as one variable decreases, the other increases.

If $r = 1$, there is a perfect positive linear relationship. That is, when one variable increases, the other also increases, or when one variable decreases, the other also decreases.

If $r = 0$, there is no relationship between the two variables.

the Pearson correlation coefficient between two variables is as follows:

<u>r</u>	<u>Relationship</u>
0.00 - 0.25	Very Weak
0.26 - 0.49	Weak
0.50 - 0.69	Medium
0.70 - 0.89	High
0.90 - 1.00	Very High

Table 10. Correlation analysis results for the relationship between molecular cuisine trend and tourist infrastructure and superstructure size

Variables		Molecular Kitchen Dimension	Touristic Infrastructure and Superstructure Dimensions
Molecular Kitchen Dimension	Pearson Correlation	1	,021
	Sig. (2-tailed)		,684
	N	394	394
Touristic Infrastructure and Superstructure Dimensions	Pearson Correlation	,021	1
	Sig. (2-tailed)	,684	
	N	394	394

** $p > 0.01$ at the significance level ** $p > 0.05$ at the significance level*

When the correlation analysis results regarding molecular cuisine tendencies and tourist infrastructure and superstructure dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p > 0.01$; $p > 0.05$). It is possible to say that the sufficient level of infrastructure and superstructure does not affect the tendency of those who visit the destination towards molecular cuisine when choosing a destination.

Table 11. Correlation analysis results for the relationship between molecular cuisine trend and nature and culture dimension

Variables		Molecular Kitchen Dimension	Nature and Culture Dimension
Molecular Kitchen Dimension	Pearson Correlation	1	,892*
	Sig. (2-tailed)		,000
	N	394	394
Nature and Culture Dimension	Pearson Correlation	,892*	1
	Sig. (2-tailed)	,000	
	N	394	394

**p<0.01 significance level*

When the correlation analysis results regarding molecular cuisine tendencies and nature and culture dimensions are examined, it is seen that the correlations between the variables are statistically significant ($p<0.01$). According to the analysis data in **Table 11**, there is a positive and high-level relationship between the molecular cuisine dimension, which is one of the independent variables of the research, and the nature and culture dimension ($r=0.892$). It is possible to talk about a relationship between the participants' tendencies towards molecular cuisine and their culture and nature preferences.

Table 12. Correlation analysis results for the relationship between molecular cuisine tendency and accessibility and social environment dimensions.

Variables		Molecular Kitchen Dimension	Accessibility and Social Environment Dimension
Molecular Kitchen Dimension	Pearson Correlation	1	-,004
	Sig. (2-tailed)		,935
	N	394	394
Accessibility and Social Environment Dimension	Pearson Correlation	-,004	1
	Sig. (2-tailed)	,935	
	N	394	394

** $p > 0.01$ at the significance level ** $p > 0.05$ at the significance level*

When the correlation analysis results regarding molecular cuisine tendencies and accessibility and social environment dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p > 0.01$; $p > 0.05$). It is possible to say that when choosing a destination, accessibility or a good social environment does not affect the tendency of those visiting the destination towards molecular cuisine.

Table 13. Correlation analysis results for the relationship between fusion cuisine trend and tourist infrastructure and superstructure size.

Variables		Fusion Kitchen Dimension	Touristic Infrastructure and Superstructure Dimensions
Fusion Kitchen Dimension	Pearson Correlation	1	,015
	Sig. (2-tailed)		,760
	N	394	394
Touristic Infrastructure and Superstructure Dimensions	Pearson Correlation	,015	1
	Sig. (2-tailed)	,760	
	N	394	394

** $p > 0.01$ at the significance level ** $p > 0.05$ at the significance level*

When the correlation analysis results regarding fusion cuisine tendencies and touristic infrastructure and superstructure dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p > 0.01$; $p > 0.05$). It is possible to say that the sufficient level of infrastructure and superstructure does not affect the tendencies of those who visit the destination towards fusion cuisine when choosing a destination.

Table 14. Correlation analysis results for the relationship between fusion cuisine trend and nature and culture dimension

Variables		Fusion Kitchen Dimension	Nature and Culture Dimension
Fusion Kitchen Dimension	Pearson Correlation	1	,011
	Sig. (2-tailed)		,829
	N	394	394
Nature and Culture Dimension	Pearson Correlation	,011	1
	Sig. (2-tailed)	,829	
	N	394	394

** $p>0.01$ at the significance level ** $p>0.05$ at the significance level*

When the correlation analysis results regarding fusion cuisine tendencies and nature and culture dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p>0.01$; $p>0.05$). It is possible to say that while choosing a destination, natural and cultural riches do not affect the tendency of those visiting the destination towards fusion cuisine.

Table 15. Correlation analysis results for the relationship between fusion cuisine tendency and accessibility and social environment dimensions.

Variables		Fusion Kitchen Dimension	Accessibility and Social Environment Dimension
Fusion Kitchen Dimension	Pearson Correlation	1	-,024
	Sig. (2-tailed)		,635
	N	394	394
Accessibility and Social Environment Dimension	Pearson Correlation	-,024	1
	Sig. (2-tailed)	,635	
	N	394	394

** $p > 0.01$ at the significance level ** $p > 0.05$ at the significance level*

When the correlation analysis results regarding fusion cuisine tendencies and accessibility and social environment dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p > 0.01$; $p > 0.05$). It is possible to say that accessibility and social environment do not affect the tendencies of those visiting the destination towards fusion cuisine when choosing a destination.

Table 16. Correlation analysis results for the relationship between local cuisine tendency and touristic infrastructure and superstructure size.

Variables		Local Cuisine Dimension	Touristic Infrastructure and Superstructure Dimensions
Local Cuisine Dimension	Pearson Correlation	1	,038
	Sig. (2-tailed)		,450
	N	394	394
Touristic Infrastructure and Superstructure Dimensions	Pearson Correlation	,038	1
	Sig. (2-tailed)	,450	
	N	394	394

** $p>0.01$ at the significance level ** $p>0.05$ at the significance level*

When the correlation analysis results regarding local cuisine tendencies and touristic infrastructure and superstructure dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p>0.01$; $p>0.05$). It is possible to say that the sufficient level of infrastructure and superstructure does not affect the tendencies of those who visit the destination towards local cuisine when choosing a destination.

Table 17. Correlation analysis results for the relationship between local cuisine tendency and nature and culture dimension

Variables		Local Cuisine Dimension	Nature and Culture Dimension
Local Cuisine Dimension	Pearson Correlation	1	,044
	Sig. (2-tailed)		,386
	N	394	394
Nature and Culture Dimension	Pearson Correlation	,044	1
	Sig. (2-tailed)	,386	
	N	394	394

** $p > 0.01$ at the significance level ** $p > 0.05$ at the significance level*

When the correlation analysis results regarding local cuisine tendencies and nature and culture dimensions are examined, it is seen that the correlations between the variables are not statistically significant ($p > 0.01$; $p > 0.05$). It is possible to say that natural and cultural riches do not affect the tendencies of those who visit the destination towards local cuisine when choosing a destination.

Table 18. Correlation analysis results for the relationship between local cuisine tendency and accessibility and social environment dimensions.

Variables		Local Cuisine Dimension	Accessibility and Social Environment Dimension
Local Cuisine Dimension	Pearson Correlation	1	-,112**
	Sig. (2-tailed)		,027
	N	394	394
Accessibility and Social Environment Dimension	Pearson Correlation	-,112**	1
	Sig. (2-tailed)	,027	
	N	394	394

*** $p < 0.05$ significance level*

When the correlation analysis results regarding the local cuisine tendencies and the accessibility and social environment dimensions are examined, it is seen that the correlations between the variables are statistically significant ($p < 0.05$). According to the analysis data in **Table 18**, there is a negative and very weak relationship between the local cuisine dimension, which is one of the independent variables of the research, and the accessibility and social environment dimension ($r = -0.112$). It is possible to talk about a relationship between the participants' tendencies towards local cuisine and their accessibility and social environment preferences.

Table 19. Hypothesis tests related to correlation analysis

Hypotheses	Accept/ Reject
H1a: There is a significant relationship between fusion cuisine trends and touristic infrastructure and superstructure dimensions.	Rejection
H1b: There is a significant relationship between fusion cuisine trends and the nature and culture dimension.	Acceptance
H1c: There is a significant relationship between fusion cuisine trends and accessibility and social environment dimensions.	Rejection
H1d: There is a significant relationship between local cuisine trends and touristic infrastructure and superstructure dimensions.	Rejection
H1e: There is a significant relationship between local cuisine trends and the nature and culture dimension.	Rejection
H1f: There is a significant relationship between local cuisine trends and accessibility and social environment dimensions.	Rejection
H1g: There is a significant relationship between molecular cuisine trends and tourist infrastructure and superstructure size.	Rejection
H1h: There is a significant relationship between molecular cuisine trends and the nature and culture dimension.	Rejection
H1i: There is a significant relationship between molecular cuisine trends and accessibility and social environment dimensions.	Acceptance

The results of the hypotheses created by looking at the correlation analyses obtained within the scope of the research are shown in **Table 19**. When we examine the table, we can see that only H1b and H1i hypotheses were accepted and all other hypotheses were rejected.

Discussion, Conclusion and Recommendations

When the demographic data obtained from the research findings are examined, it is seen that 198 (50.3%) of the participants are male and 196 (49.7%) are female. When this data is examined, it is seen that the tourists visiting historical destinations are equally male and female. It can be said that female tourists prefer to visit historical areas as much as male tourists. 40 (10.2%) of the participants are between the ages of 20 and below, 92 (23.4%) are between the ages of 21 and 30, 127 (32.2%) are between the ages of 31 and 40, 60 (15.2%) are between the ages of 41 and 60, and 75 (19.0%) are 61 years old and above. It is possible to say that those who visit historical areas the most are between the ages of 31 and 40, and those who visit the least are between the ages of 20 and below. It can be said that historical areas are not very common among the visit preferences of young people under the age of 20. When the educational status of the tourists is examined, it is seen that 35 (8.9%) are illiterate, 93 (23.6%) are literate, 130 (33.0%) have primary school, 55 (14.0%)

have secondary school, 60 (15.2%) have high school and 21 (5.3%) have an associate degree (2-year) education. While the educational status of the majority of the participants in the study is literate, primary school and high school, it is seen that very few participants have an associate degree. The marital status of the participants in the study is 192 (48.7%) single, while 202 (51.3%) married. Considering that the travel motivations of single people may differ from married people, this can be explained by the fact that married people have a higher habit of eating at home and the perceptions of local gastronomic products for the regions. In addition, Girgin (2018) concluded that “Cultural Experience” is more important in local food consumption motivations for married people than single people. This situation supports this result of the study.

According to the results of the participants’ gastronomic consumption tendency scale expressions, the highest average in the “Molecular Cuisine dimension” belongs to the statement “I would be willing to make a reservation even if it is one year later to taste extraordinary food and beverages.” with 3.80. It is seen that tourists have a positive view on making a reservation despite the services that take longer in terms of time to taste different flavors. In the “Fusion Cuisine dimension”, the statement with the highest average is “Food and beverages with extraordinary flavors prepared by bringing together cooking techniques from different culinary cultures attract my attention.” with 4.06, in other words, it is seen that fusion cuisine is also significantly remarkable in gastronomic food consumption tendency. It is seen that the participants’ interest in new flavors created by bringing together the culinary richness of different cultures is seen with the statement with the highest average. In the “Local Cuisine dimension”, the statement with the highest average is “I prefer to try local food and

beverages at festivals related to food and beverages.” with 4.39. It is seen that the expression, that is, the local cuisine is also significantly effective in the tendency to consume gastronomic food. It is understood that the participants pay attention to the environment they are in while experiencing local food. It is also understood from here how important it is for destinations to give importance to the awareness and recognition of local food and beverages and to use festivals in their promotion. According to the study of Cankül and Demir (2018), the correct planning and use of gastronomic activities, especially events such as gastronomy festivals, can provide a competitive advantage for destinations. Sezen’s (2021) thesis study on the example of Hatay shows that gastronomy festivals and other food events strengthen the brand of the destination and positively affect its economy.

It is a matter of curiosity what tourists, who have become the focal point of competition in the tourism sector, take into consideration when choosing a destination. When the results of the average values of the scale expressions for reasons for choosing a destination are examined, the statement “I came/will come to this historical destination to taste its local dishes” (4.51) stands out as the highest value with an average in the scale of reasons for choosing a destination directed to the participants. It is possible to say that those who visit historical places also have a high potential to prefer local dishes of that destination. As Ritchie and Crouch (2003) stated, food and beverages that are identified with the culture and history of a destination can increase the attractiveness of the destination by providing positive experiences to visitors, and this can affect the destination preferences of visitors. According to the perspective of Hall et al. (2003), food and beverages belonging to a destination can be one of the most important sources of motivation for some visitors. According to Kivela and Crotts (2009), for

some destinations, local cuisine can be the most important attraction factor of that destination. When this feature is presented to visitors with the right promotion and presentation methods, it can increase the preferability of the destination and even have the potential to attract visitors without the need for other attractive elements. According to the study by Güneş, Ülker and Karakoç (2008), among the products specific to destinations, local foods in particular have a special place in the attractiveness of a destination. Tourists experiencing the unique flavors of that region and discovering the cultural heritage can make their travel experiences satisfying. Such experiences increase the desire of tourists to visit again and at the same time increase the possibility of recommending their travel experiences to others.

Within the scope of the research conducted by Barakazı and Çakır (2021), when the relationships between the dimensions of gastronomic consumption trends and reasons for choosing a destination are examined, it is found that each dimension has positive and significant relationships with each other. However, the relationship strengths between the dimensions may vary. There are also studies in the relevant literature that reveal the relationship of gastronomic activities in the selection of the destination and evaluate it in many aspects. In this study, it is found that there is a “significant relationship between fusion cuisine trends and nature and culture dimensions” and “a significant relationship between molecular cuisine trends and accessibility and social environment dimensions”. Zağralı and Akbaba (2015) conducted a study with 430 participants visiting the Izmir destination and concluded that local dishes are not a direct element of choice in tourists’ destination choices, but tourists like the dishes and local desserts they

experience during their stay in the destination. It is seen that similar results are reached with the study results.

Gastronomic products are considered within the scope of cultural heritage. These products cover many things such as the past life of the society, its behaviors, customs and traditions, tools and equipment used, etc. With gastronomic products, a tourist gets to know the history, culture, traditions and heritage of the destination he/she travels to, and contributes to the strengthening of the destination (Yıldız, 2016: 35). The increase in the production of gastronomic products ensures that more tourists come to the region and creates a brand network in the region. Thus, investments in the region increase, development in the region accelerates and the employment rate increases (Kyriakaki, Zagkotsi & Trihas, 2016). Local gastronomic products and flavors are considered as an attractive element of the destination (Özdemir, 2008: 37). The consumption of local products provides an important experience for tourists and is used as an attractive element. These can also be considered as a marketing tool for the local people (Kivela & Crofts, 2006: 358). Although tourists' food choices are expressed with different concepts such as their perspective on local foods, their tendency to consume local foods or their evaluations of local foods, being able to determine tourists' local food consumption behaviors plays an active role in the development and promotion of gastronomic products (Chang, Kivela & Mak, 2011: 307; Aydın, 2016: 21). Therefore, determining the factors that affect tourists' food consumption in a destination is also important in terms of tourism literature.

Knowing and recognizing gastronomic products is important for the marketability of the products and the competitiveness of the destination. Therefore, stakeholders such as local people, non-governmental organizations,

municipalities, businesses that offer gastronomic products to the market, etc. should fulfill their responsibilities and help with the marketing and branding of the destination. Gastronomic elements and or products belonging to the local cuisine create an added value for the development of gastronomic tourism and can provide advantages for the development of local regions and the increase in employment opportunities (Kesici, 2012: 36). Gastronomy tourism has a great potential to contribute to economic development and social welfare due to the great place of destinations belonging to countries in the tourism industry (Özbay & Sarıışık, 2015: 267). Tourists visiting historical sites both visit historical sites that are our cultural heritage and can consume the gastronomic elements of the destination. They can even take some of the gastronomic products of the destination as gifts to their relatives and friends. Therefore, it is important to know and market gastronomic items.

It is necessary for all tourism businesses, especially the accommodation and travel businesses owned by the destination, to maintain and develop standards in their service understanding, and it is recommended that those who carry out food and beverage activities include innovative gastronomic cuisine trends in their menu planning. The positive relationship between gastronomic consumption trends and destination preference should be strengthened. Information on innovative cuisine applications should be provided in reservation and sales channels. This research was conducted using data collected in a specific period. However, it is recommended that a more extensive research be conducted for future studies to obtain more in-depth and comprehensive data. It is recommended that the data obtained by applying gastronomic consumption trends to different variables be added to the literature and how the outputs will be applied to the relevant institutions be specified.

References

- Akbaba, A. & Çetinkaya, N. (2018). *Gastronomy and Food History*. Ankara: Detay Publishing.
- Akdağ, G. & Üzülmecz, M. (2017). A Review of Authentic Foods in the Scope of Sustainable Gastronomy Tourism. *Journal of Tourism and Gastronomy Studies*, V(2), 301-309.
- Aksu, G., Eser, M.T. & Güzeller, C.O. (2017). *Applications of Exploratory and Confirmatory Factor Analysis and Structural Equation Model*. Ankara: Detay Publishing.
- Albayrak, A. (2006). *Applied Multivariate Statistics Techniques*. Asil Publishing Distribution, Ankara.
- Aliyeva, N. (2020). *Slow The Relationship of Food Movement with the Sustainability of Gastronomy Tourism: The Foça Example*. Master Thesis. Izmir: Dokuz Eylül University, Institute of Social Sciences.
- Alpar, R. (2012). *Applied Statistics and Validity-Reliability with Examples from Sports, Health and Education Sciences - with Analysis Steps in SPSS*. Ankara: Detay Publishing.
- Altunışık, R., Coşkun, R., Bayraktaroğlu, S., & Yıldırım, E. (2010). *Research Methods in Social Sciences*. Sakarya: Sakarya Publishing.
- Aslan, Z. & Çokal, Z. (2016). Tourist Perceptions Regarding the Contribution of Professional Tourist Guides to

- Cultural Values. *Journal of Tourism and Gastronomy Studies*, 4(1), 53-59.
- Aydın, A. (2016). *A Qualitative Research on the Strategic Process Followed in the Integration of Gastronomy and Tourism: The Case of Cappadocia*. Master's Thesis. Antalya: Akdeniz University, Institute of Social Sciences.
- Aziz, A. (2015). *Research Methods and Techniques in Social Sciences* (10th Edition). Ankara: Nobel Publishing.
- Bahar, O. & Kozak, M. (2005). *International Tourism and Competitiveness in the Globalization Process*, Detay Publishing, Ankara.
- Baloğlu, B. (2009). *Research Methods in Social Sciences*. Istanbul: Der Publications.
- Barakazı, M. & Çakır, P.G. (2021). The Effect of Tourists' Destination Preference Reasons and Gastronomic Consumption Trends on Their Behavioral Intentions. *Journal of Management Sciences*, 20(43), 149-169. DOI: <https://doi.org/10.35408/comuybd.879102> .
- Başaran, B. (2017). Evaluation of Rize Local Flavors in the Scope of Gastronomy Tourism. *Journal of Tourism and Gastronomy Studies*, 5(3): 135-149.
- Başaran, B. (2020). Traditional Food Consumption Tendency of Local People: Rize Example. *Turkish Journal of Tourism Research*, 4(4): 3411-3427.
- Baştürk, S. & Taştepe, M. (2013). *Universe and sample*. Scientific Research Methods, Ankara: Vize Publishing, 129-159.
- Bayar, V. & Bayar, S.A. (2015). Sampling, Measurement and Data Collection. In S. Turan (Trans. Ed.), *Research Methods in Practice: An Approach Integrating Design and Analysis* (pp. 115-229). Ankara: Nobel Publishing Distribution.
- Bekar, A. & Gövce, M. (2015). The relationship between consumers' food purchasing behavior and educational

- status style. *International Journal of Social Sciences*, 8 (36), 946-957.
- Belk, R. (1995). *Studies in the New Consumer Behaviour*. Miller, D. Acknowledging, pp. 58-95.
- Benli, S. & Çakıcı, A.C. (2024). The Relationship between Gastronomy Experience, Gastronomic Emotions and Behavioral Intention: A Study on Alaçatı Herb Festival Participants. *Aydın Gastronomy*, 8(1), 65- 93.
- Bilen, U. (2023). *The Effect of Popular Culture on Conspicuous Consumption Tendency in Food Consumption*. Master's Thesis. Istanbul: Istanbul Kent University, Institute of Graduate Education.
- Bilgin, S. (2018). *The Use of Local Cuisine Elements in Food and Beverage Businesses and Their Analysis in Terms of Sustainability: The Izmir Example*. Unpublished Master's Thesis. Bolu: Bolu Abant İzzet Baysal University, Institute of Social Sciences.
- Bostan Sarıoğlu, A & Deveci B. (2021). Öğretmen Adaylarının Beslenme ile İlgili Bilişsel Yapılarının Kelime İlişkilendirme Testi ile Belirlenmesi, *Journal of Tourism and Gastronomy Studies*, 3003-3017.
- Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management*, 25, 623-636.
- Bükey, A. & Şen, G. (2022). *Gastronomy Research in All Aspects of Recreational Activities as a Complementary Element of Gastronomy Tourism*, Edt Karaçar, E., Örgün, E., Kargiglioğlu, Ş., Istanbul: Çizgi Bookstore.
- Büyüköztürk, Ş. (2005). *Handbook of Data Analysis for Social Sciences: Statistics, Research Design, SPSS Applications and Interpretation*. Ankara: Pegem Academy Publishing.
- Büyüköztürk, Ş. (2011). *Handbook of Data Analysis for Social Sciences*. (14th Edition). Ankara: Pegem Academy Publishing.
- Can, A. (2018). *Quantitative Data Analysis in Scientific Research Process with SPSS* (6th ed.). Ankara: Pegem Akdemi.

- Can, A. (2022). *Quantitative Data Analysis in Scientific Research Process with SPSS* (10th Edition). Ankara: Pegem Academy.
- Cankül, D. & Demir, İ. (2018). Travel agencies and gastronomy tourism: Case of IATA member a-class travel agencies. *Journal of Gastronomy, Hospitality and Travel*, 1 (1), 3-10.
- Chang, R.C.Y., Kivela, J. & Mak, A.H.N. (2011). Attributes That Influence the Evaluation of Travel Dining Experience: When East Meets West. *Tourism Management*, 32(2), 307-316.
- Cohen, E. & Avieli, N. (2004). Food in Tourism: Attraction and Impediment. *Annals of Tourism Research*, 31(4), 755-778.
- Corigliano, M. A. (2002). The Route to Quality: Italian Gastronomy Networks in Operation. *Tourism & Gastronomy*, 166-185. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=hjh&AN=17145249&site=ehost-live>.
- Crompton, J.L. (1979). An Assessment of the Image of Mexico as a Vacation Destination and the Geographical Influence Location upon that Image. *Journal of travel research*, 17(4), 18-23.
- Çağlıyan, V., Işıklar, Z.E. & Hassan, S.A. (2016). The effect of social media advertisements on purchasing behavior of university students: A research at Selçuk University. *Selçuk University Journal of Social and Technical Research*, 11, 43-56.
- Çakıcı, A.C. & Aksu, M. (2007). Group Effect in the Selection of Attraction Location: A Study on Domestic Tourists. *Anatolia Tourism Research Journal*, 18 (2): 183-194.
- Çakır, F. & Küçükkambak, S.E. (2016). An Empirical Research on Destination Marketing and Measurement of Perceived Image of Fethiye Region. *Gazi University*

Journal of Faculty of Economics and Administrative Sciences, 18(2): 400-425.

- Çallı, D. S., Bilgili, B., & Kumaş, G. (2023). Cumhuriyetin 100 yılında turizm ve teknolojinin yolculuğu. *Anadolu İktisat ve İşletme Dergisi*, 7(2), 108-127.
- Çelik, M. & Balıkcı, E. (2023). *Gastronomic Product*. In Çekiç, İ. & Oğan, Y. (Eds.), *Global Concepts in Gastronomy*. Konya: Education Publishing House.
- Çeşmeci, N., Şener, B. & Kılıçhan, R. (2023). The Relationship Between Tourists' Consumption Tendencies Towards Gastronomic Trends and Destination Satisfaction: The Case of Cappadocia. *Journal of Tourism and Gastronomy Studies*, 11(1), 47-70.
- Çetin, G. & Bilgihan, A. (2016). Components of Cultural Tourists' Experiences in Destinations. *Current Issues in Tourism*, 19(2), 137-154. <https://doi.org/10.1080/13683500.2014.994595>
- Dağabakan, A. (2012). *Analysis of Process Management Models in Revitalization Studies of Historical Settlements*. Master's Thesis. Bursa: Uludağ University, Institute of Science.
- Daşdemir, A. (2020). *Determining the Effect of Local Food Consumption Motivations on Revisit Intentions of Domestic Tourists within the Scope of Gastronomy Tourism: Van Breakfast Example*. Master's Thesis. Konya: Necmettin Erbakan University, Institute of Social Sciences.
- Demir, Ş. (2019). *Comparative Analysis of Hedonic Consumption and Voluntary Simple Lifestyle Behaviors of Gastronomy Tourists*. Master Thesis. Mersin: Mersin University, Institute of Social Sciences.
- Demir, Ş.Ş. (2010). The Effect of Pull Factors on Destination Selection: Dalyan Example. *Aegean Academic Review*, 10 (3): 1041-1054
- Deslandes, D.D. (2004). Assessing consumer perceptions of destinations: A necessary first step in the destination Branding process.

- Diyarbakırlıoğlu, G.N. (2021). *A Research on the Purchasing Behavior of Generation Y on Counterfeit Goods in the Context of Conspicuous Consumption*. Master's Thesis. Konya: Necmettin Erbakan University, Institute of Social Sciences.
- Douglas, M. & Isherwood, B. (1999). *The Anthropology of Consumption*. (Trans. EA Aytekin). Dost Bookstore.
- Du-Rand, G.E. & Heath, E. (2006). Towards a Framework for Food Tourism as an Element of Destination Marketing. *Current Issues of Tourism*, 9(3), 206-234.
- Ergan, K., Kızılırmak, İ. & Ergan, S. (2020). The Impact of Gastronomic Products on Destination Choice: The Example of Edirne Province. *Balkan and Near East Journal of Social Sciences*, 6(3), 1-10.
- Fields, K. (2002). Demand for the Gastronomy Tourism Product: Motivational Factors. *Tourism and Gastronomy*, 4(2), 36-50.
- Gegez, A.E. (2007). *Marketing Research*. (2nd Edition). Istanbul: Beta.
- George, D. & Mallery, P. (2016). *IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference* (14th ed.). New York: Routledge.
- Gheorghe, G., Tudorache, P. & Nistoreanu, P. (2014). Gastronomic Tourism, a New Trend for Contemporary Tourism. *Cactus Tourism Journal*, 9(1), 12-21.
- Girgin, G.K. (2018). Measuring Tourist Motivations for Consuming Local Foods: An Application in Antalya. *Atatürk University Social Sciences Institute Journal*, 22 (Special Issue), 793-810.
- Giritlioğlu, İ. & Avcıkurt, C. (2010). Marketing of Cities as a Touristic Product, Example Cities and Suggestions on Cities in Turkey. *Adıyaman University Social Sciences Institute Journal*, 4: 74-89.
- Gökçe, B. (2016). Food Culture in Urartu. *Journal of Human Sciences*, 13(2), 2656-2667.

- Göral, M., Kement, Ü. & Bükey, A. (2021). Evaluation of the Perceptions of Tourism Academicians Regarding Congresses through the Metaphors They Use Regarding the Concept of "Congress". *Journal of Tourism and Business Sciences*, 1(1), 71-95.
- Güneş, G., Ülker, H.İ., & Karakoç, G. (2008). The importance of local food culture in sustainable tourism. 2nd National Gastronomy Symposium and Artistic Activities, Antalya.
- Hall, MC, Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B. (2003). *Food Tourism Around the World: Development, management and markets*. Butterworth-Heinemann: Elsevier.
- Harrington, R.J. & Ottenbacher, M.C. (2010). Culinary Tourism: A Case Study of the Gastronomic Capital. *Journal of Culinary Science & Technology*, 8(1), 14-32.
- Haven-Tang, C. & Jones, E. (2005). Using Local Food and Drink to Differentiate Tourism Destinations Through a Sense of Place. *Journal of Culinary Science & Technology*, 4(4), 69-86.
- Henderson, J.C. (2009). Food Tourism Reviewed. *British Food Journal*, 111(4), 317-326.
- Hatipoğlu, A. (2010). *The Effects of Beliefs on Gastronomy: A Research on Determining the Opinions of Kitchen Managers of Five Star Hotels in Bodrum*. Master's Thesis. Sakarya: Sakarya University, Institute of Social Sciences.
- Henderson, J.C. (2016). Local and Traditional or Global and Modern? Food and Tourism in Singapore. *Journal of Gastronomy and Tourism*, 2(1), 55-68. <http://dx.doi.org/10.3727/216929716X14546365943494> .
- Hjalager, A.M. (2002). *A Typology of Gastronomy Tourism*, Hjalager, A.M. and Richards, G. (Eds.) Tourism and Gastronomy (22-23), New York.
- İçöz, O., Var, T. & İlhan, İ. (2002). *Tourism Planning*. Ankara: Turhan Bookstore.

- İlhan, T.T. & Uğurhan, Y.Z.C. (2019). A Study on Developing a Scale for Conspicuous Consumption Tendency in Social Media. *Gümüşhane University Journal of Communication Faculty*, Volume: 7, Issue: 1, pp. 28-60.
- İslamoğlu, A.H. & Alnıaçık, Ü. (2016). *Research Methods in Social Sciences* (5th Edition). Istanbul: Beta Publishing.
- Kalaycı, Ş. (2010). *SPSS Applied Multivariate Statistics Techniques*. Asil Publishing, 5th Edition, Ankara.
- Karagöz, Y. (2021). *Scientific Research Methods and Publication Ethics*. Ankara: Nobel Publishing.
- Karakulak, Ç. (2016). *Creating Gastronomic Identity Through Geographical Indication and the Role of Gastronomic Identity in Destination Marketing: The Example of Thrace*. Unpublished Master's Thesis. Muğla: Muğla Sıtkı Koçman University, Institute of Social Sciences.
- Karamustafa, K., Birdir, K. & Kılıçhan , R. (2016). Food Consumption Scale within the Framework of Gastronomic Trends. *Journal of Consumer and Consumption Research*, 8(2), 29.
- Kelam, D. & Karaca, Ş. (2023). Investigation of the Effect of Conspicuous Consumption on Foodstagramming Behaviors. *TUJOM*, 8(2), 17-36. doi :<https://doi.org/10.30685/tujom.v8i2.177>.
- Kesici, M. (2012). The Role of Local Food and Beverage Culture in the Demand for Rural Tourism. *Karamanoğlu Mehmetbey University Journal of Social and Economic Research*, 14(23), 33-37.
- Keskin, H. & Doğdubay, M. (2022). Uncovering the Gastronomic Potential in Destination Marketing: 8t (A Conceptual Study). VI. *International Gastronomy Tourism Studies Congress Proceedings Book*, 587-597.
- Kılınç, E. (2018). Validity and Reliability in Quantitative Data. In Ş. Aslan (Ed.), *Research Methods in Social Sciences: A Guide to Quantitative, Mixed, Qualitative Designs* (pp. 147-162). Konya: Education Publishing House.

- Kılınç, E. & Sünbül, F. (2018). Quantitative Data Analysis with SPSS Application Examples. In Ş. Aslan (Ed.), *Research Methods in Social Sciences: A Guide for Quantitative, Mixed, Qualitative Designs* (pp. 163-183). Konya: Education Publishing House.
- Kivela, J. & Crotts, J.C. (2009). Understanding Travelers' Experiences Of Fastronomy Through Etymology and Narration. *Journal of Hospital & Tourism Research*, C: 33, No: 2, ss. 161-192.
- Kivela, J.J. & Crotts, J.C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality-Tourism Research*, 30(3), 354-377.
- Kivela, J.J. & Crotts, J.C. (2005). Gastronomy Tourism: A Meaningful Travel Market Segment. *Journal of Culinary Science and Technol.*, 4(2-3), 39-55.
- Kocabulut, Ö. & Kılıçarslan, D. (2018). A conceptual study on tourists' local food consumption and purchasing behavior. *Journal of Tourism and Gastronomy Studies*, 6(1), 213-227.
- Kumaş, G., & Bilgili, B. (2023). Turizm işletmelerinin hizmet kalitesi algısında temizlik ve hijyenin öneminin irdelenmesi üzerine bir araştırma. *Gastroia: Journal of Gastronomy and Travel Research*, 7(3), 533-557. Doi: <https://doi.org/10.32958/gastoria.1387557>
- Kresic, D. & Prebezac, D. (2011). Index of Destination Attractiveness as a Tool for Destination Attractiveness Assessment. *Tourism: An International Interdisciplinary Journal*, 59 (4): 497-517.
- Kyriakaki, A., Zagkotsi, S. & Trihas, N. (2016). Gastronomy, Tourist Experience and Location: The Case of the 'Greek Breakfast' Tourismos. *An International Multidisciplinary Journal of Tourism*, 11(3), 227-261.
- Leiper, N. (1984). International Travel by Australians, 1946 to 1983: Travel Propensities and Travel Frequencies.

- In Contemporary Issues in Australian Tourism. [Proceedings of the 19th IAG Conference, Sydney, 1984] (pp. 67-83). Department of Geography, University of Sydney.
- Liu, X., Ge, J. & Ren, T. (2021). Uncertainty and Tourism Consumption Preferences: Evidence from the Representative Chinese City of Shenzhen. *Sustainability*, 13(8), 4103.
- Long, L.M. (2004). *Culinary Tourism*. Lexington: The University Press of Kentucky.
- Mihalko, G. & Ratz, T. (2007). Touristic Environment in the Mediterranean. *Anatolia: Journal of Tourism Research*, 18(1), 90-100.
- Mirela, C.S. (2016). Agrotourism and Gastronomic Tourism, Parts Of Sustainable Tourism. *Journal of Horticulture, Forestry and Biotechnology*, 20(3), 106-109.
- Nebioglu, O. (2016). *Factors affecting the use of local gastronomic products in tourism*. PhD thesis. Antalya: Akdeniz University, Institute of Social Sciences.
- Odabaşı, Y. (1999). *Consumer Culture: From a Society That Is Content to a Society That Consumes*. Istanbul: Sistem Publishing.
- Oğan, Y. (2024). A Bibliometric Analysis in the Context of Gastronomic Identity and Heritage. *To & Re*, 6(1), 76-88.
- Oğan, Y. (2024). A Systematic Review of Studies on Gastronomic Products. *Dokuz Eylül University Faculty of Business Journal*, 25(2): 1-15. <https://doi.org/10.24889/ifede.1436747>.
- Önçel, S. & Gözde, M.Ö. (2016). *Sociological View of Gastronomy*, in Gastronomy as a Form of Communication (Ed.), Yılmaz H., Ankara: Detay Publishing.
- Özbay, G. & Saruşıık, M. (2015). A Literature Review on Gastronomy Tourism. *Anatolia: Journal of Tourism Research*, 26(2), 264-278.

- Özçatalbaş, O. (2020). An Evaluation on the Importance and Management of Rural Heritage. *Turkish Journal of Scientific Reviews*, 13(1): 1-8.
- Özdemir, G. (2008). *Destination marketing*. Ankara: Detay Publishing.
- Özdemir, G., Yılmaz, E., Unakıtan, G., Yılmaz, I. & Keskin, G. (2017). Traditional Food Production and Marketing Willingness of Women in Rural Areas. *Tekirdağ Faculty of Agriculture Journal*, 14(3): 66-72.
- Özdoğan, A. (2009). Quantitative Data Analysis and Reporting of Research Results. In K. Boke (Ed.), *Research Methods in Social Sciences* (pp. 389-408). Istanbul: Alfa Publications.
- Özsoy, T. & Madran, C. (2014). Geographical Indication Creating Added Value in the Marketing of Local Products. *19th National Marketing Congress Proceedings Book*. Gaziantep University.
- Phau, I., Quintal, V. & Shanka, T. (2014). Examining a Consumption Values Theory Approach of Young Tourists about Destination Choice Intentions. *International Journal of Culture, Tourism and Hospitality Research* .
- Punch, K.F. (2016). *Introduction to Social Research: Quantitative and Qualitative Approaches* (Trans. D. Bayraktar, HB Arslan and Z. Akyüz) (4th Edition). Ankara: Siyasal Publishing.
- Ritchie, J.B. & Crouch, G.I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. Cabi.
- Sahin, G.G. (2015). Gastronomy Tourism As An Alternative Tourism: An Assessment On The Gastronomy Tourism Potential Of Turkey. *Int J Bus Soc Science*, 5(9), 79-105.
- Sanchez-Cañizares, S. & Castillo-Canalejo, A.M. (2015). A Comparative Study of Tourist Attitudes towards Culinary Tourism in Spain and Slovenia. *British Food Journal*. <https://doi.org/10.1108/BFJ-01-2015-0008>

- Saraç, Ö., Kumaş, G., & Bilgili, B. (2024). The importance of smart city applications in the sustainability of tourism destinations. In *International handbook of skill, education, learning, and research development in tourism and hospitality* (pp. 1-17). Singapore: Springer Nature Singapore.
- Sarıuşık, M. (2017). *Gastronomy Science in All Aspects*. 1st Edition, Ankara: Detay Publishing.
- Seddighi, H.R. & Theocharaus, A.L. (2002). A Model of Tourism Destination Choice: A Theoretical and Empirical Analysis, *Tourism Management*, 23 (5): 475-487.
- Sezen, N. (2021). *Gastronomy Festivals and the Effect of Food Image on Creating a Gastronomy Destination: The Hatay Example*. Master Thesis. Nevşehir: Nevşehir Hacı Bektaş Veli University, Institute of Social Sciences.
- Smith, S.L.J. & Xiao, H. (2008). Culinary tourism supply chains: A preliminary examination *Journal of Travel Research*, 46, 289-299.
- Sönmez, V. & Alacapınar, F.G. (2019). *Scientific Research Methods with Examples* (7th Edition). Ankara: Anı Publishing.
- Şahin, A. (2017). Analysis of the Concept of Gastronationalism: Geographical Indication and Branding Factors. *Journal of International Social Research*, 10(48): 459-465.
- Şalvarcı, S. & Sarı Gök, H. (2020). Gastronomy tourism as a rural development tool in tourism: The example of Samandağ gastronomy village. *International Journal of Social Sciences*, 13(73), 1003-1010.
- Şengel, U., İbiş, S., Zengin, B. & Batman, O. (2014). Determination of Tourist Destination Selection According to Demographic Characteristics: A Research on Domestic Tourists. *15th National Tourism Congress*, November 2014.

- Şimşek, H. & Kurt, M. (2019). Evaluation of consumer behavior in terms of behavioral economics. *Turkish Studies*, 14 (5), 215-222.
- Tabachnick, B.G. & Fidell, L.S. (2004). *Using Multivariate Statistics* (5th edition). Pearson Education.
- Taş, M. (2019). Destination Image Perception and Sustainable Destination Marketing: The Example of Kemaliye Destination. PhD Thesis. Sakarya: Sakarya University of Applied Sciences, Institute of Graduate Education.
- TDK, (2024, September). What is Gastronomy? <https://sozluk.gov.tr/gastronomi> Access Date: 25.09.2024.
- TDK, (2023d). What is a product? <https://sozluk.gov.tr/ürün> Access Date: 30.01.2024.
- Tuğan, US (2021). *The Use and Comparative Analysis of Gastronomic Elements in Tourist Promotional Films Used in the Promotion of Turkey and Spain*. Master's Thesis. Ankara: Başkent University, Institute of Social Sciences.
- UNWTO, BCC (2019). Guidelines for the Development of Gastronomy Tourism. Madrid: United Nations World Tourism Organization.
- Uztuğ, F. (2003). *Speak as Much as Your Brand: Brand Communication Strategies*. Istanbul: MediaCat Publications.
- Ünal, A. (2020). A Research to Determine the Factors Affecting the Destination Choices of Young People. *Journal of Gastronomy, Hospitality, and Travel*. 3(1): 42-50.
- Veblen, T. (2005). *The Theory of the Leisure Class*. (Translator: Zeynep Gültekin and Cumhur Atay). Istanbul: Babil Publications.
- Yazıcıoğlu, Y. & Erdoğan, S. (2011). *SPSS Scientific Research Methods*. Istanbul: Detay Publishing.
- Yeşilbursa, C.C. (2008). *The Use of Historical Places in Social Studies Education*. Turkology Researches (TÜBAR-XXIII)-Spring.

- Yıldız, Ö.E. (2016). *Gastronomy as a tourist product*, in Kurgun, H. and Bağıran Özşeker, D. (Eds.), *Gastronomy (Concepts-Applications-International Cuisines-Recipes) and Tourism* (25- 44). Ankara: Detay Publishing.
- Yolal, M., Chi, C.G.Q. & Pesämaa, O. (2017). Examination Destination Loyalty of First Time and Repeat Visitors at All-Inclusive Resorts. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-06-2015-0293>.
- Zağralı, E. & Akbaba, A. (2015). The Role of Local Food in Tourists' Destination Choice: A Research on the Views of Tourists Visiting Izmir Peninsula. *Journal of Yasar University*, 2015, 10/40, 6633-6644
- Zain, N., Zahari, M.S.M. & Hanafiah, M.H.M. (2018). Food and Tourism Destination Image: Moderated Effect of Local Food Consumption. *e- Review of Tourism Research*, 15(1).
- Zengin, B., Uyar, H. & Erkol, G. (2015). A Conceptual Review on Gastronomy Tourism. *15th National Tourism Congress*, Vol. 1, pp. 1-16.
- Zorlu, A. (2006). *Sociology of Consumption*. Ankara: Global Publications.
- [http://www.mevzuat.gov.tr/MevzuatMetin/1.5.2863.pdf/](http://www.mevzuat.gov.tr/MevzuatMetin/1.5.2863.pdf)
Law on the Protection of Cultural and Natural Assets (19.05.2017)

Consumption Trends of Gastronomical Elements as Complementary Products in Historical Areas

Prof. Dr. Mehmet Sariođlan
Assoc. Prof. M.Fatih Sansar
Özlem Gelen

